

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Population						
2024 Population	83,336	---	112,887	---	201,909	---
2029 Projected Population	89,946	---	122,436	---	213,545	---
2029 Projected Population (High Estimate)	92,863	---	126,208	---	220,457	---
2029 Projected Population (Low Estimate)	83,316	---	113,187	---	202,303	---
% Projected Annual Change (2024 - 2029)	1.6%	---	1.7%	---	1.2%	---
% Projected Annual Change (High Estimate)	2.3%	---	2.4%	---	1.8%	---
% Projected Annual Change (Low Estimate)	0.0%	---	0.1%	---	0.0%	---
2000 Census Population	52,319	---	71,080	---	148,923	---
2010 Census Population	79,345	---	107,111	---	194,159	---
% Annual Change (2010 - 2024)	0.4%	---	0.4%	---	0.3%	---
Population Density	1,071		468		364	
Land Area (Square Miles)	77.82		241.41		555.44	
Households						
2024 Households	33,343	---	44,487	---	78,391	---
2029 Projected Households	36,180	---	48,460	---	83,144	---
% Projected Annual Change (2024 - 2029)	1.7%	---	1.8%	---	1.2%	---
2000 Households	19,751	---	26,570	---	54,654	---
2010 Households	31,583	---	42,018	---	75,171	---
% Annual Change (2010 - 2024)	4.3%	---	4.2%	---	2.7%	---
Growth Stability Indicator (-1 to +1)	0.0294	---	0.0455	---	0.0413	---
Daytime Population						
Daytime Population	99,851	---	125,873	---	207,351	---
Children at Home	2,784	---	3,800	---	7,614	---
Students	23,596	---	28,009	---	49,248	---
Work at Home	5,403	---	7,233	---	10,412	---
Homemakers	9,836	---	12,401	---	19,448	---
Retired/Disabled Population	22,402	---	29,298	---	43,702	---
Unemployed	999	---	1,460	---	2,778	---

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2024)	44.2		44.1		42.2	
Children (2024)						
0 - 4 Years	3,710	4.5%	5,061	4.5%	10,135	5.0%
5 - 9 Years	3,669	4.4%	5,261	4.7%	10,760	5.3%
10 - 13 Years	3,111	3.7%	4,507.8	4.0%	8,969	4.4%
14 - 17 Years	4,784	5.7%	6,325	5.6%	11,212	5.6%
Adults (2024)						
18 - 21 Years	5,561	6.7%	7,102	6.3%	12,146	6.0%
22 - 24 Years	4,373	5.2%	5,496	4.9%	9,299	4.6%
25 - 34 Years	8,893	10.7%	11,888	10.5%	23,578	11.7%
35 - 44 Years	8,479	10.2%	11,905	10.5%	23,590	11.7%
45 - 54 Years	8,462	10.2%	11,837	10.5%	21,515	10.7%
55 - 64 Years	10,270	12.3%	14,329	12.7%	25,576	12.7%
65 - 74 Years	10,770	12.9%	14,651	13.0%	24,193	12.0%
75 - 84 Years	8,255	9.9%	10,854	9.6%	15,878	7.9%
85+ Years	3,000	3.6%	3,669	3.3%	5,058	2.5%
Age, Female (2024)						
0 - 4 Years	1,815	2.2%	2,479	2.2%	4,976	2.5%
5 - 9 Years	1,786	2.1%	2,580	2.3%	5,305	2.6%
10 - 13 Years	1,521	1.8%	2,197	1.9%	4,403	2.2%
14 - 17 Years	2,018	2.4%	2,752	2.4%	5,022	2.5%
18 - 21 Years	2,800	3.4%	3,508	3.1%	5,715	2.8%
22 - 24 Years	2,590	3.1%	3,089	2.7%	4,693	2.3%
25 - 34 Years	4,555	5.5%	5,943	5.3%	11,702	5.8%
35 - 44 Years	4,430	5.3%	6,201	5.5%	12,240	6.1%
45 - 54 Years	4,455	5.3%	6,189	5.5%	11,258	5.6%
55 - 64 Years	5,544	6.7%	7,661	6.8%	13,618	6.7%
65 - 74 Years	6,008	7.2%	8,080	7.2%	13,241	6.6%
75 - 84 Years	4,619	5.5%	6,058	5.4%	8,922	4.4%
85+ Years	1,846	2.2%	2,217	2.0%	3,119	1.5%
% of Population, Female		52.8%		52.2%		51.6%
Average Age, Female	45.5	---	45.3	---	43.4	---

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	1,894	2.3%	2,581	2.3%	5,159	2.6%
5 - 9 Years	1,883	2.3%	2,681	2.4%	5,455	2.7%
10 - 13 Years	1,590	1.9%	2,310	2.0%	4,566	2.3%
14 - 17 Years	2,766	3.3%	3,573	3.2%	6,191	3.1%
18 - 21 Years	2,761	3.3%	3,595	3.2%	6,431	3.2%
22 - 24 Years	1,783	2.1%	2,407	2.1%	4,606	2.3%
25 - 34 Years	4,338	5.2%	5,945	5.3%	11,876	5.9%
35 - 44 Years	4,049	4.9%	5,705	5.1%	11,350	5.6%
45 - 54 Years	4,007	4.8%	5,648	5.0%	10,257	5.1%
55 - 64 Years	4,727	5.7%	6,669	5.9%	11,958	5.9%
65 - 74 Years	4,762	5.7%	6,571	5.8%	10,952	5.4%
75 - 84 Years	3,636	4.4%	4,796	4.2%	6,956	3.4%
85+ Years	1,155	1.4%	1,452	1.3%	1,939	1.0%
% of Population, Male		47.2%		47.8%		48.4%
Average Age, Male	42.7	---	42.7	---	40.8	---
Income (2024)						
Per Capita Income	\$48,755	---	\$48,944	---	\$43,332	---
Average Household Income	\$121,858	---	\$124,197	---	\$111,610	---
Median Household Income	\$99,375	---	\$101,799	---	\$92,252	---
Less than \$15,000	1,634	4.9%	2,238	5.0%	4,347	5.5%
\$15,000 - \$19,999	506	1.5%	684	1.5%	1,584	2.0%
\$20,000 - \$24,999	949	2.8%	1,279	2.9%	2,201	2.8%
\$25,000 - \$29,999	939	2.8%	1,111	2.5%	2,279	2.9%
\$30,000 - \$34,999	935	2.8%	1,210	2.7%	2,320	3.0%
\$35,000 - \$39,999	746	2.2%	968	2.2%	2,109	2.7%
\$40,000 - \$44,999	822	2.5%	1,097	2.5%	2,431	3.1%
\$45,000 - \$49,999	1,113	3.3%	1,382	3.1%	2,940	3.8%
\$50,000 - \$54,999	1,015	3.0%	1,262	2.8%	2,813	3.6%
\$55,000 - \$59,999	1,052	3.2%	1,244	2.8%	2,489	3.2%
\$60,000 - \$64,999	1,127	3.4%	1,423	3.2%	2,711	3.5%
\$65,000 - \$69,999	1,038	3.1%	1,370	3.1%	2,610	3.3%
\$70,000 - \$79,999	1,912	5.7%	2,525	5.7%	4,753	6.1%

Demographics around 4403 Ironbound Rd, Williamsburg, Virginia 23188, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
\$80,000 - \$89,999	1,863	5.6%	2,488	5.6%	4,526	5.8%
\$90,000 - \$99,999	1,545	4.6%	2,083	4.7%	3,860	4.9%
\$100,000 - \$125,000	3,883	11.6%	5,243	11.8%	9,061	11.6%
\$125,000 - \$149,999	3,069	9.2%	4,266	9.6%	7,266	9.3%
\$150,000 - \$199,999	5,009	15.0%	7,379	16.6%	10,660	13.6%
\$200,000 - \$249,999	2,347	7.0%	2,934	6.6%	4,167	5.3%
\$250,000 - \$499,999	1,006	3.0%	1,256	2.8%	1,787	2.3%
\$500,000+	832	2.5%	1,043	2.3%	1,477	1.9%
Income (2029 Projected)						
Per Capita Income	\$54,245	---	\$54,478	---	\$48,338	---
Average Household Income	\$134,858	---	\$137,641	---	\$124,151	---
Median Household Income	\$111,100	---	\$113,539	---	\$103,042	---
Education (2024)						
Less than 9th Grade	650	1.1%	1,172	1.5%	3,099	2.2%
Some High School	1,515	2.6%	2,412	3.0%	5,918	4.2%
High School Grad	10,244	17.6%	15,148	19.1%	31,836	22.8%
Some College	10,194	17.5%	14,378	18.2%	29,487	21.2%
Associate Degree	4,670	8.0%	7,040	8.9%	12,548	9.0%
Bachelors Degree	15,989	27.5%	20,620	26.1%	31,463	22.6%
Masters Degree	10,317	17.7%	12,768	16.1%	18,014	12.9%
Doctorate or Professional Degree	4,550	7.8%	5,596	7.1%	7,023	5.0%
Population by Race/Ethnicity (2024)						
Race Excluding Hispanic Ethnic Group						
White	60,846	73.0%	81,431	72.1%	132,573	65.7%
Black	11,783	14.1%	17,017	15.1%	41,186	20.4%
Asian	2,899	3.5%	3,393	3.0%	6,247	3.1%
Other	7,809	9.4%	11,046	9.8%	21,903	10.8%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	59,451	71.3%	79,397	70.3%	128,259	63.5%
Hispanic	5,268	6.3%	7,481	6.6%	15,750	7.8%
Black, Non-Hispanic	11,625	13.9%	16,782	14.9%	40,413	20.0%
Asian, Non-Hispanic	2,868	3.4%	3,356	3.0%	6,161	3.1%
Other, Non-Hispanic	4,124	4.9%	5,871	5.2%	11,326	5.6%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2029 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	64,361	77.2%	86,349	76.5%	136,612	67.7%
Hispanic	5,673	6.8%	8,096	7.2%	16,534	8.2%
Black, Non-Hispanic	12,429	14.9%	18,059	16.0%	42,090	20.8%
Asian, Non-Hispanic	3,079	3.7%	3,621	3.2%	6,493	3.2%
Other, Non-Hispanic	4,405	5.3%	6,310	5.6%	11,816	5.9%
Language at Home (2024)						
Spanish	2,333	2.9%	3,870	3.6%	8,686	4.5%
Asian/Pacific Language	1,890	2.4%	2,325	2.2%	3,830	2.0%
European/Indo-European	1,974	2.5%	2,303	2.1%	3,738	1.9%
Arabic	276	0.3%	276	0.3%	395	0.2%
Other Non-English	283	0.4%	400	0.4%	667	0.3%
Family Structure (2024)						
Male Householder, No Children	423	1.8%	642	1.9%	1,537	2.6%
Female Householder, No Children	1,309	5.4%	2,056	6.2%	4,279	7.3%
Single Parent - Male	510	2.1%	683	2.1%	1,269	2.2%
Single Parent - Female	1,772	7.4%	2,456	7.4%	4,794	8.2%
Married w/ Children	5,595	23.2%	7,893	23.9%	14,283	24.5%
Married w/out Children	12,667	52.6%	16,989	51.5%	27,742	47.5%
Non-family Households	1,826	7.6%	2,294	6.9%	4,485	7.7%
Household Size (2024)						
1 Person	9,242	27.7%	11,474	25.8%	20,002	25.5%
2 Persons	13,521	40.6%	17,966	40.4%	29,691	37.9%
3 Persons	4,548	13.6%	6,354	14.3%	12,200	15.6%
4 Persons	3,589	10.8%	5,151	11.6%	9,509	12.1%
5 Persons	1,524	4.6%	2,194	4.9%	4,310	5.5%
6 Persons	589	1.8%	860	1.9%	1,704	2.2%
7+ Persons	330	1.0%	489	1.1%	975	1.2%

Demographics around 4403 Ironbound Rd, Williamsburg, Virginia 23188, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Housing (2024)						
Owner-Occupied	23,535	63.7%	32,501	66.0%	54,448	63.3%
Renter-Occupied	9,808	26.5%	11,986	24.3%	23,943	27.8%
Vacant	3,628	9.8%	4,771	9.7%	7,678	8.9%
Components of Change (2024)						
Births	799	1.0%	1,062	0.9%	2,035	1.0%
Deaths	1,057	1.3%	1,388	1.2%	2,122	1.1%
Migration	512	0.6%	816	0.7%	846	0.4%
Other Population (2024)						
Seasonal Population	790	---	1,143	---	1,353	---
Transient Population	7,797	---	8,786	---	9,554	---
Group Quarters Population	5,847	---	6,669	---	9,700	---
Institutionalized	889	---	1,347	---	1,879	---
College	4,753	---	4,753	---	4,753	---
Military	33	---	378	---	2,807	---
Other	171	---	190	---	260	---
Home Value (2024)						
Median Home Value	\$551,151	---	\$548,035	---	\$467,337	---
Average Home Value	\$506,841	---	\$499,963	---	\$425,948	---
Under \$20,000	106	0.5%	267	0.8%	675	1.2%
\$20,000 to \$40,000	31	0.1%	184	0.6%	569	1.0%
\$40,000 to \$60,000	52	0.2%	97	0.3%	269	0.5%
\$60,000 to \$80,000	94	0.4%	163	0.5%	368	0.7%
\$80,000 to \$100,000	10	0.0%	26	0.1%	189	0.3%
\$100,000 to \$125,000	89	0.4%	126	0.4%	364	0.7%
\$125,000 to \$150,000	123	0.5%	221	0.7%	704	1.3%
\$150,000 to \$200,000	527	2.2%	786	2.4%	1,740	3.2%
\$200,000 to \$250,000	978	4.2%	1,460	4.5%	3,744	6.9%
\$250,000 to \$300,000	1,350	5.7%	2,008	6.2%	5,365	9.9%
\$300,000 to \$400,000	3,677	15.6%	5,340	16.4%	10,709	19.7%
\$400,000 to \$500,000	4,648	19.8%	6,411	19.7%	9,811	18.0%
\$500,000 to \$750,000	7,205	30.6%	8,918	27.4%	11,793	21.7%
\$750,000 to \$1,000,000	3,171	13.5%	3,971	12.2%	5,075	9.3%
\$1,000,000 or more	1,081	4.6%	1,724	5.3%	2,203	4.0%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2024)						
No Vehicle	1,734	5.2%	2,122	4.8%	4,120	5.3%
1 Vehicle	10,895	32.7%	13,392	30.1%	22,418	28.6%
2 Vehicles	13,448	40.3%	17,771	39.9%	30,415	38.8%
3 Vehicles	5,169	15.5%	7,945	17.9%	14,894	19.0%
4 Vehicles	1,703	5.1%	2,502	5.6%	4,623	5.9%
5 or more Vehicles	394	1.2%	756	1.7%	1,921	2.5%
Economic Indicators (2024)						
Gross Domestic Product (GDP) - in 1,000s	\$7,275,786	---	\$9,740,137	---	\$15,309,148	---
Economic Viability	261	---	263	---	263	---
Economic Viability, Indexed	96	---	97	---	97	---
Average Salary	\$49,902	---	\$49,474	---	\$47,381	---
Average Mortgage-Risk	3.28	---	3.31	---	3.35	---
Businesses (2024)						
Establishments	2,667	---	3,237	---	4,948	---
Employees (FTEs)	34,831	---	43,671	---	74,149	---
Employment, Pop 16+ (2024)						
Armed Forces	1,179	1.7%	2,347	2.5%	9,032	5.4%
Civilian	39,484	56.0%	54,781	57.7%	103,376	62.1%
Employed	38,485	54.6%	53,321	56.2%	100,598	60.4%
Unemployed	999	1.4%	1,460	1.5%	2,778	1.7%
Not in Labor Force	31,020	44.0%	40,178	42.3%	63,049	37.9%
Unemployment Rate (2024)						
		2.5%		2.6%		2.6%
Employment by Industry (2024)						
Agriculture, Mining and Construction	1,672	4.3%	3,017	5.7%	6,599	6.6%
Manufacturing	2,449	6.4%	3,623	6.8%	8,342	8.3%
Transportation	1,376	3.6%	1,922	3.6%	3,967	3.9%
Information	328	0.9%	368	0.7%	974	1.0%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Wholesale-Retail	5,081	13.2%	7,077	13.3%	14,365	14.3%
Finance, Insurance, and Real Estate	2,060	5.4%	3,077	5.8%	5,196	5.2%
Professional Services	3,632	9.4%	5,122	9.6%	7,888	7.8%
Management Services	0	0.0%	4	0.0%	90	0.1%
Administration and Waste Services	1,444	3.8%	2,028	3.8%	4,038	4.0%
Educational Services	10,755	27.9%	14,133	26.5%	25,065	24.9%
Entertainment Services	4,763	12.4%	6,345	11.9%	11,422	11.4%
Other Professional Services	1,659	4.3%	2,338	4.4%	4,518	4.5%
Public Administration	3,265	8.5%	4,265	8.0%	8,136	8.1%
Employment by Occupation (2024)	---	---	---	---	---	---
White Collar						
Managerial and Executive	6,949	18.1%	9,569	17.9%	16,349	16.3%
Professional Specialty	12,395	32.2%	16,162	30.3%	25,681	25.5%
Healthcare and Support	844	2.2%	1,102	2.1%	2,715	2.7%
Sales	4,572	11.9%	6,564	12.3%	11,472	11.4%
Office and Administration	3,782	9.8%	4,981	9.3%	10,851	10.8%
Blue Collar						
Protective Services	946	2.5%	1,322	2.5%	2,628	2.6%
Food Preparation and Serving	1,918	5.0%	2,526	4.7%	5,426	5.4%
Building Maintenance and Cleaning	912	2.4%	1,639	3.1%	3,311	3.3%
Personal Care Services	1,314	3.4%	1,837	3.4%	3,213	3.2%
Farming, Fishing & Forestry	108	0.3%	160	0.3%	331	0.3%
Construction	1,693	4.4%	2,978	5.6%	7,526	7.5%
Production & Transportation	3,052	7.9%	4,480	8.4%	11,096	11.0%
School Enrollment (2024)						
Nursery School/Pre-school	1,253	1.5%	1,679	1.5%	2,771	1.4%
Kindergarten/Elementary School	7,225	8.7%	10,399	9.2%	20,563	10.2%
High School	3,847	4.6%	5,270	4.7%	9,444	4.7%
College/Graduate/Professional School	10,095	12.1%	11,740	10.4%	17,926	8.9%
Not Enrolled	60,916	73.1%	83,799	74.2%	151,205	74.9%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
Travel Time to Work						
Less than 10 minutes	4,943	15.8%	5,835	13.5%	11,232	13.4%
10 to 14 minutes	6,665	21.3%	8,022	18.5%	13,551	16.1%
15 to 19 minutes	5,819	18.6%	7,960	18.4%	14,410	17.1%
20 to 24 minutes	3,448	11.0%	5,298	12.2%	10,508	12.5%
25 to 29 minutes	1,296	4.1%	2,214	5.1%	5,065	6.0%
30 to 34 minutes	2,316	7.4%	3,715	8.6%	8,822	10.5%
35 to 44 minutes	2,251	7.2%	3,245	7.5%	5,880	7.0%
45 to 59 minutes	2,010	6.4%	3,419	7.9%	7,206	8.6%
60 or more minutes	2,610	8.3%	3,636	8.4%	7,423	8.8%
Average travel time to work in minutes	21.4	---	28.5	---	33.2	---

Population by LandScape Segment

A1: Empire Builders	0	0.00%	653	0.58%	653	0.33%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	2,214	2.67%	2,401	2.15%	3,477	1.74%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	0	0.00%	0	0.00%	0	0.00%
A6: Regents	7,061	8.52%	8,453	7.55%	8,785	4.38%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	575	0.69%	575	0.51%	1,785	0.89%
B3: Kindred Spirit	1,561	1.88%	1,561	1.39%	5,783	2.89%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	1,443	1.74%	1,443	1.29%	2,601	1.30%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	827	0.41%
C2: Managing Business	2,233	2.69%	2,233	1.99%	3,942	1.97%
C3: Nest Builders	2,994	3.61%	3,408	3.04%	4,845	2.42%
C4: Gainfully Employed	1,240	1.50%	1,240	1.11%	4,575	2.28%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	3,382	1.69%
D2: Fall Years	1,161	1.40%	2,412	2.15%	5,399	2.69%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	2,228	2.69%	4,100	3.66%	7,295	3.64%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
E2: Wizards	3,905	4.71%	5,920	5.29%	8,102	4.04%
E3: Apprentices	1,709	2.06%	1,709	1.53%	1,709	0.85%
F1: Hard Act to Follow	3,197	3.86%	3,414	3.05%	5,009	2.50%
F2: SM Seeks SF	1,842	2.22%	1,842	1.65%	3,920	1.96%
F3: Solo Acts	3,069	3.70%	3,069	2.74%	4,462	2.23%
F4: Down But Not Out	1,575	1.90%	2,588	2.31%	6,399	3.19%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	0	0.00%	0	0.00%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
H1: Educated Earners	0	0.00%	0	0.00%	913	0.46%
H2: Suburban Singles	0	0.00%	484	0.43%	484	0.24%
H3: Hard Hats/Hair Nets	2,013	2.43%	3,306	2.95%	3,306	1.65%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	985	0.49%
I3: Couples with Capital	2,627	3.17%	2,627	2.35%	2,710	1.35%
I4: Kith and Kin	0	0.00%	963	0.86%	963	0.48%
I5: Sublime Suburbia	1,241	1.50%	3,432	3.07%	4,240	2.12%
J1: Stocks and Scholars	5,150	6.21%	5,155	4.61%	5,155	2.57%
J2: Marmalade & Money	2,104	2.54%	2,248	2.01%	2,248	1.12%
J3: Stately Suburbs	2,036	2.46%	2,036	1.82%	3,025	1.51%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	770	0.69%	1,643	0.82%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	0	0.00%	0	0.00%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	455	0.55%	3,775	3.37%	9,232	4.61%
L2: Fertile Acres	550	0.66%	2,272	2.03%	7,697	3.84%
L3: Bread Basket	0	0.00%	0	0.00%	836	0.42%
L4: Farmers Circle	470	0.57%	843	0.75%	2,335	1.17%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	7,255	3.62%
M2: East Side	0	0.00%	0	0.00%	7,516	3.75%
M3: Upper East Side	0	0.00%	0	0.00%	6,684	3.34%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	0	0.00%	0	0.00%	0	0.00%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	16,875	20.35%	20,460	18.28%	21,281	10.62%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	2,477	2.21%	4,279	2.14%
O5: Centurions	190	0.23%	2,180	1.95%	9,443	4.71%
O6: Legacy Years	4,382	5.29%	5,076	4.53%	8,372	4.18%
O7: Collegians	6,808	8.21%	6,808	6.08%	6,808	3.40%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$269,349	\$8.08	\$370,417	\$8.33	\$650,708	\$8.30
Total Apparel and services	\$1,060,098	\$31.79	\$1,455,901	\$32.73	\$2,601,060	\$33.18
Cash contributions	\$1,755,141	\$52.64	\$2,366,383	\$53.19	\$4,076,182	\$52.00
Total Education	\$534,088	\$16.02	\$731,318	\$16.44	\$1,293,771	\$16.50
Total Entertainment	\$2,063,362	\$61.88	\$2,831,334	\$63.64	\$4,987,568	\$63.62
Total Food	\$6,155,766	\$184.62	\$8,458,337	\$190.13	\$15,062,529	\$192.15
Total Health care	\$3,522,860	\$105.66	\$4,803,573	\$107.98	\$8,464,019	\$107.97
Total Housing	\$9,489,877	\$284.61	\$13,001,629	\$292.26	\$22,986,601	\$293.23
Total Personal care products and services	\$581,611	\$17.44	\$798,410	\$17.95	\$1,417,366	\$18.08
Personal insurance	\$339,121	\$10.17	\$465,901	\$10.47	\$805,954	\$10.28
Total Reading	\$58,204	\$1.75	\$78,940	\$1.77	\$138,030	\$1.76
Total Tobacco products and smoking supplies	\$222,008	\$6.66	\$304,046	\$6.83	\$562,848	\$7.18
Total Transportation	\$8,772,930	\$263.11	\$12,056,435	\$271.01	\$21,296,601	\$271.67
Cash gifts	\$579,609	\$17.38	\$767,980	\$17.26	\$1,340,370	\$17.10

Demographics around 4403 Ironbound Rd, Williamsburg, Virginia 23188, United States

LandScape Descriptions (Trade Area 1 Only)

O1: Golden Heritage

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post-working years to the hilt. The other image is less appealing: of older Americans struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.

A6: Regents

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

J1: Stocks and Scholars

As their name implies, Stocks & Scholars segments are chock- a- block with high- income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college- educated residents: over two- times- the- national- average. This group of neighborhoods also weighs in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50- percent- higher- than- average level of residents with self- employment income. Those who have to work in traditional occupations are largely employed in white- collar management, financial, and other professional positions. Add to that a growing population of seniors drawing retirement income, and it all adds up to a median- income range of in the \$70,000s and \$80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married- couples. Those who have children tend to have older kids in the 13- to 17- age range.

O6: Legacy Years

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

Demographics around 4403 Ironbound Rd, Williamsburg, Virginia 23188, United States

E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

F1: Hard Act to Follow

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50- percent- above- average level of singles. The households are single for a variety of reasons, including slightly higher- than- average levels of divorce, widowhood, and non- marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white- collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

F3: Solo Acts

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

I3: Couples with Capital

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

Demographics around 4403 Ironbound Rd, Williamsburg, Virginia 23188, United States

I3: Couples with Capital

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

E1: Gurus

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

C2: Managing Business

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable \$50,000 and \$60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

A3: Marquis Class

While the highly urban Marquis Class share many of "the good life" characteristics with other Creme de la Creme urban segments, they are uniquely home to a larger number of 65- plus- year- old residents than other areas in this upscale category. Marquis Class sectors also have a slightly above- average number of 40- year- olds, and they have lower- than- average percentiles of children and teenagers. Understandably, based on the age demographics, Marquis Class areas show higher- than- average levels of retirement/social security income. However, they also have higher- than- average incomes in other areas, such as interest/dividend income and self- employment earnings. The residents who have to work are typically employed in white- collar management and professional occupations. Overall, this group enjoys an annual income in the \$70,000s and \$80,000s. Also, presumably owing to the age distribution, while these neighborhoods have a near- national- average ratio of married- with- children families, they also show a slight up- tick in the married- with- no- children division. Marquis Class segments also measure twice- the- national- average in college- educated residents.