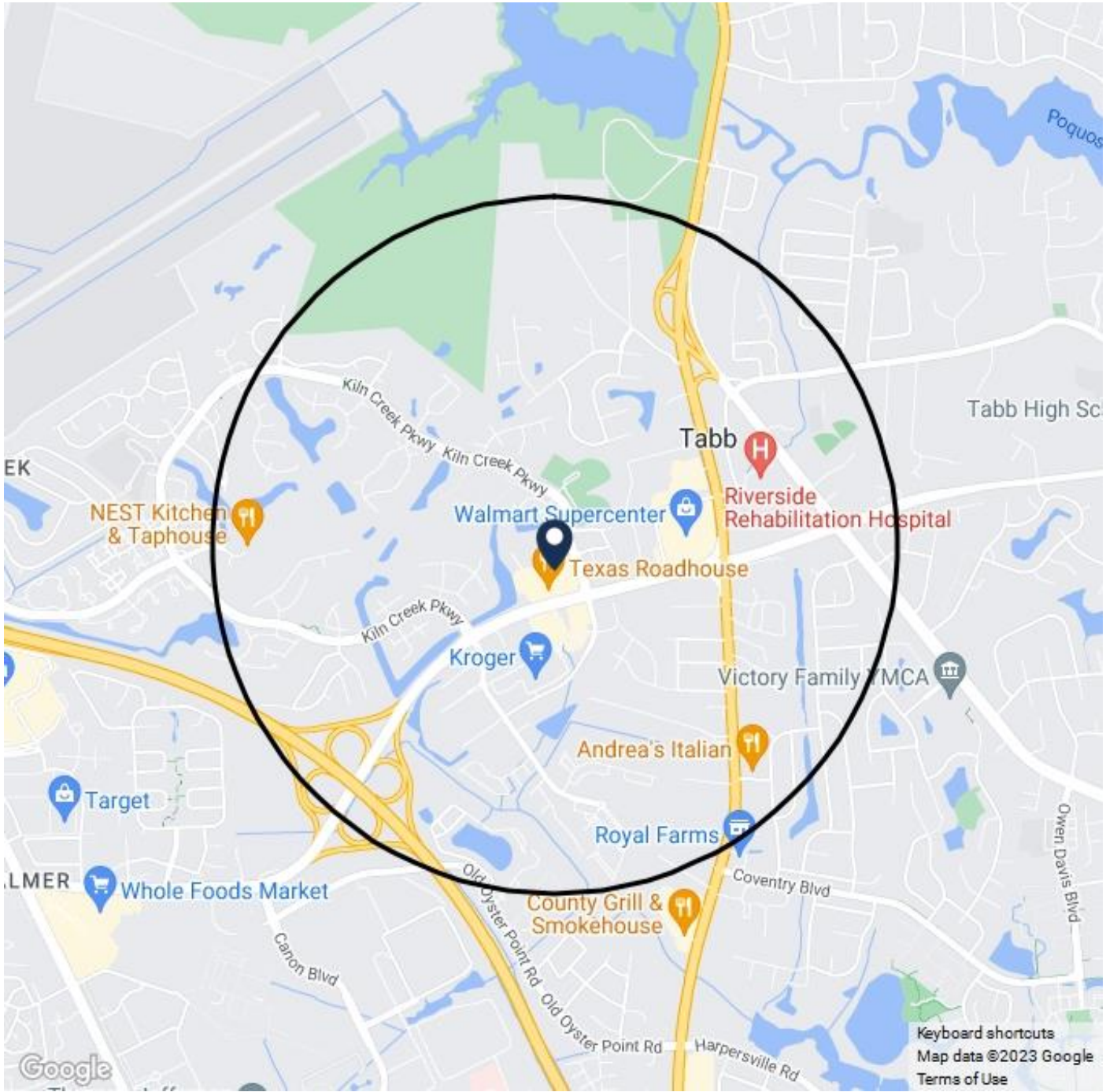


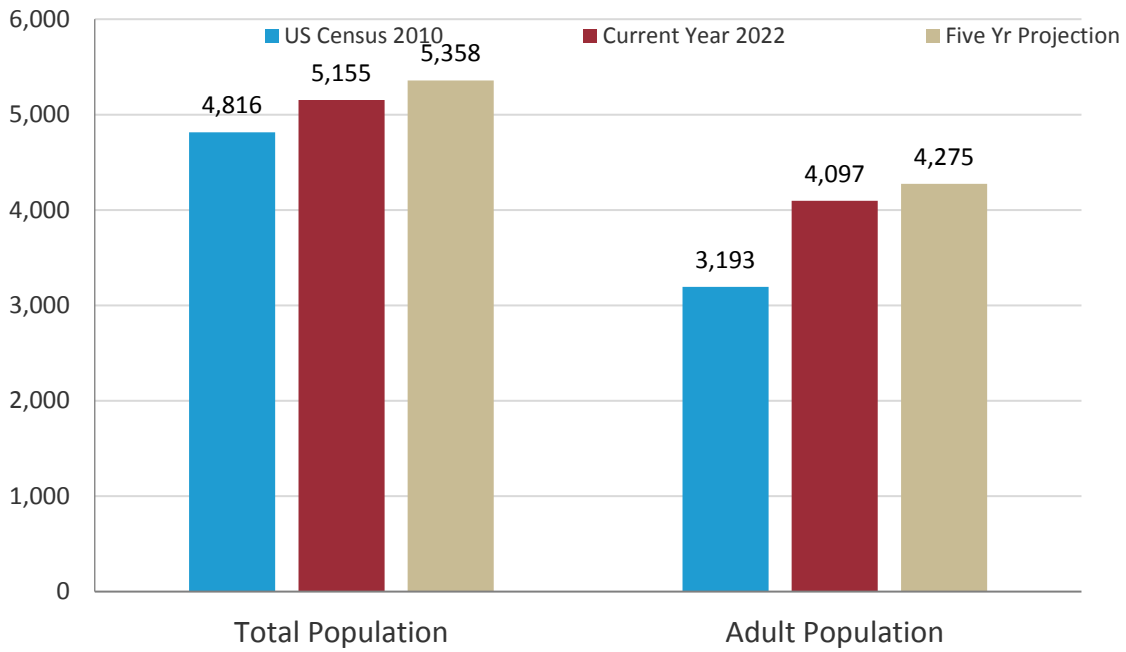
Demographics for 3120 d Kiln Creek Pkwy, Yorktown, Virginia 23693, United States

Trade Area: 1 Mile

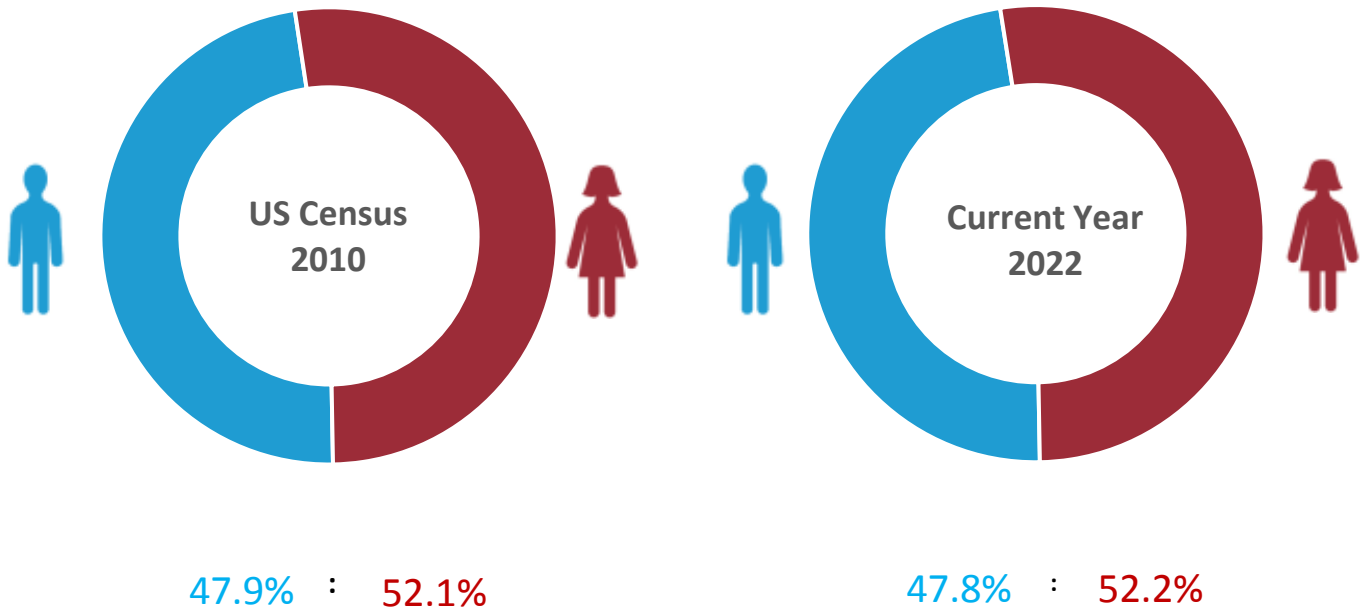


Population Charts

Population

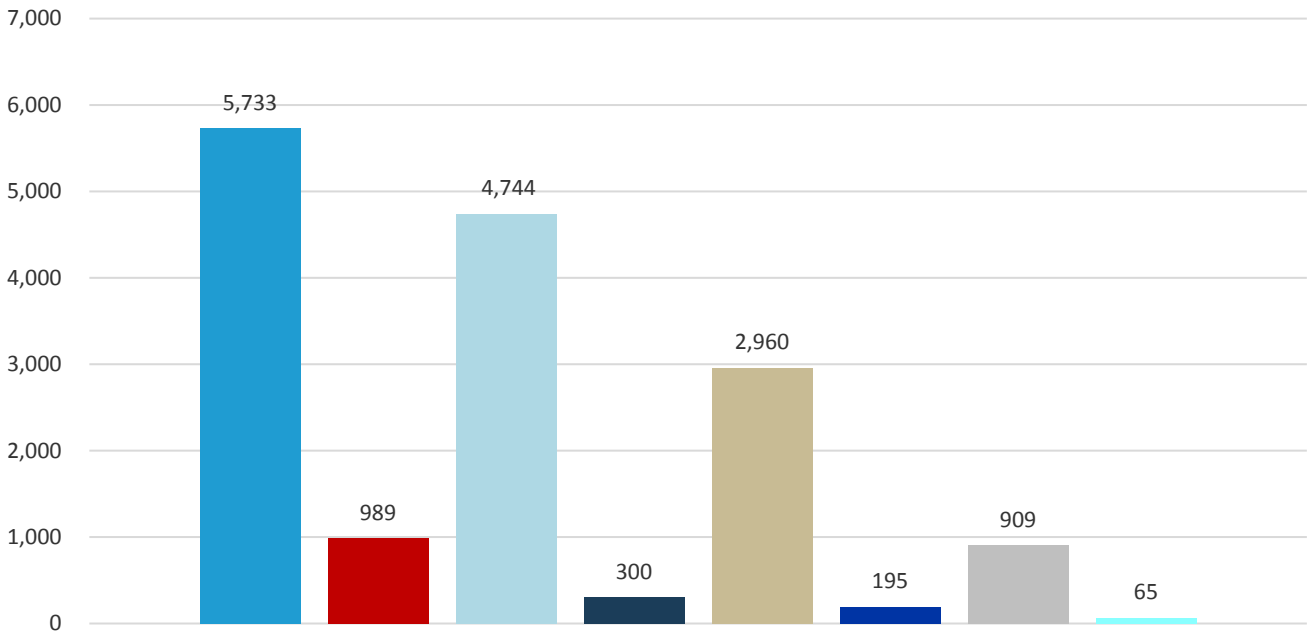


Female/Male Ratio

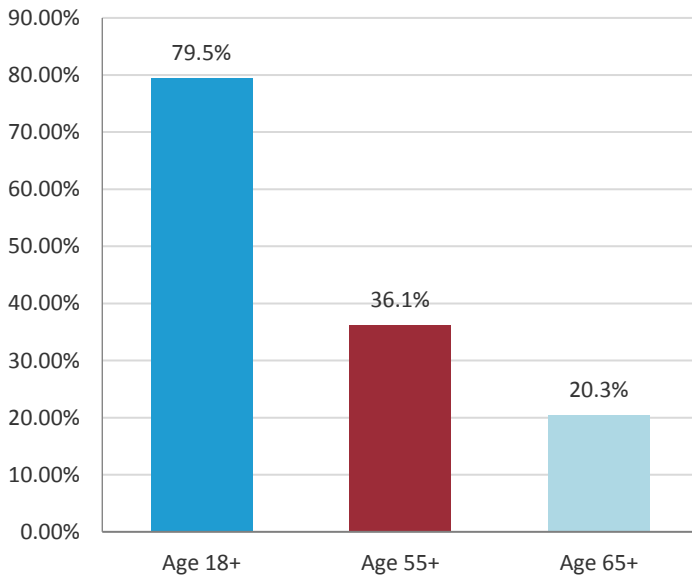


Daytime Population

- Daytime Population
- Population 16 and Under
- Daytime Population, Over Age 16
- Work at Home
- Civilian Population, Age 16+ at Workplace
- Homemakers
- Retired/Disabled Population
- Unemployed



Age



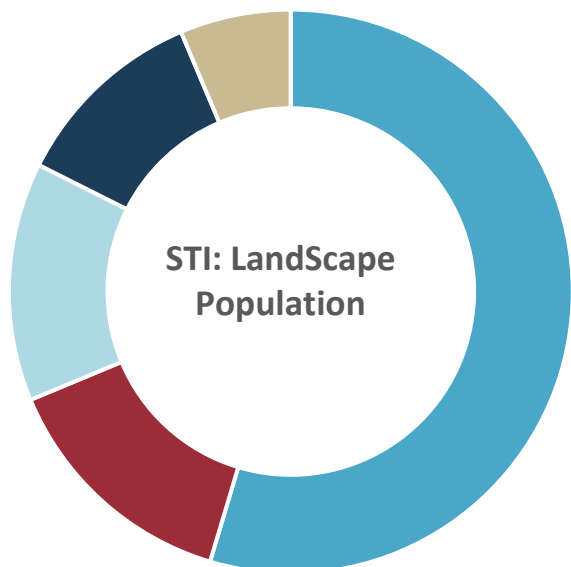
Median Age, Total

44.9

Age Demographics

- 79.49% Age 18+
- 36.12% Age 55+
- 20.34% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 53.8% Regents (A6)
- 13.9% Gurus (E1)
- 13.5% Grand Masters (A2)
- 11.1% Kindred Spirit (B3)
- 6.3% Black Gentry (M1)
- 0.0% Collegians (O7)

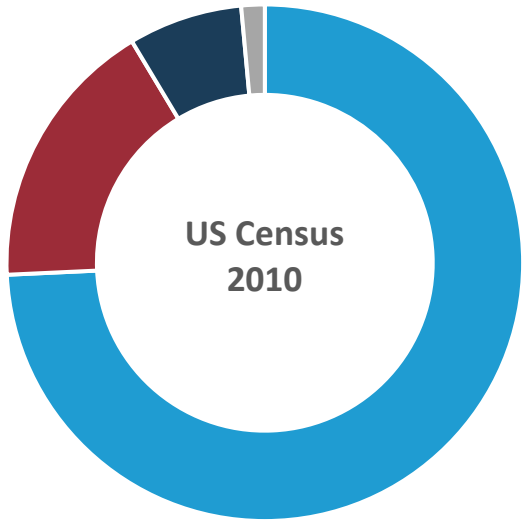
Other top segments:

- 1.5% Kith and Kin (I4)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)

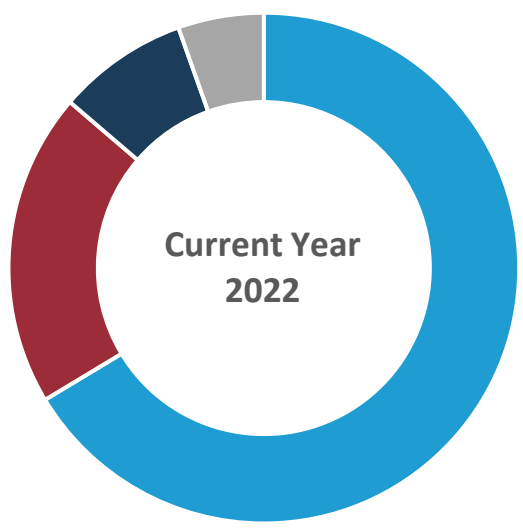
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Grand Masters (A2)	\$127K	48.3	Urban	Married	White	Families	Bachelor's Plus	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Kith and Kin (I4)	\$76K	40.7	Suburban	Married	White	Families	College/Trade s	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trade s	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar

Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)

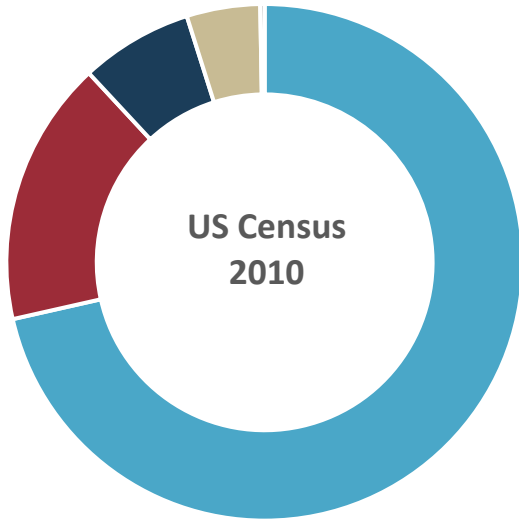


- 2010 US Census (Not Hispanic/Latino)**
- 71.13% White
 - 16.41% Black/African American
 - 6.84% Asian
 - 1.40% Other



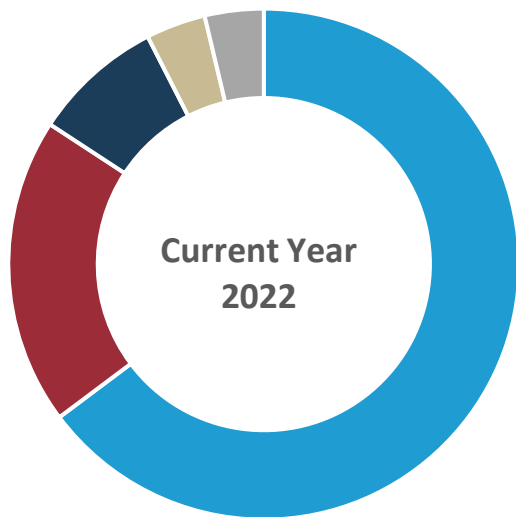
- Current Year (Not Hispanic/Latino)**
- 66.38% White
 - 19.90% Black/African American
 - 8.29% Asian
 - 5.43% Other

Ethnicity (Hispanic/Latino)



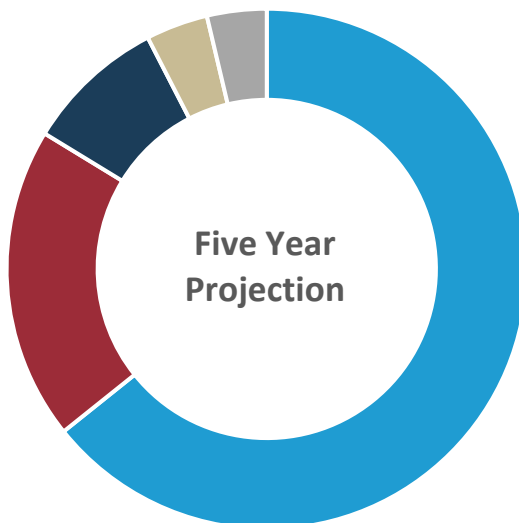
2010 US Census (Hispanic/Latino)

- 68.95% White
- 16.03% Black/African American
- 6.79% Asian
- 4.44% Hispanic
- 0.26% Other



Current Year (Hispanic/Latino)

- 64.77% White
- 19.45% Black/African American
- 8.27% Asian
- 3.78% Hispanic
- 3.73% Other



Five Year Projection (Hispanic/Latino)

- 64.26% White
- 19.46% Black/African American
- 8.72% Asian
- 3.86% Hispanic
- 3.70% Other

Housing & Households

2.3

Land Area

2,088

Total Households

2,151

Total Housing Units

2,167

Total Households

5 Year Projection



1,633

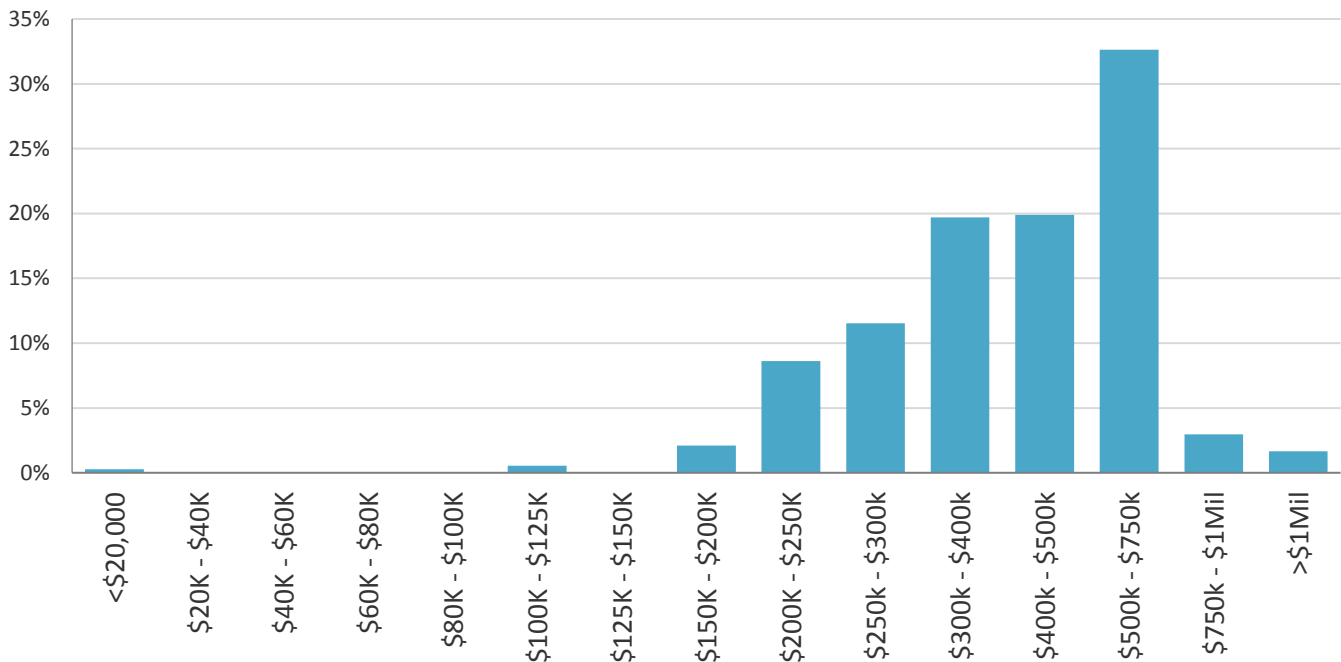
Owner-Occupied



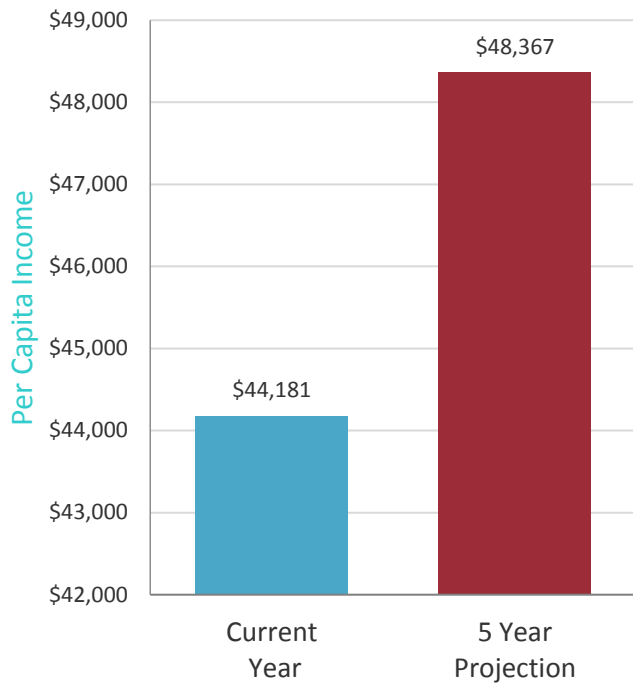
454

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

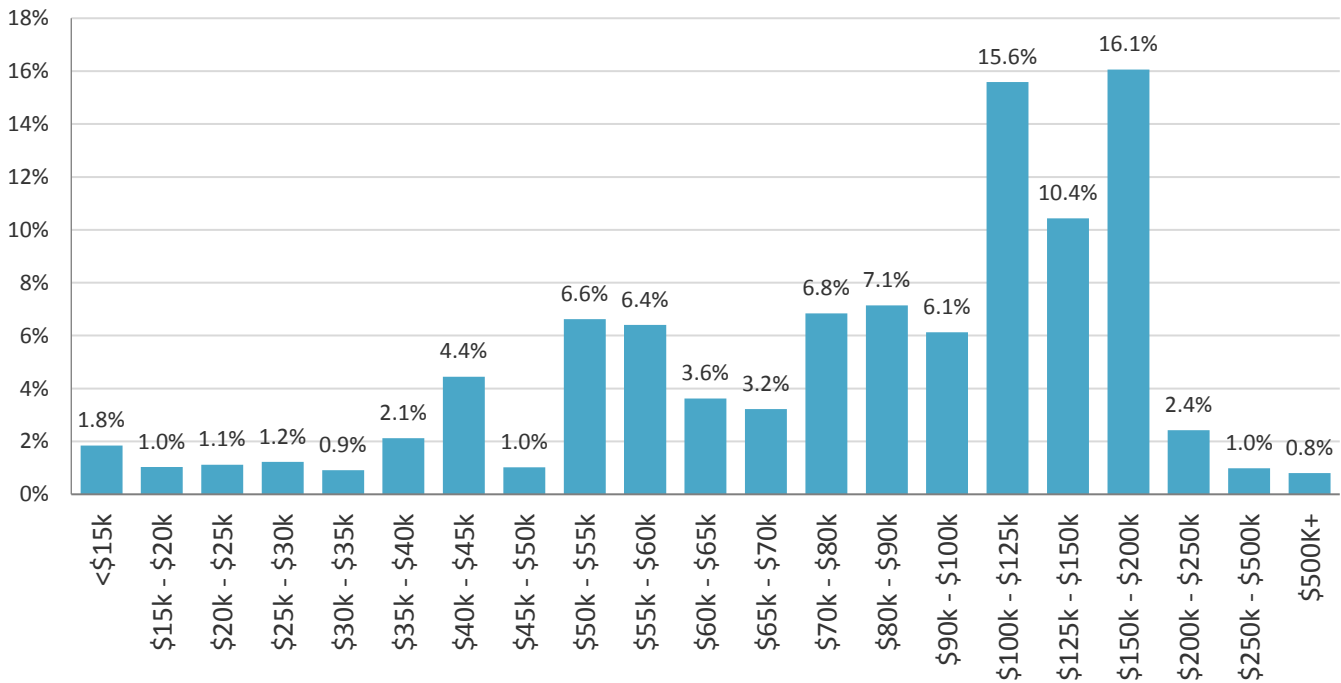
\$109,089

Median Household Income

\$93,775

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



5,128

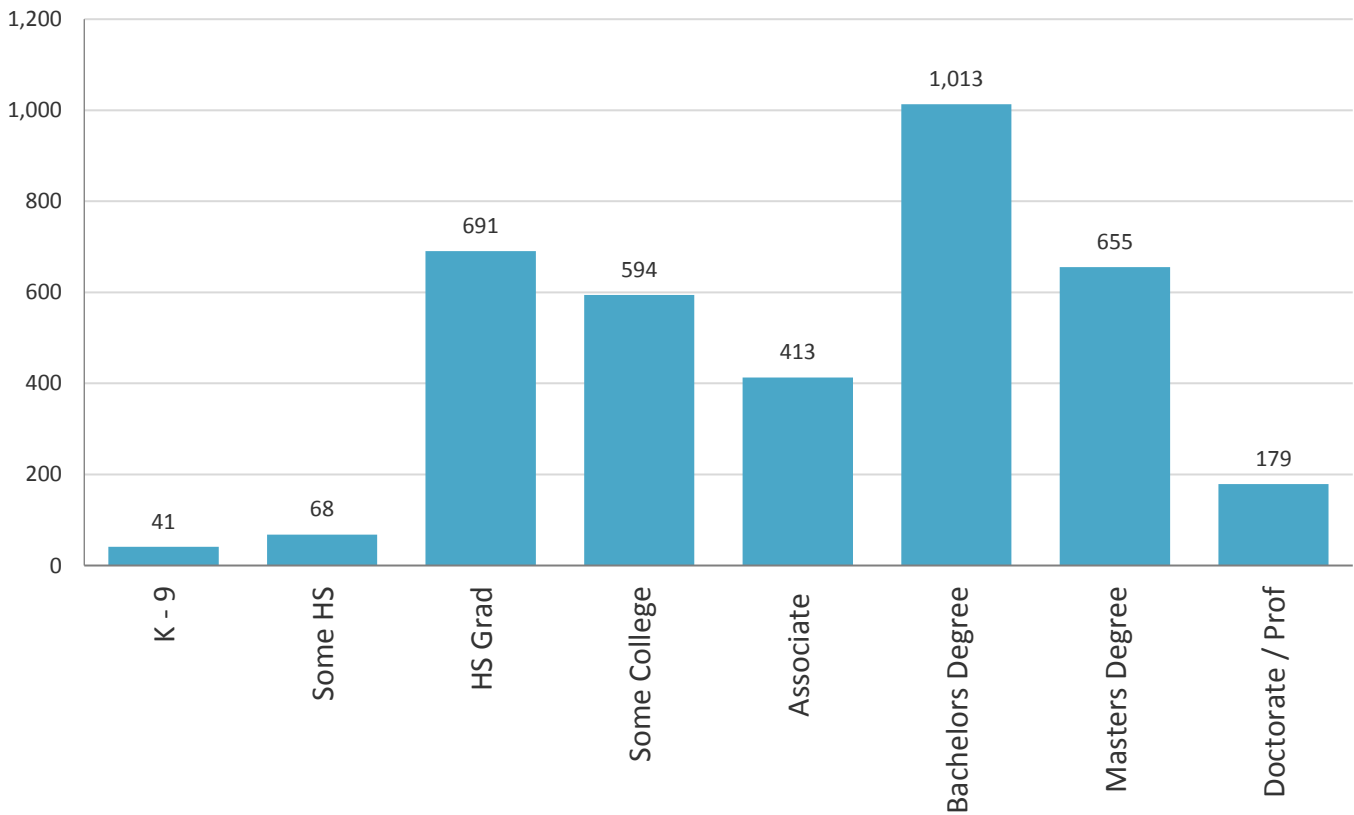
College undergraduate



1,693

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

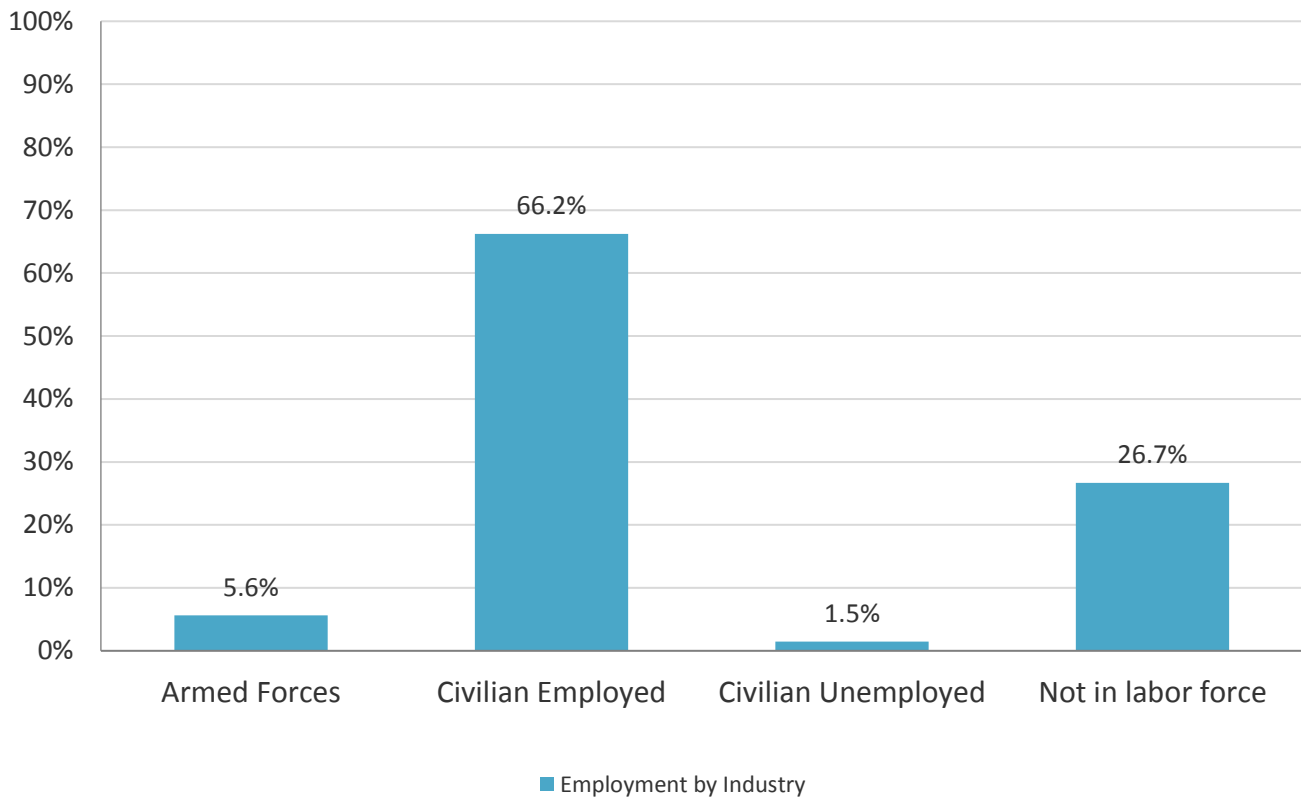
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



4,217

Current Year

Employment by Industry



Transportation to Work (Current Year)



2,213

Total Workers 16+



2,053

Car, Truck or Van



25

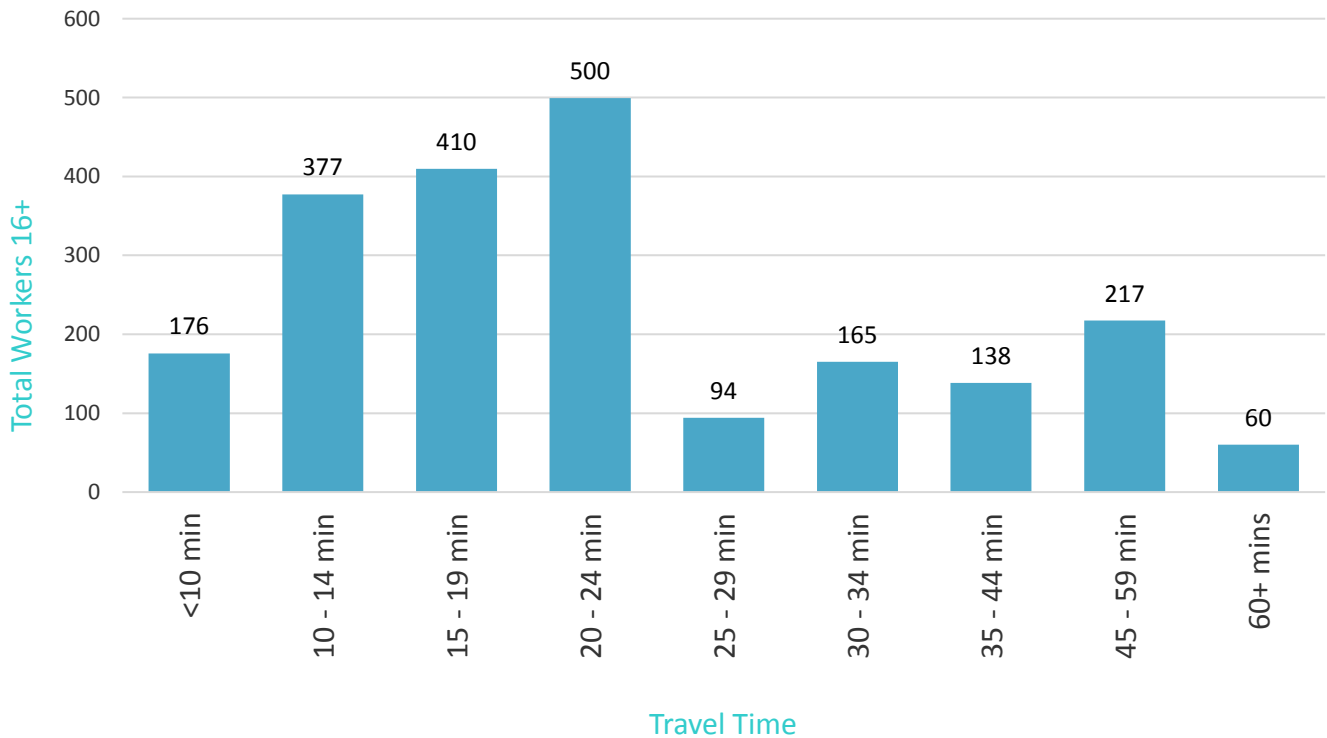
Public transport (not taxi)



75

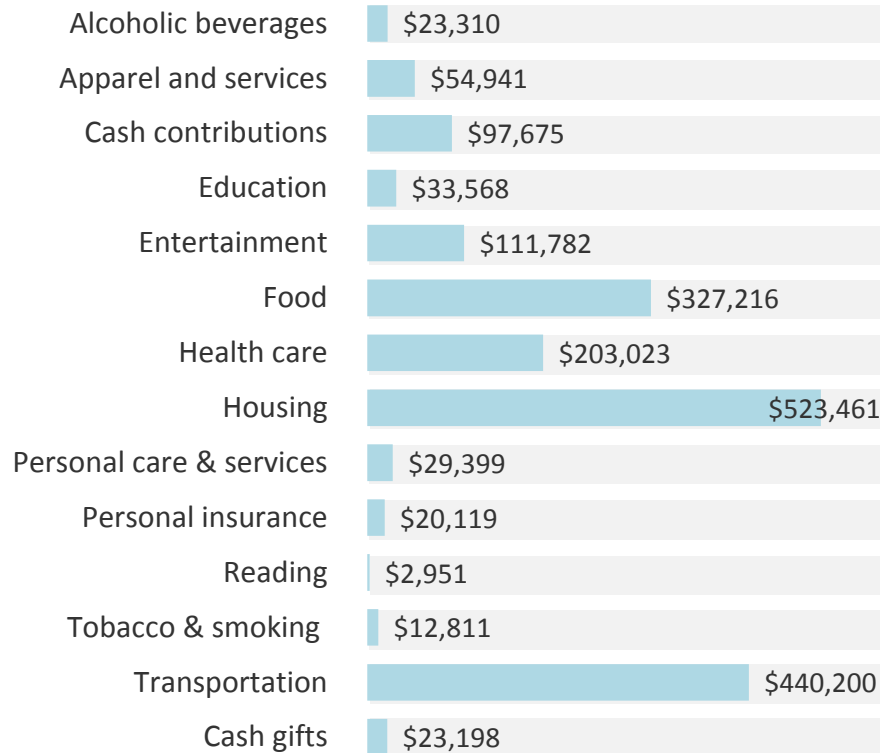
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

3 Agriculture, Forestry, Fishing and Hunting	15 Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	25 Professional, Scientific, and Technical Services
Utilities	Management of Companies and Enterprises
40 Construction	14 Administrative and Support Services
9 Manufacturing	8 Educational Services
11 Wholesale Trade	37 Health Care and Social Assistance
54 Retail Trade	11 Arts, Entertainment, and Recreation
4 Transportation and Warehousing	28 Accommodation and Food Services
9 Information	41 Other Services
24 Finance and Insurance	Public Administration

Retail Sales Volume

Automotive Dealers	\$39,511,216
Other Motor Vehicle Dealers	\$12,073,728
Automotive Parts, Accessories, Tires	\$4,496,960
Furniture Stores	\$0
Home Furnishing Stores	\$2,429,547
Electronics and Appliance	\$5,096,226
Building Material, Supplies	\$37,421,380
Lawn and Garden Equipment	\$5,050,135
Grocery Stores	\$21,529,046
Specialty Food Stores	\$104,126
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$22,989,022
Gasoline Stations	\$13,201,624
Clothing Stores	\$3,429,345
Shoe Stores	\$1,091,021
Jewelry, Luggage, Leather Goods	\$716,196
Sporting Goods, Hobby, Musical Instrument	\$7,805,274
Book, Periodical, and Music	\$1,866,798
Department Stores	\$1,400,451
Other General Merchandise	\$20,060,150
Florists and Misc. Store Retailers	\$217,454
Office Supplies, Stationary, Gift	\$963,963
Used Merchandise Stores	\$519,238
Other Misc. Store Retailers	\$6,246,195
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$806,148
Full-Service Restaurants	\$16,888,326
Limited-Service Eating Places	\$15,785,881
Special Food Services	\$2,832,271
Bar/Drinking Places (Alcoholic Beverages)	\$0

LandScape Segment Descriptions

Regents (A6)

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.

Gurus (E1)

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.

Grand Masters (A2)

Grand Masters are highly urban neighborhoods that enjoy the stature of their Creme de la Creme brethren in most measured areas, including education, occupation, and family composition. Grand Masters are home to 40- something white- collar professionals who are married- with- children, college- educated, and employed overridingly in management and professional positions. Residents in these areas enjoy incomes of between \$70,000 and \$80,000 on average. While residents in Grand Masters earn an average level of income from their management and professional positions, they also have a higher- than- average population earning income from self- employment enterprises and interest/dividend income. They have a slightly higher- than- average percentage of families with children; with a modestly higher- than- average number of teens aged 13 to 17. Also, Grand Masters have slightly over two- times- the- national- average in college- educated residents, and nearly twice- the- average number of people in white- collar management positions.

Kindred Spirit (B3)

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

Black Gentry (M1)

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white-collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well-off 30-something African Americans, who are married with some children of all ages. However, they also have a 50-percent-above-average level of households with single mothers. Their median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher than the national average on this measurement. Along with a relatively high percent of white-collar jobs, these segments also show many blue-collar workers mixed in. Across the board these areas have an average percent of high-school and a below-average standing on college education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50-percent-above-average). Other areas ranking above average are transportation, office administration, and building maintenance.

Collegians (O7)

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high-school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low-cost dorm-style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median-age-range in the 20s and low-30s. They are predominately not married, and have no children. Naturally, they all have high-school degrees. For those students who are working to help pay the ever-increasing cost of higher education, they are employed a mix of white- and blue-collar occupations, such as protective services (over-two-times-average), personal care (nearly two-times-average), and management and sales (nearly 50-percent-above-average). Through these jobs they generate annual incomes at the low-\$30,000s-or-less range. Residents in these areas generate almost no public-assistance income.

Kith and Kin (I4)

The suburbs of America are the land of opportunity for many people of many income levels and family compositions. And Kith & Kin neighborhoods are the land where many 30-year-olds are enjoying very comfortable married-with-children lifestyles in the \$50,000s and \$60,000s income ranges. These are the places of multi-family backyard barbecues and sprawling birthday parties, making them noisy as well as big purchasers. Kith & Kin segments, as their name implies, are home to many children, who are living primarily in traditional two-parent households. While the kids span all ages up to 17, then tend to be in the higher ages - indicating that these 30-somethings started their families at relatively young ages. Residents of these Married in the Suburbs areas have an above-average level of college education. This group of suburbanites gains most of their income from salaries, earned from a variety of white-collar positions such as management, protective services, sales, office administration, and repair services. They register a slightly above-up-tick in investment income, as well.

Legacy Years (O6)

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).

Centurions (O5)

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non-military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low-30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high-\$30,000s and the \$40,000s, and a two-times-the-national-average percentage of married-couple-with-children households. Their income is generated largely from salaries; and this segment has a very low level of income from public-assistance. No doubt owing to their younger age, there is a significantly above-average level of children under six-years-old. This group also has a nearly two-times-the-average number of people with some years of college under their military belts. Their occupational ranking is a mix of white-collar and blue-collar jobs in areas such as healthcare support, protective services, personal care, and farming.

Doublewides (O4)

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than-average level of income from public-assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75% above average), repair services (50% above-average), transportation (50% above-average), and production (nearly 50% above-average). These occupations are a reflection of the residents' low educational achievements: There is an over-50% average number of people with less-than-high-school educations. However, 25% above-average have high-school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50% higher-than-average number of single-fathers.

Group Quarters (O3)

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Incomes are in the high-\$30,000s and \$40,000s ranges.

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national-average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near-average levels in married-couple-with-children household compositions, and have averages standings in all age ranges for kids. Some differences-from-the-average include: over 25-percent-average number of people with less-than-high-school educations, nearly 25-percent-average number of single-males-without-children, and nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white-collar jobs.