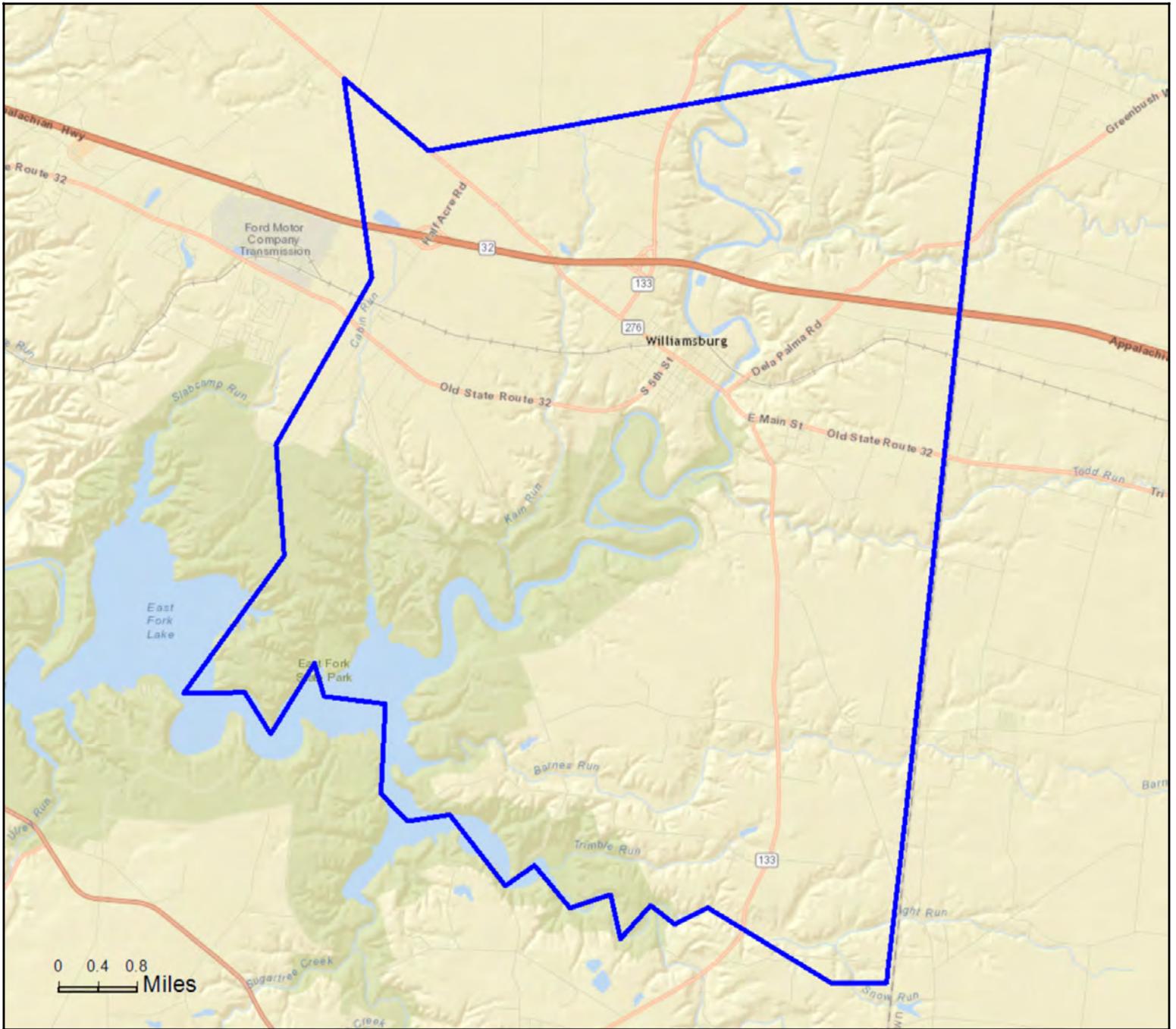


Site Map

Williamsburg Township
Williamsburg township (3902585302)
Geography: County Subdivision

Prepared by Esri





Community Profile

Williamsburg Township
 Geography: County Subdivision

Prepared by Esri

Population Summary	
2000 Total Population	5,005
2010 Total Population	5,746
2016 Total Population	5,926
2016 Group Quarters	74
2021 Total Population	6,095
2016-2021 Annual Rate	0.56%
Household Summary	
2000 Households	1,859
2000 Average Household Size	2.65
2010 Households	2,173
2010 Average Household Size	2.61
2016 Households	2,258
2016 Average Household Size	2.59
2021 Households	2,333
2021 Average Household Size	2.58
2016-2021 Annual Rate	0.66%
2010 Families	1,559
2010 Average Family Size	3.05
2016 Families	1,600
2016 Average Family Size	3.05
2021 Families	1,642
2021 Average Family Size	3.04
2016-2021 Annual Rate	0.52%
Housing Unit Summary	
2000 Housing Units	1,993
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	6.7%
2010 Housing Units	2,357
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	7.8%
2016 Housing Units	2,451
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	7.9%
2021 Housing Units	2,542
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	8.2%
Median Household Income	
2016	\$53,306
2021	\$58,572
Median Home Value	
2016	\$135,704
2021	\$170,161
Per Capita Income	
2016	\$25,420
2021	\$28,757
Median Age	
2010	39.6
2016	40.8
2021	41.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2016 Households by Income

Household Income Base	2,258
<\$15,000	12.9%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	27.6%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	3.3%
\$200,000+	3.4%
Average Household Income	\$66,019

2021 Households by Income

Household Income Base	2,333
<\$15,000	12.6%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	5.5%
\$50,000 - \$74,999	27.7%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	4.0%
\$200,000+	4.2%
Average Household Income	\$74,457

2016 Owner Occupied Housing Units by Value

Total	1,515
<\$50,000	8.7%
\$50,000 - \$99,999	24.6%
\$100,000 - \$149,999	23.4%
\$150,000 - \$199,999	12.4%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	4.0%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$178,515

2021 Owner Occupied Housing Units by Value

Total	1,563
<\$50,000	4.5%
\$50,000 - \$99,999	17.0%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	6.3%
\$250,000 - \$299,999	16.2%
\$300,000 - \$399,999	8.1%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$213,932

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Community Profile

Williamsburg Township
 Geography: County Subdivision

Prepared by Esri

2010 Population by Age	
Total	5,746
0 - 4	6.7%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	12.6%
25 - 34	11.0%
35 - 44	13.7%
45 - 54	16.8%
55 - 64	12.7%
65 - 74	7.7%
75 - 84	3.7%
85 +	1.6%
18 +	75.1%
2016 Population by Age	
Total	5,926
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.6%
15 - 24	11.6%
25 - 34	11.9%
35 - 44	12.4%
45 - 54	14.3%
55 - 64	15.3%
65 - 74	9.4%
75 - 84	4.0%
85 +	1.5%
18 +	76.7%
2021 Population by Age	
Total	6,095
0 - 4	6.1%
5 - 9	6.4%
10 - 14	6.9%
15 - 24	10.7%
25 - 34	11.3%
35 - 44	12.5%
45 - 54	13.3%
55 - 64	15.0%
65 - 74	11.0%
75 - 84	5.1%
85 +	1.5%
18 +	76.6%
2010 Population by Sex	
Males	2,809
Females	2,937
2016 Population by Sex	
Males	2,901
Females	3,025
2021 Population by Sex	
Males	2,993
Females	3,102

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	5,746
White Alone	98.1%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	0.7%
Diversity Index	5.2

2016 Population by Race/Ethnicity

Total	5,926
White Alone	97.6%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	1.2%
Hispanic Origin	1.0%
Diversity Index	6.7

2021 Population by Race/Ethnicity

Total	6,095
White Alone	97.1%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.4%
Hispanic Origin	1.2%
Diversity Index	8.1

2010 Population by Relationship and Household Type

Total	5,746
In Households	98.7%
In Family Households	86.1%
Householder	27.1%
Spouse	21.2%
Child	32.0%
Other relative	2.6%
Nonrelative	3.2%
In Nonfamily Households	12.6%
In Group Quarters	1.3%
Institutionalized Population	0.2%
Noninstitutionalized Population	1.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment	
Total	4,075
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	11.1%
High School Graduate	38.7%
GED/Alternative Credential	4.4%
Some College, No Degree	19.7%
Associate Degree	6.7%
Bachelor's Degree	8.8%
Graduate/Professional Degree	5.1%
2016 Population 15+ by Marital Status	
Total	4,761
Never Married	30.3%
Married	51.2%
Widowed	3.5%
Divorced	15.0%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.0%
Civilian Unemployed	6.0%
2016 Employed Population 16+ by Industry	
Total	2,670
Agriculture/Mining	0.0%
Construction	3.4%
Manufacturing	19.7%
Wholesale Trade	1.7%
Retail Trade	12.8%
Transportation/Utilities	4.3%
Information	1.8%
Finance/Insurance/Real Estate	3.1%
Services	48.2%
Public Administration	4.9%
2016 Employed Population 16+ by Occupation	
Total	2,670
White Collar	42.7%
Management/Business/Financial	8.8%
Professional	17.8%
Sales	8.2%
Administrative Support	7.9%
Services	23.6%
Blue Collar	33.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	6.2%
Production	16.9%
Transportation/Material Moving	7.6%
2010 Population By Urban/ Rural Status	
Total Population	5,746
Population Inside Urbanized Area	42.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	58.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	2,173
Households with 1 Person	24.2%
Households with 2+ People	75.8%
Family Households	71.7%
Husband-wife Families	56.0%
With Related Children	23.6%
Other Family (No Spouse Present)	15.7%
Other Family with Male Householder	4.9%
With Related Children	3.2%
Other Family with Female Householder	10.8%
With Related Children	7.7%
Nonfamily Households	4.0%
All Households with Children	35.0%
Multigenerational Households	4.3%
Unmarried Partner Households	7.0%
Male-female	6.7%
Same-sex	0.3%
2010 Households by Size	
Total	2,173
1 Person Household	24.2%
2 Person Household	33.5%
3 Person Household	17.3%
4 Person Household	14.2%
5 Person Household	6.6%
6 Person Household	2.6%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	2,173
Owner Occupied	70.5%
Owned with a Mortgage/Loan	54.3%
Owned Free and Clear	16.2%
Renter Occupied	29.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,357
Housing Units Inside Urbanized Area	45.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	54.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Salt of the Earth (6B)
2.	Traditional Living (12B)
3.	Top Tier (1A)

2016 Consumer Spending

Apparel & Services: Total \$	\$3,719,057
Average Spent	\$1,647.06
Spending Potential Index	82
Education: Total \$	\$2,549,163
Average Spent	\$1,128.95
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$5,739,776
Average Spent	\$2,541.97
Spending Potential Index	87
Food at Home: Total \$	\$9,960,002
Average Spent	\$4,410.98
Spending Potential Index	89
Food Away from Home: Total \$	\$5,856,590
Average Spent	\$2,593.71
Spending Potential Index	84
Health Care: Total \$	\$11,343,147
Average Spent	\$5,023.54
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$3,442,157
Average Spent	\$1,524.43
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$1,394,067
Average Spent	\$617.39
Spending Potential Index	84
Shelter: Total \$	\$27,790,725
Average Spent	\$12,307.67
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,829,791
Average Spent	\$2,138.97
Spending Potential Index	92
Travel: Total \$	\$3,564,450
Average Spent	\$1,578.59
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$2,098,160
Average Spent	\$929.21
Spending Potential Index	90

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

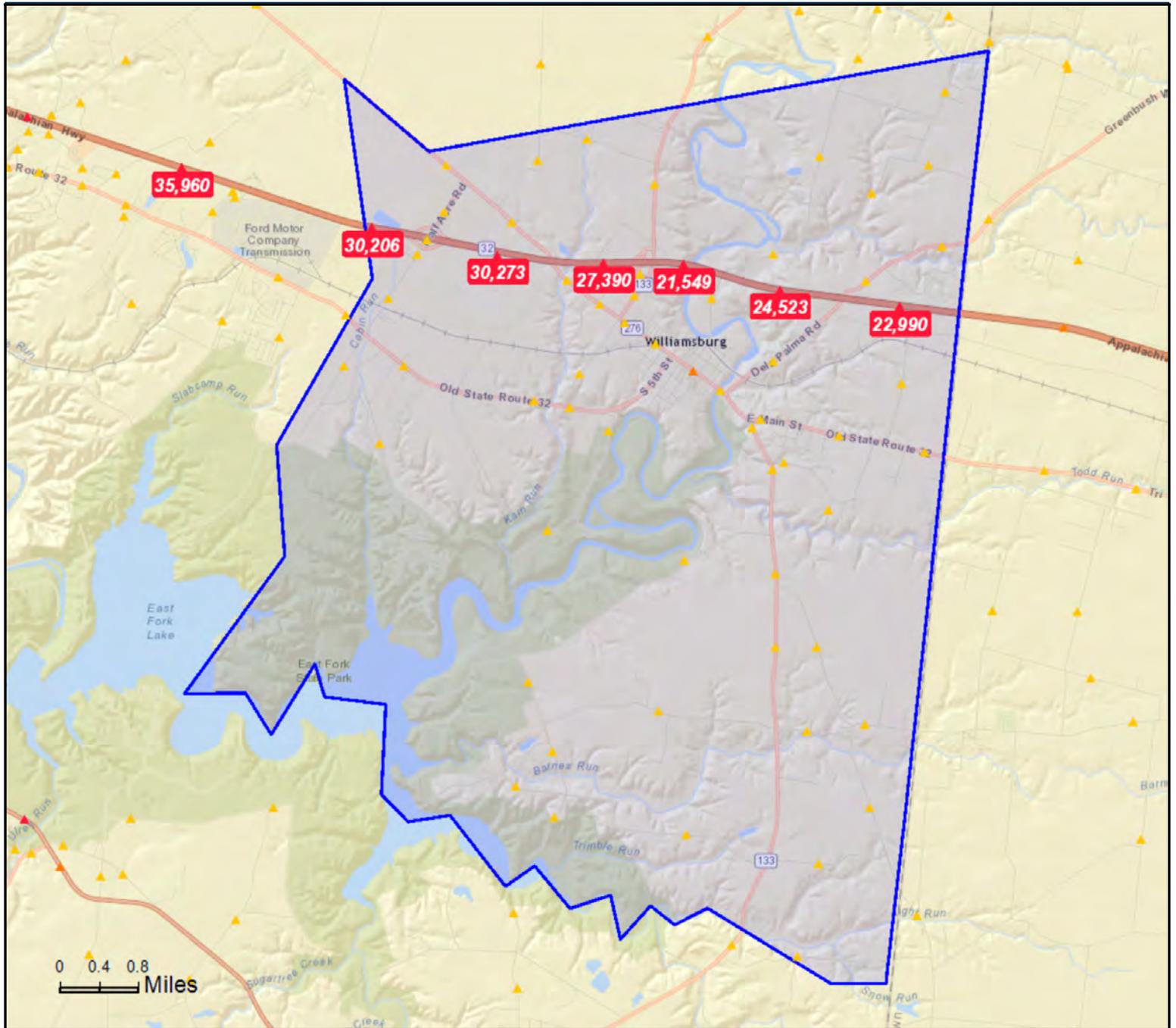
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Traffic Count Map

Williamsburg Township
Williamsburg township (3902585302)
Geography: County Subdivision

Prepared by Esri



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies



Business Summary

Williamsburg Township
 Geography: County Subdivision

Prepared by Esri

Data for all businesses in area

Total Businesses:	209
Total Employees:	3,433
Total Residential Population:	5,926
Employee/Residential Population Ratio:	0.58:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	2.9%	29	0.8%
Construction	28	13.4%	123	3.6%
Manufacturing	13	6.2%	1,783	51.9%
Transportation	10	4.8%	118	3.4%
Communication	3	1.4%	50	1.5%
Utility	0	0.0%	0	0.0%
Wholesale Trade	7	3.3%	29	0.8%
Retail Trade Summary	31	14.8%	226	6.6%
Home Improvement	3	1.4%	5	0.1%
General Merchandise Stores	1	0.5%	8	0.2%
Food Stores	2	1.0%	49	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	6	2.9%	38	1.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	10	4.8%	104	3.0%
Miscellaneous Retail	9	4.3%	22	0.6%
Finance, Insurance, Real Estate Summary	22	10.5%	51	1.5%
Banks, Savings & Lending Institutions	12	5.7%	24	0.7%
Securities Brokers	2	1.0%	3	0.1%
Insurance Carriers & Agents	2	1.0%	5	0.1%
Real Estate, Holding, Other Investment Offices	6	2.9%	19	0.6%
Services Summary	72	34.4%	851	24.8%
Hotels & Lodging	1	0.5%	3	0.1%
Automotive Services	11	5.3%	48	1.4%
Motion Pictures & Amusements	4	1.9%	10	0.3%
Health Services	8	3.8%	53	1.5%
Legal Services	1	0.5%	1	0.0%
Education Institutions & Libraries	6	2.9%	156	4.5%
Other Services	41	19.6%	580	16.9%
Government	9	4.3%	169	4.9%
Unclassified Establishments	8	3.8%	4	0.1%
Totals	209	100.0%	3,433	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

July 26, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	29	13.9%	125	3.6%
Manufacturing	13	6.2%	1,783	51.9%
Wholesale Trade	7	3.3%	29	0.8%
Retail Trade	20	9.6%	117	3.4%
Motor Vehicle & Parts Dealers	3	1.4%	13	0.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.4%	5	0.1%
Food & Beverage Stores	1	0.5%	44	1.3%
Health & Personal Care Stores	1	0.5%	9	0.3%
Gasoline Stations	3	1.4%	25	0.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	1.0%	2	0.1%
General Merchandise Stores	1	0.5%	8	0.2%
Miscellaneous Store Retailers	6	2.9%	11	0.3%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	10	4.8%	95	2.8%
Information	4	1.9%	55	1.6%
Finance & Insurance	16	7.7%	32	0.9%
Central Bank/Credit Intermediation & Related Activities	12	5.7%	24	0.7%
Securities, Commodity Contracts & Other Financial	2	1.0%	3	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.0%	5	0.1%
Real Estate, Rental & Leasing	8	3.8%	24	0.7%
Professional, Scientific & Tech Services	7	3.3%	34	1.0%
Legal Services	1	0.5%	1	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	9	4.3%	31	0.9%
Educational Services	6	2.9%	153	4.5%
Health Care & Social Assistance	18	8.6%	525	15.3%
Arts, Entertainment & Recreation	2	1.0%	9	0.3%
Accommodation & Food Services	12	5.7%	112	3.3%
Accommodation	1	0.5%	3	0.1%
Food Services & Drinking Places	11	5.3%	109	3.2%
Other Services (except Public Administration)	31	14.8%	136	4.0%
Automotive Repair & Maintenance	9	4.3%	43	1.3%
Public Administration	9	4.3%	169	4.9%
Unclassified Establishments	8	3.8%	4	0.1%
Total	209	100.0%	3,433	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

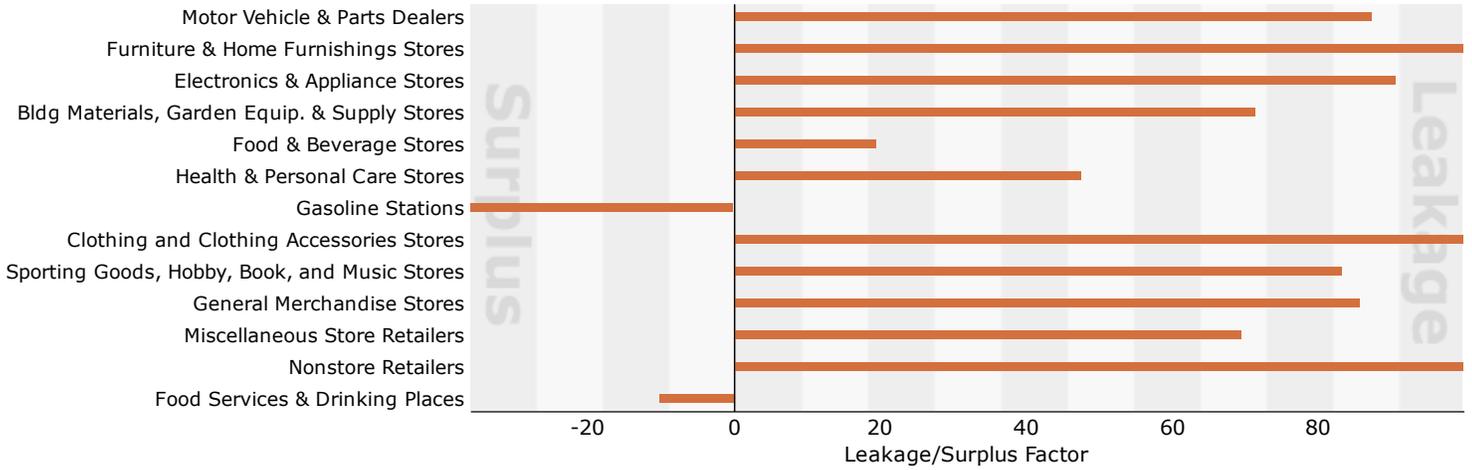
Summary Demographics						
2016 Population						5,926
2016 Households						2,258
2016 Median Disposable Income						\$42,944
2016 Per Capita Income						\$25,420
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$722,722	\$83,102,747	\$35,539,308	\$47,563,439 40.1	31
Total Retail Trade	44-45	\$76,037,626	\$26,865,262	\$49,172,364	47.8	19
Total Food & Drink	722	\$7,065,121	\$8,674,046	-\$1,608,925	-10.2	12
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,882,947	\$1,191,998	\$16,690,949	87.5	2
Automobile Dealers	4411	\$14,583,258	\$0	\$14,583,258	100.0	0
Other Motor Vehicle Dealers	4412	\$2,088,826	\$298,413	\$1,790,413	75.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,210,863	\$893,585	\$317,278	15.1	1
Furniture & Home Furnishings Stores	442	\$1,938,866	\$0	\$1,938,866	100.0	0
Furniture Stores	4421	\$1,217,865	\$0	\$1,217,865	100.0	0
Home Furnishings Stores	4422	\$721,001	\$0	\$721,001	100.0	0
Electronics & Appliance Stores	443	\$3,925,911	\$189,105	\$3,736,806	90.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,691,474	\$612,398	\$3,079,076	71.5	3
Bldg Material & Supplies Dealers	4441	\$3,050,211	\$0	\$3,050,211	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$641,263	\$612,398	\$28,865	2.3	3
Food & Beverage Stores	445	\$13,621,519	\$9,145,020	\$4,476,499	19.7	1
Grocery Stores	4451	\$12,582,637	\$9,145,020	\$3,437,617	15.8	1
Specialty Food Stores	4452	\$656,413	\$0	\$656,413	100.0	0
Beer, Wine & Liquor Stores	4453	\$382,469	\$0	\$382,469	100.0	0
Health & Personal Care Stores	446,4461	\$5,863,701	\$2,074,757	\$3,788,944	47.7	1
Gasoline Stations	447,4471	\$5,529,192	\$11,765,767	-\$6,236,575	-36.1	3
Clothing & Clothing Accessories Stores	448	\$3,006,591	\$0	\$3,006,591	100.0	0
Clothing Stores	4481	\$1,936,942	\$0	\$1,936,942	100.0	0
Shoe Stores	4482	\$374,952	\$0	\$374,952	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$694,697	\$0	\$694,697	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,358,371	\$211,949	\$2,146,422	83.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,926,807	\$211,949	\$1,714,858	80.2	2
Book, Periodical & Music Stores	4512	\$431,564	\$0	\$431,564	100.0	0
General Merchandise Stores	452	\$13,258,962	\$1,013,777	\$12,245,185	85.8	1
Department Stores Excluding Leased Depts.	4521	\$10,332,470	\$0	\$10,332,470	100.0	0
Other General Merchandise Stores	4529	\$2,926,492	\$1,013,777	\$1,912,715	48.5	1
Miscellaneous Store Retailers	453	\$3,702,485	\$660,491	\$3,041,994	69.7	5
Florists	4531	\$169,358	\$163,827	\$5,531	1.7	2
Office Supplies, Stationery & Gift Stores	4532	\$791,770	\$0	\$791,770	100.0	0
Used Merchandise Stores	4533	\$476,356	\$496,664	-\$20,308	-2.1	3
Other Miscellaneous Store Retailers	4539	\$2,265,001	\$0	\$2,265,001	100.0	0
Nonstore Retailers	454	\$1,257,607	\$0	\$1,257,607	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$648,355	\$0	\$648,355	100.0	0
Vending Machine Operators	4542	\$119,625	\$0	\$119,625	100.0	0
Direct Selling Establishments	4543	\$489,627	\$0	\$489,627	100.0	0
Food Services & Drinking Places	722	\$7,065,121	\$8,674,046	-\$1,608,925	-10.2	12
Full-Service Restaurants	7221	\$3,492,165	\$7,181,747	-\$3,689,582	-34.6	8
Limited-Service Eating Places	7222	\$3,170,061	\$1,492,299	\$1,677,762	36.0	4
Special Food Services	7223	\$194,782	\$0	\$194,782	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$208,113	\$0	\$208,113	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

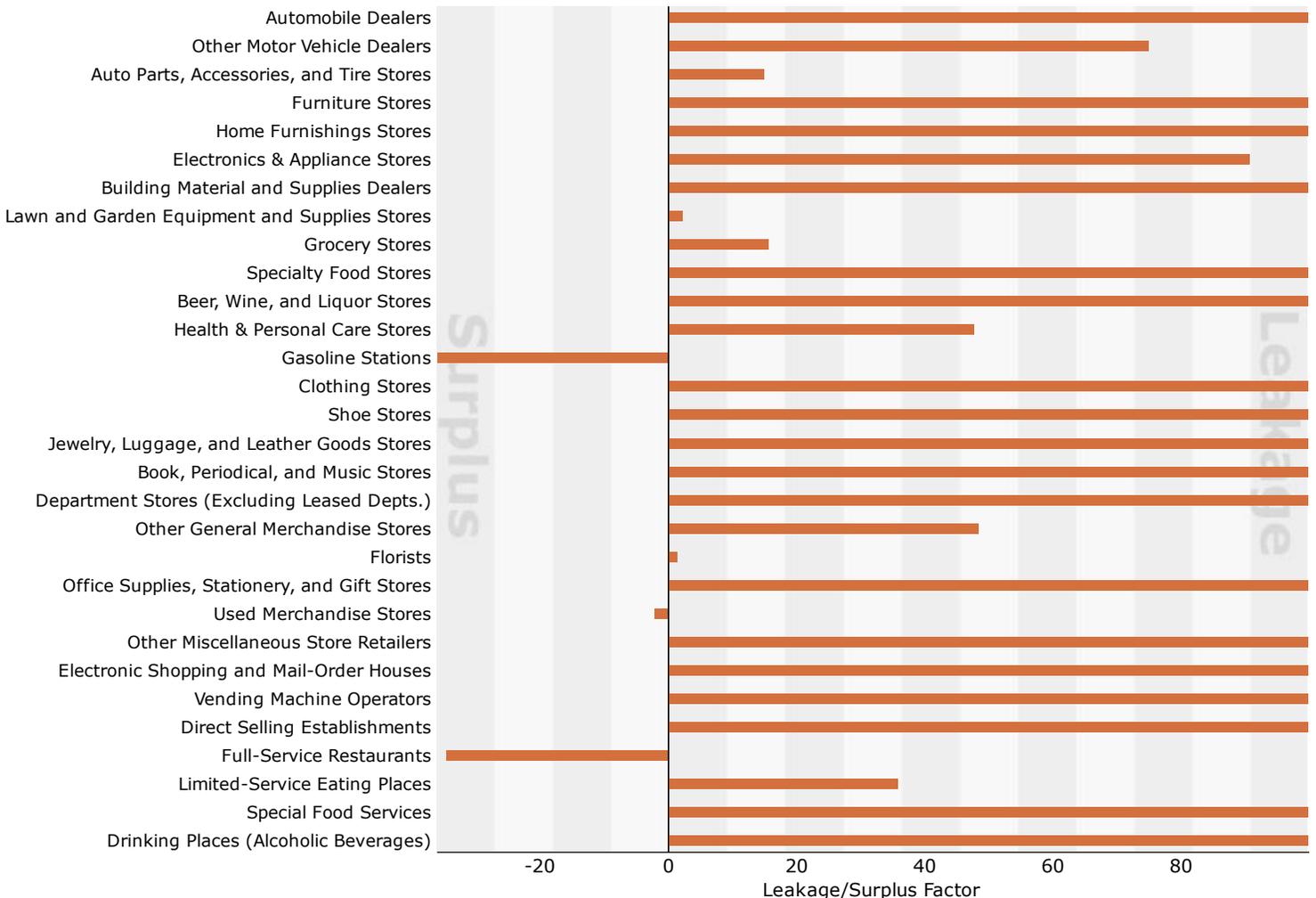
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Demographic Summary	2016	2021
Population	5,926	6,095
Population 18+	4,545	4,668
Households	2,258	2,333
Median Household Income	\$53,306	\$58,572

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,332	51.3%	109
Bought any women's clothing in last 12 months	2,112	46.5%	106
Bought clothing for child <13 years in last 6 months	1,285	28.3%	103
Bought any shoes in last 12 months	2,548	56.1%	104
Bought costume jewelry in last 12 months	874	19.2%	98
Bought any fine jewelry in last 12 months	779	17.1%	93
Bought a watch in last 12 months	423	9.3%	84
Automobiles (Households)			
HH owns/leases any vehicle	2,092	92.6%	108
HH bought/leased new vehicle last 12 mo	189	8.4%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,197	92.3%	109
Bought/changed motor oil in last 12 months	2,723	59.9%	122
Had tune-up in last 12 months	1,356	29.8%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,810	61.8%	94
Drank regular cola in last 6 months	2,154	47.4%	106
Drank beer/ale in last 6 months	1,899	41.8%	98
Cameras (Adults)			
Own digital point & shoot camera	1,471	32.4%	111
Own digital single-lens reflex (SLR) camera	370	8.1%	94
Bought any camera in last 12 months	263	5.8%	102
Printed digital photos in last 12 months	150	3.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,561	34.3%	95
Have a smartphone	2,100	46.2%	79
Have a smartphone: Android phone (any brand)	1,129	24.8%	92
Have a smartphone: Apple iPhone	682	15.0%	58
Number of cell phones in household: 1	751	33.3%	103
Number of cell phones in household: 2	904	40.0%	107
Number of cell phones in household: 3+	481	21.3%	84
HH has cell phone only (no landline telephone)	910	40.3%	96
Computers (Households)			
HH owns a computer	1,652	73.2%	95
HH owns desktop computer	1,026	45.4%	100
HH owns laptop/notebook	1,102	48.8%	90
HH owns any Apple/Mac brand computer	158	7.0%	47
HH owns any PC/non-Apple brand computer	1,564	69.3%	102
HH purchased most recent computer in a store	832	36.8%	98
HH purchased most recent computer online	247	10.9%	84
Spent <\$500 on most recent home computer	388	17.2%	118
Spent \$500-\$999 on most recent home computer	405	17.9%	94
Spent \$1,000-\$1,499 on most recent home computer	168	7.4%	79
Spent \$1,500-\$1,999 on most recent home computer	80	3.5%	78
Spent \$2,000+ on most recent home computer	57	2.5%	64

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

Williamsburg Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,402	52.8%	104
Bought brewed coffee at convenience store in last 30 days	818	18.0%	115
Bought cigarettes at convenience store in last 30 days	736	16.2%	129
Bought gas at convenience store in last 30 days	1,957	43.1%	130
Spent at convenience store in last 30 days: <\$20	413	9.1%	112
Spent at convenience store in last 30 days: \$20-\$39	376	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	394	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	235	5.2%	117
Spent at convenience store in last 30 days: \$100+	1,294	28.5%	124
Entertainment (Adults)			
Attended a movie in last 6 months	2,341	51.5%	87
Went to live theater in last 12 months	484	10.6%	82
Went to a bar/night club in last 12 months	761	16.7%	100
Dined out in last 12 months	2,127	46.8%	104
Gambled at a casino in last 12 months	589	13.0%	95
Visited a theme park in last 12 months	679	14.9%	85
Viewed movie (video-on-demand) in last 30 days	526	11.6%	68
Viewed TV show (video-on-demand) in last 30 days	349	7.7%	59
Watched any pay-per-view TV in last 12 months	475	10.5%	79
Downloaded a movie over the Internet in last 30 days	154	3.4%	47
Downloaded any individual song in last 6 months	655	14.4%	71
Watched a movie online in the last 30 days	413	9.1%	57
Watched a TV program online in last 30 days	351	7.7%	52
Played a video/electronic game (console) in last 12 months	501	11.0%	106
Played a video/electronic game (portable) in last 12 months	204	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	1,516	33.4%	107
Used ATM/cash machine in last 12 months	2,067	45.5%	93
Own any stock	308	6.8%	89
Own U.S. savings bond	249	5.5%	103
Own shares in mutual fund (stock)	324	7.1%	98
Own shares in mutual fund (bonds)	198	4.4%	90
Have interest checking account	1,392	30.6%	109
Have non-interest checking account	1,526	33.6%	119
Have savings account	2,581	56.8%	105
Have 401K retirement savings plan	705	15.5%	107
Own/used any credit/debit card in last 12 months	3,427	75.4%	101
Avg monthly credit card expenditures: <\$111	598	13.2%	113
Avg monthly credit card expenditures: \$111-\$225	368	8.1%	118
Avg monthly credit card expenditures: \$226-\$450	259	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	263	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	136	3.0%	69
Avg monthly credit card expenditures: \$1,001+	261	5.7%	63
Did banking online in last 12 months	1,404	30.9%	87
Did banking on mobile device in last 12 months	524	11.5%	82
Paid bills online in last 12 months	1,667	36.7%	85

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Retail Market Potential

Williamsburg Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,679	74.4%	107
Used bread in last 6 months	2,167	96.0%	102
Used chicken (fresh or frozen) in last 6 months	1,575	69.8%	101
Used turkey (fresh or frozen) in last 6 months	404	17.9%	113
Used fish/seafood (fresh or frozen) in last 6 months	1,170	51.8%	95
Used fresh fruit/vegetables in last 6 months	1,971	87.3%	102
Used fresh milk in last 6 months	2,078	92.0%	105
Used organic food in last 6 months	318	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	1,173	25.8%	91
Exercise at club 2+ times per week	402	8.8%	68
Visited a doctor in last 12 months	3,499	77.0%	102
Used vitamin/dietary supplement in last 6 months	2,313	50.9%	96
Home (Households)			
Any home improvement in last 12 months	716	31.7%	118
Used housekeeper/maid/professional HH cleaning service in last 12	211	9.3%	71
Purchased low ticket HH furnishings in last 12 months	313	13.9%	86
Purchased big ticket HH furnishings in last 12 months	413	18.3%	88
Bought any small kitchen appliance in last 12 months	462	20.5%	92
Bought any large kitchen appliance in last 12 months	277	12.3%	96
Insurance (Adults/Households)			
Currently carry life insurance	2,282	50.2%	118
Carry medical/hospital/accident insurance	3,023	66.5%	101
Carry homeowner insurance	2,651	58.3%	124
Carry renter's insurance	249	5.5%	67
Have auto insurance: 1 vehicle in household covered	609	27.0%	87
Have auto insurance: 2 vehicles in household covered	670	29.7%	104
Have auto insurance: 3+ vehicles in household covered	697	30.9%	141
Pets (Households)			
Household owns any pet	1,480	65.5%	122
Household owns any cat	742	32.9%	147
Household owns any dog	1,177	52.1%	128
Psychographics (Adults)			
Buying American is important to me	2,349	51.7%	122
Usually buy items on credit rather than wait	489	10.8%	92
Usually buy based on quality - not price	766	16.9%	94
Price is usually more important than brand name	1,325	29.2%	111
Usually use coupons for brands I buy often	978	21.5%	114
Am interested in how to help the environment	509	11.2%	69
Usually pay more for environ safe product	441	9.7%	76
Usually value green products over convenience	378	8.3%	79
Likely to buy a brand that supports a charity	1,731	38.1%	109
Reading (Adults)			
Bought digital book in last 12 months	461	10.1%	77
Bought hardcover book in last 12 months	909	20.0%	95
Bought paperback book in last 12 month	1,316	29.0%	92
Read any daily newspaper (paper version)	1,310	28.8%	110
Read any digital newspaper in last 30 days	1,149	25.3%	76
Read any magazine (paper/electronic version) in last 6 months	3,999	88.0%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,420	75.2%	101
Went to family restaurant/steak house: 4+ times a month	1,201	26.4%	96
Went to fast food/drive-in restaurant in last 6 months	4,154	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,856	40.8%	103
Fast food/drive-in last 6 months: eat in	1,821	40.1%	110
Fast food/drive-in last 6 months: home delivery	294	6.5%	84
Fast food/drive-in last 6 months: take-out/drive-thru	2,206	48.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	821	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,035	22.8%	72
Own e-reader/tablet: iPad	285	6.3%	41
Own any portable MP3 player	1,171	25.8%	84
HH owns 1 TV	432	19.1%	94
HH owns 2 TVs	591	26.2%	101
HH owns 3 TVs	532	23.6%	110
HH owns 4+ TVs	446	19.8%	105
HH subscribes to cable TV	821	36.4%	73
HH subscribes to fiber optic	27	1.2%	16
HH has satellite dish	953	42.2%	166
HH owns DVD/Blu-ray player	1,423	63.0%	104
HH owns camcorder	322	14.3%	102
HH owns portable GPS navigation device	714	31.6%	115
HH purchased video game system in last 12 mos	128	5.7%	71
HH owns Internet video device for TV	102	4.5%	64
Travel (Adults)			
Domestic travel in last 12 months	2,004	44.1%	88
Took 3+ domestic non-business trips in last 12 months	395	8.7%	78
Spent on domestic vacations in last 12 months: <\$1,000	459	10.1%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	237	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	132	2.9%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	172	3.8%	97
Spent on domestic vacations in last 12 months: \$3,000+	181	4.0%	72
Domestic travel in the 12 months: used general travel website	219	4.8%	71
Foreign travel in last 3 years	684	15.0%	62
Took 3+ foreign trips by plane in last 3 years	104	2.3%	51
Spent on foreign vacations in last 12 months: <\$1,000	129	2.8%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	86	1.9%	58
Spent on foreign vacations in last 12 months: \$3,000+	136	3.0%	60
Foreign travel in last 3 years: used general travel website	130	2.9%	51
Nights spent in hotel/motel in last 12 months: any	1,629	35.8%	88
Took cruise of more than one day in last 3 years	266	5.9%	70
Member of any frequent flyer program	339	7.5%	46
Member of any hotel rewards program	478	10.5%	74

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