



# Community Profile

Williamsburg Township  
 Williamsburg township (3902585302)  
 Geography: County Subdivision

Prepared by Esri

	Williamsburg ...
<b>Population Summary</b>	
2000 Total Population	5,005
2010 Total Population	5,746
2017 Total Population	5,912
2017 Group Quarters	74
2022 Total Population	6,055
2017-2022 Annual Rate	0.48%
2017 Total Daytime Population	6,346
Workers	3,098
Residents	3,248
<b>Household Summary</b>	
2000 Households	1,859
2000 Average Household Size	2.65
2010 Households	2,173
2010 Average Household Size	2.61
2017 Households	2,241
2017 Average Household Size	2.61
2022 Households	2,296
2022 Average Household Size	2.60
2017-2022 Annual Rate	0.49%
2010 Families	1,559
2010 Average Family Size	3.05
2017 Families	1,586
2017 Average Family Size	3.06
2022 Families	1,616
2022 Average Family Size	3.07
2017-2022 Annual Rate	0.38%
<b>Housing Unit Summary</b>	
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%
2017 Housing Units	2,433
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	7.9%
2022 Housing Units	2,498
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	8.1%
<b>Median Household Income</b>	
2017	\$54,537
2022	\$60,796
<b>Median Home Value</b>	
2017	\$139,045
2022	\$183,287
<b>Per Capita Income</b>	
2017	\$26,200
2022	\$31,201
<b>Median Age</b>	
2010	39.6
2017	41.0
2022	41.9

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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### 2017 Households by Income

Household Income Base	2,241
<\$15,000	11.6%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	27.2%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	3.8%
\$200,000+	3.5%

Average Household Income \$68,419

### 2022 Households by Income

Household Income Base	2,296
<\$15,000	10.8%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	5.2%
\$200,000+	4.8%

Average Household Income \$81,600

### 2017 Owner Occupied Housing Units by Value

Total	1,506
<\$50,000	7.4%
\$50,000 - \$99,999	24.2%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	13.3%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	9.5%
\$300,000 - \$399,999	6.4%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$181,059

### 2022 Owner Occupied Housing Units by Value

Total	1,543
<\$50,000	5.4%
\$50,000 - \$99,999	19.1%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	10.5%
\$400,000 - \$499,999	6.8%
\$500,000 - \$749,999	8.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$230,136

**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.

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	Williamsburg ...
<b>2010 Population by Age</b>	
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%
<b>2017 Population by Age</b>	
Total	5,912
0 - 4	6.3%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	11.2%
25 - 34	12.2%
35 - 44	12.2%
45 - 54	14.1%
55 - 64	15.3%
65 - 74	9.9%
75 - 84	4.2%
85 +	1.5%
18 +	76.9%
<b>2022 Population by Age</b>	
Total	6,055
0 - 4	5.9%
5 - 9	6.5%
10 - 14	7.1%
15 - 24	10.5%
25 - 34	11.4%
35 - 44	12.3%
45 - 54	13.1%
55 - 64	14.6%
65 - 74	11.5%
75 - 84	5.5%
85 +	1.6%
18 +	76.5%
<b>2010 Population by Sex</b>	
Males	2,809
Females	2,937
<b>2017 Population by Sex</b>	
Males	2,890
Females	3,022
<b>2022 Population by Sex</b>	
Males	2,968
Females	3,087

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Williamsburg ...

### 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

### 2017 Population by Race/Ethnicity

Total	5,912
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

### 2022 Population by Race/Ethnicity

Total	6,055
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	7.9

### 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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Williamsburg ...
<b>2017 Population 25+ by Educational Attainment</b>	
Total	4,102
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	37.6%
GED/Alternative Credential	3.7%
Some College, No Degree	20.5%
Associate Degree	9.2%
Bachelor's Degree	7.3%
Graduate/Professional Degree	6.1%
<b>2017 Population 15+ by Marital Status</b>	
Total	4,762
Never Married	33.1%
Married	50.6%
Widowed	4.4%
Divorced	11.9%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%
<b>2017 Employed Population 16+ by Industry</b>	
Total	2,700
Agriculture/Mining	0.0%
Construction	3.0%
Manufacturing	19.4%
Wholesale Trade	1.7%
Retail Trade	12.6%
Transportation/Utilities	4.9%
Information	1.6%
Finance/Insurance/Real Estate	3.4%
Services	48.4%
Public Administration	5.0%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	2,700
White Collar	42.8%
Management/Business/Financial	8.8%
Professional	17.6%
Sales	8.4%
Administrative Support	7.9%
Services	24.2%
Blue Collar	33.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	6.2%
Production	16.5%
Transportation/Material Moving	7.6%
<b>2010 Population By Urban/ Rural Status</b>	
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	2,173
Owner Occupied	70.5%
Owned with a Mortgage/Loan	54.3%
Owned Free and Clear	16.2%
Renter Occupied	29.5%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Williamsburg ...

### Top 3 Tapestry Segments

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

### 2017 Consumer Spending

Apparel & Services: Total \$	\$3,927,256
Average Spent	\$1,752.46
Spending Potential Index	81
Education: Total \$	\$2,566,836
Average Spent	\$1,145.40
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$6,084,043
Average Spent	\$2,714.88
Spending Potential Index	87
Food at Home: Total \$	\$9,900,861
Average Spent	\$4,418.05
Spending Potential Index	88
Food Away from Home: Total \$	\$6,215,669
Average Spent	\$2,773.61
Spending Potential Index	83
Health Care: Total \$	\$11,590,944
Average Spent	\$5,172.22
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$3,781,322
Average Spent	\$1,687.34
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$1,506,463
Average Spent	\$672.23
Spending Potential Index	84
Shelter: Total \$	\$28,782,438
Average Spent	\$12,843.57
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,519,110
Average Spent	\$2,016.56
Spending Potential Index	86
Travel: Total \$	\$3,853,135
Average Spent	\$1,719.38
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$2,128,188
Average Spent	\$949.66
Spending Potential Index	89

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

July 18, 2017