Demographics
COMMERCIAL TRADE AREA REPORT

James City County, Virginia

Presented by
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Trade Area Report

James City County, Virginia

Criteria Used for Analysis

Population Stats:
- Population Density: 434.4
- Diversity Index: 43.8
- Total Population: 77,822

Housing Stats:
- Total Households: 31,143
- Total Family Households: 22,365 (71.8%)

Consumer Segmentation

Life Mode
- What are the people like that live in this area?
- Senior Styles: Senior lifestyles reveal the effects of saving for retirement
- Urbanization: Where do people like this usually live?
- Suburban Periphery: Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

<table>
<thead>
<tr>
<th>Lifestyle Group</th>
<th>Silver and Gold</th>
<th>Exurbanites</th>
<th>Comfortable Empty Nesters</th>
<th>In Style</th>
<th>Middleburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Households</td>
<td>6,090 (19.6%)</td>
<td>5,260 (16.9%)</td>
<td>3,264 (10.5%)</td>
<td>2,926 (9.4%)</td>
<td>2,842 (9.1%)</td>
</tr>
<tr>
<td>% of Virginia</td>
<td>24,124 (7.0%)</td>
<td>76,472 (2.3%)</td>
<td>112,622 (3.5%)</td>
<td>GenXurban</td>
<td>GenXurban</td>
</tr>
<tr>
<td>Lifestyle Group</td>
<td>Senior Styles</td>
<td>Affluent Estates</td>
<td>Suburban Periphery</td>
<td>Metro Cities</td>
<td>Seminual</td>
</tr>
<tr>
<td>Residence Type</td>
<td>Single Family or Seasonal</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
</tr>
<tr>
<td>Household Type</td>
<td>Married Couples Without Kids</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
<td>Married Couples</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.02</td>
<td>2.48</td>
<td>2.5</td>
<td>2.33</td>
<td>2.73</td>
</tr>
<tr>
<td>Median Age</td>
<td>61.8</td>
<td>49.6</td>
<td>46.8</td>
<td>41.1</td>
<td>35.3</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>22.4</td>
<td>32.6</td>
<td>30.6</td>
<td>36.9</td>
<td>46.3</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$63,000</td>
<td>$98,000</td>
<td>$68,000</td>
<td>$66,000</td>
<td>$55,000</td>
</tr>
<tr>
<td>Median Net Worth</td>
<td>$294,000</td>
<td>$451,000</td>
<td>$258,000</td>
<td>$128,000</td>
<td>$99,000</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$289,000</td>
<td>$346,000</td>
<td>$187,000</td>
<td>$214,000</td>
<td>$158,000</td>
</tr>
<tr>
<td>Homeownership</td>
<td>83.8 %</td>
<td>85.4 %</td>
<td>87.5 %</td>
<td>68.8 %</td>
<td>74.3 %</td>
</tr>
<tr>
<td>Employment</td>
<td>Retired, Professional or Services</td>
<td>Professional or Management</td>
<td>Professional or Management</td>
<td>Professional or Management</td>
<td>Professional or Services</td>
</tr>
<tr>
<td>Education</td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
<td>College Degree</td>
</tr>
<tr>
<td>Financial</td>
<td>Draw retirement income</td>
<td>Invest actively; use financial planners</td>
<td>Save/invest prudently</td>
<td>Hold retirement savings, insurance policies</td>
<td>Carry some debt; invest for future</td>
</tr>
<tr>
<td>Media</td>
<td>Read newspapers, magazines, books</td>
<td>Support public TV/radio</td>
<td>Listen to sports radio; watch sports on TV</td>
<td>Carry, use smartphones</td>
<td>Watch country, Christian TV channels</td>
</tr>
<tr>
<td>Vehicle</td>
<td>Prefer luxury cars, SUVs, convertibles</td>
<td>Choose late-model luxury cars, SUVs</td>
<td>Own 1-2 vehicles</td>
<td>Own late-model SUVs or truck</td>
<td>Own trucks, SUVs</td>
</tr>
</tbody>
</table>
About this segment
Silver and Gold

This is the number 1 dominant segment for this area

In this area: 19.6% of households fall into this segment
In the United States: 0.7% of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are
Silver and Gold is almost the oldest senior market (second to The Elders). The difference of 10 years in median age between the markets reveals a socioeconomic difference: The younger market is the most affluent senior market and is still growing. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina and resources to enjoy the good life.

Our Neighborhood
- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of $289,000.
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 35%.
- Mostly older married couples with no children, average household size is 2.02.

Socioeconomic Traits
- Well-educated seniors, 44% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 7.2%, with self-employment highest among all segments.
- More than half of the households with income from wages/salaries, Social Security or investments, many drawing retirement income.
- Connected, but primarily to get news and track investments more likely to own an e-reader or tablet than a smartphone.

Market Profile
- Partial to luxury cars or SUVs, highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel) and books (audio, e-readers or tablets).
- Generous supporters of charitable organizations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
**About this segment**

**Exurbanites**

This is the #2 dominant segment for this area.

In this area: 16.9% of households fall into this segment.

In the United States: 1.9% of households fall into this segment.

An overview of who makes up this segment across the United States

**Who We Are**

Exurbanites residents are approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urban.

**Our Neighborhood**

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of $346,000, most still paying mortgages.
- Higher vacancy rate at 9%.

**Socioeconomic Traits**

- Residents are college educated; more than half have a bachelor’s degree or higher, almost 80% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 5.5%; more of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

**Market Profile**

- Exurbanites residents’ preferred vehicles are late-model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading and the Internet to handle their money.

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About this segment
Comfortable Empty Nesters

An overview of who makes up this segment across the United States

Who We Are

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Our Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly lower at 2.50.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 34% college graduates, nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments and retirement.
- Comfortable Empty Nesters are physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles and work out regularly.
- Spending a lot of time online isn’t a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds and real estate.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
About this segment

In Style

This is the
#4 dominant segment for this area

In this area
9.4% of households fall into this segment

In the United States
2.2% of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households, average household size at 2.33.
- Home ownership average at 69%, more than half, 51%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5-19 units) apartment buildings.
- Median home value at $213,500.
- Vacant housing units at 8.8%.

Market Profile

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors, housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts and museums.

Socioeconomic Traits

- College educated; 46% are graduates 75% with some college education.
- Low unemployment is at 5.6%; higher labor force participation rate is at 68% with proportionately more two-worker households.
- Median household income of $65,600 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom really took off. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood
- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits
- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile
- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
James City County, Virginia: Population Comparison

Total Population
This chart shows the total population in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: 77,822
- Virginia: 8,566,397
- USA: 338,381,672

Population Density
This chart shows the number of people per square mile in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: 434.4
- Virginia: 210.1
- USA: 94.2

Population Change Since 2010
This chart shows the percentage change in area’s population from 2010 to 2018, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: 15.46%
- Virginia: 5.25%
- USA: 4.20%

Total Daytime Population
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: 71,337
- Virginia: 6,424,715
- USA: 326,424,716
Daytime Population Density
This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Average Household Size
This chart shows the average household size in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Population Living in Family Households
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Female / Male Ratio
This chart shows the ratio of females to males in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually
James City County, Virginia: Age Comparison

Median Age
This chart shows the median age in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: 37.1
- Virginia: 48.1
- USA: 38.5

Population by Age
This chart breaks down the population of an area by age group.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- Children: 9.8%
- Tweens: 2.4%
- Teens: 7.9%
- 20s: 10.5%
- 30s: 10.7%
- 40s: 11.4%
- 50s: 14.2%
- 60s: 14.8%
- 70s: 10.9%
- Over 80: 6.5%

- 2023 (Projected)
# James City County, Virginia: Marital Status Comparison

## Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

- **James City County**: 59.3% Married, 40.7% Unmarried
- **Virginia**: 51.7% Married, 48.3% Unmarried
- **USA**: 49.3% Married, 50.7% Unmarried

**Data Source**: U.S. Census American Community Survey via Esri, 2018

**Update Frequency**: Annually

## Married

This chart shows the number of people in an area who are married, compared with other geographies.

- **James City County**: 59.3%
- **Virginia**: 51.7%
- **USA**: 49.3%

**Data Source**: U.S. Census American Community Survey via Esri, 2018

**Update Frequency**: Annually

## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

- **James City County**: 24.4%
- **Virginia**: 32.7%
- **USA**: 33.9%

**Data Source**: U.S. Census American Community Survey via Esri, 2018

**Update Frequency**: Annually

## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

- **James City County**: 6.2%
- **Virginia**: 5.5%
- **USA**: 5.8%

**Data Source**: U.S. Census American Community Survey via Esri, 2018

**Update Frequency**: Annually

## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

- **James City County**: 10.1%
- **Virginia**: 10.1%
- **USA**: 11.0%

**Data Source**: U.S. Census American Community Survey via Esri, 2018

**Update Frequency**: Annually
James City County, Virginia: Economic Comparison

Average Household Income
This chart shows the average household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: $109,032
- Virginia: $126,613
- USA: $83,653

Median Household Income
This chart shows the median household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: $92,810
- Virginia: $78,864
- USA: $65,674

Per Capita Income
This chart shows per capita income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: $44,618
- Virginia: $37,093
- USA: $21,928

Average Disposable Income
This chart shows the average disposable income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

- James City County: $80,927
- Virginia: $71,602
- USA: $63,257
James City County, Virginia: Education Comparison

Less than 9th Grade
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Some High School
This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

High School GED
This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

High School Graduate
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Some College
This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually
### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

- **James City County**: 7.9%
- **Virginia**: 7.8%
- **USA**: 8.4%

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

### Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

- **James City County**: 27.6%
- **Virginia**: 22.1%
- **USA**: 19.6%

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

### Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

- **James City County**: 22.5%
- **Virginia**: 16.7%
- **USA**: 12.2%

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually
### James City County, Virginia: Commute Comparison

**Average Commute Time**

This chart shows average commute times to work, in minutes, by percentage of an area's population.

**Data Source:** U.S. Census American Community Survey via Esi, 2018

**Update Frequency:** Annually

<table>
<thead>
<tr>
<th>Commute Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5 Minutes</td>
<td>2.1%</td>
</tr>
<tr>
<td>5-10 Minutes</td>
<td>9.8%</td>
</tr>
<tr>
<td>10-15 Minutes</td>
<td>15.1%</td>
</tr>
<tr>
<td>15-20 Minutes</td>
<td>18.5%</td>
</tr>
<tr>
<td>20-25 Minutes</td>
<td>16.0%</td>
</tr>
<tr>
<td>25-30 Minutes</td>
<td>5.7%</td>
</tr>
<tr>
<td>30-35 Minutes</td>
<td>10.2%</td>
</tr>
<tr>
<td>35-40 Minutes</td>
<td>4.3%</td>
</tr>
<tr>
<td>40-45 Minutes</td>
<td>4.3%</td>
</tr>
<tr>
<td>45-60 Minutes</td>
<td>7.2%</td>
</tr>
<tr>
<td>60-90 Minutes</td>
<td>4.9%</td>
</tr>
<tr>
<td>&gt;90 Minutes</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

**Data Source:** U.S. Census American Community Survey via Esi, 2018

**Update Frequency:** Annually

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>87.9%</td>
</tr>
<tr>
<td>Carpool</td>
<td>8.8%</td>
</tr>
<tr>
<td>Work at Home</td>
<td>6.5%</td>
</tr>
<tr>
<td>Walk</td>
<td>1.2%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other</td>
<td>0.7%</td>
</tr>
<tr>
<td>Bus</td>
<td>0.5%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0.4%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.2%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0.1%</td>
</tr>
<tr>
<td>Subway/El</td>
<td>0.1%</td>
</tr>
<tr>
<td>Train</td>
<td>0.1%</td>
</tr>
<tr>
<td>Ferry</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

**Data Source:** Valuation calculations based on public records and MLS sources where licensed.

**Update Frequency:** Monthly

<table>
<thead>
<tr>
<th>Area</th>
<th>Median Estimated Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>James City County</td>
<td>$333,110</td>
</tr>
<tr>
<td>Virginia</td>
<td>$317,810</td>
</tr>
<tr>
<td>USA</td>
<td>$243,000</td>
</tr>
</tbody>
</table>

### 12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

**Data Source:** Valuation calculations based on public records and MLS sources where licensed.

**Update Frequency:** Monthly

<table>
<thead>
<tr>
<th>Area</th>
<th>Change in Median Estimated Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>James City County</td>
<td>+0.4%</td>
</tr>
<tr>
<td>Virginia</td>
<td>+2.6%</td>
</tr>
<tr>
<td>USA</td>
<td>+0.9%</td>
</tr>
</tbody>
</table>

### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

**Data Source:** On- and off-market listings sources.

**Update Frequency:** Monthly

<table>
<thead>
<tr>
<th>Area</th>
<th>Median Listing Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>James City County</td>
<td>$350,000</td>
</tr>
<tr>
<td>Virginia</td>
<td>$281,990</td>
</tr>
<tr>
<td>USA</td>
<td>$104,900</td>
</tr>
</tbody>
</table>

### 12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

**Data Source:** On- and off-market listings sources.

**Update Frequency:** Monthly

<table>
<thead>
<tr>
<th>Area</th>
<th>Change in Median Listing Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>James City County</td>
<td>+2.6%</td>
</tr>
<tr>
<td>Virginia</td>
<td>+2.0%</td>
</tr>
<tr>
<td>USA</td>
<td>+5.0%</td>
</tr>
</tbody>
</table>
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL
Update Frequency: Monthly

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Eri, 2018
Update Frequency: Annually
Best Retail Businesses: James City County, Virginia

Data Source: Retail Marketplace via Esri, 2018
Update Frequency: Annually