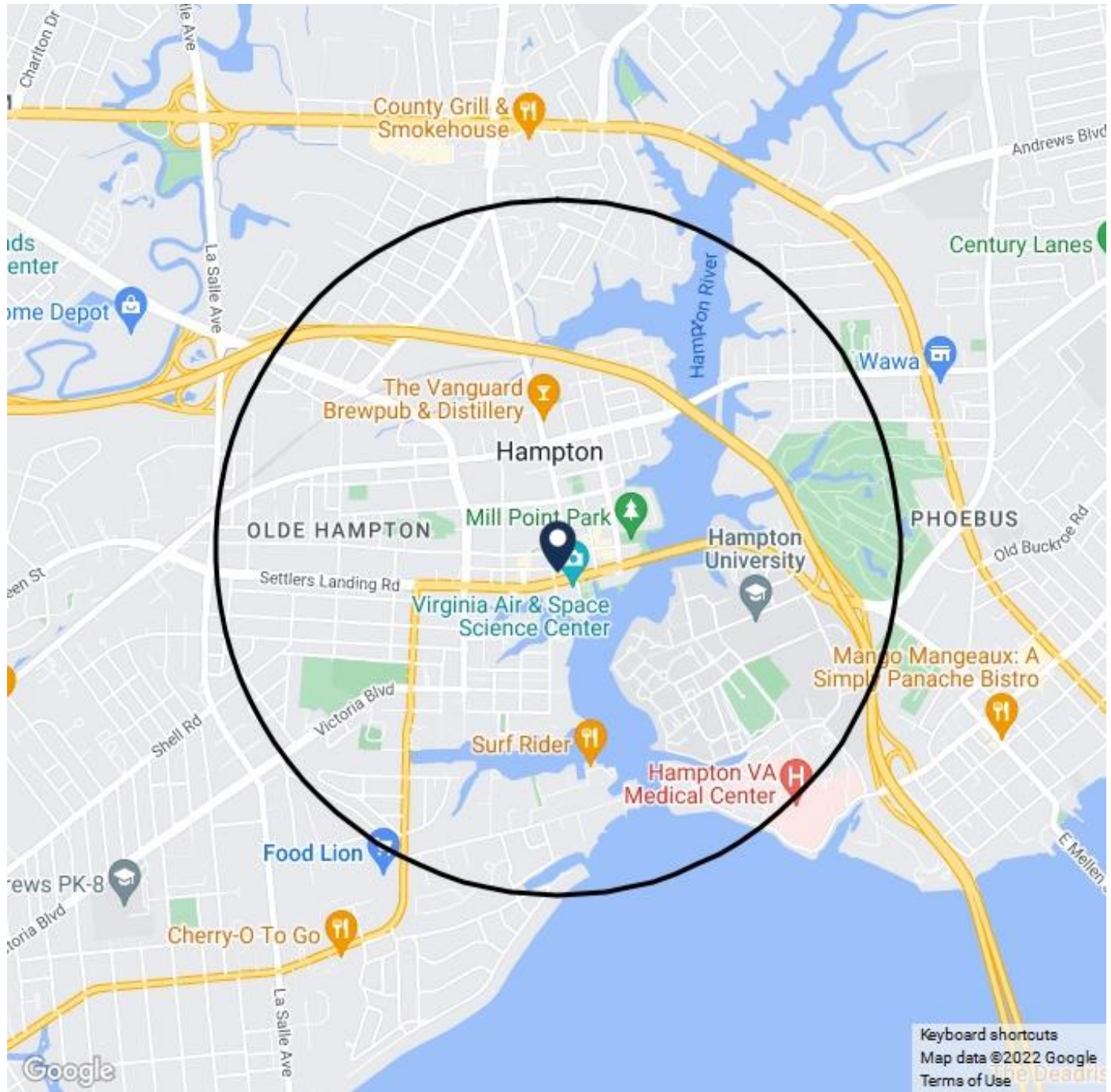


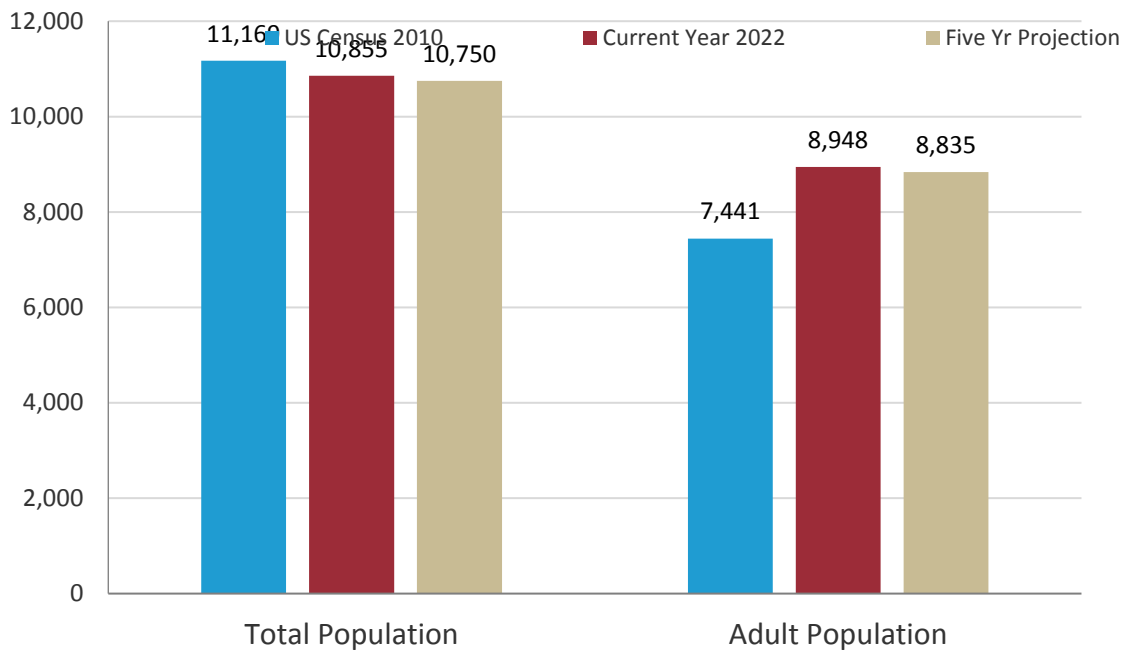
## Demographics for 16 W Queens Way, Hampton, Virginia 23669, United States

Trade Area: 1 Mile

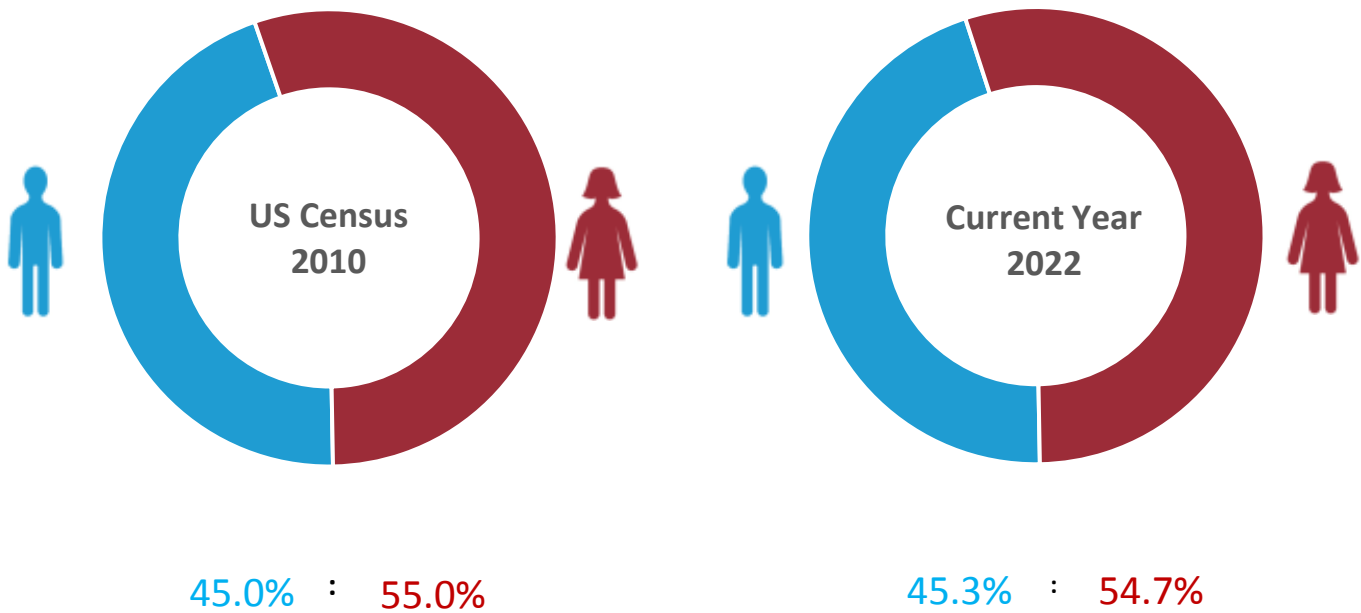


# Population Charts

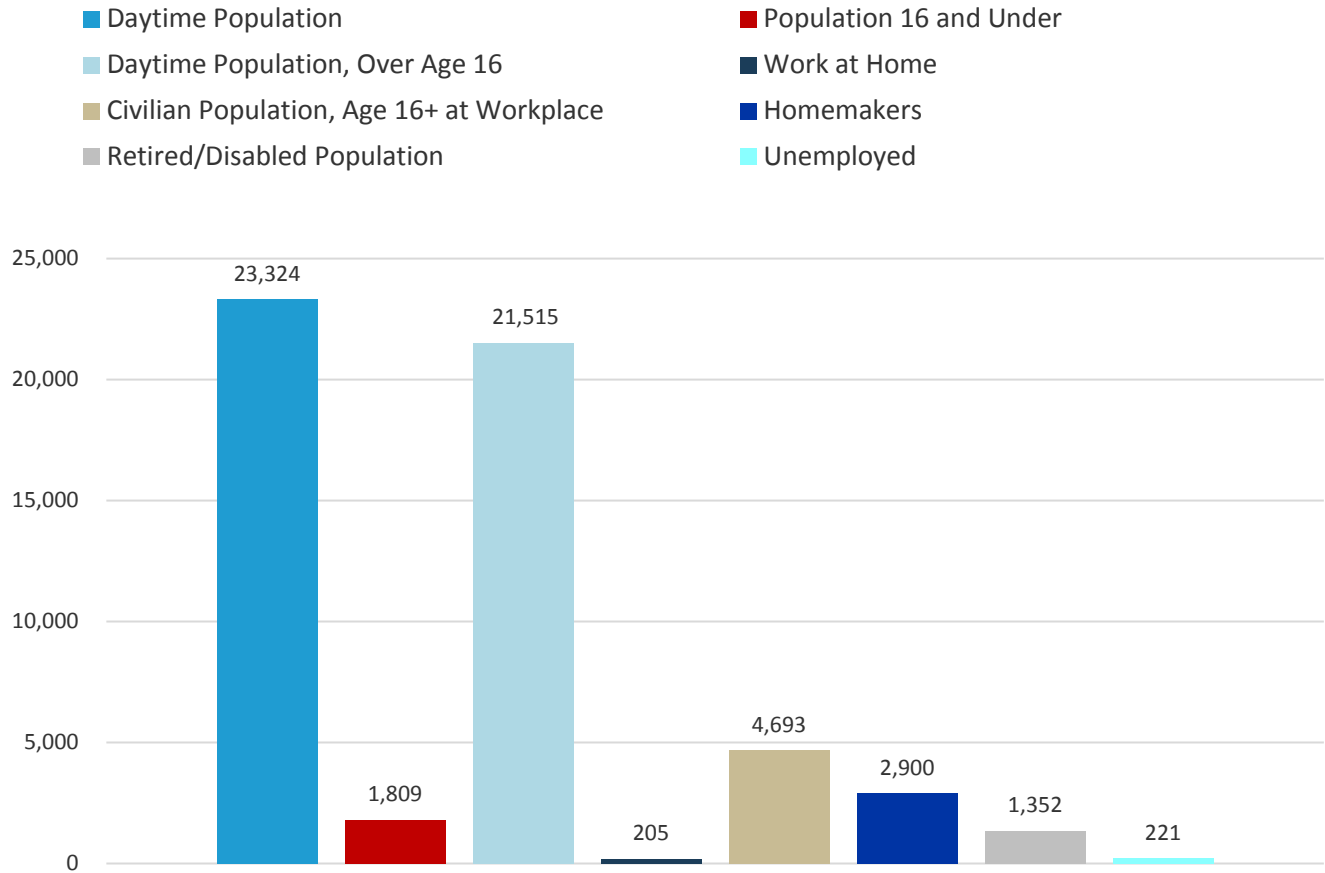
## Population



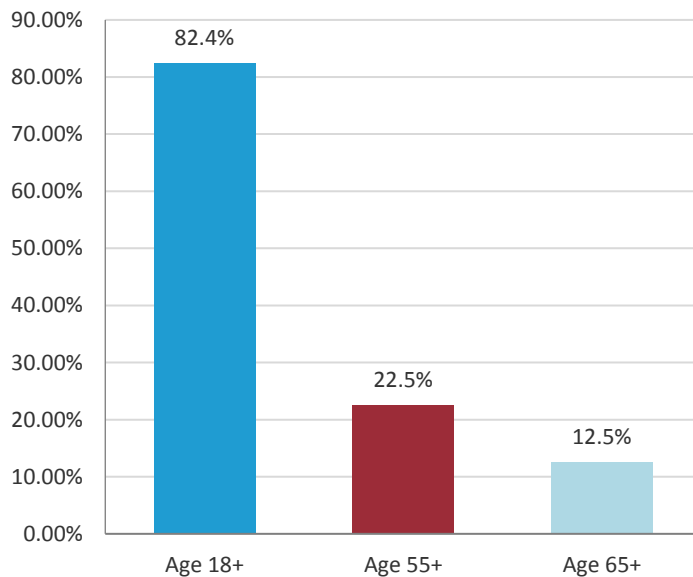
## Female/Male Ratio



## Daytime Population



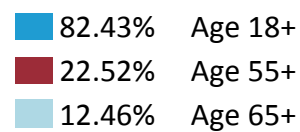
## Age



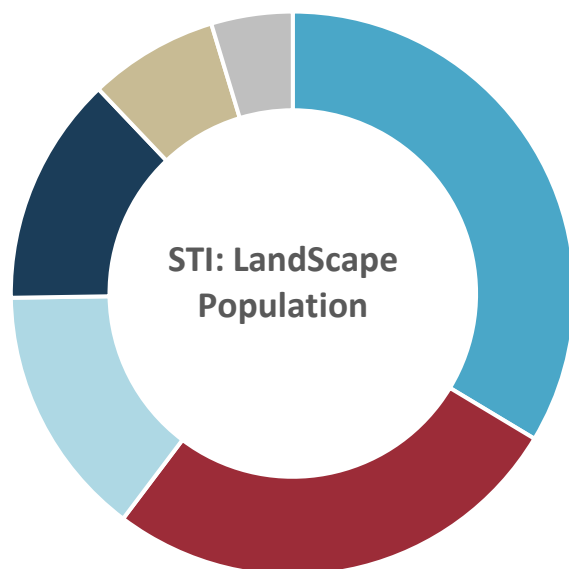
Median Age, Total

**34.4**

### Age Demographics



## Population STI: LandScape (Current Year)



### Top Six Segments:

- 27.5% Pushing Through (M4)
- 21.8% Standing Tall (M2)
- 11.8% Marquis Class (A3)
- 10.7% Still Standing (M3)
- 6.1% Solo Acts (F3)
- 3.8% Black Gentry (M1)

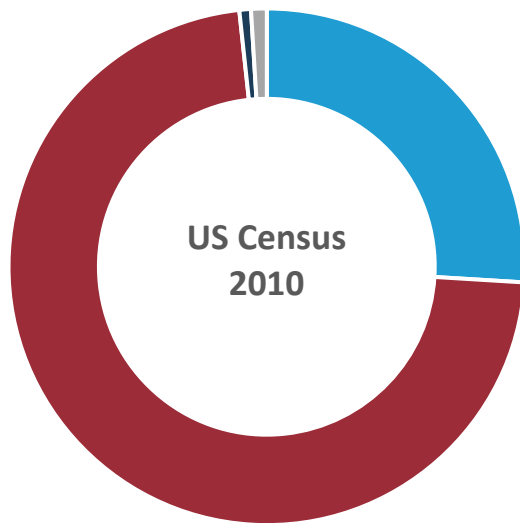
### Other top segments:

- 3.5% Hard Act to Follow (F1)
- 14.8% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)

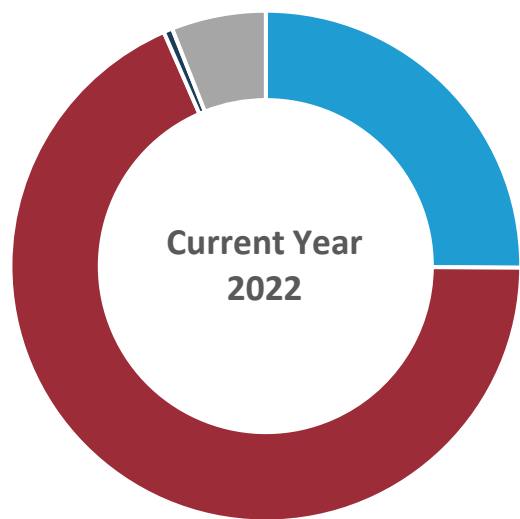
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Marquis Class (A3)	\$110K	49.4	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Solo Acts (F3)	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/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 Schools	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

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

# Ethnicity (Not Hispanic/Latino)

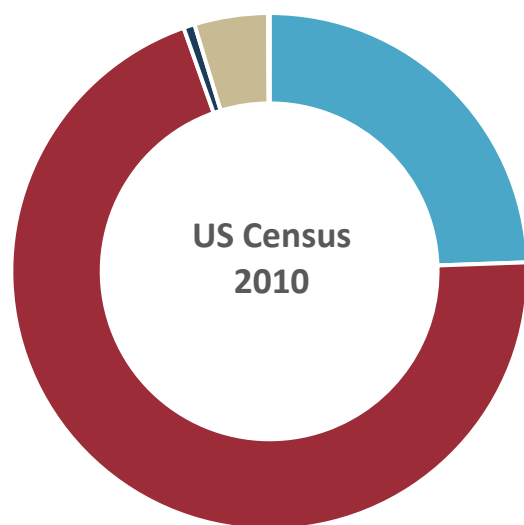


- 2010 US Census (Not Hispanic/Latino)**
- 24.84% White
  - 69.21% Black/African American
  - 0.69% Asian
  - 0.94% Other



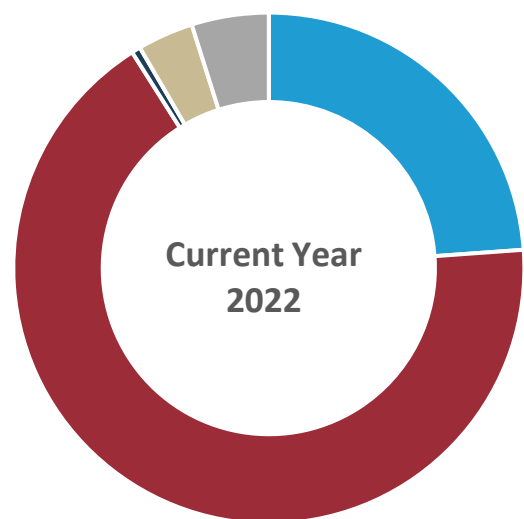
- Current Year (Not Hispanic/Latino)**
- 25.10% White
  - 68.35% Black/African American
  - 0.57% Asian
  - 5.97% Other

# Ethnicity (Hispanic/Latino)



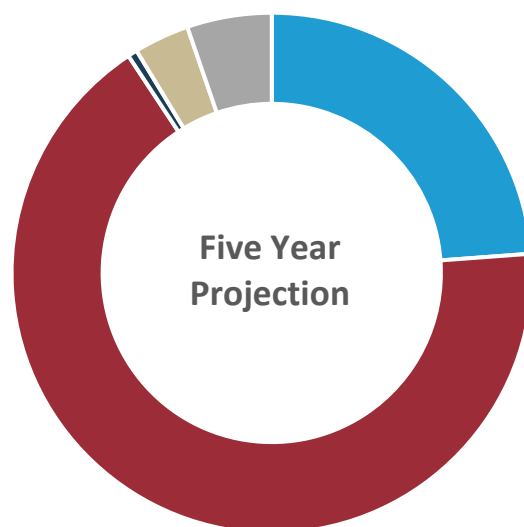
2010 US Census (Hispanic/Latino)

- 23.54% White
- 67.54% Black/African American
- 0.67% Asian
- 4.44% Hispanic
- 0.09% Other



Current Year (Hispanic/Latino)

- 23.85% White
- 67.16% Black/African American
- 0.56% Asian
- 3.54% Hispanic
- 4.88% Other



Five Year Projection (Hispanic/Latino)

- 23.82% White
- 66.89% Black/African American
- 0.59% Asian
- 3.43% Hispanic
- 5.26% Other

## Housing & Households

**2.6**

Land Area

**4,162**

Total Housing Units

**3,674**

Total Households

**3,641**

Total Households

5 Year Projection



**1,670**

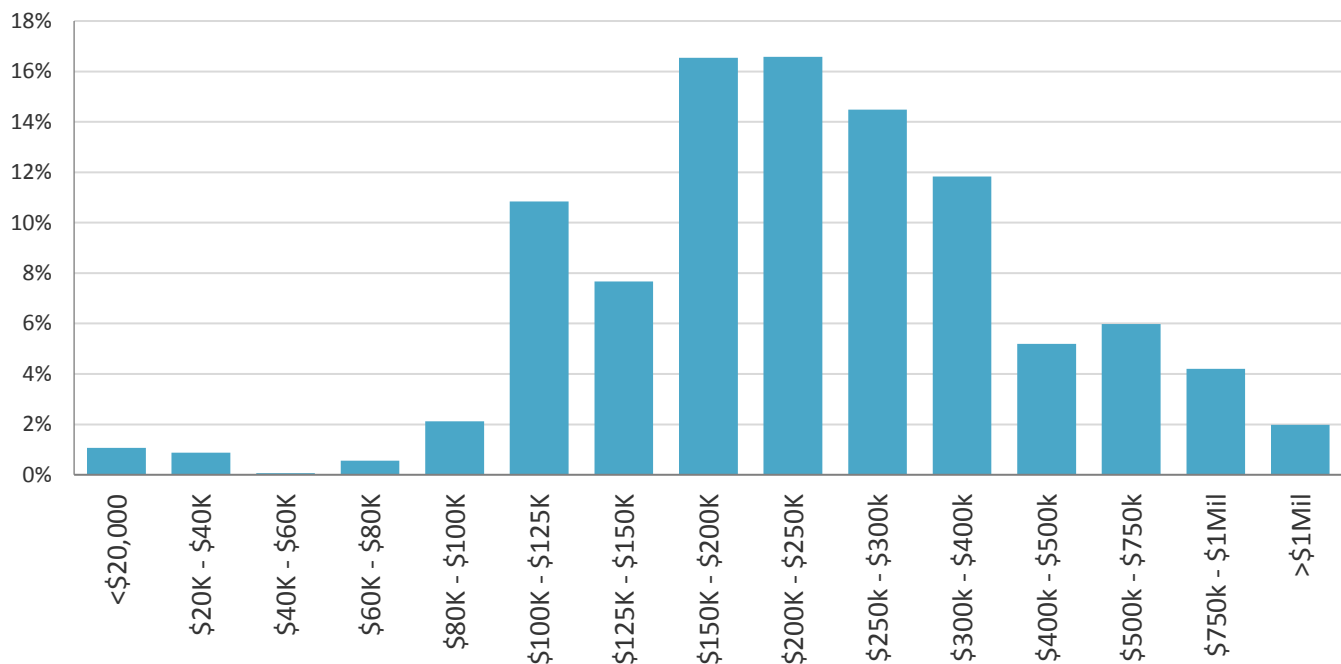
Owner-Occupied



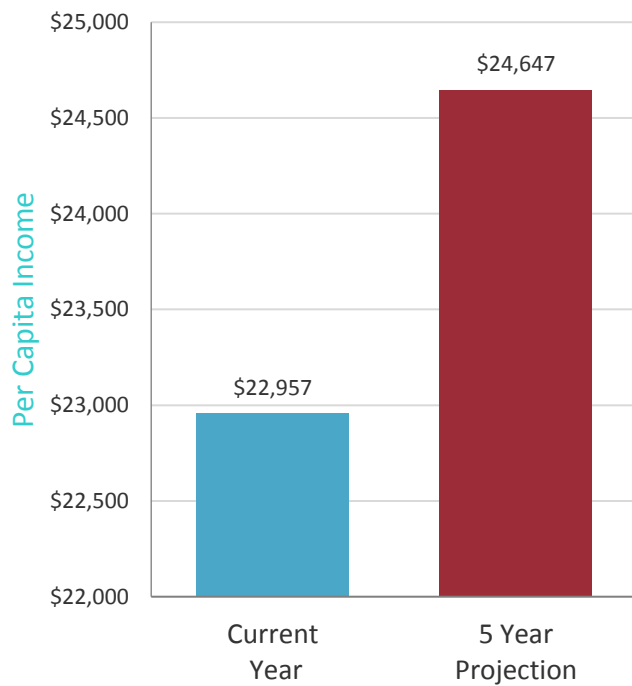
**2,004**

Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

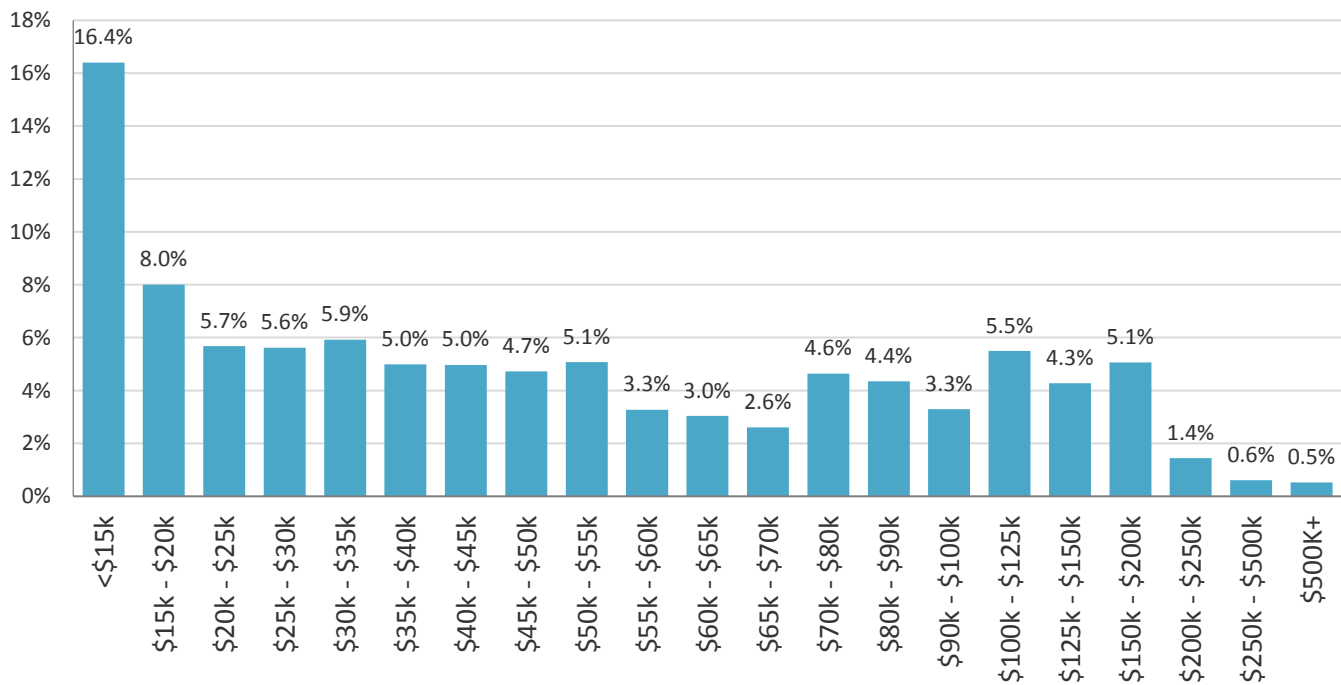
**\$67,830**

Median Household Income

**\$47,240**

Based on Total Population

## Households by Income (Current Year)





## Education (Current Year)

### Education



**3,306**

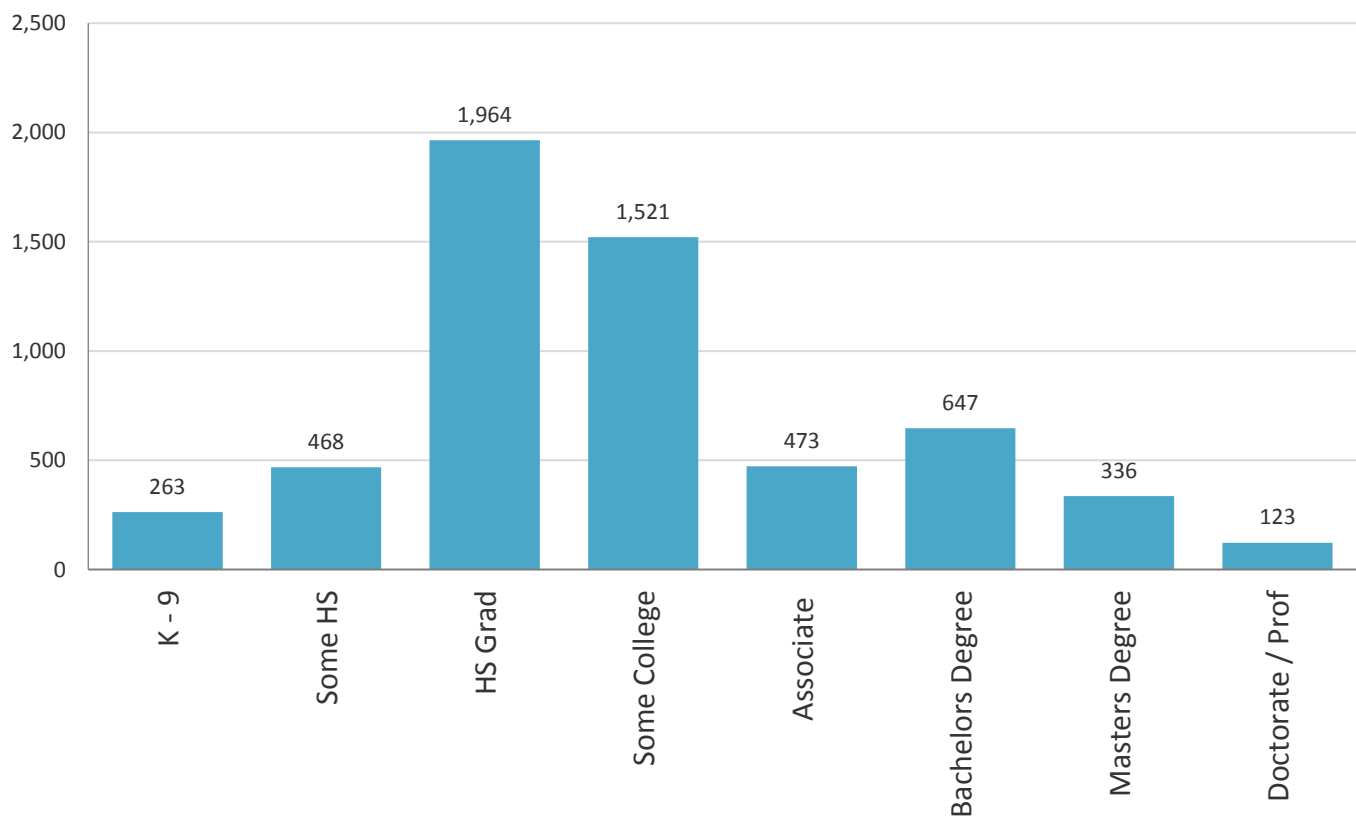
College undergraduate



**666**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



## Employment and Occupation

### Employment and Occupation

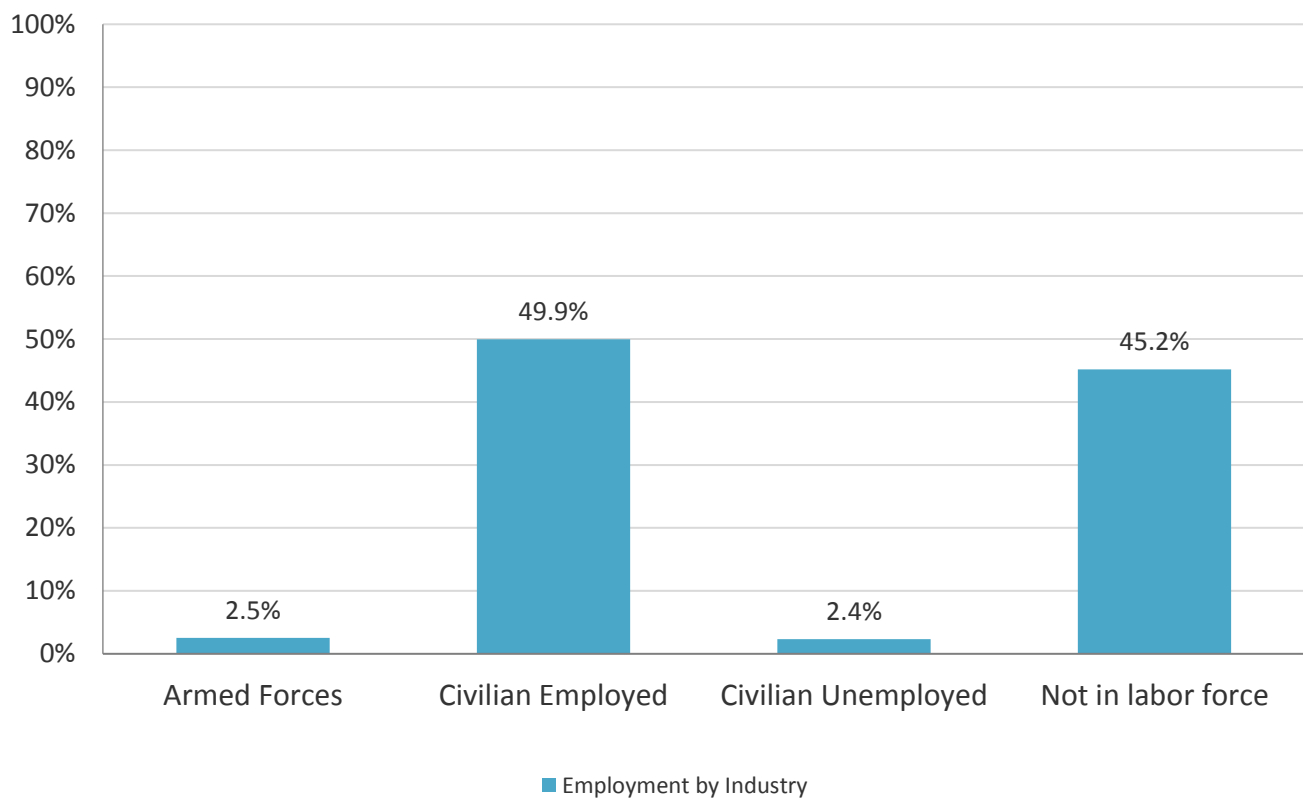
#### TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**9,160**

Current Year

### Employment by Industry



## Transportation to Work (Current Year)



**4,107**

Total Workers 16+



**3,425**

Car, Truck or Van



**183**

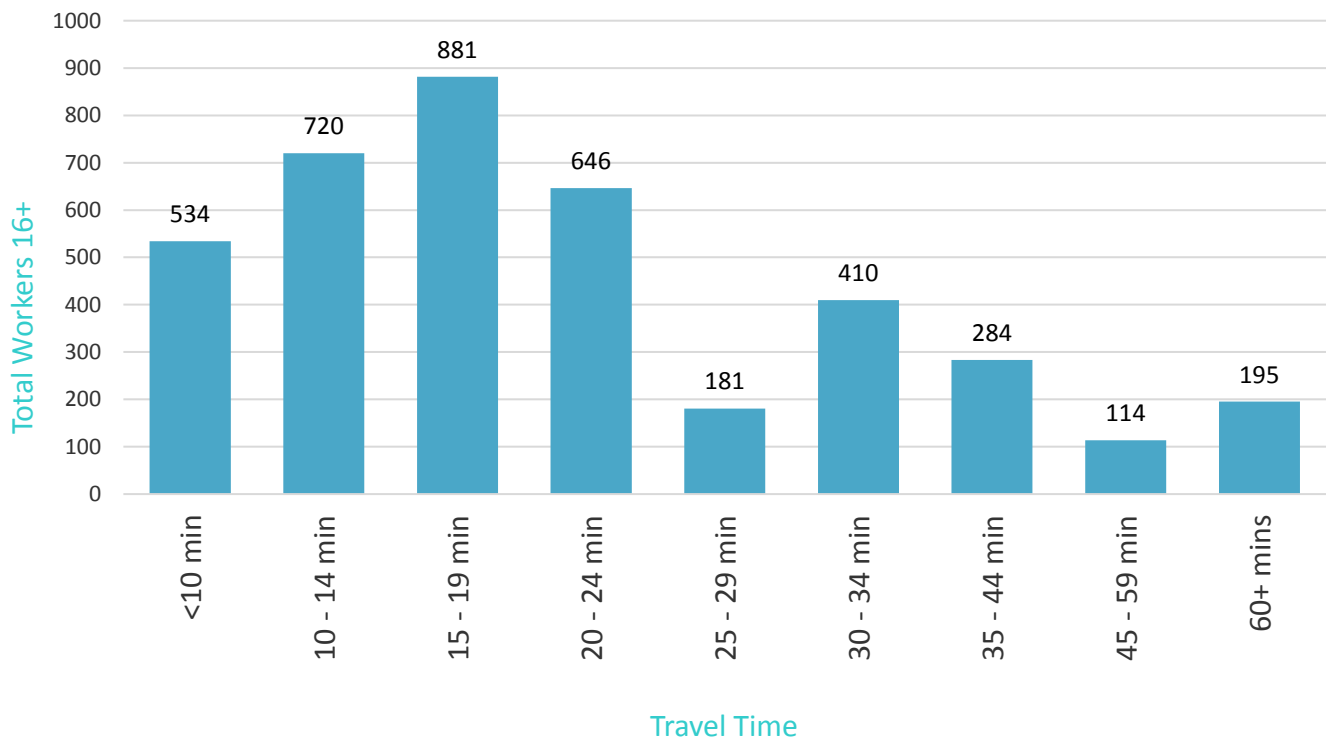
Public transport (not taxi)



**142**

Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures

Alcoholic beverages	\$31,846
Apparel and services	\$83,424
Cash contributions	\$135,587
Education	\$50,544
Entertainment	\$166,188
Food	\$499,236
Health care	\$300,396
Housing	\$791,091
Personal care & services	\$43,845
Personal insurance	\$27,727
Reading	\$4,224
Tobacco & smoking	\$24,007
Transportation	\$633,146
Cash gifts	\$36,569

### Business Summary by NAICS Code

<b>2</b>	Agriculture, Forestry, Fishing and Hunting	<b>14</b>	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	<b>50</b>	Professional, Scientific, and Technical Services
	Utilities		Management of Companies and Enterprises
<b>16</b>	Construction	<b>9</b>	Administrative and Support Services
<b>6</b>	Manufacturing	<b>7</b>	Educational Services
<b>2</b>	Wholesale Trade	<b>35</b>	Health Care and Social Assistance
<b>37</b>	Retail Trade	<b>11</b>	Arts, Entertainment, and Recreation
<b>5</b>	Transportation and Warehousing	<b>18</b>	Accommodation and Food Services
<b>6</b>	Information	<b>42</b>	Other Services
<b>13</b>	Finance and Insurance	<b>69</b>	Public Administration

## Retail Sales Volume

Automotive Dealers	\$3,769,925
Other Motor Vehicle Dealers	\$4,001,853
Automotive Parts, Accessories, Tires	\$2,683,764
Furniture Stores	\$0
Home Furnishing Stores	\$152,035
Electronics and Appliance	\$614,608
Building Material, Supplies	\$14,429,569
Lawn and Garden Equipment	\$200,754
Grocery Stores	\$29,658,726
Specialty Food Stores	\$402,928
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$7,118,678
Gasoline Stations	\$4,949,635
Clothing Stores	\$1,665,078
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$0
Book, Periodical, and Music	\$0
Department Stores	\$2,985,985
Other General Merchandise	\$6,830,009
Florists and Misc. Store Retailers	\$72,404
Office Supplies, Stationary, Gift	\$789,167
Used Merchandise Stores	\$42,157
Other Misc. Store Retailers	\$345,722
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$2,202,029
Full-Service Restaurants	\$2,301,001
Limited-Service Eating Places	\$17,505,847
Special Food Services	\$1,048,627
Bar/Drinking Places (Alcoholic Beverages)	\$231,226

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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## LandScape Segment Descriptions

### Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years- old), except for one predominant distinction - they are home to the "blue- collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

### Standing Tall (M2)

Within occupations such as healthcare, protective services, and office administration, you'll find levels of status and income. Residents of Standing Tall market segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is high- \$30,000s to the \$40,000s. They also have the second lowest ranking on public- assistance income in their market segmentation category: about 50- percent- the- national- average. Overall, these demographic facts put the Standing Tall residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high- school degrees, are single- parent households, and have an average number of children under their roofs. Specifically, Standing Tall segments have about a 50- percent- higher- than- average percent of single- parent homes, but well- over- two- times- the- national- average are with female- heads- of- households. These areas also have an over- 25- percent- higher- than- average number of divorcees and widows/widowers.

### Marquis Class (A3)

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

### Still Standing (M3)

Residents of Still Standing neighborhoods may face greater challenges than most Americans, but you can't say they aren't trying. These areas are home to people in their 20s to low- 30s, who rank at the national- average in income from salaries and wages. However, they also show about two- and- a- half- times- average- higher rate of public- assistance income. These residents are working at a wide variety of jobs, including an over two- times- average level of employment in healthcare services; nearly two- times- average in building maintenance; and over 50- percent- above- average in protective services, food preparation, and personal care industries. All in all their positions are categorized as white- collar, unlike the Standing Tall segments, which work in similar fields, but weight in as blue- collar. But with a 50- percent- higher- than- average- level of residents without high- school educations, and a median- salary range in the low- \$30,000s or less, these residents may continue to carefully spend the money they bring home. Additional distinctions include a between 50- and- 75- percent- above- average percentage who've never married; a well above- average number of children; and a 50- percent- below- average number of married- couple households. Additionally, there is a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families.

### **Solo Acts (F3)**

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

### **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.

### **Hard Act to Follow (F1)**

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

### **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.

### **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.