

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Population						
2020 Population	10,161	---	74,930	---	198,096	---
2025 Projected Population	10,289	---	75,323	---	199,646	---
2025 Projected Population (High Estimate)	10,552	---	80,028	---	210,594	---
2025 Projected Population (Low Estimate)	9,710	---	71,869	---	189,628	---
% Projected Annual Change (2020 - 2025)	0.3%	---	0.1%	---	0.2%	---
% Projected Annual Change (High Estimate)	0.8%	---	1.4%	---	1.3%	---
% Projected Annual Change (Low Estimate)	-0.9%	---	-0.8%	---	-0.9%	---
2000 Census Population	9,730	---	81,168	---	208,712	---
2010 Census Population	10,313	---	77,271	---	201,609	---
% Annual Change (2010 - 2020)	-0.1%	---	-0.3%	---	-0.2%	---
Population Density	3,433		2,651		2,979	
Land Area (Square Miles)	2.96		28.27		66.49	
Households						
2020 Households	4,905	---	31,207	---	79,092	---
2025 Projected Households	4,971	---	31,385	---	79,680	---
% Projected Annual Change (2020 - 2025)	0.3%	---	0.1%	---	0.1%	---
2000 Households	4,556	---	31,097	---	78,100	---
2010 Households	5,021	---	32,187	---	80,639	---
% Annual Change (2010 - 2020)	1.0%	---	0.4%	---	0.3%	---
Growth Stability Indicator (-1 to +1)	-0.3259	---	-0.0515	---	0.0253	---
Daytime Population						
Daytime Population	18,312	---	98,237	---	237,091	---
Children at Home	686	---	3,931	---	9,801	---
Students	3,260	---	26,281	---	62,267	---
Work at Home	118	---	869	---	2,547	---
Homemakers	971	---	9,066	---	24,855	---
Retired/Disabled Population	1,520	---	11,763	---	28,613	---
Unemployed	353	---	3,817	---	8,545	---

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2020)	36.1		38.9		38.7	
Children (2020)						
0 - 4 Years	915	9.0%	5,232	7.0%	13,051	6.6%
5 - 9 Years	785	7.7%	4,921	6.6%	12,704	6.4%
10 - 13 Years	549	5.4%	3,790.9	5.1%	9,801	4.9%
14 - 17 Years	415	4.1%	3,515	4.7%	9,754	4.9%
Adults (2020)						
18 - 21 Years	358	3.5%	3,510	4.7%	11,655	5.9%
22 - 24 Years	307	3.0%	2,907	3.9%	8,250	4.2%
25 - 34 Years	1,774	17.5%	10,844	14.5%	27,326	13.8%
35 - 44 Years	1,823	17.9%	10,315	13.8%	26,134	13.2%
45 - 54 Years	964	9.5%	8,139	10.9%	22,072	11.1%
55 - 64 Years	994	9.8%	9,897	13.2%	26,889	13.6%
65 - 74 Years	730	7.2%	7,069	9.4%	18,539	9.4%
75 - 84 Years	372	3.7%	3,631	4.8%	9,088	4.6%
85+ Years	176	1.7%	1,160	1.5%	2,833	1.4%
Age, Female (2020)						
0 - 4 Years	449	4.4%	2,563	3.4%	6,396	3.2%
5 - 9 Years	361	3.6%	2,367	3.2%	6,118	3.1%
10 - 13 Years	287	2.8%	1,912	2.6%	4,903	2.5%
14 - 17 Years	200	2.0%	1,717	2.3%	4,707	2.4%
18 - 21 Years	189	1.9%	1,696	2.3%	5,925	3.0%
22 - 24 Years	165	1.6%	1,376	1.8%	3,991	2.0%
25 - 34 Years	946	9.3%	5,398	7.2%	13,494	6.8%
35 - 44 Years	909	8.9%	5,344	7.1%	13,450	6.8%
45 - 54 Years	522	5.1%	4,348	5.8%	11,657	5.9%
55 - 64 Years	544	5.4%	5,311	7.1%	14,224	7.2%
65 - 74 Years	421	4.1%	3,965	5.3%	10,039	5.1%
75 - 84 Years	239	2.4%	2,225	3.0%	5,460	2.8%
85+ Years	146	1.4%	837	1.1%	2,023	1.0%
% of Population, Female	52.9%		52.1%		51.7%	
Average Age, Female	37.8	---	40.4	---	40.1	---

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	466	4.6%	2,669	3.6%	6,655	3.4%
5 - 9 Years	424	4.2%	2,554	3.4%	6,585	3.3%
10 - 13 Years	262	2.6%	1,879	2.5%	4,898	2.5%
14 - 17 Years	214	2.1%	1,798	2.4%	5,047	2.5%
18 - 21 Years	169	1.7%	1,813	2.4%	5,730	2.9%
22 - 24 Years	141	1.4%	1,531	2.0%	4,259	2.2%
25 - 34 Years	828	8.1%	5,446	7.3%	13,832	7.0%
35 - 44 Years	914	9.0%	4,971	6.6%	12,684	6.4%
45 - 54 Years	442	4.4%	3,791	5.1%	10,415	5.3%
55 - 64 Years	451	4.4%	4,587	6.1%	12,665	6.4%
65 - 74 Years	309	3.0%	3,103	4.1%	8,500	4.3%
75 - 84 Years	133	1.3%	1,405	1.9%	3,628	1.8%
85+ Years	30	0.3%	323	0.4%	810	0.4%
% of Population, Male		47.1%		47.9%		48.3%
Average Age, Male	34.0	---	37.1	---	37.3	---
Income (2020)						
Per Capita Income	\$30,490	---	\$27,833	---	\$28,378	---
Average Household Income	\$63,155	---	\$66,829	---	\$71,077	---
Median Household Income	\$52,009	---	\$54,297	---	\$56,900	---
Less than \$15,000	479	9.8%	3,905	12.5%	9,542	12.1%
\$15,000 - \$19,999	250	5.1%	1,350	4.3%	3,610	4.6%
\$20,000 - \$24,999	316	6.4%	1,324	4.2%	3,840	4.9%
\$25,000 - \$29,999	246	5.0%	1,500	4.8%	3,681	4.7%
\$30,000 - \$34,999	464	9.5%	1,886	6.0%	4,169	5.3%
\$35,000 - \$39,999	280	5.7%	1,560	5.0%	3,974	5.0%
\$40,000 - \$44,999	136	2.8%	1,433	4.6%	3,473	4.4%
\$45,000 - \$49,999	314	6.4%	1,885	6.0%	3,829	4.8%
\$50,000 - \$54,999	187	3.8%	1,492	4.8%	3,448	4.4%
\$55,000 - \$59,999	206	4.2%	1,426	4.6%	3,245	4.1%
\$60,000 - \$64,999	202	4.1%	1,294	4.1%	3,233	4.1%
\$65,000 - \$69,999	158	3.2%	1,159	3.7%	2,972	3.8%
\$70,000 - \$79,999	316	6.5%	2,053	6.6%	5,247	6.6%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	312	6.4%	1,776	5.7%	4,582	5.8%
\$90,000 - \$99,999	262	5.3%	1,502	4.8%	3,894	4.9%
\$100,000 - \$125,000	420	8.6%	2,526	8.1%	6,521	8.2%
\$125,000 - \$149,999	143	2.9%	1,192	3.8%	3,507	4.4%
\$150,000 - \$199,999	170	3.5%	1,354	4.3%	4,076	5.2%
\$200,000 - \$249,999	25	0.5%	334	1.1%	1,267	1.6%
\$250,000 - \$499,999	10	0.2%	138	0.4%	532	0.7%
\$500,000+	9	0.2%	117	0.4%	451	0.6%
Income (2025 Projected)						
Per Capita Income	\$32,749	---	\$29,894	---	\$30,658	---
Average Household Income	\$67,782	---	\$71,742	---	\$76,815	---
Median Household Income	\$57,159	---	\$59,150	---	\$63,160	---
Education (2020)						
Less than 9th Grade	115	1.7%	1,408	2.8%	3,919	2.9%
Some High School	286	4.2%	3,575	7.0%	8,632	6.5%
High School Grad	1,748	25.6%	15,220	29.8%	38,950	29.3%
Some College	1,965	28.8%	13,069	25.6%	33,183	25.0%
Associate Degree	743	10.9%	5,062	9.9%	12,913	9.7%
Bachelors Degree	1,216	17.8%	7,901	15.5%	21,357	16.1%
Masters Degree	523	7.7%	3,770	7.4%	10,841	8.2%
Doctorate or Professional Degree	236	3.5%	1,049	2.1%	3,085	2.3%
Population by Race/Ethnicity (2020)						
Race Including Hispanic Ethnic Group						
White	3,289	32.4%	25,585	34.1%	83,823	42.3%
Black / African American	5,978	58.8%	42,970	57.3%	96,913	48.9%
Asian	290	2.9%	2,000	2.7%	5,414	2.7%
Other	604	5.9%	4,375	5.8%	11,946	6.0%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,977	29.3%	23,917	31.9%	79,488	40.1%
Hispanic	916	9.0%	3,816	5.1%	10,278	5.2%
Black / African American, Non-Hispanic	5,654	55.6%	42,248	56.4%	95,149	48.0%
Asian, Non-Hispanic	289	2.8%	1,989	2.7%	5,349	2.7%
Other, Non-Hispanic	325	3.2%	2,961	4.0%	7,833	4.0%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Population by Race/Ethnicity (2025 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,935	28.9%	23,804	31.8%	80,034	40.4%
Hispanic	1,037	10.2%	4,049	5.4%	10,734	5.4%
Black / African American, Non-Hispanic	5,693	56.0%	42,299	56.5%	95,104	48.0%
Asian, Non-Hispanic	309	3.0%	2,088	2.8%	5,626	2.8%
Other, Non-Hispanic	316	3.1%	3,083	4.1%	8,148	4.1%
Language at Home (2020)						
Spanish	380	4.1%	2,279	3.3%	5,929	3.2%
Asian/Pacific Language	216	2.3%	1,717	2.5%	3,633	2.0%
European/Indo-European	177	1.9%	530	0.8%	3,003	1.6%
Arabic	3	0.0%	170	0.2%	372	0.2%
Other Non-English	99	1.1%	312	0.4%	628	0.3%
Family Structure (2020)						
Male Householder, No Children	156	5.5%	895	4.2%	2,287	4.1%
Female Householder, No Children	294	10.4%	2,700	12.6%	7,004	12.6%
Single Parent - Male	125	4.4%	843	3.9%	2,118	3.8%
Single Parent - Female	602	21.4%	3,380	15.8%	8,054	14.4%
Married w/ Children	497	17.7%	3,815	17.8%	11,303	20.3%
Married w/out Children	670	23.8%	7,325	34.2%	19,203	34.4%
Non-family Households	471	16.7%	2,460	11.5%	5,813	10.4%
Household Size (2020)						
1 Person	2,088	42.6%	9,790	31.4%	23,309	29.5%
2 Persons	1,510	30.8%	10,108	32.4%	25,260	31.9%
3 Persons	721	14.7%	5,406	17.3%	13,986	17.7%
4 Persons	391	8.0%	3,485	11.2%	9,647	12.2%
5 Persons	134	2.7%	1,521	4.9%	4,320	5.5%
6 Persons	40	0.8%	568	1.8%	1,645	2.1%
7+ Persons	21	0.4%	329	1.1%	924	1.2%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Housing (2020)						
Owner-Occupied	1,282	23.7%	16,425	48.9%	43,301	50.6%
Renter-Occupied	3,623	67.1%	14,783	44.0%	35,791	41.8%
Vacant	496	9.2%	2,374	7.1%	6,565	7.7%
Components of Change (2020)						
Births	144	1.4%	945	1.3%	2,455	1.2%
Deaths	59	0.6%	595	0.8%	1,532	0.8%
Migration	-42	-0.4%	183	0.2%	220	0.1%
Other Population (2020)						
Seasonal Population	37	---	103	---	328	---
Transient Population	443	---	803	---	1,143	---
Group Quarters Population	253	---	1,231	---	5,157	---
Institutionalized	247	---	540	---	1,328	---
College	0	---	0	---	2,293	---
Military	0	---	440	---	862	---
Other	6	---	251	---	674	---
Home Value (2020)						
Median Home Value	\$215,538	---	\$226,695	---	\$236,166	---
Average Home Value	\$211,361	---	\$213,882	---	\$216,441	---
Under \$20,000	22	1.7%	326	2.0%	672	1.6%
\$20,000 to \$40,000	10	0.8%	238	1.5%	560	1.3%
\$40,000 to \$60,000	38	3.0%	87	0.5%	283	0.7%
\$60,000 to \$80,000	13	1.0%	188	1.1%	620	1.4%
\$80,000 to \$100,000	15	1.2%	411	2.5%	1,181	2.7%
\$100,000 to \$125,000	92	7.2%	1,072	6.5%	2,532	5.8%
\$125,000 to \$150,000	82	6.4%	1,480	9.0%	3,562	8.2%
\$150,000 to \$200,000	258	20.1%	3,614	22.0%	8,944	20.7%
\$200,000 to \$250,000	298	23.3%	3,549	21.6%	8,939	20.6%
\$250,000 to \$300,000	190	14.8%	2,038	12.4%	5,512	12.7%
\$300,000 to \$400,000	177	13.8%	2,348	14.3%	5,865	13.5%
\$400,000 to \$500,000	76	5.9%	703	4.3%	2,428	5.6%
\$500,000 to \$750,000	10	0.8%	202	1.2%	1,321	3.0%
\$750,000 to \$1,000,000	1	0.1%	91	0.6%	550	1.3%
\$1,000,000 or more	0	0.0%	66	0.4%	221	0.5%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2020)						
No Vehicle	639	13.0%	2,691	8.6%	7,813	9.9%
1 Vehicle	2,163	44.1%	12,684	40.6%	29,015	36.7%
2 Vehicles	1,567	31.9%	10,366	33.2%	26,745	33.8%
3 Vehicles	297	6.1%	3,722	11.9%	10,647	13.5%
4 Vehicles	184	3.7%	1,294	4.1%	3,783	4.8%
5 or more Vehicles	55	1.1%	450	1.4%	1,090	1.4%
Economic Indicators (2020)						
Gross Domestic Product (GDP) - in 1,000s	\$637,144	---	\$3,575,976	---	\$9,613,407	---
Economic Viability	212	---	202	---	204	---
Economic Viability, Indexed	102	---	97	---	98	---
Average Salary	\$44,698	---	\$44,080	---	\$43,638	---
Average Mortgage-Risk	2.73	---	3.01	---	2.93	---
Businesses (2020)						
Establishments	632	---	1,949	---	4,364	---
Employees (FTEs)	11,404	---	42,512	---	100,462	---
Employment, Pop 16+ (2020)						
	7,684		59,276		157,820	
Armed Forces	539	7.0%	2,589	4.4%	6,320	4.0%
Civilian	5,499	71.6%	38,415	64.8%	102,569	65.0%
Employed	5,146	67.0%	34,598	58.4%	94,023	59.6%
Unemployed	353	4.6%	3,817	6.4%	8,545	5.4%
Not in Labor Force	2,185	28.4%	20,861	35.2%	55,251	35.0%
Unemployment Rate (2020)		6.4%		10.2%		8.8%
Employment by Industry (2020)						
Agriculture, Mining and Construction	310	6.0%	1,916	5.5%	5,687	6.0%
Manufacturing	518	10.1%	4,651	13.4%	12,086	12.9%
Transportation	341	6.6%	1,501	4.3%	4,363	4.6%
Information	57	1.1%	421	1.2%	1,227	1.3%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Wholesale-Retail	711	13.8%	3,905	11.3%	11,855	12.6%
Finance, Insurance, and Real Estate	226	4.4%	1,870	5.4%	4,303	4.6%
Professional Services	470	9.1%	2,395	6.9%	6,441	6.9%
Management Services	0	0.0%	48	0.1%	180	0.2%
Administration and Waste Services	310	6.0%	1,987	5.7%	5,211	5.5%
Educational Services	1,003	19.5%	7,458	21.6%	20,415	21.7%
Entertainment Services	348	6.8%	3,168	9.2%	8,906	9.5%
Other Professional Services	213	4.1%	1,690	4.9%	3,867	4.1%
Public Administration	639	12.4%	3,588	10.4%	9,481	10.1%
Employment by Occupation (2020)						
White Collar	---		---		---	
Managerial and Executive	491	9.5%	4,345	12.6%	11,422	12.1%
Professional Specialty	1,407	27.3%	7,574	21.9%	21,468	22.8%
Healthcare and Support	106	2.1%	988	2.9%	2,786	3.0%
Sales	556	10.8%	2,755	8.0%	7,949	8.5%
Office and Administration	710	13.8%	4,873	14.1%	12,921	13.7%
Blue Collar						
Protective Services	129	2.5%	1,029	3.0%	2,450	2.6%
Food Preparation and Serving	215	4.2%	2,004	5.8%	5,591	5.9%
Building Maintenance and Cleaning	284	5.5%	1,688	4.9%	3,947	4.2%
Personal Care Services	58	1.1%	954	2.8%	2,296	2.4%
Farming, Fishing & Forestry	1	0.0%	63	0.2%	191	0.2%
Construction	412	8.0%	3,136	9.1%	9,428	10.0%
Production & Transportation	776	15.1%	5,189	15.0%	13,574	14.4%
School Enrollment (2020)						
Nursery School/Pre-school	139	1.4%	1,052	1.4%	2,850	1.4%
Kindergarten/Elementary School	1,027	10.1%	8,131	10.9%	22,580	11.4%
High School	323	3.2%	3,696	4.9%	10,197	5.1%
College/Graduate/Professional School	1,434	14.1%	6,491	8.7%	18,449	9.3%
Not Enrolled	7,238	71.2%	55,559	74.1%	144,020	72.7%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
Travel Time to Work (ACS 2012)						
Less than 10 minutes	492	9.8%	3,971	11.2%	9,411	10.5%
10 to 14 minutes	1,038	20.6%	7,437	20.9%	17,095	19.1%
15 to 19 minutes	994	19.7%	7,993	22.4%	20,726	23.2%
20 to 24 minutes	644	12.7%	4,907	13.8%	13,896	15.5%
25 to 29 minutes	159	3.1%	1,769	5.0%	4,602	5.1%
30 to 34 minutes	757	15.0%	3,865	10.9%	9,978	11.2%
35 to 44 minutes	500	9.9%	2,334	6.6%	4,895	5.5%
45 to 59 minutes	286	5.7%	2,202	6.2%	5,074	5.7%
60 or more minutes	178	3.5%	1,135	3.2%	3,749	4.2%
Average travel time to work in minutes	0.0	---	24.2	---	23.4	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	0	0.00%	0	0.00%
A2: Grand Masters	0	0.00%	0	0.00%	108	0.06%
A3: Marquis Class	0	0.00%	0	0.00%	778	0.40%
A4: American Knights	0	0.00%	0	0.00%	1,832	0.93%
A5: Urban Squires	0	0.00%	0	0.00%	3,017	1.54%
A6: Regents	0	0.00%	0	0.00%	2,675	1.36%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	0	0.00%	1,467	0.75%
B3: Kindred Spirit	0	0.00%	1,587	2.13%	8,096	4.12%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	0	0.00%	0	0.00%	1,208	0.61%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	0	0.00%	1,884	2.53%	4,946	2.52%
C3: Nest Builders	236	2.30%	851	1.14%	1,509	0.77%
C4: Gainfully Employed	0	0.00%	1,042	1.40%	3,269	1.66%
C5: Strapped	0	0.00%	525	0.70%	1,056	0.54%
D1: Gray Eminence	0	0.00%	1,181	1.59%	3,180	1.62%
D2: Fall Years	9	0.08%	396	0.53%	1,377	0.70%
D3: Still in the Game	0	0.00%	219	0.29%	546	0.28%
E1: Gurus	0	0.00%	0	0.00%	2,760	1.40%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
E2: Wizards	271	2.65%	1,558	2.09%	6,417	3.27%
E3: Apprentices	0	0.00%	0	0.00%	1,664	0.85%
F1: Hard Act to Follow	170	1.66%	1,258	1.69%	5,960	3.03%
F2: SM Seeks SF	0	0.00%	1,380	1.85%	5,049	2.57%
F3: Solo Acts	60	0.59%	601	0.81%	4,943	2.52%
F4: Down But Not Out	13	0.13%	612	0.82%	1,888	0.96%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	899	1.21%	2,001	1.02%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
H1: Educated Earners	1,210	11.81%	2,127	2.86%	2,127	1.08%
H2: Suburban Singles	0	0.00%	973	1.31%	2,192	1.12%
H3: Hard Hats/Hair Nets	0	0.00%	0	0.00%	1,463	0.74%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	4,066	2.07%
I3: Couples with Capital	0	0.00%	0	0.00%	0	0.00%
I4: Kith and Kin	217	2.12%	978	1.31%	2,546	1.30%
I5: Sublime Suburbia	0	0.00%	714	0.96%	4,644	2.36%
J1: Stocks and Scholars	0	0.00%	0	0.00%	1,523	0.77%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	1,482	1.99%	5,938	3.02%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	0	0.00%	0	0.00%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	0	0.00%	0	0.00%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	0	0.00%	0	0.00%	0	0.00%
L2: Fertile Acres	0	0.00%	0	0.00%	0	0.00%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	0	0.00%	0	0.00%	0	0.00%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	394	3.85%	8,463	11.36%	13,202	6.72%
M2: East Side	5,454	53.25%	28,162	37.82%	44,380	22.59%
M3: Upper East Side	2,024	19.76%	12,483	16.76%	30,330	15.44%

Demographics around 2122 Hartford Rd

2122 Hartford Rd | Mercury Central VA



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2020 Q4

	1 Mile		3 Miles		5 Miles	
M4: Lower East Side	0	0.00%	777	1.04%	6,115	3.11%
M5: Between Jobs	0	0.00%	3,130	4.20%	6,035	3.07%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	460	0.23%
O1: Golden Heritage	0	0.00%	0	0.00%	277	0.14%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	142	1.39%	142	0.19%	259	0.13%
O4: Doublewides	42	0.41%	421	0.56%	1,372	0.70%
O5: Centurions	0	0.00%	625	0.84%	1,144	0.58%
O6: Legacy Years	0	0.00%	0	0.00%	0	0.00%
O7: Collegians	0	0.00%	0	0.00%	2,656	1.35%

		Per Household		Per Household		Per Household
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$41,425	\$8.44	\$316,100	\$10.13	\$841,234	\$10.64
Total Apparel and services	\$120,084	\$24.48	\$912,719	\$29.25	\$2,417,070	\$30.56
Cash contributions	\$120,522	\$24.57	\$945,472	\$30.30	\$2,525,703	\$31.93
Total Education	\$49,945	\$10.18	\$397,276	\$12.73	\$1,075,461	\$13.60
Total Entertainment	\$206,355	\$42.07	\$1,579,425	\$50.61	\$4,180,506	\$52.86
Total Food	\$601,061	\$122.53	\$4,559,232	\$146.09	\$12,003,552	\$151.77
Total Health care	\$420,832	\$85.79	\$3,259,602	\$104.45	\$8,584,625	\$108.54
Total Housing	\$852,501	\$173.79	\$6,491,348	\$208.01	\$17,121,477	\$216.47
Total Personal care products and services	\$56,325	\$11.48	\$430,439	\$13.79	\$1,137,087	\$14.38
Personal insurance	\$31,626	\$6.45	\$246,087	\$7.89	\$656,486	\$8.30
Total Reading	\$4,762	\$0.97	\$37,300	\$1.20	\$98,001	\$1.24
Total Tobacco products and smoking supplies	\$29,861	\$6.09	\$222,565	\$7.13	\$577,210	\$7.30
Total Transportation	\$795,152	\$162.10	\$6,020,790	\$192.93	\$15,951,120	\$201.68
Cash gifts	\$29,852	\$6.09	\$236,268	\$7.57	\$629,438	\$7.96