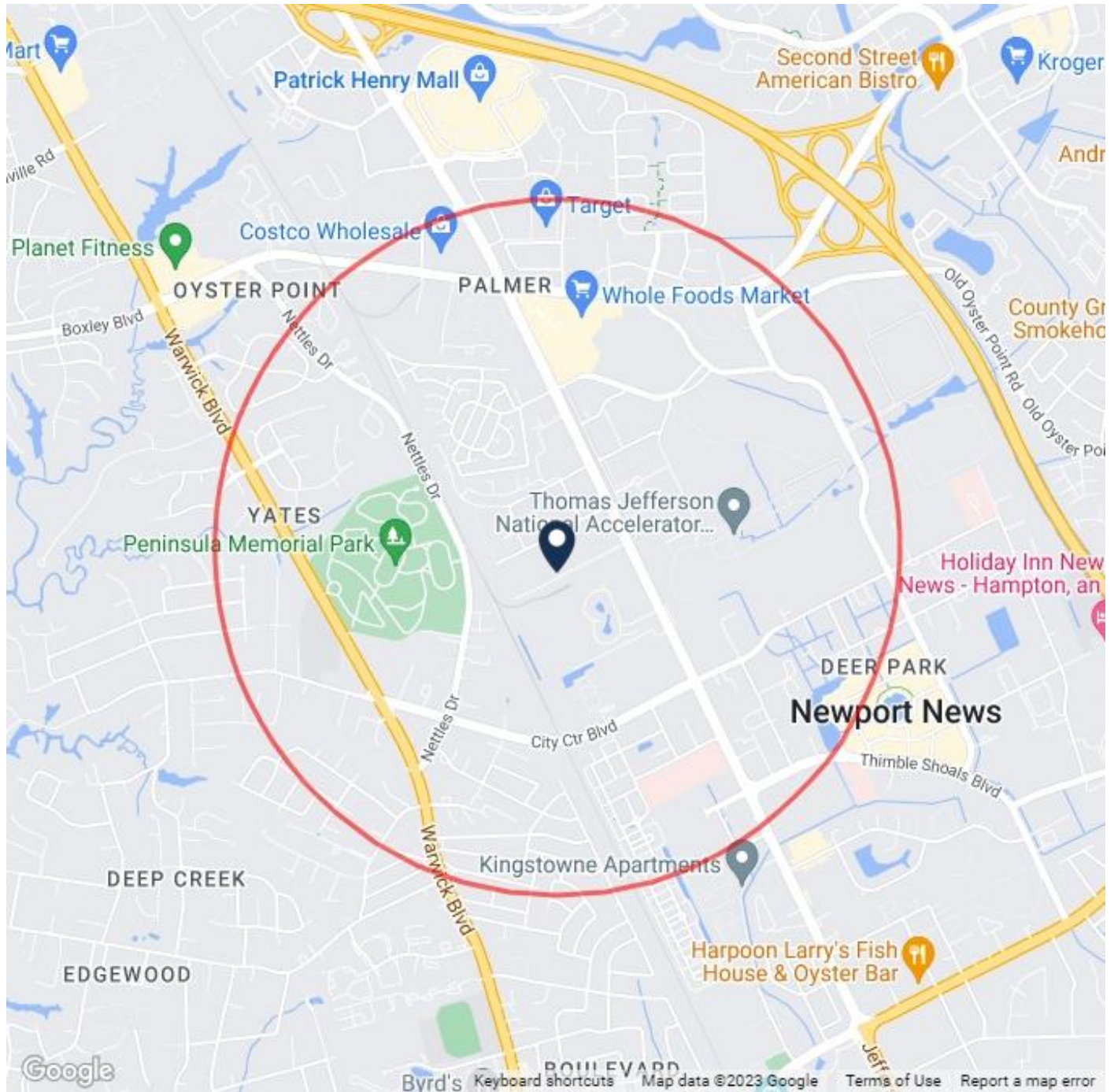




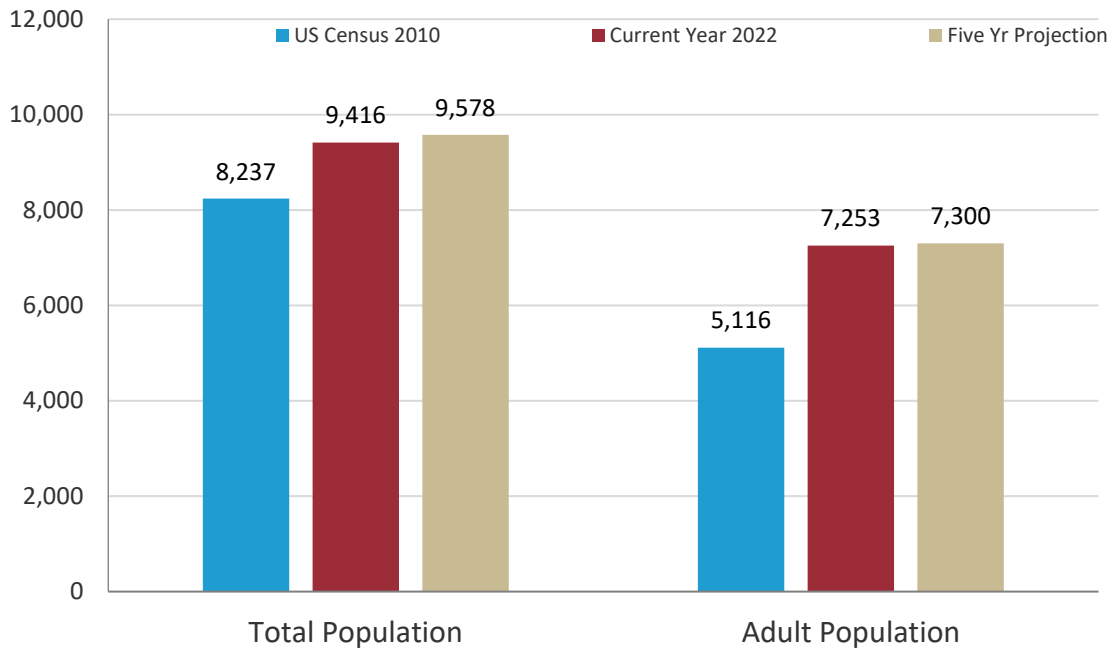
Demographics for 311 Ed Wright Ln, Newport News, Virginia 23606, United States

Trade Area: 1 Mile

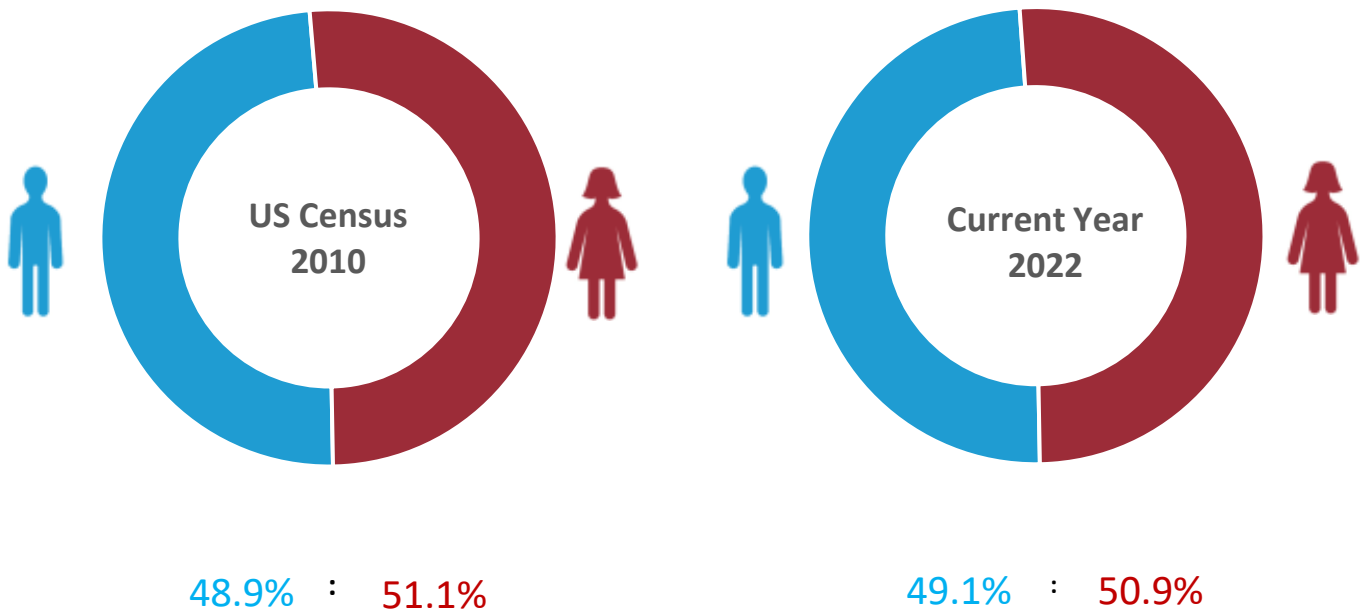


Population Charts

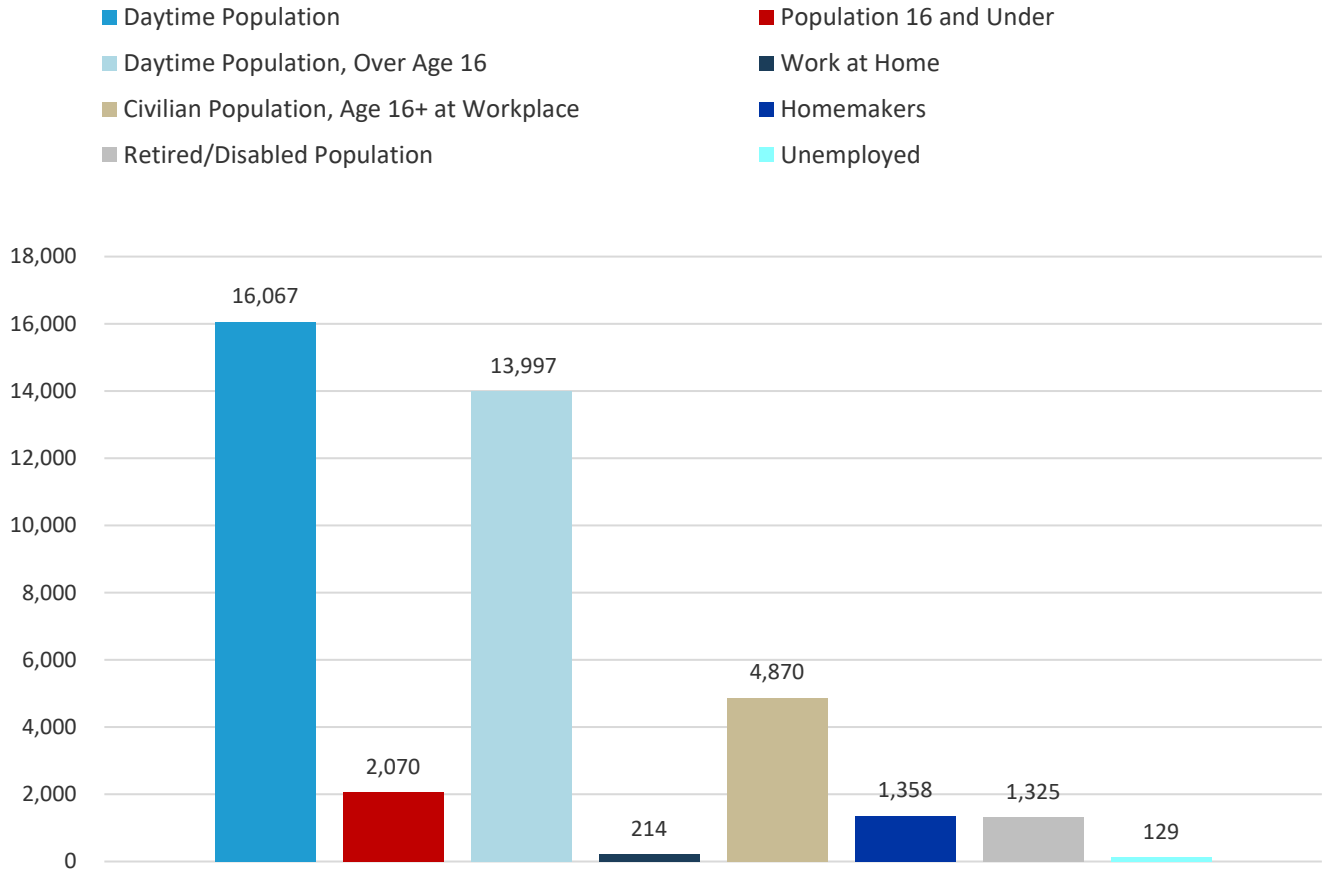
Population



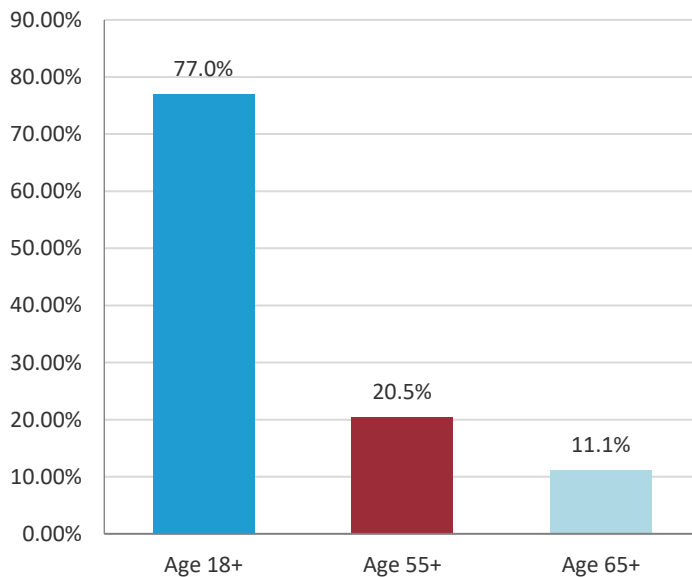
Female/Male Ratio



Daytime Population



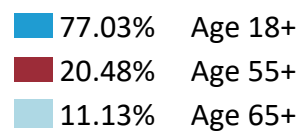
Age



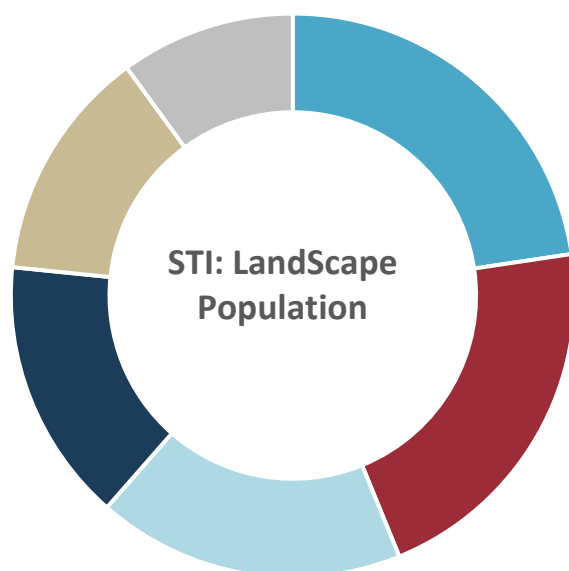
Median Age, Total

33.2

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 14.0% Sitting Pretty (B2)
- 13.1% Doublewides (O4)
- 10.9% Hard Hats/Hair Nets (H3)
- 9.4% Apprentices (E3)
- 8.3% Solo Acts (F3)
- 6.2% Kindred Spirit (B3)

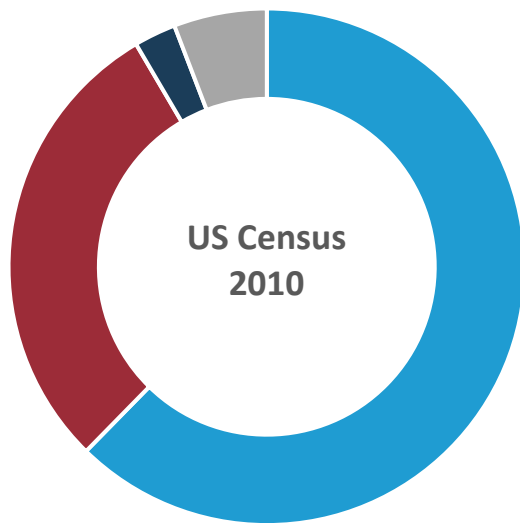
Other top segments:

- 5.7% Standing Tall (M2)
- 5.4% SM Seeks SF (F2)
- 5.0% Black Gentry (M1)
- 3.1% Urban Moms/Dads (G1)
- 14.2% Collegians (O7)
- 1.7% Educated Earners (H1)

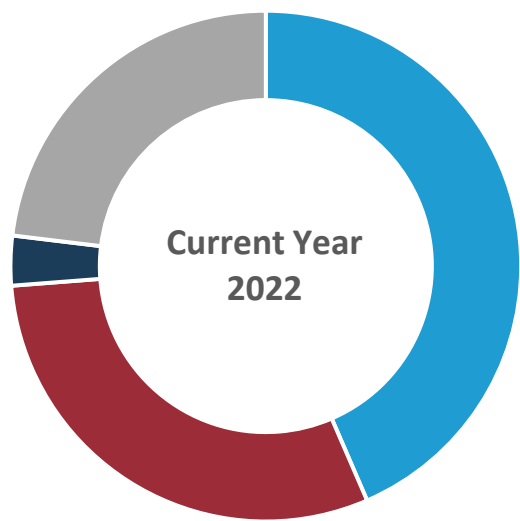
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trade s	White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Hard Hats/Hair Nets (H3)	\$35K	33.2	Suburban	Single/Couple	Diverse	Families	High School	Blue Collar
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Solo Acts (F3)	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Educated Earners (H1)	\$52K	34.6	Suburban	Single	Diverse	Some Children	Bachelor's Degree	White Collar

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

Ethnicity (Not Hispanic/Latino)

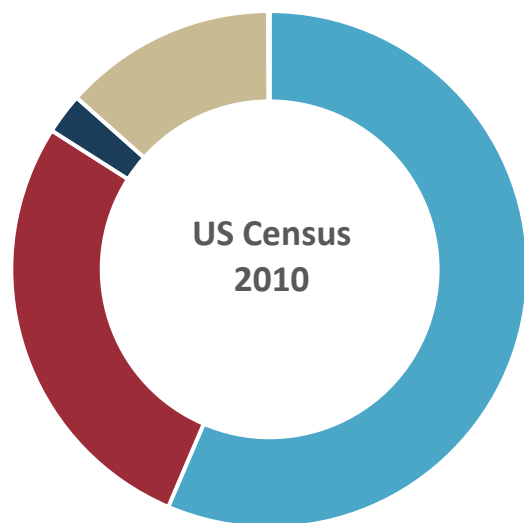


- 2010 US Census (Not Hispanic/Latino)**
- 59.35% White
 - 27.81% Black
 - 2.50% Asian
 - 5.55% Other



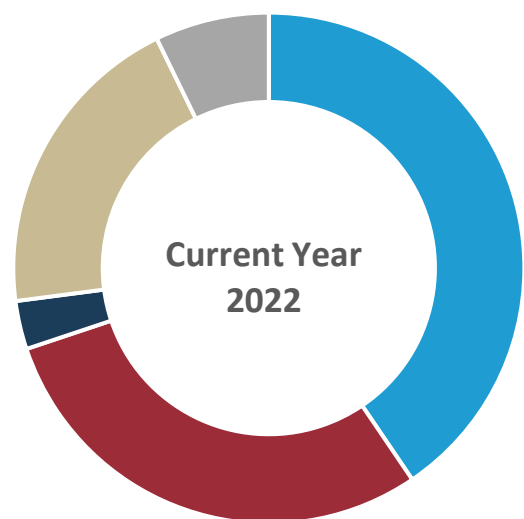
- Current Year (Not Hispanic/Latino)**
- 43.51% White
 - 30.26% Black
 - 3.14% Asian
 - 23.08% Other

Ethnicity (Hispanic/Latino)



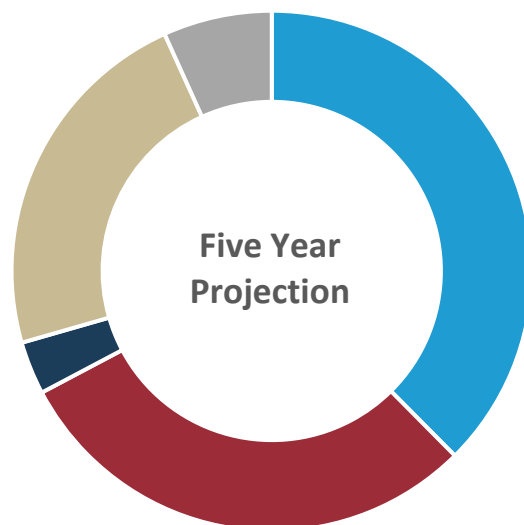
2010 US Census (Hispanic/Latino)

- 54.48% White
- 26.65% Black
- 2.46% Asian
- 12.87% Hispanic
- 0.10% Other



Current Year (Hispanic/Latino)

- 40.51% White
- 29.36% Black
- 3.06% Asian
- 19.83% Hispanic
- 7.23% Other



Five Year Projection (Hispanic/Latino)

- 37.57% White
- 29.69% Black
- 3.29% Asian
- 22.69% Hispanic
- 6.76% Other

Housing & Households

2.7

Land Area

4,307

Total Households

4,581

Total Housing Units

4,379

Total Households

5 Year Projection



1,111

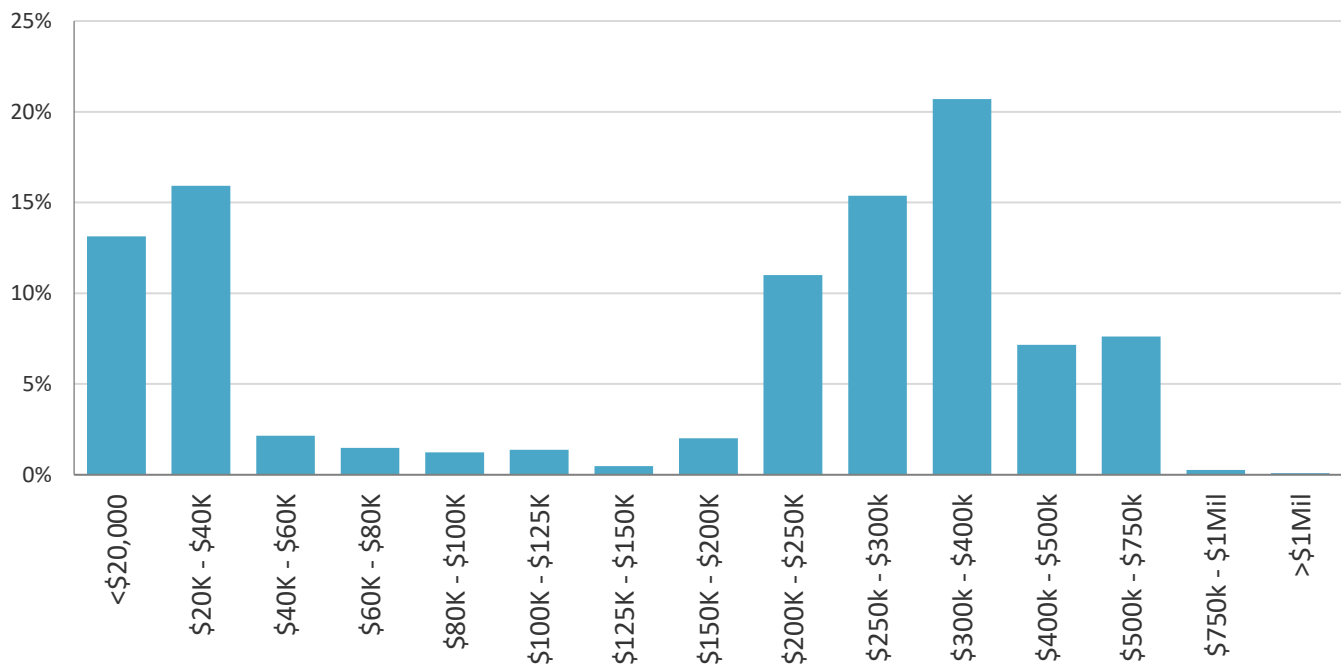
Owner-Occupied



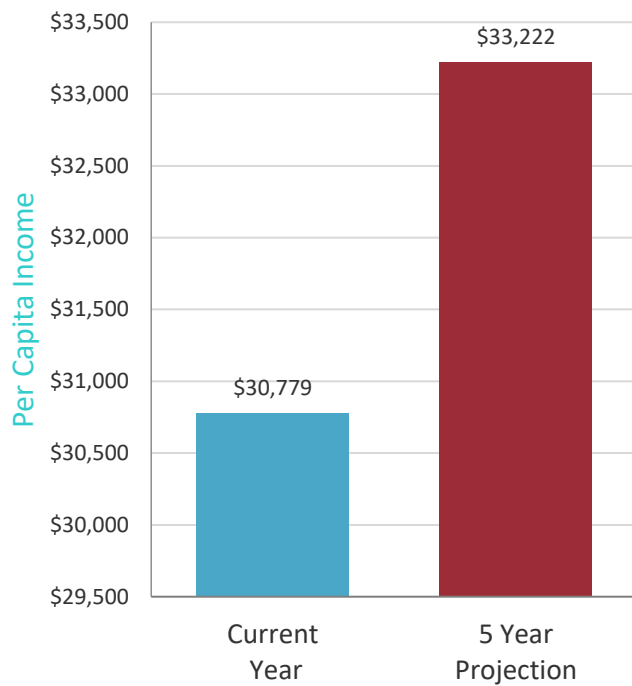
3,196

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

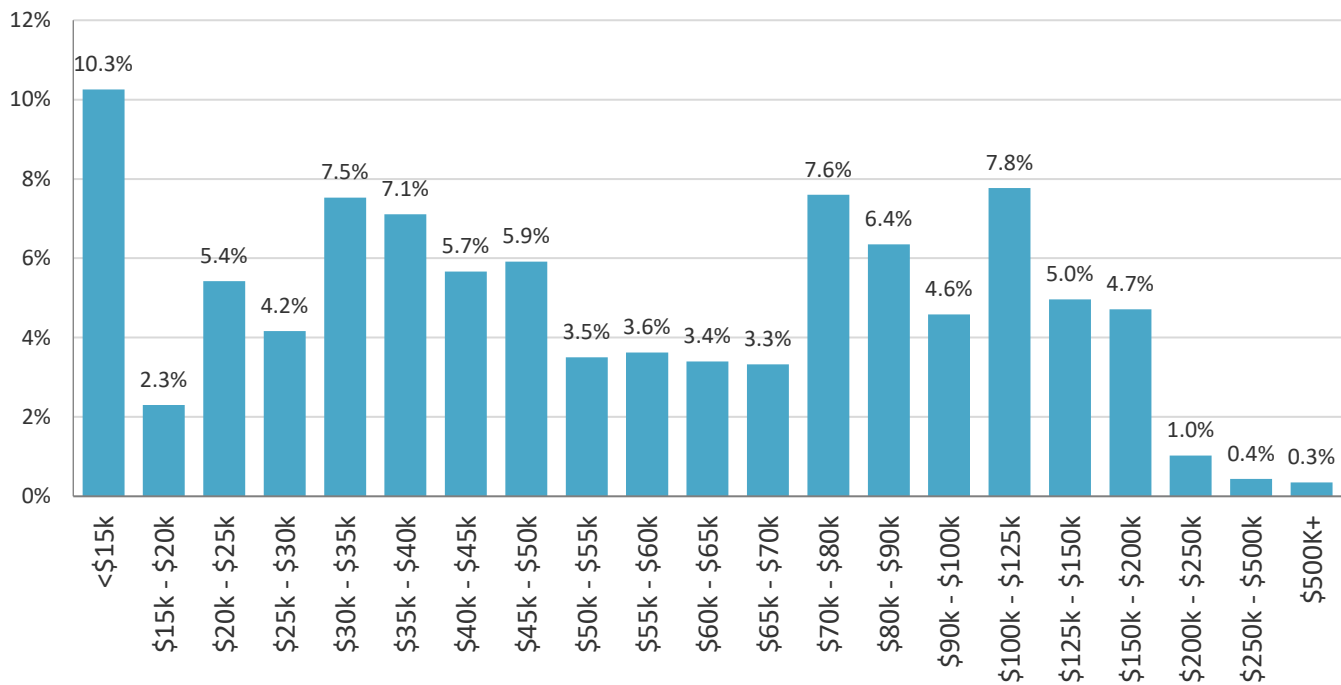
\$67,286

Median Household Income

\$53,940

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



5,408

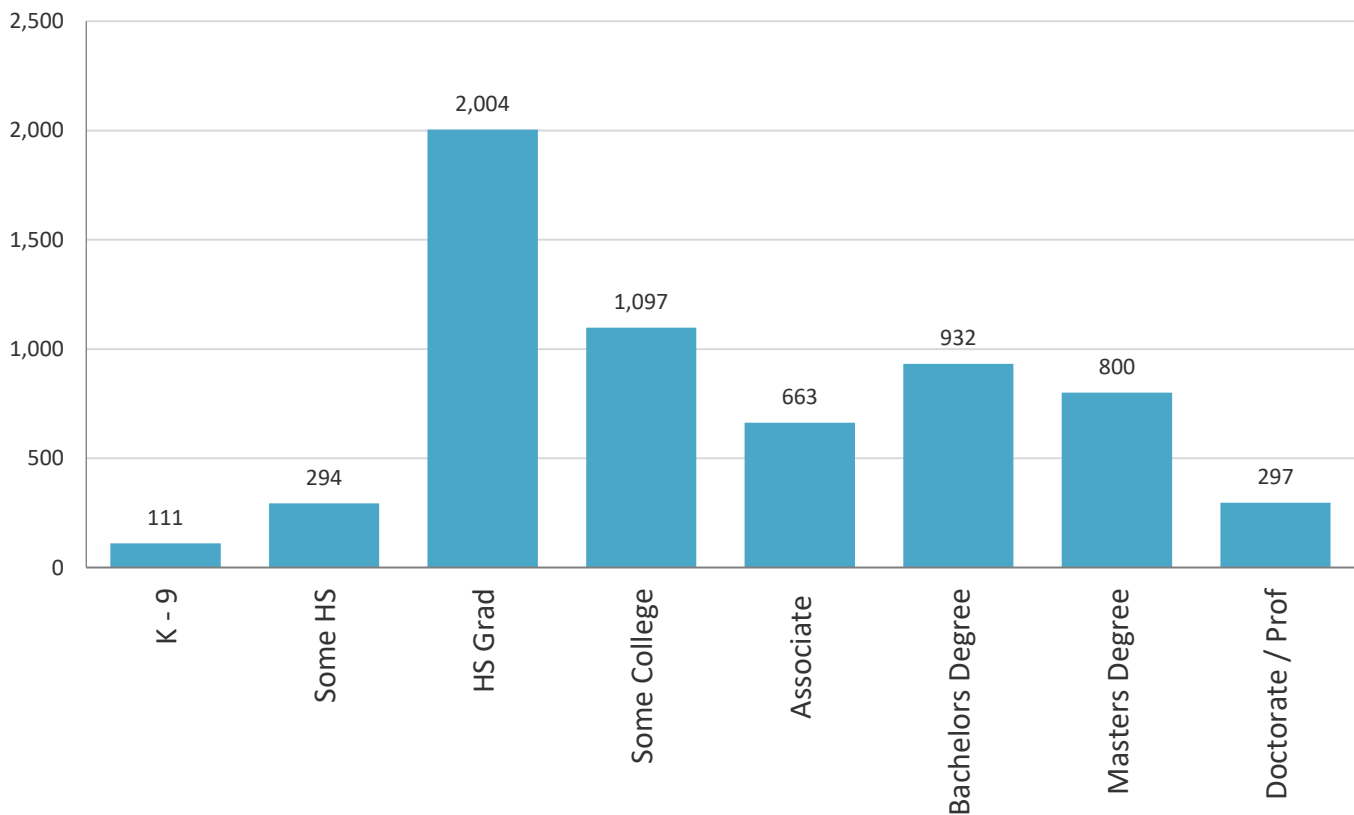
College undergraduate



1,712

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

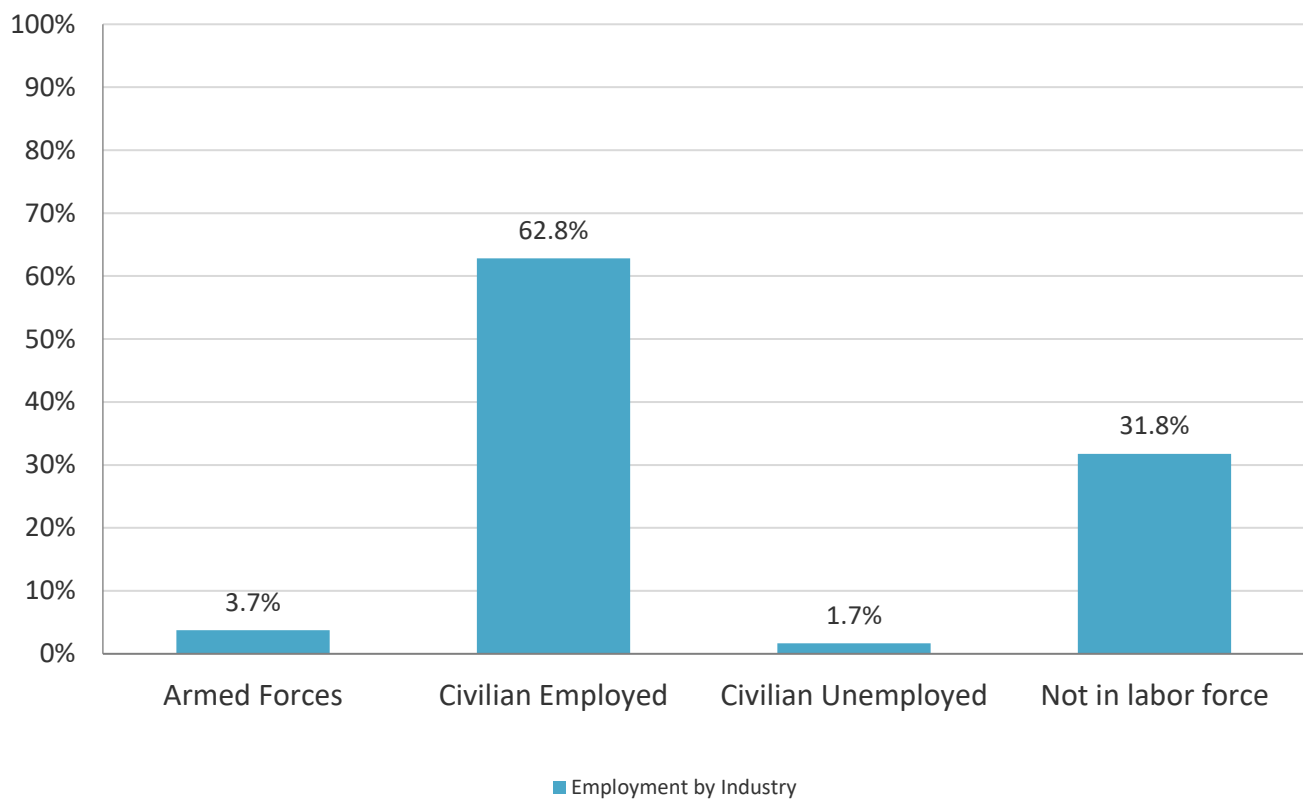
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



7,463

Current Year

Employment by Industry



Transportation to Work (Current Year)



4,356

Total Workers 16+



4,048

Car, Truck or Van



15

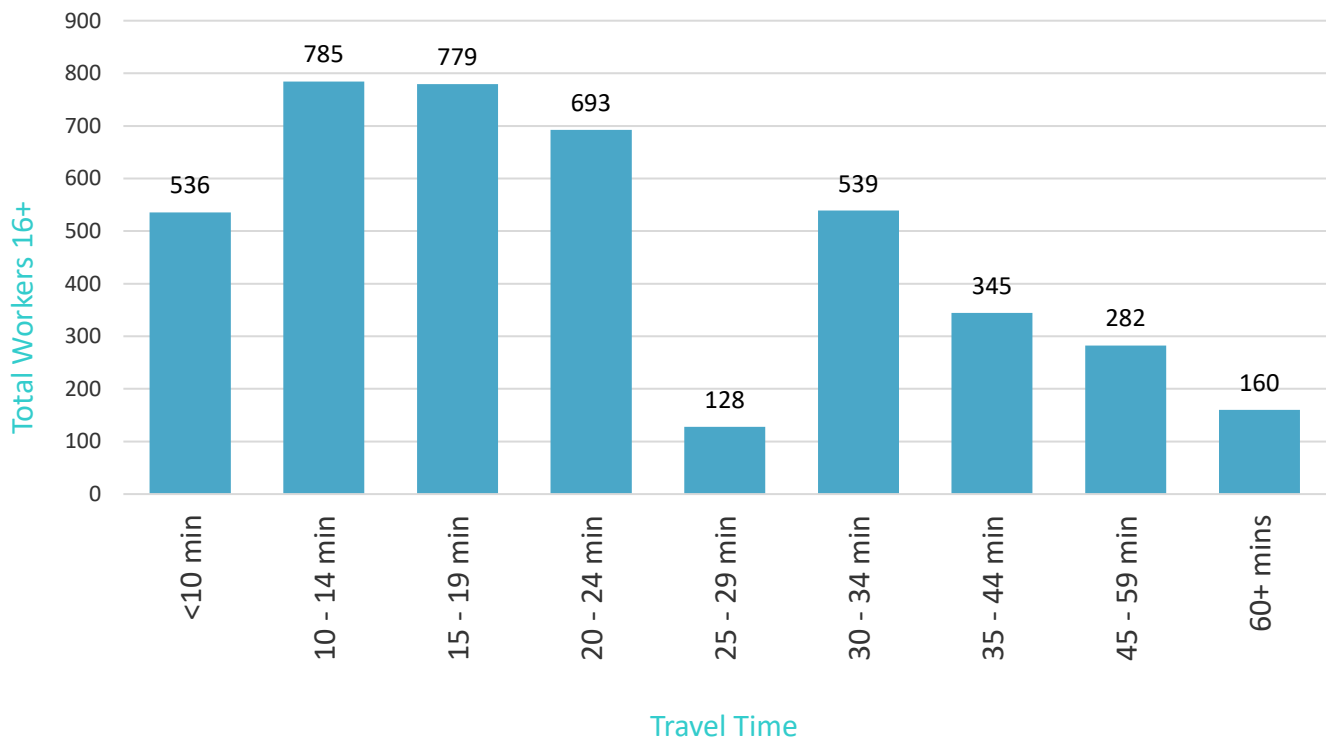
Public transport (not taxi)



110

Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures

Alcoholic beverages	\$41,517
Apparel and services	\$108,640
Cash contributions	\$143,001
Education	\$41,922
Entertainment	\$206,532
Food	\$621,574
Health care	\$336,090
Housing	\$937,399
Personal care & services	\$55,598
Personal insurance	\$29,181
Reading	\$5,313
Tobacco & smoking	\$28,731
Transportation	\$845,751
Cash gifts	\$39,946

Business Summary by NAICS Code

	Agriculture, Forestry, Fishing and Hunting	34	Real Estate, Rental and Leasing
1	Mining, Quarrying, Oil and Gas Extraction	102	Professional, Scientific, and Technical Services
2	Utilities	1	Management of Companies and Enterprises
39	Construction	21	Administrative and Support Services
19	Manufacturing	10	Educational Services
8	Wholesale Trade	298	Health Care and Social Assistance
59	Retail Trade	9	Arts, Entertainment, and Recreation
4	Transportation and Warehousing	35	Accommodation and Food Services
8	Information	49	Other Services
47	Finance and Insurance	9	Public Administration

Retail Sales Volume

Automotive Dealers	\$18,710,401
Other Motor Vehicle Dealers	\$8,402,684
Automotive Parts, Accessories, Tires	\$3,643,153
Furniture Stores	\$17,193,897
Home Furnishing Stores	\$1,153,922
Electronics and Appliance	\$14,131,719
Building Material, Supplies	\$24,418,956
Lawn and Garden Equipment	\$153,544
Grocery Stores	\$16,905,391
Specialty Food Stores	\$916,159
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$18,590,150
Gasoline Stations	\$44,837,481
Clothing Stores	\$14,306,342
Shoe Stores	\$3,539,804
Jewelry, Luggage, Leather Goods	\$3,173,191
Sporting Goods, Hobby, Musical Instrument	\$4,279,153
Book, Periodical, and Music	\$848,074
Department Stores	\$11,026,698
Other General Merchandise	\$30,157,433
Florists and Misc. Store Retailers	\$1,039,528
Office Supplies, Stationary, Gift	\$2,781,807
Used Merchandise Stores	\$1,228,893
Other Misc. Store Retailers	\$4,654,583
Electronic Shopping and Mail Order	\$82,543,978
Direct Selling Establishments	\$289,641
Full-Service Restaurants	\$30,379,328
Limited-Service Eating Places	\$25,867,791
Special Food Services	\$5,084,063
Bar/Drinking Places (Alcoholic Beverages)	\$2,452,557

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

LandScape Segment Descriptions

Sitting Pretty (B2)

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle- class white- collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher- than- average salaries keep them and their mostly newborn to 13- year- old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big- screen- high- def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

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.

Hard Hats/Hair Nets (H3)

Among Single in the Suburbs segments, Hard Hats & Hair Nets are the lowest- income neighborhoods. Their annual incomes are below \$30,000, and aren't generated exclusively from salaries: These people also rely on a high level of public- assistance to make ends meet. In fact, they rank at over two- times- the- national- average in supplemental- public- assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may not have a lot of hope for rising above their current situations, because not only are college educations few and far between, but also a large number of residents do not even have high- school degrees. In fact, they rank nearly 50- percent- below- average in this measurement. Residents of these areas are also encumbered by two- times- or- more- than- average number of single- parent families, particularly of children under six- years- old. The people are single due to both above- average- levels of never- married people and divorce. Owing to their low education levels, these manual laborers work predominantly in blue- collar jobs. They rank particularly high in food preparation jobs and building maintenance. They're also employed in healthcare support, construction, and personal care.

Apprentices (E3)

Sharing the spotlight in the illustrious emerging single- by- choice- or- circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low- 30s without children, who are alone primarily because they've never been married. In fact, Apprentices rank at almost three- times- the- national- average in non- family households. Owing to their young age, it's too early to tell if the Apprentices' dwellers will remain single, but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well- decorated homes and take off for a weekend at the shore or on the slopes. These overwhelmingly college- educated segments' residents generate their income from white- collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures.

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.

Kindred Spirit (B3)

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

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.

SM Seeks SF (F2)

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledness. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.

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.

Urban Moms/Dads (G1)

Urban Moms and Dads rank slightly above the national average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50-percent-above-average in both categories. What's more, they weight in a two-times-the-average in either male or female single-heads-of-households-with-children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low-30s. Some residents in these areas have high-school degrees, but over two-times-the-average have not completed high school. They also have low-paying jobs in a variety of blue-collar occupations. In fact, they rank at over 50-percent-average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single-householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly two-time-average in supplemental security income and two-and-a-half-time-average in public-assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

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.

Educated Earners (H1)

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50-percent-above-average) and are employed in a slightly above-average level of professional, white-collar jobs, yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low-income level could be their young age, which is in the 20s and low-30s. However, they could also be held down by their relatively high rate of single-parent households. This Single in the Suburbs segments has a 50-percent-higher-than-average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50-percent-above-average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50-percent-above-average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level. However, reaching that goal may mean moving out of the suburbs and into a city.