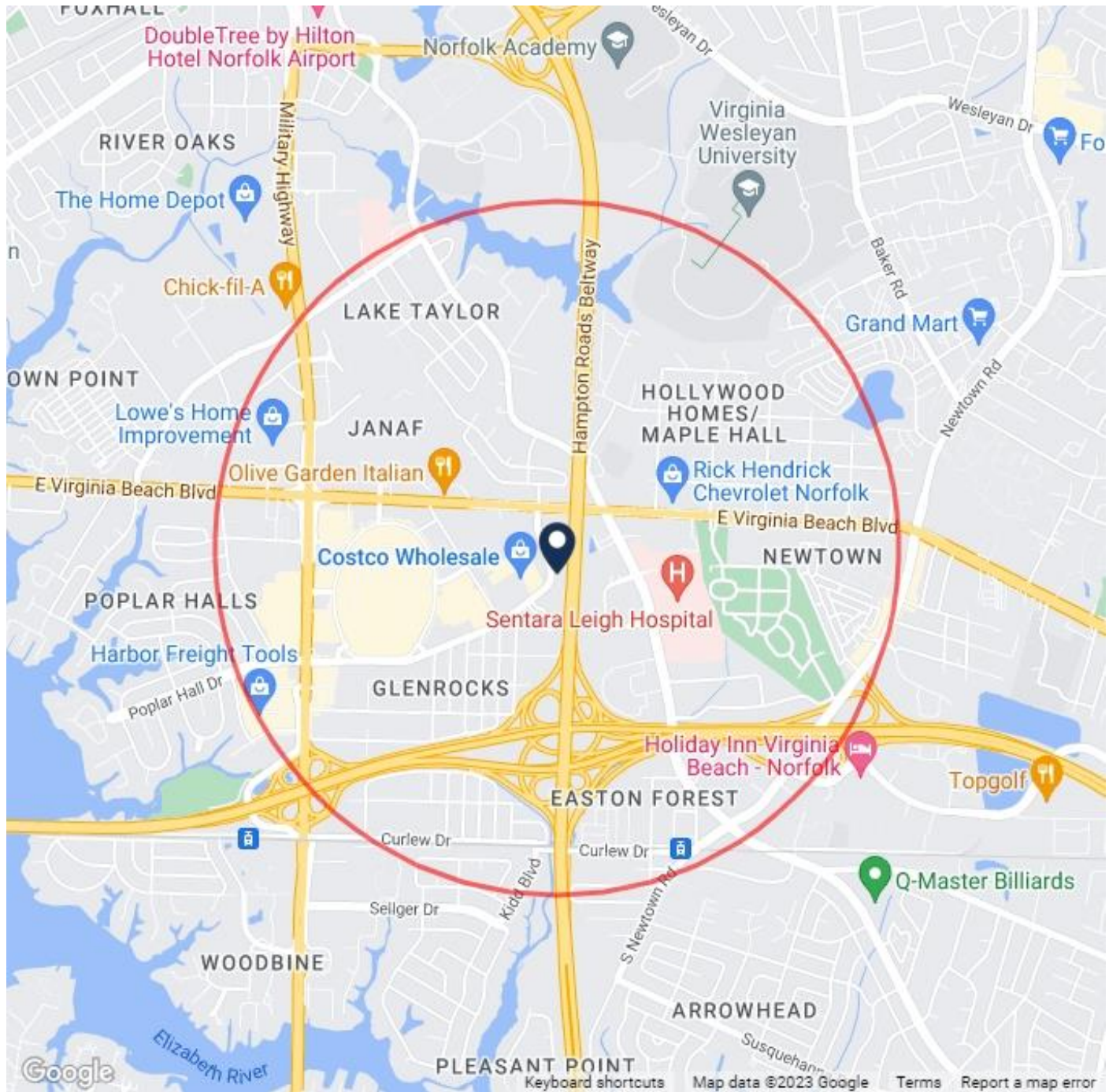




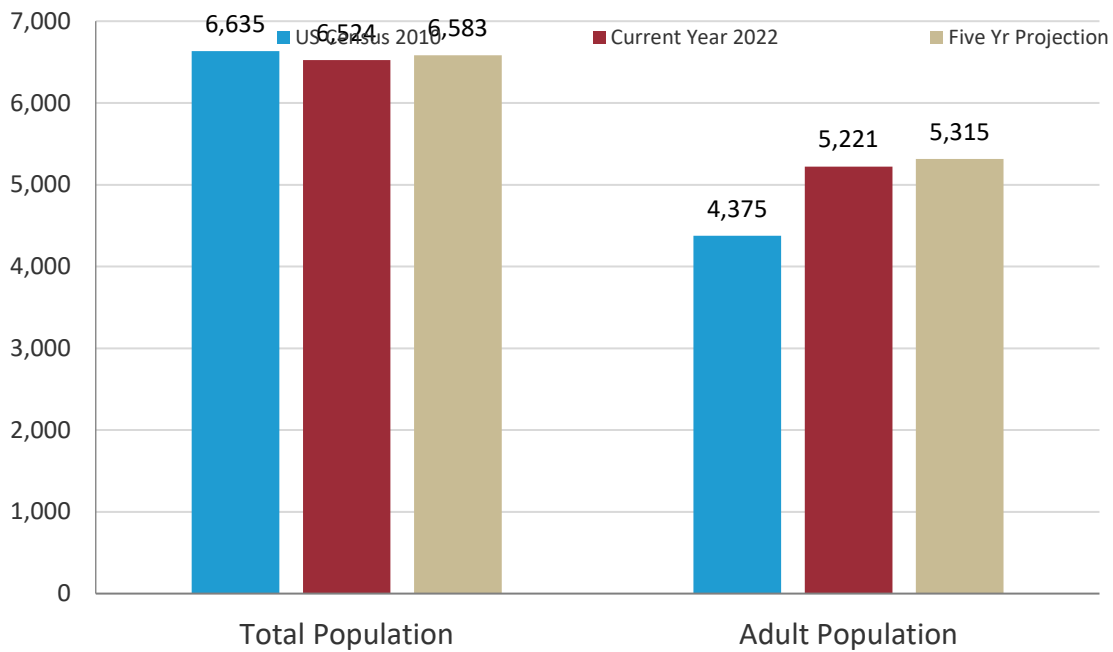
Demographics for 836 Poplar Hall Dr, Norfolk, Virginia 23502, United States

Trade Area: 1 Mile

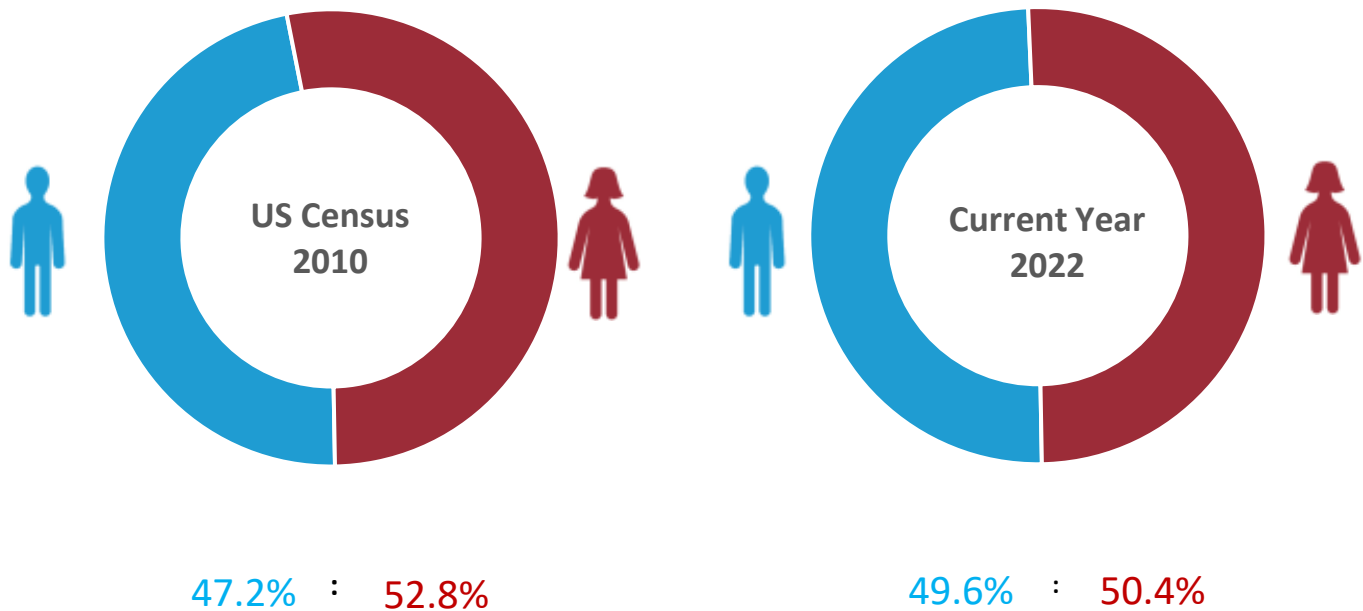


Population Charts

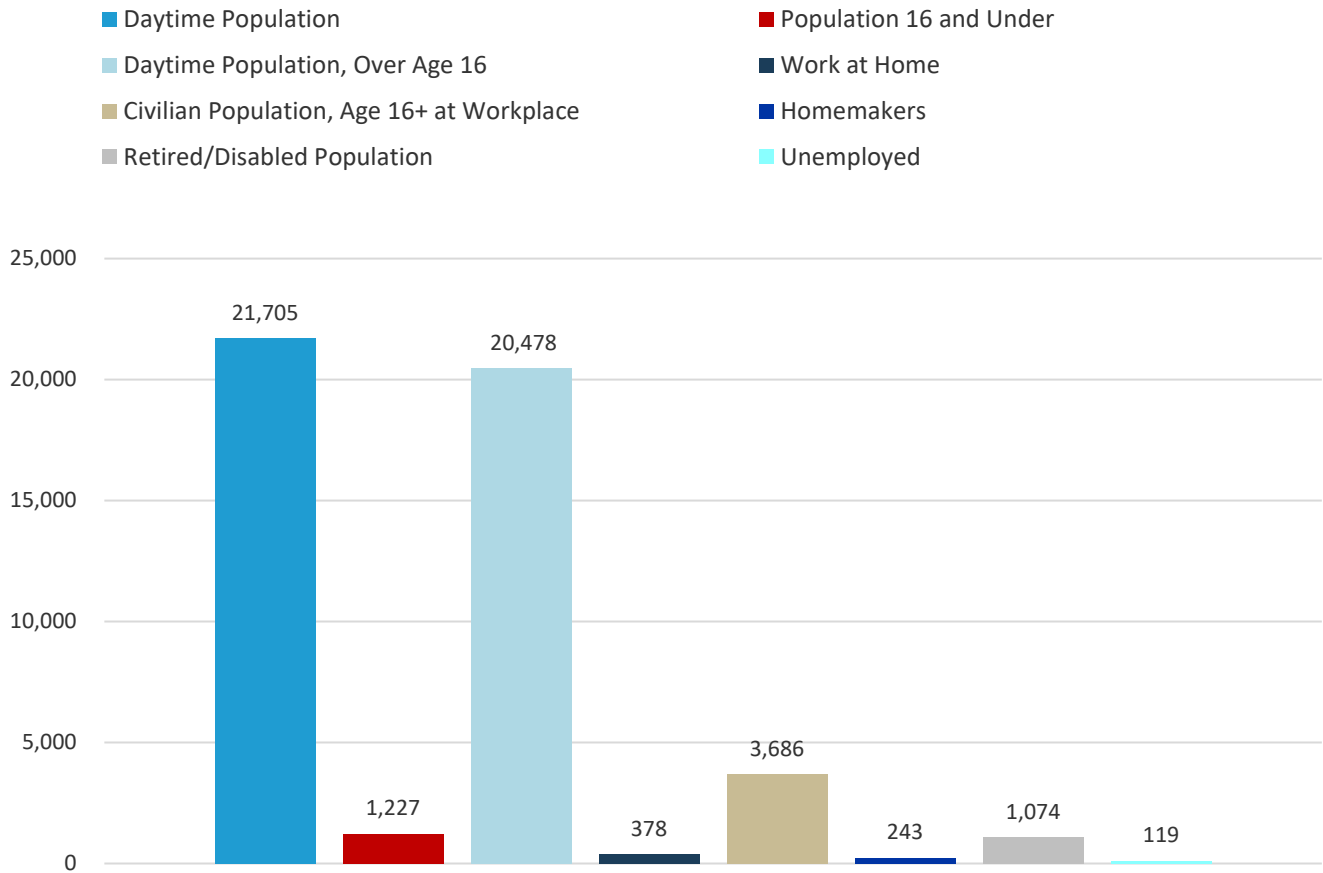
Population



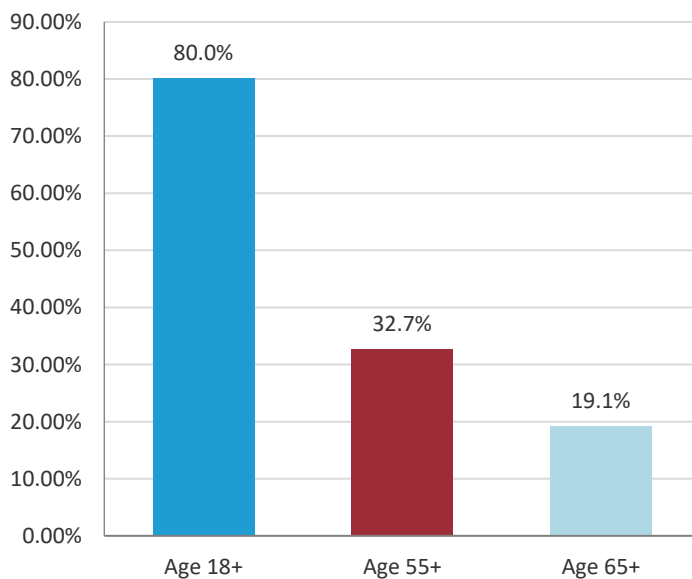
Female/Male Ratio



Daytime Population



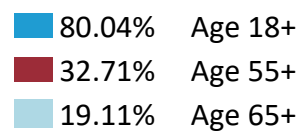
Age



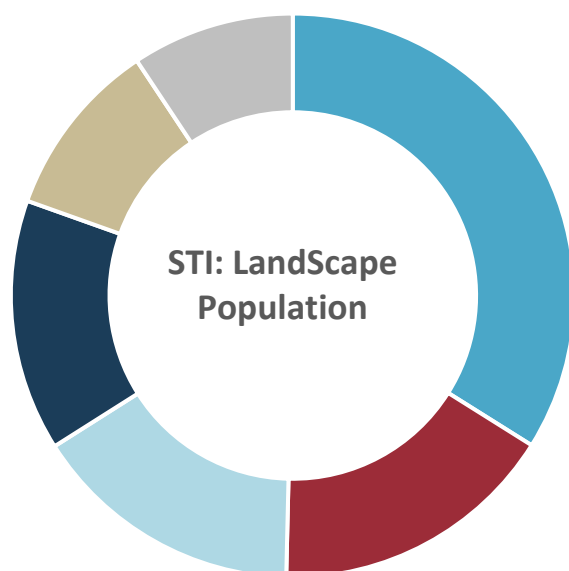
Median Age, Total

39.1

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 27.4% Standing Tall (M2)
- 13.3% Solo Acts (F3)
- 12.6% Kindred Spirit (B3)
- 11.7% SM Seeks SF (F2)
- 8.3% Nest Builders (C3)
- 7.5% Black Gentry (M1)

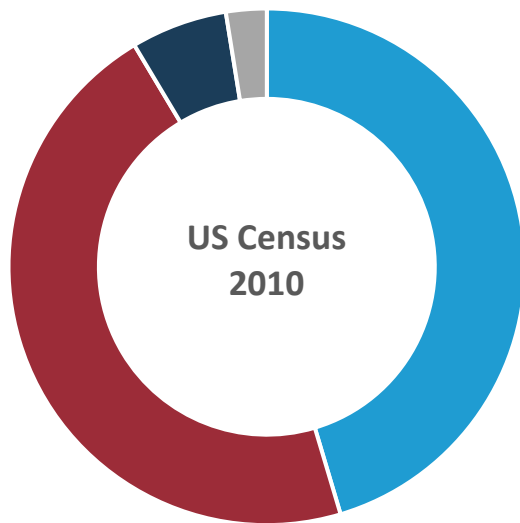
Other top segments:

- 6.0% Down But Not Out (F4)
- 5.4% Fall Years (D2)
- 0.8% Collegians (O7)
- 1.8% Hard Act to Follow (F1)
- 1.6% Gainfully Employed (C4)
- 1.4% Hard Hats/Hair Nets (H3)

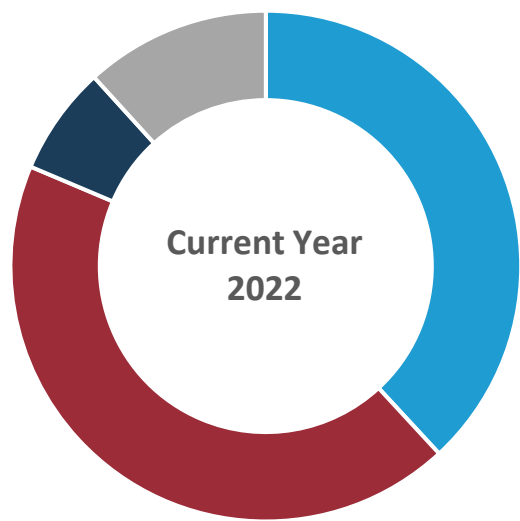
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Solo Acts (F3)	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Nest Builders (C3)	\$51K	40.3	Urban	Married	White	Some Children	College/Trade s	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
Fall Years (D2)	\$47K	46.8	Urban	Married	White	Few/No Children	High School Grad	White/Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar
Hard Hats/Hair Nets (H3)	\$35K	33.2	Suburban	Single/Couple	Diverse	Families	High School	Blue Collar

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

Ethnicity (Not Hispanic/Latino)

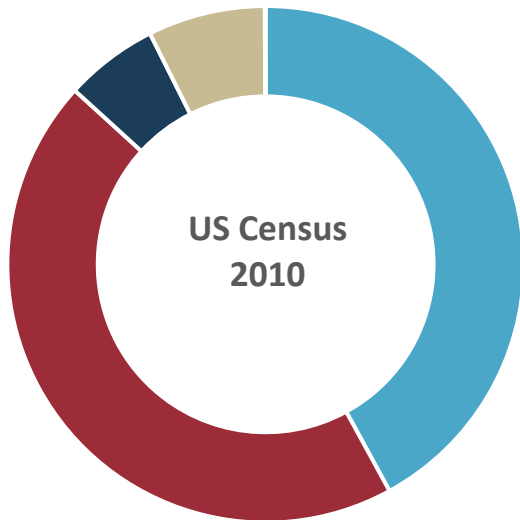


- 2010 US Census (Not Hispanic/Latino)**
- 43.54% White
 - 44.16% Black
 - 5.78% Asian
 - 2.44% Other



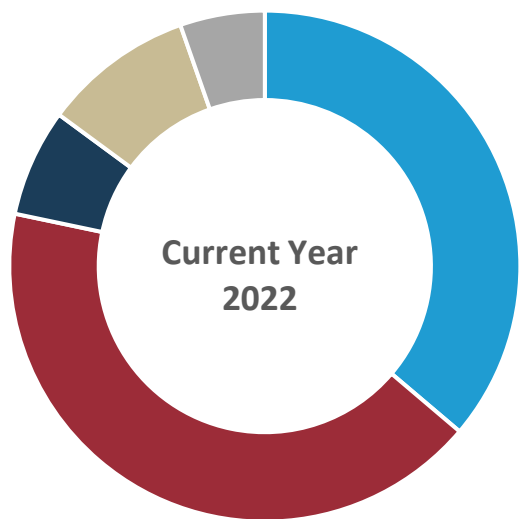
- Current Year (Not Hispanic/Latino)**
- 38.13% White
 - 43.24% Black
 - 6.89% Asian
 - 11.74% Other

Ethnicity (Hispanic/Latino)



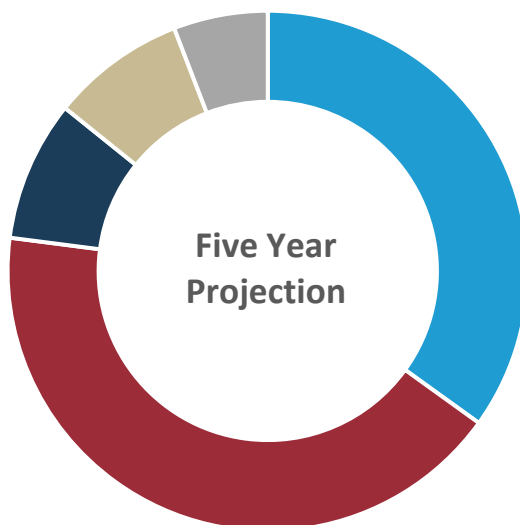
2010 US Census (Hispanic/Latino)

- 40.74% White
- 43.34% Black
- 5.66% Asian
- 7.12% Hispanic
- 0.05% Other



Current Year (Hispanic/Latino)

- 36.20% White
- 42.09% Black
- 6.81% Asian
- 9.54% Hispanic
- 5.36% Other



Five Year Projection (Hispanic/Latino)

- 35.33% White
- 42.59% Black
- 8.84% Asian
- 8.46% Hispanic
- 5.92% Other

Housing & Households

2.8

Land Area

2,681

Total Housing Units

2,515

Total Households

2,543

Total Households

5 Year Projection



1,436

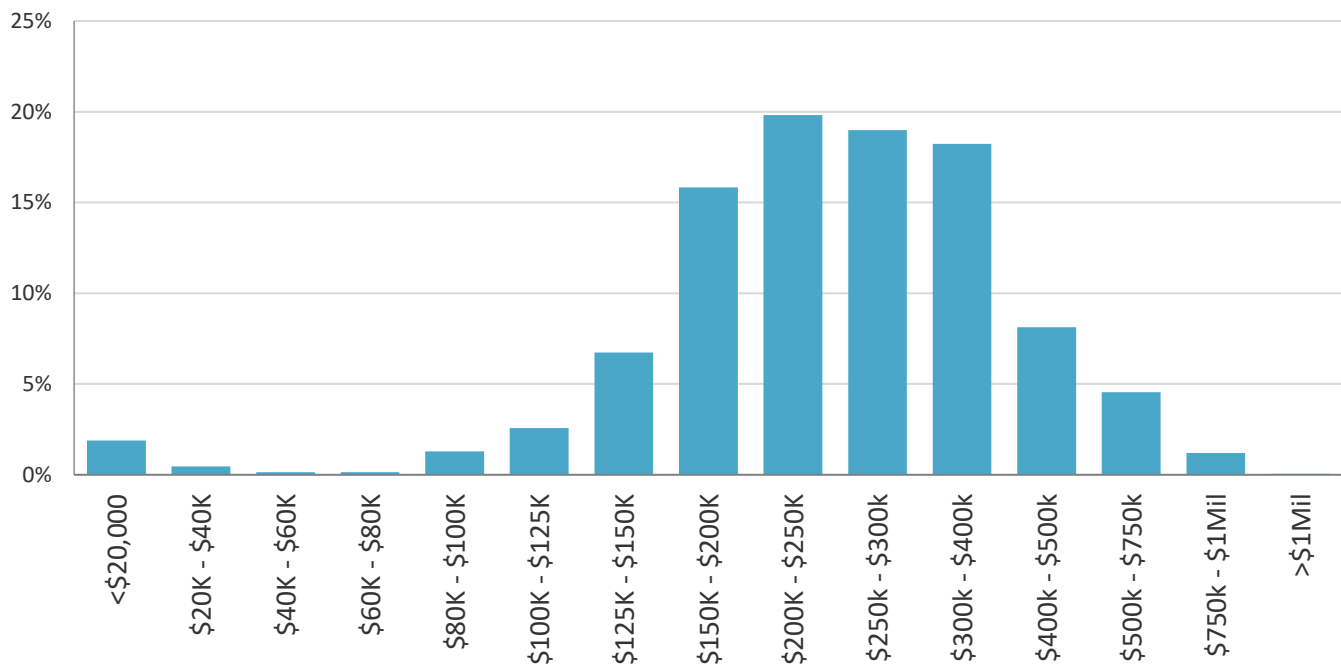
Owner-Occupied



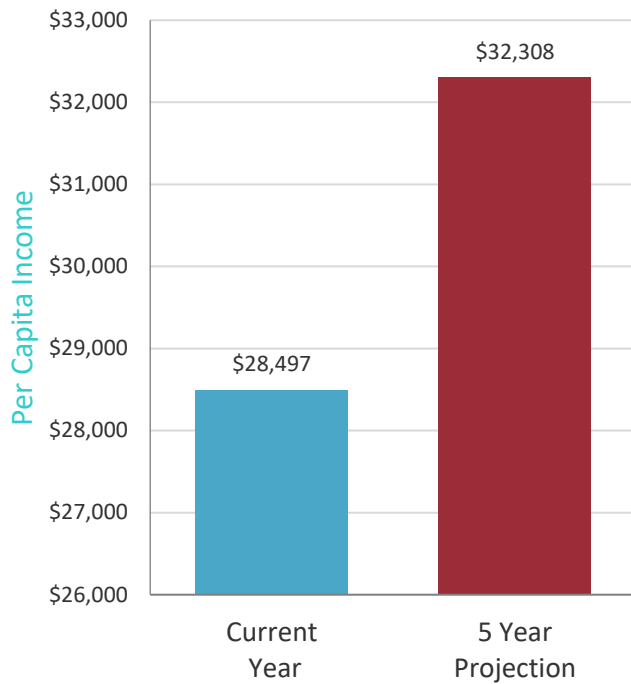
1,079

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

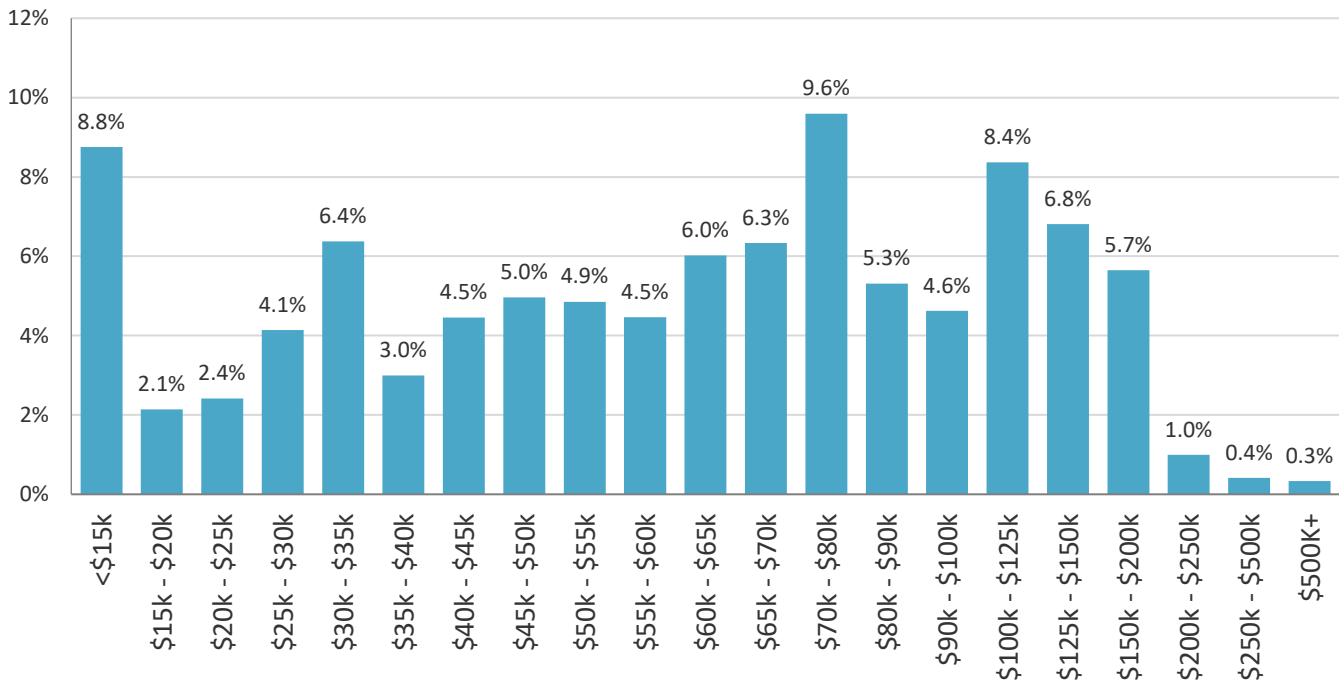
\$73,908

Median Household Income

\$65,064

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



4,125

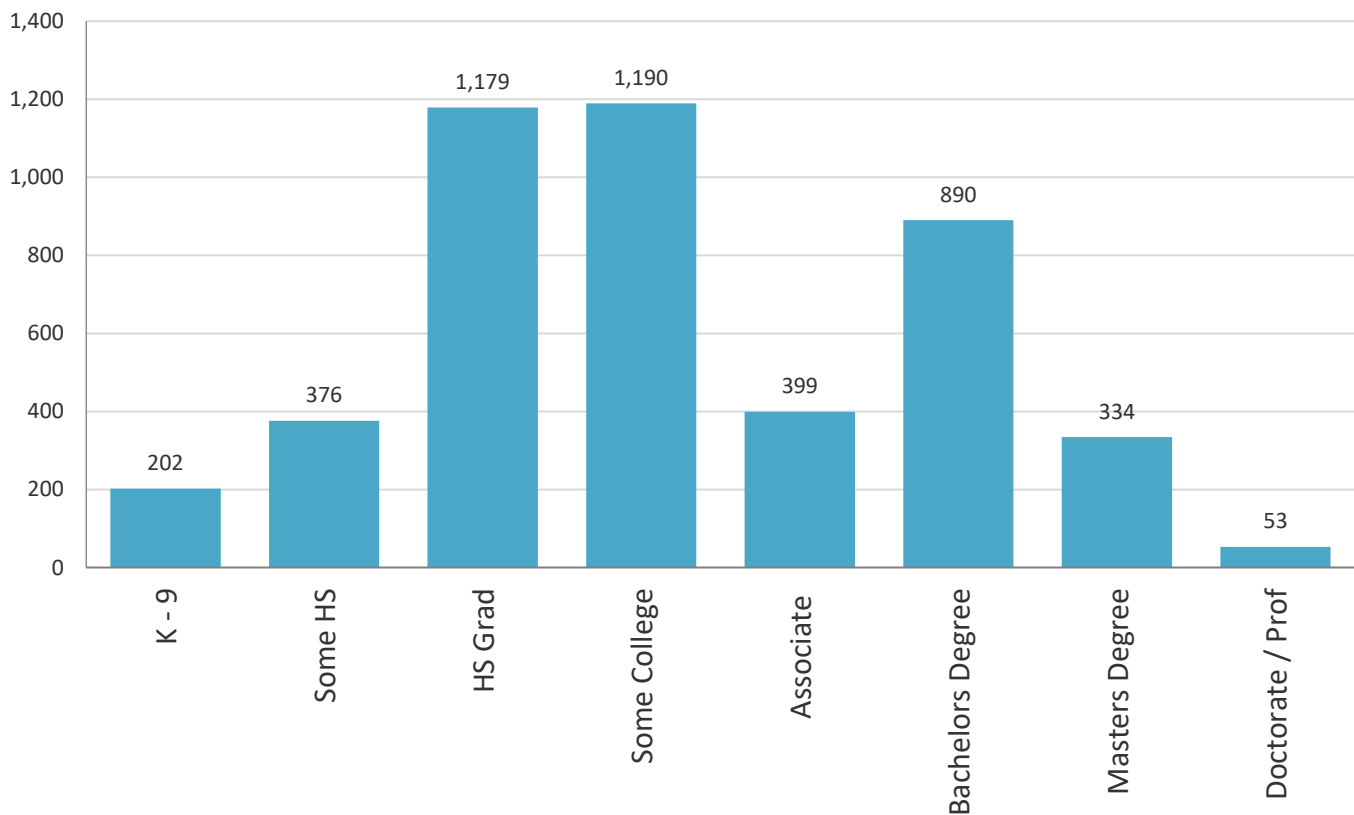
College undergraduate



648

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

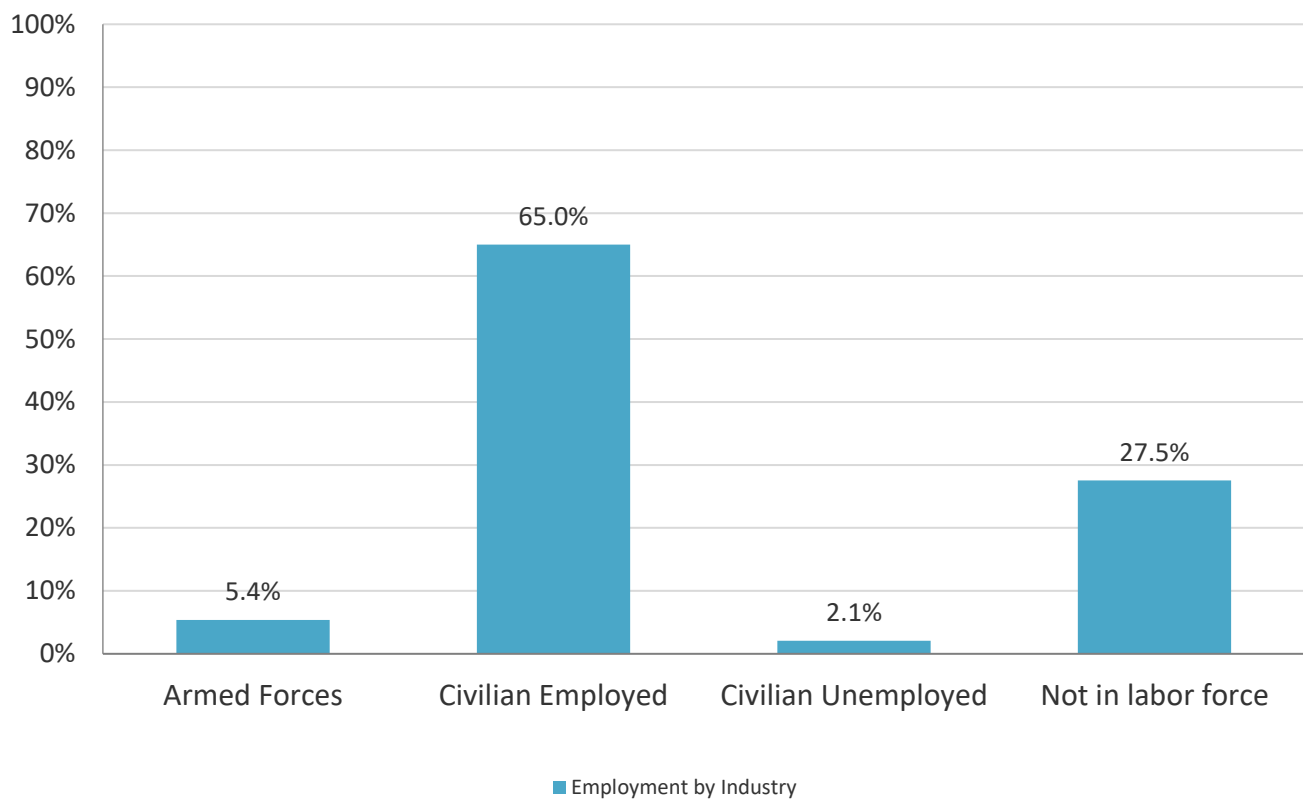
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



5,365

Current Year

Employment by Industry



Transportation to Work (Current Year)



3,421

Total Workers 16+



3,077

Car, Truck or Van



76

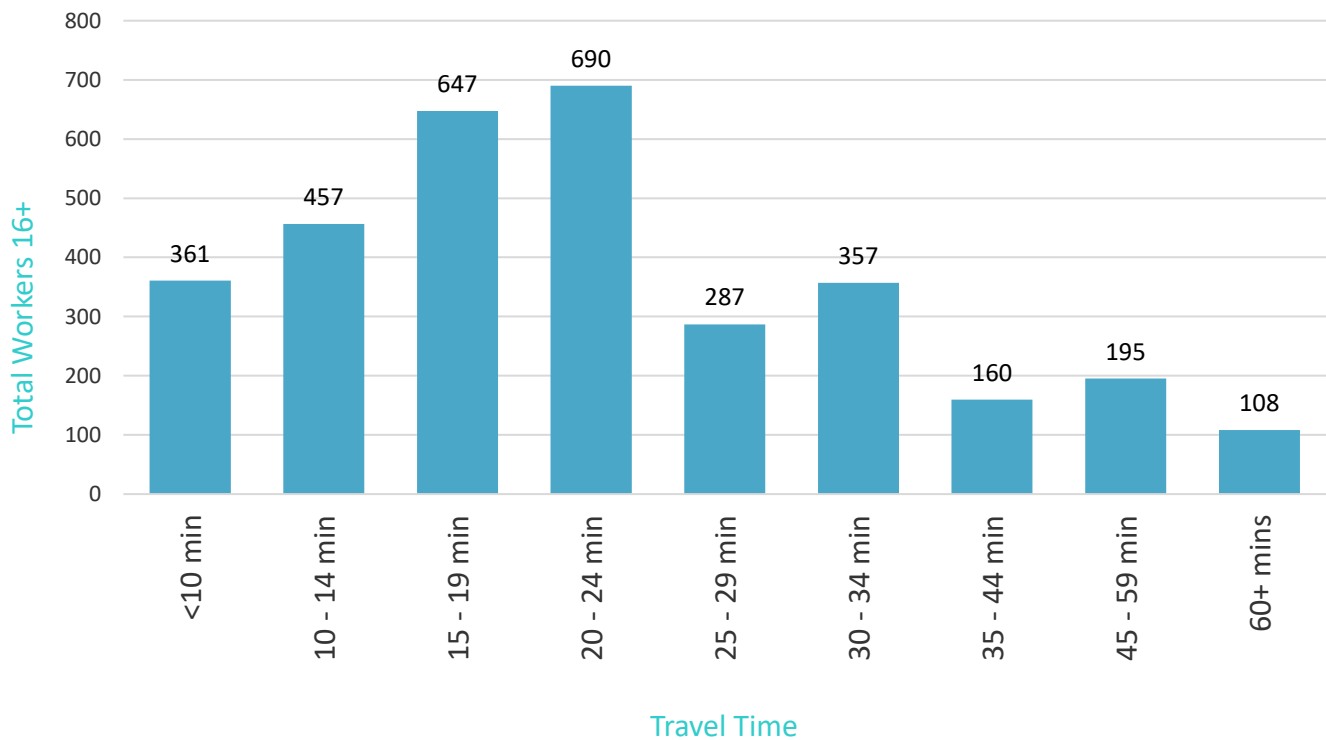
Public transport (not taxi)



159

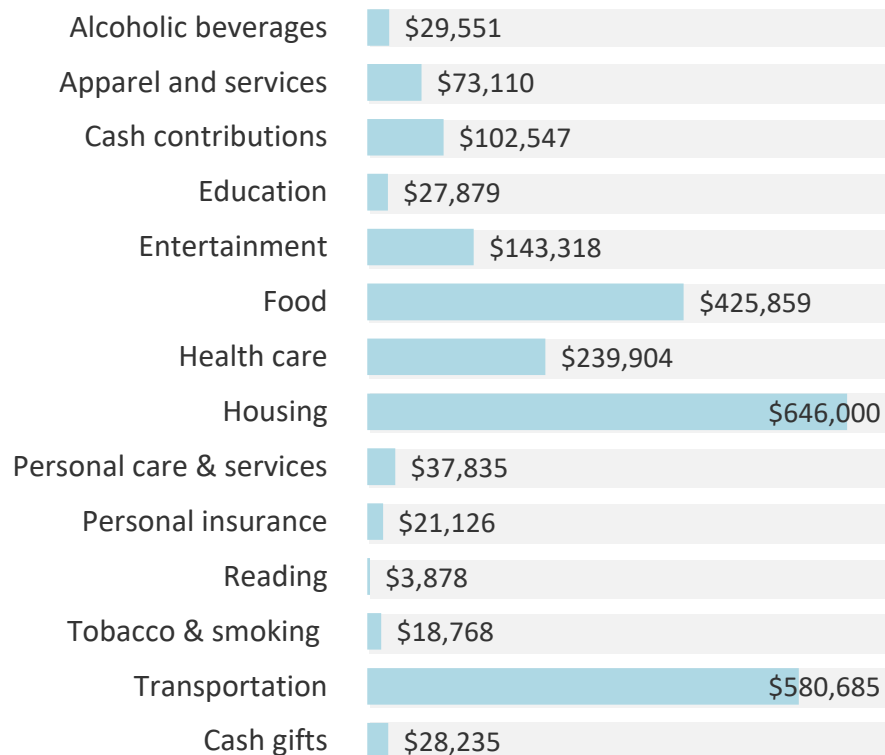
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

	Agriculture, Forestry, Fishing and Hunting	14	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	43	Professional, Scientific, and Technical Services
	Utilities	0	Management of Companies and Enterprises
12	Construction	12	Administrative and Support Services
15	Manufacturing	10	Educational Services
6	Wholesale Trade	447	Health Care and Social Assistance
78	Retail Trade	11	Arts, Entertainment, and Recreation
5	Transportation and Warehousing	31	Accommodation and Food Services
6	Information	55	Other Services
31	Finance and Insurance	14	Public Administration

Retail Sales Volume

Automotive Dealers	\$81,787,618
Other Motor Vehicle Dealers	\$765,578
Automotive Parts, Accessories, Tires	\$14,392,602
Furniture Stores	\$1,164,975
Home Furnishing Stores	\$821,123
Electronics and Appliance	\$4,486,852
Building Material, Supplies	\$16,324,810
Lawn and Garden Equipment	\$1,693,256
Grocery Stores	\$16,199,917
Specialty Food Stores	\$319,779
Beer, Wine, and Liquor Stores	\$2,834,670
Health and Personal Care Stores	\$19,084,340
Gasoline Stations	\$14,593,724
Clothing Stores	\$23,167,809
Shoe Stores	\$7,956,147
Jewelry, Luggage, Leather Goods	\$4,255,185
Sporting Goods, Hobby, Musical Instrument	\$3,897,317
Book, Periodical, and Music	\$565,233
Department Stores	\$38,781,583
Other General Merchandise	\$74,502,822
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$1,088,575
Used Merchandise Stores	\$647,881
Other Misc. Store Retailers	\$4,081,774
Electronic Shopping and Mail Order	\$5,956,895
Direct Selling Establishments	\$2,250,294
Full-Service Restaurants	\$22,576,960
Limited-Service Eating Places	\$20,379,305
Special Food Services	\$2,262,550
Bar/Drinking Places (Alcoholic Beverages)	\$95,278

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

LandScape Segment Descriptions

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.

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.

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.

Nest Builders (C3)

Nest Builders are a fairly average bunch of 30- year- old Americans. In fact, their most notable feature is their very average- ness. They are home to traditional families with children of all ages. These Urban Cliff Dwellers as a group have high- school degrees, with some smattering of college education. They earn their money by working at traditional middle- class, white- collar jobs, such as repair services, production, transportation, construction, and office administration. These occupations pay their incomes, which are in the \$30,000s to \$40,000s. It's easy to assume that the advertising campaigns of many of today's nationally retailers are aimed at this Jack- and- Jane- average demographic.

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.

Down But Not Out (F4)

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stressed. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

Fall Years (D2)

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

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.

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.

Gainfully Employed (C4)

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above-average number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-couple families. This fact also gives these areas a nearly-dead-on-average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

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.