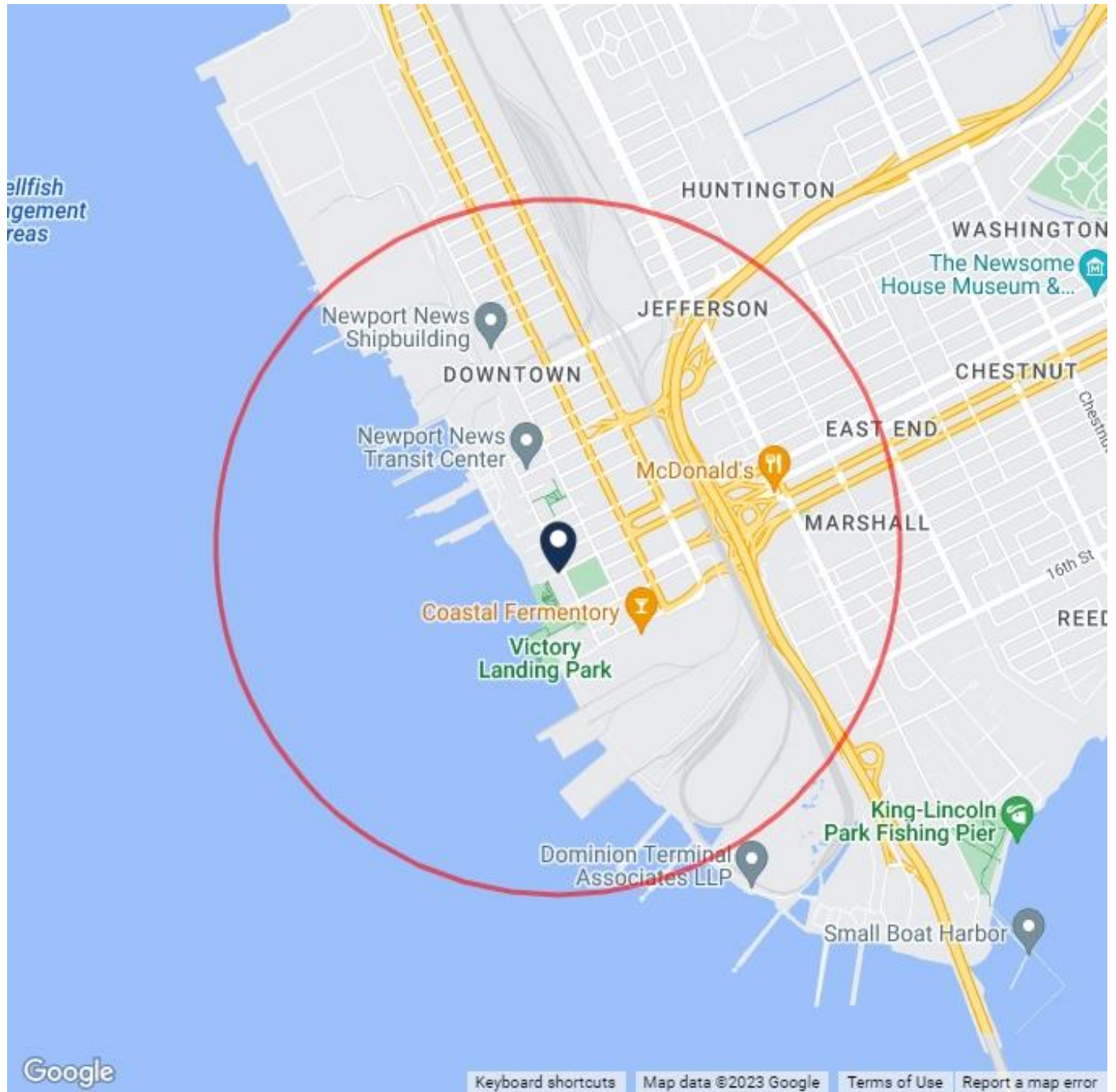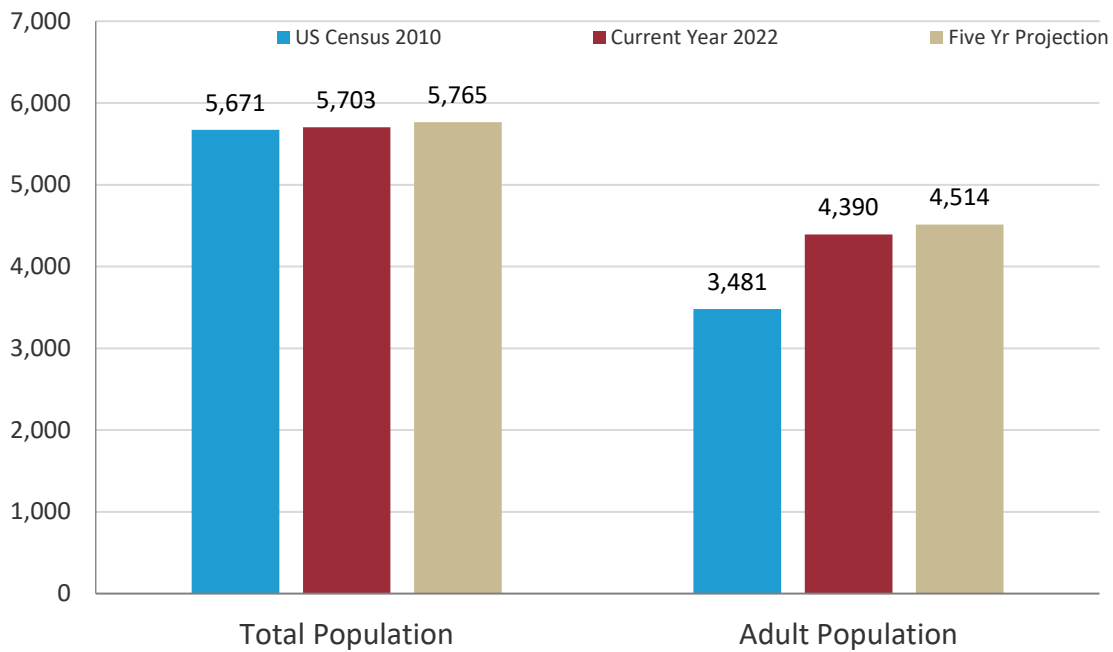# Demographics for 2904 West Ave, Newport News, Virginia 23607, United States

Trade Area: 1 Mile
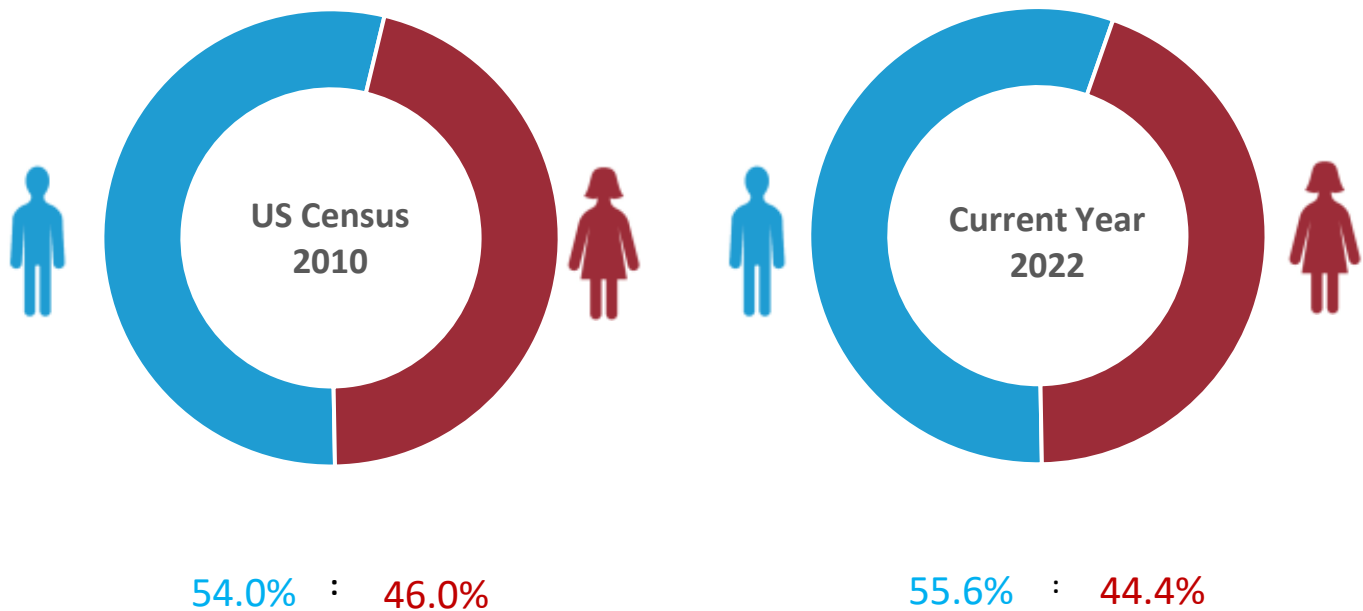
Population Charts

Population

Bar chart legend: US Census 2010 (blue), Current Year 2022 (red), Five Yr Projection (tan)

	Total Population	Adult Population
US Census 2010	5,671	3,481
Current Year 2022	5,703	4,390
Five Yr Projection	5,765	4,514

Female/Male Ratio

US Census 2010: 54.0% : 46.0%

Current Year 2022: 55.6% : 44.4%

Daytime Population

- **■ Daytime Population**
- **■ Daytime Population, Over Age 16**
- **■ Civilian Population, Age 16+ at Workplace**
- **■ Retired/Disabled Population**
- **■ Population 16 and Under**
- **■ Work at Home**
- **■ Homemakers**
- **■ Unemployed**

Category	Value
Daytime Population	13,932
Population 16 and Under	1,224
Daytime Population, Over Age 16	12,708
Work at Home	42
Civilian Population, Age 16+ at Workplace	2,914
Homemakers	886
Retired/Disabled Population	569
Unemployed	199

Age

Age Group	Percentage
Age 18+	77.0%
Age 55+	22.2%
Age 65+	10.8%

Median Age, Total

33.4

Age Demographics

- **■ 76.98%** Age 18+
- **■ 22.16%** Age 55+
- **■ 10.75%** Age 65+
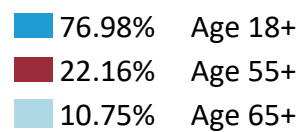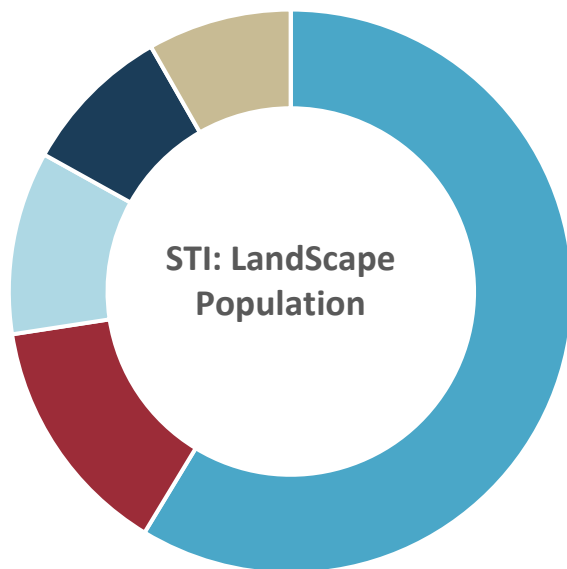
Population STI: LandScape (Current Year)

Top Six Segments:

- 56.9% Still Standing (M3)
- 13.5% Standing Tall (M2)
- 10.2% Urban Moms/Dads (G1)
- 8.4% Group Quarters (O3)
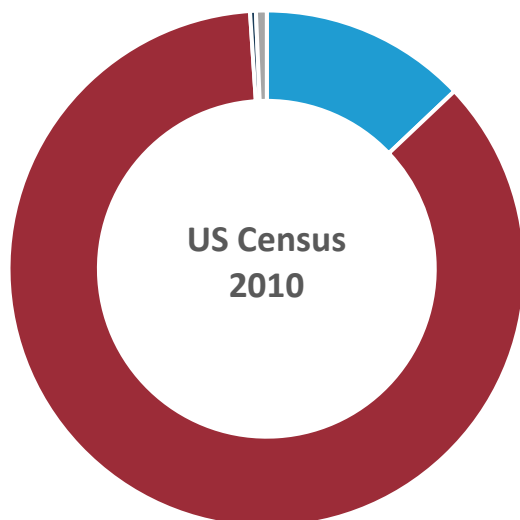- 8.0% Centurions (O5)
- 0.0% Collegians (O7)

Other top segments:

- 1.4% Managing Business (C2)
- 0.9% Doublewides (O4)
- 0.7% Black Gentry (M1)
- 0.0% Legacy Years (O6)
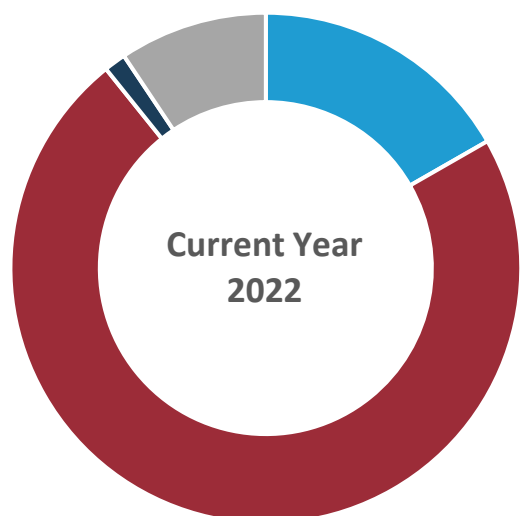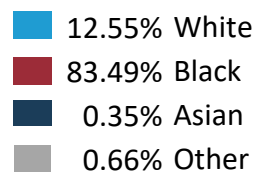- 0.0% East Meets West (O2)
- 0.0% Golden Heritage (O1)

Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Still Standing (M3)	$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Standing Tall (M2)	$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Urban Moms/Dads (G1)	$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
Group Quarters (O3)	$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
Centurions (O5)	$49K	24.7	Urban	Married	Diverse	Families	College/Trades	Blue/White Collar
Collegians (O7)	$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Managing Business (C2)	$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Doublewides (O4)	$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Black Gentry (M1)	$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Legacy Years (O6)	$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
East Meets West (O2)	$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Golden Heritage (O1)	$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar

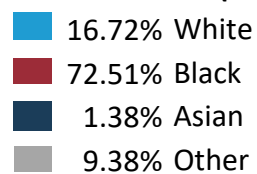*Please refer to the end of this report for full descriptions.*

Ethnicity (Not Hispanic/Latino)
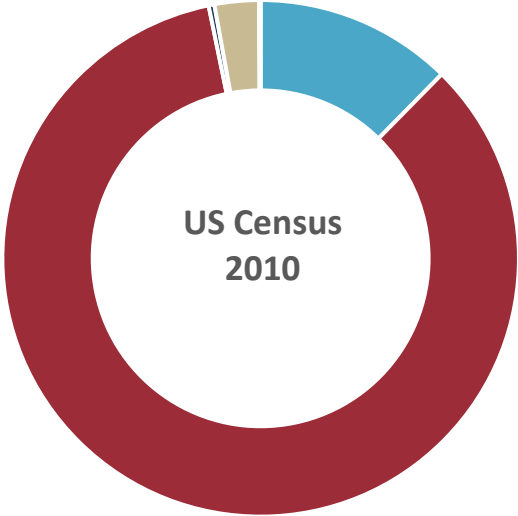
2010 US Census (Not Hispanic/Latino)

- 12.55% White
- 83.49% Black
- 0.35% Asian
- 0.66% Other

US Census 2010

Current Year (Not Hispanic/Latino)

- 16.72% White
- 72.51% Black
- 1.38% Asian
- 9.38% Other

Current Year 2022

Ethnicity (Hispanic/Latino)

US Census 2010

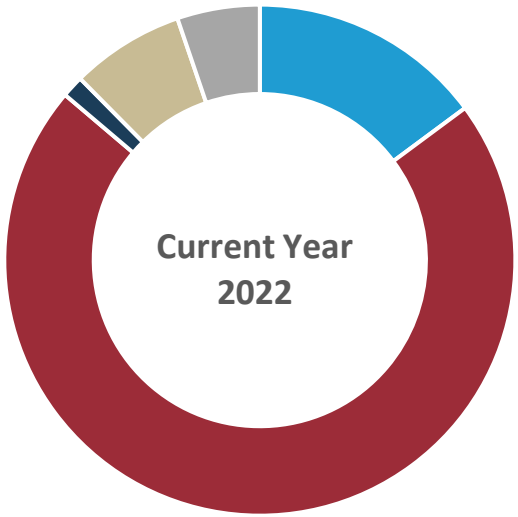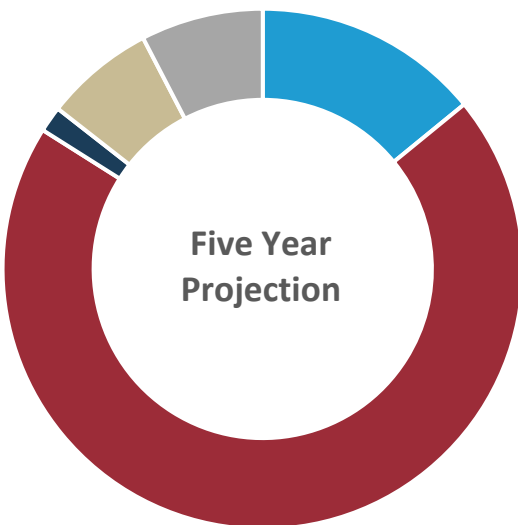### 2010 US Census (Hispanic/Latino)
- 12.07% White
- 82.35% Black
- 0.35% Asian
- 2.71% Hispanic
- 0.10% Other

Current Year 2022

Current Year (Hispanic/Latino)
- 14.85% White
- 71.35% Black
- 1.38% Asian
- 7.19% Hispanic
- 5.23% Other

Five Year Projection

Five Year Projection (Hispanic/Latino)
- 14.10% White
- 69.87% Black
- 1.60% Asian
- 6.83% Hispanic
- 7.61% Other

Housing & Households

2.1
Land Area

2,506
Total Housing Units

2,146
Total Households

2,175
Total Households

5 Year Projection

411
Owner-Occupied

1,735
Renter-Occupied

Housing Value (Current Year)

Range	Percentage
<$20,000	~1%
$20K - $40K	~2%
$40K - $60K	~6%
$60K - $80K	~8%
$80K - $100K	~5%
$100K - $125K	~9.5%
$125K - $150K	~22%
$150K - $200K	~20%
$200K - $250K	~13%
$250k - $300k	~5%
$300k - $400k	~2%
$400k - $500k	0%
$500k - $750k	~1.5%
$750k - $1Mil	~2.5%
>$1Mil	~2%
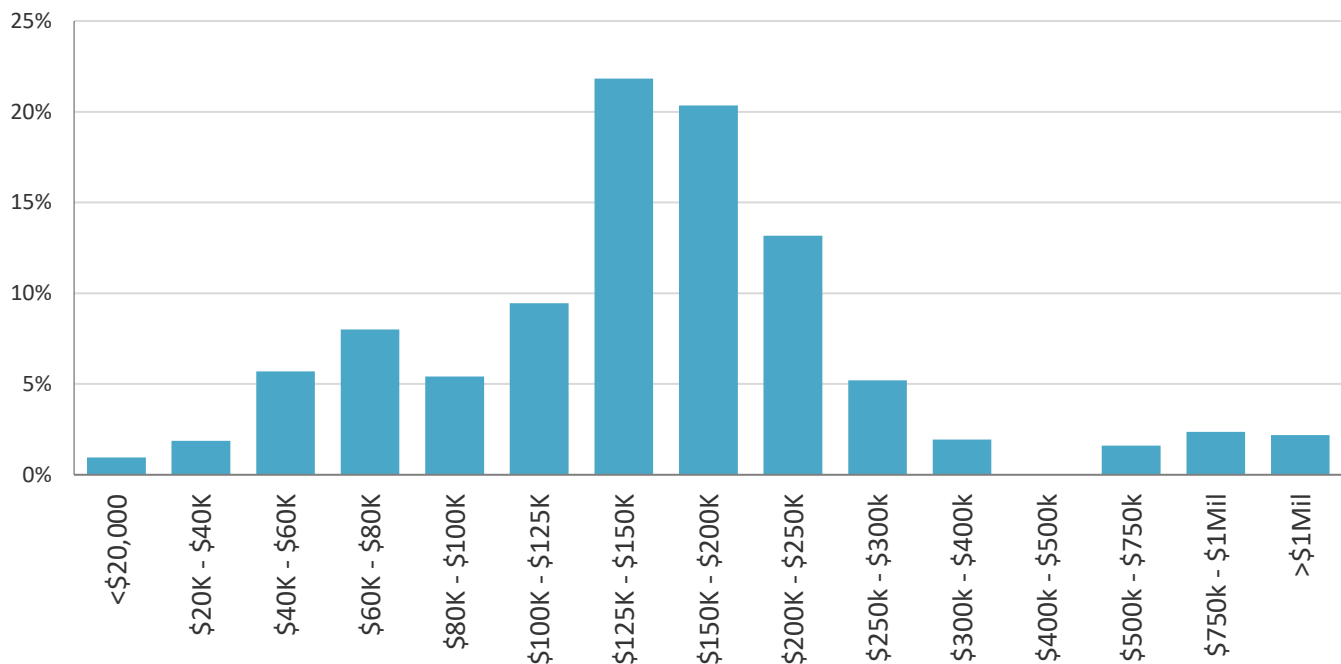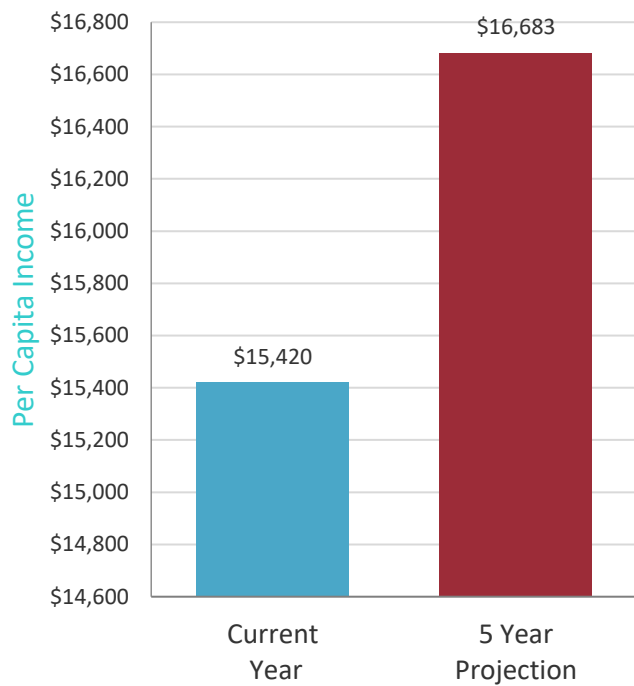
Income

Average Household Income

$40,981

Median Household Income

$30,705

Based on Total Population

Households by Income (Current Year)
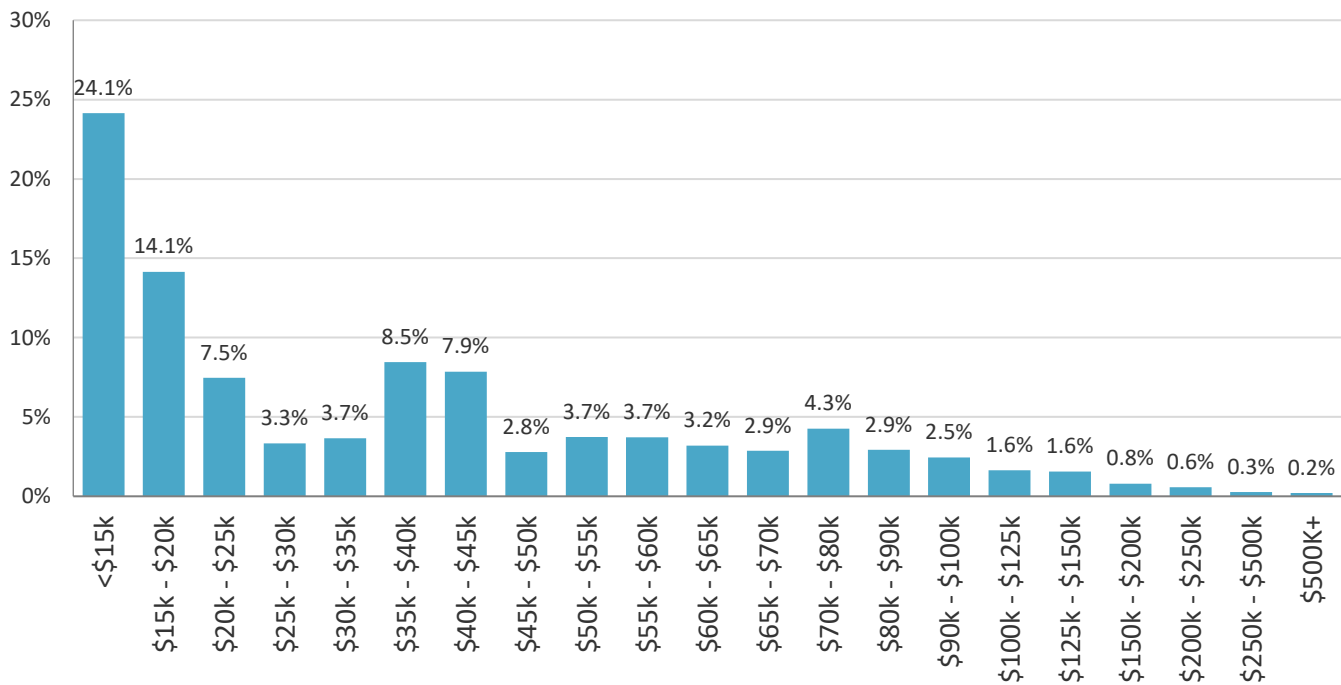
Education (Current Year)

Education

855

College undergraduate

50

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)

Category	Value
K - 9	119
Some HS	381
HS Grad	1,258
Some College	1,109
Associate	290
Bachelors Degree	301
Masters Degree	31
Doctorate / Prof	16
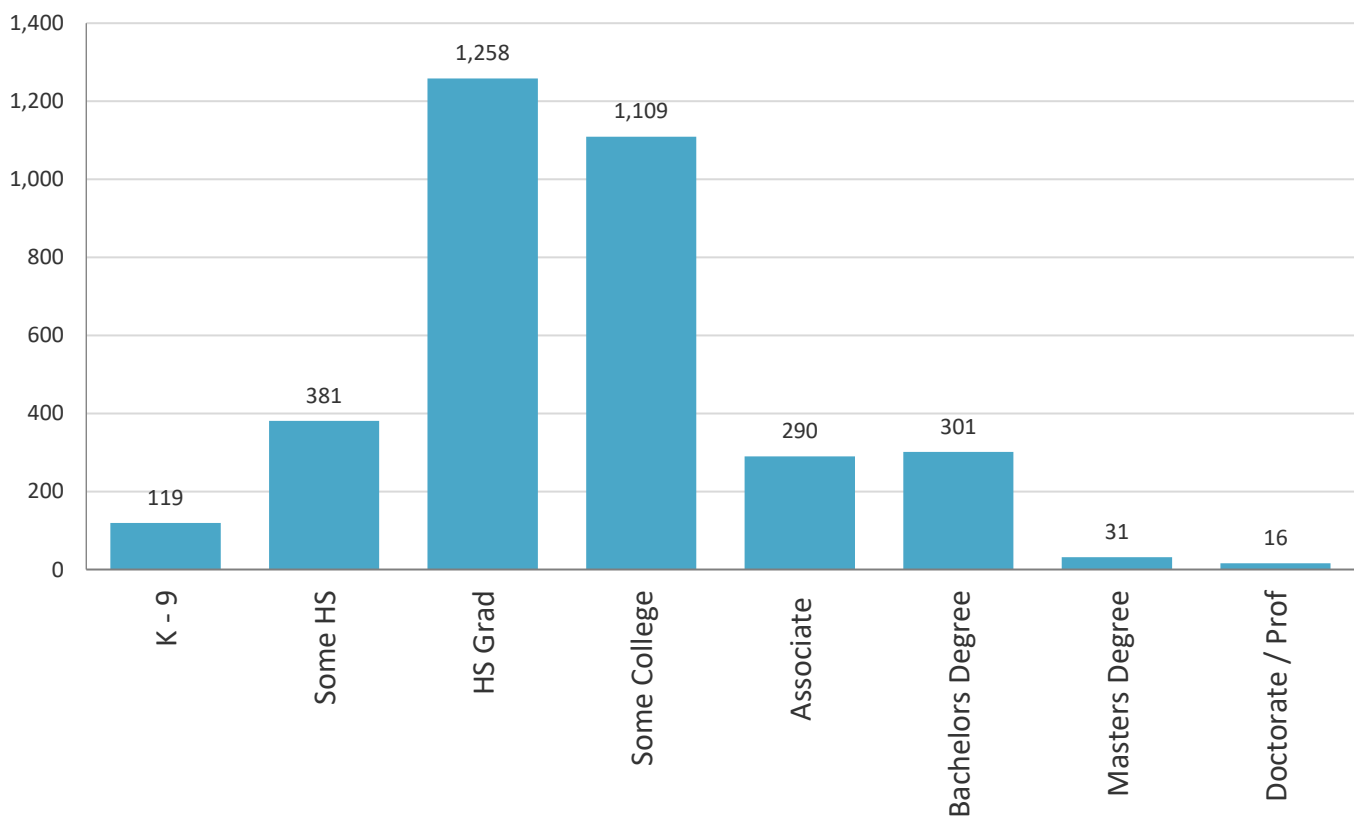
Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

4,560

Current Year

Employment by Industry

Chart: Employment by Industry
- Armed Forces: 16.9%
- Civilian Employed: 53.1%
- Civilian Unemployed: 3.6%
- Not in labor force: 26.4%

■ Employment by Industry
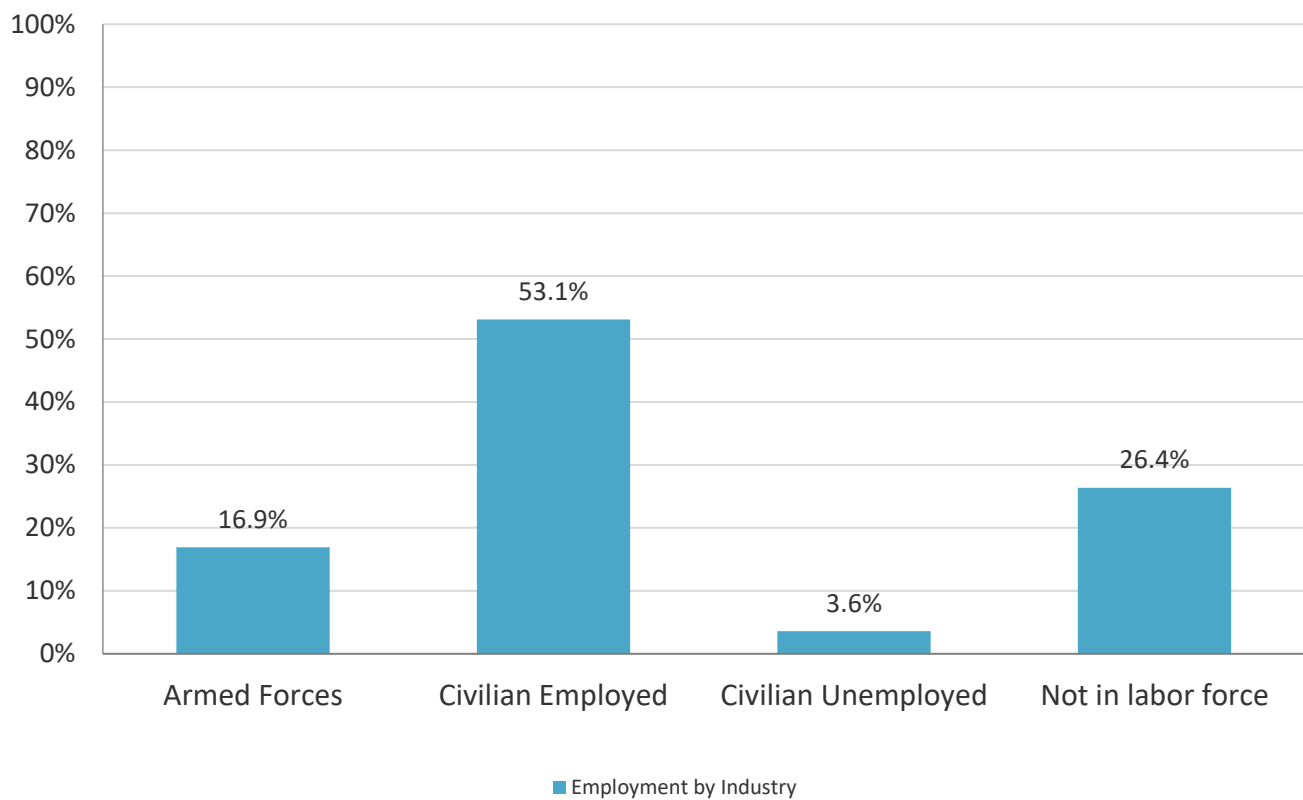
Transportation to Work (Current Year)

2,723
Total Workers 16+

1,595
Car, Truck or Van

519
Public transport (not taxi)

12
Worked at home

Travel Time to Work (Current Year)

Travel Time	Total Workers 16+
<10 min	609
10 - 14 min	336
15 - 19 min	485
20 - 24 min	228
25 - 29 min	146
30 - 34 min	414
35 - 44 min	170
45 - 59 min	134
60+ mins	187
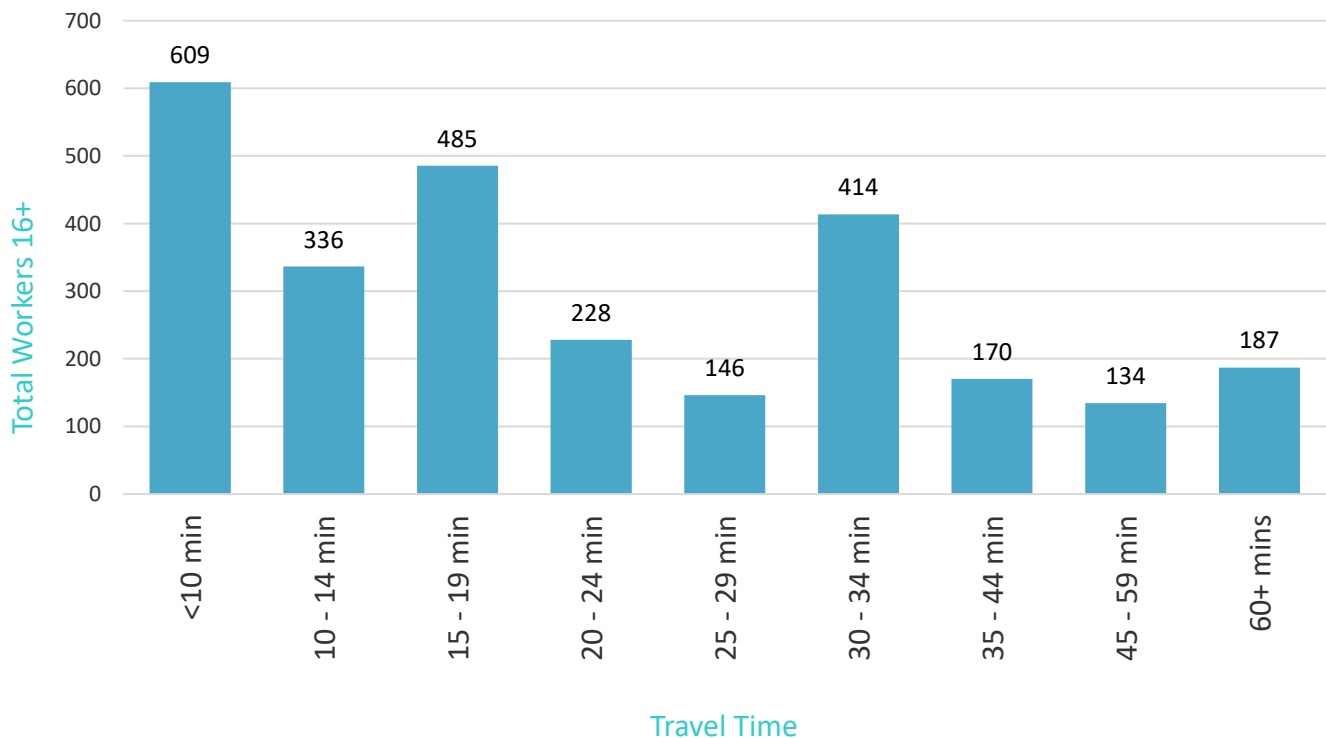
Consumer Expenditures (Current Year)

Consumer Expenditures

Alcoholic beverages	$18,525
Apparel and services	$51,134
Cash contributions	$67,216
Education	$20,676
Entertainment	$99,703
Food	$310,607
Health care	$164,567
Housing	$468,391
Personal care & services	$26,866
Personal insurance	$13,352
Reading	$2,636
Tobacco & smoking	$16,063
Transportation	$391,784
Cash gifts	$18,211
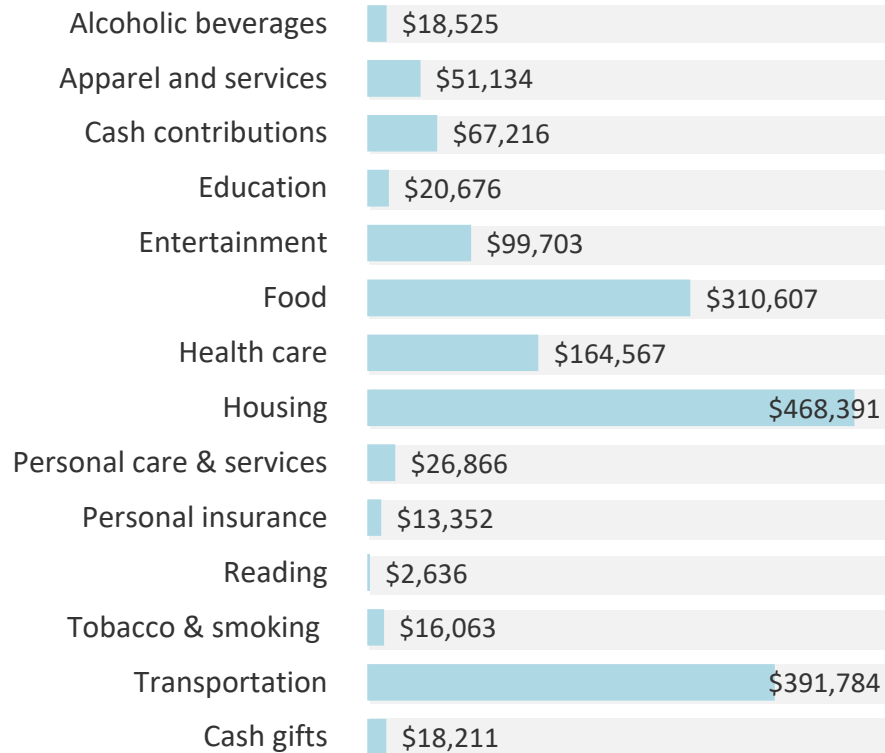
Business Summary by NAICS Code

0	Agriculture, Forestry, Fishing and Hunting	13	Real Estate, Rental and Leasing
0	Mining, Quarrying, Oil and Gas Extraction	8	Professional, Scientific, and Technical Services
	Utilities	1	Management of Companies and Enterprises
3	Construction	2	Administrative and Support Services
4	Manufacturing	1	Educational Services
1	Wholesale Trade	14	Health Care and Social Assistance
22	Retail Trade	4	Arts, Entertainment, and Recreation
5	Transportation and Warehousing	9	Accommodation and Food Services
1	Information	29	Other Services
6	Finance and Insurance	47	Public Administration

Retail Sales Volume

Category	Sales Volume
Automotive Dealers	$12,418,943
Other Motor Vehicle Dealers	$30,057,027
Automotive Parts, Accessories, Tires	$261,878
Furniture Stores	$0
Home Furnishing Stores	$0
Electronics and Appliance	$0
Building Material, Supplies	$535,744
Lawn and Garden Equipment	$0
Grocery Stores	$33,118,917
Specialty Food Stores	$93,488
Beer, Wine, and Liquor Stores	$0
Health and Personal Care Stores	$482,548
Gasoline Stations	$11,300,597
Clothing Stores	$1,558,642
Shoe Stores	$462,542
Jewelry, Luggage, Leather Goods	$0
Sporting Goods, Hobby, Musical Instrument	$0
Book, Periodical, and Music	$2,511,811
Department Stores	$0
Other General Merchandise	$4,061,273
Florists and Misc. Store Retailers	$0
Office Supplies, Stationary, Gift	$0
Used Merchandise Stores	$2,067,014
Other Misc. Store Retailers	$0
Electronic Shopping and Mail Order	$2,230,038
Direct Selling Establishments	$183,442
Full-Service Restaurants	$5,776,862
Limited-Service Eating Places	$6,811,443
Special Food Services	$169,881
Bar/Drinking Places (Alcoholic Beverages)	$55,215

LandScape Segment Descriptions

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.

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.

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.

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.

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 commonalties 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.

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.

Managing Business

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable $50,000 and $60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

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 were 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 Americas, 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.

Black Gentry (M1)

African Americans in the U.S. are working is 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. They're 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.

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).

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels inmarried- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at $50,000s and $60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white- collar jobs.

Golden Heritage (O1)

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the $50,000s and $60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.