Demographics around 2 Colonial Pl, Newport News, Virginia 23601, United States

COLDWELL BANKER COMMERCIAL
BROOKS REAL ESTATE

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
Population						
2025 Population	153,613	---	393,804	---	588,430	---
2030 Projected Population	155,599	---	399,456	---	598,658	---
2030 Projected Population (High Estimate)	167,038	---	425,883	---	640,070	---
2030 Projected Population (Low Estimate)	149,279	---	384,330	---	575,757	---
% Projected Annual Change (2025 - 2030)	0.3%	---	0.3%	---	0.3%	---
% Projected Annual Change (High Estimate)	1.7%	---	1.6%	---	1.8%	---
% Projected Annual Change (Low Estimate)	-0.6%	---	-0.5%	---	-0.4%	---
2010 Census Population	142,462	---	379,969	---	549,347	---
2020 Census Population	154,554	---	393,523	---	585,214	---
% Annual Change (2020 - 2025)	-0.1%	---	0.0%	---	0.1%	---
Population Density	3,171		2,082		1,407	
Land Area (Square Miles)	48.45		189.15		418.20	
Households						
2025 Households	64,465	---	159,430	---	230,300	---
2030 Projected Households	65,316	---	161,691	---	234,239	---
% Projected Annual Change (2025 - 2030)	0.3%	---	0.3%	---	0.3%	---
2010 Households	57,402	---	142,782	---	201,155	---
2020 Households	64,861	---	159,430	---	229,240	---
% Annual Change (2020 - 2025)	2.6%	---	2.3%	---	2.8%	---
Growth Stability Indicator (-1 to +1)	0.0073	---	-0.0008	---	-0.0085	---
Daytime Population						
Daytime Population	174,342	---	421,446	---	672,144	---
Children at Home	7,124	---	17,303	---	25,232	---
Students	50,381	---	104,743	---	171,464	---
Work at Home	7,660	---	18,678	---	27,578	---
Homemakers	13,178	---	34,020	---	49,211	---
Retired/Disabled Population	24,554	---	65,177	---	93,378	---
Unemployed	2,814	---	8,370	---	13,942	---

Demographic Detail Report
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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2025)	39.4		39.9		39.2	
Children (2025)						
0 - 4 Years	9,491	6.2%	23,037	5.8%	33,590	5.7%
5 - 9 Years	8,899	5.8%	23,137	5.9%	33,700	5.7%
10 - 13 Years	6,913	4.5%	18,507.6	4.7%	27,075	4.6%
14 - 17 Years	8,437	5.5%	21,745	5.5%	32,916	5.6%
Adults (2025)						
18 - 21 Years	8,480	5.5%	22,122	5.6%	37,127	6.3%
22 - 24 Years	6,068	4.0%	16,210	4.1%	29,647	5.0%
25 - 34 Years	23,337	15.2%	54,565	13.9%	83,983	14.3%
35 - 44 Years	21,218	13.8%	52,415	13.3%	77,013	13.1%
45 - 54 Years	15,744	10.2%	41,594	10.6%	61,090	10.4%
55 - 64 Years	18,131	11.8%	48,429	12.3%	69,717	11.8%
65 - 74 Years	16,023	10.4%	42,655	10.8%	60,911	10.4%
75 - 84 Years	8,244	5.4%	22,460	5.7%	32,128	5.5%
85+ Years	2,628	1.7%	6,928	1.8%	9,532	1.6%
Age, Female (2025)						
0 - 4 Years	4,661	3.0%	11,308	2.9%	16,491	2.8%
5 - 9 Years	4,332	2.8%	11,278	2.9%	16,364	2.8%
10 - 13 Years	3,461	2.3%	9,167	2.3%	13,327	2.3%
14 - 17 Years	3,617	2.4%	10,172	2.6%	15,413	2.6%
18 - 21 Years	3,857	2.5%	10,535	2.7%	16,727	2.8%
22 - 24 Years	3,025	2.0%	7,940	2.0%	13,000	2.2%
25 - 34 Years	11,476	7.5%	26,890	6.8%	40,153	6.8%
35 - 44 Years	11,018	7.2%	27,410	7.0%	39,934	6.8%
45 - 54 Years	8,340	5.4%	22,132	5.6%	32,242	5.5%
55 - 64 Years	9,756	6.4%	26,007	6.6%	37,297	6.3%
65 - 74 Years	8,839	5.8%	23,091	5.9%	32,887	5.6%
75 - 84 Years	4,891	3.2%	13,137	3.3%	18,686	3.2%
85+ Years	1,816	1.2%	4,624	1.2%	6,333	1.1%
% of Population, Female		51.5%		51.7%		50.8%
Average Age, Female	40.7	---	41.2	---	40.5	---

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	4,829	3.1%	11,729	3.0%	17,099	2.9%
5 - 9 Years	4,567	3.0%	11,859	3.0%	17,336	2.9%
10 - 13 Years	3,451	2.2%	9,340	2.4%	13,748	2.3%
14 - 17 Years	4,819	3.1%	11,573	2.9%	17,503	3.0%
18 - 21 Years	4,623	3.0%	11,587	2.9%	20,400	3.5%
22 - 24 Years	3,043	2.0%	8,270	2.1%	16,647	2.8%
25 - 34 Years	11,862	7.7%	27,675	7.0%	43,829	7.4%
35 - 44 Years	10,201	6.6%	25,005	6.3%	37,080	6.3%
45 - 54 Years	7,404	4.8%	19,462	4.9%	28,849	4.9%
55 - 64 Years	8,375	5.5%	22,421	5.7%	32,420	5.5%
65 - 74 Years	7,185	4.7%	19,564	5.0%	28,023	4.8%
75 - 84 Years	3,353	2.2%	9,322	2.4%	13,442	2.3%
85+ Years	812	0.5%	2,304	0.6%	3,200	0.5%
% of Population, Male		**48.5%**		**48.3%**		**49.2%**
Average Age, Male	37.9	---	38.5	---	37.9	---
Income (2025)						
Per Capita Income	$42,037	---	$42,616	---	$42,500	---
Average Household Income	$100,168	---	$105,264	---	$108,590	---
Median Household Income	$79,979	---	$85,777	---	$87,545	---
Less than $15,000	5,020	7.8%	11,748	7.4%	16,202	7.0%
$15,000 - $19,999	1,749	2.7%	4,391	2.8%	5,973	2.6%
$20,000 - $24,999	1,886	2.9%	4,714	3.0%	6,730	2.9%
$25,000 - $29,999	2,125	3.3%	5,433	3.4%	7,662	3.3%
$30,000 - $34,999	2,022	3.1%	5,150	3.2%	7,577	3.3%
$35,000 - $39,999	2,537	3.9%	5,575	3.5%	7,934	3.4%
$40,000 - $44,999	2,023	3.1%	4,810	3.0%	7,033	3.1%
$45,000 - $49,999	2,510	3.9%	5,968	3.7%	8,189	3.6%
$50,000 - $54,999	2,241	3.5%	5,426	3.4%	7,993	3.5%
$55,000 - $59,999	2,319	3.6%	5,426	3.4%	7,675	3.3%
$60,000 - $64,999	2,248	3.5%	5,110	3.2%	7,450	3.2%
$65,000 - $69,999	2,497	3.9%	5,615	3.5%	8,032	3.5%
$70,000 - $79,999	4,235	6.6%	9,911	6.2%	14,231	6.2%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
$80,000 - $89,999	3,933	6.1%	9,214	5.8%	12,770	5.5%
$90,000 - $99,999	3,604	5.6%	8,437	5.3%	11,617	5.0%
$100,000 - $125,000	7,306	11.3%	17,599	11.0%	25,341	11.0%
$125,000 - $149,999	4,781	7.4%	12,359	7.8%	18,623	8.1%
$150,000 - $199,999	6,130	9.5%	16,645	10.4%	24,997	10.9%
$200,000 - $249,999	2,966	4.6%	8,896	5.6%	13,583	5.9%
$250,000 - $499,999	1,269	2.0%	3,811	2.4%	5,817	2.5%
$500,000+	1,064	1.7%	3,192	2.0%	4,869	2.1%
Income (2030 Projected)						
Per Capita Income	$48,389	---	$49,320	---	$49,633	---
Average Household Income	$115,275	---	$121,845	---	$126,850	---
Median Household Income	$92,090	---	$99,505	---	$102,350	---
Education (2025)						
Less than 9th Grade	2,833	2.7%	6,345	2.4%	9,316	2.4%
Some High School	4,384	4.2%	12,888	4.8%	18,680	4.7%
High School Grad	29,374	27.9%	74,735	27.8%	105,223	26.7%
Some College	24,036	22.8%	61,360	22.8%	91,197	23.1%
Associate Degree	11,541	11.0%	27,862	10.4%	40,050	10.2%
Bachelors Degree	19,795	18.8%	50,867	18.9%	76,988	19.5%
Masters Degree	10,482	10.0%	27,154	10.1%	40,545	10.3%
Doctorate or Professional Degree	2,883	2.7%	7,833	2.9%	12,376	3.1%
Population by Race/Ethnicity (2025)						
Race Excluding Hispanic Ethnic Group						
White	66,766	43.5%	180,739	45.9%	283,569	48.2%
Black	61,939	40.3%	151,897	38.6%	213,102	36.2%
Asian	5,328	3.5%	13,552	3.4%	19,781	3.4%
Other	19,580	12.7%	47,615	12.1%	71,978	12.2%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	63,848	41.6%	173,594	44.1%	271,798	46.2%
Hispanic	13,416	8.7%	31,769	8.1%	49,530	8.4%
Black, Non-Hispanic	60,836	39.6%	148,948	37.8%	208,958	35.5%
Asian, Non-Hispanic	5,237	3.4%	13,358	3.4%	19,469	3.3%
Other, Non-Hispanic	10,277	6.7%	26,134	6.6%	38,676	6.6%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2030 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	62,344	40.6%	171,361	43.5%	268,362	45.6%
Hispanic	15,187	9.9%	34,671	8.8%	54,205	9.2%
Black, Non-Hispanic	61,531	40.1%	150,291	38.2%	211,922	36.0%
Asian, Non-Hispanic	5,552	3.6%	14,408	3.7%	21,167	3.6%
Other, Non-Hispanic	10,986	7.2%	28,725	7.3%	43,001	7.3%
Language at Home (2025)						
Spanish	7,503	5.2%	16,660	4.5%	26,811	4.8%
Asian/Pacific Language	3,164	2.2%	8,210	2.2%	12,268	2.2%
European/Indo-European	2,510	1.7%	6,478	1.7%	10,326	1.9%
Arabic	603	0.4%	1,398	0.4%	1,648	0.3%
Other Non-English	427	0.3%	1,177	0.3%	1,881	0.3%
Family Structure (2025)						
Male Householder, No Children	1,826	4.3%	4,516	4.1%	6,273	3.9%
Female Householder, No Children	4,506	10.5%	10,889	9.8%	15,093	9.3%
Single Parent - Male	1,615	3.8%	4,107	3.7%	5,271	3.3%
Single Parent - Female	5,626	13.2%	13,652	12.3%	19,396	12.0%
Married w/ Children	8,912	20.8%	25,397	22.9%	37,886	23.4%
Married w/out Children	15,344	35.9%	41,754	37.6%	61,626	38.1%
Non-family Households	4,941	11.6%	10,807	9.7%	16,342	10.1%
Household Size (2025)						
1 Person	21,694	33.7%	48,309	30.3%	68,413	29.7%
2 Persons	20,861	32.4%	52,677	33.0%	76,189	33.1%
3 Persons	10,141	15.7%	26,327	16.5%	38,136	16.6%
4 Persons	6,892	10.7%	18,510	11.6%	27,543	12.0%
5 Persons	3,122	4.8%	8,446	5.3%	12,433	5.4%
6 Persons	1,153	1.8%	3,280	2.1%	4,841	2.1%
7+ Persons	602	0.9%	1,880	1.2%	2,745	1.2%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Housing (2025)						
Owner-Occupied	32,117	46.7%	89,310	52.4%	130,591	52.9%
Renter-Occupied	32,349	47.0%	70,120	41.1%	99,709	40.4%
Vacant	4,380	6.4%	11,097	6.5%	16,437	6.7%
Components of Change (2025)						
Births	1,722	1.1%	4,290	1.1%	6,300	1.1%
Deaths	1,228	0.8%	3,314	0.8%	4,721	0.8%
Migration	-1,561	-1.0%	-2,187	-0.6%	-2,133	-0.4%
Other Population (2025)						
Seasonal Population	180	---	773	---	1,593	---
Transient Population	2,802	---	4,142	---	6,175	---
Group Quarters Population	5,613	---	11,176	---	30,650	---
Institutionalized	929	---	2,311	---	3,060	---
College	3,367	---	5,465	---	9,307	---
Military	1,138	---	3,050	---	17,483	---
Other	179	---	350	---	801	---
Home Value (2025)						
Median Home Value	$340,410	---	$361,000	---	$388,467	---
Average Home Value	$314,113	---	$332,692	---	$353,829	---
Under $20,000	636	2.0%	1,496	1.7%	2,162	1.7%
$20,000 to $40,000	608	1.9%	1,516	1.7%	1,899	1.5%
$40,000 to $60,000	241	0.7%	638	0.7%	856	0.7%
$60,000 to $80,000	186	0.6%	762	0.9%	889	0.7%
$80,000 to $100,000	244	0.8%	805	0.9%	916	0.7%
$100,000 to $125,000	333	1.0%	1,198	1.3%	1,649	1.3%
$125,000 to $150,000	535	1.7%	1,855	2.1%	2,504	1.9%
$150,000 to $200,000	2,069	6.4%	5,471	6.1%	6,986	5.3%
$200,000 to $250,000	3,738	11.6%	8,927	10.0%	11,735	9.0%
$250,000 to $300,000	4,764	14.8%	11,737	13.1%	15,872	12.2%
$300,000 to $400,000	8,199	25.5%	21,449	24.0%	30,181	23.1%
$400,000 to $500,000	4,824	15.0%	13,027	14.6%	20,736	15.9%
$500,000 to $750,000	4,119	12.8%	13,418	15.0%	22,065	16.9%
$750,000 to $1,000,000	1,041	3.2%	4,886	5.5%	7,846	6.0%
$1,000,000 or more	376	1.2%	1,398	1.6%	2,972	2.3%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2025)						
No Vehicle	4,697	7.3%	11,621	7.3%	16,459	7.1%
1 Vehicle	25,508	39.6%	56,189	35.2%	78,756	34.2%
2 Vehicles	22,596	35.1%	57,006	35.8%	83,732	36.4%
3 Vehicles	8,385	13.0%	24,216	15.2%	36,032	15.6%
4 Vehicles	2,206	3.4%	7,284	4.6%	10,843	4.7%
5 or more Vehicles	1,073	1.7%	3,114	2.0%	4,479	1.9%
Economic Indicators (2025)						
Gross Domestic Product (GDP) - in 1,000s	$10,330,974	---	$26,463,878	---	$41,226,933	---
Economic Viability	272	---	272	---	273	---
Economic Viability, Indexed	98	---	98	---	98	---
Average Salary	$45,874	---	$46,151	---	$46,134	---
Average Mortgage-Risk	3.29	---	3.32	---	3.36	---
Businesses (2025)						
Establishments	4,249	---	8,775	---	12,313	---
Employees (FTEs)	68,631	---	173,154	---	291,339	---
Employment, Pop 16+ (2025)	124,534		318,699		478,229	
Armed Forces	7,581	6.1%	19,112	6.0%	44,781	9.4%
Civilian	84,831	68.1%	213,421	67.0%	327,864	68.6%
Employed	82,018	65.9%	205,051	64.3%	313,922	65.6%
Unemployed	2,814	2.3%	8,370	2.6%	13,942	2.9%
Not in Labor Force	39,702	31.9%	105,278	33.0%	150,365	31.4%
Unemployment Rate (2025)		3.4%		4.0%		4.2%
Employment by Industry (2025)						
Agriculture, Mining and Construction	4,487	5.5%	11,213	5.5%	17,187	5.5%
Manufacturing	10,608	12.9%	25,001	12.2%	35,485	11.3%
Transportation	5,348	6.5%	12,450	6.1%	19,184	6.1%
Information	732	0.9%	2,050	1.0%	3,586	1.1%

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Wholesale-Retail	9,282	11.3%	25,625	12.5%	40,112	12.8%
Finance, Insurance, and Real Estate	3,993	4.9%	10,367	5.1%	16,744	5.3%
Professional Services	6,574	8.0%	16,019	7.8%	24,416	7.8%
Management Services	50	0.1%	152	0.1%	199	0.1%
Administration and Waste Services	4,552	5.6%	10,436	5.1%	14,813	4.7%
Educational Services	19,090	23.3%	47,429	23.1%	73,469	23.4%
Entertainment Services	7,737	9.4%	18,760	9.1%	29,104	9.3%
Other Professional Services	3,125	3.8%	8,898	4.3%	13,907	4.4%
Public Administration	6,438	7.8%	16,651	8.1%	25,714	8.2%
Employment by Occupation (2025)	---		---		---	
White Collar						
Managerial and Executive	11,614	14.2%	31,039	15.1%	46,263	14.7%
Professional Specialty	20,633	25.2%	51,141	24.9%	77,948	24.8%
Healthcare and Support	2,266	2.8%	6,502	3.2%	11,500	3.7%
Sales	7,079	8.6%	18,114	8.8%	30,499	9.7%
Office and Administration	9,146	11.2%	23,392	11.4%	36,593	11.7%
Blue Collar						
Protective Services	2,102	2.6%	5,278	2.6%	8,208	2.6%
Food Preparation and Serving	4,229	5.2%	10,953	5.3%	17,401	5.5%
Building Maintenance and Cleaning	3,160	3.9%	7,401	3.6%	10,313	3.3%
Personal Care Services	2,478	3.0%	5,671	2.8%	8,584	2.7%
Farming, Fishing & Forestry	94	0.1%	197	0.1%	393	0.1%
Construction	7,322	8.9%	17,378	8.5%	25,097	8.0%
Production & Transportation	11,894	14.5%	27,986	13.6%	41,124	13.1%
School Enrollment (2025)						
Nursery School/Pre-school	1,622	1.1%	5,066	1.3%	8,043	1.4%
Kindergarten/Elementary School	16,848	11.0%	45,147	11.5%	65,503	11.1%
High School	7,226	4.7%	20,133	5.1%	28,693	4.9%
College/Graduate/Professional School	14,485	9.4%	30,689	7.8%	48,510	8.2%
Not Enrolled	113,433	73.8%	292,769	74.3%	437,681	74.4%

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Travel Time to Work						
Less than 10 minutes	8,409	11.8%	20,068	11.2%	38,127	13.5%
10 to 14 minutes	12,870	18.0%	29,159	16.3%	43,096	15.3%
15 to 19 minutes	16,504	23.1%	36,691	20.5%	52,852	18.7%
20 to 24 minutes	10,251	14.3%	27,872	15.6%	43,442	15.4%
25 to 29 minutes	3,196	4.5%	11,032	6.2%	18,300	6.5%
30 to 34 minutes	8,428	11.8%	23,705	13.3%	38,992	13.8%
35 to 44 minutes	3,861	5.4%	9,460	5.3%	15,545	5.5%
45 to 59 minutes	4,186	5.9%	11,166	6.2%	17,630	6.3%
60 or more minutes	3,846	5.4%	9,621	5.4%	13,957	5.0%
Average travel time to work in minutes	20.1	---	24.8	---	25.6	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	309	0.08%	3,570	0.60%
A2: Grand Masters	0	0.00%	672	0.17%	672	0.11%
A3: Marquis Class	3,428	2.21%	9,324	2.35%	12,159	2.05%
A4: American Knights	351	0.23%	470	0.12%	5,699	0.96%
A5: Urban Squires	4,717	3.05%	13,501	3.41%	18,603	3.14%
A6: Regents	5,930	3.83%	28,341	7.16%	44,255	7.48%
B1: Charmed Life	0	0.00%	0	0.00%	1,017	0.17%
B2: Sitting Pretty	3,466	2.24%	8,178	2.07%	10,319	1.74%
B3: Kindred Spirit	2,373	1.53%	7,788	1.97%	12,897	2.18%
B4: Middle of the Road	0	0.00%	1,557	0.39%	1,970	0.33%
B5: White Collar Starts	1,624	1.05%	1,624	0.41%	1,624	0.27%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	448	0.29%	3,962	1.00%	6,284	1.06%
C2: Managing Business	5,388	3.48%	12,205	3.08%	16,461	2.78%
C3: Nest Builders	0	0.00%	1,092	0.28%	1,092	0.18%
C4: Gainfully Employed	1,814	1.17%	4,793	1.21%	5,999	1.01%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	776	0.50%	4,446	1.12%	7,018	1.19%
D2: Fall Years	1,167	0.75%	1,167	0.29%	2,000	0.34%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	4,095	2.64%	10,415	2.63%	18,746	3.17%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
E2: Wizards	10,060	6.50%	23,117	5.84%	31,132	5.26%
E3: Apprentices	6,044	3.90%	7,963	2.01%	11,370	1.92%
F1: Hard Act to Follow	4,666	3.01%	8,861	2.24%	12,145	2.05%
F2: SM Seeks SF	5,810	3.75%	11,685	2.95%	20,388	3.44%
F3: Solo Acts	5,301	3.42%	14,575	3.68%	18,149	3.07%
F4: Down But Not Out	1,351	0.87%	2,213	0.56%	3,218	0.54%
G1: Urban Moms/Dads	0	0.00%	14	0.00%	1,152	0.19%
G2: Apron Strings	0	0.00%	0	0.00%	0	0.00%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
H1: Educated Earners	611	0.39%	2,105	0.53%	4,482	0.76%
H2: Suburban Singles	2,135	1.38%	2,258	0.57%	2,733	0.46%
H3: Hard Hats/Hair Nets	192	0.12%	577	0.15%	1,812	0.31%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	1,586	0.40%	4,943	0.83%
I3: Couples with Capital	7,363	4.75%	17,529	4.43%	22,836	3.86%
I4: Kith and Kin	1,156	0.75%	1,156	0.29%	2,078	0.35%
I5: Sublime Suburbia	599	0.39%	3,518	0.89%	3,518	0.59%
J1: Stocks and Scholars	0	0.00%	3,804	0.96%	3,804	0.64%
J2: Marmalade & Money	0	0.00%	630	0.16%	630	0.11%
J3: Stately Suburbs	0	0.00%	0	0.00%	0	0.00%
K1: Country Villas	0	0.00%	0	0.00%	1,060	0.18%
K2: Pastoral Vistas	0	0.00%	621	0.16%	1,951	0.33%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	436	0.07%
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%	3,473	0.88%	8,947	1.51%
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	12,657	8.17%	28,510	7.20%	47,407	8.01%
M2: East Side	34,675	22.39%	81,593	20.61%	102,601	17.33%
M3: Upper East Side	7,369	4.76%	31,740	8.02%	35,699	6.03%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
M4: Lower East Side	3,321	2.14%	4,884	1.23%	6,398	1.08%
M5: Between Jobs	0	0.00%	0	0.00%	643	0.11%
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%	381	0.06%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	1,567	1.01%	6,462	1.63%	10,851	1.83%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	431	0.11%	431	0.07%
O4: Doublewides	4,008	2.59%	6,702	1.69%	8,164	1.38%
O5: Centurions	2,935	1.90%	8,699	2.20%	31,131	5.26%
O6: Legacy Years	2,393	1.55%	3,692	0.93%	6,361	1.07%
O7: Collegians	5,057	3.27%	7,688	1.94%	14,792	2.50%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$426,588	$6.62	$1,126,107	$7.06	$1,655,832	$7.19
Total Apparel and services	$2,202,083	$34.16	$5,768,689	$36.18	$8,443,988	$36.67
Cash contributions	$2,423,042	$37.59	$6,464,225	$40.55	$9,476,444	$41.15
Total Education	$1,394,067	$21.63	$3,767,445	$23.63	$5,577,477	$24.22
Total Entertainment	$3,332,158	$51.69	$8,770,916	$55.01	$12,855,245	$55.82
Total Food	$10,969,875	$170.17	$28,624,157	$179.54	$41,854,033	$181.74
Total Health care	$6,331,976	$98.22	$16,546,006	$103.78	$24,141,761	$104.83
Total Housing	$17,310,378	$268.52	$45,399,881	$284.76	$66,309,723	$287.93
Total Personal care products and services	$1,082,811	$16.80	$2,838,192	$17.80	$4,150,051	$18.02
Personal insurance	$569,979	$8.84	$1,510,146	$9.47	$2,211,239	$9.60
Total Reading	$85,697	$1.33	$226,619	$1.42	$329,906	$1.43
Total Tobacco products and smoking supplies	$430,963	$6.69	$1,102,125	$6.91	$1,595,481	$6.93
Total Transportation	$16,014,286	$248.42	$41,978,486	$263.30	$61,871,334	$268.66
Cash gifts	$680,839	$10.56	$1,804,784	$11.32	$2,633,931	$11.44

LandScape Descriptions (Trade Area 1 Only)

M2: Standing Tall

#N/A

M1: Black Gentry

#N/A

E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the $50,000s and $60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

M3: Still Standing

#N/A

I3: Couples with Capital

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of $70,000s and $80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

E3: Apprentices

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 overridingly 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

A6: Regents

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the $70,000s to $80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

C2: 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.

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F3: Solo Acts

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.

A5: Urban Squires

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the $70,000s and $80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

F1: Hard Act to Follow

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 predominantly 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.