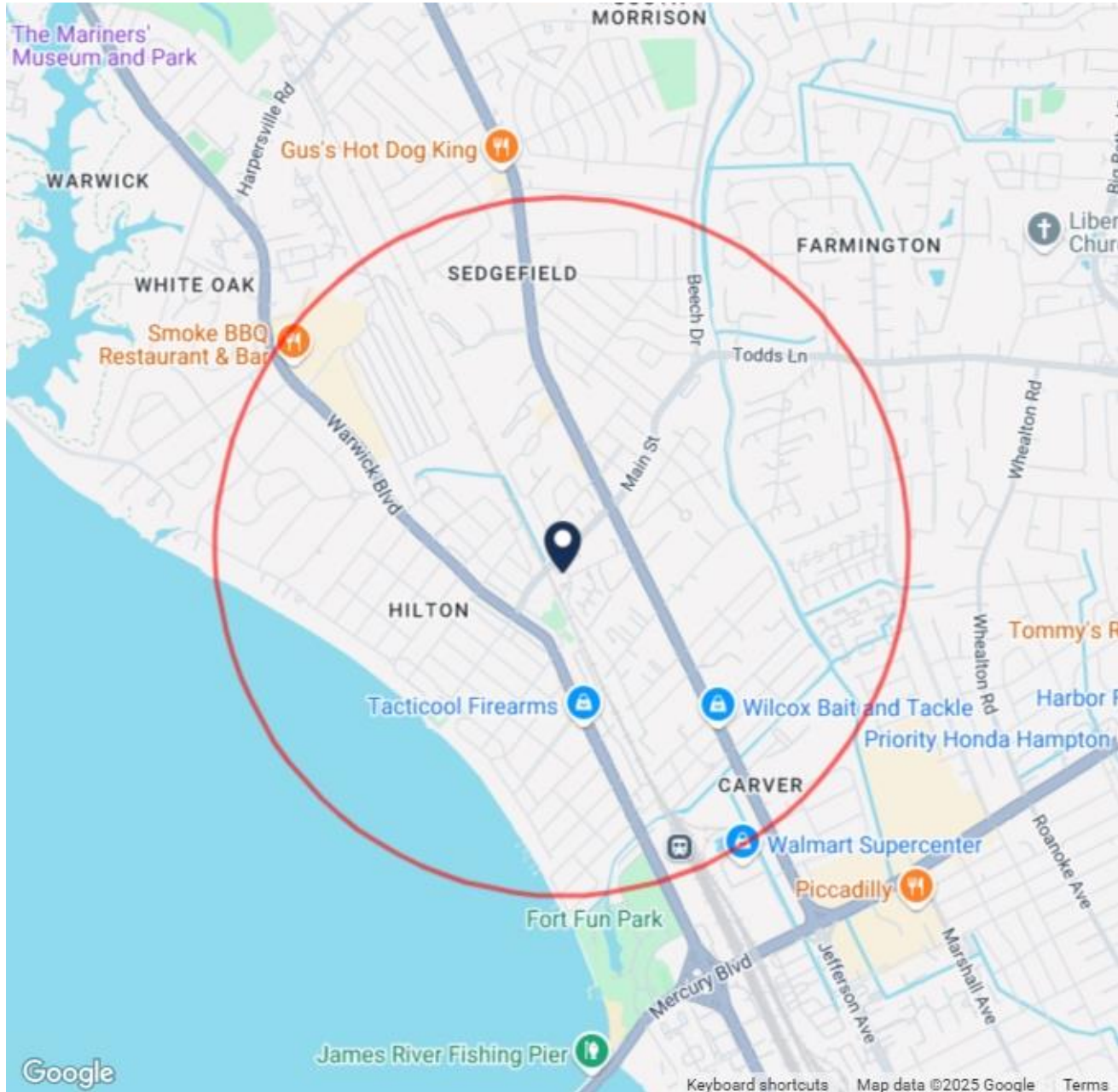


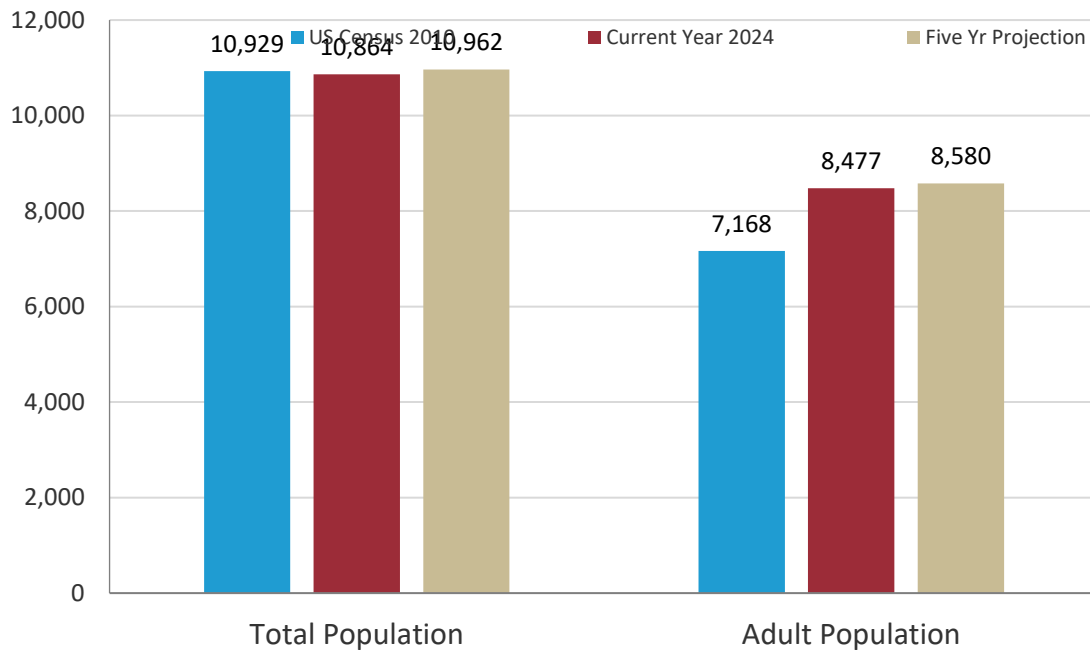
Demographics for 301-305 Main St, Newport News, Virginia, United States

Trade Area: 1 Mile

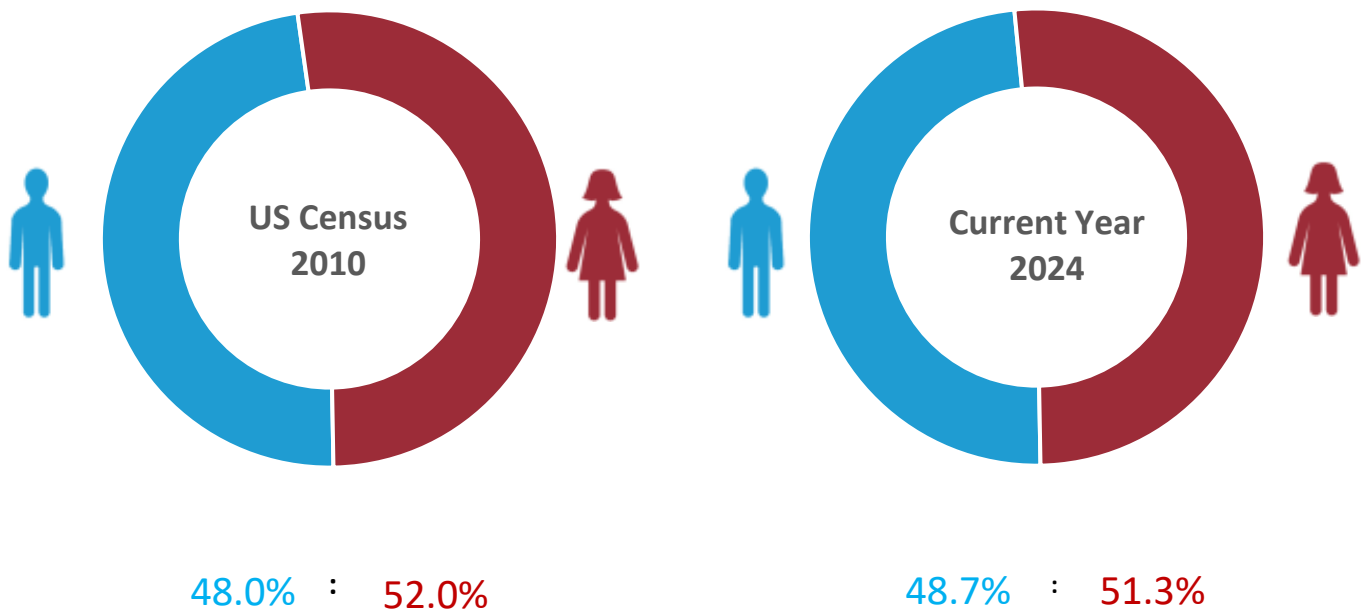


Population Charts

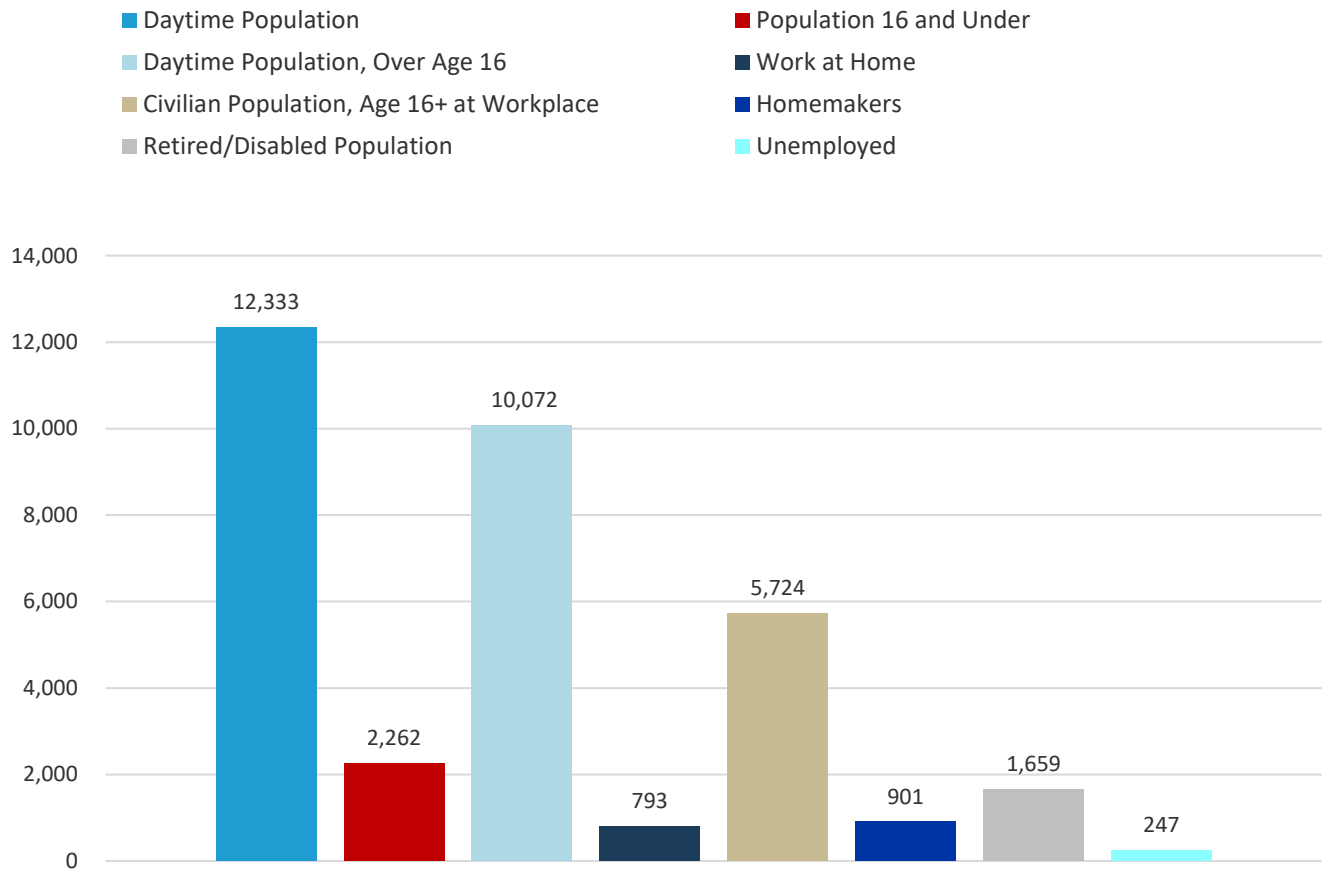
Population



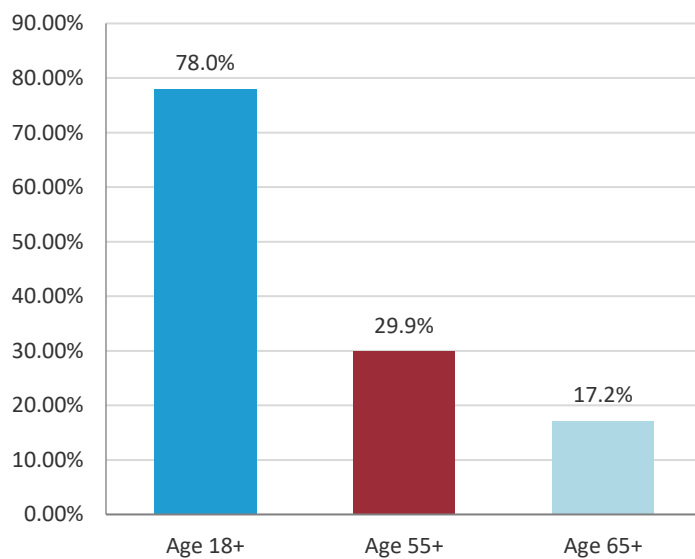
Female/Male Ratio



Daytime Population



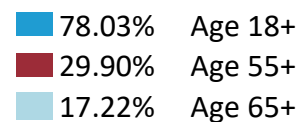
Age



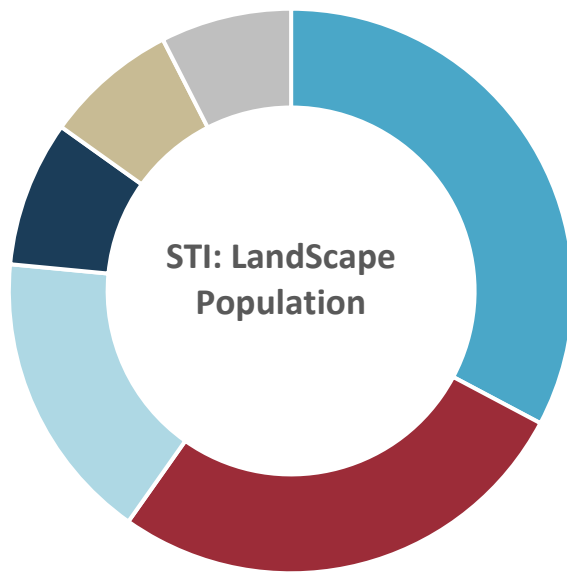
Median Age, Total

38.6

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 10.8% Standing Tall (M2)
- 8.9% Urban Squires (A5)
- 5.5% Still Standing (M3)
- 2.8% Solo Acts (F3)
- 2.5% Kindred Spirit (B3)
- 2.5% Regents (A6)

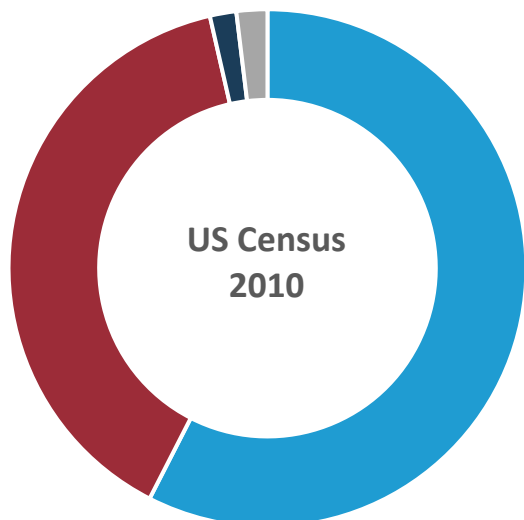
Other top segments:

- 2.4% Apron Strings (G2)
- 2.1% SM Seeks SF (F2)
- 0.0% Collegians (O7)
- 2.0% Hard Act to Follow (F1)
- 1.7% Pushing Through (M4)
- 1.2% Gainfully Employed (C4)

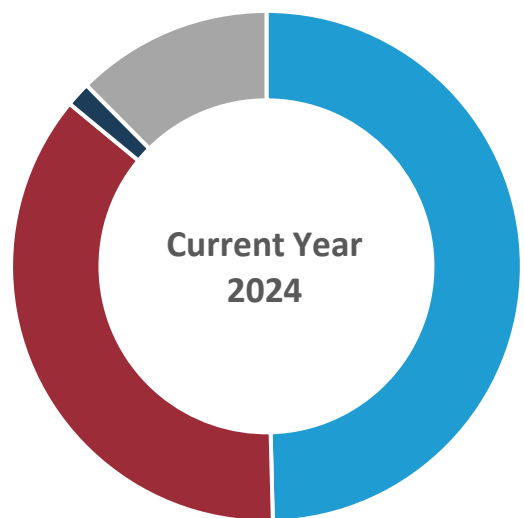
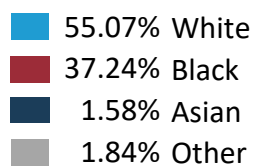
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Urban Squires (A5)	\$102K	42.6	Urban	0	White	Some Children	Bachelor's Plus	White Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	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
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White 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
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar

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

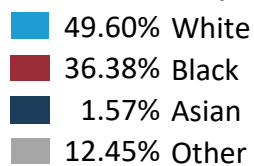
Ethnicity (Not Hispanic/Latino)



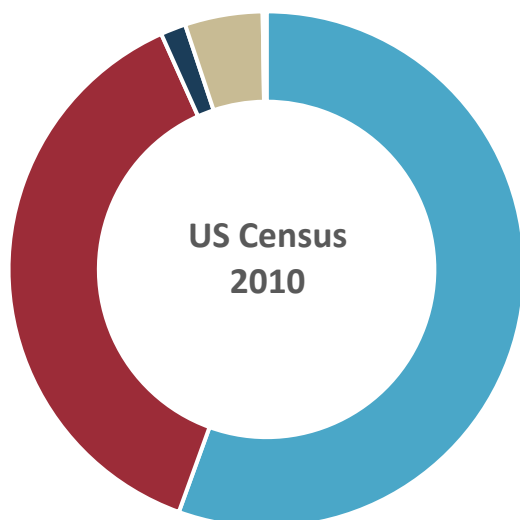
2010 US Census (Not Hispanic/Latino)



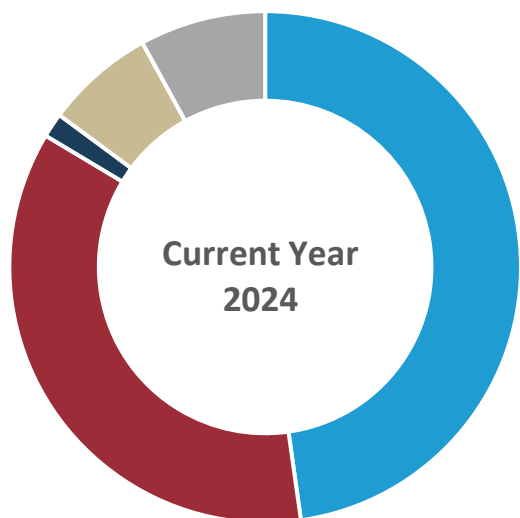
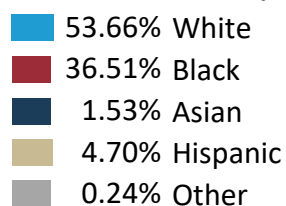
Current Year (Not Hispanic/Latino)



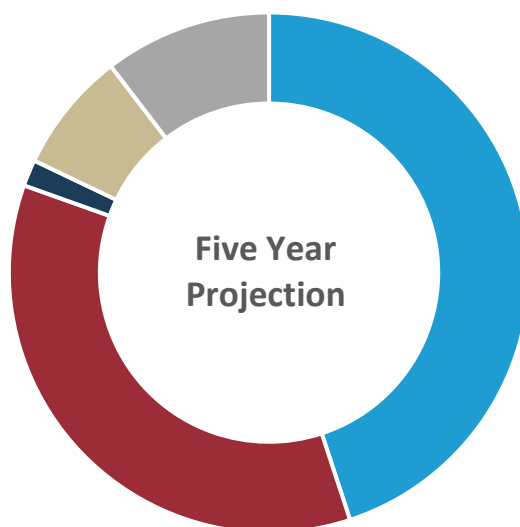
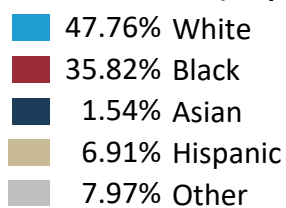
Ethnicity (Hispanic/Latino)



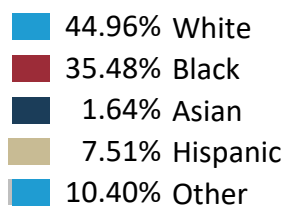
2010 US Census (Hispanic/Latino)



Current Year (Hispanic/Latino)



Five Year Projection (Hispanic/Latino)



Housing & Households

2.6

Land Area

4,625

Total Households



2,429

Owner-Occupied

5,023

Total Housing Units

4,667

Total Households

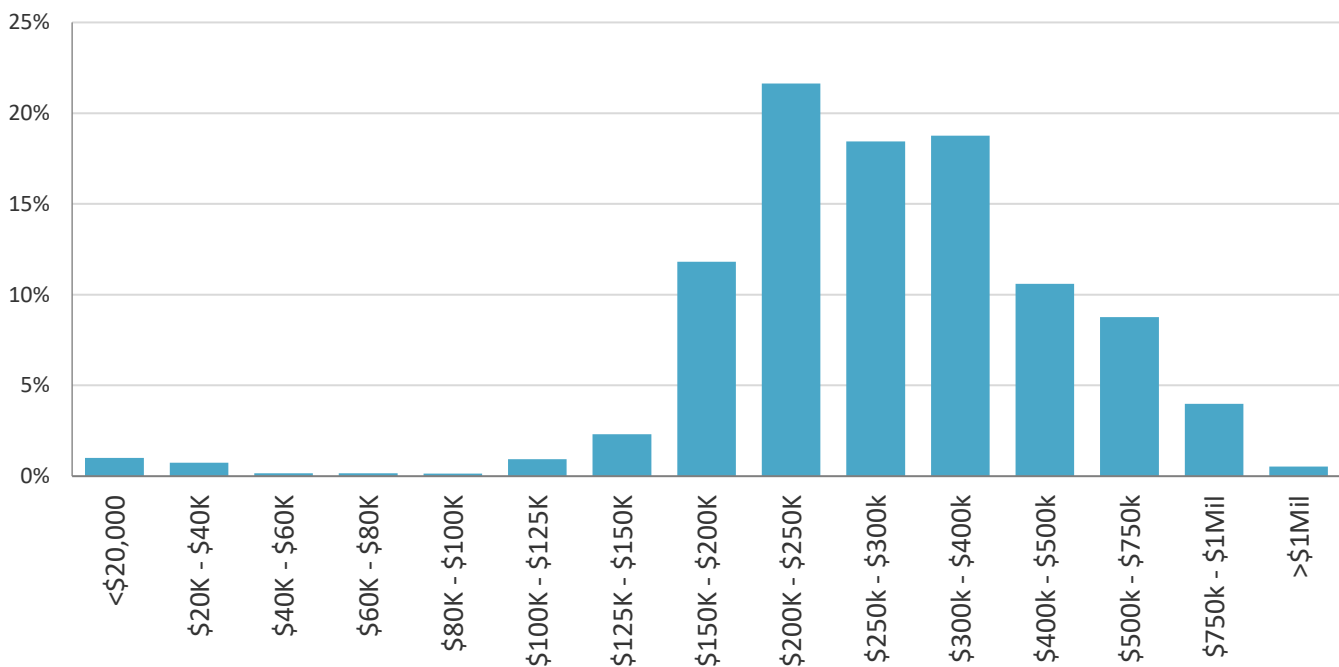
5 Year Projection



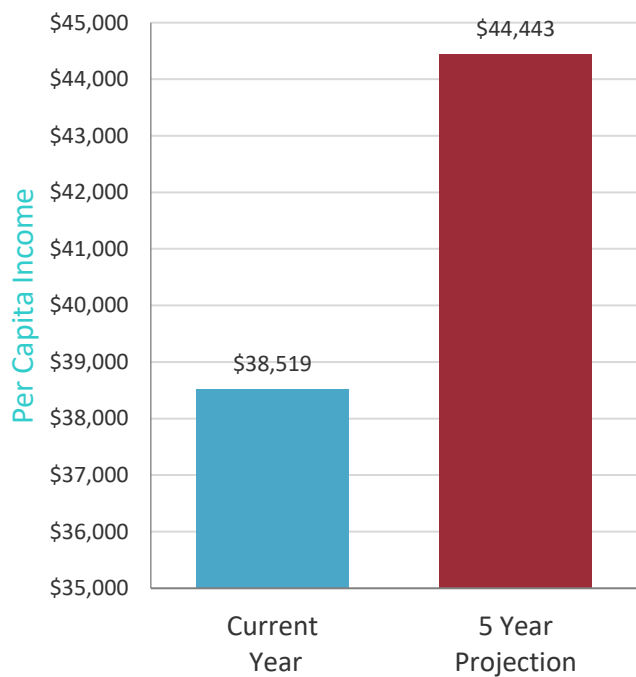
2,196

Renter-Occupied

Housing Value (Current Year)



Income

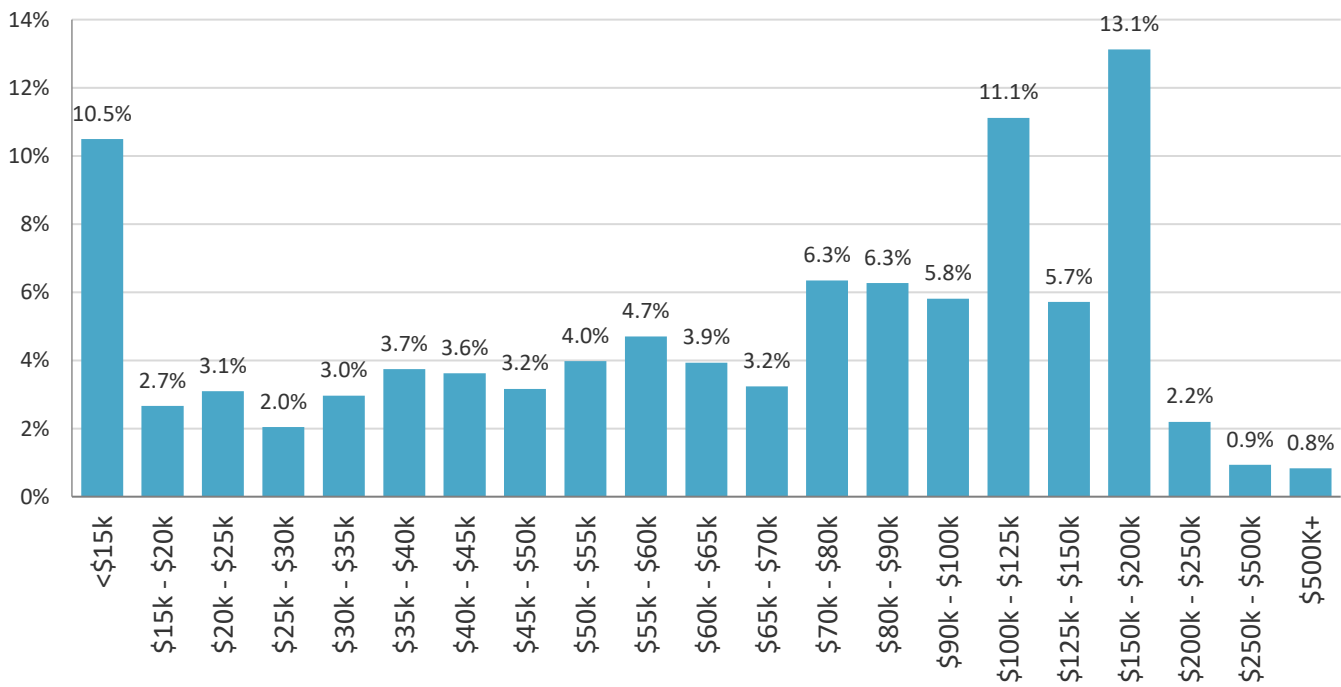


Average Household Income
\$90,481

Median Household Income
\$77,629

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



4,374

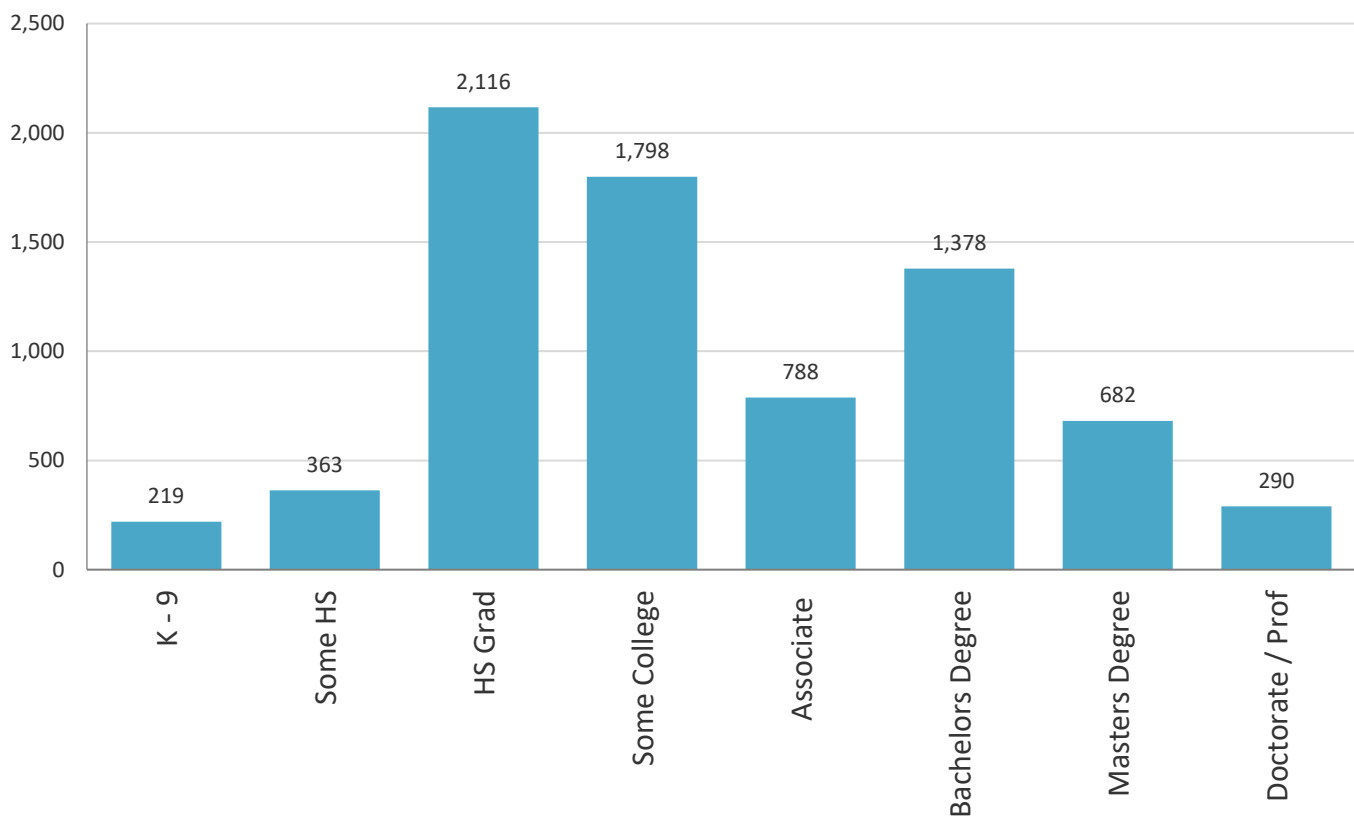
College undergraduate



1,255

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

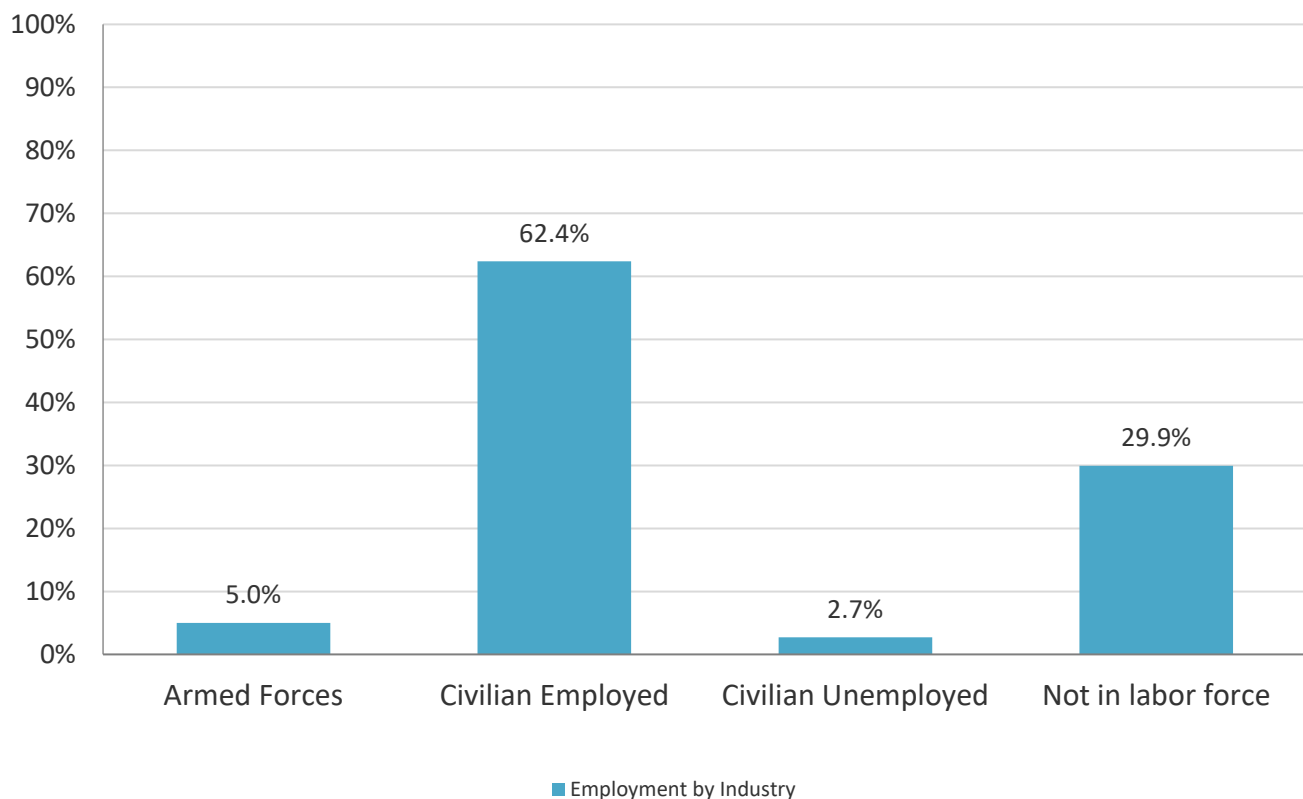
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



8,717

Current Year

Employment by Industry



Transportation to Work (Current Year)



5,454

Total Workers 16+



4,880

Car, Truck or Van



133

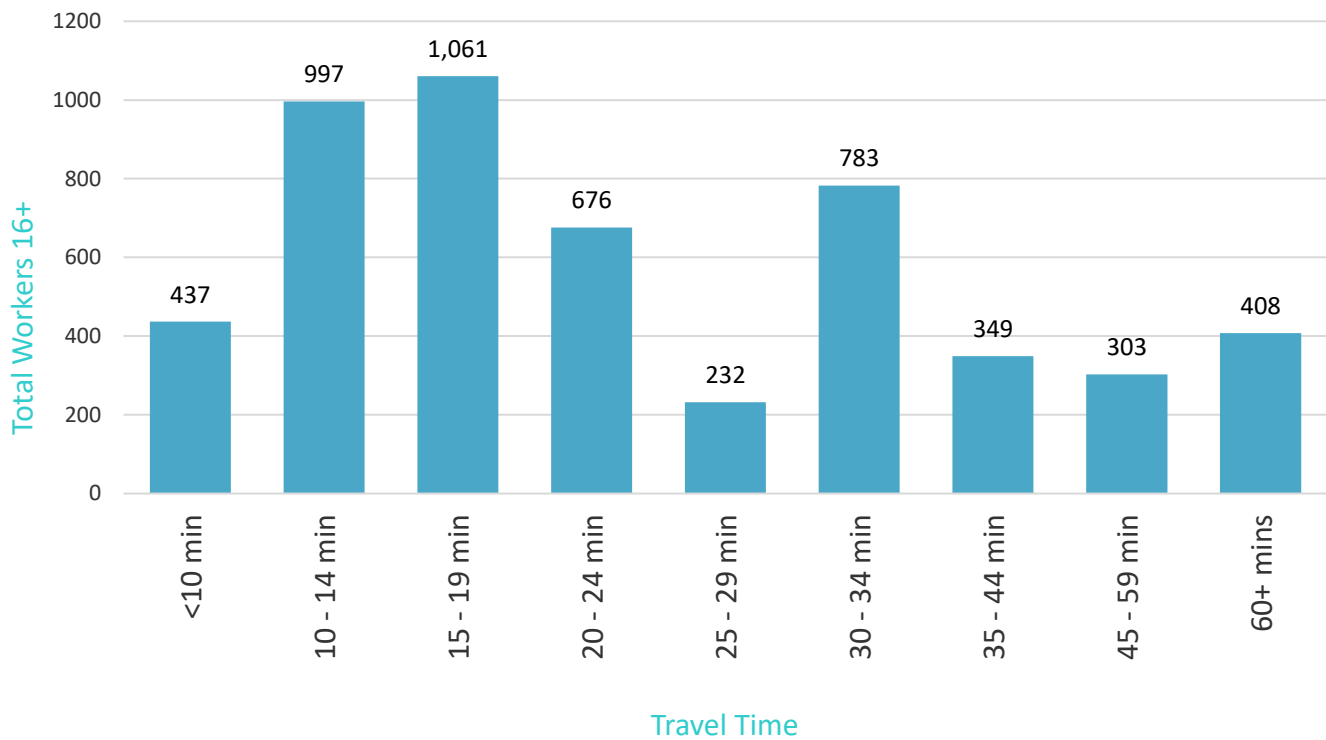
Public transport (not taxi)



210

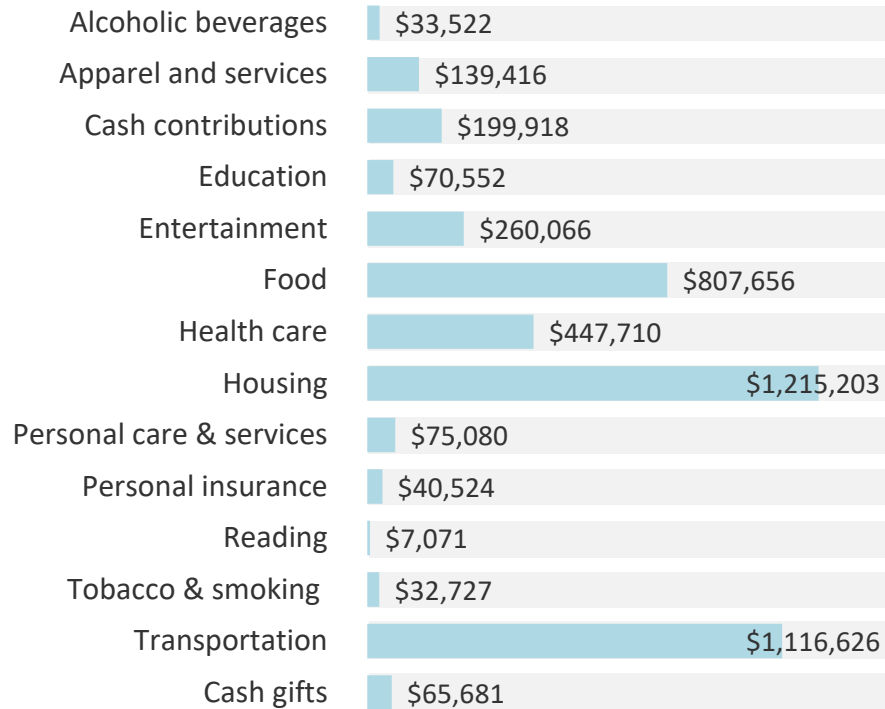
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

- | | |
|---|--|
| 1 Agriculture, Forestry, Fishing and Hunting | 12 Real Estate, Rental and Leasing |
| Mining, Quarrying, Oil and Gas Extraction | 15 Professional, Scientific, and Technical Services |
| Utilities | 1 Management of Companies and Enterprises |
| 9 Construction | 5 Administrative and Support Services |
| 5 Manufacturing | 10 Educational Services |
| 4 Wholesale Trade | 95 Health Care and Social Assistance |
| 52 Retail Trade | 7 Arts, Entertainment, and Recreation |
| 2 Transportation and Warehousing | 21 Accommodation and Food Services |
| 0 Information | 38 Other Services |
| 14 Finance and Insurance | 3 Public Administration |

Retail Sales Volume

Automotive Dealers	\$131,185,841
Other Motor Vehicle Dealers	\$15,095,304
Automotive Parts, Accessories, Tires	\$16,198,093
Furniture Stores	\$2,115,204
Home Furnishing Stores	\$1,402,824
Electronics and Appliance	\$1,236,183
Building Material, Supplies	\$10,002,825
Lawn and Garden Equipment	\$2,039,831
Grocery Stores	\$62,875,800
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$47,418,546
Gasoline Stations	\$5,240,482
Clothing Stores	\$8,510,870
Shoe Stores	\$733,049
Jewelry, Luggage, Leather Goods	\$6,724,588
Sporting Goods, Hobby, Musical Instrument	\$11,554,413
Book, Periodical, and Music	\$1,429,906
Department Stores	\$20,402,596
Other General Merchandise	\$16,333,435
Florists and Misc. Store Retailers	\$335,994
Office Supplies, Stationary, Gift	\$2,912,981
Used Merchandise Stores	\$3,355,761
Other Misc. Store Retailers	\$2,086,401
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$3,460,154
Full-Service Restaurants	\$26,768,740
Limited-Service Eating Places	\$40,593,704
Special Food Services	\$1,811,464
Bar/Drinking Places (Alcoholic Beverages)	\$0

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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.

Urban Squires (A5)

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.

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.

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.

Regents (A6)

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.

Apron Strings (G2)

Apron Strings & Hard Hats rank almost 50- percent- higher- than- the- national- average in single households. A slightly- above- average number of the predominately 30- year- old residents of this highly urban Struggling Alone category have never been married, but more often they are divorced or widowed: They measure 50- percent- higher- than- average in both circumstances. These singles have some children, creating neighborhoods with either single men or women raising children under 17 alone. In fact, the household compositions measure 75- percent- higher- than- average in single- parent families. Some of these residents have never been married, but over 50- percent- more- than- average are widowed or divorced. Apron Strings areas are below- average in education, measuring below- average on college and 50- percent- higher- than- average level of people without high- school degrees. This number correlates to their occupational categories, which are predominately in these areas: Those who have jobs work in blue- collar positions, with about a 50- percent- higher- than- average showing in healthcare, food preparation, building maintenance, production, and transportation. Incomes for this group are below or in the \$30,000s. Not surprisingly, they rely heavily on public assistance to make ends meet: Measuring at almost two- times- average in this area. Apron Strings' above- average number of 65- plus- year- olds are also pulling some income from social security. Overall, residents of Apron Strings & Hard Hats segments have their lives full just to keep it together.

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.

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.

Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years- old), except for one predominant distinction - they are home to the "blue- collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

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.