# COLDWELL BANKER COMMERCIAL
BROOKS REAL ESTATE

Demographics for 100 Oldwood St, Chesapeake, Virginia 23324, United States

Trade Area: 1 Mile
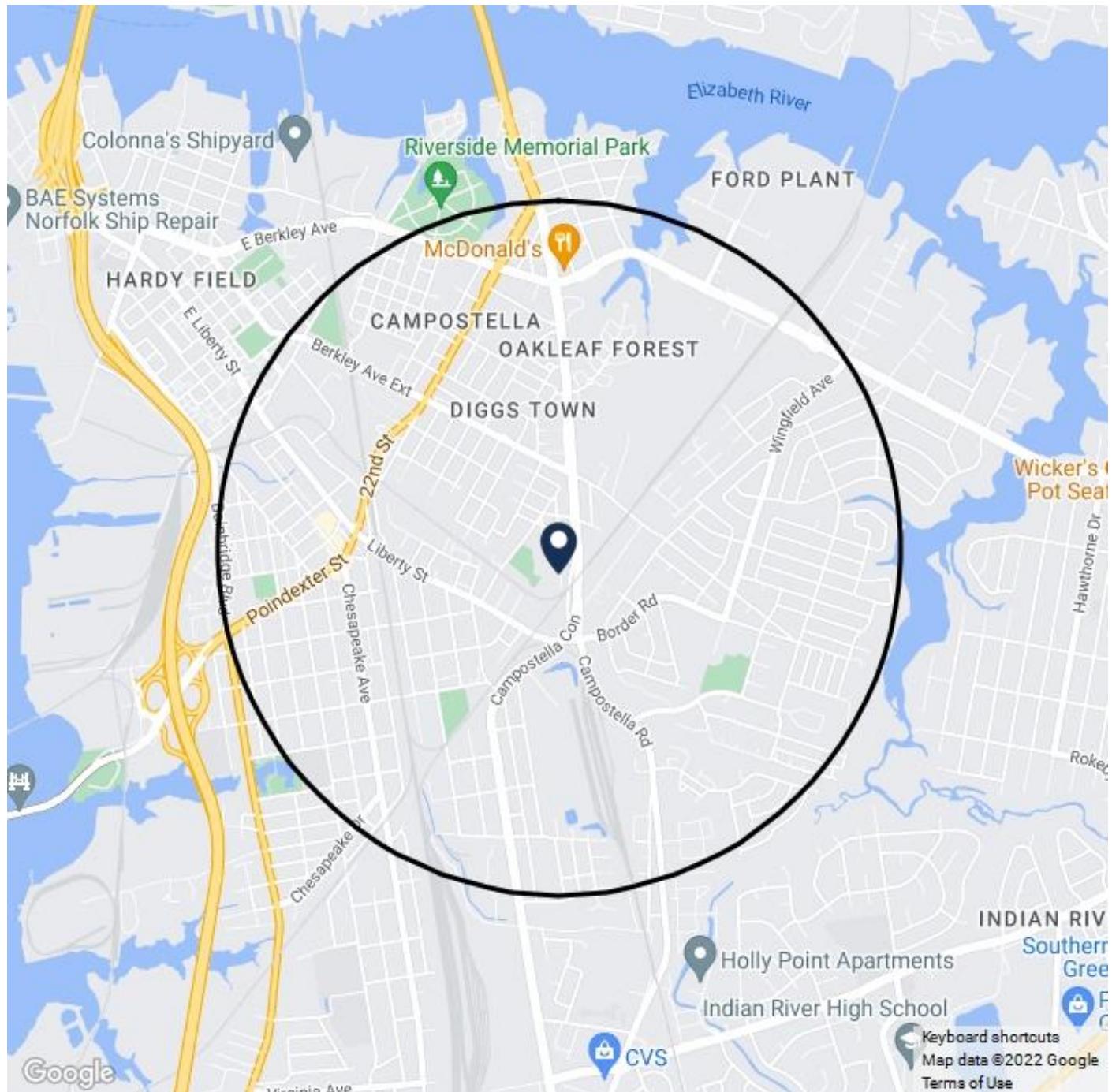
Population Charts

Population

## Female/Male Ratio

US Census 2010: 45.1% : 54.9%

Current Year 2022: 46.2% : 53.8%

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

Daytime Population: 14,186
Population 16 and Under: 4,634
Daytime Population, Over Age 16: 9,552
Work at Home: 566
Civilian Population, Age 16+ at Workplace: 8,227
Homemakers: 2,616
Retired/Disabled Population: 1,995
Unemployed: 433

Age

Age 18+: 71.8%
Age 55+: 22.2%
Age 65+: 11.7%

Median Age, Total

32.9

Age Demographics

- ■ 71.85%   Age 18+
- ■ 22.22%   Age 55+
- ■ 11.65%   Age 65+

Population STI: LandScape (Current Year)
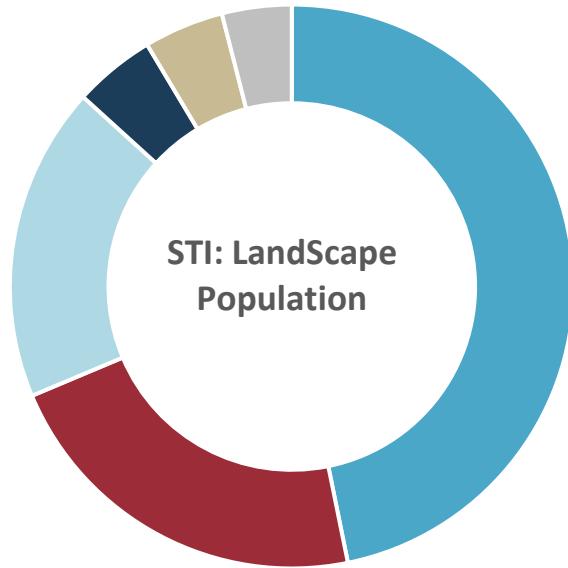
STI: LandScape Population

| 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
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/Trades	White Collar
Kindred Spirit (B3)	$58K	34.2	Urban	Married	White	Some Children	College/Trades	White Collar
Hard Act to Follow (F1)	$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White 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
Apron Strings (G2)	$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Social Whirls (C1)	$69K	41.3	Urban	Married	White	Some Children	High School Grad	White Collar
Strapped (C5)	$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue Collar
Between Jobs (M5)	$24K	35.4	Urban	Single	Black	Families	High School	Unemployed

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

Ethnicity (Not Hispanic/Latino)
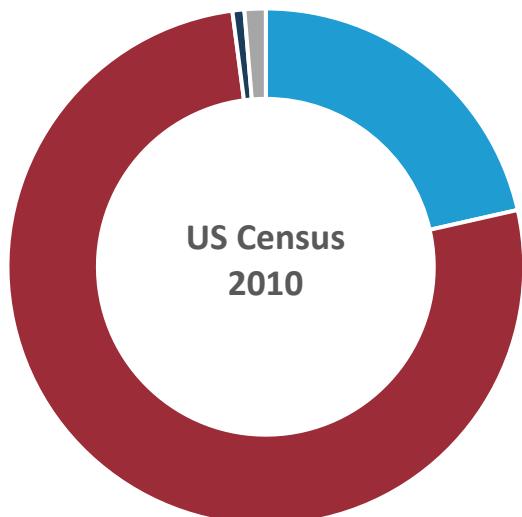
2010 US Census (Not Hispanic/Latino)
- 20.84% White
- 74.23% Black/African American
- 0.72% Asian
- 1.29% Other
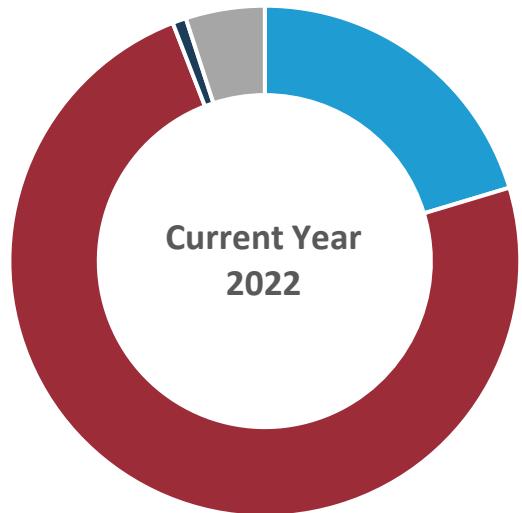
Current Year (Not Hispanic/Latino)
- 20.36% White
- 73.77% Black/African American
- 0.87% Asian
- 5.01% Other

Ethnicity (Hispanic/Latino)
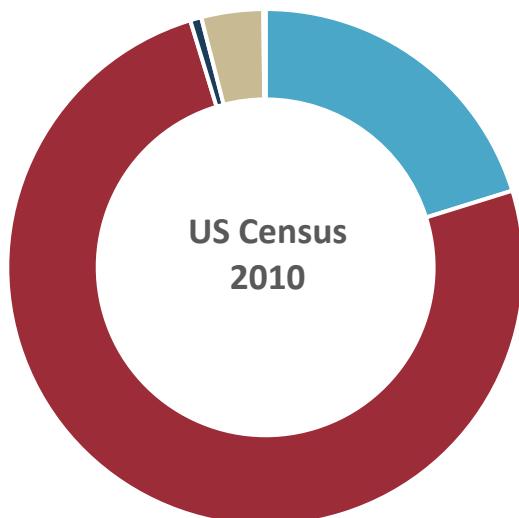
2010 US Census (Hispanic/Latino)
- 19.74% White
- 73.36% Black/African American
- 0.68% Asian
- 3.79% Hispanic
- 0.14% Other
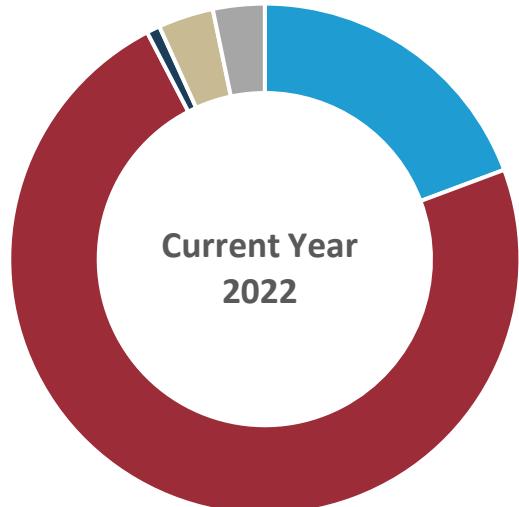
Current Year (Hispanic/Latino)
- 19.32% White
- 73.07% Black/African American
- 0.84% Asian
- 3.50% Hispanic
- 3.27% Other
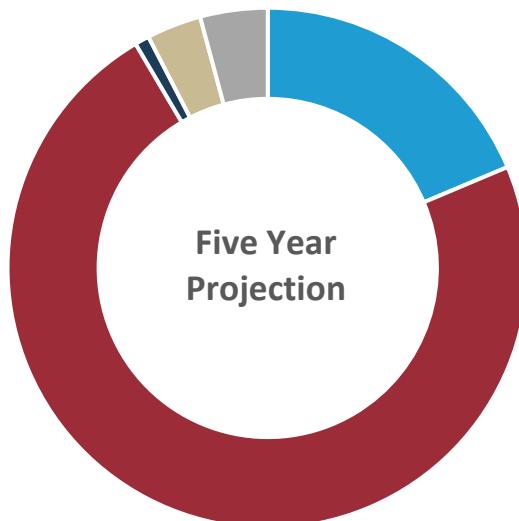
Five Year Projection (Hispanic/Latino)
- 18.66% White
- 72.86% Black/African American
- 0.89% Asian
- 3.40% Hispanic
- 4.19% Other

Housing & Households

3.1
Land Area

6,814
Total Housing Units

6,198
Total Households

6,226
Total Households

5 Year Projection

2,690
Owner-Occupied

3,508
Renter-Occupied
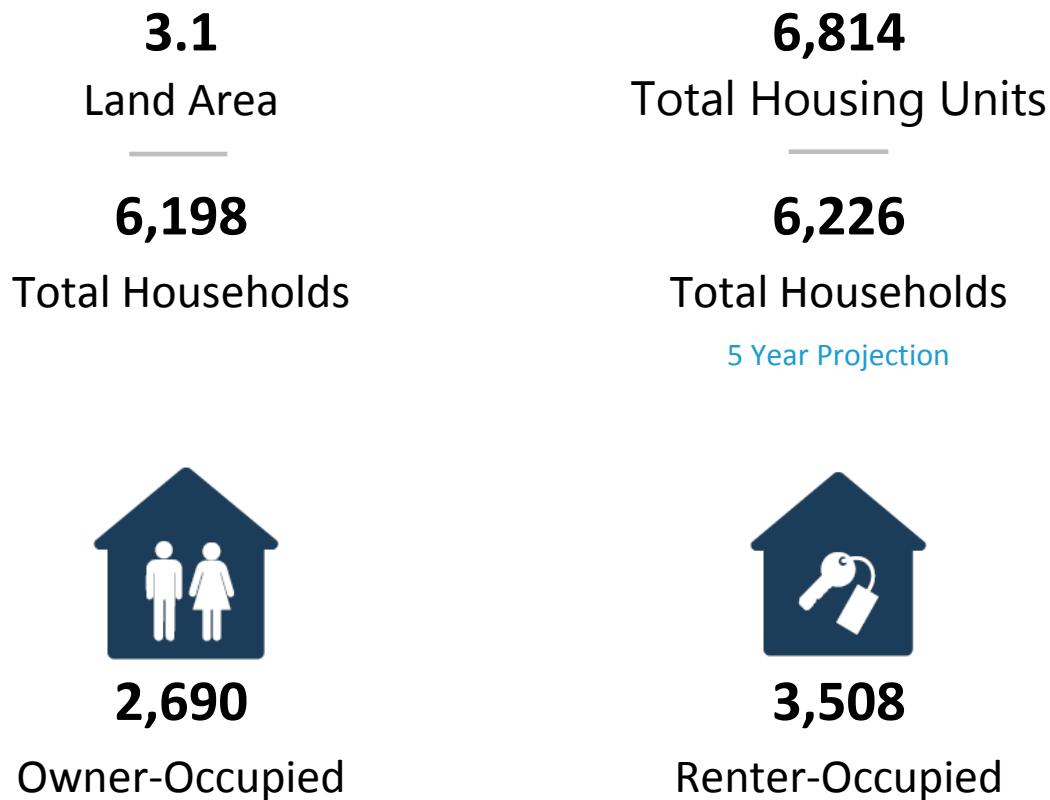
Housing Value (Current Year)

Income

Per Capita Income

Current Year: $19,664
5 Year Projection: $21,404
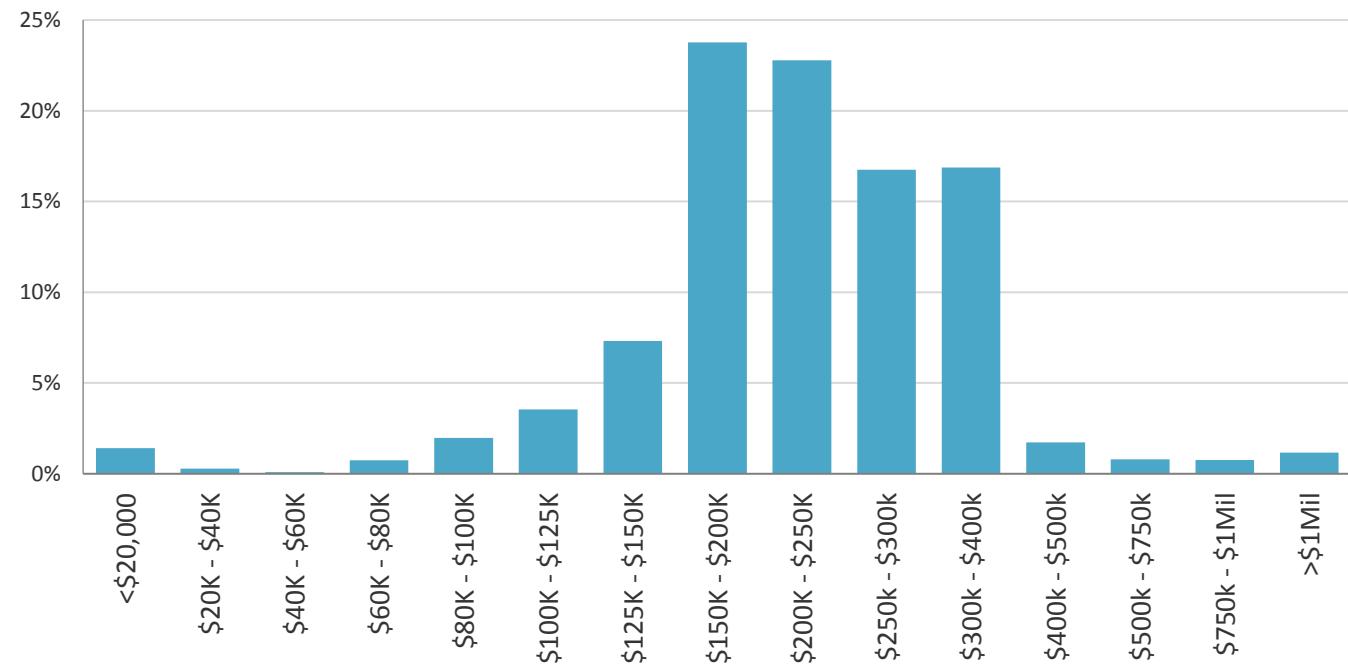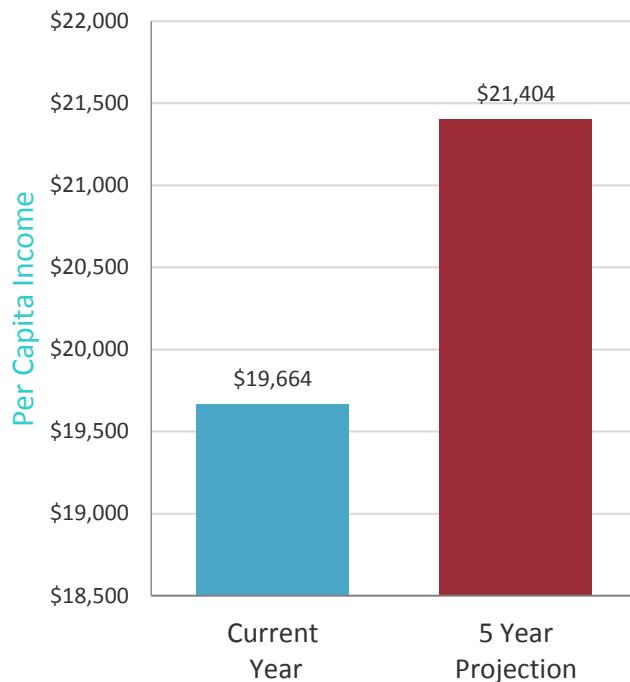
Average Household Income

$55,937

Median Household Income

$45,153

Based on Total Population

Households by Income (Current Year)

Income Range	Percentage
<$15k	14.7%
$15k - $20k	5.4%
$20k - $25k	4.2%
$25k - $30k	5.8%
$30k - $35k	10.3%
$35k - $40k	5.0%
$40k - $45k	4.1%
$45k - $50k	7.4%
$50k - $55k	3.8%
$55k - $60k	2.8%
$60k - $65k	4.1%
$65k - $70k	4.3%
$70k - $80k	6.4%
$80k - $90k	4.6%
$90k - $100k	3.8%
$100k - $125k	6.6%
$125k - $150k	1.9%
$150k - $200k	2.9%
$200k - $250k	1.1%
$250k - $500k	0.5%
$500k+	0.4%
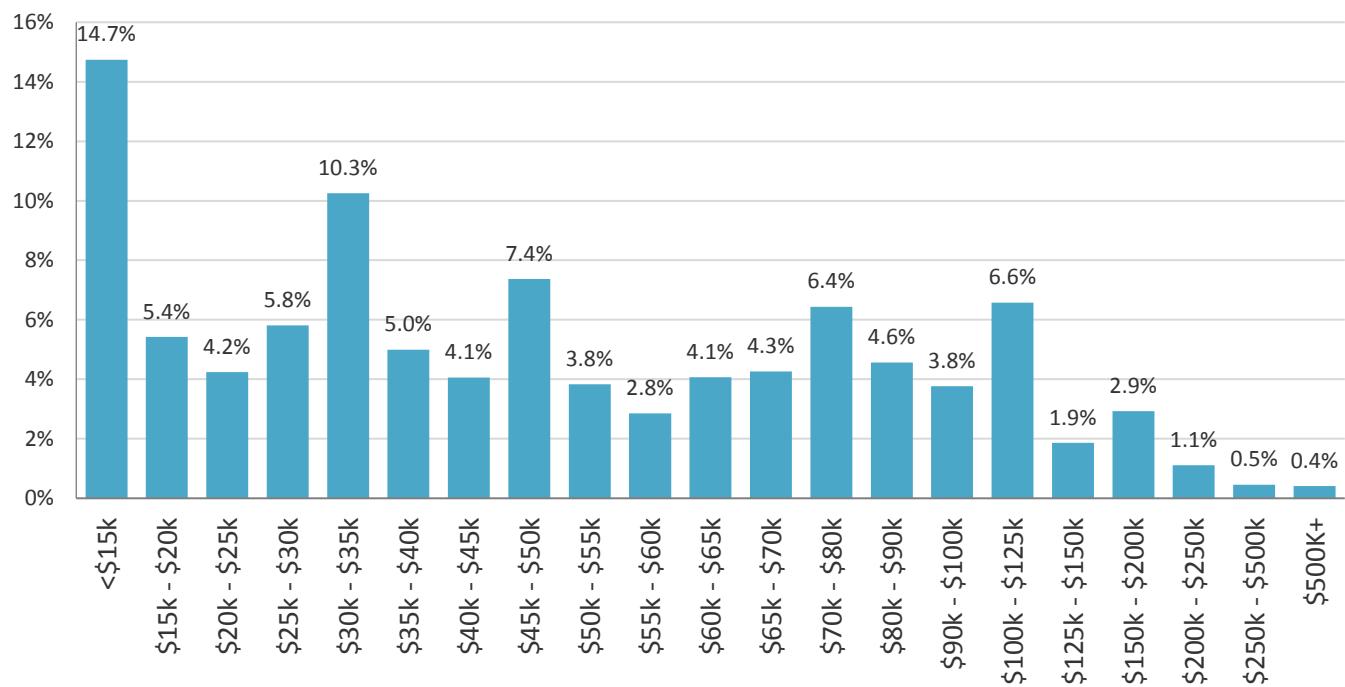
Education (Current Year)

Education

3,258

College undergraduate

700

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)

Bar chart values:
- K – 9: 339
- Some HS: 1,294
- HS Grad: 3,922
- Some College: 2,868
- Associate: 788
- Bachelors Degree: 922
- Masters Degree: 523
- Doctorate / Prof: 70
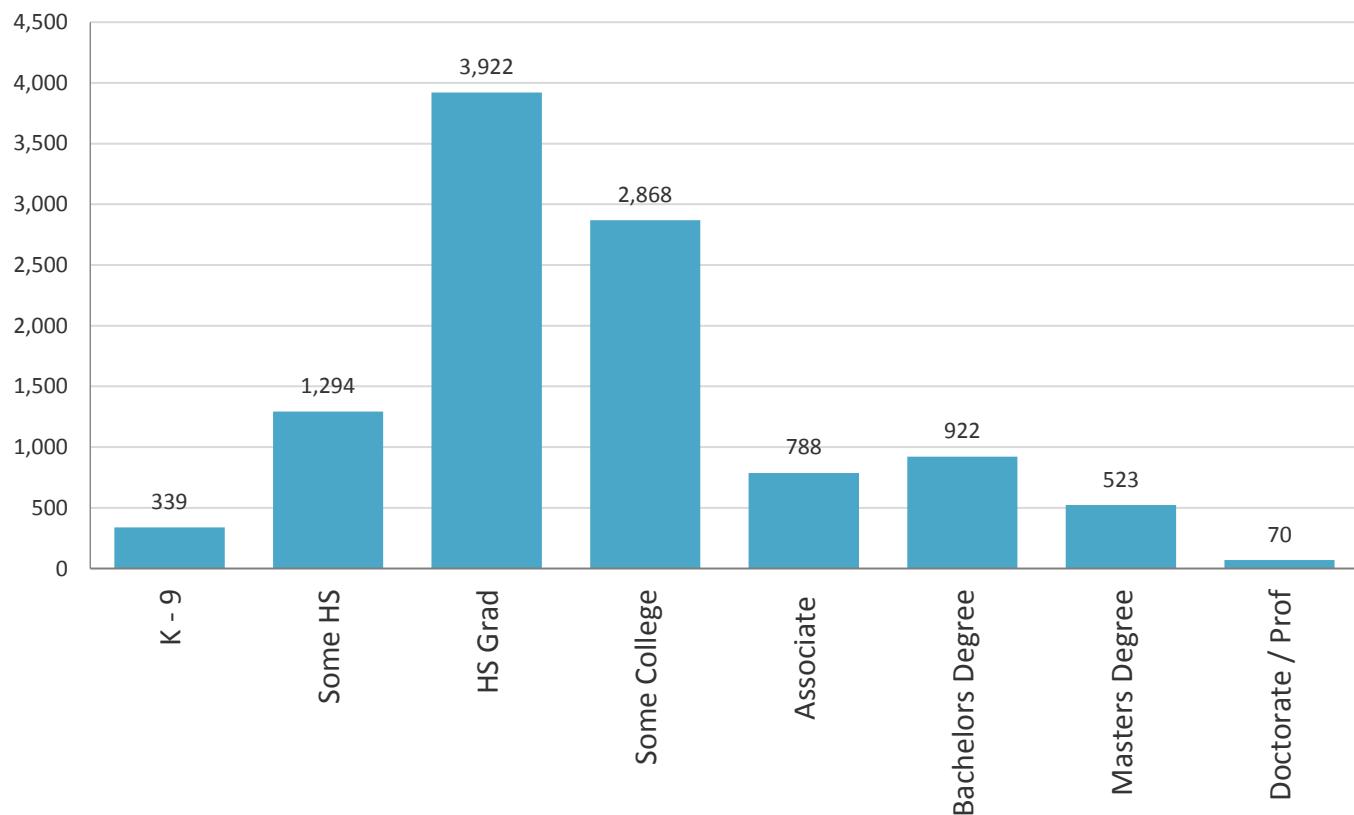
Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

13,331

Current Year

Employment by Industry

Bar chart values:
- Armed Forces: 1.6%
- Civilian Employed: 60.7%
- Civilian Unemployed: 3.2%
- Not in labor force: 34.5%

Legend: ■ Employment by Industry
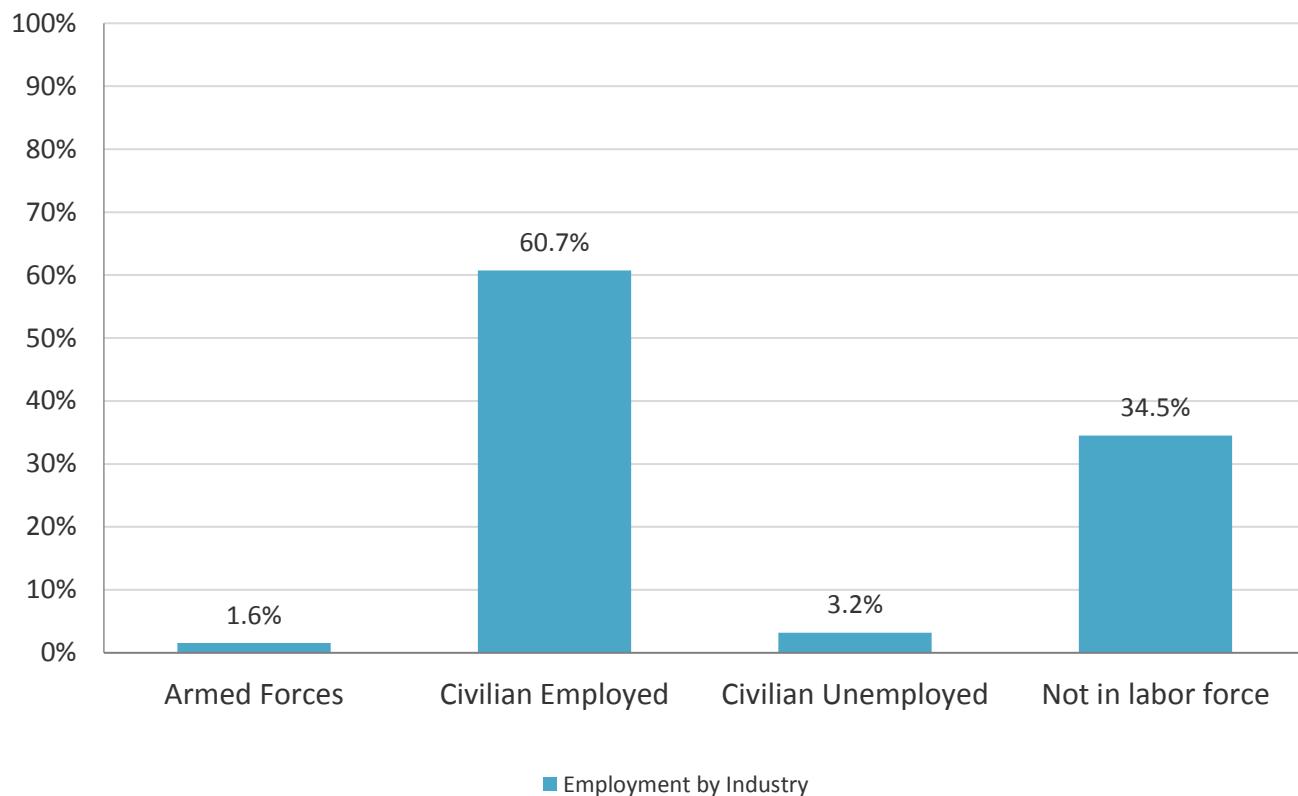
Transportation to Work (Current Year)
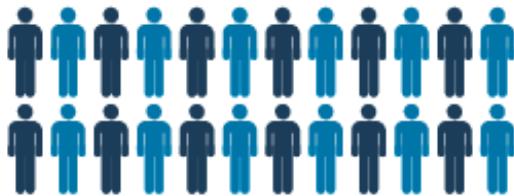
7,473
Total Workers 16+

6,308
Car, Truck or Van

457
Public transport (not taxi)

304
Worked at home

Travel Time to Work (Current Year)

Total Workers 16+

Travel Time	Total Workers 16+
<10 min	568
10 - 14 min	800
15 - 19 min	1,572
20 - 24 min	1,681
25 - 29 min	603
30 - 34 min	1,122
35 - 44 min	218
45 - 59 min	297
60+ mins	307

Travel Time

Consumer Expenditures (Current Year)

Consumer Expenditures

Category	Amount
Alcoholic beverages	$64,899
Apparel and services	$172,493
Cash contributions	$273,899
Education	$99,916
Entertainment	$336,814
Food	$1,038,466
Health care	$614,475
Housing	$1,607,713
Personal care & services	$90,368
Personal insurance	$55,423
Reading	$8,364
Tobacco & smoking	$50,189
Transportation	$1,323,086
Cash gifts	$75,831
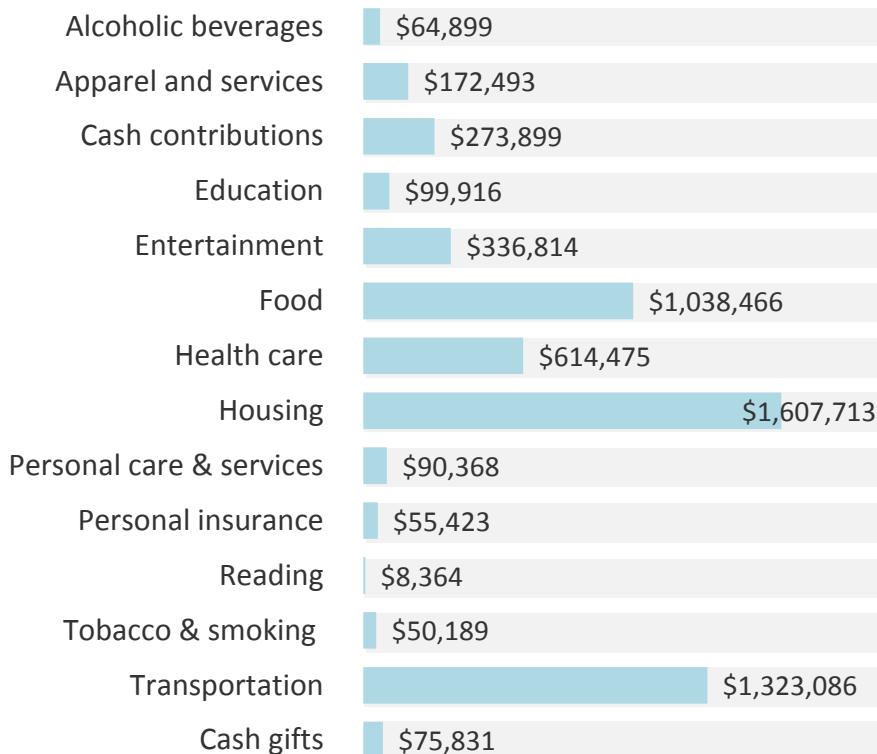
Business Summary by NAICS Code

0	Agriculture, Forestry, Fishing and Hunting	12	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	9	Professional, Scientific, and Technical Services
1	Utilities	1	Management of Companies and Enterprises
22	Construction	11	Administrative and Support Services
9	Manufacturing	9	Educational Services
5	Wholesale Trade	28	Health Care and Social Assistance
30	Retail Trade	2	Arts, Entertainment, and Recreation
11	Transportation and Warehousing	6	Accommodation and Food Services
6	Information	53	Other Services
5	Finance and Insurance	5	Public Administration

Retail Sales Volume
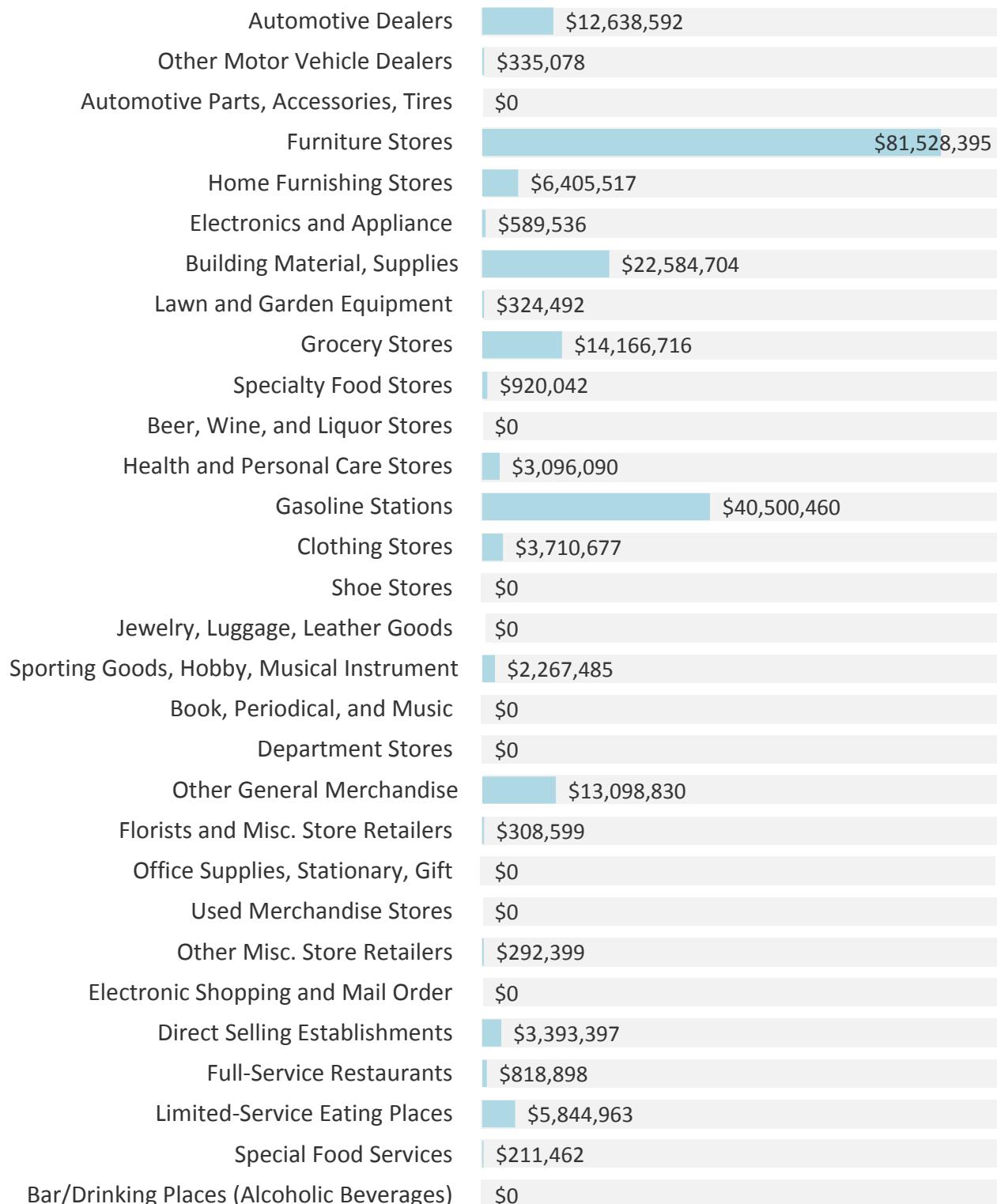
Category	Value
Automotive Dealers	$12,638,592
Other Motor Vehicle Dealers	$335,078
Automotive Parts, Accessories, Tires	$0
Furniture Stores	$81,528,395
Home Furnishing Stores	$6,405,517
Electronics and Appliance	$589,536
Building Material, Supplies	$22,584,704
Lawn and Garden Equipment	$324,492
Grocery Stores	$14,166,716
Specialty Food Stores	$920,042
Beer, Wine, and Liquor Stores	$0
Health and Personal Care Stores	$3,096,090
Gasoline Stations	$40,500,460
Clothing Stores	$3,710,677
Shoe Stores	$0
Jewelry, Luggage, Leather Goods	$0
Sporting Goods, Hobby, Musical Instrument	$2,267,485
Book, Periodical, and Music	$0
Department Stores	$0
Other General Merchandise	$13,098,830
Florists and Misc. Store Retailers	$308,599
Office Supplies, Stationary, Gift	$0
Used Merchandise Stores	$0
Other Misc. Store Retailers	$292,399
Electronic Shopping and Mail Order	$0
Direct Selling Establishments	$3,393,397
Full-Service Restaurants	$818,898
Limited-Service Eating Places	$5,844,963
Special Food Services	$211,462
Bar/Drinking Places (Alcoholic Beverages)	$0

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.

Pushing Through (M4)

Pushing Through segments are similar to segments in may 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.

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.

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.

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- coupledom. 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.

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.

Social Whirls (C1)

Enjoying their very comfortable $50,000 to $60,000 income range, the married- with- children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above- the- national- average income from interest/dividends. This is likely to help make the extra car payments for their teenagers and start college funds. Though their occupation categories span the range of typical middle- class white- collar jobs, they tip slightly above- average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.

Strapped (C5)

Strapped neighborhoods, which consist of 30- year- olds- with- kids and a smattering of retirees, are the financial strugglers of the Urban Cliff Dwellers category. One reason for their harder- row- to- hoe status may be their lower education level. They have a higher- than- average number of residents without high- school degrees. Plus, this group subsists on less than $30,000- a- year, which they earn from a combination of both wages and public assistance. The older residences are naturally already dipping into social security. They are the only segment in this category with statistically significant measurements in the blue- collar occupational category. Their occupations vary across the traditional blue- collar range, with a particularly large number in the production industries. Other common occupational industries are repair services, construction, grounds maintenance, food preparation, and healthcare support. Strapped residents' no- frills shopping strategy probably includes keeping a sharp eye out for sales on the basic necessities of life.

Between Jobs (M5)

Based on the demographic statistics of the highly urban Between Jobs segments, these neighborhoods may very well be the so- called "mean streets" across our nation that are frequently referenced in popular media. Two demographics, in particular, point to this possibility: age and marital status. Between Job neighborhoods are home to black residents in their 20s and low- 30s. However, these residents have a high propensity to be widows and widowers: nearly two- times- the- national- average number of males are widowers and nearly 50- percent- above- average of females are widows. Furthermore, between 50- and- 75- percent- above- average percentage never married. Overall, these facts make for predominantly single- parent communities, especially single- females. In fact, these areas rate a 50- percent- below- average level of married- couples. And while there are a 50- percent- higher- than- average level of single- males- with- children, there are nearly four- times- the- national- average number of single- females- with- children. Other statistics that speak to a hardscrabble life in Between Jobs areas are a two- times- the- average percent without high- school educations, incomes in the low- $30,000s or less, a well above- the- national- average number of children. It all adds up to markets with one of the highest levels of public- assistance income: three- to- four- times- the- national- average. Of the residents who are employed, these occupations dominate this segments: over three- times- average in healthcare support; over two- times- average in building maintenance; nearly two- times- average in protective services; and 50- percent- above- average in food preparation and personal care services.