Criteria Used for Analysis

<table>
<thead>
<tr>
<th>Income</th>
<th>Age</th>
<th>Population Stats</th>
<th>Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income $31,289</td>
<td>Median Age 33.9</td>
<td>Total Population 24,039</td>
<td>1st Dominant Segment: City Commons</td>
</tr>
</tbody>
</table>

Consumer Segmentation

**Life Mode**
- **What are the people like that live in this area?**
  - **Midtown Singles**: Millennials on the move; single, diverse and urban
  - **Urbanization**: Where do people like this usually live?
  - **Metro Cities**: Affordable city life, including smaller metros, satellite cities

**Top Tapestry Segments**

<table>
<thead>
<tr>
<th>% of Households</th>
<th>City Commons</th>
<th>Family Foundations</th>
<th>Modest Income Homes</th>
<th>Old and Newcomers</th>
<th>Social Security Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,684 (29.6%)</td>
<td>2,651 (29.2%)</td>
<td>1,765 (19.5%)</td>
<td>738 (8.1%)</td>
<td>681 (7.5%)</td>
<td></td>
</tr>
<tr>
<td>2,684 (3.7%)</td>
<td>3,030 (4.2%)</td>
<td>1,765 (2.4%)</td>
<td>2,515 (3.5%)</td>
<td>681 (0.9%)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lifestyle Group</th>
<th>Urbanization Group</th>
<th>Residence Type</th>
<th>Household Type</th>
<th>Average Household Size</th>
<th>Median Age</th>
<th>Diversity Index</th>
<th>Median Household Income</th>
<th>Median Net Worth</th>
<th>Median Home Value</th>
<th>Homeownership</th>
<th>Average Monthly Rent</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midtown Singles</td>
<td>Hometown</td>
<td>Multi-Unit Rentals</td>
<td>Single Family</td>
<td>2.66</td>
<td>27.6</td>
<td>49.5</td>
<td>$17,000</td>
<td>$10,000</td>
<td>$122,000</td>
<td>24.1%</td>
<td>$650</td>
<td>Services, Administration or Professional</td>
</tr>
<tr>
<td>Urban Periphery</td>
<td>Urban Periphery</td>
<td>Single Family</td>
<td>Singles</td>
<td>2.7</td>
<td>38.8</td>
<td>43</td>
<td>$40,000</td>
<td>$53,000</td>
<td>$112,000</td>
<td>67%</td>
<td></td>
<td>Services, Professional or Administration</td>
</tr>
<tr>
<td>Single Family</td>
<td>Singles</td>
<td>Singles</td>
<td>Singles</td>
<td>2.56</td>
<td>36.1</td>
<td>33.3</td>
<td>$22,000</td>
<td>$13,000</td>
<td>$23,000</td>
<td>46.3%</td>
<td>$720</td>
<td>Services or Administration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Preferred Activities</th>
<th>Financial</th>
<th>Media</th>
<th>Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduate</td>
<td>Shop warehouse, discount, Buy baby/children’s products</td>
<td>Own private health care policy</td>
<td>Listen to urban radio</td>
<td>Take public transportation</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>Shop at T.J. Maxx, Sam’s Club. Go online for games, entertainment.</td>
<td>Draw Social Security</td>
<td>Subscribe to premium cable TV</td>
<td>Drive 1-2 vehicles</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>Shop at low-cost retailers, warehouse clubs. Play basketball.</td>
<td>Pay bills in person</td>
<td>Watch BET, listen to gospel, R&amp;B radio</td>
<td>Take public transportation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College Degree</th>
<th>Preferred Activities</th>
<th>Financial</th>
<th>Media</th>
<th>Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy frozen, convenience foods. Support environmental organizations</td>
<td>Prefer to cook, eat at home. Play bingo.</td>
<td>Bank online or in person</td>
<td>Watch movies at home</td>
<td>Subscribe to basic cable TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pay bills in person</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Social Security Set**

- Singles: 2.11
- Nursing Home: 1.72
- 46.4% $550
- Professional or Services
- Retired, Services or Professional

**Social Security Set**

- Senior Styles
- Metro Cities
- Multi-Unit Rentals
- Multi-Unit Rentals
- Multi-Unit Rentals
About this segment
City Commons

This is the
#1
dominant segment
for this area

In this area
29.6%
of households fall
into this segment

In the United States
0.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are
The City Commons segment is one of the youngest and largest markets, primarily comprising single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that hasn't dampened their aspiration to strive for the best for themselves and their children.

Our Neighborhood
- Single parents, primarily female, and singles head these young households.
- Average household size is slightly higher than the U.S. average at 2.66.
- City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960, with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation or taxis.

Socioeconomic Traits
- Although some have college degrees, nearly one in three have not graduated from high school.
- Unemployment is very high at 24%; labor force participation is low at 64%.
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security and public assistance.
- Consumers endeavor to keep up with the latest fashion trends.
- Most families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile
- Baby and children's products, like food and clothing, are the primary purchases.
- They shop primarily at warehouse clubs like Sam's Club and discount department stores such as Kmart.
- While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid.
- They subscribe to cable TV; children-oriented programs are popular, as are game shows and home shopping channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal and parenthood types of magazines.
- They enjoy listening to urban radio.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
About this segment

Family Foundations

This is the #2 dominant segment for this area
In this area 29.2% of households fall into this segment
In the United States 1.0% of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Family and faith are the cornerstones of life in the Family Foundations communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable; little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

Our Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.70.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- Two-thirds of homeowners live in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

Socioeconomic Traits

- More than half have attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 15%; labor force participation rate is slightly lower at 60% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits, more than a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents.
- They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television; subscribe to premium cable channels and own 3-4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms and online gaming.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
About this segment
Modest Income Homes

This is the #3 dominant segment for this area

In this area 19.5% of households fall into this segment

In the United States 1.3% of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the U.S. average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the U.S. rate.
- Income is less than half of the U.S. median income; one in three households are in poverty, dependent on Social Security, public assistance and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families, they are often primary caregivers for elderly family members. On average, Modest Income Homes residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
About this segment
Old and Newcomers

This is the
#4
of households fall
In this area
8.1%
into this segment
In the United States,
2.3%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are
The Old and Newcomers market features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood
- Metropolitan city dwellers
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits
- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile
- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
About this segment
Social Security Set

This is the #5 dominant segment for this area
In this area 7.5% of households fall into this segment
In the United States 0.8% of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are
Social Security Set is an older market located in metropolitan cities across the country. More than one-third of householders here are age 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers and public transportation.

Our Neighborhood
- Most residents live alone in this older market; 19% of householders are aged 75 and older; another 17% are 66 to 74 years old.
- Multi-unit rental properties with affordable rents are predominant.
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits
- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by at least half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile
- With limited resources, spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries and game shows are popular. Activities outside the home are also limited, but bingo at the local community center is a favorite. When the TV is on, residents aren’t picky about the radio station, but do enjoy the companionship.
- Roku/earphone consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don’t have a checking account, although one in three maintain a savings account for their small savings.
- Technology is a bear for these consumers. They steer away from cell phones, computers and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don’t eat out often, but KFC and McDonald’s are their restaurants of choice.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.
Newport News, VA 23607: Population Comparison

Total Population
This chart shows the total population in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>2018</th>
<th>2023 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>326,261,672</td>
<td>342,157,404</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>8,566,397</td>
<td>8,926,740</td>
<td></td>
</tr>
<tr>
<td></td>
<td>24,025</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Population Density
This chart shows the number of people per square mile in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>2018</th>
<th>2023 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>90.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>210.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,653.9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Population Change Since 2010
This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>2018</th>
<th>2023 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>6.80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>4.22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7.07%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Daytime Population
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>356,454,716</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>8,424,715</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Daytime Population Density

This chart shows the number of people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esi, 2018
Update Frequency: Annually

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esi, 2018
Update Frequency: Annually

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esi, 2018
Update Frequency: Annually

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esi, 2018
Update Frequency: Annually
Newport News, VA 23607: Age Comparison

Median Age
This chart shows the median age in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2018</th>
<th>2023 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>23607</td>
<td>33.9</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>38.7</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>38.5</td>
<td></td>
</tr>
</tbody>
</table>

Population by Age
This chart breaks down the population of an area by age group.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2018</th>
<th>2023 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>15.4%</td>
<td></td>
</tr>
<tr>
<td>Tweens</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>Teens</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>20s</td>
<td>15.4%</td>
<td></td>
</tr>
<tr>
<td>30s</td>
<td>11.7%</td>
<td></td>
</tr>
<tr>
<td>40s</td>
<td>10.8%</td>
<td></td>
</tr>
<tr>
<td>50s</td>
<td>12.8%</td>
<td></td>
</tr>
<tr>
<td>60s</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>70s</td>
<td>6.1%</td>
<td></td>
</tr>
<tr>
<td>Over 80</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>
Newport News, VA 23607: Marital Status Comparison

Married / Unmarried Adults Ratio

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>70.3%</td>
<td>51.7%</td>
<td>49.3%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>29.7%</td>
<td>48.3%</td>
<td>50.7%</td>
</tr>
</tbody>
</table>

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Earl, 2018
Update Frequency: Annually

Married

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>29.7%</td>
<td>51.7%</td>
<td>49.3%</td>
</tr>
</tbody>
</table>

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Earl, 2018
Update Frequency: Annually

Never Married

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>51.5%</td>
<td>32.7%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Earl, 2018
Update Frequency: Annually

Widowed

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>5.8%</td>
<td>5.5%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Earl, 2018
Update Frequency: Annually

Divorced

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>13.0%</td>
<td>10.1%</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Earl, 2018
Update Frequency: Annually
# Newport News, VA 23607: Economic Comparison

## Average Household Income

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$42,017</td>
<td>$86,244</td>
<td>$63,655</td>
</tr>
<tr>
<td>2023 (Projected)</td>
<td>$48,303</td>
<td>$95,874</td>
<td>$94,551</td>
</tr>
</tbody>
</table>

*This chart shows the average household income in an area, compared with other geographies.*  
*Data Source: U.S. Census American Community Survey via Eri, 2018*  
*Update Frequency: Annually*

## Median Household Income

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$31,289</td>
<td>$68,682</td>
<td>$65,060</td>
</tr>
<tr>
<td>2023 (Projected)</td>
<td>$34,404</td>
<td>$76,899</td>
<td>$66,874</td>
</tr>
</tbody>
</table>

*This chart shows the median household income in an area, compared with other geographies.*  
*Data Source: U.S. Census American Community Survey via Eri, 2018*  
*Update Frequency: Annually*

## Per Capita Income

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$16,743</td>
<td>$37,093</td>
<td>$31,928</td>
</tr>
<tr>
<td>2023 (Projected)</td>
<td>$18,146</td>
<td>$42,799</td>
<td>$33,564</td>
</tr>
</tbody>
</table>

*This chart shows per capita income in an area, compared with other geographies.*  
*Data Source: U.S. Census American Community Survey via Eri, 2018*  
*Update Frequency: Annually*

## Average Disposable Income

<table>
<thead>
<tr>
<th></th>
<th>23607</th>
<th>Virginia</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$34,889</td>
<td>$71,602</td>
<td>$63,237</td>
</tr>
</tbody>
</table>

*This chart shows the average disposable income in an area, compared with other geographies.*  
*Data Source: U.S. Census American Community Survey via Eri, 2018*  
*Update Frequency: Annually*
Unemployment Rate
This chart shows the unemployment trend in an area, compared with other geographies.
Data Source: Bureau of Labor Statistics via 3DL
Update Frequency: Monthly

Employment Count by Industry
This chart shows industries in an area and the number of people employed in each category.
Data Source: Bureau of Labor Statistics via Esri, 2018
Update Frequency: Annually

- Health Care and Social Assistance: 1,582
- Manufacturing: 1,100
- Accommodation and Food: 1,031
- Retail Trade: 1,021
- Education: 996
- Administrative Support and Waste Management: 638
- Transportation and Warehousing: 593
- Public Administration: 489
- Other: 485
- Construction: 392
- Finance and Insurance: 279
- Real Estate, Rental and Leasing: 228
- Professional, Scientific and Technical: 165
- Arts, Entertainment and Recreation: 160
- Information: 95
- Wholesale Trade: 46
- Utilities: 11
- Mining: 4
- Agriculture, Forestry, Fishing and Hunting: 1
- Business Management: No data
# Newport News, VA 23607: Education Comparison

## Less than 9th Grade
- **23607**: 4.0%
- **Virginia**: 4.2%
- **USA**: 5.2%

*This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.*

*Data Source: U.S. Census American Community Survey via ERI, 2018*

*Update Frequency: Annually*

## Some High School
- **23607**: 14.5%
- **Virginia**: 6.3%
- **USA**: 7.1%

*This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.*

*Data Source: U.S. Census American Community Survey via ERI, 2018*

*Update Frequency: Annually*

## High School GED
- **23607**: 6.0%
- **Virginia**: 5.9%
- **USA**: 4.7%

*This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.*

*Data Source: U.S. Census American Community Survey via ERI, 2018*

*Update Frequency: Annually*

## High School Graduate
- **23607**: 26.3%
- **Virginia**: 16.7%
- **USA**: 20.6%

*This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.*

*Data Source: U.S. Census American Community Survey via ERI, 2018*

*Update Frequency: Annually*

## Some College
- **23607**: 35.2%
- **Virginia**: 18.5%
- **USA**: 20.5%

*This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.*

*Data Source: U.S. Census American Community Survey via ERI, 2018*

*Update Frequency: Annually*
Associate Degree
This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

23607  8.5%
Virginia  7.8%
USA  6.4%

Bachelor's Degree
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

23607  7.9%
Virginia  20.1%
USA  19.6%

Grad/Professional Degree
This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

23607  5.6%
Virginia  15.3%
USA  13.2%
Newport News, VA 23607: Commute Comparison

Average Commute Time
This chart shows average commute times to work, in minutes, by percentage of an area's population.
Data Source: U.S. Census American Community Survey via Enr, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5 Minutes</td>
<td>1.2%</td>
</tr>
<tr>
<td>5-10 Minutes</td>
<td>12.8%</td>
</tr>
<tr>
<td>10-15 Minutes</td>
<td>21.7%</td>
</tr>
<tr>
<td>15-20 Minutes</td>
<td>17.6%</td>
</tr>
<tr>
<td>20-25 Minutes</td>
<td>10.6%</td>
</tr>
<tr>
<td>25-30 Minutes</td>
<td>6.5%</td>
</tr>
<tr>
<td>30-35 Minutes</td>
<td>14.0%</td>
</tr>
<tr>
<td>35-40 Minutes</td>
<td>3.2%</td>
</tr>
<tr>
<td>40-45 Minutes</td>
<td>1.8%</td>
</tr>
<tr>
<td>45-60 Minutes</td>
<td>5.8%</td>
</tr>
<tr>
<td>60-90 Minutes</td>
<td>2.9%</td>
</tr>
<tr>
<td>&gt;90 Minutes</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

How People Get to Work
This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.
Data Source: U.S. Census American Community Survey via Enr, 2018
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Transportation Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>88.2%</td>
</tr>
<tr>
<td>Walk</td>
<td>10.6%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>0.7%</td>
</tr>
<tr>
<td>Bus</td>
<td>9.5%</td>
</tr>
<tr>
<td>Carpool</td>
<td>8.8%</td>
</tr>
<tr>
<td>Other</td>
<td>1.9%</td>
</tr>
<tr>
<td>Work at Home</td>
<td>1.7%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0.4%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0.2%</td>
</tr>
<tr>
<td>Streetcar/Trolley</td>
<td>0.2%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0.1%</td>
</tr>
</tbody>
</table>
Newport News, VA 23607: Home Value Comparison

**Median Estimated Home Value**

<table>
<thead>
<tr>
<th>Area</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>23607</td>
<td>$311,310</td>
</tr>
<tr>
<td>Virginia</td>
<td>$316,320</td>
</tr>
<tr>
<td>USA</td>
<td>$344,970</td>
</tr>
</tbody>
</table>

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed.

Update Frequency: Monthly

---

**12-Month Change in Median Estimated Home Value**

<table>
<thead>
<tr>
<th>Area</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>23607</td>
<td>+0.4%</td>
</tr>
<tr>
<td>Virginia</td>
<td>+0.6%</td>
</tr>
<tr>
<td>USA</td>
<td>+4.4%</td>
</tr>
</tbody>
</table>

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed.

Update Frequency: Monthly

---

**Median Listing Price**

<table>
<thead>
<tr>
<th>Area</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>23607</td>
<td>$255,444</td>
</tr>
<tr>
<td>Virginia</td>
<td>$240,900</td>
</tr>
<tr>
<td>USA</td>
<td>$119,650</td>
</tr>
</tbody>
</table>

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources.

Update Frequency: Monthly

---

**12-Month Change in Median Listing Price**

<table>
<thead>
<tr>
<th>Area</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>23607</td>
<td>+33.5%</td>
</tr>
<tr>
<td>Virginia</td>
<td>+2.1%</td>
</tr>
<tr>
<td>USA</td>
<td>+7.0%</td>
</tr>
</tbody>
</table>

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources.

Update Frequency: Monthly
Traffic Counts

**Daily Traffic Counts**
- ▲ Up 6,000 / day
- ▲ 6,001 – 15,000
- ▲ 15,001 – 30,000
- ▲ 30,001 – 50,000
- ▲ 50,001 – 100,000
- ▲ Over 100,000 / day

**1. 61,543**
- 2018 Est. daily traffic counts
- Street: I-664
- Cross: Terminal Ave
- Cross Dir: NW
- Dist: 0.43 miles
- Historical counts
  - 2016 ▲ 63,000 AADT
  - 2015 ▲ 62,000 AADT
  - 2014 ▲ 55,000 AADT
  - 2013 ▲ 49,000 AADT
  - 2001 ▲ 38,000 AADT

**2. 50,419**
- 2018 Est. daily traffic counts
- Street: I-664
- Cross: Jefferson Ave
- Cross Dir: NE
- Dist: 0.13 miles
- Historical counts
  - 2016 ▲ 54,000 AADT
  - 2015 ▲ 54,000 AADT
  - 2014 ▲ 57,000 AADT
  - 2013 ▲ 57,000 AADT
  - 2001 ▲ 38,000 AADT

**3. 32,167**
- 2018 Est. daily traffic counts
- Street: Mercury Blvd
- Cross: James River Brdg
- Cross Dir: SW
- Dist: 0.06 miles
- Historical counts
  - 2016 ▲ 29,000 AADT
  - 2015 ▲ 28,000 AADT
  - 2014 ▲ 28,000 AADT
  - 2013 ▲ 28,000 AADT
  - 2001 ▲ 38,000 AADT

**4. 20,755**
- 2018 Est. daily traffic counts
- Street: Warwick Blvd
- Cross: Union St
- Cross Dir: SE
- Dist: 0.09 miles
- Historical counts
  - 2016 ▲ 24,000 AADT
  - 2015 ▲ 23,000 AADT
  - 2014 ▲ 21,000 AADT
  - 2013 ▲ 23,000 AADT
  - 2002 ▲ 26,000 AADT

**5. 20,543**
- 2018 Est. daily traffic counts
- Street: Warwick Blvd
- Cross: 75th St
- Cross Dir: NW
- Dist: 0.06 miles
- Historical counts
  - 2016 ▲ 24,000 AADT
  - 2015 ▲ 24,000 AADT
  - 2014 ▲ 22,000 AADT
  - 2013 ▲ 26,000 AADT
  - 2000 ▲ 27,113 ADT

**NOTE:** Daily Traffic Counts are a mixture of actual and Estimates (*)