

# Southpark Square

Colonial Heights, VA 23834



## Demographics

	1 mi radius	3 mi radius	5 mi radius
Population	3,339	39,690	90,533
Households	1,401	15,481	34,056
Population Median Age	39.2	36.2	36.0
5 Yr Pop Growth (Total%)	6.0%	4.2%	2.3%

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Prepared By  
 Prepared For

# EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 37.253/-77.3886

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## Southpark Square

### Colonial Heights, VA 23834

#### Population

	1 mi radius		3 mi radius		5 mi radius	
Estimated Population (2019)	3,387		39,680		90,648	
Projected Population (2024)	3,588		41,359		92,745	
Census Population (2010)	3,259		39,105		89,390	
Census Population (2000)	3,240		40,935		85,916	
Projected Annual Growth (2019 to 2024)	201	1.2%	1,678	0.8%	2,097	0.5%
Historical Annual Growth (2010 to 2019)	128	0.4%	575	0.2%	1,258	0.2%
Historical Annual Growth (2000 to 2010)	19	-	-1,830	-0.4%	3,474	0.4%
Estimated Population Density (2019)	1,079 psm		1,404 psm		1,155 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	

#### Households

Estimated Households (2019)	1,420		15,476		34,103	
Projected Households (2024)	1,424		15,674		34,333	
Census Households (2010)	1,374		14,919		32,538	
Census Households (2000)	1,364		15,341		31,929	
Estimated Households with Children (2019)	436	30.7%	4,598	29.7%	10,730	31.5%
Estimated Average Household Size (2019)	2.36		2.34		2.41	

#### Average Household Income

Estimated Average Household Income (2019)	\$69,794		\$61,458		\$62,862	
Projected Average Household Income (2024)	\$82,445		\$72,235		\$75,245	
Estimated Average Family Income (2019)	\$74,008		\$74,481		\$73,934	

#### Median Household Income

Estimated Median Household Income (2019)	\$53,280		\$49,762		\$51,541	
Projected Median Household Income (2024)	\$62,495		\$58,264		\$60,097	
Estimated Median Family Income (2019)	\$63,088		\$64,217		\$65,646	

#### Per Capita Income

Estimated Per Capita Income (2019)	\$29,314		\$24,568		\$24,702	
Projected Per Capita Income (2024)	\$32,772		\$27,949		\$28,884	
Estimated Per Capita Income 5 Year Growth	\$3,458	11.8%	\$3,382	13.8%	\$4,181	16.9%
Estimated Average Household Net Worth (2019)	\$359,585		\$350,285		\$346,700	

#### Daytime Demos (2019)

Total Businesses	517		2,056		3,223	
Total Employees	6,809		21,180		35,797	
Company Headquarter Businesses	-	-	3	0.2%	9	0.3%
Company Headquarter Employees	-	-	1,021	4.8%	1,270	3.5%
Employee Population per Business	13.2		10.3		11.1	
Residential Population per Business	6.6		19.3		28.1	

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#### Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2019)	2,698	79.7%	17,871	45.0%	38,052	42.0%
Black or African American (2019)	417	12.3%	18,643	47.0%	45,316	50.0%
American Indian or Alaska Native (2019)	19	0.6%	186	0.5%	415	0.5%
Asian (2019)	102	3.0%	1,055	2.7%	1,910	2.1%
Hawaiian or Pacific Islander (2019)	-	-	23	-	114	0.1%
Other Race (2019)	56	1.7%	750	1.9%	2,029	2.2%
Two or More Races (2019)	93	2.7%	1,152	2.9%	2,812	3.1%
Not Hispanic or Latino Population (2019)	3,222	95.1%	37,613	94.8%	85,229	94.0%
Hispanic or Latino Population (2019)	165	4.9%	2,067	5.2%	5,419	6.0%
Not Hispanic or Latino Population (2024)	3,411	95.0%	39,196	94.8%	87,152	94.0%
Hispanic or Latino Population (2024)	178	5.0%	2,162	5.2%	5,593	6.0%
Not Hispanic or Latino Population (2010)	3,162	97.0%	37,623	96.2%	85,016	95.1%
Hispanic or Latino Population (2010)	97	3.0%	1,482	3.8%	4,374	4.9%
Not Hispanic or Latino Population (2000)	3,201	98.8%	39,967	97.6%	83,620	97.3%
Hispanic or Latino Population (2000)	38	1.2%	968	2.4%	2,297	2.7%
Projected Hispanic Annual Growth (2019 to 2024)	13	1.5%	95	0.9%	174	0.6%
Historic Hispanic Annual Growth (2000 to 2019)	127	17.4%	1,100	6.0%	3,122	7.2%

#### Age Distribution (2019)

Age Under 5	264	7.8%	2,941	7.4%	6,455	7.1%
Age 5 to 9 Years	215	6.3%	2,403	6.1%	5,543	6.1%
Age 10 to 14 Years	203	6.0%	2,155	5.4%	5,220	5.8%
Age 15 to 19 Years	199	5.9%	3,476	8.8%	6,534	7.2%
Age 20 to 24 Years	194	5.7%	3,444	8.7%	6,933	7.6%
Age 25 to 29 Years	220	6.5%	2,953	7.4%	7,207	8.0%
Age 30 to 34 Years	205	6.1%	2,384	6.0%	6,322	7.0%
Age 35 to 39 Years	208	6.2%	2,201	5.5%	5,914	6.5%
Age 40 to 44 Years	182	5.4%	1,951	4.9%	5,065	5.6%
Age 45 to 49 Years	196	5.8%	2,142	5.4%	5,268	5.8%
Age 50 to 54 Years	197	5.8%	2,316	5.8%	5,529	6.1%
Age 55 to 59 Years	212	6.2%	2,503	6.3%	5,741	6.3%
Age 60 to 64 Years	185	5.5%	2,166	5.5%	5,137	5.7%
Age 65 to 74 Years	352	10.4%	3,562	9.0%	7,809	8.6%
Age 75 to 84 Years	233	6.9%	2,103	5.3%	4,163	4.6%
Age 85 Years or Over	122	3.6%	981	2.5%	1,809	2.0%
Median Age	39.3		36.2		36.0	

#### Gender Age Distribution (2019)

Female Population	1,817	53.6%	21,127	53.2%	46,280	51.1%
Age 0 to 19 Years	431	23.7%	5,609	26.5%	11,726	25.3%
Age 20 to 64 Years	946	52.1%	11,484	54.4%	26,339	56.9%
Age 65 Years or Over	441	24.2%	4,034	19.1%	8,215	17.8%
Female Median Age	42.1		37.9		37.9	
Male Population	1,570	46.4%	18,553	46.8%	44,367	48.9%
Age 0 to 19 Years	450	28.7%	5,366	28.9%	12,025	27.1%
Age 20 to 64 Years	853	54.3%	10,574	57.0%	26,777	60.4%
Age 65 Years or Over	267	17.0%	2,613	14.1%	5,565	12.5%
Male Median Age	36.4		34.4		34.1	

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#### Household Income Distribution (2019)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	49	3.4%	420	2.7%	771	2.3%
HH Income \$150,000 to \$199,999	31	2.2%	524	3.4%	1,287	3.8%
HH Income \$100,000 to \$149,999	163	11.5%	1,811	11.7%	4,200	12.3%
HH Income \$75,000 to \$99,999	204	14.4%	1,843	11.9%	4,651	13.6%
HH Income \$50,000 to \$74,999	290	20.4%	2,845	18.4%	6,062	17.8%
HH Income \$35,000 to \$49,999	256	18.0%	2,142	13.8%	5,107	15.0%
HH Income \$25,000 to \$34,999	119	8.4%	1,454	9.4%	3,453	10.1%
HH Income \$15,000 to \$24,999	173	12.2%	1,984	12.8%	3,803	11.2%
HH Income Under \$15,000	136	9.6%	2,454	15.9%	4,769	14.0%
HH Income \$35,000 or More	992	69.8%	9,585	61.9%	22,078	64.7%
HH Income \$75,000 or More	446	31.4%	4,598	29.7%	10,909	32.0%

#### Housing (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units	1,478		17,199		37,271	
Housing Units Occupied	1,420	96.1%	15,476	90.0%	34,103	91.5%
Housing Units Owner-Occupied	950	66.9%	8,276	53.5%	18,937	55.5%
Housing Units, Renter-Occupied	470	33.1%	7,200	46.5%	15,166	44.5%
Housing Units, Vacant	58	4.1%	1,722	11.1%	3,168	9.3%

#### Marital Status (2019)

	1 mi radius		3 mi radius		5 mi radius	
Never Married	893	33.0%	13,690	42.5%	29,925	40.8%
Currently Married	1,126	41.6%	10,438	32.4%	24,178	32.9%
Separated	116	4.3%	1,784	5.5%	4,892	6.7%
Widowed	220	8.1%	2,598	8.1%	5,166	7.0%
Divorced	351	13.0%	3,670	11.4%	9,269	12.6%

#### Household Type (2019)

	1 mi radius		3 mi radius		5 mi radius	
Population Family	2,745	81.1%	28,631	72.2%	66,765	73.7%
Population Non-Family	609	18.0%	7,519	18.9%	15,263	16.8%
Population Group Quarters	32	1.0%	3,530	8.9%	8,620	9.5%
Family Households	906	63.8%	9,228	59.6%	21,453	62.9%
Non-Family Households	514	36.2%	6,248	40.4%	12,649	37.1%
Married Couple with Children	239	21.2%	2,087	20.0%	4,874	20.2%
Average Family Household Size	3.0		3.1		3.1	

#### Household Size (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Person Households	442	31.1%	5,305	34.3%	10,643	31.2%
2 Person Households	473	33.3%	4,712	30.4%	10,750	31.5%
3 Person Households	243	17.1%	2,514	16.2%	5,658	16.6%
4 Person Households	155	10.9%	1,688	10.9%	4,080	12.0%
5 Person Households	64	4.5%	761	4.9%	1,819	5.3%
6 or More Person Households	42	3.0%	497	3.2%	1,152	3.4%

#### Household Vehicles (2019)

	1 mi radius		3 mi radius		5 mi radius	
Households with 0 Vehicles Available	84	5.9%	2,078	13.4%	3,630	10.6%
Households with 1 Vehicles Available	568	40.0%	5,495	35.5%	11,973	35.1%
Households with 2 or More Vehicles Available	768	54.1%	7,903	51.1%	18,500	54.2%
Total Vehicles Available	2,488		25,595		59,865	
Average Vehicles Per Household	1.8		1.7		1.8	

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#### Labor Force (2019)

	1 mi radius		3 mi radius		5 mi radius	
Estimated Labor Population Age 16 Years or Over	2,666		31,821		72,534	
Estimated Civilian Employed	1,545	57.9%	16,995	53.4%	38,672	53.3%
Estimated Civilian Unemployed	58	2.2%	990	3.1%	2,012	2.8%
Estimated in Armed Forces	6	0.2%	679	2.1%	1,879	2.6%
Estimated Not in Labor Force	1,058	39.7%	13,157	41.3%	29,971	41.3%
Unemployment Rate	2.2%		3.1%		2.8%	

#### Occupation (2019)

	1 mi radius		3 mi radius		5 mi radius	
Occupation: Population Age 16 Years or Over	1,545		16,995		38,672	
Management, Business, Financial Operations	202	13.1%	1,858	10.9%	4,164	10.8%
Professional, Related	364	23.5%	3,395	20.0%	7,572	19.6%
Service	265	17.2%	3,319	19.5%	8,057	20.8%
Sales, Office	374	24.2%	4,427	26.0%	9,792	25.3%
Farming, Fishing, Forestry	-	-	2	-	8	-
Construct, Extraction, Maintenance	173	11.2%	1,342	7.9%	3,048	7.9%
Production, Transport Material Moving	167	10.8%	2,651	15.6%	6,031	15.6%
White Collar Workers	940	60.9%	9,681	57.0%	21,528	55.7%
Blue Collar Workers	605	39.1%	7,314	43.0%	17,144	44.3%

#### Consumer Expenditure (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Household Expenditure	\$77.79 M		\$773.18 M		\$1.73 B	
Total Non-Retail Expenditure	\$40.98 M	52.7%	\$408.55 M	52.8%	\$913.18 M	52.7%
Total Retail Expenditure	\$36.81 M	47.3%	\$364.63 M	47.2%	\$818.19 M	47.3%
Apparel	\$2.69 M	3.5%	\$26.87 M	3.5%	\$60.25 M	3.5%
Contributions	\$2.46 M	3.2%	\$24.15 M	3.1%	\$53.8 M	3.1%
Education	\$2.1 M	2.7%	\$21.54 M	2.8%	\$47.75 M	2.8%
Entertainment	\$4.31 M	5.5%	\$42.69 M	5.5%	\$95.72 M	5.5%
Food and Beverages	\$11.57 M	14.9%	\$115.2 M	14.9%	\$258.23 M	14.9%
Furnishings and Equipment	\$2.68 M	3.5%	\$26.57 M	3.4%	\$59.61 M	3.4%
Gifts	\$1.83 M	2.3%	\$18.12 M	2.3%	\$40.23 M	2.3%
Health Care	\$6.81 M	8.7%	\$66.82 M	8.6%	\$149.57 M	8.6%
Household Operations	\$3.02 M	3.9%	\$29.92 M	3.9%	\$66.87 M	3.9%
Miscellaneous Expenses	\$1.47 M	1.9%	\$14.57 M	1.9%	\$32.57 M	1.9%
Personal Care	\$1.04 M	1.3%	\$10.37 M	1.3%	\$23.23 M	1.3%
Personal Insurance	\$523.25 K	0.7%	\$5.14 M	0.7%	\$11.52 M	0.7%
Reading	\$170.18 K	0.2%	\$1.68 M	0.2%	\$3.74 M	0.2%
Shelter	\$16.4 M	21.1%	\$164.74 M	21.3%	\$368.13 M	21.3%
Tobacco	\$519.09 K	0.7%	\$5.21 M	0.7%	\$11.64 M	0.7%
Transportation	\$14.2 M	18.3%	\$140.18 M	18.1%	\$315.49 M	18.2%
Utilities	\$6 M	7.7%	\$59.41 M	7.7%	\$133.02 M	7.7%

#### Educational Attainment (2019)

	1 mi radius		3 mi radius		5 mi radius	
Adult Population Age 25 Years or Over	2,312		25,261		59,964	
Elementary (Grade Level 0 to 8)	75	3.2%	1,226	4.9%	2,845	4.7%
Some High School (Grade Level 9 to 11)	153	6.6%	2,320	9.2%	5,058	8.4%
High School Graduate	691	29.9%	8,261	32.7%	19,704	32.9%
Some College	657	28.4%	6,143	24.3%	15,002	25.0%
Associate Degree Only	199	8.6%	1,965	7.8%	4,820	8.0%
Bachelor Degree Only	368	15.9%	3,393	13.4%	8,035	13.4%
Graduate Degree	170	7.3%	1,954	7.7%	4,500	7.5%

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#### Units In Structure (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	1,243	90.4%	10,939	73.3%	23,838	73.3%
1 Attached Unit	29	2.1%	904	6.1%	2,289	7.0%
2 to 4 Units	49	3.6%	931	6.2%	2,493	7.7%
5 to 9 Units	42	3.1%	877	5.9%	1,797	5.5%
10 to 19 Units	19	1.3%	374	2.5%	1,231	3.8%
20 to 49 Units	3	0.2%	487	3.3%	781	2.4%
50 or More Units	28	2.1%	699	4.7%	1,060	3.3%
Mobile Home or Trailer	6	0.4%	263	1.8%	612	1.9%
Other Structure	-	-	1	-	1	-

#### Homes Built By Year (2019)

Homes Built 2010 or later	2	0.2%	437	2.9%	1,426	4.4%
Homes Built 2000 to 2009	107	7.8%	1,290	8.6%	3,797	11.7%
Homes Built 1990 to 1999	127	9.2%	1,450	9.7%	3,614	11.1%
Homes Built 1980 to 1989	90	6.5%	2,285	15.3%	4,754	14.6%
Homes Built 1970 to 1979	165	12.0%	2,385	16.0%	6,494	20.0%
Homes Built 1960 to 1969	271	19.7%	2,168	14.5%	4,625	14.2%
Homes Built 1950 to 1959	244	17.8%	2,258	15.1%	4,414	13.6%
Homes Built Before 1949	413	30.1%	3,203	21.5%	4,979	15.3%

#### Home Values (2019)

Home Values \$1,000,000 or More	1	0.1%	13	0.2%	42	0.2%
Home Values \$500,000 to \$999,999	25	2.8%	239	2.9%	509	2.8%
Home Values \$400,000 to \$499,999	9	1.0%	206	2.5%	395	2.1%
Home Values \$300,000 to \$399,999	17	1.9%	436	5.3%	1,149	6.2%
Home Values \$200,000 to \$299,999	120	13.0%	1,603	19.6%	3,490	18.9%
Home Values \$150,000 to \$199,999	345	37.3%	2,150	26.3%	4,536	24.6%
Home Values \$100,000 to \$149,999	296	32.1%	1,940	23.8%	4,810	26.0%
Home Values \$70,000 to \$99,999	79	8.6%	853	10.4%	2,100	11.4%
Home Values \$50,000 to \$69,999	5	0.6%	295	3.6%	749	4.1%
Home Values \$25,000 to \$49,999	17	1.8%	224	2.7%	382	2.1%
Home Values Under \$25,000	33	3.5%	297	3.6%	670	3.6%
Owner-Occupied Median Home Value	\$153,831		\$159,481		\$157,416	
Renter-Occupied Median Rent	\$883		\$751		\$800	

#### Transportation To Work (2019)

Drive to Work Alone	1,305	83.5%	15,008	82.3%	34,164	82.8%
Drive to Work in Carpool	70	4.4%	1,430	7.8%	3,526	8.5%
Travel to Work by Public Transportation	35	2.3%	339	1.9%	628	1.5%
Drive to Work on Motorcycle	6	0.4%	16	-	49	0.1%
Walk or Bicycle to Work	78	5.0%	530	2.9%	896	2.2%
Other Means	40	2.5%	442	2.4%	870	2.1%
Work at Home	30	1.9%	475	2.6%	1,143	2.8%

#### Travel Time (2019)

Travel to Work in 14 Minutes or Less	498	31.9%	5,351	29.3%	10,906	26.4%
Travel to Work in 15 to 29 Minutes	544	34.8%	6,138	33.7%	15,027	36.4%
Travel to Work in 30 to 59 Minutes	378	24.2%	4,414	24.2%	10,149	24.6%
Travel to Work in 60 Minutes or More	91	5.8%	657	3.6%	1,530	3.7%
Average Minutes Travel to Work	19.5		19.8		20.0	

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