

J.A.N.A.F. Shopping Yard
 5900 E Virginia Beach Blvd, Norfolk, Virginia, 23502
 Rings: 1, 3, 5 mile radii

Prepared by Young's Research
 Latitude: 36.85555
 Longitude: -76.20343

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,907	91,498	286,881
2010 Total Population	6,402	92,560	288,582
2018 Total Population	6,967	99,154	305,374
2018 Group Quarters	158	2,847	7,118
2023 Total Population	7,141	102,895	314,626
2018-2023 Annual Rate	0.49%	0.74%	0.60%
2018 Total Daytime Population	52,854	150,490	373,675
Workers	49,309	100,494	215,979
Residents	3,545	49,996	157,696
Household Summary			
2000 Households	2,438	33,824	107,005
2000 Average Household Size	2.58	2.66	2.62
2010 Households	2,437	34,899	110,333
2010 Average Household Size	2.57	2.57	2.55
2018 Households	2,631	37,436	117,036
2018 Average Household Size	2.59	2.57	2.55
2023 Households	2,689	38,887	120,695
2023 Average Household Size	2.60	2.57	2.55
2018-2023 Annual Rate	0.44%	0.76%	0.62%
2010 Families	1,600	23,296	73,082
2010 Average Family Size	3.08	3.07	3.07
2018 Families	1,720	24,702	76,285
2018 Average Family Size	3.13	3.11	3.11
2023 Families	1,753	25,526	78,160
2023 Average Family Size	3.15	3.13	3.13
2018-2023 Annual Rate	0.38%	0.66%	0.49%
Housing Unit Summary			
2000 Housing Units	2,515	35,512	113,216
Owner Occupied Housing Units	49.4%	55.8%	54.1%
Renter Occupied Housing Units	47.6%	39.5%	40.4%
Vacant Housing Units	3.1%	4.8%	5.5%
2010 Housing Units	2,564	37,318	118,444
Owner Occupied Housing Units	46.8%	56.4%	52.6%
Renter Occupied Housing Units	48.3%	37.1%	40.5%
Vacant Housing Units	5.0%	6.5%	6.8%
2018 Housing Units	2,778	39,681	125,523
Owner Occupied Housing Units	40.4%	51.9%	48.4%
Renter Occupied Housing Units	54.3%	42.5%	44.8%
Vacant Housing Units	5.3%	5.7%	6.8%
2023 Housing Units	2,840	41,161	129,390
Owner Occupied Housing Units	41.2%	52.6%	49.3%
Renter Occupied Housing Units	53.5%	41.8%	44.0%
Vacant Housing Units	5.3%	5.5%	6.7%
Median Household Income			
2018	\$53,827	\$53,971	\$53,104
2023	\$59,536	\$60,124	\$58,840
Median Home Value			
2018	\$217,234	\$221,825	\$228,364
2023	\$231,875	\$234,606	\$239,730
Per Capita Income			
2018	\$24,920	\$26,629	\$26,619
2023	\$28,764	\$31,065	\$31,003
Median Age			
2010	34.8	34.1	34.1
2018	35.1	36.0	35.8
2023	35.8	37.0	36.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,631	37,431	117,030
<\$15,000	9.1%	10.1%	12.0%
\$15,000 - \$24,999	11.3%	9.3%	9.6%
\$25,000 - \$34,999	9.3%	10.1%	9.9%
\$35,000 - \$49,999	15.0%	15.8%	14.8%
\$50,000 - \$74,999	23.9%	20.9%	20.2%
\$75,000 - \$99,999	13.8%	13.7%	12.8%
\$100,000 - \$149,999	12.5%	12.5%	12.9%
\$150,000 - \$199,999	3.8%	4.3%	4.4%
\$200,000+	1.4%	3.2%	3.3%
Average Household Income	\$63,840	\$69,005	\$68,445
2023 Households by Income			
Household Income Base	2,689	38,882	120,689
<\$15,000	7.3%	8.6%	10.4%
\$15,000 - \$24,999	9.3%	7.9%	8.4%
\$25,000 - \$34,999	7.9%	8.8%	8.7%
\$35,000 - \$49,999	13.8%	14.4%	13.6%
\$50,000 - \$74,999	23.8%	20.5%	19.8%
\$75,000 - \$99,999	15.5%	14.9%	13.7%
\$100,000 - \$149,999	15.7%	15.3%	15.7%
\$150,000 - \$199,999	4.7%	5.2%	5.3%
\$200,000+	2.0%	4.4%	4.4%
Average Household Income	\$74,227	\$80,676	\$79,832
2018 Owner Occupied Housing Units by Value			
Total	1,118	20,570	60,747
<\$50,000	1.7%	2.5%	2.7%
\$50,000 - \$99,999	1.6%	2.5%	2.7%
\$100,000 - \$149,999	9.9%	12.4%	11.2%
\$150,000 - \$199,999	29.5%	23.6%	21.7%
\$200,000 - \$249,999	21.0%	20.9%	20.5%
\$250,000 - \$299,999	17.7%	14.4%	14.6%
\$300,000 - \$399,999	9.9%	12.3%	13.6%
\$400,000 - \$499,999	4.4%	5.5%	5.6%
\$500,000 - \$749,999	1.9%	3.7%	4.5%
\$750,000 - \$999,999	2.2%	1.1%	1.5%
\$1,000,000 - \$1,499,999	0.1%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$248,591	\$265,564	\$273,390
2023 Owner Occupied Housing Units by Value			
Total	1,164	21,657	63,764
<\$50,000	1.3%	1.9%	2.1%
\$50,000 - \$99,999	1.4%	2.0%	2.3%
\$100,000 - \$149,999	8.2%	10.8%	10.0%
\$150,000 - \$199,999	26.0%	21.5%	19.9%
\$200,000 - \$249,999	20.6%	19.9%	19.7%
\$250,000 - \$299,999	18.6%	14.5%	14.6%
\$300,000 - \$399,999	11.3%	13.3%	14.4%
\$400,000 - \$499,999	5.7%	6.5%	6.5%
\$500,000 - \$749,999	2.9%	5.5%	6.2%
\$750,000 - \$999,999	3.9%	1.8%	2.3%
\$1,000,000 - \$1,499,999	0.2%	1.6%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$273,842	\$297,958	\$300,774

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	6,402	92,563	288,584
0 - 4	6.9%	7.2%	7.4%
5 - 9	5.9%	6.4%	6.6%
10 - 14	5.3%	6.0%	6.2%
15 - 24	16.7%	16.1%	15.6%
25 - 34	15.5%	15.5%	15.5%
35 - 44	11.4%	12.0%	12.2%
45 - 54	14.5%	14.1%	13.9%
55 - 64	10.9%	10.8%	10.7%
65 - 74	6.7%	6.1%	6.2%
75 - 84	4.4%	4.1%	4.1%
85 +	1.8%	1.7%	1.6%
18 +	77.8%	76.6%	75.8%
2018 Population by Age			
Total	6,967	99,152	305,375
0 - 4	6.7%	6.5%	6.7%
5 - 9	6.1%	6.3%	6.5%
10 - 14	5.6%	6.1%	6.3%
15 - 24	13.5%	14.1%	13.5%
25 - 34	17.9%	15.6%	15.9%
35 - 44	12.4%	12.7%	12.7%
45 - 54	10.8%	11.6%	11.7%
55 - 64	12.3%	12.2%	12.0%
65 - 74	8.1%	8.5%	8.5%
75 - 84	4.4%	4.4%	4.4%
85 +	2.1%	2.1%	2.0%
18 +	78.1%	77.7%	77.0%
2023 Population by Age			
Total	7,141	102,896	314,622
0 - 4	6.8%	6.5%	6.7%
5 - 9	6.0%	6.0%	6.2%
10 - 14	5.6%	6.1%	6.2%
15 - 24	13.8%	14.0%	13.2%
25 - 34	16.6%	14.6%	15.0%
35 - 44	13.4%	13.7%	13.7%
45 - 54	10.3%	10.9%	11.0%
55 - 64	11.0%	11.5%	11.4%
65 - 74	9.5%	9.6%	9.5%
75 - 84	4.8%	5.1%	5.1%
85 +	2.2%	2.1%	2.0%
18 +	78.0%	77.9%	77.3%
2010 Population by Sex			
Males	3,030	43,830	137,098
Females	3,372	48,730	151,484
2018 Population by Sex			
Males	3,345	47,200	145,832
Females	3,623	51,955	159,542
2023 Population by Sex			
Males	3,447	49,132	150,694
Females	3,694	53,763	163,932

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2010 Population by Race/Ethnicity			
Total	6,403	92,560	288,582
White Alone	37.3%	46.4%	47.6%
Black Alone	50.7%	42.8%	42.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.4%	4.7%	4.1%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.5%	1.9%	1.9%
Two or More Races	3.8%	3.6%	3.5%
Hispanic Origin	7.1%	5.9%	5.7%
Diversity Index	65.4	64.4	63.6
2018 Population by Race/Ethnicity			
Total	6,967	99,154	305,376
White Alone	36.8%	45.7%	46.8%
Black Alone	49.0%	41.3%	41.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.8%	5.6%	4.8%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	3.2%	2.4%	2.3%
Two or More Races	4.8%	4.4%	4.3%
Hispanic Origin	9.3%	7.6%	7.4%
Diversity Index	68.5	67.1	66.3
2023 Population by Race/Ethnicity			
Total	7,142	102,895	314,626
White Alone	36.4%	44.9%	46.0%
Black Alone	47.7%	40.5%	40.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	6.1%	5.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.8%	2.8%	2.7%
Two or More Races	5.5%	5.0%	5.0%
Hispanic Origin	11.2%	9.1%	8.9%
Diversity Index	70.8	69.2	68.4
2010 Population by Relationship and Household Type			
Total	6,402	92,560	288,582
In Households	97.7%	97.0%	97.6%
In Family Households	79.8%	80.3%	80.7%
Householder	25.1%	25.2%	25.3%
Spouse	15.8%	15.7%	15.5%
Child	30.6%	31.6%	32.3%
Other relative	5.4%	4.8%	4.6%
Nonrelative	2.9%	3.0%	2.9%
In Nonfamily Households	17.9%	16.6%	16.9%
In Group Quarters	2.3%	3.0%	2.4%
Institutionalized Population	1.7%	0.8%	1.0%
Noninstitutionalized Population	0.6%	2.2%	1.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2018 Population 25+ by Educational Attainment			
Total	4,743	66,431	204,762
Less than 9th Grade	3.6%	3.2%	3.0%
9th - 12th Grade, No Diploma	9.2%	8.1%	8.0%
High School Graduate	22.2%	22.2%	21.6%
GED/Alternative Credential	4.0%	4.2%	4.3%
Some College, No Degree	23.7%	26.5%	26.2%
Associate Degree	12.3%	9.9%	9.3%
Bachelor's Degree	16.3%	17.0%	17.6%
Graduate/Professional Degree	8.6%	9.0%	10.1%
2018 Population 15+ by Marital Status			
Total	5,685	80,413	245,855
Never Married	41.1%	38.5%	38.3%
Married	42.4%	43.8%	44.1%
Widowed	4.8%	5.6%	5.8%
Divorced	11.7%	12.1%	11.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	94.3%	94.1%
Civilian Unemployed (Unemployment Rate)	6.4%	5.7%	5.9%
2018 Employed Population 16+ by Industry			
Total	3,264	47,817	141,123
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	9.0%	8.0%	7.5%
Manufacturing	5.9%	6.1%	6.6%
Wholesale Trade	1.1%	2.2%	1.9%
Retail Trade	13.4%	12.2%	11.8%
Transportation/Utilities	4.6%	5.2%	4.8%
Information	1.1%	1.5%	1.7%
Finance/Insurance/Real Estate	4.9%	6.4%	6.4%
Services	50.6%	49.0%	50.9%
Public Administration	8.9%	9.1%	8.3%
2018 Employed Population 16+ by Occupation			
Total	3,265	47,817	141,124
White Collar	49.5%	57.3%	58.5%
Management/Business/Financial	10.5%	11.0%	12.2%
Professional	11.9%	18.3%	20.8%
Sales	9.5%	11.2%	10.7%
Administrative Support	17.6%	16.8%	14.8%
Services	27.3%	20.7%	20.3%
Blue Collar	23.2%	21.9%	21.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	7.5%	6.3%	5.9%
Installation/Maintenance/Repair	3.9%	4.7%	4.4%
Production	4.4%	4.5%	4.5%
Transportation/Material Moving	7.4%	6.3%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	6,402	92,560	288,582
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,437	34,899	110,333
Households with 1 Person	25.6%	25.4%	26.1%
Households with 2+ People	74.4%	74.6%	73.9%
Family Households	65.7%	66.8%	66.2%
Husband-wife Families	41.3%	41.6%	40.6%
With Related Children	18.3%	17.8%	17.6%
Other Family (No Spouse Present)	24.4%	25.1%	25.6%
Other Family with Male Householder	5.8%	5.5%	5.2%
With Related Children	2.9%	3.0%	2.7%
Other Family with Female Householder	18.6%	19.6%	20.4%
With Related Children	11.0%	13.1%	13.9%
Nonfamily Households	8.7%	7.9%	7.6%
All Households with Children	32.7%	34.6%	34.8%
Multigenerational Households	6.5%	5.9%	5.6%
Unmarried Partner Households	7.3%	6.9%	6.6%
Male-female	6.5%	6.1%	5.8%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	2,438	34,900	110,333
1 Person Household	25.6%	25.4%	26.1%
2 Person Household	32.4%	32.6%	32.4%
3 Person Household	19.5%	19.0%	18.5%
4 Person Household	12.7%	13.0%	12.9%
5 Person Household	5.6%	6.0%	6.0%
6 Person Household	2.3%	2.5%	2.4%
7 + Person Household	1.9%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,437	34,899	110,333
Owner Occupied	49.2%	60.3%	56.5%
Owned with a Mortgage/Loan	38.0%	48.1%	44.4%
Owned Free and Clear	11.2%	12.2%	12.1%
Renter Occupied	50.8%	39.7%	43.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,564	37,318	118,444
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Front Porches (8E)	Bright Young Professionals
3.	Young and Restless (11B)	Bright Young Professionals	Front Porches (8E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$4,450,047	\$67,699,590	\$211,156,321
Average Spent	\$1,691.39	\$1,808.41	\$1,804.20
Spending Potential Index	78	83	83
Education: Total \$	\$2,969,886	\$45,747,012	\$142,225,632
Average Spent	\$1,128.81	\$1,222.01	\$1,215.23
Spending Potential Index	78	84	84
Entertainment/Recreation: Total \$	\$6,444,259	\$98,705,893	\$305,902,559
Average Spent	\$2,449.36	\$2,636.66	\$2,613.75
Spending Potential Index	76	82	81
Food at Home: Total \$	\$10,381,446	\$156,423,095	\$486,643,041
Average Spent	\$3,945.82	\$4,178.41	\$4,158.06
Spending Potential Index	79	83	83
Food Away from Home: Total \$	\$7,249,632	\$109,887,511	\$341,963,631
Average Spent	\$2,755.47	\$2,935.34	\$2,921.87
Spending Potential Index	78	84	83
Health Care: Total \$	\$11,318,378	\$173,971,660	\$536,872,611
Average Spent	\$4,301.93	\$4,647.18	\$4,587.24
Spending Potential Index	75	81	80
HH Furnishings & Equipment: Total \$	\$4,181,374	\$64,244,141	\$199,044,962
Average Spent	\$1,589.27	\$1,716.11	\$1,700.72
Spending Potential Index	76	82	81
Personal Care Products & Services: Total \$	\$1,683,289	\$25,711,650	\$79,822,250
Average Spent	\$639.79	\$686.82	\$682.03
Spending Potential Index	77	83	82
Shelter: Total \$	\$35,325,117	\$533,799,134	\$1,660,579,972
Average Spent	\$13,426.50	\$14,258.98	\$14,188.63
Spending Potential Index	80	85	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,885,566	\$75,316,172	\$233,511,076
Average Spent	\$1,856.92	\$2,011.86	\$1,995.21
Spending Potential Index	75	81	80
Travel: Total \$	\$4,198,708	\$65,588,326	\$202,362,454
Average Spent	\$1,595.86	\$1,752.01	\$1,729.06
Spending Potential Index	74	81	80
Vehicle Maintenance & Repairs: Total \$	\$2,191,318	\$33,337,464	\$103,211,400
Average Spent	\$832.88	\$890.52	\$881.88
Spending Potential Index	77	83	82

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.