

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,922	98,654	286,933
2010 Total Population	12,739	99,491	288,291
2019 Total Population	13,708	106,684	301,361
2019 Group Quarters	211	1,618	6,683
2024 Total Population	15,213	110,849	308,670
2019-2024 Annual Rate	2.11%	0.77%	0.48%
2019 Total Daytime Population	19,625	134,586	303,198
Workers	13,227	86,310	163,964
Residents	6,398	48,276	139,234
Household Summary			
2000 Households	4,409	37,372	104,379
2000 Average Household Size	2.67	2.61	2.71
2010 Households	4,897	39,324	108,812
2010 Average Household Size	2.56	2.49	2.59
2019 Households	5,283	42,219	113,795
2019 Average Household Size	2.55	2.49	2.59
2024 Households	5,898	43,906	116,642
2024 Average Household Size	2.54	2.49	2.59
2019-2024 Annual Rate	2.23%	0.79%	0.50%
2010 Families	3,208	25,975	74,767
2010 Average Family Size	3.07	2.99	3.06
2019 Families	3,440	27,558	77,342
2019 Average Family Size	3.07	3.00	3.07
2024 Families	3,804	28,507	78,913
2024 Average Family Size	3.07	3.00	3.08
2019-2024 Annual Rate	2.03%	0.68%	0.40%
Housing Unit Summary			
2000 Housing Units	4,732	38,791	108,181
Owner Occupied Housing Units	50.3%	61.1%	61.3%
Renter Occupied Housing Units	42.9%	35.3%	35.2%
Vacant Housing Units	6.8%	3.7%	3.5%
2010 Housing Units	5,239	41,709	115,023
Owner Occupied Housing Units	53.1%	58.5%	59.6%
Renter Occupied Housing Units	40.4%	35.8%	35.0%
Vacant Housing Units	6.5%	5.7%	5.4%
2019 Housing Units	5,650	45,053	120,897
Owner Occupied Housing Units	51.4%	55.2%	57.3%
Renter Occupied Housing Units	42.1%	38.5%	36.8%
Vacant Housing Units	6.5%	6.3%	5.9%
2024 Housing Units	6,279	46,909	124,143
Owner Occupied Housing Units	47.9%	55.5%	58.0%
Renter Occupied Housing Units	46.1%	38.1%	36.0%
Vacant Housing Units	6.1%	6.4%	6.0%
Median Household Income			
2019	\$57,607	\$66,294	\$66,386
2024	\$62,727	\$74,626	\$74,743
Median Home Value			
2019	\$204,767	\$254,558	\$246,333
2024	\$219,457	\$271,558	\$259,418
Per Capita Income			
2019	\$25,990	\$33,470	\$32,287
2024	\$29,353	\$37,801	\$36,260
Median Age			
2010	31.5	35.4	34.4
2019	34.2	37.5	36.6
2024	34.4	38.4	37.6

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

5369 Virginia Beach Blvd, Virginia Beach, Virginia, 23462
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.84979
Longitude: -76.16690

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	5,283	42,219	113,790
<\$15,000	9.9%	6.5%	7.1%
\$15,000 - \$24,999	7.5%	6.2%	6.7%
\$25,000 - \$34,999	9.4%	7.7%	7.4%
\$35,000 - \$49,999	12.5%	12.8%	12.6%
\$50,000 - \$74,999	26.0%	22.7%	21.9%
\$75,000 - \$99,999	15.8%	16.0%	16.1%
\$100,000 - \$149,999	14.2%	17.5%	17.2%
\$150,000 - \$199,999	3.6%	6.0%	6.4%
\$200,000+	1.2%	4.5%	4.6%
Average Household Income	\$67,614	\$84,518	\$84,921
2024 Households by Income			
Household Income Base	5,898	43,906	116,637
<\$15,000	9.1%	5.7%	6.3%
\$15,000 - \$24,999	6.4%	5.1%	5.6%
\$25,000 - \$34,999	8.1%	6.6%	6.4%
\$35,000 - \$49,999	10.6%	11.1%	11.0%
\$50,000 - \$74,999	25.4%	21.8%	20.9%
\$75,000 - \$99,999	16.7%	16.9%	17.1%
\$100,000 - \$149,999	17.4%	19.9%	19.4%
\$150,000 - \$199,999	4.7%	7.5%	7.8%
\$200,000+	1.4%	5.5%	5.5%
Average Household Income	\$75,913	\$95,377	\$95,382
2019 Owner Occupied Housing Units by Value			
Total	2,903	24,870	69,271
<\$50,000	2.2%	3.0%	1.8%
\$50,000 - \$99,999	5.1%	1.6%	1.4%
\$100,000 - \$149,999	18.2%	6.5%	7.9%
\$150,000 - \$199,999	22.4%	17.8%	18.9%
\$200,000 - \$249,999	22.2%	19.6%	21.5%
\$250,000 - \$299,999	14.7%	16.1%	16.3%
\$300,000 - \$399,999	10.4%	18.9%	16.6%
\$400,000 - \$499,999	2.3%	7.4%	6.0%
\$500,000 - \$749,999	0.2%	6.3%	6.5%
\$750,000 - \$999,999	0.8%	1.8%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.1%
\$2,000,000 +	1.2%	0.5%	0.3%
Average Home Value	\$243,774	\$302,249	\$297,486
2024 Owner Occupied Housing Units by Value			
Total	3,005	26,048	71,925
<\$50,000	1.7%	2.4%	1.4%
\$50,000 - \$99,999	4.1%	1.3%	1.2%
\$100,000 - \$149,999	15.6%	5.6%	6.9%
\$150,000 - \$199,999	19.9%	15.3%	16.9%
\$200,000 - \$249,999	22.4%	18.6%	20.6%
\$250,000 - \$299,999	16.0%	15.9%	16.2%
\$300,000 - \$399,999	12.4%	19.1%	17.0%
\$400,000 - \$499,999	3.2%	8.6%	6.8%
\$500,000 - \$749,999	0.4%	8.5%	8.4%
\$750,000 - \$999,999	1.5%	2.9%	2.8%
\$1,000,000 - \$1,499,999	0.0%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.7%	0.2%	0.1%
\$2,000,000 +	2.3%	0.9%	0.6%
Average Home Value	\$288,353	\$338,126	\$326,739

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

5369 Virginia Beach Blvd, Virginia Beach, Virginia, 23462
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.84979
Longitude: -76.16690

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,737	99,491	288,289
0 - 4	8.1%	6.7%	7.0%
5 - 9	7.3%	6.0%	6.4%
10 - 14	6.2%	5.8%	6.3%
15 - 24	15.2%	14.9%	15.2%
25 - 34	19.3%	16.1%	16.0%
35 - 44	13.1%	12.3%	12.7%
45 - 54	12.7%	13.8%	14.1%
55 - 64	8.8%	11.0%	10.9%
65 - 74	4.5%	6.9%	6.3%
75 - 84	3.3%	4.7%	3.8%
85 +	1.7%	1.7%	1.4%
18 +	74.6%	77.7%	76.3%
2019 Population by Age			
Total	13,707	106,684	301,361
0 - 4	7.2%	6.0%	6.3%
5 - 9	6.7%	5.9%	6.3%
10 - 14	6.5%	5.9%	6.2%
15 - 24	13.9%	12.8%	13.1%
25 - 34	17.2%	15.8%	15.7%
35 - 44	14.9%	13.5%	13.6%
45 - 54	10.8%	11.5%	11.8%
55 - 64	10.4%	12.1%	12.1%
65 - 74	7.0%	9.1%	8.7%
75 - 84	3.4%	5.2%	4.4%
85 +	1.9%	2.3%	1.8%
18 +	75.8%	78.9%	77.8%
2024 Population by Age			
Total	15,211	110,847	308,670
0 - 4	7.2%	6.0%	6.3%
5 - 9	6.6%	5.7%	6.0%
10 - 14	6.3%	5.7%	6.1%
15 - 24	14.7%	12.8%	13.2%
25 - 34	16.2%	14.9%	14.6%
35 - 44	15.1%	14.1%	14.3%
45 - 54	11.2%	11.2%	11.4%
55 - 64	9.6%	11.2%	11.3%
65 - 74	7.4%	9.9%	9.5%
75 - 84	4.0%	6.0%	5.3%
85 +	1.7%	2.4%	1.9%
18 +	76.2%	79.2%	78.1%
2010 Population by Sex			
Males	6,030	47,307	139,213
Females	6,709	52,184	149,078
2019 Population by Sex			
Males	6,547	51,154	146,225
Females	7,161	55,530	155,136
2024 Population by Sex			
Males	7,264	53,144	149,894
Females	7,949	57,705	158,776

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,739	99,492	288,291
White Alone	42.5%	61.0%	58.5%
Black Alone	44.8%	27.3%	28.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.8%	5.3%	5.9%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	2.7%	2.0%	2.0%
Two or More Races	4.4%	3.8%	4.0%
Hispanic Origin	7.8%	6.3%	6.5%
Diversity Index	67.2	60.4	62.3
2019 Population by Race/Ethnicity			
Total	13,708	106,685	301,361
White Alone	41.8%	58.8%	56.2%
Black Alone	42.9%	26.7%	28.5%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	5.7%	6.6%	7.1%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	3.4%	2.6%	2.7%
Two or More Races	5.4%	4.8%	5.0%
Hispanic Origin	10.0%	8.4%	8.7%
Diversity Index	70.4	64.4	66.2
2024 Population by Race/Ethnicity			
Total	15,214	110,848	308,670
White Alone	39.8%	57.1%	54.7%
Black Alone	43.1%	26.6%	28.2%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	6.1%	7.3%	7.8%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	4.0%	3.0%	3.0%
Two or More Races	6.0%	5.4%	5.6%
Hispanic Origin	11.7%	9.9%	10.1%
Diversity Index	72.4	67.0	68.5
2010 Population by Relationship and Household Type			
Total	12,739	99,491	288,291
In Households	98.4%	98.4%	97.8%
In Family Households	80.9%	80.8%	82.1%
Householder	25.0%	26.1%	25.9%
Spouse	14.5%	17.9%	17.8%
Child	32.5%	30.0%	31.5%
Other relative	5.3%	4.1%	4.2%
Nonrelative	3.6%	2.7%	2.7%
In Nonfamily Households	17.5%	17.7%	15.6%
In Group Quarters	1.6%	1.6%	2.2%
Institutionalized Population	0.8%	0.7%	0.5%
Noninstitutionalized Population	0.8%	0.8%	1.7%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	9,009	74,129	205,210
Less than 9th Grade	1.6%	2.1%	2.3%
9th - 12th Grade, No Diploma	5.4%	5.5%	5.4%
High School Graduate	22.0%	19.9%	20.5%
GED/Alternative Credential	2.9%	3.4%	4.1%
Some College, No Degree	30.8%	26.0%	26.1%
Associate Degree	13.7%	11.6%	11.0%
Bachelor's Degree	16.5%	19.8%	19.8%
Graduate/Professional Degree	7.1%	11.5%	10.8%
2019 Population 15+ by Marital Status			
Total	10,908	87,732	244,771
Never Married	42.5%	32.8%	34.1%
Married	41.6%	50.2%	49.3%
Widowed	4.3%	5.9%	5.3%
Divorced	11.7%	11.1%	11.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.4%	96.3%
Civilian Unemployed (Unemployment Rate)	2.9%	3.6%	3.7%
2019 Employed Population 16+ by Industry			
Total	7,063	55,852	152,601
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	8.3%	7.3%	7.4%
Manufacturing	5.5%	5.9%	5.9%
Wholesale Trade	2.9%	2.0%	1.9%
Retail Trade	9.8%	11.3%	11.3%
Transportation/Utilities	7.2%	4.9%	4.9%
Information	1.8%	1.8%	1.8%
Finance/Insurance/Real Estate	8.0%	8.0%	7.3%
Services	46.0%	48.6%	49.1%
Public Administration	10.4%	10.0%	10.2%
2019 Employed Population 16+ by Occupation			
Total	7,062	55,852	152,600
White Collar	54.8%	62.0%	61.1%
Management/Business/Financial	9.3%	13.7%	13.4%
Professional	16.0%	21.4%	22.2%
Sales	11.7%	11.8%	11.2%
Administrative Support	17.8%	15.1%	14.3%
Services	22.6%	18.7%	19.4%
Blue Collar	22.6%	19.3%	19.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.7%	5.4%	5.4%
Installation/Maintenance/Repair	7.3%	5.0%	4.7%
Production	3.2%	4.0%	4.2%
Transportation/Material Moving	5.4%	4.8%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	12,739	99,491	288,291
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,898	39,323	108,811
Households with 1 Person	26.0%	25.8%	23.7%
Households with 2+ People	74.0%	74.2%	76.3%
Family Households	65.5%	66.1%	68.7%
Husband-wife Families	37.8%	45.2%	47.2%
With Related Children	18.0%	18.8%	21.0%
Other Family (No Spouse Present)	27.7%	20.8%	21.5%
Other Family with Male Householder	6.1%	4.6%	4.9%
With Related Children	3.7%	2.5%	2.8%
Other Family with Female Householder	21.5%	16.2%	16.6%
With Related Children	15.5%	10.6%	11.0%
Nonfamily Households	8.5%	8.1%	7.6%
All Households with Children	37.9%	32.5%	35.4%
Multigenerational Households	5.6%	4.8%	5.2%
Unmarried Partner Households	7.5%	6.3%	6.3%
Male-female	7.0%	5.7%	5.7%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	4,896	39,323	108,812
1 Person Household	26.0%	25.8%	23.7%
2 Person Household	30.6%	34.4%	33.4%
3 Person Household	20.5%	18.5%	19.1%
4 Person Household	13.0%	12.6%	14.0%
5 Person Household	5.8%	5.4%	6.1%
6 Person Household	2.2%	2.1%	2.4%
7 + Person Household	1.8%	1.2%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	4,897	39,324	108,812
Owner Occupied	56.8%	62.0%	63.0%
Owned with a Mortgage/Loan	48.4%	48.4%	51.2%
Owned Free and Clear	8.4%	13.6%	11.8%
Renter Occupied	43.2%	38.0%	37.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,239	41,709	115,023
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

5369 Virginia Beach Blvd, Virginia Beach, Virginia, 23462
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.84979
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	Bright Young Professionals	Bright Young Professionals
2.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
3.	Comfortable Empty Nesters (5A)	Young and Restless (11B)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$9,089,676	\$88,642,315	\$239,174,359
Average Spent	\$1,720.55	\$2,099.58	\$2,101.80
Spending Potential Index	80	98	98
Education: Total \$	\$6,196,339	\$64,744,056	\$176,211,338
Average Spent	\$1,172.88	\$1,533.53	\$1,548.50
Spending Potential Index	74	96	97
Entertainment/Recreation: Total \$	\$13,227,401	\$132,321,421	\$357,974,869
Average Spent	\$2,503.77	\$3,134.17	\$3,145.79
Spending Potential Index	77	96	96
Food at Home: Total \$	\$21,736,330	\$212,845,179	\$572,911,949
Average Spent	\$4,114.39	\$5,041.45	\$5,034.60
Spending Potential Index	80	97	97
Food Away from Home: Total \$	\$15,637,763	\$152,285,712	\$410,360,540
Average Spent	\$2,960.02	\$3,607.04	\$3,606.14
Spending Potential Index	81	98	98
Health Care: Total \$	\$23,744,851	\$238,546,466	\$644,502,023
Average Spent	\$4,494.58	\$5,650.22	\$5,663.71
Spending Potential Index	76	95	95
HH Furnishings & Equipment: Total \$	\$8,892,917	\$87,846,664	\$237,732,070
Average Spent	\$1,683.31	\$2,080.74	\$2,089.13
Spending Potential Index	79	98	98
Personal Care Products & Services: Total \$	\$3,762,119	\$36,832,104	\$99,442,487
Average Spent	\$712.12	\$872.41	\$873.87
Spending Potential Index	80	98	99
Shelter: Total \$	\$77,537,735	\$770,753,887	\$2,082,090,653
Average Spent	\$14,676.84	\$18,256.09	\$18,296.86
Spending Potential Index	79	99	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,912,857	\$100,668,692	\$271,655,909
Average Spent	\$1,876.37	\$2,384.44	\$2,387.24
Spending Potential Index	76	96	96
Travel: Total \$	\$8,958,754	\$90,914,008	\$247,503,021
Average Spent	\$1,695.77	\$2,153.39	\$2,174.99
Spending Potential Index	76	96	97
Vehicle Maintenance & Repairs: Total \$	\$4,899,678	\$48,345,047	\$129,364,223
Average Spent	\$927.44	\$1,145.10	\$1,136.82
Spending Potential Index	81	100	99

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.