

Business Summary

2111 Colonial Ave, Norfolk, Virginia, 23517
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 36.86944
Longitude: -76.29172

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,204		4,330		7,864							
Total Employees:	20,357		95,016		151,855							
Total Residential Population:	21,580		107,321		251,782							
Employee/Residential Population Ratio (per 100 Residents)	94		89		60							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	0.9%	108	0.5%	29	0.7%	202	0.2%	74	0.9%	520	0.3%
Construction	73	6.1%	953	4.7%	216	5.0%	2,723	2.9%	458	5.8%	5,367	3.5%
Manufacturing	35	2.9%	882	4.3%	122	2.8%	8,972	9.4%	207	2.6%	10,983	7.2%
Transportation	21	1.7%	475	2.3%	123	2.8%	2,793	2.9%	251	3.2%	6,397	4.2%
Communication	15	1.2%	219	1.1%	61	1.4%	1,512	1.6%	107	1.4%	2,451	1.6%
Utility	0	0.0%	0	0.0%	7	0.2%	121	0.1%	17	0.2%	238	0.2%
Wholesale Trade	25	2.1%	252	1.2%	111	2.6%	1,953	2.1%	240	3.1%	4,083	2.7%
Retail Trade Summary	260	21.6%	2,906	14.3%	786	18.2%	17,075	18.0%	1,642	20.9%	28,777	19.0%
Home Improvement	9	0.7%	53	0.3%	23	0.5%	171	0.2%	58	0.7%	934	0.6%
General Merchandise Stores	8	0.7%	98	0.5%	24	0.6%	665	0.7%	74	0.9%	2,297	1.5%
Food Stores	23	1.9%	374	1.8%	85	2.0%	1,300	1.4%	200	2.5%	2,928	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket	13	1.1%	66	0.3%	57	1.3%	441	0.5%	194	2.5%	1,629	1.1%
Apparel & Accessory Stores	14	1.2%	96	0.5%	68	1.6%	793	0.8%	127	1.6%	1,244	0.8%
Furniture & Home Furnishings	15	1.2%	123	0.6%	43	1.0%	464	0.5%	81	1.0%	1,060	0.7%
Eating & Drinking Places	111	9.2%	1,618	7.9%	313	7.2%	4,602	4.8%	579	7.4%	8,844	5.8%
Miscellaneous Retail	69	5.7%	477	2.3%	173	4.0%	8,641	9.1%	330	4.2%	9,840	6.5%
Finance, Insurance, Real Estate Summary	79	6.6%	619	3.0%	329	7.6%	3,101	3.3%	583	7.4%	5,886	3.9%
Banks, Savings & Lending Institutions	14	1.2%	109	0.5%	51	1.2%	450	0.5%	113	1.4%	940	0.6%
Securities Brokers	10	0.8%	45	0.2%	55	1.3%	397	0.4%	73	0.9%	1,584	1.0%
Insurance Carriers & Agents	10	0.8%	65	0.3%	46	1.1%	543	0.6%	93	1.2%	762	0.5%
Real Estate, Holding, Other Investment Offices	45	3.7%	400	2.0%	177	4.1%	1,711	1.8%	305	3.9%	2,599	1.7%
Services Summary	569	47.3%	13,142	64.6%	1,947	45.0%	49,374	52.0%	3,405	43.3%	72,018	47.4%
Hotels & Lodging	3	0.2%	100	0.5%	30	0.7%	1,462	1.5%	51	0.6%	2,066	1.4%
Automotive Services	32	2.7%	155	0.8%	84	1.9%	448	0.5%	253	3.2%	1,487	1.0%
Motion Pictures & Amusements	28	2.3%	282	1.4%	110	2.5%	1,463	1.5%	181	2.3%	1,825	1.2%
Health Services	176	14.6%	6,752	33.2%	400	9.2%	22,269	23.4%	566	7.2%	28,963	19.1%
Legal Services	14	1.2%	277	1.4%	153	3.5%	2,729	2.9%	174	2.2%	2,836	1.9%
Education Institutions & Libraries	41	3.4%	2,374	11.7%	147	3.4%	9,019	9.5%	235	3.0%	13,079	8.6%
Other Services	274	22.8%	3,201	15.7%	1,022	23.6%	11,985	12.6%	1,944	24.7%	21,762	14.3%
Government	21	1.7%	520	2.6%	256	5.9%	6,307	6.6%	335	4.3%	13,161	8.7%
Unclassified Establishments	94	7.8%	282	1.4%	342	7.9%	882	0.9%	543	6.9%	1,974	1.3%
Totals	1,204	100.0%	20,357	100.0%	4,330	100.0%	95,016	100.0%	7,864	100.0%	151,855	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	4	0.1%	16	0.0%	5	0.1%	18	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	7	0.0%	2	0.0%	17	0.0%
Utilities	0	0.0%	0	0.0%	2	0.0%	90	0.1%	6	0.1%	107	0.1%
Construction	74	6.1%	932	4.6%	223	5.2%	2,726	2.9%	484	6.2%	5,581	3.7%
Manufacturing	33	2.7%	520	2.6%	120	2.8%	4,040	4.3%	215	2.7%	6,130	4.0%
Wholesale Trade	25	2.1%	251	1.2%	106	2.4%	1,923	2.0%	231	2.9%	4,029	2.7%
Retail Trade	144	12.0%	1,251	6.1%	451	10.4%	12,051	12.7%	1,019	13.0%	19,360	12.7%
Motor Vehicle & Parts Dealers	12	1.0%	60	0.3%	43	1.0%	300	0.3%	160	2.0%	1,568	1.0%
Furniture & Home Furnishings Stores	6	0.5%	85	0.4%	19	0.4%	247	0.3%	36	0.5%	548	0.4%
Electronics & Appliance Stores	4	0.3%	25	0.1%	18	0.4%	122	0.1%	35	0.4%	187	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	9	0.7%	53	0.3%	23	0.5%	171	0.2%	58	0.7%	934	0.6%
Food & Beverage Stores	23	1.9%	383	1.9%	69	1.6%	1,006	1.1%	170	2.2%	2,541	1.7%
Health & Personal Care Stores	10	0.8%	139	0.7%	35	0.8%	347	0.4%	87	1.1%	864	0.6%
Gasoline Stations	1	0.1%	7	0.0%	14	0.3%	141	0.1%	35	0.4%	260	0.2%
Clothing & Clothing Accessories Stores	16	1.3%	124	0.6%	81	1.9%	884	0.9%	150	1.9%	1,366	0.9%
Sport Goods, Hobby, Book, & Music Stores	13	1.1%	67	0.3%	35	0.8%	276	0.3%	49	0.6%	380	0.3%
General Merchandise Stores	8	0.7%	98	0.5%	24	0.6%	665	0.7%	74	0.9%	2,297	1.5%
Miscellaneous Store Retailers	39	3.2%	202	1.0%	81	1.9%	7,752	8.2%	147	1.9%	8,222	5.4%
Nonstore Retailers	3	0.2%	10	0.0%	9	0.2%	141	0.1%	19	0.2%	192	0.1%
Transportation & Warehousing	15	1.2%	444	2.2%	86	2.0%	2,525	2.7%	198	2.5%	6,034	4.0%
Information	31	2.6%	713	3.5%	122	2.8%	7,269	7.7%	198	2.5%	8,496	5.6%
Finance & Insurance	34	2.8%	219	1.1%	154	3.6%	1,397	1.5%	289	3.7%	3,322	2.2%
Central Bank/Credit Intermediation & Related Activities	14	1.2%	109	0.5%	51	1.2%	454	0.5%	120	1.5%	969	0.6%
Securities, Commodity Contracts & Other Financial	10	0.8%	45	0.2%	56	1.3%	400	0.4%	77	1.0%	1,591	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	10	0.8%	65	0.3%	46	1.1%	543	0.6%	93	1.2%	762	0.5%
Real Estate, Rental & Leasing	51	4.2%	384	1.9%	198	4.6%	1,706	1.8%	423	5.4%	3,193	2.1%
Professional, Scientific & Tech Services	91	7.6%	1,325	6.5%	459	10.6%	7,042	7.4%	696	8.9%	10,782	7.1%
Legal Services	19	1.6%	288	1.4%	162	3.7%	2,749	2.9%	187	2.4%	2,865	1.9%
Management of Companies & Enterprises	2	0.2%	10	0.0%	8	0.2%	40	0.0%	12	0.2%	53	0.0%
Administrative & Support & Waste Management & Remediation	34	2.8%	377	1.9%	133	3.1%	1,626	1.7%	260	3.3%	2,975	2.0%
Educational Services	41	3.4%	2,359	11.6%	141	3.3%	8,906	9.4%	225	2.9%	12,936	8.5%
Health Care & Social Assistance	201	16.7%	7,405	36.4%	505	11.7%	24,217	25.5%	765	9.7%	32,150	21.2%
Arts, Entertainment & Recreation	24	2.0%	436	2.1%	129	3.0%	1,938	2.0%	177	2.3%	2,405	1.6%
Accommodation & Food Services	117	9.7%	1,745	8.6%	350	8.1%	6,138	6.5%	645	8.2%	11,047	7.3%
Accommodation	3	0.2%	100	0.5%	30	0.7%	1,462	1.5%	51	0.6%	2,066	1.4%
Food Services & Drinking Places	113	9.4%	1,645	8.1%	320	7.4%	4,676	4.9%	594	7.6%	8,981	5.9%
Other Services (except Public Administration)	172	14.3%	1,185	5.8%	539	12.4%	4,170	4.4%	1,133	14.4%	8,056	5.3%
Automotive Repair & Maintenance	24	2.0%	116	0.6%	60	1.4%	271	0.3%	171	2.2%	842	0.6%
Public Administration	21	1.7%	520	2.6%	256	5.9%	6,307	6.6%	337	4.3%	13,189	8.7%
Unclassified Establishments	94	7.8%	282	1.4%	342	7.9%	882	0.9%	543	6.9%	1,974	1.3%
Total	1,204	100.0%	20,357	100.0%	4,330	100.0%	95,016	100.0%	7,864	100.0%	151,855	100.0%

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