

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

Prepared by WHLR
Latitude: 36.85555
Longitude: -76.20343

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,907	90,886	286,815
2010 Total Population	6,402	92,010	288,667
2019 Total Population	6,758	97,756	304,658
2019 Group Quarters	157	2,910	7,292
2024 Total Population	6,865	101,287	312,840
2019-2024 Annual Rate	0.31%	0.71%	0.53%
2019 Total Daytime Population	22,369	124,847	353,710
Workers	19,076	78,663	204,770
Residents	3,293	46,184	148,940
Household Summary			
2000 Households	2,438	33,554	106,983
2000 Average Household Size	2.58	2.66	2.62
2010 Households	2,437	34,641	110,401
2010 Average Household Size	2.57	2.57	2.55
2019 Households	2,548	36,763	116,721
2019 Average Household Size	2.59	2.58	2.55
2024 Households	2,580	38,119	119,938
2024 Average Household Size	2.60	2.58	2.55
2019-2024 Annual Rate	0.25%	0.73%	0.55%
2010 Families	1,600	23,165	73,110
2010 Average Family Size	3.08	3.07	3.07
2019 Families	1,670	24,406	76,238
2019 Average Family Size	3.10	3.08	3.08
2024 Families	1,690	25,214	77,951
2024 Average Family Size	3.11	3.09	3.09
2019-2024 Annual Rate	0.24%	0.65%	0.45%
Housing Unit Summary			
2000 Housing Units	2,515	35,239	113,208
Owner Occupied Housing Units	49.4%	56.0%	54.1%
Renter Occupied Housing Units	47.6%	39.3%	40.4%
Vacant Housing Units	3.1%	4.8%	5.5%
2010 Housing Units	2,564	37,052	118,547
Owner Occupied Housing Units	46.8%	56.6%	52.6%
Renter Occupied Housing Units	48.3%	36.9%	40.5%
Vacant Housing Units	5.0%	6.5%	6.9%
2019 Housing Units	2,671	39,258	125,630
Owner Occupied Housing Units	44.0%	54.2%	50.3%
Renter Occupied Housing Units	51.4%	39.4%	42.6%
Vacant Housing Units	4.6%	6.4%	7.1%
2024 Housing Units	2,705	40,669	129,062
Owner Occupied Housing Units	45.1%	54.7%	51.1%
Renter Occupied Housing Units	50.3%	39.0%	41.8%
Vacant Housing Units	4.6%	6.3%	7.1%
Median Household Income			
2019	\$59,147	\$59,815	\$57,915
2024	\$65,773	\$66,618	\$64,411
Median Home Value			
2019	\$221,117	\$228,343	\$232,908
2024	\$233,577	\$243,348	\$246,163
Per Capita Income			
2019	\$27,328	\$28,674	\$28,923
2024	\$30,863	\$32,452	\$32,785
Median Age			
2010	34.8	34.1	34.1
2019	35.7	36.2	36.1
2024	36.6	37.1	37.1

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.

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2019 Households by Income			
Household Income Base	2,548	36,758	116,715
<\$15,000	7.1%	9.0%	11.2%
\$15,000 - \$24,999	11.7%	8.8%	9.2%
\$25,000 - \$34,999	8.5%	8.3%	8.1%
\$35,000 - \$49,999	12.0%	13.3%	13.2%
\$50,000 - \$74,999	22.5%	21.5%	20.1%
\$75,000 - \$99,999	15.5%	15.4%	14.6%
\$100,000 - \$149,999	16.3%	15.7%	14.9%
\$150,000 - \$199,999	4.0%	4.6%	4.8%
\$200,000+	2.2%	3.4%	3.8%
Average Household Income	\$72,123	\$75,932	\$75,363
2024 Households by Income			
Household Income Base	2,580	38,114	119,932
<\$15,000	6.2%	8.0%	10.1%
\$15,000 - \$24,999	9.7%	7.4%	7.9%
\$25,000 - \$34,999	7.4%	7.2%	7.2%
\$35,000 - \$49,999	10.8%	11.8%	11.8%
\$50,000 - \$74,999	22.1%	20.9%	19.5%
\$75,000 - \$99,999	17.0%	16.6%	15.6%
\$100,000 - \$149,999	18.9%	18.1%	17.1%
\$150,000 - \$199,999	5.0%	5.8%	6.1%
\$200,000+	2.9%	4.3%	4.7%
Average Household Income	\$81,741	\$85,866	\$85,385
2019 Owner Occupied Housing Units by Value			
Total	1,170	21,287	63,162
<\$50,000	1.3%	2.2%	2.4%
\$50,000 - \$99,999	1.8%	2.4%	2.7%
\$100,000 - \$149,999	5.0%	12.4%	10.8%
\$150,000 - \$199,999	32.4%	21.5%	21.1%
\$200,000 - \$249,999	22.6%	20.2%	19.6%
\$250,000 - \$299,999	21.1%	13.9%	14.3%
\$300,000 - \$399,999	9.5%	13.9%	14.8%
\$400,000 - \$499,999	2.6%	6.0%	5.9%
\$500,000 - \$749,999	2.5%	5.0%	5.6%
\$750,000 - \$999,999	0.0%	1.2%	1.8%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	1.0%	0.6%	0.3%
Average Home Value	\$260,845	\$278,471	\$280,133
2024 Owner Occupied Housing Units by Value			
Total	1,214	22,237	65,981
<\$50,000	1.0%	1.6%	1.9%
\$50,000 - \$99,999	1.3%	2.0%	2.3%
\$100,000 - \$149,999	4.2%	10.8%	9.6%
\$150,000 - \$199,999	28.3%	18.9%	18.9%
\$200,000 - \$249,999	22.6%	19.4%	18.8%
\$250,000 - \$299,999	22.5%	14.0%	14.2%
\$300,000 - \$399,999	11.0%	14.6%	15.3%
\$400,000 - \$499,999	3.0%	7.3%	6.9%
\$500,000 - \$749,999	3.3%	7.2%	7.7%
\$750,000 - \$999,999	0.0%	2.1%	2.9%
\$1,000,000 - \$1,499,999	0.6%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	2.3%	1.1%	0.5%
Average Home Value	\$300,082	\$317,991	\$312,008

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.

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2010 Population by Age			
Total	6,402	92,011	288,665
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%	14.2%	13.9%
55 - 64	10.9%	10.7%	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%	76.5%	75.8%
2019 Population by Age			
Total	6,758	97,755	304,657
0 - 4	6.5%	6.4%	6.6%
5 - 9	6.1%	6.2%	6.4%
10 - 14	5.7%	6.2%	6.3%
15 - 24	13.2%	14.0%	13.3%
25 - 34	17.7%	15.4%	15.8%
35 - 44	12.6%	12.9%	12.9%
45 - 54	10.6%	11.3%	11.4%
55 - 64	12.5%	12.2%	12.1%
65 - 74	8.5%	8.7%	8.7%
75 - 84	4.6%	4.5%	4.5%
85 +	2.2%	2.1%	2.0%
18 +	78.2%	77.7%	77.2%
2024 Population by Age			
Total	6,864	101,288	312,840
0 - 4	6.6%	6.4%	6.6%
5 - 9	5.9%	6.1%	6.2%
10 - 14	5.6%	6.1%	6.1%
15 - 24	13.8%	14.0%	13.3%
25 - 34	15.8%	14.3%	14.7%
35 - 44	13.7%	13.9%	13.7%
45 - 54	10.5%	11.0%	11.0%
55 - 64	10.7%	11.1%	11.3%
65 - 74	10.0%	9.7%	9.6%
75 - 84	5.1%	5.3%	5.4%
85 +	2.3%	2.1%	2.0%
18 +	78.2%	77.9%	77.5%
2010 Population by Sex			
Males	3,030	43,584	137,136
Females	3,372	48,426	151,531
2019 Population by Sex			
Males	3,249	46,595	145,702
Females	3,509	51,161	158,955
2024 Population by Sex			
Males	3,316	48,325	149,761
Females	3,550	52,962	163,080

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2010 Population by Race/Ethnicity			
Total	6,403	92,010	288,666
White Alone	37.3%	46.3%	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
2019 Population by Race/Ethnicity			
Total	6,758	97,755	304,656
White Alone	36.9%	45.5%	46.5%
Black Alone	48.5%	41.2%	41.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	5.7%	5.0%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	3.3%	2.5%	2.4%
Two or More Races	4.9%	4.5%	4.4%
Hispanic Origin	9.5%	7.8%	7.6%
Diversity Index	68.9	67.5	66.7
2024 Population by Race/Ethnicity			
Total	6,865	101,287	312,841
White Alone	36.6%	44.6%	45.7%
Black Alone	47.4%	40.6%	40.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.3%	6.2%	5.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.8%	2.9%	2.8%
Two or More Races	5.5%	5.1%	5.0%
Hispanic Origin	11.2%	9.2%	9.0%
Diversity Index	71.0	69.4	68.6
2010 Population by Relationship and Household Type			
Total	6,402	92,010	288,667
In Households	97.7%	96.9%	97.6%
In Family Households	79.8%	80.4%	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%	3.1%	2.4%
Institutionalized Population	1.7%	0.8%	1.0%
Noninstitutionalized Population	0.6%	2.3%	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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2019 Population 25+ by Educational Attainment			
Total	4,637	65,591	205,135
Less than 9th Grade	3.7%	3.3%	2.9%
9th - 12th Grade, No Diploma	8.5%	7.4%	7.5%
High School Graduate	22.1%	22.6%	21.8%
GED/Alternative Credential	3.9%	4.4%	4.4%
Some College, No Degree	25.9%	25.7%	25.9%
Associate Degree	13.3%	11.1%	9.8%
Bachelor's Degree	13.9%	16.8%	17.4%
Graduate/Professional Degree	8.7%	8.8%	10.2%
2019 Population 15+ by Marital Status			
Total	5,527	79,307	245,668
Never Married	40.2%	38.2%	38.2%
Married	43.3%	44.1%	44.6%
Widowed	4.5%	5.6%	5.7%
Divorced	12.0%	12.1%	11.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.4%	96.0%	95.3%
Civilian Unemployed (Unemployment Rate)	4.6%	4.0%	4.7%
2019 Employed Population 16+ by Industry			
Total	3,254	49,892	147,952
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	6.7%	7.6%	7.5%
Manufacturing	6.5%	6.2%	5.8%
Wholesale Trade	0.8%	2.0%	2.0%
Retail Trade	8.1%	12.2%	11.4%
Transportation/Utilities	6.4%	6.1%	5.6%
Information	0.5%	1.7%	1.7%
Finance/Insurance/Real Estate	10.7%	7.1%	6.6%
Services	50.2%	47.8%	49.8%
Public Administration	9.8%	9.1%	9.5%
2019 Employed Population 16+ by Occupation			
Total	3,255	49,891	147,954
White Collar	52.7%	56.6%	57.9%
Management/Business/Financial	13.0%	11.1%	11.8%
Professional	17.3%	19.2%	20.8%
Sales	9.0%	11.5%	11.3%
Administrative Support	13.4%	14.7%	14.0%
Services	23.3%	21.8%	21.3%
Blue Collar	24.0%	21.6%	20.7%
Farming/Forestry/Fishing	0.3%	0.0%	0.1%
Construction/Extraction	4.6%	6.1%	5.7%
Installation/Maintenance/Repair	4.1%	4.7%	4.7%
Production	5.4%	4.8%	4.6%
Transportation/Material Moving	9.6%	5.9%	5.6%
2010 Population By Urban/ Rural Status			
Total Population	6,402	92,010	288,667
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.

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2010 Households by Type			
Total	2,437	34,642	110,401
Households with 1 Person	25.6%	25.2%	26.2%
Households with 2+ People	74.4%	74.8%	73.8%
Family Households	65.7%	66.9%	66.2%
Husband-wife Families	41.3%	41.7%	40.6%
With Related Children	18.3%	17.9%	17.5%
Other Family (No Spouse Present)	24.4%	25.2%	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%	34.7%	34.8%
Multigenerational Households	6.5%	5.9%	5.6%
Unmarried Partner Households	7.3%	6.9%	6.6%
Male-female	6.5%	6.2%	5.8%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	2,438	34,642	110,399
1 Person Household	25.6%	25.2%	26.2%
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	34,641	110,401
Owner Occupied	49.2%	60.6%	56.5%
Owned with a Mortgage/Loan	38.0%	48.3%	44.4%
Owned Free and Clear	11.2%	12.2%	12.1%
Renter Occupied	50.8%	39.4%	43.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,564	37,052	118,547
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.

Market Profile

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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.	Front Porches (8E)	Bright Young Professionals	Front Porches (8E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,591,466	\$68,990,943	\$219,126,655
Average Spent	\$1,801.99	\$1,876.64	\$1,877.35
Spending Potential Index	84	88	88
Education: Total \$	\$3,279,404	\$50,640,074	\$159,798,578
Average Spent	\$1,287.05	\$1,377.47	\$1,369.06
Spending Potential Index	81	86	86
Entertainment/Recreation: Total \$	\$6,868,441	\$103,807,325	\$326,241,416
Average Spent	\$2,695.62	\$2,823.69	\$2,795.05
Spending Potential Index	82	86	85
Food at Home: Total \$	\$11,221,301	\$167,226,526	\$528,389,590
Average Spent	\$4,403.96	\$4,548.77	\$4,526.95
Spending Potential Index	85	88	87
Food Away from Home: Total \$	\$7,877,002	\$118,180,612	\$374,475,621
Average Spent	\$3,091.45	\$3,214.66	\$3,208.30
Spending Potential Index	84	87	87
Health Care: Total \$	\$12,516,891	\$188,433,205	\$590,245,873
Average Spent	\$4,912.44	\$5,125.62	\$5,056.90
Spending Potential Index	83	86	85
HH Furnishings & Equipment: Total \$	\$4,529,295	\$68,419,640	\$215,052,456
Average Spent	\$1,777.59	\$1,861.10	\$1,842.45
Spending Potential Index	83	87	86
Personal Care Products & Services: Total \$	\$1,891,076	\$28,547,155	\$90,175,836
Average Spent	\$742.18	\$776.52	\$772.58
Spending Potential Index	84	88	87
Shelter: Total \$	\$40,235,361	\$604,935,600	\$1,912,489,079
Average Spent	\$15,790.96	\$16,455.01	\$16,385.13
Spending Potential Index	85	89	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,260,908	\$78,452,191	\$245,730,577
Average Spent	\$2,064.72	\$2,134.00	\$2,105.28
Spending Potential Index	83	86	85
Travel: Total \$	\$4,610,618	\$70,938,912	\$222,185,644
Average Spent	\$1,809.50	\$1,929.63	\$1,903.56
Spending Potential Index	81	86	85
Vehicle Maintenance & Repairs: Total \$	\$2,589,653	\$37,573,405	\$117,743,903
Average Spent	\$1,016.35	\$1,022.04	\$1,008.76
Spending Potential Index	89	89	88

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.