

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
<b>Population Summary</b>			
2000 Total Population	6,907	90,886	286,815
2010 Total Population	6,402	92,010	288,667
2021 Total Population	6,685	96,374	300,590
2021 Group Quarters	160	2,946	7,377
2026 Total Population	6,732	98,699	306,353
2021-2026 Annual Rate	0.14%	0.48%	0.38%
2021 Total Daytime Population	16,301	110,896	321,982
Workers	12,973	64,396	172,066
Residents	3,328	46,500	149,916
<b>Household Summary</b>			
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
2021 Households	2,540	36,452	115,797
2021 Average Household Size	2.57	2.56	2.53
2026 Households	2,554	37,335	118,126
2026 Average Household Size	2.57	2.56	2.53
2021-2026 Annual Rate	0.11%	0.48%	0.40%
2010 Families	1,600	23,165	73,110
2010 Average Family Size	3.08	3.07	3.07
2021 Families	1,653	24,007	74,965
2021 Average Family Size	3.08	3.07	3.07
2026 Families	1,658	24,488	76,050
2026 Average Family Size	3.09	3.08	3.08
2021-2026 Annual Rate	0.06%	0.40%	0.29%
<b>Housing Unit Summary</b>			
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%
2021 Housing Units	2,679	39,476	125,282
Owner Occupied Housing Units	44.4%	53.2%	50.0%
Renter Occupied Housing Units	50.4%	39.1%	42.5%
Vacant Housing Units	5.2%	7.7%	7.6%
2026 Housing Units	2,708	40,587	127,962
Owner Occupied Housing Units	45.5%	53.8%	50.8%
Renter Occupied Housing Units	48.9%	38.2%	41.6%
Vacant Housing Units	5.7%	8.0%	7.7%
<b>Median Household Income</b>			
2021	\$59,203	\$60,591	\$59,298
2026	\$61,595	\$64,249	\$63,238
<b>Median Home Value</b>			
2021	\$232,034	\$240,225	\$245,384
2026	\$271,255	\$301,364	\$301,852
<b>Per Capita Income</b>			
2021	\$27,952	\$29,026	\$29,524
2026	\$30,334	\$31,846	\$32,567
<b>Median Age</b>			
2010	34.8	34.1	34.1
2021	36.0	36.5	36.4
2026	37.0	37.4	37.4

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	2,540	36,447	115,791
<\$15,000	8.4%	7.8%	9.7%
\$15,000 - \$24,999	6.6%	7.4%	8.1%
\$25,000 - \$34,999	9.8%	11.0%	10.1%
\$35,000 - \$49,999	11.9%	12.1%	12.4%
\$50,000 - \$74,999	27.5%	22.1%	20.6%
\$75,000 - \$99,999	13.5%	15.1%	14.5%
\$100,000 - \$149,999	14.9%	15.6%	15.2%
\$150,000 - \$199,999	4.7%	5.6%	5.7%
\$200,000+	2.8%	3.4%	3.8%
Average Household Income	\$73,464	\$76,369	\$76,456
<b>2026 Households by Income</b>			
Household Income Base	2,554	37,330	118,120
<\$15,000	7.5%	6.9%	8.6%
\$15,000 - \$24,999	6.0%	6.7%	7.4%
\$25,000 - \$34,999	9.2%	10.2%	9.5%
\$35,000 - \$49,999	11.6%	11.6%	11.9%
\$50,000 - \$74,999	27.1%	21.9%	20.2%
\$75,000 - \$99,999	14.0%	15.6%	15.0%
\$100,000 - \$149,999	15.9%	16.4%	16.2%
\$150,000 - \$199,999	5.6%	6.8%	6.9%
\$200,000+	3.1%	3.9%	4.4%
Average Household Income	\$79,856	\$83,780	\$84,283
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,189	21,005	62,584
<\$50,000	0.8%	2.4%	2.6%
\$50,000 - \$99,999	1.0%	2.4%	2.2%
\$100,000 - \$149,999	5.8%	10.7%	8.7%
\$150,000 - \$199,999	26.6%	19.4%	18.3%
\$200,000 - \$249,999	24.8%	18.8%	20.0%
\$250,000 - \$299,999	19.2%	14.7%	14.6%
\$300,000 - \$399,999	13.1%	14.7%	16.1%
\$400,000 - \$499,999	3.2%	8.5%	7.7%
\$500,000 - \$749,999	3.5%	5.6%	6.2%
\$750,000 - \$999,999	0.1%	1.8%	2.5%
\$1,000,000 - \$1,499,999	0.3%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	1.8%	0.3%	0.2%
Average Home Value	\$289,034	\$288,385	\$297,022
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,231	21,821	64,935
<\$50,000	0.2%	1.0%	1.1%
\$50,000 - \$99,999	0.3%	1.1%	1.0%
\$100,000 - \$149,999	2.7%	6.1%	4.9%
\$150,000 - \$199,999	15.6%	12.5%	12.0%
\$200,000 - \$249,999	22.7%	15.0%	16.5%
\$250,000 - \$299,999	20.1%	14.2%	14.3%
\$300,000 - \$399,999	18.8%	18.6%	19.0%
\$400,000 - \$499,999	4.1%	13.7%	11.9%
\$500,000 - \$749,999	7.6%	11.4%	11.7%
\$750,000 - \$999,999	1.5%	3.6%	5.4%
\$1,000,000 - \$1,499,999	0.7%	2.0%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	5.7%	0.8%	0.5%
Average Home Value	\$419,196	\$377,905	\$380,064

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
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%
<b>2021 Population by Age</b>			
Total	6,686	96,373	300,589
0 - 4	6.4%	6.3%	6.5%
5 - 9	6.0%	6.2%	6.4%
10 - 14	5.7%	6.3%	6.4%
15 - 24	13.0%	14.0%	13.1%
25 - 34	17.5%	15.1%	15.6%
35 - 44	13.0%	13.5%	13.4%
45 - 54	10.1%	10.7%	10.9%
55 - 64	12.2%	12.0%	12.0%
65 - 74	9.0%	9.1%	9.1%
75 - 84	4.9%	4.7%	4.8%
85 +	2.2%	2.1%	2.0%
18 +	78.3%	77.8%	77.3%
<b>2026 Population by Age</b>			
Total	6,733	98,700	306,355
0 - 4	6.5%	6.4%	6.5%
5 - 9	5.9%	6.1%	6.2%
10 - 14	5.5%	6.0%	6.1%
15 - 24	13.9%	14.3%	13.3%
25 - 34	15.0%	13.8%	14.3%
35 - 44	14.3%	14.3%	14.1%
45 - 54	10.6%	10.9%	11.0%
55 - 64	10.1%	10.7%	10.8%
65 - 74	10.4%	9.8%	9.9%
75 - 84	5.4%	5.6%	5.7%
85 +	2.4%	2.2%	2.1%
18 +	78.4%	77.9%	77.6%
<b>2010 Population by Sex</b>			
Males	3,030	43,584	137,136
Females	3,372	48,426	151,531
<b>2021 Population by Sex</b>			
Males	3,219	45,987	144,003
Females	3,467	50,387	156,587
<b>2026 Population by Sex</b>			
Males	3,249	47,156	146,970
Females	3,484	51,543	159,382

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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2021 Population by Race/Ethnicity</b>			
Total	6,686	96,374	300,591
White Alone	36.6%	45.0%	46.2%
Black Alone	48.3%	41.3%	41.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	5.8%	5.0%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.5%	2.6%	2.5%
Two or More Races	5.1%	4.7%	4.6%
Hispanic Origin	10.1%	8.2%	8.0%
Diversity Index	69.6	68.1	67.2
<b>2026 Population by Race/Ethnicity</b>			
Total	6,733	98,698	306,351
White Alone	36.3%	44.1%	45.4%
Black Alone	48.6%	41.2%	40.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	6.2%	5.4%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.5%	2.9%	2.7%
Two or More Races	5.1%	5.0%	5.0%
Hispanic Origin	10.2%	9.0%	8.8%
Diversity Index	69.6	69.2	68.4
<b>2010 Population by Relationship and Household Type</b>			
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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,609	64,847	203,422
Less than 9th Grade	4.4%	3.4%	2.9%
9th - 12th Grade, No Diploma	5.4%	7.4%	8.0%
High School Graduate	22.0%	21.4%	20.6%
GED/Alternative Credential	3.8%	4.5%	4.6%
Some College, No Degree	27.2%	26.2%	25.5%
Associate Degree	11.8%	10.7%	9.7%
Bachelor's Degree	17.2%	16.8%	17.7%
Graduate/Professional Degree	8.1%	9.6%	10.9%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,477	78,323	242,848
Never Married	36.6%	38.0%	37.6%
Married	45.2%	43.9%	44.4%
Widowed	4.9%	5.8%	5.9%
Divorced	13.4%	12.2%	12.1%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,361	50,860	152,407
Population 16+ Employed	92.5%	93.7%	92.7%
Population 16+ Unemployment rate	7.4%	6.3%	7.3%
Population 16-24 Employed	14.4%	15.0%	14.0%
Population 16-24 Unemployment rate	11.6%	8.7%	9.6%
Population 25-54 Employed	62.3%	60.3%	61.9%
Population 25-54 Unemployment rate	6.8%	6.1%	7.1%
Population 55-64 Employed	17.7%	17.1%	16.7%
Population 55-64 Unemployment rate	5.7%	5.4%	7.6%
Population 65+ Employed	5.7%	7.6%	7.4%
Population 65+ Unemployment rate	8.8%	5.4%	3.8%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,110	47,647	141,234
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	6.9%	7.9%	7.7%
Manufacturing	6.8%	6.4%	6.0%
Wholesale Trade	0.8%	2.0%	2.0%
Retail Trade	8.4%	12.6%	11.8%
Transportation/Utilities	6.8%	6.4%	5.8%
Information	0.5%	1.5%	1.5%
Finance/Insurance/Real Estate	11.1%	7.6%	6.9%
Services	48.3%	46.4%	48.5%
Public Administration	10.2%	9.2%	9.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,112	47,645	141,234
White Collar	54.8%	58.5%	60.1%
Management/Business/Financial	15.8%	13.5%	14.4%
Professional	19.9%	22.1%	23.8%
Sales	7.8%	10.2%	10.0%
Administrative Support	11.3%	12.7%	12.0%
Services	19.0%	18.8%	18.2%
Blue Collar	26.3%	22.6%	21.6%
Farming/Forestry/Fishing	0.3%	0.0%	0.1%
Construction/Extraction	4.7%	6.1%	5.7%
Installation/Maintenance/Repair	3.5%	4.1%	4.1%
Production	4.8%	4.3%	4.2%
Transportation/Material Moving	13.1%	8.1%	7.5%

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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	139	138	132
Percent of Income for Mortgage	16.4%	16.6%	17.4%
Wealth Index	59	71	73
<b>2010 Housing Units By Urban/ Rural Status</b>			
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%
<b>2010 Population By Urban/ Rural Status</b>			
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%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Front Porches (8E)	Bright Young Professionals (8C)
3.	Front Porches (8E)	Bright Young Professionals (8C)	Front Porches (8E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,416,009	\$65,031,975	\$208,199,595
Average Spent	\$1,738.59	\$1,784.04	\$1,797.97
Spending Potential Index	82	84	85
Education: Total \$	\$3,642,669	\$54,524,258	\$173,526,542
Average Spent	\$1,434.12	\$1,495.78	\$1,498.54
Spending Potential Index	83	87	87
Entertainment/Recreation: Total \$	\$6,523,593	\$96,481,312	\$305,709,430
Average Spent	\$2,568.34	\$2,646.80	\$2,640.05
Spending Potential Index	79	82	82
Food at Home: Total \$	\$11,267,696	\$165,429,032	\$527,436,087
Average Spent	\$4,436.10	\$4,538.27	\$4,554.83
Spending Potential Index	81	83	84
Food Away from Home: Total \$	\$7,833,003	\$115,424,221	\$369,203,264
Average Spent	\$3,083.86	\$3,166.47	\$3,188.37
Spending Potential Index	81	83	84
Health Care: Total \$	\$12,592,716	\$186,073,852	\$588,988,202
Average Spent	\$4,957.76	\$5,104.63	\$5,086.39
Spending Potential Index	79	82	82
HH Furnishings & Equipment: Total \$	\$4,549,853	\$67,925,352	\$215,522,709
Average Spent	\$1,791.28	\$1,863.42	\$1,861.21
Spending Potential Index	79	83	83
Personal Care Products & Services: Total \$	\$1,866,606	\$27,503,168	\$87,705,933
Average Spent	\$734.88	\$754.50	\$757.41
Spending Potential Index	82	84	84
Shelter: Total \$	\$41,868,008	\$618,446,837	\$1,971,842,209
Average Spent	\$16,483.47	\$16,966.06	\$17,028.44
Spending Potential Index	82	84	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,741,124	\$69,876,004	\$219,238,659
Average Spent	\$1,866.58	\$1,916.93	\$1,893.30
Spending Potential Index	78	80	79
Travel: Total \$	\$4,990,330	\$75,519,791	\$238,924,701
Average Spent	\$1,964.70	\$2,071.76	\$2,063.31
Spending Potential Index	78	82	82
Vehicle Maintenance & Repairs: Total \$	\$2,311,365	\$33,727,565	\$107,000,111
Average Spent	\$909.99	\$925.26	\$924.03
Spending Potential Index	82	83	83

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.