

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			
2010 Total Population	6,752	92,000	289,183
2020 Total Population	7,158	97,885	302,605
2020 Group Quarters	354	2,606	7,147
2022 Total Population	7,195	99,345	306,700
2022 Group Quarters	354	2,606	7,147
2027 Total Population	7,113	99,539	308,327
2022-2027 Annual Rate	-0.23%	0.04%	0.11%
2022 Total Daytime Population	21,671	122,707	343,817
Workers	18,148	75,111	191,681
Residents	3,523	47,596	152,136
Household Summary			
2010 Households	2,582	34,908	110,659
2010 Average Household Size	2.55	2.57	2.55
2020 Total Households	2,850	38,742	121,640
2020 Average Household Size	2.39	2.46	2.43
2022 Total Households	2,877	39,443	123,695
2022 Average Household Size	2.38	2.45	2.42
2027 Total Households	2,870	39,748	125,056
2027 Average Household Size	2.35	2.44	2.41
2022-2027 Annual Rate	-0.05%	0.15%	0.22%
2010 Families	1,698	23,326	73,113
2010 Average Family Size	3.05	3.07	3.07
2022 Total Families	1,878	25,871	79,557
2022 Average Family Size	2.84	2.95	2.95
2027 Total Families	1,867	25,989	80,117
2027 Average Family Size	2.82	2.93	2.94
2022-2027 Annual Rate	-0.12%	0.09%	0.14%
Housing Unit Summary			
2000 Housing Units	2,681	35,597	113,523
Owner Occupied Housing Units	48.2%	56.0%	54.1%
Renter Occupied Housing Units	48.4%	39.3%	40.4%
Vacant Housing Units	3.4%	4.7%	5.5%
2010 Housing Units	2,731	37,299	118,854
Owner Occupied Housing Units	45.6%	56.5%	52.5%
Renter Occupied Housing Units	48.9%	37.1%	40.6%
Vacant Housing Units	5.5%	6.4%	6.9%
2020 Housing Units	3,040	40,915	128,991
Vacant Housing Units	6.2%	5.3%	5.7%
2022 Housing Units	3,092	41,924	132,092
Owner Occupied Housing Units	45.6%	54.9%	50.9%
Renter Occupied Housing Units	47.4%	39.2%	42.7%
Vacant Housing Units	7.0%	5.9%	6.4%
2027 Housing Units	3,150	42,857	135,272
Owner Occupied Housing Units	46.2%	55.6%	51.4%
Renter Occupied Housing Units	45.0%	37.2%	41.1%
Vacant Housing Units	8.9%	7.3%	7.6%
Median Household Income			
2022	\$62,044	\$64,974	\$63,752
2027	\$68,853	\$74,503	\$72,922
Median Home Value			
2022	\$245,103	\$270,212	\$279,171
2027	\$316,707	\$348,451	\$355,064
Per Capita Income			
2022	\$33,009	\$34,024	\$34,724
2027	\$38,504	\$39,546	\$40,349
Median Age			
2010	34.3	34.4	34.1
2022	35.9	36.7	36.6
2027	37.2	37.6	37.5

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	2,877	39,439	123,691
<\$15,000	6.9%	6.7%	8.4%
\$15,000 - \$24,999	6.0%	6.8%	7.3%
\$25,000 - \$34,999	9.2%	10.2%	9.4%
\$35,000 - \$49,999	12.2%	11.5%	11.8%
\$50,000 - \$74,999	26.3%	21.5%	20.2%
\$75,000 - \$99,999	13.9%	15.5%	14.9%
\$100,000 - \$149,999	16.3%	17.2%	16.6%
\$150,000 - \$199,999	5.5%	6.6%	6.7%
\$200,000+	3.7%	4.0%	4.6%
Average Household Income	\$82,614	\$85,607	\$85,938
2027 Households by Income			
Household Income Base	2,870	39,744	125,052
<\$15,000	5.3%	5.2%	6.8%
\$15,000 - \$24,999	4.7%	5.6%	6.3%
\$25,000 - \$34,999	7.1%	8.6%	8.2%
\$35,000 - \$49,999	10.9%	10.2%	10.5%
\$50,000 - \$74,999	26.6%	20.6%	19.4%
\$75,000 - \$99,999	15.4%	16.3%	15.6%
\$100,000 - \$149,999	17.3%	19.0%	18.2%
\$150,000 - \$199,999	7.7%	9.1%	9.1%
\$200,000+	4.9%	5.3%	5.9%
Average Household Income	\$95,539	\$98,940	\$99,333
2022 Owner Occupied Housing Units by Value			
Total	1,406	22,998	67,220
<\$50,000	1.8%	2.8%	3.0%
\$50,000 - \$99,999	1.0%	1.6%	1.3%
\$100,000 - \$149,999	2.1%	6.6%	5.0%
\$150,000 - \$199,999	20.1%	15.8%	14.3%
\$200,000 - \$249,999	27.6%	17.6%	18.4%
\$250,000 - \$299,999	18.1%	13.8%	13.8%
\$300,000 - \$399,999	20.2%	18.4%	19.9%
\$400,000 - \$499,999	2.1%	13.0%	11.7%
\$500,000 - \$749,999	4.0%	6.6%	8.5%
\$750,000 - \$999,999	0.2%	1.5%	2.7%
\$1,000,000 - \$1,499,999	0.1%	0.9%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	2.7%	1.2%	0.7%
Average Home Value	\$319,310	\$334,063	\$337,292
2027 Owner Occupied Housing Units by Value			
Total	1,450	23,804	69,433
<\$50,000	1.6%	1.8%	1.9%
\$50,000 - \$99,999	0.6%	0.7%	0.6%
\$100,000 - \$149,999	0.8%	3.0%	2.2%
\$150,000 - \$199,999	7.4%	9.1%	8.2%
\$200,000 - \$249,999	20.1%	13.1%	13.6%
\$250,000 - \$299,999	14.7%	12.0%	11.8%
\$300,000 - \$399,999	28.5%	21.0%	21.1%
\$400,000 - \$499,999	2.6%	18.2%	16.3%
\$500,000 - \$749,999	11.0%	13.1%	15.8%
\$750,000 - \$999,999	1.1%	3.2%	5.6%
\$1,000,000 - \$1,499,999	0.1%	1.7%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	11.4%	2.6%	1.4%
Average Home Value	\$549,466	\$434,876	\$426,989

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	6,751	92,000	289,183
0 - 4	7.0%	7.2%	7.3%
5 - 9	6.0%	6.4%	6.6%
10 - 14	5.3%	6.1%	6.2%
15 - 24	16.7%	15.6%	15.6%
25 - 34	15.8%	15.5%	15.5%
35 - 44	11.4%	12.0%	12.2%
45 - 54	14.3%	14.3%	13.9%
55 - 64	10.8%	10.8%	10.7%
65 - 74	6.6%	6.2%	6.2%
75 - 84	4.3%	4.1%	4.1%
85 +	1.8%	1.7%	1.6%
18 +	77.5%	76.4%	75.8%
2022 Population by Age			
Total	7,193	99,346	306,699
0 - 4	6.4%	6.3%	6.4%
5 - 9	5.9%	6.2%	6.3%
10 - 14	5.6%	6.3%	6.3%
15 - 24	13.2%	13.5%	13.1%
25 - 34	17.6%	15.3%	15.7%
35 - 44	13.2%	13.6%	13.4%
45 - 54	10.4%	10.8%	10.8%
55 - 64	12.0%	12.1%	11.9%
65 - 74	8.8%	9.1%	9.2%
75 - 84	4.9%	4.8%	4.9%
85 +	2.1%	2.0%	2.0%
18 +	78.7%	77.8%	77.6%
2027 Population by Age			
Total	7,112	99,539	308,327
0 - 4	6.4%	6.3%	6.4%
5 - 9	5.7%	6.0%	6.1%
10 - 14	5.5%	6.0%	6.1%
15 - 24	13.8%	13.9%	13.4%
25 - 34	15.3%	13.9%	14.3%
35 - 44	14.4%	14.4%	14.2%
45 - 54	10.9%	11.1%	11.0%
55 - 64	10.1%	10.8%	10.7%
65 - 74	10.2%	9.9%	9.9%
75 - 84	5.5%	5.6%	5.8%
85 +	2.3%	2.1%	2.2%
18 +	78.9%	78.0%	77.8%
2010 Population by Sex			
Males	3,194	43,589	137,473
Females	3,558	48,411	151,710
2022 Population by Sex			
Males	3,498	47,711	147,274
Females	3,697	51,635	159,426
2027 Population by Sex			
Males	3,468	47,882	148,137
Females	3,645	51,657	160,189

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2010 Population by Race/Ethnicity			
Total	6,751	91,999	289,183
White Alone	36.9%	46.7%	47.5%
Black Alone	51.1%	42.4%	42.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.2%	4.7%	4.1%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.5%	2.0%	1.9%
Two or More Races	3.9%	3.6%	3.6%
Hispanic Origin	7.2%	5.9%	5.7%
Diversity Index	65.2	64.3	63.5
2020 Population by Race/Ethnicity			
Total	7,158	97,885	302,605
White Alone	31.7%	40.7%	43.2%
Black Alone	51.7%	40.6%	39.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	5.7%	5.8%	5.1%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.1%	3.7%	3.5%
Two or More Races	7.3%	8.5%	8.4%
Hispanic Origin	8.9%	8.9%	8.6%
Diversity Index	68.4	71.3	70.4
2022 Population by Race/Ethnicity			
Total	7,195	99,344	306,700
White Alone	31.9%	40.6%	42.8%
Black Alone	51.1%	40.3%	39.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	5.8%	5.9%	5.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.2%	3.9%	3.6%
Two or More Races	7.5%	8.8%	8.6%
Hispanic Origin	9.0%	9.1%	8.7%
Diversity Index	68.8	71.7	70.7
2027 Population by Race/Ethnicity			
Total	7,112	99,537	308,326
White Alone	31.9%	39.9%	41.8%
Black Alone	49.9%	39.6%	38.8%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	6.1%	6.2%	5.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.5%	4.1%	3.8%
Two or More Races	8.1%	9.5%	9.4%
Hispanic Origin	9.2%	9.3%	8.8%
Diversity Index	69.8	72.6	71.6
2010 Population by Relationship and Household Type			
Total	6,753	92,000	289,184
In Households	97.5%	97.6%	97.5%
In Family Households	79.6%	80.8%	80.6%
Householder	25.0%	25.3%	25.3%
Spouse	15.6%	15.8%	15.5%
Child	30.7%	31.9%	32.3%
Other relative	5.5%	4.8%	4.6%
Nonrelative	2.9%	3.1%	2.9%
In Nonfamily Households	17.9%	16.7%	17.0%
In Group Quarters	2.5%	2.4%	2.5%
Institutionalized Population	1.8%	0.8%	1.0%
Noninstitutionalized Population	0.7%	1.6%	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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2022 Population 25+ by Educational Attainment			
Total	4,962	67,324	208,333
Less than 9th Grade	4.1%	3.1%	2.6%
9th - 12th Grade, No Diploma	5.1%	7.0%	7.4%
High School Graduate	22.8%	22.3%	21.2%
GED/Alternative Credential	4.1%	4.6%	4.7%
Some College, No Degree	25.3%	24.5%	23.9%
Associate Degree	13.3%	11.9%	10.8%
Bachelor's Degree	17.6%	17.1%	18.2%
Graduate/Professional Degree	7.8%	9.6%	11.2%
2022 Population 15+ by Marital Status			
Total	5,913	80,752	248,571
Never Married	39.3%	38.8%	38.2%
Married	43.7%	43.9%	44.7%
Widowed	4.7%	5.9%	5.9%
Divorced	12.2%	11.4%	11.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,584	51,704	152,917
Population 16+ Employed	96.2%	96.5%	95.7%
Population 16+ Unemployment rate	3.8%	3.5%	4.3%
Population 16-24 Employed	14.2%	14.7%	14.0%
Population 16-24 Unemployment rate	7.5%	5.8%	6.9%
Population 25-54 Employed	63.3%	61.1%	62.4%
Population 25-54 Unemployment rate	3.2%	3.2%	3.9%
Population 55-64 Employed	17.3%	17.1%	16.7%
Population 55-64 Unemployment rate	2.4%	2.9%	4.2%
Population 65+ Employed	5.1%	7.1%	7.0%
Population 65+ Unemployment rate	5.4%	3.3%	2.3%
2022 Employed Population 16+ by Industry			
Total	3,447	49,886	146,410
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	6.9%	8.1%	7.7%
Manufacturing	6.5%	6.4%	6.0%
Wholesale Trade	0.7%	1.9%	1.9%
Retail Trade	8.5%	12.6%	12.0%
Transportation/Utilities	7.0%	6.7%	6.2%
Information	0.6%	1.6%	1.6%
Finance/Insurance/Real Estate	10.4%	7.2%	6.7%
Services	49.4%	46.8%	49.0%
Public Administration	9.6%	8.5%	8.8%
2022 Employed Population 16+ by Occupation			
Total	3,447	49,886	146,408
White Collar	52.0%	56.5%	58.6%
Management/Business/Financial	14.6%	13.0%	13.9%
Professional	18.6%	21.0%	22.9%
Sales	7.7%	10.1%	9.8%
Administrative Support	11.2%	12.5%	11.9%
Services	20.9%	20.0%	19.1%
Blue Collar	27.1%	23.5%	22.3%
Farming/Forestry/Fishing	0.2%	0.0%	0.1%
Construction/Extraction	4.8%	6.3%	5.7%
Installation/Maintenance/Repair	3.7%	4.2%	4.2%
Production	5.0%	4.6%	4.4%
Transportation/Material Moving	13.4%	8.3%	7.9%

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2010 Households by Type			
Total	2,582	34,908	110,652
Households with 1 Person	25.3%	25.3%	26.3%
Households with 2+ People	74.7%	74.7%	73.7%
Family Households	65.8%	66.8%	66.1%
Husband-wife Families	40.8%	41.7%	40.5%
With Related Children	18.4%	17.9%	17.5%
Other Family (No Spouse Present)	24.9%	25.2%	25.6%
Other Family with Male Householder	6.0%	5.5%	5.2%
With Related Children	3.0%	3.0%	2.7%
Other Family with Female Householder	19.0%	19.6%	20.4%
With Related Children	11.4%	13.1%	13.8%
Nonfamily Households	8.9%	7.9%	7.7%
All Households with Children	33.4%	34.7%	34.7%
Multigenerational Households	6.5%	5.9%	5.6%
Unmarried Partner Households	7.5%	6.9%	6.6%
Male-female	6.7%	6.1%	5.8%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	2,581	34,909	110,657
1 Person Household	25.3%	25.3%	26.3%
2 Person Household	32.2%	32.5%	32.3%
3 Person Household	19.6%	19.0%	18.5%
4 Person Household	12.9%	13.0%	12.9%
5 Person Household	5.7%	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	2,582	34,904	110,656
Owner Occupied	48.3%	60.3%	56.3%
Owned with a Mortgage/Loan	37.2%	48.0%	44.3%
Owned Free and Clear	11.1%	12.3%	12.0%
Renter Occupied	51.7%	39.7%	43.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	116	108	103
Percent of Income for Mortgage	20.8%	21.9%	23.1%
Wealth Index	58	70	72
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,731	37,299	118,854
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%
2010 Population By Urban/ Rural Status			
Total Population	6,752	92,000	289,183
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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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
3.	Young and Restless (11B)	Front Porches (8E)	Front Porches (8E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,648,871	\$78,993,108	\$250,234,821
Average Spent	\$1,963.46	\$2,002.72	\$2,023.00
Spending Potential Index	82	83	84
Education: Total \$	\$4,694,573	\$65,974,659	\$208,163,853
Average Spent	\$1,631.76	\$1,672.66	\$1,682.88
Spending Potential Index	83	85	86
Entertainment/Recreation: Total \$	\$8,283,010	\$117,057,404	\$367,030,419
Average Spent	\$2,879.04	\$2,967.76	\$2,967.22
Spending Potential Index	78	81	81
Food at Home: Total \$	\$14,387,096	\$200,950,982	\$633,563,913
Average Spent	\$5,000.73	\$5,094.72	\$5,121.98
Spending Potential Index	81	82	83
Food Away from Home: Total \$	\$10,020,154	\$140,270,824	\$443,898,677
Average Spent	\$3,482.85	\$3,556.29	\$3,588.65
Spending Potential Index	81	82	83
Health Care: Total \$	\$15,921,090	\$225,751,938	\$706,621,595
Average Spent	\$5,533.92	\$5,723.50	\$5,712.61
Spending Potential Index	78	81	81
HH Furnishings & Equipment: Total \$	\$5,782,991	\$82,417,469	\$258,730,861
Average Spent	\$2,010.08	\$2,089.53	\$2,091.68
Spending Potential Index	78	82	82
Personal Care Products & Services: Total \$	\$2,378,467	\$33,393,853	\$105,342,460
Average Spent	\$826.72	\$846.64	\$851.63
Spending Potential Index	81	83	84
Shelter: Total \$	\$53,532,411	\$750,684,518	\$2,368,966,336
Average Spent	\$18,607.03	\$19,032.14	\$19,151.67
Spending Potential Index	81	83	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,971,391	\$84,805,168	\$263,052,886
Average Spent	\$2,075.56	\$2,150.07	\$2,126.63
Spending Potential Index	76	79	78
Travel: Total \$	\$6,327,906	\$91,510,824	\$286,701,276
Average Spent	\$2,199.48	\$2,320.08	\$2,317.81
Spending Potential Index	77	81	81
Vehicle Maintenance & Repairs: Total \$	\$2,943,477	\$40,987,469	\$128,531,033
Average Spent	\$1,023.11	\$1,039.16	\$1,039.10
Spending Potential Index	81	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.