

Coliseum Marketplace
2170 Coliseum Dr, Hampton, Virginia, 23666
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 37.04946
Longitude: -76.39013

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,532	74,187	199,668
2020 Total Population	11,207	75,922	202,471
2020 Group Quarters	243	1,039	5,333
2022 Total Population	11,466	75,980	201,787
2022 Group Quarters	243	1,039	5,333
2027 Total Population	11,746	76,021	201,284
2022-2027 Annual Rate	0.48%	0.01%	-0.05%
2022 Total Daytime Population	19,826	89,926	223,063
Workers	14,492	51,709	119,797
Residents	5,334	38,217	103,266
Household Summary			
2010 Households	4,772	30,648	79,901
2010 Average Household Size	1.94	2.38	2.44
2020 Total Households	5,869	32,916	83,745
2020 Average Household Size	1.87	2.27	2.35
2022 Total Households	6,077	33,166	83,991
2022 Average Household Size	1.85	2.26	2.34
2027 Total Households	6,283	33,486	84,392
2027 Average Household Size	1.83	2.24	2.32
2022-2027 Annual Rate	0.67%	0.19%	0.10%
2010 Families	2,113	18,823	50,719
2010 Average Family Size	2.76	2.99	3.02
2022 Total Families	2,566	19,841	52,360
2022 Average Family Size	2.67	2.88	2.92
2027 Total Families	2,634	19,900	52,313
2027 Average Family Size	2.65	2.86	2.90
2022-2027 Annual Rate	0.52%	0.06%	-0.02%
Housing Unit Summary			
2000 Housing Units	4,436	31,741	82,971
Owner Occupied Housing Units	26.4%	51.6%	52.2%
Renter Occupied Housing Units	66.5%	42.2%	41.5%
Vacant Housing Units	7.2%	6.2%	6.3%
2010 Housing Units	5,282	33,218	86,732
Owner Occupied Housing Units	21.5%	49.0%	50.5%
Renter Occupied Housing Units	68.8%	43.3%	41.6%
Vacant Housing Units	9.7%	7.7%	7.9%
2020 Housing Units	6,439	35,887	90,918
Vacant Housing Units	8.9%	8.3%	7.9%
2022 Housing Units	6,684	36,325	91,500
Owner Occupied Housing Units	16.3%	41.6%	45.6%
Renter Occupied Housing Units	74.6%	49.7%	46.1%
Vacant Housing Units	9.1%	8.7%	8.2%
2027 Housing Units	6,811	36,627	91,999
Owner Occupied Housing Units	17.4%	42.7%	46.6%
Renter Occupied Housing Units	74.9%	48.7%	45.1%
Vacant Housing Units	7.8%	8.6%	8.3%
Median Household Income			
2022	\$52,034	\$54,217	\$57,699
2027	\$58,088	\$60,253	\$65,343
Median Home Value			
2022	\$214,194	\$221,338	\$223,586
2027	\$229,028	\$276,546	\$278,521
Per Capita Income			
2022	\$39,294	\$33,748	\$34,510
2027	\$45,782	\$39,582	\$40,465
Median Age			
2010	29.9	35.1	34.9
2022	32.5	37.2	36.7
2027	32.7	38.2	37.7

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	6,077	33,166	83,983
<\$15,000	8.6%	10.1%	10.2%
\$15,000 - \$24,999	9.3%	8.3%	8.6%
\$25,000 - \$34,999	9.9%	9.1%	8.3%
\$35,000 - \$49,999	19.9%	18.0%	15.3%
\$50,000 - \$74,999	19.4%	19.3%	19.1%
\$75,000 - \$99,999	15.9%	14.8%	14.8%
\$100,000 - \$149,999	9.8%	11.6%	12.8%
\$150,000 - \$199,999	3.0%	4.8%	5.6%
\$200,000+	4.3%	4.0%	5.3%
Average Household Income	\$73,708	\$76,446	\$82,465
2027 Households by Income			
Household Income Base	6,283	33,486	84,384
<\$15,000	7.0%	8.3%	8.3%
\$15,000 - \$24,999	7.1%	7.1%	7.4%
\$25,000 - \$34,999	8.4%	8.4%	7.2%
\$35,000 - \$49,999	19.4%	16.9%	13.9%
\$50,000 - \$74,999	19.5%	18.3%	18.8%
\$75,000 - \$99,999	17.8%	15.4%	15.8%
\$100,000 - \$149,999	11.3%	13.4%	14.0%
\$150,000 - \$199,999	4.2%	6.9%	7.5%
\$200,000+	5.3%	5.3%	7.0%
Average Household Income	\$84,983	\$88,897	\$96,070
2022 Owner Occupied Housing Units by Value			
Total	1,090	15,129	41,750
<\$50,000	13.2%	6.8%	5.2%
\$50,000 - \$99,999	3.9%	4.9%	4.7%
\$100,000 - \$149,999	5.6%	11.0%	11.9%
\$150,000 - \$199,999	17.2%	19.0%	19.1%
\$200,000 - \$249,999	35.9%	19.5%	19.4%
\$250,000 - \$299,999	11.2%	11.5%	11.4%
\$300,000 - \$399,999	10.8%	16.6%	13.9%
\$400,000 - \$499,999	1.1%	3.2%	5.5%
\$500,000 - \$749,999	0.6%	4.0%	6.1%
\$750,000 - \$999,999	0.6%	3.0%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$206,376	\$258,204	\$267,887
2027 Owner Occupied Housing Units by Value			
Total	1,182	15,636	42,892
<\$50,000	13.4%	5.6%	4.4%
\$50,000 - \$99,999	1.9%	2.5%	2.5%
\$100,000 - \$149,999	2.8%	5.7%	6.0%
\$150,000 - \$199,999	11.3%	12.8%	13.0%
\$200,000 - \$249,999	35.7%	16.9%	17.0%
\$250,000 - \$299,999	12.4%	12.5%	12.4%
\$300,000 - \$399,999	16.8%	22.6%	17.6%
\$400,000 - \$499,999	2.3%	4.9%	8.1%
\$500,000 - \$749,999	2.0%	9.2%	12.4%
\$750,000 - \$999,999	1.6%	6.1%	4.9%
\$1,000,000 - \$1,499,999	0.0%	1.2%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$237,881	\$332,812	\$349,041

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	9,532	74,186	199,666
0 - 4	6.9%	6.7%	6.8%
5 - 9	4.9%	6.2%	6.5%
10 - 14	4.7%	6.2%	6.3%
15 - 24	21.0%	16.1%	16.3%
25 - 34	20.4%	14.7%	14.2%
35 - 44	10.4%	11.8%	11.9%
45 - 54	11.2%	14.8%	15.2%
55 - 64	8.4%	11.0%	10.9%
65 - 74	5.2%	6.8%	6.4%
75 - 84	4.2%	4.2%	3.9%
85 +	2.8%	1.6%	1.5%
18 +	81.1%	76.8%	76.1%
2022 Population by Age			
Total	11,466	75,981	201,788
0 - 4	6.3%	6.0%	6.0%
5 - 9	5.2%	5.8%	6.0%
10 - 14	4.4%	5.7%	5.9%
15 - 24	16.9%	12.8%	13.8%
25 - 34	22.3%	16.7%	15.8%
35 - 44	12.7%	12.8%	12.6%
45 - 54	9.1%	10.8%	10.9%
55 - 64	8.7%	12.4%	12.6%
65 - 74	6.9%	9.6%	9.4%
75 - 84	4.6%	5.4%	5.0%
85 +	2.9%	2.1%	1.9%
18 +	82.2%	79.4%	78.7%
2027 Population by Age			
Total	11,744	76,022	201,284
0 - 4	6.3%	6.0%	6.1%
5 - 9	5.0%	5.6%	5.9%
10 - 14	4.4%	5.6%	5.8%
15 - 24	17.7%	12.9%	13.6%
25 - 34	20.4%	15.0%	14.5%
35 - 44	13.4%	14.3%	14.0%
45 - 54	9.3%	10.7%	10.7%
55 - 64	8.0%	11.0%	11.1%
65 - 74	7.5%	10.4%	10.4%
75 - 84	4.8%	6.2%	5.8%
85 +	3.1%	2.3%	2.1%
18 +	82.5%	79.6%	78.8%
2010 Population by Sex			
Males	4,420	35,223	95,496
Females	5,112	38,964	104,172
2022 Population by Sex			
Males	5,500	36,397	97,702
Females	5,966	39,582	104,085
2027 Population by Sex			
Males	5,615	36,494	97,633
Females	6,131	39,527	103,651

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 Race/Ethnicity			
Total	9,532	74,187	199,669
White Alone	35.2%	35.6%	42.8%
Black Alone	55.6%	56.6%	48.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.4%	2.3%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	1.4%	1.6%
Two or More Races	4.1%	3.6%	3.8%
Hispanic Origin	6.1%	4.5%	4.8%
Diversity Index	61.4	58.9	61.4
2020 Population by Race/Ethnicity			
Total	11,207	75,922	202,471
White Alone	30.2%	30.6%	37.6%
Black Alone	54.4%	56.0%	48.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.6%	2.8%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.3%	2.6%	2.8%
Two or More Races	7.8%	7.3%	7.7%
Hispanic Origin	8.2%	6.4%	6.9%
Diversity Index	66.3	63.5	66.8
2022 Population by Race/Ethnicity			
Total	11,465	75,979	201,787
White Alone	30.1%	30.4%	37.2%
Black Alone	54.2%	56.0%	48.3%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.7%	2.8%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.4%	2.6%	2.9%
Two or More Races	7.9%	7.4%	7.9%
Hispanic Origin	8.2%	6.4%	6.9%
Diversity Index	66.6	63.7	66.9
2027 Population by Race/Ethnicity			
Total	11,748	76,021	201,284
White Alone	29.3%	29.5%	36.1%
Black Alone	54.1%	55.9%	48.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.8%	3.0%	3.2%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	3.6%	2.8%	3.2%
Two or More Races	8.5%	8.0%	8.5%
Hispanic Origin	8.2%	6.5%	7.0%
Diversity Index	67.0	64.2	67.6
2010 Population by Relationship and Household Type			
Total	9,532	74,187	199,668
In Households	97.4%	98.1%	97.5%
In Family Households	63.4%	78.3%	79.2%
Householder	22.2%	25.5%	25.4%
Spouse	12.6%	15.5%	15.9%
Child	23.1%	30.9%	31.4%
Other relative	3.1%	4.0%	4.0%
Nonrelative	2.3%	2.4%	2.5%
In Nonfamily Households	34.0%	19.8%	18.3%
In Group Quarters	2.6%	1.9%	2.5%
Institutionalized Population	2.6%	0.8%	0.6%
Noninstitutionalized Population	0.0%	1.1%	1.9%

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	7,719	52,998	137,598
Less than 9th Grade	1.4%	2.2%	2.2%
9th - 12th Grade, No Diploma	3.5%	6.6%	6.0%
High School Graduate	21.3%	26.0%	24.6%
GED/Alternative Credential	4.0%	3.9%	4.4%
Some College, No Degree	26.2%	23.7%	23.0%
Associate Degree	10.8%	10.9%	11.2%
Bachelor's Degree	17.5%	16.4%	17.2%
Graduate/Professional Degree	15.2%	10.3%	11.3%
2022 Population 15+ by Marital Status			
Total	9,653	62,758	165,529
Never Married	45.3%	38.5%	38.0%
Married	29.4%	40.3%	43.3%
Widowed	8.1%	7.2%	6.5%
Divorced	17.3%	14.0%	12.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,144	38,007	98,005
Population 16+ Employed	95.8%	94.6%	95.1%
Population 16+ Unemployment rate	4.2%	5.4%	4.9%
Population 16-24 Employed	16.3%	12.1%	13.1%
Population 16-24 Unemployment rate	10.8%	16.6%	13.3%
Population 25-54 Employed	71.5%	66.0%	64.3%
Population 25-54 Unemployment rate	2.6%	3.8%	3.8%
Population 55-64 Employed	8.5%	15.0%	16.3%
Population 55-64 Unemployment rate	4.7%	3.0%	2.6%
Population 65+ Employed	3.7%	6.9%	6.4%
Population 65+ Unemployment rate	1.4%	2.2%	2.7%
2022 Employed Population 16+ by Industry			
Total	5,887	35,969	93,188
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	6.7%	6.3%	6.7%
Manufacturing	5.3%	10.8%	11.6%
Wholesale Trade	0.7%	1.4%	1.5%
Retail Trade	9.7%	9.6%	10.7%
Transportation/Utilities	7.4%	5.8%	5.4%
Information	2.1%	1.3%	1.2%
Finance/Insurance/Real Estate	4.5%	5.7%	4.9%
Services	50.2%	49.1%	48.2%
Public Administration	13.4%	9.9%	9.5%
2022 Employed Population 16+ by Occupation			
Total	5,887	35,969	93,190
White Collar	57.9%	57.5%	58.6%
Management/Business/Financial	10.5%	12.7%	13.2%
Professional	23.9%	23.4%	23.9%
Sales	9.2%	7.2%	8.0%
Administrative Support	14.4%	14.1%	13.5%
Services	17.3%	17.9%	16.9%
Blue Collar	24.7%	24.6%	24.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.6%	5.3%	6.0%
Installation/Maintenance/Repair	6.7%	4.0%	3.5%
Production	3.6%	5.8%	6.2%
Transportation/Material Moving	9.9%	9.5%	8.6%

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2010 Households by Type			
Total	4,772	30,648	79,899
Households with 1 Person	45.7%	31.7%	29.7%
Households with 2+ People	54.3%	68.3%	70.3%
Family Households	44.3%	61.4%	63.5%
Husband-wife Families	25.0%	37.1%	39.7%
With Related Children	9.7%	15.2%	17.4%
Other Family (No Spouse Present)	19.3%	24.4%	23.8%
Other Family with Male Householder	3.8%	4.6%	4.9%
With Related Children	2.2%	2.6%	2.7%
Other Family with Female Householder	15.6%	19.8%	18.9%
With Related Children	11.4%	13.5%	12.7%
Nonfamily Households	10.1%	6.8%	6.9%
All Households with Children	23.8%	31.9%	33.4%
Multigenerational Households	2.3%	4.7%	4.5%
Unmarried Partner Households	6.3%	5.7%	5.9%
Male-female	5.8%	5.1%	5.3%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	4,771	30,648	79,902
1 Person Household	45.7%	31.7%	29.7%
2 Person Household	30.6%	32.1%	31.9%
3 Person Household	13.3%	17.2%	17.6%
4 Person Household	7.0%	11.1%	12.1%
5 Person Household	2.3%	4.9%	5.4%
6 Person Household	0.7%	1.8%	2.1%
7 + Person Household	0.5%	1.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	4,772	30,644	79,914
Owner Occupied	23.8%	53.1%	54.8%
Owned with a Mortgage/Loan	18.1%	41.1%	42.3%
Owned Free and Clear	5.8%	12.0%	12.5%
Renter Occupied	76.2%	46.9%	45.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	115	109	114
Percent of Income for Mortgage	21.7%	21.5%	20.4%
Wealth Index	44	56	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,282	33,218	86,732
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	9,532	74,187	199,668
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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.	Young and Restless (11B)	Bright Young Professionals (8C)	Parks and Rec (5C)
2.	Bright Young Professionals (8C)	Family Foundations (12A)	Family Foundations (12A)
3.	Old and Newcomers (8F)	Young and Restless (11B)	Bright Young Professionals (8C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$11,290,728	\$59,921,544	\$163,058,468
Average Spent	\$1,857.94	\$1,806.72	\$1,941.38
Spending Potential Index	77	75	81
Education: Total \$	\$8,606,687	\$46,151,348	\$129,247,428
Average Spent	\$1,416.27	\$1,391.53	\$1,538.82
Spending Potential Index	72	71	78
Entertainment/Recreation: Total \$	\$15,447,236	\$88,696,659	\$241,690,824
Average Spent	\$2,541.92	\$2,674.32	\$2,877.58
Spending Potential Index	69	73	78
Food at Home: Total \$	\$28,110,192	\$152,286,814	\$414,137,446
Average Spent	\$4,625.67	\$4,591.65	\$4,930.74
Spending Potential Index	75	74	80
Food Away from Home: Total \$	\$20,203,852	\$106,474,967	\$289,247,228
Average Spent	\$3,324.64	\$3,210.37	\$3,443.79
Spending Potential Index	77	74	80
Health Care: Total \$	\$29,273,159	\$174,071,822	\$472,775,161
Average Spent	\$4,817.04	\$5,248.50	\$5,628.88
Spending Potential Index	68	74	79
HH Furnishings & Equipment: Total \$	\$10,944,744	\$62,483,113	\$170,169,186
Average Spent	\$1,801.01	\$1,883.95	\$2,026.04
Spending Potential Index	70	74	79
Personal Care Products & Services: Total \$	\$4,590,679	\$25,296,370	\$68,876,686
Average Spent	\$755.42	\$762.72	\$820.05
Spending Potential Index	74	75	80
Shelter: Total \$	\$102,268,418	\$555,436,564	\$1,520,011,859
Average Spent	\$16,828.77	\$16,747.17	\$18,097.32
Spending Potential Index	73	73	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,939,182	\$64,351,224	\$174,751,829
Average Spent	\$1,800.10	\$1,940.28	\$2,080.60
Spending Potential Index	66	71	77
Travel: Total \$	\$11,422,576	\$68,078,635	\$186,578,364
Average Spent	\$1,879.64	\$2,052.66	\$2,221.41
Spending Potential Index	65	71	77
Vehicle Maintenance & Repairs: Total \$	\$5,822,805	\$31,630,942	\$85,514,092
Average Spent	\$958.17	\$953.72	\$1,018.13
Spending Potential Index	76	76	81

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.