

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

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	6,907	90,886	286,815
2010 Total Population	6,402	92,010	288,667
2020 Total Population	6,654	96,899	302,387
2020 Group Quarters	158	2,921	7,326
2025 Total Population	6,702	99,223	307,954
2020-2025 Annual Rate	0.14%	0.48%	0.37%
2020 Total Daytime Population	16,179	110,997	325,053
Workers	12,806	63,404	172,084
Residents	3,373	47,593	152,969
<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
2020 Households	2,516	36,528	116,202
2020 Average Household Size	2.58	2.57	2.54
2025 Households	2,528	37,451	118,520
2025 Average Household Size	2.59	2.57	2.54
2020-2025 Annual Rate	0.10%	0.50%	0.40%
2010 Families	1,600	23,165	73,110
2010 Average Family Size	3.08	3.07	3.07
2020 Families	1,642	24,131	75,433
2020 Average Family Size	3.09	3.08	3.08
2025 Families	1,646	24,633	76,462
2025 Average Family Size	3.10	3.08	3.08
2020-2025 Annual Rate	0.05%	0.41%	0.27%
<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%
2020 Housing Units	2,668	39,507	125,942
Owner Occupied Housing Units	40.7%	51.9%	48.6%
Renter Occupied Housing Units	53.6%	40.6%	43.7%
Vacant Housing Units	5.7%	7.5%	7.7%
2025 Housing Units	2,684	40,673	128,962
Owner Occupied Housing Units	40.5%	51.6%	48.5%
Renter Occupied Housing Units	53.7%	40.5%	43.4%
Vacant Housing Units	5.8%	7.9%	8.1%
<b>Median Household Income</b>			
2020	\$56,147	\$58,640	\$57,297
2025	\$56,428	\$60,614	\$59,760
<b>Median Home Value</b>			
2020	\$215,066	\$221,726	\$229,164
2025	\$237,500	\$246,496	\$249,622
<b>Per Capita Income</b>			
2020	\$26,792	\$28,811	\$29,221
2025	\$27,639	\$30,727	\$31,587
<b>Median Age</b>			
2010	34.8	34.1	34.1
2020	35.8	36.3	36.3
2025	36.9	37.3	37.3

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2020 Households by Income</b>			
Household Income Base	2,516	36,523	116,196
<\$15,000	7.3%	8.5%	10.6%
\$15,000 - \$24,999	10.4%	7.8%	8.1%
\$25,000 - \$34,999	10.7%	10.1%	9.4%
\$35,000 - \$49,999	12.3%	13.7%	14.0%
\$50,000 - \$74,999	26.6%	22.0%	20.5%
\$75,000 - \$99,999	13.2%	13.9%	13.7%
\$100,000 - \$149,999	12.7%	15.4%	14.7%
\$150,000 - \$199,999	4.1%	4.9%	5.1%
\$200,000+	2.7%	3.6%	4.0%
Average Household Income	\$70,522	\$76,088	\$75,886
<b>2025 Households by Income</b>			
Household Income Base	2,528	37,446	118,514
<\$15,000	7.4%	8.2%	10.1%
\$15,000 - \$24,999	10.4%	7.5%	7.8%
\$25,000 - \$34,999	10.5%	9.6%	8.9%
\$35,000 - \$49,999	12.3%	13.3%	13.5%
\$50,000 - \$74,999	26.2%	21.6%	20.0%
\$75,000 - \$99,999	13.5%	14.3%	14.2%
\$100,000 - \$149,999	13.1%	16.4%	15.6%
\$150,000 - \$199,999	4.1%	5.4%	5.7%
\$200,000+	2.5%	3.7%	4.3%
Average Household Income	\$72,995	\$81,048	\$81,922
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,081	20,471	61,191
<\$50,000	1.4%	2.8%	3.0%
\$50,000 - \$99,999	2.2%	3.5%	3.1%
\$100,000 - \$149,999	6.8%	13.0%	10.9%
\$150,000 - \$199,999	33.3%	22.3%	21.2%
\$200,000 - \$249,999	21.2%	19.2%	20.1%
\$250,000 - \$299,999	19.3%	14.1%	14.4%
\$300,000 - \$399,999	10.0%	13.9%	15.0%
\$400,000 - \$499,999	2.0%	5.5%	5.5%
\$500,000 - \$749,999	2.6%	3.8%	4.4%
\$750,000 - \$999,999	0.0%	0.9%	1.5%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	1.0%	0.4%	0.2%
Average Home Value	\$256,007	\$261,238	\$268,557
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,083	20,957	62,551
<\$50,000	1.0%	2.2%	2.4%
\$50,000 - \$99,999	1.5%	2.8%	2.6%
\$100,000 - \$149,999	5.0%	10.2%	8.6%
\$150,000 - \$199,999	26.9%	18.3%	17.7%
\$200,000 - \$249,999	20.9%	17.8%	18.8%
\$250,000 - \$299,999	22.2%	15.1%	15.1%
\$300,000 - \$399,999	13.3%	16.7%	17.4%
\$400,000 - \$499,999	2.9%	7.7%	7.3%
\$500,000 - \$749,999	3.8%	5.9%	6.4%
\$750,000 - \$999,999	0.0%	1.7%	2.5%
\$1,000,000 - \$1,499,999	0.5%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	2.2%	0.7%	0.4%
Average Home Value	\$301,223	\$301,715	\$303,025

**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 2020 and 2025 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>2020 Population by Age</b>			
Total	6,655	96,899	302,387
0 - 4	6.5%	6.4%	6.6%
5 - 9	6.0%	6.2%	6.4%
10 - 14	5.7%	6.3%	6.4%
15 - 24	13.1%	14.1%	13.3%
25 - 34	17.4%	15.1%	15.5%
35 - 44	12.8%	13.3%	13.2%
45 - 54	10.4%	11.1%	11.2%
55 - 64	12.4%	12.1%	12.0%
65 - 74	8.7%	8.7%	8.8%
75 - 84	4.6%	4.5%	4.5%
85 +	2.2%	2.1%	2.0%
18 +	78.2%	77.5%	77.2%
<b>2025 Population by Age</b>			
Total	6,703	99,223	307,952
0 - 4	6.5%	6.4%	6.5%
5 - 9	5.9%	6.1%	6.2%
10 - 14	5.6%	6.1%	6.1%
15 - 24	13.9%	14.3%	13.3%
25 - 34	15.2%	13.9%	14.5%
35 - 44	14.1%	14.1%	13.9%
45 - 54	10.7%	11.1%	11.1%
55 - 64	10.3%	10.9%	11.1%
65 - 74	10.3%	9.7%	9.7%
75 - 84	5.2%	5.3%	5.5%
85 +	2.3%	2.1%	2.1%
18 +	78.2%	77.8%	77.5%
<b>2010 Population by Sex</b>			
Males	3,030	43,584	137,136
Females	3,372	48,426	151,531
<b>2020 Population by Sex</b>			
Males	3,205	46,276	144,889
Females	3,448	50,622	157,498
<b>2025 Population by Sex</b>			
Males	3,247	47,478	147,752
Females	3,455	51,745	160,202

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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>2020 Population by Race/Ethnicity</b>			
Total	6,653	96,899	302,386
White Alone	36.6%	45.2%	46.3%
Black Alone	48.5%	41.3%	41.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.1%	5.8%	5.1%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.4%	2.6%	2.5%
Two or More Races	5.0%	4.5%	4.5%
Hispanic Origin	9.9%	7.9%	7.8%
Diversity Index	69.4	67.7	67.0
<b>2025 Population by Race/Ethnicity</b>			
Total	6,702	99,223	307,955
White Alone	36.3%	44.4%	45.5%
Black Alone	48.8%	41.1%	40.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	6.2%	5.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.5%	2.8%	2.7%
Two or More Races	5.0%	4.9%	4.9%
Hispanic Origin	10.1%	8.8%	8.6%
Diversity Index	69.4	68.9	68.3
<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>2020 Population 25+ by Educational Attainment</b>			
Total	4,567	64,858	203,701
Less than 9th Grade	4.0%	3.3%	3.0%
9th - 12th Grade, No Diploma	7.1%	7.6%	7.8%
High School Graduate	22.8%	22.4%	21.5%
GED/Alternative Credential	3.1%	4.3%	4.5%
Some College, No Degree	26.1%	25.7%	25.5%
Associate Degree	12.9%	10.6%	9.3%
Bachelor's Degree	15.7%	17.1%	17.7%
Graduate/Professional Degree	8.5%	9.0%	10.6%
<b>2020 Population 15+ by Marital Status</b>			
Total	5,442	78,526	243,826
Never Married	41.2%	38.5%	38.3%
Married	41.6%	43.5%	43.7%
Widowed	4.5%	5.9%	6.1%
Divorced	12.7%	12.1%	11.9%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,455	52,979	158,410
Population 16+ Employed	88.0%	88.9%	88.4%
Population 16+ Unemployment rate	12.0%	11.1%	11.6%
Population 16-24 Employed	12.1%	13.3%	12.8%
Population 16-24 Unemployment rate	24.9%	20.4%	21.4%
Population 25-54 Employed	66.6%	62.7%	63.8%
Population 25-54 Unemployment rate	9.9%	9.8%	10.2%
Population 55-64 Employed	14.7%	16.4%	15.8%
Population 55-64 Unemployment rate	10.6%	8.8%	9.4%
Population 65+ Employed	6.6%	7.6%	7.5%
Population 65+ Unemployment rate	7.8%	8.0%	8.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,040	47,105	140,073
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	7.5%	8.5%	8.3%
Manufacturing	7.5%	7.1%	6.7%
Wholesale Trade	0.9%	2.1%	2.2%
Retail Trade	7.7%	11.5%	10.7%
Transportation/Utilities	6.6%	6.1%	5.6%
Information	0.5%	1.6%	1.6%
Finance/Insurance/Real Estate	10.2%	7.0%	6.4%
Services	49.2%	47.2%	49.2%
Public Administration	9.5%	8.6%	9.0%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,038	47,106	140,076
White Collar	53.1%	57.1%	58.5%
Management/Business/Financial	13.4%	11.4%	12.2%
Professional	18.0%	20.1%	21.7%
Sales	8.3%	10.8%	10.5%
Administrative Support	13.5%	14.8%	14.1%
Services	21.2%	20.1%	19.6%
Blue Collar	25.6%	22.9%	21.9%
Farming/Forestry/Fishing	0.4%	0.1%	0.2%
Construction/Extraction	5.4%	7.0%	6.5%
Installation/Maintenance/Repair	3.8%	4.5%	4.5%
Production	5.9%	5.2%	5.0%
Transportation/Material Moving	10.0%	6.1%	5.7%

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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>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	140	145	136
Percent of Income for Mortgage	16.0%	15.8%	16.7%
Wealth Index	58	76	75
<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	Front Porches (8E)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,347,292	\$67,244,145	\$214,625,702
Average Spent	\$1,727.86	\$1,840.89	\$1,847.01
Spending Potential Index	81	86	86
Education: Total \$	\$3,536,022	\$56,116,787	\$178,610,251
Average Spent	\$1,405.41	\$1,536.27	\$1,537.07
Spending Potential Index	79	86	86
Entertainment/Recreation: Total \$	\$6,398,752	\$99,467,202	\$314,479,557
Average Spent	\$2,543.22	\$2,723.04	\$2,706.32
Spending Potential Index	78	84	83
Food at Home: Total \$	\$10,791,363	\$166,137,987	\$528,370,978
Average Spent	\$4,289.09	\$4,548.24	\$4,547.00
Spending Potential Index	80	85	85
Food Away from Home: Total \$	\$7,571,823	\$117,165,143	\$373,786,425
Average Spent	\$3,009.47	\$3,207.54	\$3,216.70
Spending Potential Index	80	85	85
Health Care: Total \$	\$11,331,233	\$176,191,048	\$556,153,558
Average Spent	\$4,503.67	\$4,823.45	\$4,786.09
Spending Potential Index	78	84	83
HH Furnishings & Equipment: Total \$	\$4,342,367	\$67,736,814	\$214,342,416
Average Spent	\$1,725.90	\$1,854.38	\$1,844.57
Spending Potential Index	79	85	84
Personal Care Products & Services: Total \$	\$1,853,098	\$28,710,228	\$91,410,414
Average Spent	\$736.53	\$785.98	\$786.65
Spending Potential Index	80	86	86
Shelter: Total \$	\$39,308,410	\$609,827,033	\$1,940,395,234
Average Spent	\$15,623.37	\$16,694.78	\$16,698.47
Spending Potential Index	81	86	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,586,154	\$70,711,390	\$221,734,537
Average Spent	\$1,822.80	\$1,935.81	\$1,908.18
Spending Potential Index	78	83	81
Travel: Total \$	\$4,644,886	\$73,692,942	\$232,377,703
Average Spent	\$1,846.14	\$2,017.44	\$1,999.77
Spending Potential Index	77	84	83
Vehicle Maintenance & Repairs: Total \$	\$2,447,801	\$36,591,537	\$115,452,737
Average Spent	\$972.89	\$1,001.74	\$993.55
Spending Potential Index	84	86	86

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.