

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Metric	1 Mile	3 Mile	5 Mile
Population	7,711	90,013	295,609
Households	2,910	34,475	113,878
Persons per Household	2.61 <span>101</span>	2.57 <span>99</span>	2.53 <span>98</span>
Household Median Income	\$64,365.64 <span>93</span>	\$63,527 <span>91</span>	\$63,890.49 <span>92</span>
Household Median Disposable Income	\$55,348.29 <span>92</span>	\$54,537.32 <span>91</span>	\$54,824.97 <span>91</span>
Household Median Discretionary Income	\$34,625.41 <span>8</span>	\$36,194.72 <span>84</span>	\$36,471.39 <span>85</span>
Average Income Per Person	\$27,683.84 <span>74</span>	\$31,261.28 <span>84</span>	\$31,825.05 <span>85</span>
Median Rent	\$1,554.56 <span>122</span>	\$1,338.64 <span>105</span>	\$1,326.69 <span>105</span>
Median House Value	\$308,352.67 <span>75</span>	\$314,173.15 <span>76</span>	\$336,041.78 <span>8</span>
Households in Poverty	402 (13.8%) <span>109</span>	4,282 (12.4%) <span>98</span>	14,346 (12.6%) <span>100</span>
Household Median Wealth	\$53,030.24 <span>68</span>	\$67,984.19 <span>87</span>	\$67,834.7 <span>86</span>
Average Age	37.55 <span>94</span>	38.88 <span>97</span>	38.72 <span>97</span>
Median Age	36.45 <span>95</span>	37.5 <span>97</span>	37.22 <span>97</span>
Households with Children	808 (27.8%) <span>101</span>	9,709 (28.2%) <span>102</span>	32,296 (28.4%) <span>103</span>
High School Graduate or Higher	4,545 (88.6%) <span>100</span>	54,540 (90%) <span>101</span>	176,531 (89.4%) <span>101</span>

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	1,088 (21.2%)	64	16,373 (27%)	8	59,804 (30.3%)	91
Pop density (per sq mi)	2,269		3,394		4,115	
Area (based on blockgroups)	3		27		72	

### Population

Population 2022 Q4	7,711		90,013		295,609	
Population 2022 Q3	7,611		89,498		295,152	
Population 2022 Q2	7,598		89,731		296,262	
Population 2022 Q1	7,628		89,847		296,220	
Population 2021 Q4	8,101		92,143		303,025	
Population 2021 Q3	8,158		92,371		303,490	
Population 2021 Q2	8,205		92,489		303,567	
Population 2021 Q1	8,263		92,573		303,397	
Population 2020 Q4	8,311		92,353		303,126	
Population 5 Years Forecast	7,813		90,284		297,707	
Population 10 Years Forecast	7,912		90,553		300,092	
Persons per Household	2.61	101	2.57	99	2.53	98

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	120	(1.6%)	67	1,575	(1.7%)	75	6,954	(2.4%)	101
Transient Population - Average Last 4 Quarters	344	(4.5%)	361	3,848	(4.3%)	346	8,310	(2.8%)	227

### Households

Households 2022 Q4	2,910		34,475		113,878
Households 2022 Q3	2,870		34,259		113,639
Households 2022 Q2	2,866		34,345		114,051
Households 2022 Q1	2,877		34,386		113,978
Households 2021 Q4	3,049		35,255		116,658
Households 2021 Q3	3,069		35,344		116,816
Households 2021 Q2	3,087		35,389		116,837
Households 2021 Q1	3,107		35,412		116,791
Households 2020 Q4	3,125		35,329		116,689
Households 5 Years Forecast	2,948		34,589		114,957
Households 10 Years Forecast	2,986		34,686		116,012

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### Gender

Gender	1 Mile	3 Mile	5 Mile
Male	3,710 (48.1%)	43,113 (47.9%)	142,215 (48.1%)
Female	4,001 (51.9%)	46,900 (52.1%)	153,394 (51.9%)

### Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
Black	3,968 (51.5%)	37,160 (41.3%)	119,534 (40.4%)
White	2,337 (30.3%)	37,586 (41.8%)	130,633 (44.2%)
Hispanic (Ethnic)	668 (8.7%)	7,304 (8.1%)	20,777 (7%)
Asian	405 (5.3%)	4,036 (4.5%)	12,385 (4.2%)
Other	333 (4.3%)	3,927 (4.4%)	12,280 (4.2%)

### Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
Black	1,451 (49.9%)	14,007 (40.6%)	42,347 (37.2%)
White	861 (29.6%)	14,369 (41.7%)	52,413 (46%)
Hispanic (Ethnic)	244 (8.4%)	2,707 (7.9%)	8,018 (7%)
Other	215 (7.4%)	2,072 (6%)	6,458 (5.7%)
Asian	139 (4.8%)	1,320 (3.8%)	4,642 (4.1%)

### Households Income

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	1 Mile			3 Mile			5 Mile		
Household Average Income	\$72,374.19		74	\$80,607.44		83	\$81,517.06		84
Average Income Per Person	\$27,683.84		74	\$31,261.28		84	\$31,825.05		85
Household Median Income	\$64,365.64		93	\$63,527		91	\$63,890.49		92
<\$15K	238	(8.2%)	90	3,143	(9.1%)	100	10,920	(9.6%)	105
\$15K - \$25K	137	(4.7%)	61	2,320	(6.7%)	87	8,069	(7.1%)	92
\$25K - \$35K	257	(8.8%)	109	2,964	(8.6%)	106	10,410	(9.1%)	113
\$35K - \$50K	388	(13.3%)	117	4,751	(13.8%)	121	14,371	(12.6%)	110
\$50K - \$75K	833	(28.6%)	170	6,975	(20.2%)	120	22,095	(19.4%)	115
\$75K - \$100K	400	(13.7%)	106	5,284	(15.3%)	118	16,918	(14.9%)	115
\$100K - \$150K	497	(17.1%)	103	5,674	(16.5%)	100	18,924	(16.6%)	101
\$150K - \$175K	76	(2.6%)	50	1,489	(4.3%)	8	4,668	(4.1%)	7
\$175K - \$200K	60	(2.1%)	38	880	(2.6%)	47	3,490	(3.1%)	57
\$200K - \$250K	13	(<0.5%)	12	562	(1.6%)	44	2,256	(2%)	53
\$250K - \$500K	5	(<0.5%)	11	236	(0.7%)	43	957	(0.8%)	53
>\$500K	6	(<0.5%)	15	197	(0.6%)	43	800	(0.7%)	53

### Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$60,211.87		8	\$63,950.41		86	\$65,014.53		88
Household Median Disposable Income	\$55,348.29		92	\$54,537.32		91	\$54,824.97		91
<\$15K	251	(8.6%)	87	3,337	(9.7%)	97	11,651	(10.2%)	103
\$15K - \$25K	191	(6.6%)	72	3,120	(9.1%)	100	10,463	(9.2%)	101
\$25K - \$35K	345	(11.9%)	128	3,221	(9.3%)	101	11,792	(10.4%)	112
\$35K - \$50K	416	(14.3%)	106	5,933	(17.2%)	128	17,488	(15.4%)	114
\$50K - \$75K	865	(29.7%)	161	7,570	(22%)	119	24,170	(21.2%)	115
\$75K - \$100K	455	(15.6%)	112	5,146	(14.9%)	107	16,685	(14.7%)	105
\$100K - \$150K	330	(11.3%)	72	4,780	(13.9%)	88	15,873	(13.9%)	89
\$150K - \$175K	41	(1.4%)	29	597	(1.7%)	36	2,604	(2.3%)	47
\$175K - \$200K	4	(<0.5%)	9	219	(0.6%)	41	911	(0.8%)	51
\$200K - \$250K	4	(<0.5%)	9	220	(0.6%)	42	895	(0.8%)	52
\$250K - \$500K	8	(<0.5%)	13	305	(0.9%)	42	1,240	(1.1%)	52
>\$500K				27	(<0.5%)	43	106	(<0.5%)	51

### Discretionary Households Income

Household Average Discretionary Income	\$38,559.58		74	\$42,930.06		83	\$43,858.06		85
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Household Median Discretionary Income	\$34,625.41	8	\$36,194.72	84	\$36,471.39	85
<\$10K	301 (10.3%)	101	3,902 (11.3%)	111	13,807 (12.1%)	119
\$10K - \$20K	392 (13.5%)	104	4,847 (14.1%)	108	16,885 (14.8%)	114
\$20K - \$30K	502 (17.3%)	138	5,281 (15.3%)	122	16,261 (14.3%)	114
\$30K - \$40K	609 (20.9%)	184	5,005 (14.5%)	128	15,119 (13.3%)	117
\$40K - \$50K	365 (12.5%)	131	3,934 (11.4%)	119	12,581 (11%)	115
\$50K - \$75K	520 (17.9%)	99	6,687 (19.4%)	107	21,073 (18.5%)	102
\$75K - \$100K	161 (5.5%)	52	2,829 (8.2%)	7	10,109 (8.9%)	84
\$100K - \$125K	48 (1.6%)	24	1,195 (3.5%)	51	4,423 (3.9%)	57
\$125K - \$150K	12 (<0.5%)	9	540 (1.6%)	36	2,493 (2.2%)	50
>\$150K			255 (0.7%)	29	1,127 (1%)	39

### Households Income by Ethnicity

Average Income - White	\$77,920.7	89	\$82,645.91	95	\$86,436.84	99
Median Income - White	\$68,883.34	91	\$74,110.96	98	\$78,001.51	103
Average Income - Black	\$63,855.12	104	\$61,657.53	101	\$58,291.58	95
Median Income - Black	\$62,007.93	130	\$49,366.26	103	\$47,275.16	99

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Average Income - Asian	\$76,450.14 (72)	\$81,591.92 (7)	\$82,298.94 (7)
Median Income - Asian	\$60,394.71 (61)	\$68,138.99 (69)	\$69,330.36 (70)
Average Income - Hispanic	\$64,406.39 (90)	\$76,530.12 (107)	\$72,000.99 (101)
Median Income - Hispanic	\$62,999.8 (107)	\$71,249.25 (121)	\$64,457.47 (109)
Average Income - Other	\$76,312.78 (97)	\$76,216.65 (96)	\$72,911.72 (92)
Median Income - Other	\$73,009.34 (108)	\$66,332.91 (98)	\$63,515.67 (94)

### Age

Average Age	37.55 (94)	38.88 (97)	38.72 (97)
Median Age	36.45 (95)	37.5 (97)	37.22 (97)
0-4	599 (7.8%) (127)	6,175 (6.9%) (113)	19,879 (6.7%) (110)
5-13	987 (12.8%) (116)	10,865 (12.1%) (110)	35,105 (11.9%) (108)
14-17	416 (5.4%) (109)	4,697 (5.2%) (106)	15,402 (5.2%) (105)
18-21	346 (4.5%) (72)	4,477 (5%) (8)	16,557 (5.6%) (93)
22-24	233 (3%) (72)	3,175 (3.5%) (86)	11,259 (3.8%) (93)
25-29	434 (5.6%) (87)	5,330 (5.9%) (91)	17,910 (6.1%) (94)
30-34	593 (7.7%) (126)	6,036 (6.7%) (110)	19,629 (6.6%) (109)

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35-39	683	(8.9%)	147	6,798	(7.6%)	126	21,736	(7.4%)	122
40-44	571	(7.4%)	122	6,367	(7.1%)	116	20,722	(7%)	115
45-49	449	(5.8%)	97	5,351	(5.9%)	99	17,556	(5.9%)	99
50-54	391	(5.1%)	83	4,943	(5.5%)	90	16,348	(5.5%)	90
55-59	408	(5.3%)	83	5,314	(5.9%)	92	17,279	(5.8%)	91
60-64	460	(6%)	92	5,660	(6.3%)	97	17,980	(6.1%)	94
65-69	415	(5.4%)	92	5,116	(5.7%)	97	16,276	(5.5%)	94
70-74	294	(3.8%)	74	3,960	(4.4%)	91	12,900	(4.4%)	91
75-79	201	(2.6%)	74	2,687	(3%)	85	9,040	(3.1%)	87
80-84	133	(1.7%)	74	1,677	(1.9%)	84	5,653	(1.9%)	86
85+	98	(1.3%)	74	1,385	(1.5%)	90	4,378	(1.5%)	86

### Age - Male

Male Average Age	35.86		92	37.34		96	37.19		96
Male Median Age	35.4		95	36.2		98	35.85		97
0-4	311	(8.4%)	32	3,149	(7.3%)	115	10,130	(7.1%)	112
5-13	512	(13.8%)	121	5,537	(12.8%)	112	17,860	(12.6%)	110

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14-17	226	(6.1%)	119	2,395	(5.6%)	108	7,850	(5.5%)	107
18-21	173	(4.7%)	72	2,266	(5.3%)	84	8,407	(5.9%)	95
22-24	110	(3%)	52	1,593	(3.7%)	85	5,747	(4%)	93
25-29	214	(5.8%)	84	2,683	(6.2%)	91	9,115	(6.4%)	94
30-34	277	(7.5%)	117	2,951	(6.8%)	107	9,737	(6.8%)	107
35-39	322	(8.7%)	141	3,279	(7.6%)	124	10,589	(7.4%)	121
40-44	286	(7.7%)	125	3,055	(7.1%)	115	10,059	(7.1%)	115
45-49	226	(6.1%)	101	2,551	(5.9%)	98	8,447	(5.9%)	98
50-54	192	(5.2%)	85	2,366	(5.5%)	90	7,811	(5.5%)	90
55-59	193	(5.2%)	87	2,519	(5.8%)	92	8,120	(5.7%)	90
60-64	209	(5.6%)	90	2,629	(6.1%)	97	8,248	(5.8%)	92
65-69	177	(4.8%)	86	2,300	(5.3%)	96	7,287	(5.1%)	92
70-74	125	(3.4%)	72	1,708	(4%)	89	5,618	(4%)	88
75-79	85	(2.3%)	72	1,102	(2.6%)	78	3,753	(2.6%)	84
80-84	47	(1.3%)	50	634	(1.5%)	52	2,152	(1.5%)	52
85+	25	(0.7%)	50	396	(0.9%)	52	1,285	(0.9%)	52

### Age - Female

Female Average Age	39.11	95	40.29	98	40.13	97			
Female Median Age	37.39	92	38.72	95	38.52	94			
0-4	288	(7.2%)	123	3,026	(6.5%)	110	9,749	(6.4%)	109
5-13	475	(11.9%)	112	5,328	(11.4%)	107	17,245	(11.2%)	106
14-17	190	(4.7%)	100	2,302	(4.9%)	103	7,552	(4.9%)	104
18-21	173	(4.3%)	72	2,211	(4.7%)	78	8,150	(5.3%)	91
22-24	123	(3.1%)	52	1,582	(3.4%)	87	5,512	(3.6%)	93
25-29	220	(5.5%)	90	2,647	(5.6%)	92	8,795	(5.7%)	94
30-34	316	(7.9%)	135	3,085	(6.6%)	113	9,892	(6.4%)	111
35-39	361	(9%)	154	3,519	(7.5%)	127	11,147	(7.3%)	121
40-44	285	(7.1%)	118	3,312	(7.1%)	117	10,663	(7%)	115
45-49	223	(5.6%)	93	2,800	(6%)	100	9,109	(5.9%)	99
50-54	199	(5%)	87	2,577	(5.5%)	89	8,537	(5.6%)	91
55-59	215	(5.4%)	83	2,795	(6%)	92	9,159	(6%)	92
60-64	251	(6.3%)	95	3,031	(6.5%)	98	9,732	(6.3%)	96
65-69	238	(5.9%)	97	2,816	(6%)	98	8,989	(5.9%)	96
70-74	169	(4.2%)	72	2,252	(4.8%)	93	7,282	(4.7%)	92
75-79	116	(2.9%)	72	1,585	(3.4%)	87	5,287	(3.4%)	89
80-84	86	(2.1%)	83	1,043	(2.2%)	86	3,501	(2.3%)	88
85+	73	(1.8%)	72	989	(2.1%)	92	3,093	(2%)	88

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	4,292	47,698	152,074
Professional Specialty	769 (17.9%)	10,117 (21.2%)	36,480 (24%)
Production & Transportation	756 (17.6%)	6,203 (13%)	18,013 (11.8%)
Construction	498 (11.6%)	5,195 (10.9%)	14,141 (9.3%)
Office Admin	476 (11.1%)	5,966 (12.5%)	19,962 (13.1%)
Food Preparation & Serving	438 (10.2%)	3,166 (6.6%)	8,884 (5.8%)
Sales	426 (9.9%)	4,777 (10%)	14,221 (9.4%)
Managerial/Executive	416 (9.7%)	5,837 (12.2%)	20,526 (13.5%)
Building Maintenance & Cleaning	251 (5.8%)	2,229 (4.7%)	6,214 (4.1%)
Protective	112 (2.6%)	1,276 (2.7%)	4,147 (2.7%)
Personal Care	98 (2.3%)	1,361 (2.9%)	4,436 (2.9%)
Healthcare support	52 (1.2%)	1,549 (3.2%)	4,990 (3.3%)
Farming, Fishing & Forestry		22 (<0.5%)	60 (<0.5%)

### Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	4,292	47,698	152,074

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Educational Services	910	(21.2%)	10,982	(23%)	36,633	(24.1%)
Entertainment Services	600	(14%)	4,856	(10.2%)	15,501	(10.2%)
Wholesale Retail	576	(13.4%)	6,304	(13.2%)	19,458	(12.8%)
Public Administration	464	(10.8%)	3,986	(8.4%)	12,703	(8.4%)
Financial, Insurance & Real Estate	404	(9.4%)	3,032	(6.4%)	9,691	(6.4%)
Manufacturing	295	(6.9%)	3,721	(7.8%)	10,100	(6.6%)
Other Professional Services	277	(6.5%)	2,544	(5.3%)	6,985	(4.6%)
Administrative/Waste Services	255	(5.9%)	2,801	(5.9%)	8,775	(5.8%)
Agriculture/Mining/Construction	192	(4.5%)	3,163	(6.6%)	9,898	(6.5%)
Transportation	181	(4.2%)	2,616	(5.5%)	7,939	(5.2%)
Professional Services	122	(2.8%)	3,060	(6.4%)	11,690	(7.7%)
Information	16	(<0.5%)	600	(1.3%)	2,503	(1.6%)
Management Services			33	(<0.5%)	198	(<0.5%)

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● 1 Mile ● 3 Mile ● 5 Mile

### Language Spoken

Language Spoken	1 Mile	3 Mile	5 Mile
Speak English at Home	6,279 (88.3%)	74,253 (88.6%)	246,758 (89.5%)
Speak Spanish at Home	437 (6.1%)	5,264 (6.3%)	13,689 (5%)
Speak Other Language at Home	396 (5.6%)	4,321 (5.2%)	15,283 (5.5%)

### Ancestry

Ancestry	1 Mile	3 Mile	5 Mile
Other	3,778 (49%)	37,867 (42.1%)	122,706 (41.5%)
Unclassified	1,392 (18.1%)	16,926 (18.8%)	52,476 (17.8%)
South East Asian (e.g. Vietnamese)	314 (4.1%)	3,328 (3.7%)	8,616 (2.9%)
American	254 (3.3%)	3,869 (4.3%)	14,159 (4.8%)
Scottish/Irish	252 (3.3%)	4,673 (5.2%)	17,221 (5.8%)
British	235 (3%)	4,353 (4.8%)	15,328 (5.2%)
German	206 (2.7%)	4,118 (4.6%)	14,397 (4.9%)
Central American	199 (2.6%)	1,861 (2.1%)	4,428 (1.5%)
Mexican	184 (2.4%)	1,826 (2%)	5,830 (2%)
Italian	182 (2.4%)	1,872 (2.1%)	6,548 (2.2%)
Dominican	155 (2%)	590 (0.7%)	1,245 (<0.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other European (e.g. Greek/Russian)	101	(1.3%)	41	1,446	(1.6%)	50	7,275	(2.5%)	7
Puerto Rican	78	(1%)	39	1,395	(1.5%)	60	4,761	(1.6%)	63
Scandinavian	74	(1%)	49	781	(0.9%)	45	2,875	(1%)	50
French	55	(0.7%)	57	810	(0.9%)	71	2,902	(1%)	7
South Central Asian (e.g. Indian)	53	(0.7%)	52	246	(<0.5%)	21	1,431	(<0.5%)	37
Polish	46	(0.6%)	38	794	(0.9%)	57	2,963	(1%)	65
Other Hispanic	24	(<0.5%)	24	861	(1%)	75	2,315	(0.8%)	59
Native American (Indian/Eskimo)	23	(<0.5%)	37	405	(<0.5%)	56	1,213	(<0.5%)	51
Cuban	22	(<0.5%)	44	297	(<0.5%)	50	682	(<0.5%)	35
Chinese	20	(<0.5%)	22	269	(<0.5%)	25	1,367	(<0.5%)	39
Dutch	17	(<0.5%)	35	235	(<0.5%)	42	972	(<0.5%)	53
Hawaiian/Pacific Islander	12	(<0.5%)	89	168	(<0.5%)	107	388	(<0.5%)	75
Middle Eastern	11	(<0.5%)	23	356	(<0.5%)	63	1,024	(<0.5%)	55
Japanese	8	(<0.5%)	45	57	(<0.5%)	27	253	(<0.5%)	37
Korean	7	(<0.5%)	21	64	(<0.5%)	17	463	(<0.5%)	37
South American	6	(<0.5%)	7	474	(0.5%)	49	1,516	(0.5%)	48

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats





# Audience Profile

Jan 1 - Dec 31, 2023






















## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Asian	3 (<0.5%) 	72 (<0.5%) 	255 (<0.5%) 

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	5,130	60,624	197,407
Elementary (0 to 8 Years)	234 (4.6%) 	2,041 (3.4%) 	6,346 (3.2%) 
Some High School (9 to 11 Years)	351 (6.8%) 	4,043 (6.7%) 	14,530 (7.4%) 
High School Graduate (12 Years)	1,586 (30.9%) 	16,520 (27.2%) 	50,168 (25.4%) 
Some College (13 to 16 Years)	1,354 (26.4%) 	15,451 (25.5%) 	47,961 (24.3%) 
Associates Degree Only	517 (10.1%) 	6,196 (10.2%) 	18,598 (9.4%) 
Bachelor's Degree Only	779 (15.2%) 	10,541 (17.4%) 	37,978 (19.2%) 
Graduate Degree	309 (6%) 	5,832 (9.6%) 	21,826 (11.1%) 

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,910	34,475	113,878
One Person Households	705 (24.2%)	8,766 (25.4%)	30,297 (26.6%)
Married Couple	1,041 (35.8%)	13,765 (39.9%)	46,600 (40.9%)
Male Householder	180 (6.2%)	2,406 (7%)	6,490 (5.7%)
Female Householder	706 (24.3%)	6,451 (18.7%)	21,584 (19%)
Non Family Households	278 (9.6%)	3,087 (9%)	8,907 (7.8%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,910	34,475	113,878
1 Person Household	705 (24.2%)	8,766 (25.4%)	30,297 (26.6%)
2 Person Household	921 (31.6%)	11,271 (32.7%)	37,078 (32.6%)
3 Person Household	597 (20.5%)	6,524 (18.9%)	20,800 (18.3%)
4 Person Household	394 (13.5%)	4,463 (12.9%)	14,500 (12.7%)
5 Person Household	166 (5.7%)	2,037 (5.9%)	6,724 (5.9%)
6 Person Household	70 (2.4%)	857 (2.5%)	2,695 (2.4%)
7+ Person Household	57 (2%)	557 (1.6%)	1,784 (1.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	3,059	36,736	122,067
Renter Occupied Housing	1,616	13,578	48,740
Owner Occupied Housing	1,294	20,897	65,138
Vacant Housing	149	2,261	8,189

### Housing Rent

Average Rent	\$1,537.94	110	\$1,384.57	99	\$1,355.24	97
Median Rent	\$1,554.56	122	\$1,338.64	105	\$1,326.69	105
Total Cash Rents Housing	1,574	13,185	47,357			
<\$300	46 (2.9%)	92	284 (2.2%)	68	1,853 (3.9%)	123
\$300-\$500	33 (2.1%)	48	269 (2%)	47	1,350 (2.9%)	65
\$500-\$750	12 (0.8%)	7	618 (4.7%)	43	2,639 (5.6%)	51
\$750-\$1000	63 (4%)	25	1,729 (13.1%)	83	6,122 (12.9%)	8
\$1000-\$1500	566 (36%)	124	5,452 (41.4%)	143	17,929 (37.9%)	31
\$1500-\$2000	614 (39%)	203	3,486 (26.4%)	137	12,464 (26.3%)	137
\$2000-\$2500	210 (13.3%)	145	1,016 (7.7%)	84	3,703 (7.8%)	85

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	28	(1.8%)	213	(1.6%)	974	(2.1%)
\$3000-\$3500	2	(<0.5%)	47	(<0.5%)	177	(<0.5%)
>\$3500			71	(0.5%)	146	(<0.5%)

### Value of Owner-Occupied Housing Units

Average House Value	\$340,340.48		\$331,917.92		\$360,805.47	
Median House Value	\$308,352.67		\$314,173.15		\$336,041.78	
Owner Occupied Housing	1,294		20,897		65,138	
<\$100K	10	(0.8%)	965	(4.6%)	2,622	(4%)
\$100K - \$200K	120	(9.3%)	2,668	(12.8%)	6,532	(10%)
\$200K - \$300K	481	(37.2%)	6,087	(29.1%)	17,378	(26.7%)
\$300K - \$400K	431	(33.3%)	5,140	(24.6%)	16,750	(25.7%)
\$400K - \$500K	149	(11.5%)	2,651	(12.7%)	9,519	(14.6%)
\$500K - \$1000K	94	(7.3%)	2,642	(12.6%)	10,100	(15.5%)
>\$1000K	9	(0.7%)	744	(3.6%)	2,237	(3.4%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	402	(13.8%)	109	4,282	(12.4%)	98	14,346	(12.6%)	100
Households Above Poverty	2,508	(86.2%)	99	30,193	(87.6%)	100	99,532	(87.4%)	100
Households in Poverty (Married)	62	(2.1%)	96	712	(2.1%)	93	1,874	(1.6%)	74
Households in Poverty (Male Householder)	14	(<0.5%)	75	156	(<0.5%)	71	486	(<0.5%)	67
Households in Poverty (Female Householder)	191	(6.6%)	214	1,435	(4.2%)	135	5,030	(4.4%)	144
Households in Poverty (Non-Family)	126	(4.3%)	71	1,794	(5.2%)	86	6,376	(5.6%)	92
Households in Poverty (Non-Family Student)	9	(<0.5%)	49	185	(0.5%)	86	580	(0.5%)	8

### Wealth per Household

Household Average Wealth	\$204,226.8	86	\$222,300	94	\$223,577.1	94			
Household Median Wealth	\$53,030.24	68	\$67,984.19	87	\$67,834.7	86			
<\$0K	573	(19.7%)	112	6,364	(18.5%)	105	21,086	(18.5%)	105
\$0K - \$5K	299	(10.3%)	118	3,193	(9.3%)	107	10,637	(9.3%)	108
\$5K - \$10K	156	(5.4%)	116	1,694	(4.9%)	107	5,601	(4.9%)	107
\$10K - \$25K	204	(7%)	109	2,301	(6.7%)	104	7,575	(6.7%)	104
\$25K - \$50K	205	(7%)	103	2,405	(7%)	102	7,888	(6.9%)	101

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	297	(10.2%)	99	3,560	(10.3%)	100	11,640	(10.2%)	99
\$100K - \$250K	492	(16.9%)	94	6,093	(17.7%)	98	19,996	(17.6%)	97
\$250K - \$500K	338	(11.6%)	89	4,297	(12.5%)	95	14,182	(12.5%)	95
>\$500K	346	(11.9%)	8	4,568	(13.3%)	92	15,273	(13.4%)	93

### Vehicles per Household

Total Number of Vehicles	5,550			64,193			199,912		
Average Number of Vehicles	1.91		104	1.86		101	1.76		96
No Vehicles	176	(6%)	72	2,493	(7.2%)	88	10,163	(8.9%)	109
1 Vehicle	825	(28.4%)	88	10,971	(31.8%)	98	39,337	(34.5%)	107
2 Vehicles	1,242	(42.7%)	115	12,898	(37.4%)	101	41,262	(36.2%)	98
3 or more Vehicles	667	(22.9%)	103	8,113	(23.5%)	105	23,116	(20.3%)	91

### Population Change

Births	94			1,059			3,486		
Deaths	64			778			2,604		
Migration	-420			-2,411			-8,298		

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# Audience Profile

Jan 1 - Dec 31, 2023

## Norfolk (J.A.N.A.F. Shopping Yard)

5820 E Virginia Beach Blvd, Norfolk, Norfolk 23502

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	652	3,578	10,059
Total Employees	14,928	68,624	179,475

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