



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	8,521			93,502			304,259		
Households	3,387			37,381			123,245		
Persons per Household	2.4		94	2.45		96	2.41		95
Household Median Income	\$66,527.47		84	\$68,874.99		87	\$71,019.27		89
Household Median Disposable Income	\$57,209.15		83	\$59,078.13		86	\$60,822.12		89
Household Median Discretionary Income	\$35,193.46		69	\$40,641.04		8	\$42,112.92		83
Average Income Per Person	\$30,535.84		71	\$34,951.2		8	\$37,379.42		87
Median Rent	\$1,554.22		110	\$1,471.29		104	\$1,485.79		105
Median House Value	\$317,710.37		83	\$334,526.89		88	\$353,167.58		93
Households in Poverty	589	(17.4%)	137	4,820	(12.9%)	102	16,520	(13.4%)	106
Household Median Wealth	\$51,099.69		63	\$66,301.75		8	\$67,261.89		83
Average Age	39.28		96	39.34		96	39.16		96
Median Age	36.48		91	36.96		92	36.7		91
Households with Children	941	(27.8%)	104	9,709	(26%)	97	32,137	(26.1%)	97
High School Graduate or Higher	5,386	(89.1%)	100	59,221	(90.6%)	101	191,510	(90.7%)	102

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	1,346 (22.3%) 63	17,052 (26.1%) 74	66,634 (31.6%) 90
Pop density (per sq mi)	2,536	3,613	4,287
Area (based on blockgroups)	3	26	71

### Population

Population 2024 Q4	8,521	93,502	304,259
Population 2024 Q3	8,339	93,373	304,467
Population 2024 Q2	8,366	93,396	304,387
Population 2024 Q1	8,388	93,209	303,210
Population 2023 Q4	8,327	92,470	302,760
Population 2023 Q3	8,335	92,147	302,217
Population 2023 Q2	8,352	92,162	302,584
Population 2023 Q1	8,347	92,305	303,217
Population 2022 Q4	8,349	92,350	303,491
Population 5 Years Forecast	8,703	94,109	307,144
Population 10 Years Forecast	8,848	94,524	310,072
Persons per Household	2.4 94	2.45 96	2.41 95

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Group Quarters	380	(4.5%)	189	1,815	(1.9%)	89	6,939	(2.3%)	97
Transient Population - Average Last 4 Quarters	326	(3.8%)	296	3,650	(3.9%)	301	7,885	(2.6%)	200

### Households

Households 2024 Q4	3,387		37,381		123,245
Households 2024 Q3	3,310		37,308		123,229
Households 2024 Q2	3,320		37,310		123,168
Households 2024 Q1	3,330		37,238		122,640
Households 2023 Q4	3,303		36,933		122,268
Households 2023 Q3	3,307		36,796		122,042
Households 2023 Q2	3,312		36,799		122,194
Households 2023 Q1	3,310		36,853		122,455
Households 2022 Q4	3,311		36,874		122,611
Households 5 Years Forecast	3,464		37,645		124,805
Households 10 Years Forecast	3,525		37,820		126,218

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Benchmark: Nationwide



### Gender

Male	4,109	(48.2%)	<div><div>98</div></div>	44,906	(48%)	<div><div>98</div></div>	146,412	(48.1%)	<div><div>98</div></div>
Female	4,412	(51.8%)	<div><div>102</div></div>	48,596	(52%)	<div><div>102</div></div>	157,847	(51.9%)	<div><div>102</div></div>

### Ethnicity

Black	4,426	(51.9%)	<div><div>440</div></div>	38,656	(41.3%)	<div><div>351</div></div>	117,280	(38.5%)	<div><div>327</div></div>
White	2,154	(25.3%)	<div><div>44</div></div>	35,013	(37.4%)	<div><div>65</div></div>	126,748	(41.7%)	<div><div>72</div></div>
Hispanic (Ethnic)	916	(10.7%)	<div><div>55</div></div>	9,246	(9.9%)	<div><div>51</div></div>	27,028	(8.9%)	<div><div>46</div></div>
Other	563	(6.6%)	<div><div>127</div></div>	5,612	(6%)	<div><div>115</div></div>	18,379	(6%)	<div><div>116</div></div>
Asian	462	(5.4%)	<div><div>94</div></div>	4,975	(5.3%)	<div><div>92</div></div>	14,824	(4.9%)	<div><div>85</div></div>

### Household by Ethnicity

Black	1,724	(50.9%)	<div><div>459</div></div>	15,388	(41.2%)	<div><div>371</div></div>	45,654	(37%)	<div><div>334</div></div>
White	887	(26.2%)	<div><div>43</div></div>	14,874	(39.8%)	<div><div>65</div></div>	54,570	(44.3%)	<div><div>72</div></div>
Hispanic (Ethnic)	343	(10.1%)	<div><div>67</div></div>	2,943	(7.9%)	<div><div>52</div></div>	8,807	(7.1%)	<div><div>47</div></div>
Other	317	(9.4%)	<div><div>123</div></div>	2,669	(7.1%)	<div><div>94</div></div>	9,071	(7.4%)	<div><div>97</div></div>
Asian	116	(3.4%)	<div><div>76</div></div>	1,507	(4%)	<div><div>89</div></div>	5,143	(4.2%)	<div><div>92</div></div>

### 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 Income	\$74,032.01		67	\$86,311.84		7	\$91,421.18		8
Average Income Per Person	\$30,535.84		71	\$34,951.2		8	\$37,379.42		87
Household Median Income	\$66,527.47		84	\$68,874.99		87	\$71,019.27		89
<\$15K	213	(6.3%)	7	3,035	(8.1%)	100	11,145	(9%)	112
\$15K - \$25K	339	(10%)	155	2,340	(6.3%)	97	7,448	(6%)	93
\$25K - \$35K	196	(5.8%)	86	2,599	(7%)	103	8,336	(6.8%)	101
\$35K - \$50K	482	(14.2%)	138	4,570	(12.2%)	119	13,797	(11.2%)	109
\$50K - \$75K	722	(21.3%)	136	7,779	(20.8%)	132	24,147	(19.6%)	125
\$75K - \$100K	661	(19.5%)	152	5,382	(14.4%)	112	17,711	(14.4%)	112
\$100K - \$150K	470	(13.9%)	7	6,309	(16.9%)	95	21,853	(17.7%)	100
\$150K - \$175K	157	(4.6%)	74	1,883	(5%)	8	6,142	(5%)	7
\$175K - \$200K	89	(2.6%)	40	1,621	(4.3%)	66	5,803	(4.7%)	72
\$200K - \$250K	32	(0.9%)	18	1,045	(2.8%)	54	3,853	(3.1%)	60
\$250K - \$500K	14	(<0.5%)	19	445	(1.2%)	53	1,639	(1.3%)	60
>\$500K	12	(<0.5%)	19	373	(1%)	54	1,371	(1.1%)	60

### Disposable Households Income

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



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Household Average Disposable Income	\$62,457.11		76	\$70,854.56		86	\$72,484.15		88
Household Median Disposable Income	\$57,209.15		83	\$59,078.13		86	\$60,822.12		89
<\$15K	230	(6.8%)	77	3,258	(8.7%)	99	11,874	(9.6%)	110
\$15K - \$25K	384	(11.3%)	149	2,942	(7.9%)	103	9,543	(7.7%)	102
\$25K - \$35K	301	(8.9%)	113	3,326	(8.9%)	113	10,496	(8.5%)	108
\$35K - \$50K	521	(15.4%)	126	5,792	(15.5%)	127	17,236	(14%)	115
\$50K - \$75K	890	(26.3%)	148	8,095	(21.7%)	122	25,799	(20.9%)	118
\$75K - \$100K	601	(17.7%)	124	5,751	(15.4%)	108	19,184	(15.6%)	109
\$100K - \$150K	368	(10.9%)	61	5,359	(14.3%)	80	18,595	(15.1%)	84
\$150K - \$175K	47	(1.4%)	23	1,380	(3.7%)	61	5,099	(4.1%)	68
\$175K - \$200K	13	(<0.5%)	17	431	(1.2%)	52	1,575	(1.3%)	58
\$200K - \$250K	13	(<0.5%)	18	420	(1.1%)	53	1,541	(1.3%)	58
\$250K - \$500K	17	(0.5%)	17	579	(1.5%)	53	2,116	(1.7%)	59
>\$500K	2	(<0.5%)	23	48	(<0.5%)	50	187	(<0.5%)	59

### Discretionary Households Income

Household Average Discretionary Income	\$38,219.87		62	\$49,224.61		80	\$51,574.29		84
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Household Median Discretionary Income	\$35,193.46		69	\$40,641.04		8	\$42,112.92		83
<\$10K	274	(8.1%)	87	3,609	(9.7%)	104	13,336	(10.8%)	117
\$10K - \$20K	531	(15.7%)	148	4,630	(12.4%)	117	14,703	(11.9%)	113
\$20K - \$30K	612	(18.1%)	171	5,455	(14.6%)	138	15,963	(13%)	122
\$30K - \$40K	587	(17.3%)	174	4,709	(12.6%)	127	14,792	(12%)	121
\$40K - \$50K	514	(15.2%)	171	4,296	(11.5%)	130	13,072	(10.6%)	120
\$50K - \$75K	587	(17.3%)	100	7,021	(18.8%)	108	23,018	(18.7%)	107
\$75K - \$100K	215	(6.3%)	54	3,846	(10.3%)	88	13,111	(10.6%)	91
\$100K - \$125K	46	(1.4%)	17	1,797	(4.8%)	59	6,870	(5.6%)	69
\$125K - \$150K	21	(0.6%)	9	1,260	(3.4%)	51	5,082	(4.1%)	62
>\$150K				758	(2%)	34	3,298	(2.7%)	45

### Households Income by Ethnicity

Average Income - White	\$84,263.71		88	\$90,977.79		95	\$94,732.59		99
Median Income - White	\$79,937.3		92	\$81,496.41		94	\$87,171.05		100
Average Income - Black	\$66,639.87		96	\$67,086.17		97	\$65,409.93		95
Median Income - Black	\$62,682.75		113	\$56,379.86		102	\$54,621.07		99

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$81,797.6872	\$90,895.958	\$89,188.417
Median Income - Asian	\$57,665.950	\$76,866.8167	\$78,540.8869
Average Income - Hispanic	\$65,511.548	\$81,952.3101	\$80,887.62100
Median Income - Hispanic	\$54,999.57	\$73,371.36106	\$73,236.38105
Average Income - Other	\$70,549.737	\$85,613.8996	\$81,458.2791
Median Income - Other	\$66,275.0983	\$73,919.2393	\$72,527.7891

### Age

Average Age	39.2896	39.3496	39.1696
Median Age	36.4891	36.9692	36.791
0-4	575 (6.7%)125	6,052 (6.5%)120	19,603 (6.4%)119
5-13	884 (10.4%)101	10,089 (10.8%)105	32,680 (10.7%)104
14-17	358 (4.2%)7	4,357 (4.7%)88	14,926 (4.9%)92
18-21	369 (4.3%)7	4,380 (4.7%)85	14,948 (4.9%)89
22-24	287 (3.4%)8	3,287 (3.5%)85	11,058 (3.6%)88
25-29	760 (8.9%)151	7,063 (7.6%)127	22,385 (7.4%)124
30-34	786 (9.2%)141	7,999 (8.6%)131	26,399 (8.7%)133

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35-39	651	(7.6%)	<div><div>116</div></div>	7,202	(7.7%)	<div><div>117</div></div>	23,891	(7.9%)	<div><div>119</div></div>
40-44	504	(5.9%)	<div><div>92</div></div>	6,100	(6.5%)	<div><div>102</div></div>	20,013	(6.6%)	<div><div>103</div></div>
45-49	435	(5.1%)	<div><div>85</div></div>	5,065	(5.4%)	<div><div>90</div></div>	16,294	(5.4%)	<div><div>89</div></div>
50-54	432	(5.1%)	<div><div>85</div></div>	4,773	(5.1%)	<div><div>86</div></div>	14,904	(4.9%)	<div><div>8</div></div>
55-59	470	(5.5%)	<div><div>90</div></div>	5,091	(5.4%)	<div><div>89</div></div>	16,310	(5.4%)	<div><div>87</div></div>
60-64	563	(6.6%)	<div><div>103</div></div>	5,851	(6.3%)	<div><div>98</div></div>	18,617	(6.1%)	<div><div>95</div></div>
65-69	554	(6.5%)	<div><div>107</div></div>	5,763	(6.2%)	<div><div>102</div></div>	17,856	(5.9%)	<div><div>97</div></div>
70-74	347	(4.1%)	<div><div>8</div></div>	4,264	(4.6%)	<div><div>91</div></div>	13,759	(4.5%)	<div><div>90</div></div>
75-79	237	(2.8%)	<div><div>72</div></div>	2,957	(3.2%)	<div><div>8</div></div>	9,760	(3.2%)	<div><div>83</div></div>
80-84	152	(1.8%)	<div><div>74</div></div>	1,677	(1.8%)	<div><div>75</div></div>	5,948	(2%)	<div><div>8</div></div>
85+	157	(1.8%)	<div><div>91</div></div>	1,532	(1.6%)	<div><div>8</div></div>	4,908	(1.6%)	<div><div>8</div></div>

### Age - Male

Male Average Age	37.17	<div><div>93</div></div>	37.97	<div><div>95</div></div>	37.72	<div><div>95</div></div>			
Male Median Age	33.68	<div><div>88</div></div>	35.71	<div><div>94</div></div>	35.44	<div><div>93</div></div>			
0-4	294	(7.2%)	<div><div>127</div></div>	3,086	(6.9%)	<div><div>122</div></div>	9,998	(6.8%)	<div><div>121</div></div>
5-13	464	(11.3%)	<div><div>105</div></div>	5,089	(11.3%)	<div><div>105</div></div>	16,737	(11.4%)	<div><div>106</div></div>

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14-17	191	(4.6%)	84	2,202	(4.9%)	89	7,447	(5.1%)	92
18-21	199	(4.8%)	84	2,198	(4.9%)	85	7,474	(5.1%)	89
22-24	153	(3.7%)	85	1,629	(3.6%)	83	5,568	(3.8%)	87
25-29	392	(9.5%)	155	3,636	(8.1%)	131	11,403	(7.8%)	126
30-34	393	(9.6%)	143	3,982	(8.9%)	133	13,294	(9.1%)	136
35-39	336	(8.2%)	122	3,532	(7.9%)	118	11,751	(8%)	120
40-44	243	(5.9%)	92	2,957	(6.6%)	102	9,668	(6.6%)	102
45-49	204	(5%)	83	2,380	(5.3%)	88	7,753	(5.3%)	88
50-54	195	(4.7%)	6	2,203	(4.9%)	6	7,001	(4.8%)	8
55-59	210	(5.1%)	84	2,387	(5.3%)	87	7,631	(5.2%)	85
60-64	257	(6.3%)	99	2,711	(6%)	96	8,629	(5.9%)	94
65-69	229	(5.6%)	96	2,649	(5.9%)	101	8,003	(5.5%)	94
70-74	149	(3.6%)	7	1,848	(4.1%)	87	5,958	(4.1%)	86
75-79	106	(2.6%)	7	1,254	(2.8%)	7	4,109	(2.8%)	8
80-84	55	(1.3%)	64	653	(1.5%)	70	2,351	(1.6%)	7
85+	39	(0.9%)	64	510	(1.1%)	77	1,637	(1.1%)	7

### Age - Female

Female Average Age	41.25	98	40.61	97	40.49	96
Female Median Age	38.47	93	38.15	92	37.91	92
0-4	281	(6.4%)	123	2,966	(6.1%)	118
5-13	420	(9.5%)	96	5,000	(10.3%)	104
14-17	167	(3.8%)	7	2,155	(4.4%)	87
18-21	170	(3.9%)	7	2,182	(4.5%)	85
22-24	134	(3%)	7	1,658	(3.4%)	86
25-29	368	(8.3%)	147	3,427	(7.1%)	124
30-34	393	(8.9%)	140	4,017	(8.3%)	130
35-39	315	(7.1%)	110	3,670	(7.6%)	116
40-44	261	(5.9%)	93	3,143	(6.5%)	102
45-49	231	(5.2%)	88	2,685	(5.5%)	92
50-54	237	(5.4%)	90	2,570	(5.3%)	89
55-59	260	(5.9%)	96	2,704	(5.6%)	90
60-64	306	(6.9%)	106	3,140	(6.5%)	99
65-69	325	(7.4%)	117	3,114	(6.4%)	102
70-74	198	(4.5%)	85	2,416	(5%)	94
75-79	131	(3%)	7	1,703	(3.5%)	84
80-84	97	(2.2%)	8	1,024	(2.1%)	7
85+	118	(2.7%)	105	1,022	(2.1%)	8

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	4,976		50,554		159,757
Professional Specialty	841	(16.9%)	10,073	(19.9%)	38,214
Production & Transportation	697	(14%)	6,659	(13.2%)	18,548
Sales	644	(12.9%)	5,121	(10.1%)	15,053
Office Admin	634	(12.7%)	6,616	(13.1%)	20,175
Construction	505	(10.1%)	4,395	(8.7%)	13,086
Food Preparation & Serving	454	(9.1%)	3,453	(6.8%)	9,637
Building Maintenance & Cleaning	413	(8.3%)	2,467	(4.9%)	6,881
Managerial/Executive	364	(7.3%)	7,108	(14.1%)	23,224
Personal Care	217	(4.4%)	1,660	(3.3%)	5,242
Protective	104	(2.1%)	1,210	(2.4%)	4,032
Healthcare support	103	(2.1%)	1,757	(3.5%)	5,482
Farming, Fishing & Forestry			35	(<0.5%)	183

Employment by Industry

Total Employees (16+ Years Old)	4,976	50,554	159,757
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	1 Mile			3 Mile			5 Mile		
Educational Services	1,153	(23.2%)	99	11,754	(23.3%)	99	38,111	(23.9%)	102
Wholesale Retail	854	(17.2%)	130	6,804	(13.5%)	102	20,555	(12.9%)	98
Entertainment Services	578	(11.6%)	134	5,068	(10%)	115	15,908	(10%)	115
Financial, Insurance & Real Estate	427	(8.6%)	127	3,133	(6.2%)	92	11,085	(6.9%)	103
Other Professional Services	392	(7.9%)	167	2,465	(4.9%)	104	7,724	(4.8%)	103
Administrative/Waste Services	363	(7.3%)	175	3,171	(6.3%)	150	9,462	(5.9%)	142
Agriculture/Mining/Construction	344	(6.9%)	8	3,325	(6.6%)	7	10,101	(6.3%)	74
Manufacturing	292	(5.9%)	59	3,955	(7.8%)	7	11,112	(7%)	70
Transportation	259	(5.2%)	89	3,236	(6.4%)	109	9,181	(5.7%)	98
Public Administration	191	(3.8%)	8	3,539	(7%)	146	11,857	(7.4%)	155
Professional Services	96	(1.9%)	24	3,257	(6.4%)	8	12,102	(7.6%)	94
Information	27	(0.5%)	29	791	(1.6%)	84	2,457	(1.5%)	8
Management Services				56	(<0.5%)	88	102	(<0.5%)	51

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide



### Language Spoken

Speak English at Home	6,955	(87.5%)	<div><div>113</div></div>	77,535	(88.7%)	<div><div>115</div></div>	252,881	(88.8%)	<div><div>115</div></div>
Speak Spanish at Home	543	(6.8%)	<div><div>48</div></div>	4,989	(5.7%)	<div><div>40</div></div>	14,722	(5.2%)	<div><div>37</div></div>
Speak Other Language at Home	448	(5.6%)	<div><div>67</div></div>	4,926	(5.6%)	<div><div>67</div></div>	17,053	(6%)	<div><div>71</div></div>

### Ancestry

Other	4,139	(48.6%)	<div><div>230</div></div>	38,869	(41.6%)	<div><div>197</div></div>	123,030	(40.4%)	<div><div>192</div></div>
Unclassified	1,509	(17.7%)	<div><div>109</div></div>	17,002	(18.2%)	<div><div>112</div></div>	52,144	(17.1%)	<div><div>105</div></div>
South East Asian (e.g. Vietnamese)	312	(3.7%)	<div><div>208</div></div>	3,473	(3.7%)	<div><div>211</div></div>	8,978	(3%)	<div><div>168</div></div>
Central American	279	(3.3%)	<div><div>197</div></div>	2,278	(2.4%)	<div><div>146</div></div>	5,631	(1.9%)	<div><div>111</div></div>
Scottish/Irish	258	(3%)	<div><div>45</div></div>	4,579	(4.9%)	<div><div>74</div></div>	17,284	(5.7%)	<div><div>85</div></div>
American	257	(3%)	<div><div>63</div></div>	3,839	(4.1%)	<div><div>86</div></div>	14,185	(4.7%)	<div><div>97</div></div>
British	223	(2.6%)	<div><div>49</div></div>	4,278	(4.6%)	<div><div>86</div></div>	15,276	(5%)	<div><div>95</div></div>
Mexican	219	(2.6%)	<div><div>23</div></div>	2,341	(2.5%)	<div><div>23</div></div>	7,822	(2.6%)	<div><div>23</div></div>
Dominican	211	(2.5%)	<div><div>388</div></div>	619	(0.7%)	<div><div>104</div></div>	1,587	(0.5%)	<div><div>8</div></div>
German	209	(2.5%)	<div><div>31</div></div>	4,050	(4.3%)	<div><div>56</div></div>	14,226	(4.7%)	<div><div>60</div></div>
Italian	188	(2.2%)	<div><div>74</div></div>	1,874	(2%)	<div><div>67</div></div>	6,806	(2.2%)	<div><div>75</div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other European (e.g. Greek/Russian)	102	(1.2%)	38	1,416	(1.5%)	48	7,407	(2.4%)	7
Puerto Rican	102	(1.2%)	43	1,818	(1.9%)	69	5,982	(2%)	70
Scandinavian	78	(0.9%)	48	778	(0.8%)	44	2,872	(0.9%)	50
French	60	(0.7%)	57	814	(0.9%)	70	2,924	(1%)	7
South Central Asian (e.g. Indian)	55	(0.6%)	41	375	(<0.5%)	26	2,149	(0.7%)	45
Korean	55	(0.6%)	125	591	(0.6%)	122	1,536	(0.5%)	97
Polish	44	(0.5%)	34	780	(0.8%)	54	2,932	(1%)	63
Other Hispanic	37	(<0.5%)	30	1,099	(1.2%)	8	2,943	(1%)	68
Native American (Indian/Eskimo)	35	(<0.5%)	65	287	(<0.5%)	48	946	(<0.5%)	49
Cuban	35	(<0.5%)	57	436	(<0.5%)	64	923	(<0.5%)	42
South American	33	(<0.5%)	31	655	(0.7%)	56	2,140	(0.7%)	56
Chinese	28	(<0.5%)	26	311	(<0.5%)	27	1,448	(<0.5%)	38
Dutch	18	(<0.5%)	35	235	(<0.5%)	42	965	(<0.5%)	52
Hawaiian/Pacific Islander	12	(<0.5%)	7	113	(<0.5%)	68	405	(<0.5%)	74
Middle Eastern	11	(<0.5%)	21	367	(<0.5%)	63	1,005	(<0.5%)	53
Japanese	8	(<0.5%)	39	69	(<0.5%)	31	256	(<0.5%)	35

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# Audience Profile

Jan 1 - Dec 31, 2024

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Asian	4	(<0.5%)	11	156	(<0.5%)	39	457	(<0.5%)	35
Education (Age 25+)									
Total Educated Population	6,048			65,337			211,044		
Elementary (0 to 8 Years)	271	(4.5%)	94	2,167	(3.3%)	69	6,581	(3.1%)	65
Some High School (9 to 11 Years)	391	(6.5%)	109	3,949	(6%)	102	12,953	(6.1%)	104
High School Graduate (12 Years)	2,202	(36.4%)	139	19,033	(29.1%)	111	54,770	(26%)	99
Some College (13 to 16 Years)	1,178	(19.5%)	101	16,828	(25.8%)	133	50,278	(23.8%)	123
Associates Degree Only	660	(10.9%)	124	6,308	(9.7%)	110	19,828	(9.4%)	107
Bachelor's Degree Only	900	(14.9%)	70	10,957	(16.8%)	71	41,709	(19.8%)	93
Graduate Degree	446	(7.4%)	54	6,095	(9.3%)	68	24,925	(11.8%)	86

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide



### Household Type

Households	3,387			37,381			123,245		
One Person Households	1,042	(30.8%)	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></di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### Household Size

Households	3,387			37,381			123,245		
1 Person Household	1,042	(30.8%)	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats





# Audience Profile

Jan 1 - Dec 31, 2024

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide



### Housing Units

Total Housing Units	3,577	39,242	130,208
Renter Occupied Housing	1,960	16,127	57,082
Owner Occupied Housing	1,427	21,254	66,163
Vacant Housing	190	1,861	6,963

### Housing Rent

Average Rent	\$1,501.56	<div><div>97</div></div>	\$1,507.44	<div><div>98</div></div>	\$1,500.81	<div><div>97</div></div>
Median Rent	\$1,554.22	<div><div>110</div></div>	\$1,471.29	<div><div>104</div></div>	\$1,485.79	<div><div>105</div></div>
Total Cash Rents Housing	1,908		15,562		55,268	
<\$300	51	(2.7%) <div><div>95</div></div>	342	(2.2%) <div><div>74</div></div>	1,923	(3.5%) <div><div>124</div></div>
\$300-\$500	73	(3.8%) <div><div>99</div></div>	349	(2.2%) <div><div>58</div></div>	1,537	(2.8%) <div><div>72</div></div>
\$500-\$750	41	(2.1%) <div><div>25</div></div>	612	(3.9%) <div><div>45</div></div>	2,662	(4.8%) <div><div>55</div></div>
\$750-\$1000	158	(8.3%) <div><div>63</div></div>	1,537	(9.9%) <div><div>74</div></div>	5,201	(9.4%) <div><div>72</div></div>
\$1000-\$1500	550	(28.8%) <div><div>109</div></div>	5,242	(33.7%) <div><div>128</div></div>	16,788	(30.4%) <div><div>115</div></div>
\$1500-\$2000	747	(39.2%) <div><div>186</div></div>	4,827	(31%) <div><div>147</div></div>	16,607	(30%) <div><div>143</div></div>
\$2000-\$2500	250	(13.1%) <div><div>112</div></div>	1,899	(12.2%) <div><div>104</div></div>	7,650	(13.8%) <div><div>118</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	33	(1.7%)	<div><div>30</div></div>	494	(3.2%)	<div><div>55</div></div>	2,022	(3.7%)	<div><div>64</div></div>
\$3000-\$3500	5	(<0.5%)	<div><div>9</div></div>	131	(0.8%)	<div><div>28</div></div>	568	(1%)	<div><div>34</div></div>
>\$3500				129	(0.8%)	<div><div>23</div></div>	310	(0.6%)	<div><div>15</div></div>
Value of Owner-Occupied Housing Units									
Average House Value	\$323,773.09		<div><div>62</div></div>	\$380,603.42		<div><div>73</div></div>	\$400,063.53		<div><div>7</div></div>
Median House Value	\$317,710.37		<div><div>83</div></div>	\$334,526.89		<div><div>88</div></div>	\$353,167.58		<div><div>93</div></div>
Owner Occupied Housing	1,427			21,254			66,163		
<\$100K	39	(2.7%)	<div><div>32</div></div>	847	(4%)	<div><div>47</div></div>	2,783	(4.2%)	<div><div>49</div></div>
\$100K - \$200K	134	(9.4%)	<div><div>70</div></div>	2,374	(11.2%)	<div><div>83</div></div>	5,656	(8.5%)	<div><div>63</div></div>
\$200K - \$300K	450	(31.5%)	<div><div>195</div></div>	5,545	(26.1%)	<div><div>161</div></div>	15,629	(23.6%)	<div><div>146</div></div>
\$300K - \$400K	511	(35.8%)	<div><div>246</div></div>	5,390	(25.4%)	<div><div>174</div></div>	16,953	(25.6%)	<div><div>176</div></div>
\$400K - \$500K	202	(14.2%)	<div><div>123</div></div>	3,340	(15.7%)	<div><div>136</div></div>	11,462	(17.3%)	<div><div>150</div></div>
\$500K - \$1000K	91	(6.4%)	<div><div>26</div></div>	3,392	(16%)	<div><div>65</div></div>	12,158	(18.4%)	<div><div>74</div></div>
>\$1000K				366	(1.7%)	<div><div>16</div></div>	1,522	(2.3%)	<div><div>21</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide



### Poverty

Households in Poverty	589	(17.4%)	137	4,820	(12.9%)	102	16,520	(13.4%)	106
Households Above Poverty	2,798	(82.6%)	95	32,561	(87.1%)	100	106,725	(86.6%)	99
Households in Poverty (Married)	95	(2.8%)	129	649	(1.7%)	8	1,841	(1.5%)	69
Households in Poverty (Male Householder)				263	(0.7%)	110	777	(0.6%)	99
Households in Poverty (Female Householder)	300	(8.9%)	300	1,763	(4.7%)	160	5,799	(4.7%)	159
Households in Poverty (Non-Family)	181	(5.3%)	85	1,975	(5.3%)	84	7,445	(6%)	96
Households in Poverty (Non-Family Student)	13	(<0.5%)	62	170	(<0.5%)	73	658	(0.5%)	86

### Wealth per Household

Household Average Wealth	\$203,458.81	<div><div>84</div></div>	\$221,686.82	<div><div>92</div></div>	\$224,838.59	<div><div>93</div></div>			
Household Median Wealth	\$51,099.69	<div><div>63</div></div>	\$66,301.75	<div><div>8</div></div>	\$67,261.89	<div><div>83</div></div>			
<\$0K	674	(19.9%)	<div><div>114</div></div>	6,970	(18.6%)	<div><div>107</div></div>	22,963	(18.6%)	<div><div>107</div></div>
\$0K - \$5K	355	(10.5%)	<div><div>122</div></div>	3,531	(9.4%)	<div><div>110</div></div>	11,595	(9.4%)	<div><div>110</div></div>
\$5K - \$10K	184	(5.4%)	<div><div>119</div></div>	1,864	(5%)	<div><div>109</div></div>	6,112	(5%)	<div><div>109</div></div>
\$10K - \$25K	237	(7%)	<div><div>110</div></div>	2,501	(6.7%)	<div><div>105</div></div>	8,206	(6.7%)	<div><div>105</div></div>
\$25K - \$50K	236	(7%)	<div><div>103</div></div>	2,580	(6.9%)	<div><div>102</div></div>	8,452	(6.9%)	<div><div>101</div></div>

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

5820 E Virginia Beach Blvd, Norfolk, VA 23502

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	341	(10.1%)	<div><div>99</div></div>	3,817	(10.2%)	<div><div>100</div></div>	12,439	(10.1%)	<div><div>99</div></div>
\$100K - \$250K	568	(16.8%)	<div><div>93</div></div>	6,538	(17.5%)	<div><div>97</div></div>	21,421	(17.4%)	<div><div>96</div></div>
\$250K - \$500K	389	(11.5%)	<div><div>87</div></div>	4,619	(12.4%)	<div><div>94</div></div>	15,302	(12.4%)	<div><div>94</div></div>
>\$500K	403	(11.9%)	<div><div>8</div></div>	4,961	(13.3%)	<div><div>89</div></div>	16,755	(13.6%)	<div><div>91</div></div>

Vehicles per Household

Total Number of Vehicles	6,018			68,184			213,743		
Average Number of Vehicles	1.78		<div><div>97</div></div>	1.82		<div><div>100</div></div>	1.73		<div><div>95</div></div>
No Vehicles	309	(9.1%)	<div><div>110</div></div>	2,771	(7.4%)	<div><div>90</div></div>	10,766	(8.7%)	<div><div>106</div></div>
1 Vehicle	1,224	(36.1%)	<div><div>110</div></div>	12,876	(34.4%)	<div><div>105</div></div>	45,141	(36.6%)	<div><div>112</div></div>
2 Vehicles	1,117	(33%)	<div><div>89</div></div>	13,196	(35.3%)	<div><div>96</div></div>	43,274	(35.1%)	<div><div>95</div></div>
3 or more Vehicles	737	(21.8%)	<div><div>99</div></div>	8,538	(22.8%)	<div><div>104</div></div>	24,064	(19.5%)	<div><div>89</div></div>

Population Change

Births	106			1,136			3,667		
Deaths	57			680			2,261		
Migration	148			626			221		

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

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Benchmark: Nationwide



Workplace

Total Businesses	554	3,252	9,966
Total Employees	11,673	53,255	150,092

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