



# Community Profile

Rings: 1, 3, 5 mile radii

5820 E Virginia Beach Blvd, Norfolk, VA

Latitude: 36.8570  
Longitude: -76.20611

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	7,088	92,442	291,315
2020 Total Population	7,805	97,716	305,960
2020 Group Quarters	382	3,169	7,143
2023 Total Population	7,762	98,393	308,570
2023 Group Quarters	382	3,160	7,140
2028 Total Population	7,813	98,609	311,416
2023-2028 Annual Rate	0.13%	0.04%	0.18%
2023 Total Daytime Population	18,712	127,850	360,100
Workers	15,451	81,190	211,204
Residents	3,261	46,660	148,896
<b>Household Summary</b>			
2010 Households	2,653	34,875	111,811
2010 Average Household Size	2.62	2.57	2.54
2020 Total Households	3,047	38,508	123,385
2020 Average Household Size	2.44	2.46	2.42
2023 Total Households	3,054	39,054	125,396
2023 Average Household Size	2.42	2.44	2.40
2028 Total Households	3,117	39,650	128,288
2028 Average Household Size	2.38	2.41	2.37
2023-2028 Annual Rate	0.41%	0.30%	0.46%
2010 Families	1,742	23,200	73,492
2010 Average Family Size	3.13	3.07	3.07
2023 Families	1,952	24,993	78,420
2023 Average Family Size	2.95	3.00	3.00
2028 Families	1,985	25,206	79,447
2028 Average Family Size	2.92	2.97	2.98
2023-2028 Annual Rate	0.34%	0.17%	0.26%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,805	35,680	114,862
Owner Occupied Housing Units	43.3%	54.5%	53.9%
Renter Occupied Housing Units	53.0%	40.4%	40.5%
Vacant Housing Units	3.7%	5.1%	5.7%
2010 Housing Units	2,833	37,399	120,350
Owner Occupied Housing Units	40.6%	55.1%	52.4%
Renter Occupied Housing Units	53.1%	38.2%	40.5%
Vacant Housing Units	6.4%	6.7%	7.1%
2020 Housing Units	3,268	40,728	131,021
Vacant Housing Units	6.8%	5.5%	5.8%
2023 Housing Units	3,288	41,357	133,462
Owner Occupied Housing Units	40.5%	54.7%	51.6%
Renter Occupied Housing Units	52.3%	39.7%	42.3%
Vacant Housing Units	7.1%	5.6%	6.0%
2028 Housing Units	3,374	41,885	135,944
Owner Occupied Housing Units	39.7%	55.5%	52.3%
Renter Occupied Housing Units	52.7%	39.1%	42.1%
Vacant Housing Units	7.6%	5.3%	5.6%
<b>Median Household Income</b>			
2023	\$60,719	\$63,709	\$65,443
2028	\$65,550	\$72,551	\$74,888
<b>Median Home Value</b>			
2023	\$278,555	\$286,659	\$294,725
2028	\$295,335	\$332,836	\$344,051
<b>Per Capita Income</b>			
2023	\$32,582	\$33,365	\$36,662
2028	\$37,370	\$38,521	\$42,313
<b>Median Age</b>			
2010	32.9	33.9	34.2
2023	34.8	36.4	36.9
2028	36.1	37.5	37.9

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>			
Household Income Base	3,054	39,050	125,385
<\$15,000	5.7%	9.2%	9.6%
\$15,000 - \$24,999	5.2%	6.6%	6.6%
\$25,000 - \$34,999	11.0%	9.7%	9.7%
\$35,000 - \$49,999	14.2%	12.2%	11.5%
\$50,000 - \$74,999	25.6%	19.1%	18.0%
\$75,000 - \$99,999	13.0%	14.2%	13.6%
\$100,000 - \$149,999	17.3%	18.2%	18.2%
\$150,000 - \$199,999	4.9%	7.0%	7.2%
\$200,000+	3.1%	3.8%	5.6%
Average Household Income	\$80,883	\$84,038	\$89,976
<b>2028 Households by Income</b>			
Household Income Base	3,117	39,646	128,277
<\$15,000	5.1%	8.3%	8.7%
\$15,000 - \$24,999	4.6%	5.8%	5.8%
\$25,000 - \$34,999	9.8%	8.5%	8.6%
\$35,000 - \$49,999	12.6%	10.6%	10.0%
\$50,000 - \$74,999	25.0%	18.0%	16.9%
\$75,000 - \$99,999	12.9%	14.0%	13.4%
\$100,000 - \$149,999	19.3%	20.8%	20.4%
\$150,000 - \$199,999	6.5%	9.1%	9.3%
\$200,000+	4.1%	4.8%	6.9%
Average Household Income	\$91,500	\$95,788	\$102,489
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,325	22,622	68,901
<\$50,000	0.5%	4.9%	4.7%
\$50,000 - \$99,999	0.1%	1.8%	1.6%
\$100,000 - \$149,999	1.7%	6.1%	4.3%
\$150,000 - \$199,999	10.0%	10.9%	10.0%
\$200,000 - \$249,999	18.9%	12.0%	13.6%
\$250,000 - \$299,999	32.9%	19.6%	17.7%
\$300,000 - \$399,999	25.5%	19.6%	20.7%
\$400,000 - \$499,999	4.4%	15.3%	14.8%
\$500,000 - \$749,999	4.0%	6.2%	7.8%
\$750,000 - \$999,999	0.4%	1.8%	2.7%
\$1,000,000 - \$1,499,999	0.8%	1.1%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.8%	0.5%	0.4%
Average Home Value	\$318,448	\$331,648	\$347,809
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,331	23,244	71,089
<\$50,000	0.3%	3.8%	3.6%
\$50,000 - \$99,999	0.1%	1.0%	0.9%
\$100,000 - \$149,999	0.7%	3.4%	2.4%
\$150,000 - \$199,999	5.9%	7.9%	6.7%
\$200,000 - \$249,999	14.5%	9.0%	10.7%
\$250,000 - \$299,999	31.4%	17.7%	16.0%
\$300,000 - \$399,999	30.1%	21.9%	21.9%
\$400,000 - \$499,999	5.3%	18.7%	17.8%
\$500,000 - \$749,999	8.3%	9.9%	11.8%
\$750,000 - \$999,999	0.7%	3.4%	4.8%
\$1,000,000 - \$1,499,999	1.1%	2.2%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.4%
\$2,000,000 +	1.5%	0.7%	0.5%
Average Home Value	\$365,677	\$391,371	\$406,562

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	7,091	92,445	291,315
0 - 4	7.5%	7.3%	7.3%
5 - 9	6.1%	6.4%	6.6%
10 - 14	5.4%	6.1%	6.2%
15 - 24	17.2%	16.3%	15.5%
25 - 34	16.8%	15.6%	15.6%
35 - 44	11.3%	12.0%	12.2%
45 - 54	13.7%	14.2%	13.9%
55 - 64	10.3%	10.6%	10.8%
65 - 74	6.2%	6.0%	6.2%
75 - 84	4.0%	4.0%	4.1%
85 +	1.5%	1.7%	1.6%
18 +	77.0%	76.3%	75.9%
<b>2023 Population by Age</b>			
Total	7,762	98,393	308,568
0 - 4	6.7%	6.2%	6.2%
5 - 9	6.1%	6.2%	6.2%
10 - 14	5.7%	6.3%	6.3%
15 - 24	14.0%	14.1%	13.1%
25 - 34	17.9%	15.1%	15.5%
35 - 44	13.5%	13.8%	13.5%
45 - 54	10.0%	10.6%	10.7%
55 - 64	11.1%	11.8%	11.9%
65 - 74	8.6%	9.2%	9.6%
75 - 84	4.7%	4.8%	5.1%
85 +	1.8%	1.9%	1.9%
18 +	78.1%	77.8%	77.8%
<b>2028 Population by Age</b>			
Total	7,814	98,609	311,414
0 - 4	6.7%	6.2%	6.2%
5 - 9	5.8%	6.0%	6.0%
10 - 14	5.5%	6.0%	6.0%
15 - 24	14.6%	14.5%	13.4%
25 - 34	15.8%	13.6%	14.2%
35 - 44	14.3%	14.5%	14.2%
45 - 54	10.7%	11.1%	11.0%
55 - 64	9.5%	10.4%	10.6%
65 - 74	9.6%	9.8%	10.2%
75 - 84	5.4%	5.7%	6.1%
85 +	2.2%	2.2%	2.2%
18 +	78.5%	78.2%	78.3%
<b>2010 Population by Sex</b>			
Males	3,348	43,724	138,672
Females	3,740	48,719	152,644
<b>2023 Population by Sex</b>			
Males	3,786	47,322	148,842
Females	3,976	51,071	159,728
<b>2028 Population by Sex</b>			
Males	3,797	47,343	149,882
Females	4,016	51,266	161,533

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023



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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,088	92,442	291,316
White Alone	34.5%	44.3%	47.7%
Black Alone	53.6%	45.0%	42.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	4.8%	4.6%	4.0%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.7%	2.0%	1.9%
Two or More Races	4.0%	3.6%	3.5%
Hispanic Origin	7.5%	5.9%	5.7%
Diversity Index	64.6	64.3	63.3
<b>2020 Population by Race/Ethnicity</b>			
Total	7,805	97,716	305,960
White Alone	28.8%	38.8%	43.6%
Black Alone	55.4%	42.9%	38.9%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	5.0%	5.5%	5.0%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.0%	3.7%	3.5%
Two or More Races	7.2%	8.4%	8.4%
Hispanic Origin	8.7%	8.9%	8.6%
Diversity Index	66.5	71.0	70.3
<b>2023 Population by Race/Ethnicity</b>			
Total	7,762	98,393	308,570
White Alone	28.4%	38.0%	42.6%
Black Alone	55.0%	42.8%	39.0%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	5.3%	5.8%	5.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.2%	3.9%	3.7%
Two or More Races	7.5%	8.8%	8.8%
Hispanic Origin	9.2%	9.5%	9.1%
Diversity Index	67.2	71.8	71.2
<b>2028 Population by Race/Ethnicity</b>			
Total	7,813	98,609	311,416
White Alone	28.1%	36.7%	41.1%
Black Alone	53.8%	42.3%	38.8%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	5.6%	6.2%	5.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.5%	4.3%	4.1%
Two or More Races	8.3%	9.7%	9.7%
Hispanic Origin	10.1%	10.4%	9.9%
Diversity Index	68.9	73.2	72.6
<b>2010 Population by Relationship and Household Type</b>			
Total	7,088	92,442	291,315
In Households	98.0%	97.0%	97.6%
In Family Households	79.8%	80.2%	80.4%
Householder	24.9%	25.0%	25.2%
Spouse	15.4%	15.3%	15.5%
Child	31.1%	31.9%	32.2%
Other relative	5.4%	4.9%	4.6%
Nonrelative	3.0%	3.1%	2.9%
In Nonfamily Households	18.1%	16.8%	17.2%
In Group Quarters	2.0%	3.0%	2.4%
Institutionalized Population	1.1%	0.8%	1.0%
Noninstitutionalized Population	1.0%	2.2%	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>2023 Population 25+ by Educational Attainment</b>			
Total	5,250	66,164	210,420
Less than 9th Grade	4.3%	2.7%	2.6%
9th - 12th Grade, No Diploma	5.9%	6.0%	6.2%
High School Graduate	26.9%	23.7%	21.5%
GED/Alternative Credential	5.1%	5.2%	4.8%
Some College, No Degree	22.5%	23.1%	21.8%
Associate Degree	10.4%	10.8%	9.9%
Bachelor's Degree	18.0%	18.8%	21.3%
Graduate/Professional Degree	6.8%	9.7%	12.0%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,335	80,045	250,940
Never Married	39.9%	39.1%	38.3%
Married	41.2%	42.9%	44.5%
Widowed	3.9%	5.4%	5.5%
Divorced	14.9%	12.7%	11.7%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,342	51,822	156,151
Population 16+ Employed	95.0%	95.2%	95.2%
Population 16+ Unemployment rate	5.0%	4.8%	4.8%
Population 16-24 Employed	17.8%	16.1%	14.5%
Population 16-24 Unemployment rate	3.9%	8.6%	9.6%
Population 25-54 Employed	60.2%	60.7%	61.6%
Population 25-54 Unemployment rate	4.9%	3.8%	4.1%
Population 55-64 Employed	15.2%	16.0%	16.4%
Population 55-64 Unemployment rate	7.5%	5.0%	3.9%
Population 65+ Employed	6.8%	7.3%	7.6%
Population 65+ Unemployment rate	2.4%	3.9%	2.9%
<b>2023 Employed Population 16+ by Industry</b>			
Total	4,127	49,333	148,604
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.2%	6.3%	6.3%
Manufacturing	6.7%	7.4%	6.7%
Wholesale Trade	1.2%	1.3%	1.3%
Retail Trade	10.2%	10.7%	10.3%
Transportation/Utilities	4.7%	6.0%	5.6%
Information	0.5%	1.6%	1.8%
Finance/Insurance/Real Estate	9.7%	5.7%	6.1%
Services	51.9%	53.0%	53.6%
Public Administration	10.9%	7.9%	8.1%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	4,126	49,333	148,604
White Collar	50.1%	56.2%	61.0%
Management/Business/Financial	10.1%	12.6%	14.8%
Professional	20.3%	22.4%	25.6%
Sales	8.5%	9.4%	8.4%
Administrative Support	11.1%	11.8%	12.3%
Services	21.9%	20.6%	18.3%
Blue Collar	28.0%	23.3%	20.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.1%	4.5%	4.5%
Installation/Maintenance/Repair	5.8%	5.2%	4.0%
Production	5.5%	5.6%	4.6%
Transportation/Material Moving	12.6%	7.9%	7.5%

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<b>2010 Households by Type</b>			
Total	2,654	34,873	111,804
Households with 1 Person	25.2%	25.4%	26.5%
Households with 2+ People	74.8%	74.6%	73.5%
Family Households	65.6%	66.5%	65.7%
Husband-wife Families	40.4%	40.6%	40.4%
With Related Children	18.7%	17.5%	17.3%
Other Family (No Spouse Present)	25.2%	25.9%	25.4%
Other Family with Male Householder	6.1%	5.7%	5.2%
With Related Children	3.3%	3.1%	2.7%
Other Family with Female Householder	19.1%	20.3%	20.2%
With Related Children	11.6%	13.6%	13.7%
Nonfamily Households	9.2%	8.0%	7.7%
All Households with Children	34.2%	34.9%	34.4%
Multigenerational Households	6.5%	6.0%	5.5%
Unmarried Partner Households	7.9%	7.1%	6.6%
Male-female	7.0%	6.3%	5.8%
Same-sex	0.8%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	2,653	34,874	111,811
1 Person Household	25.2%	25.4%	26.6%
2 Person Household	32.0%	32.4%	32.4%
3 Person Household	20.0%	19.0%	18.3%
4 Person Household	13.0%	13.0%	12.8%
5 Person Household	5.6%	6.0%	6.0%
6 Person Household	2.4%	2.5%	2.4%
7 + Person Household	1.8%	1.7%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,653	34,870	111,808
Owner Occupied	43.3%	59.1%	56.4%
Owned with a Mortgage/Loan	33.7%	47.2%	44.2%
Owned Free and Clear	9.6%	11.8%	12.1%
Renter Occupied	56.7%	40.9%	43.6%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	89	89	90
Percent of Income for Mortgage	27.6%	27.0%	27.1%
Wealth Index	55	66	75
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,833	37,399	120,350
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	7,088	92,442	291,315
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.	Young and Restless (11B)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
3.	Parks and Rec (5C)	Front Porches (8E)	Front Porches (8E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,316,165	\$69,006,223	\$238,836,903
Average Spent	\$1,740.72	\$1,766.94	\$1,904.66
Spending Potential Index	79	80	87
Education: Total \$	\$4,227,368	\$56,945,512	\$196,144,878
Average Spent	\$1,384.21	\$1,458.12	\$1,564.20
Spending Potential Index	77	81	87
Entertainment/Recreation: Total \$	\$8,662,926	\$114,593,763	\$392,075,405
Average Spent	\$2,836.58	\$2,934.24	\$3,126.70
Spending Potential Index	75	78	83
Food at Home: Total \$	\$16,252,839	\$211,635,194	\$727,813,640
Average Spent	\$5,321.82	\$5,419.04	\$5,804.12
Spending Potential Index	78	80	85
Food Away from Home: Total \$	\$8,994,843	\$116,124,950	\$400,541,405
Average Spent	\$2,945.27	\$2,973.45	\$3,194.21
Spending Potential Index	79	80	86
Health Care: Total \$	\$16,856,237	\$223,049,347	\$760,912,080
Average Spent	\$5,519.40	\$5,711.31	\$6,068.07
Spending Potential Index	75	78	82
HH Furnishings & Equipment: Total \$	\$6,864,916	\$90,682,345	\$311,703,906
Average Spent	\$2,247.84	\$2,321.97	\$2,485.76
Spending Potential Index	76	79	84
Personal Care Products & Services: Total \$	\$2,318,320	\$30,108,237	\$103,548,649
Average Spent	\$759.11	\$770.94	\$825.77
Spending Potential Index	79	81	86
Shelter: Total \$	\$59,087,465	\$774,510,472	\$2,667,532,078
Average Spent	\$19,347.57	\$19,831.78	\$21,272.86
Spending Potential Index	78	80	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,056,841	\$94,490,704	\$320,609,054
Average Spent	\$2,310.69	\$2,419.49	\$2,556.77
Spending Potential Index	74	77	82
Travel: Total \$	\$5,090,947	\$68,259,794	\$234,344,939
Average Spent	\$1,666.98	\$1,747.83	\$1,868.84
Spending Potential Index	74	78	83
Vehicle Maintenance & Repairs: Total \$	\$3,179,250	\$40,762,813	\$139,162,471
Average Spent	\$1,041.01	\$1,043.76	\$1,109.78
Spending Potential Index	79	80	85

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.