

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	22,554	143,667	245,985
2020 Total Population	22,853	142,138	251,901
2020 Group Quarters	400	7,543	16,547
2024 Total Population	22,598	140,222	250,383
2024 Group Quarters	369	7,460	16,367
2029 Total Population	21,915	135,902	247,025
2024-2029 Annual Rate	-0.61%	-0.62%	-0.27%
2024 Total Daytime Population	20,038	128,029	300,021
Workers	10,000	68,632	191,336
Residents	10,038	59,397	108,685
Household Summary			
2010 Households	10,160	54,362	93,150
2010 Average Household Size	2.18	2.42	2.41
2020 Total Households	10,403	57,547	102,284
2020 Average Household Size	2.16	2.34	2.30
2024 Households	10,488	58,180	104,280
2024 Average Household Size	2.12	2.28	2.24
2029 Households	10,437	57,945	105,773
2029 Average Household Size	2.06	2.22	2.18
2024-2029 Annual Rate	-0.10%	-0.08%	0.28%
2010 Families	5,358	32,253	54,874
2010 Average Family Size	2.89	3.04	3.02
2024 Families	5,322	32,126	56,371
2024 Average Family Size	2.91	3.01	2.97
2029 Families	5,257	31,748	56,697
2029 Average Family Size	2.84	2.93	2.90
2024-2029 Annual Rate	-0.25%	-0.24%	0.12%
Housing Unit Summary			
2000 Housing Units	10,982	59,485	101,078
Owner Occupied Housing Units	37.6%	43.6%	42.8%
Renter Occupied Housing Units	54.0%	47.1%	49.0%
Vacant Housing Units	8.4%	9.3%	8.2%
2010 Housing Units	11,038	59,735	102,089
Owner Occupied Housing Units	36.0%	42.8%	42.6%
Renter Occupied Housing Units	56.1%	48.2%	48.7%
Vacant Housing Units	8.0%	9.0%	8.8%
2020 Housing Units	11,196	62,341	110,251
Owner Occupied Housing Units	35.6%	41.2%	40.0%
Renter Occupied Housing Units	57.3%	51.2%	52.7%
Vacant Housing Units	6.7%	7.7%	7.3%
2024 Housing Units	11,311	63,012	112,861
Owner Occupied Housing Units	38.9%	44.0%	42.3%
Renter Occupied Housing Units	53.9%	48.3%	50.1%
Vacant Housing Units	7.3%	7.7%	7.6%
2029 Housing Units	11,355	63,325	114,464
Owner Occupied Housing Units	40.9%	45.8%	43.7%
Renter Occupied Housing Units	51.0%	45.8%	48.7%
Vacant Housing Units	8.1%	8.5%	7.6%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	5 minutes	10 minutes	15 minutes
2024 Households by Income			
Household Income Base	10,488	58,180	104,276
<\$15,000	13.1%	11.4%	12.5%
\$15,000 - \$24,999	8.3%	7.5%	7.1%
\$25,000 - \$34,999	8.2%	7.5%	7.1%
\$35,000 - \$49,999	13.9%	13.3%	12.4%
\$50,000 - \$74,999	16.5%	17.1%	17.3%
\$75,000 - \$99,999	10.3%	12.4%	12.2%
\$100,000 - \$149,999	16.1%	17.2%	17.6%
\$150,000 - \$199,999	5.9%	6.9%	6.9%
\$200,000+	7.8%	6.7%	6.9%
Average Household Income	\$87,313	\$88,502	\$89,477
2029 Households by Income			
Household Income Base	10,437	57,945	105,769
<\$15,000	12.5%	10.8%	11.8%
\$15,000 - \$24,999	6.9%	6.1%	5.9%
\$25,000 - \$34,999	7.1%	6.4%	6.1%
\$35,000 - \$49,999	12.1%	11.7%	10.9%
\$50,000 - \$74,999	15.8%	16.3%	16.3%
\$75,000 - \$99,999	10.1%	12.1%	11.8%
\$100,000 - \$149,999	18.0%	19.3%	19.6%
\$150,000 - \$199,999	7.2%	8.6%	8.5%
\$200,000+	10.1%	8.7%	8.9%
Average Household Income	\$102,009	\$102,627	\$103,366
2024 Owner Occupied Housing Units by Value			
Total	4,396	27,727	47,710
<\$50,000	2.2%	4.2%	3.8%
\$50,000 - \$99,999	1.0%	1.2%	1.1%
\$100,000 - \$149,999	2.7%	2.8%	2.9%
\$150,000 - \$199,999	5.9%	6.5%	6.1%
\$200,000 - \$249,999	10.7%	13.4%	12.2%
\$250,000 - \$299,999	18.9%	23.0%	19.5%
\$300,000 - \$399,999	25.1%	24.0%	23.8%
\$400,000 - \$499,999	12.9%	9.6%	12.2%
\$500,000 - \$749,999	12.4%	9.3%	11.1%
\$750,000 - \$999,999	2.8%	1.6%	2.8%
\$1,000,000 - \$1,499,999	3.1%	2.3%	2.7%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.3%
\$2,000,000 +	1.8%	1.8%	1.6%
Average Home Value	\$425,284	\$382,444	\$402,497
2029 Owner Occupied Housing Units by Value			
Total	4,647	28,947	49,944
<\$50,000	0.9%	3.1%	2.8%
\$50,000 - \$99,999	0.3%	0.4%	0.4%
\$100,000 - \$149,999	0.7%	1.1%	1.2%
\$150,000 - \$199,999	2.2%	3.3%	3.1%
\$200,000 - \$249,999	6.9%	8.9%	7.7%
\$250,000 - \$299,999	13.8%	18.9%	15.1%
\$300,000 - \$399,999	23.8%	24.7%	22.3%
\$400,000 - \$499,999	14.2%	12.3%	13.8%
\$500,000 - \$749,999	17.2%	14.1%	16.6%
\$750,000 - \$999,999	5.7%	3.6%	6.2%
\$1,000,000 - \$1,499,999	8.5%	5.4%	6.7%
\$1,500,000 - \$1,999,999	1.4%	0.5%	0.8%
\$2,000,000 +	4.6%	3.6%	3.3%
Average Home Value	\$595,954	\$500,436	\$536,927

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
Median Household Income			
2024	\$57,777	\$62,845	\$63,485
2029	\$66,042	\$72,326	\$72,759
Median Home Value			
2024	\$334,058	\$297,559	\$318,522
2029	\$410,514	\$357,852	\$388,591
Per Capita Income			
2024	\$40,277	\$37,624	\$37,915
2029	\$48,228	\$44,643	\$44,874
Median Age			
2010	33.1	31.0	30.8
2020	34.0	32.6	32.5
2024	34.3	33.3	33.3
2029	36.2	35.0	34.9
2020 Population by Age			
Total	22,853	142,138	251,901
0 - 4	6.3%	6.5%	6.2%
5 - 9	5.3%	5.5%	5.5%
10 - 14	5.2%	5.3%	5.2%
15 - 24	16.7%	18.2%	18.7%
25 - 34	18.1%	18.5%	18.6%
35 - 44	11.2%	11.8%	11.7%
45 - 54	10.2%	9.9%	9.8%
55 - 64	12.5%	12.0%	11.9%
65 - 74	8.6%	7.9%	7.9%
75 - 84	3.7%	3.1%	3.3%
85 +	2.3%	1.3%	1.4%
18 +	80.4%	79.9%	80.4%
2024 Population by Age			
Total	22,597	140,223	250,384
0 - 4	6.3%	6.4%	6.1%
5 - 9	5.6%	5.8%	5.6%
10 - 14	4.6%	4.9%	4.9%
15 - 24	13.6%	16.1%	17.0%
25 - 34	21.2%	19.9%	19.7%
35 - 44	11.9%	12.9%	12.9%
45 - 54	9.8%	9.6%	9.5%
55 - 64	11.2%	10.7%	10.6%
65 - 74	9.3%	8.7%	8.6%
75 - 84	4.3%	3.7%	3.8%
85 +	2.3%	1.3%	1.4%
18 +	80.8%	80.2%	80.7%
2029 Population by Age			
Total	21,915	135,904	247,024
0 - 4	6.1%	6.1%	5.9%
5 - 9	5.5%	5.6%	5.4%
10 - 14	5.1%	5.3%	5.2%
15 - 24	12.9%	15.7%	16.6%
25 - 34	18.5%	17.3%	17.1%
35 - 44	13.9%	14.5%	14.5%
45 - 54	9.9%	10.1%	10.0%
55 - 64	10.0%	9.2%	9.3%
65 - 74	9.8%	9.5%	9.4%
75 - 84	5.8%	5.0%	5.0%
85 +	2.5%	1.5%	1.6%
18 +	80.7%	80.2%	80.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2020 Population by Sex			
Males	11,227	72,291	125,165
Females	11,626	69,847	126,736
2024 Population by Sex			
Males	11,265	72,336	126,266
Females	11,333	67,886	124,117
2029 Population by Sex			
Males	10,857	69,732	123,865
Females	11,057	66,170	123,160
2010 Population by Race/Ethnicity			
Total	22,554	143,667	245,984
White Alone	51.1%	50.8%	48.0%
Black Alone	38.2%	38.5%	41.8%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	3.1%	3.5%	3.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	3.0%	2.4%	2.2%
Two or More Races	3.8%	4.0%	3.7%
Hispanic Origin	7.7%	7.2%	6.6%
Diversity Index	64.8	64.5	64.1
2020 Population by Race/Ethnicity			
Total	22,853	142,138	251,901
White Alone	45.9%	46.0%	43.9%
Black Alone	36.7%	36.0%	38.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	3.6%	3.9%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	4.5%	4.5%	4.1%
Two or More Races	8.5%	8.8%	8.4%
Hispanic Origin	10.1%	10.7%	9.8%
Diversity Index	70.9	71.5	71.0
2024 Population by Race/Ethnicity			
Total	22,598	140,223	250,382
White Alone	45.2%	45.0%	43.0%
Black Alone	36.2%	35.7%	38.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	3.8%	4.1%	4.4%
Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	4.9%	4.8%	4.5%
Two or More Races	9.1%	9.4%	8.9%
Hispanic Origin	10.9%	11.5%	10.6%
Diversity Index	71.9	72.7	72.1
2029 Population by Race/Ethnicity			
Total	21,913	135,901	247,024
White Alone	44.2%	43.6%	41.6%
Black Alone	36.2%	35.9%	38.6%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	4.1%	4.4%	4.8%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	5.1%	5.1%	4.7%
Two or More Races	9.6%	10.0%	9.5%
Hispanic Origin	11.5%	12.2%	11.2%
Diversity Index	72.9	73.7	73.1

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	5 minutes	10 minutes	15 minutes
2020 Population by Relationship and Household Type			
Total	22,853	142,138	251,901
In Households	98.2%	94.7%	93.4%
Householder	45.0%	40.2%	40.4%
Opposite-Sex Spouse	13.9%	13.8%	13.2%
Same-Sex Spouse	0.3%	0.4%	0.4%
Opposite-Sex Unmarried Partner	2.7%	2.7%	2.8%
Same-Sex Unmarried Partner	0.3%	0.3%	0.2%
Biological Child	23.1%	23.2%	22.7%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	0.9%	1.1%	1.1%
Grandchild	2.1%	2.4%	2.4%
Brother or Sister	1.4%	1.5%	1.5%
Parent	1.1%	1.1%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.3%	1.5%	1.4%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	5.2%	5.7%	5.5%
In Group Quarters	1.8%	5.3%	6.6%
Institutionalized	0.1%	0.3%	0.7%
Noninstitutionalized	1.7%	5.1%	5.8%
2024 Population 25+ by Educational Attainment			
Total	15,796	93,613	166,300
Less than 9th Grade	4.0%	2.8%	2.8%
9th - 12th Grade, No Diploma	7.7%	6.2%	6.1%
High School Graduate	21.0%	21.8%	20.8%
GED/Alternative Credential	4.2%	4.8%	4.9%
Some College, No Degree	21.1%	22.8%	21.8%
Associate Degree	8.8%	9.1%	9.2%
Bachelor's Degree	19.1%	19.6%	20.7%
Graduate/Professional Degree	14.1%	12.9%	13.8%
2024 Population 15+ by Marital Status			
Total	18,872	116,235	208,882
Never Married	40.2%	41.2%	42.7%
Married	42.0%	41.9%	40.6%
Widowed	5.7%	4.7%	4.7%
Divorced	12.2%	12.2%	12.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,237	68,620	126,843
Population 16+ Employed	95.6%	96.2%	95.9%
Population 16+ Unemployment rate	4.4%	3.8%	4.1%
Population 16-24 Employed	12.5%	13.8%	15.6%
Population 16-24 Unemployment rate	15.6%	9.4%	9.0%
Population 25-54 Employed	65.1%	65.0%	63.5%
Population 25-54 Unemployment rate	2.8%	2.9%	3.0%
Population 55-64 Employed	15.6%	14.6%	14.5%
Population 55-64 Unemployment rate	1.6%	2.7%	3.4%
Population 65+ Employed	6.8%	6.6%	6.4%
Population 65+ Unemployment rate	2.3%	3.3%	3.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	5 minutes	10 minutes	15 minutes
2024 Employed Population 16+ by Industry			
Total	10,744	65,996	121,693
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	7.2%	6.9%	6.3%
Manufacturing	6.9%	7.0%	7.0%
Wholesale Trade	1.8%	1.6%	1.5%
Retail Trade	12.1%	12.3%	11.7%
Transportation/Utilities	6.9%	5.4%	5.0%
Information	2.0%	2.0%	1.7%
Finance/Insurance/Real Estate	6.8%	5.0%	5.6%
Services	47.4%	49.9%	52.1%
Public Administration	8.8%	9.8%	9.1%
2024 Employed Population 16+ by Occupation			
Total	10,744	65,995	121,694
White Collar	63.1%	61.2%	61.0%
Management/Business/Financial	14.1%	13.5%	13.7%
Professional	25.0%	26.3%	26.4%
Sales	11.6%	9.8%	9.6%
Administrative Support	12.6%	11.7%	11.3%
Services	15.8%	18.0%	19.3%
Blue Collar	21.0%	20.7%	19.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.8%	6.1%	5.2%
Installation/Maintenance/Repair	3.3%	3.1%	3.2%
Production	4.2%	4.3%	4.4%
Transportation/Material Moving	7.8%	7.2%	6.9%
2020 Households by Type			
Total	10,403	57,547	102,284
Married Couple Households	31.7%	35.4%	33.7%
With Own Children <18	11.6%	13.4%	12.1%
Without Own Children <18	20.1%	22.0%	21.6%
Cohabiting Couple Households	6.5%	7.4%	7.5%
With Own Children <18	2.0%	2.2%	2.2%
Without Own Children <18	4.5%	5.2%	5.3%
Male Householder, No Spouse/Partner	25.8%	24.7%	24.7%
Living Alone	18.8%	16.7%	16.8%
65 Years and over	4.6%	3.5%	3.5%
With Own Children <18	1.6%	1.6%	1.6%
Without Own Children <18, With Relatives	2.6%	3.0%	2.9%
No Relatives Present	2.9%	3.5%	3.4%
Female Householder, No Spouse/Partner	35.9%	32.5%	34.1%
Living Alone	20.0%	16.5%	17.3%
65 Years and over	8.9%	6.1%	6.3%
With Own Children <18	7.0%	6.7%	7.3%
Without Own Children <18, With Relatives	7.2%	7.6%	7.6%
No Relatives Present	1.7%	1.8%	1.9%
2020 Households by Size			
Total	10,403	57,547	102,284
1 Person Household	38.8%	33.1%	34.1%
2 Person Household	30.3%	31.6%	32.0%
3 Person Household	14.5%	16.1%	15.7%
4 Person Household	9.9%	11.1%	10.6%
5 Person Household	4.2%	4.9%	4.7%
6 Person Household	1.3%	1.9%	1.8%
7 + Person Household	0.9%	1.3%	1.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2020 Households by Tenure and Mortgage Status			
Total	10,403	57,547	102,284
Owner Occupied	38.4%	44.6%	43.2%
Owned with a Mortgage/Loan	29.7%	35.1%	33.9%
Owned Free and Clear	8.7%	9.4%	9.3%
Renter Occupied	61.6%	55.4%	56.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	82	78
Percent of Income for Mortgage	36.2%	29.6%	31.4%
Wealth Index	63	63	64
2020 Housing Units By Urban/ Rural Status			
Total	11,196	62,341	110,251
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	22,853	142,138	251,901
Urban Population	100.0%	100.0%	100.0%
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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Emerald City (8B)	Front Porches (8E)	Front Porches (8E)
3.	Young and Restless (11B)	Bright Young Professionals	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$20,865,121	\$115,653,084	\$210,758,832
Average Spent	\$1,989.43	\$1,987.85	\$2,021.09
Spending Potential Index	84	83	85
Education: Total \$	\$13,978,958	\$79,276,544	\$144,317,141
Average Spent	\$1,332.85	\$1,362.61	\$1,383.94
Spending Potential Index	77	79	80
Entertainment/Recreation: Total \$	\$32,730,392	\$184,342,117	\$333,537,722
Average Spent	\$3,120.75	\$3,168.48	\$3,198.48
Spending Potential Index	76	77	78
Food at Home: Total \$	\$62,108,706	\$344,293,768	\$625,029,926
Average Spent	\$5,921.88	\$5,917.73	\$5,993.77
Spending Potential Index	81	81	82
Food Away from Home: Total \$	\$33,381,891	\$186,341,721	\$338,565,616
Average Spent	\$3,182.87	\$3,202.85	\$3,246.70
Spending Potential Index	82	82	83
Health Care: Total \$	\$61,455,478	\$345,509,570	\$620,765,975
Average Spent	\$5,859.60	\$5,938.63	\$5,952.88
Spending Potential Index	76	77	77
HH Furnishings & Equipment: Total \$	\$25,876,487	\$145,591,865	\$263,182,076
Average Spent	\$2,467.25	\$2,502.44	\$2,523.80
Spending Potential Index	78	79	80
Personal Care Products & Services: Total \$	\$8,430,889	\$46,982,242	\$85,519,409
Average Spent	\$803.86	\$807.53	\$820.09
Spending Potential Index	81	81	82
Shelter: Total \$	\$221,213,366	\$1,236,686,181	\$2,250,333,134
Average Spent	\$21,092.04	\$21,256.21	\$21,579.72
Spending Potential Index	79	80	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,523,640	\$150,555,243	\$269,456,175
Average Spent	\$2,528.95	\$2,587.75	\$2,583.97
Spending Potential Index	72	74	74
Travel: Total \$	\$23,784,446	\$134,559,621	\$243,948,996
Average Spent	\$2,267.78	\$2,312.82	\$2,339.37
Spending Potential Index	75	76	77
Vehicle Maintenance & Repairs: Total \$	\$12,540,455	\$69,996,745	\$126,543,336
Average Spent	\$1,195.70	\$1,203.11	\$1,213.50
Spending Potential Index	81	81	82

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Retail Goods and Services Expenditures

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 36.91525
 Longitude: -76.27359

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Old and Newcomers (8F)	13.4%	Population	22,598	21,915
Emerald City (8B)	13.0%	Households	10,488	10,437
Young and Restless (11B)	11.0%	Families	5,322	5,257
Front Porches (8E)	10.9%	Median Age	34.3	36.2
Metro Fusion (11C)	8.0%	Median Household Income	\$57,777	\$66,042
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,989.43	\$20,865,121
Men's		82	\$361.91	\$3,795,735
Women's		84	\$669.42	\$7,020,878
Children's		88	\$322.14	\$3,378,588
Footwear		84	\$420.35	\$4,408,682
Watches & Jewelry		77	\$175.81	\$1,843,843
Apparel Products and Services (1)		82	\$39.80	\$417,395
Computer				
Computers and Hardware for Home Use		85	\$228.83	\$2,399,996
Portable Memory		88	\$3.60	\$37,745
Computer Software		87	\$13.57	\$142,299
Computer Accessories		79	\$18.89	\$198,090
Entertainment & Recreation		76	\$3,120.75	\$32,730,392
Fees and Admissions		74	\$611.99	\$6,418,595
Membership Fees for Clubs (2)		75	\$226.10	\$2,371,373
Fees for Participant Sports, excl. Trips		73	\$97.90	\$1,026,734
Tickets to Theatre/Operas/Concerts		75	\$57.36	\$601,626
Tickets to Movies		84	\$20.80	\$218,186
Tickets to Parks or Museums		78	\$29.29	\$307,177
Admission to Sporting Events, excl. Trips		79	\$62.25	\$652,920
Fees for Recreational Lessons		68	\$117.47	\$1,232,036
Dating Services		103	\$0.81	\$8,542
TV/Video/Audio		80	\$1,062.84	\$11,147,035
Cable and Satellite Television Services		76	\$576.24	\$6,043,631
Televisions		84	\$128.93	\$1,352,255
Satellite Dishes		82	\$1.02	\$10,660
VCRs, Video Cameras, and DVD Players		81	\$4.02	\$42,198
Miscellaneous Video Equipment		76	\$17.20	\$180,417
Video Cassettes and DVDs		81	\$4.70	\$49,255
Video Game Hardware/Accessories		96	\$44.48	\$466,499
Video Game Software		102	\$20.64	\$216,524
Rental/Streaming/Downloaded Video		86	\$147.79	\$1,550,049
Installation of Televisions		72	\$1.23	\$12,858
Audio (3)		81	\$115.44	\$1,210,698
Rental and Repair of TV/Radio/Sound Equipment		72	\$1.14	\$11,991
Pets		74	\$747.03	\$7,834,809
Toys/Games/Crafts/Hobbies (4)		81	\$147.74	\$1,549,478
Recreational Vehicles and Fees (5)		66	\$130.08	\$1,364,264
Sports/Recreation/Exercise Equipment (6)		77	\$235.60	\$2,471,014
Photo Equipment and Supplies (7)		79	\$47.98	\$503,190
Reading (8)		76	\$106.90	\$1,121,179
Catered Affairs (9)		77	\$30.59	\$320,828
Food		81	\$9,104.75	\$95,490,597
Food at Home		81	\$5,921.88	\$62,108,706
Bakery and Cereal Products		80	\$754.06	\$7,908,604
Meats, Poultry, Fish, and Eggs		82	\$1,292.92	\$13,560,180
Dairy Products		80	\$552.45	\$5,794,118
Fruits and Vegetables		80	\$1,156.14	\$12,125,601
Snacks and Other Food at Home (10)		82	\$2,166.30	\$22,720,203
Food Away from Home		82	\$3,182.87	\$33,381,891
Alcoholic Beverages		81	\$527.87	\$5,536,342

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	66	\$30,552.88	\$320,438,573
Value of Retirement Plans	67	\$109,126.64	\$1,144,520,213
Value of Other Financial Assets	68	\$6,163.55	\$64,643,292
Vehicle Loan Amount excluding Interest	82	\$2,895.32	\$30,366,121
Value of Credit Card Debt	79	\$2,273.19	\$23,841,169
Health			
Nonprescription Drugs	80	\$142.55	\$1,495,037
Prescription Drugs	78	\$321.70	\$3,374,040
Eyeglasses and Contact Lenses	75	\$95.01	\$996,494
Home			
Mortgage Payment and Basics (11)	66	\$8,937.98	\$93,741,530
Maintenance and Remodeling Services	64	\$2,970.99	\$31,159,785
Maintenance and Remodeling Materials (12)	65	\$562.23	\$5,896,651
Utilities, Fuel, and Public Services	79	\$4,732.32	\$49,632,578
Household Furnishings and Equipment			
Household Textiles (13)	82	\$107.43	\$1,126,699
Furniture	79	\$785.35	\$8,236,730
Rugs	72	\$32.91	\$345,159
Major Appliances (14)	73	\$428.51	\$4,494,197
Housewares (15)	79	\$84.65	\$887,819
Small Appliances	84	\$67.71	\$710,148
Luggage	81	\$16.82	\$176,405
Telephones and Accessories	80	\$81.33	\$853,040
Household Operations			
Child Care	77	\$423.64	\$4,443,097
Lawn and Garden (16)	69	\$480.74	\$5,041,980
Moving/Storage/Freight Express	84	\$101.99	\$1,069,620
Housekeeping Supplies (17)	80	\$722.22	\$7,574,625
Insurance			
Owners and Renters Insurance	71	\$587.81	\$6,164,994
Vehicle Insurance	83	\$1,755.09	\$18,407,410
Life/Other Insurance	72	\$487.27	\$5,110,511
Health Insurance	76	\$3,815.91	\$40,021,298
Personal Care Products (18)	82	\$457.60	\$4,799,287
School Books (19)	87	\$37.02	\$388,277
Smoking Products	90	\$419.78	\$4,402,692
Transportation			
Payments on Vehicles excluding Leases	81	\$2,457.83	\$25,777,691
Gasoline and Motor Oil	80	\$2,673.33	\$28,037,889
Vehicle Maintenance and Repairs	81	\$1,195.70	\$12,540,455
Travel			
Airline Fares	74	\$472.29	\$4,953,400
Lodging on Trips	73	\$714.25	\$7,491,076
Auto/Truck Rental on Trips	79	\$92.14	\$966,408
Food and Drink on Trips	76	\$568.41	\$5,961,494

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	17.0%	Population	140,222	135,902
Front Porches (8E)	15.0%	Households	58,180	57,945
Bright Young Professionals (8C)	9.0%	Families	32,126	31,748
Metro Fusion (11C)	7.6%	Median Age	33.3	35.0
Young and Restless (11B)	6.4%	Median Household Income	\$62,845	\$72,326
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,987.85	\$115,653,084
Men's		83	\$363.34	\$21,139,031
Women's		83	\$666.26	\$38,762,735
Children's		87	\$320.95	\$18,672,916
Footwear		84	\$418.91	\$24,372,285
Watches & Jewelry		78	\$178.55	\$10,387,942
Apparel Products and Services (1)		82	\$39.84	\$2,318,176
Computer				
Computers and Hardware for Home Use		85	\$229.36	\$13,343,887
Portable Memory		88	\$3.59	\$208,770
Computer Software		86	\$13.47	\$783,508
Computer Accessories		79	\$18.88	\$1,098,391
Entertainment & Recreation		77	\$3,168.48	\$184,342,117
Fees and Admissions		76	\$629.07	\$36,599,345
Membership Fees for Clubs (2)		77	\$232.16	\$13,507,166
Fees for Participant Sports, excl. Trips		76	\$101.31	\$5,894,301
Tickets to Theatre/Operas/Concerts		77	\$58.64	\$3,411,629
Tickets to Movies		85	\$20.89	\$1,215,140
Tickets to Parks or Museums		80	\$29.85	\$1,736,856
Admission to Sporting Events, excl. Trips		81	\$63.95	\$3,720,543
Fees for Recreational Lessons		70	\$121.48	\$7,067,507
Dating Services		100	\$0.79	\$46,202
TV/Video/Audio		80	\$1,067.42	\$62,102,664
Cable and Satellite Television Services		77	\$579.04	\$33,688,584
Televisions		85	\$129.23	\$7,518,647
Satellite Dishes		81	\$1.01	\$58,901
VCRs, Video Cameras, and DVD Players		81	\$4.03	\$234,715
Miscellaneous Video Equipment		78	\$17.67	\$1,027,869
Video Cassettes and DVDs		80	\$4.64	\$269,989
Video Game Hardware/Accessories		95	\$44.10	\$2,565,768
Video Game Software		100	\$20.29	\$1,180,671
Rental/Streaming/Downloaded Video		86	\$148.52	\$8,641,004
Installation of Televisions		76	\$1.29	\$75,248
Audio (3)		82	\$116.42	\$6,773,378
Rental and Repair of TV/Radio/Sound Equipment		73	\$1.17	\$67,891
Pets		75	\$760.98	\$44,273,820
Toys/Games/Crafts/Hobbies (4)		82	\$148.79	\$8,656,773
Recreational Vehicles and Fees (5)		68	\$135.09	\$7,859,488
Sports/Recreation/Exercise Equipment (6)		78	\$238.56	\$13,879,418
Photo Equipment and Supplies (7)		80	\$49.00	\$2,850,742
Reading (8)		77	\$108.34	\$6,303,339
Catered Affairs (9)		79	\$31.22	\$1,816,528
Food		81	\$9,120.58	\$530,635,489
Food at Home		81	\$5,917.73	\$344,293,768
Bakery and Cereal Products		81	\$755.00	\$43,925,801
Meats, Poultry, Fish, and Eggs		82	\$1,288.22	\$74,948,523
Dairy Products		80	\$553.18	\$32,184,221
Fruits and Vegetables		80	\$1,156.73	\$67,298,551
Snacks and Other Food at Home (10)		82	\$2,164.60	\$125,936,672
Food Away from Home		82	\$3,202.85	\$186,341,721
Alcoholic Beverages		81	\$530.87	\$30,886,069

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$32,090.94	\$1,867,050,858
Value of Retirement Plans	71	\$114,601.67	\$6,667,525,327
Value of Other Financial Assets	70	\$6,392.78	\$371,931,899
Vehicle Loan Amount excluding Interest	83	\$2,923.76	\$170,104,186
Value of Credit Card Debt	80	\$2,300.27	\$133,829,594
Health			
Nonprescription Drugs	81	\$143.10	\$8,325,784
Prescription Drugs	79	\$327.29	\$19,041,526
Eyeglasses and Contact Lenses	76	\$96.66	\$5,623,812
Home			
Mortgage Payment and Basics (11)	70	\$9,419.33	\$548,016,432
Maintenance and Remodeling Services	67	\$3,146.74	\$183,077,291
Maintenance and Remodeling Materials (12)	69	\$594.96	\$34,614,621
Utilities, Fuel, and Public Services	80	\$4,769.00	\$277,460,600
Household Furnishings and Equipment			
Household Textiles (13)	82	\$107.58	\$6,259,067
Furniture	80	\$796.34	\$46,330,893
Rugs	74	\$33.86	\$1,969,845
Major Appliances (14)	75	\$439.80	\$25,587,818
Housewares (15)	79	\$85.00	\$4,945,525
Small Appliances	84	\$67.22	\$3,910,570
Luggage	82	\$17.02	\$990,085
Telephones and Accessories	80	\$81.40	\$4,736,123
Household Operations			
Child Care	79	\$435.99	\$25,366,056
Lawn and Garden (16)	71	\$498.27	\$28,989,368
Moving/Storage/Freight Express	83	\$101.32	\$5,894,970
Housekeeping Supplies (17)	80	\$723.29	\$42,081,187
Insurance			
Owners and Renters Insurance	74	\$609.91	\$35,484,480
Vehicle Insurance	83	\$1,755.98	\$102,162,995
Life/Other Insurance	74	\$500.62	\$29,125,885
Health Insurance	77	\$3,864.93	\$224,861,915
Personal Care Products (18)	82	\$457.99	\$26,645,985
School Books (19)	87	\$37.18	\$2,162,997
Smoking Products	88	\$410.16	\$23,862,845
Transportation			
Payments on Vehicles excluding Leases	82	\$2,485.08	\$144,581,731
Gasoline and Motor Oil	81	\$2,687.80	\$156,375,924
Vehicle Maintenance and Repairs	81	\$1,203.11	\$69,996,745
Travel			
Airline Fares	76	\$480.23	\$27,939,725
Lodging on Trips	75	\$732.51	\$42,617,483
Auto/Truck Rental on Trips	81	\$93.51	\$5,440,136
Food and Drink on Trips	78	\$577.73	\$33,612,559

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	14.4%	Population	250,383	247,025
Front Porches (8E)	12.5%	Households	104,280	105,773
Metro Fusion (11C)	7.6%	Families	56,371	56,697
Young and Restless (11B)	7.4%	Median Age	33.3	34.9
Metro Renters (3B)	7.0%	Median Household Income	\$63,485	\$72,759
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$2,021.09	\$210,758,832
Men's		84	\$368.29	\$38,405,651
Women's		85	\$679.28	\$70,834,854
Children's		88	\$324.37	\$33,825,221
Footwear		85	\$426.02	\$44,425,253
Watches & Jewelry		80	\$182.72	\$19,053,927
Apparel Products and Services (1)		83	\$40.41	\$4,213,925
Computer				
Computers and Hardware for Home Use		86	\$232.94	\$24,291,136
Portable Memory		90	\$3.68	\$383,350
Computer Software		89	\$13.87	\$1,446,540
Computer Accessories		81	\$19.29	\$2,011,970
Entertainment & Recreation		78	\$3,198.48	\$333,537,722
Fees and Admissions		77	\$634.63	\$66,178,702
Membership Fees for Clubs (2)		77	\$233.48	\$24,347,620
Fees for Participant Sports, excl. Trips		76	\$101.23	\$10,555,945
Tickets to Theatre/Operas/Concerts		78	\$59.63	\$6,217,870
Tickets to Movies		86	\$21.23	\$2,213,866
Tickets to Parks or Museums		81	\$30.17	\$3,146,304
Admission to Sporting Events, excl. Trips		81	\$63.95	\$6,668,812
Fees for Recreational Lessons		72	\$124.12	\$12,943,005
Dating Services		104	\$0.82	\$85,280
TV/Video/Audio		81	\$1,077.17	\$112,326,779
Cable and Satellite Television Services		77	\$583.11	\$60,806,933
Televisions		86	\$130.57	\$13,615,321
Satellite Dishes		83	\$1.04	\$108,485
VCRs, Video Cameras, and DVD Players		82	\$4.10	\$427,477
Miscellaneous Video Equipment		77	\$17.54	\$1,829,129
Video Cassettes and DVDs		82	\$4.76	\$496,044
Video Game Hardware/Accessories		97	\$44.84	\$4,675,725
Video Game Software		102	\$20.71	\$2,159,260
Rental/Streaming/Downloaded Video		87	\$149.87	\$15,628,032
Installation of Televisions		75	\$1.28	\$133,839
Audio (3)		83	\$118.16	\$12,322,219
Rental and Repair of TV/Radio/Sound Equipment		75	\$1.19	\$124,315
Pets		76	\$768.51	\$80,140,046
Toys/Games/Crafts/Hobbies (4)		83	\$150.56	\$15,700,204
Recreational Vehicles and Fees (5)		69	\$135.42	\$14,121,139
Sports/Recreation/Exercise Equipment (6)		79	\$240.78	\$25,108,328
Photo Equipment and Supplies (7)		81	\$49.73	\$5,186,339
Reading (8)		79	\$110.15	\$11,486,760
Catered Affairs (9)		80	\$31.54	\$3,289,426
Food		83	\$9,240.46	\$963,595,541
Food at Home		82	\$5,993.77	\$625,029,926
Bakery and Cereal Products		82	\$764.34	\$79,705,476
Meats, Poultry, Fish, and Eggs		83	\$1,305.86	\$136,175,236
Dairy Products		81	\$560.23	\$58,420,264
Fruits and Vegetables		81	\$1,174.05	\$122,429,920
Snacks and Other Food at Home (10)		82	\$2,189.29	\$228,299,030
Food Away from Home		83	\$3,246.70	\$338,565,616
Alcoholic Beverages		83	\$541.02	\$56,417,820

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$32,067.32	\$3,343,980,146
Value of Retirement Plans	70	\$113,773.79	\$11,864,330,427
Value of Other Financial Assets	70	\$6,385.77	\$665,908,044
Vehicle Loan Amount excluding Interest	83	\$2,929.43	\$305,480,994
Value of Credit Card Debt	80	\$2,321.62	\$242,098,183
Health			
Nonprescription Drugs	81	\$143.30	\$14,943,696
Prescription Drugs	79	\$325.14	\$33,905,668
Eyeglasses and Contact Lenses	77	\$97.18	\$10,133,744
Home			
Mortgage Payment and Basics (11)	69	\$9,396.92	\$979,910,507
Maintenance and Remodeling Services	67	\$3,133.07	\$326,716,055
Maintenance and Remodeling Materials (12)	68	\$586.47	\$61,157,451
Utilities, Fuel, and Public Services	81	\$4,799.47	\$500,488,988
Household Furnishings and Equipment			
Household Textiles (13)	83	\$109.17	\$11,383,829
Furniture	81	\$801.39	\$83,568,808
Rugs	75	\$34.23	\$3,569,666
Major Appliances (14)	75	\$441.10	\$45,997,413
Housewares (15)	80	\$85.92	\$8,959,883
Small Appliances	85	\$68.72	\$7,166,000
Luggage	83	\$17.20	\$1,793,272
Telephones and Accessories	82	\$83.14	\$8,669,756
Household Operations			
Child Care	80	\$440.70	\$45,956,564
Lawn and Garden (16)	71	\$496.48	\$51,773,069
Moving/Storage/Freight Express	86	\$103.96	\$10,840,667
Housekeeping Supplies (17)	81	\$731.18	\$76,247,507
Insurance			
Owners and Renters Insurance	73	\$603.76	\$62,959,752
Vehicle Insurance	84	\$1,771.97	\$184,781,105
Life/Other Insurance	74	\$500.21	\$52,162,148
Health Insurance	78	\$3,873.27	\$403,904,827
Personal Care Products (18)	83	\$464.85	\$48,474,123
School Books (19)	89	\$37.68	\$3,928,774
Smoking Products	89	\$415.71	\$43,349,808
Transportation			
Payments on Vehicles excluding Leases	82	\$2,487.88	\$259,435,833
Gasoline and Motor Oil	81	\$2,710.22	\$282,621,317
Vehicle Maintenance and Repairs	82	\$1,213.50	\$126,543,336
Travel			
Airline Fares	77	\$489.58	\$51,053,068
Lodging on Trips	75	\$738.52	\$77,013,149
Auto/Truck Rental on Trips	81	\$94.43	\$9,846,934
Food and Drink on Trips	79	\$584.66	\$60,968,078

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 36.91525
 Longitude: -76.27359

Data for all businesses in area		5 minutes		10 minutes		15 minutes						
Total Businesses:		517		3,208		8,906						
Total Employees:		7,232		43,096		138,889						
Total Population:		22,598		140,222		250,383						
Employee/Population Ratio (per 100 Residents)		32		31		55						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.4%	53	0.7%	39	1.2%	249	0.6%	104	1.2%	879	0.6%
Construction	23	4.4%	145	2.0%	216	6.7%	1,904	4.4%	525	5.9%	6,232	4.5%
Manufacturing	13	2.5%	242	3.3%	101	3.1%	1,778	4.1%	260	2.9%	7,887	5.7%
Transportation	21	4.1%	156	2.2%	99	3.1%	3,025	7.0%	321	3.6%	6,622	4.8%
Communication	7	1.4%	21	0.3%	29	0.9%	306	0.7%	101	1.1%	2,223	1.6%
Utility	1	0.2%	1	0.0%	6	0.2%	31	0.1%	22	0.2%	433	0.3%
Wholesale Trade	7	1.4%	40	0.6%	82	2.6%	1,017	2.4%	253	2.8%	4,280	3.1%
Retail Trade Summary	114	22.1%	1,235	17.1%	698	21.8%	8,084	18.8%	1,765	19.8%	24,104	17.4%
Home Improvement	1	0.2%	13	0.2%	21	0.7%	292	0.7%	74	0.8%	1,044	0.8%
General Merchandise Stores	6	1.2%	86	1.2%	32	1.0%	395	0.9%	67	0.8%	1,995	1.4%
Food Stores	19	3.7%	250	3.5%	116	3.6%	1,640	3.8%	228	2.6%	3,361	2.4%
Auto Dealers & Gas Stations	12	2.3%	119	1.6%	79	2.5%	894	2.1%	171	1.9%	2,493	1.8%
Apparel & Accessory Stores	4	0.8%	33	0.5%	20	0.6%	93	0.2%	108	1.2%	776	0.6%
Furniture & Home Furnishings	4	0.8%	19	0.3%	24	0.7%	201	0.5%	75	0.8%	1,213	0.9%
Eating & Drinking Places	44	8.5%	595	8.2%	285	8.9%	3,896	9.0%	678	7.6%	9,666	7.0%
Miscellaneous Retail	24	4.6%	120	1.7%	120	3.7%	673	1.6%	363	4.1%	3,557	2.6%
Finance, Insurance, Real Estate Summary	54	10.4%	326	4.5%	239	7.5%	2,617	6.1%	746	8.4%	7,167	5.2%
Banks, Savings & Lending Institutions	14	2.7%	119	1.6%	51	1.6%	377	0.9%	136	1.5%	1,144	0.8%
Securities Brokers	2	0.4%	14	0.2%	20	0.6%	1,205	2.8%	104	1.2%	1,993	1.4%
Insurance Carriers & Agents	9	1.7%	41	0.6%	36	1.1%	160	0.4%	129	1.4%	882	0.6%
Real Estate, Holding, Other Investment Offices	29	5.6%	153	2.1%	131	4.1%	875	2.0%	378	4.2%	3,147	2.3%
Services Summary	242	46.8%	3,523	48.7%	1,483	46.2%	20,597	47.8%	4,097	46.0%	69,846	50.3%
Hotels & Lodging	1	0.2%	9	0.1%	24	0.7%	385	0.9%	74	0.8%	2,129	1.5%
Automotive Services	10	1.9%	70	1.0%	100	3.1%	604	1.4%	232	2.6%	1,706	1.2%
Movies & Amusements	8	1.5%	92	1.3%	56	1.7%	595	1.4%	186	2.1%	2,386	1.7%
Health Services	68	13.2%	899	12.4%	197	6.1%	2,848	6.6%	746	8.4%	18,025	13.0%
Legal Services	2	0.4%	9	0.1%	18	0.6%	74	0.2%	156	1.8%	2,414	1.7%
Education Institutions & Libraries	15	2.9%	1,135	15.7%	107	3.3%	6,004	13.9%	243	2.7%	14,198	10.2%
Other Services	136	26.3%	1,310	18.1%	981	30.6%	10,087	23.4%	2,459	27.6%	28,990	20.9%
Government	11	2.1%	1,468	20.3%	63	2.0%	3,216	7.5%	217	2.4%	8,177	5.9%
Unclassified Establishments	17	3.3%	22	0.3%	155	4.8%	273	0.6%	495	5.6%	1,039	0.7%
Totals	517	100.0%	7,232	100.0%	3,208	100.0%	43,096	100.0%	8,906	100.0%	138,889	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

7601 Granby St, Norfolk, Virginia, 23505
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 36.91525
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	3	0.1%	25	0.1%	9	0.1%	53	0.0%
Mining	0	0.0%	1	0.0%	1	0.0%	13	0.0%	2	0.0%	28	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	13	0.0%	7	0.1%	313	0.2%
Construction	26	5.0%	152	2.1%	224	7.0%	1,959	4.5%	559	6.3%	6,427	4.6%
Manufacturing	14	2.7%	246	3.4%	109	3.4%	1,847	4.3%	274	3.1%	6,008	4.3%
Wholesale Trade	7	1.4%	40	0.6%	81	2.5%	1,015	2.4%	249	2.8%	4,262	3.1%
Retail Trade	67	13.0%	627	8.7%	387	12.1%	3,990	9.3%	1,028	11.5%	14,004	10.1%
Motor Vehicle & Parts Dealers	10	1.9%	101	1.4%	66	2.1%	819	1.9%	143	1.6%	2,312	1.7%
Furniture & Home Furnishings Stores	3	0.6%	14	0.2%	12	0.4%	150	0.3%	41	0.5%	1,036	0.7%
Electronics & Appliance Stores	1	0.2%	3	0.0%	10	0.3%	42	0.1%	23	0.3%	115	0.1%
Building Material & Garden Equipment & Supplies Dealers	1	0.2%	13	0.2%	21	0.7%	292	0.7%	75	0.8%	1,049	0.8%
Food & Beverage Stores	17	3.3%	246	3.4%	100	3.1%	1,506	3.5%	186	2.1%	3,217	2.3%
Health & Personal Care Stores	13	2.5%	70	1.0%	39	1.2%	313	0.7%	114	1.3%	914	0.7%
Gasoline Stations & Fuel Dealers	2	0.4%	18	0.2%	15	0.5%	87	0.2%	32	0.4%	229	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	5	1.0%	34	0.5%	24	0.7%	110	0.3%	127	1.4%	875	0.6%
Sporting Goods, Hobby, Book, & Music Stores	10	1.9%	41	0.6%	59	1.8%	215	0.5%	155	1.7%	1,474	1.1%
General Merchandise Stores	6	1.2%	86	1.2%	42	1.3%	456	1.1%	131	1.5%	2,783	2.0%
Transportation & Warehousing	13	2.5%	126	1.7%	80	2.5%	2,954	6.9%	251	2.8%	6,072	4.4%
Information	9	1.7%	30	0.4%	70	2.2%	690	1.6%	211	2.4%	5,287	3.8%
Finance & Insurance	25	4.8%	180	2.5%	112	3.5%	1,766	4.1%	372	4.2%	4,039	2.9%
Central Bank/Credit Intermediation & Related Activities	14	2.7%	125	1.7%	56	1.7%	401	0.9%	135	1.5%	1,153	0.8%
Securities & Commodity Contracts	2	0.4%	14	0.2%	20	0.6%	1,205	2.8%	108	1.2%	2,004	1.4%
Funds, Trusts & Other Financial Vehicles	9	1.7%	41	0.6%	36	1.1%	160	0.4%	129	1.4%	882	0.6%
Real Estate, Rental & Leasing	39	7.5%	184	2.5%	168	5.2%	1,072	2.5%	445	5.0%	3,587	2.6%
Professional, Scientific & Tech Services	33	6.4%	282	3.9%	249	7.8%	3,747	8.7%	836	9.4%	14,227	10.2%
Legal Services	2	0.4%	9	0.1%	21	0.7%	86	0.2%	171	1.9%	2,465	1.8%
Management of Companies & Enterprises	1	0.2%	4	0.1%	2	0.1%	8	0.0%	9	0.1%	79	0.1%
Administrative, Support & Waste Management Services	17	3.3%	313	4.3%	113	3.5%	1,101	2.6%	341	3.8%	3,505	2.5%
Educational Services	18	3.5%	1,150	15.9%	105	3.3%	5,976	13.9%	247	2.8%	14,313	10.3%
Health Care & Social Assistance	84	16.2%	1,180	16.3%	296	9.2%	4,781	11.1%	1,001	11.2%	22,862	16.5%
Arts, Entertainment & Recreation	6	1.2%	101	1.4%	55	1.7%	692	1.6%	192	2.2%	2,886	2.1%
Accommodation & Food Services	46	8.9%	606	8.4%	318	9.9%	4,385	10.2%	773	8.7%	12,026	8.7%
Accommodation	1	0.2%	9	0.1%	24	0.7%	385	0.9%	74	0.8%	2,129	1.5%
Food Services & Drinking Places	45	8.7%	597	8.3%	293	9.1%	4,000	9.3%	699	7.8%	9,897	7.1%
Other Services (except Public Administration)	84	16.2%	521	7.2%	613	19.1%	3,550	8.2%	1,386	15.6%	9,671	7.0%
Automotive Repair & Maintenance	9	1.7%	63	0.9%	74	2.3%	397	0.9%	171	1.9%	1,046	0.8%
Public Administration	11	2.1%	1,468	20.3%	64	2.0%	3,236	7.5%	219	2.5%	8,201	5.9%
Unclassified Establishments	17	3.3%	22	0.3%	155	4.8%	273	0.6%	495	5.6%	1,039	0.7%
Total	517	100.0%	7,232	100.0%	3,208	100.0%	43,096	100.0%	8,906	100.0%	138,889	100.0%

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