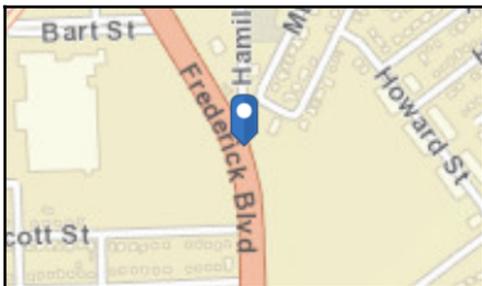
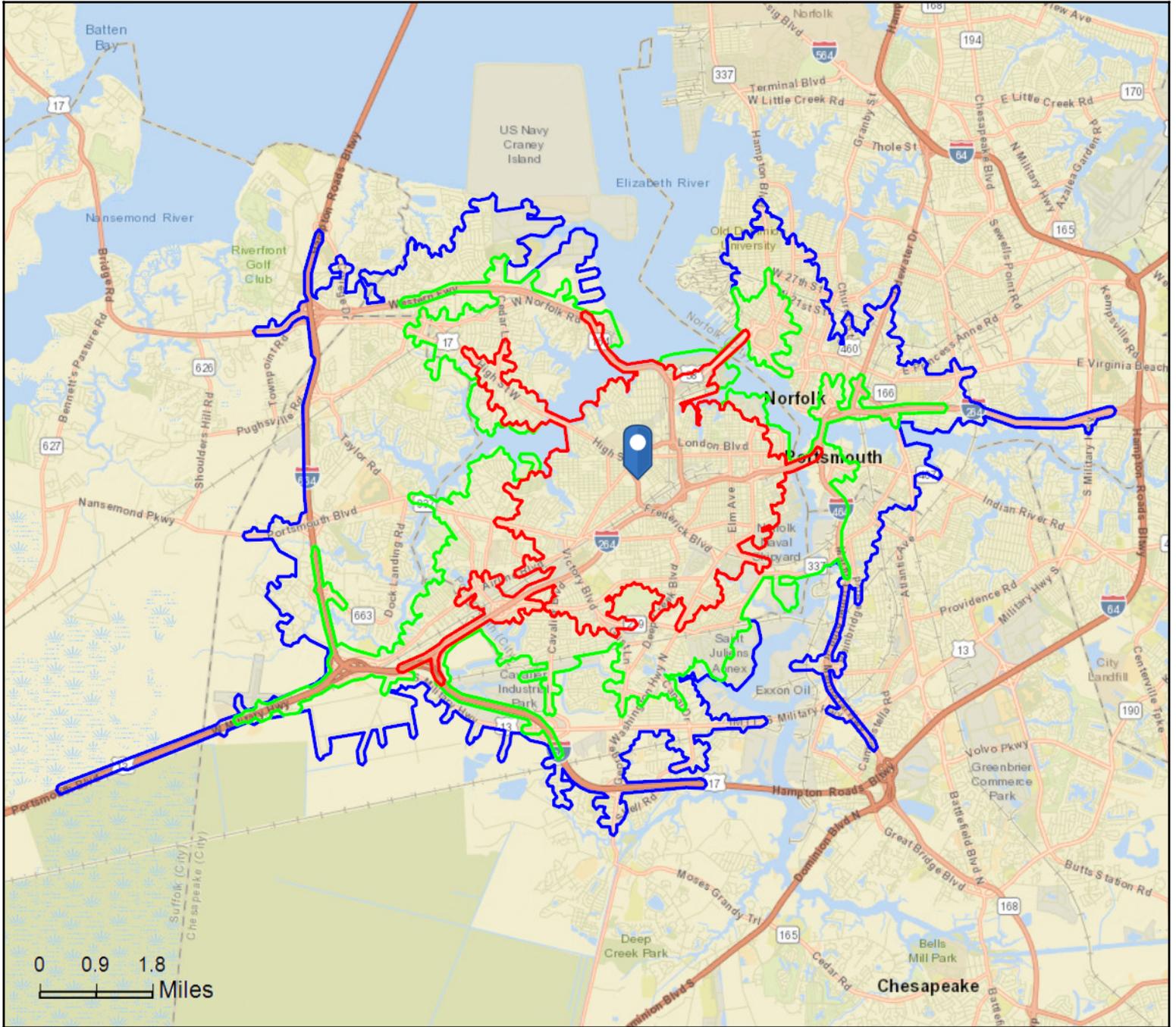




# Site Map

Midtown Marketplace  
1241 Frederick Blvd, Portsmouth, Virginia, 23707  
Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
Latitude: 36.82883  
Longitude: -76.33909





# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>Population Summary</b>			
2000 Total Population	51,421	100,155	188,788
2010 Total Population	49,431	117,531	211,345
2019 Total Population	49,697	99,413	199,113
2019 Group Quarters	1,902	4,411	10,100
2024 Total Population	49,586	99,721	202,582
2019-2024 Annual Rate	-0.04%	0.06%	0.35%
2019 Total Daytime Population	56,002	141,284	269,221
Workers	29,706	90,379	165,800
Residents	26,296	50,905	103,421
<b>Household Summary</b>			
2000 Households	19,790	39,453	71,182
2000 Average Household Size	2.50	2.43	2.52
2010 Households	19,010	38,887	72,715
2010 Average Household Size	2.48	2.40	2.50
2019 Households	19,080	39,251	75,323
2019 Average Household Size	2.50	2.42	2.51
2024 Households	18,980	39,285	76,586
2024 Average Household Size	2.51	2.43	2.51
2019-2024 Annual Rate	-0.11%	0.02%	0.33%
2010 Families	11,716	23,836	46,310
2010 Average Family Size	3.13	3.03	3.09
2019 Families	11,611	23,780	47,334
2019 Average Family Size	3.17	3.06	3.11
2024 Families	11,496	23,697	47,907
2024 Average Family Size	3.18	3.08	3.12
2019-2024 Annual Rate	-0.20%	-0.07%	0.24%
<b>Housing Unit Summary</b>			
2000 Housing Units	22,082	42,972	77,033
Owner Occupied Housing Units	47.7%	51.3%	51.1%
Renter Occupied Housing Units	41.9%	40.5%	41.3%
Vacant Housing Units	10.4%	8.2%	7.6%
2010 Housing Units	21,186	42,634	79,098
Owner Occupied Housing Units	46.8%	51.2%	51.2%
Renter Occupied Housing Units	42.9%	40.0%	40.8%
Vacant Housing Units	10.3%	8.8%	8.1%
2019 Housing Units	21,452	43,274	81,953
Owner Occupied Housing Units	42.4%	47.8%	48.3%
Renter Occupied Housing Units	46.5%	42.9%	43.6%
Vacant Housing Units	11.1%	9.3%	8.1%
2024 Housing Units	21,510	43,497	83,274
Owner Occupied Housing Units	43.1%	48.5%	49.4%
Renter Occupied Housing Units	45.1%	41.8%	42.6%
Vacant Housing Units	11.8%	9.7%	8.0%
<b>Median Household Income</b>			
2019	\$43,504	\$50,327	\$52,591
2024	\$48,147	\$54,128	\$57,366
<b>Median Home Value</b>			
2019	\$166,621	\$190,846	\$211,971
2024	\$173,417	\$199,981	\$226,411
<b>Per Capita Income</b>			
2019	\$21,773	\$25,651	\$26,462
2024	\$24,322	\$28,882	\$29,892
<b>Median Age</b>			
2010	34.6	31.3	31.4
2019	36.5	37.3	35.4
2024	37.2	38.0	36.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>2019 Households by Income</b>			
Household Income Base	19,080	39,251	75,314
<\$15,000	15.8%	13.8%	14.0%
\$15,000 - \$24,999	14.6%	12.7%	11.3%
\$25,000 - \$34,999	9.2%	8.2%	8.2%
\$35,000 - \$49,999	16.2%	15.0%	13.5%
\$50,000 - \$74,999	21.0%	21.0%	19.6%
\$75,000 - \$99,999	10.7%	12.0%	12.7%
\$100,000 - \$149,999	9.3%	12.2%	13.3%
\$150,000 - \$199,999	1.6%	2.3%	3.9%
\$200,000+	1.6%	2.9%	3.5%
Average Household Income	\$55,869	\$64,746	\$69,533
<b>2024 Households by Income</b>			
Household Income Base	18,980	39,285	76,577
<\$15,000	14.7%	12.7%	12.9%
\$15,000 - \$24,999	13.1%	11.2%	9.9%
\$25,000 - \$34,999	8.5%	7.4%	7.4%
\$35,000 - \$49,999	15.2%	13.8%	12.3%
\$50,000 - \$74,999	21.5%	21.0%	19.3%
\$75,000 - \$99,999	12.1%	13.1%	13.8%
\$100,000 - \$149,999	10.9%	14.3%	15.3%
\$150,000 - \$199,999	2.0%	3.0%	4.8%
\$200,000+	2.0%	3.6%	4.3%
Average Household Income	\$62,619	\$73,144	\$78,677
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	9,089	20,633	39,583
<\$50,000	2.7%	2.5%	2.5%
\$50,000 - \$99,999	9.9%	6.4%	5.1%
\$100,000 - \$149,999	28.0%	19.4%	14.8%
\$150,000 - \$199,999	28.4%	26.4%	23.3%
\$200,000 - \$249,999	11.6%	17.2%	18.2%
\$250,000 - \$299,999	7.7%	9.5%	10.6%
\$300,000 - \$399,999	5.5%	7.2%	12.3%
\$400,000 - \$499,999	2.9%	5.0%	5.9%
\$500,000 - \$749,999	2.4%	4.2%	4.9%
\$750,000 - \$999,999	0.4%	1.0%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.4%	0.5%	0.6%
Average Home Value	\$202,797	\$242,325	\$266,905
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	9,259	21,065	41,106
<\$50,000	2.2%	2.0%	2.0%
\$50,000 - \$99,999	8.8%	5.6%	4.3%
\$100,000 - \$149,999	26.2%	17.9%	13.3%
\$150,000 - \$199,999	27.1%	24.5%	21.1%
\$200,000 - \$249,999	11.4%	16.7%	17.5%
\$250,000 - \$299,999	8.1%	9.7%	10.5%
\$300,000 - \$399,999	6.3%	7.8%	13.0%
\$400,000 - \$499,999	3.8%	6.0%	6.9%
\$500,000 - \$749,999	3.9%	6.1%	6.9%
\$750,000 - \$999,999	0.9%	1.7%	2.0%
\$1,000,000 - \$1,499,999	0.3%	0.6%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.2%
\$2,000,000 +	0.7%	1.0%	1.1%
Average Home Value	\$229,860	\$277,199	\$304,991

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>2010 Population by Age</b>			
Total	49,431	117,530	211,343
0 - 4	7.9%	6.0%	6.4%
5 - 9	6.9%	5.4%	6.0%
10 - 14	5.9%	4.7%	5.7%
15 - 24	14.4%	21.5%	20.8%
25 - 34	15.4%	17.9%	16.0%
35 - 44	11.8%	11.7%	11.7%
45 - 54	14.0%	11.9%	12.6%
55 - 64	11.2%	9.6%	9.9%
65 - 74	6.1%	5.6%	5.6%
75 - 84	4.1%	3.9%	3.6%
85 +	2.2%	1.9%	1.6%
18 +	75.3%	80.8%	78.2%
<b>2019 Population by Age</b>			
Total	49,697	99,414	199,114
0 - 4	7.2%	6.5%	6.4%
5 - 9	6.9%	6.3%	6.3%
10 - 14	6.5%	6.1%	6.1%
15 - 24	12.6%	12.4%	15.2%
25 - 34	14.9%	15.5%	15.5%
35 - 44	12.8%	12.9%	12.1%
45 - 54	11.2%	11.3%	11.2%
55 - 64	12.4%	12.4%	12.1%
65 - 74	9.0%	9.2%	8.7%
75 - 84	4.4%	4.9%	4.4%
85 +	2.2%	2.5%	1.9%
18 +	76.0%	77.9%	77.8%
<b>2024 Population by Age</b>			
Total	49,585	99,721	202,582
0 - 4	7.1%	6.5%	6.4%
5 - 9	6.7%	6.2%	6.1%
10 - 14	6.5%	6.0%	6.0%
15 - 24	12.9%	12.6%	14.9%
25 - 34	13.8%	14.6%	14.8%
35 - 44	13.3%	13.6%	13.0%
45 - 54	11.2%	11.1%	10.8%
55 - 64	11.2%	11.3%	11.2%
65 - 74	10.0%	10.0%	9.6%
75 - 84	5.2%	5.7%	5.3%
85 +	2.1%	2.4%	2.0%
18 +	76.0%	77.8%	78.0%
<b>2010 Population by Sex</b>			
Males	23,875	64,037	108,480
Females	25,556	53,494	102,865
<b>2019 Population by Sex</b>			
Males	24,040	48,459	95,859
Females	25,657	50,955	103,254
<b>2024 Population by Sex</b>			
Males	24,098	48,790	97,756
Females	25,488	50,932	104,825

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	49,432	117,531	211,345
White Alone	37.6%	46.7%	43.8%
Black Alone	57.6%	46.9%	49.7%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	0.8%	1.6%	1.9%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.0%	1.5%	1.3%
Two or More Races	2.4%	2.7%	2.8%
Hispanic Origin	3.0%	4.7%	4.3%
Diversity Index	55.4	60.1	59.8
<b>2019 Population by Race/Ethnicity</b>			
Total	49,696	99,414	199,113
White Alone	35.0%	41.5%	40.3%
Black Alone	58.7%	51.7%	51.9%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.1%	1.6%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.5%	1.5%
Two or More Races	3.1%	3.2%	3.5%
Hispanic Origin	4.7%	4.8%	5.1%
Diversity Index	57.6	60.1	61.0
<b>2024 Population by Race/Ethnicity</b>			
Total	49,586	99,722	202,580
White Alone	33.6%	40.1%	39.3%
Black Alone	59.0%	52.0%	51.7%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.3%	1.8%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.8%	1.8%
Two or More Races	3.6%	3.7%	4.1%
Hispanic Origin	6.1%	6.1%	6.3%
Diversity Index	59.2	61.8	62.7
<b>2010 Population by Relationship and Household Type</b>			
Total	49,431	117,531	211,345
In Households	95.5%	79.5%	86.0%
In Family Households	77.1%	63.7%	70.0%
Householder	23.9%	20.3%	21.8%
Spouse	12.2%	11.7%	12.7%
Child	32.9%	25.8%	29.0%
Other relative	5.1%	3.8%	4.1%
Nonrelative	3.0%	2.2%	2.4%
In Nonfamily Households	18.4%	15.8%	16.0%
In Group Quarters	4.5%	20.5%	14.0%
Institutionalized Population	3.8%	3.4%	2.1%
Noninstitutionalized Population	0.7%	17.0%	11.9%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>2019 Population 25+ by Educational Attainment</b>			
Total	33,230	68,320	131,397
Less than 9th Grade	4.4%	3.7%	3.1%
9th - 12th Grade, No Diploma	11.0%	9.8%	8.9%
High School Graduate	24.4%	23.1%	22.2%
GED/Alternative Credential	6.0%	5.4%	4.8%
Some College, No Degree	25.6%	24.1%	24.8%
Associate Degree	8.3%	8.2%	8.9%
Bachelor's Degree	13.1%	15.6%	16.5%
Graduate/Professional Degree	7.0%	10.0%	10.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	39,480	80,674	161,708
Never Married	41.0%	40.7%	43.0%
Married	37.9%	40.3%	40.1%
Widowed	7.4%	6.8%	5.8%
Divorced	13.7%	12.3%	11.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.5%	93.2%	93.3%
Civilian Unemployed (Unemployment Rate)	7.5%	6.8%	6.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	21,879	44,354	89,852
Agriculture/Mining	0.3%	0.4%	0.2%
Construction	8.4%	7.2%	6.3%
Manufacturing	9.4%	8.6%	8.5%
Wholesale Trade	2.1%	1.9%	1.6%
Retail Trade	12.0%	10.9%	11.0%
Transportation/Utilities	6.2%	5.5%	5.4%
Information	1.5%	1.5%	1.6%
Finance/Insurance/Real Estate	4.3%	4.7%	5.2%
Services	47.3%	49.3%	51.2%
Public Administration	8.4%	10.0%	9.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	21,882	44,353	89,853
White Collar	52.4%	55.8%	57.4%
Management/Business/Financial	8.8%	10.4%	10.9%
Professional	18.5%	21.9%	22.5%
Sales	10.8%	9.6%	10.5%
Administrative Support	14.3%	13.9%	13.6%
Services	20.9%	20.3%	20.9%
Blue Collar	26.7%	23.8%	21.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.5%	6.5%	5.5%
Installation/Maintenance/Repair	5.1%	4.9%	4.3%
Production	5.9%	5.3%	5.4%
Transportation/Material Moving	8.0%	7.0%	6.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	49,431	117,531	211,345
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>2010 Households by Type</b>			
Total	19,009	38,887	72,715
Households with 1 Person	31.5%	31.5%	28.9%
Households with 2+ People	68.5%	68.5%	71.1%
Family Households	61.6%	61.3%	63.7%
Husband-wife Families	31.6%	35.4%	37.1%
With Related Children	13.2%	14.2%	15.9%
Other Family (No Spouse Present)	30.1%	25.9%	26.6%
Other Family with Male Householder	5.5%	5.0%	4.9%
With Related Children	2.8%	2.6%	2.5%
Other Family with Female Householder	24.5%	20.9%	21.7%
With Related Children	16.4%	13.8%	14.8%
Nonfamily Households	6.9%	7.2%	7.4%
All Households with Children	33.0%	31.1%	33.8%
Multigenerational Households	6.1%	5.6%	5.9%
Unmarried Partner Households	6.9%	6.6%	6.3%
Male-female	6.2%	5.8%	5.6%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	19,010	38,887	72,715
1 Person Household	31.5%	31.5%	28.9%
2 Person Household	29.9%	31.7%	30.9%
3 Person Household	17.5%	17.0%	17.7%
4 Person Household	11.1%	11.0%	12.4%
5 Person Household	5.7%	5.3%	6.0%
6 Person Household	2.4%	2.1%	2.4%
7 + Person Household	1.9%	1.5%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	19,010	38,887	72,715
Owner Occupied	52.2%	56.2%	55.7%
Owned with a Mortgage/Loan	39.9%	42.5%	43.6%
Owned Free and Clear	12.2%	13.6%	12.1%
Renter Occupied	47.8%	43.8%	44.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	21,186	42,634	79,098
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Midtown Marketplace  
 1241 Frederick Blvd, Portsmouth, Virginia, 23707  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 36.82883  
 Longitude: -76.33909

	7 minutes	10 minutes	13 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Family Foundations (12A)
2.	Family Foundations (12A)	Family Foundations (12A)	Parks and Rec (5C)
3.	Modest Income Homes (12D)	Comfortable Empty Nesters	Front Porches (8E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$26,559,885	\$63,007,341	\$130,884,481
Average Spent	\$1,392.03	\$1,605.24	\$1,737.64
Spending Potential Index	65	75	81
Education: Total \$	\$18,871,180	\$45,396,735	\$94,427,010
Average Spent	\$989.06	\$1,156.58	\$1,253.63
Spending Potential Index	62	73	79
Entertainment/Recreation: Total \$	\$39,846,089	\$94,606,450	\$194,320,441
Average Spent	\$2,088.37	\$2,410.29	\$2,579.83
Spending Potential Index	64	74	79
Food at Home: Total \$	\$65,115,936	\$153,288,715	\$315,487,229
Average Spent	\$3,412.78	\$3,905.35	\$4,188.46
Spending Potential Index	66	75	81
Food Away from Home: Total \$	\$45,348,086	\$107,817,471	\$223,896,616
Average Spent	\$2,376.73	\$2,746.87	\$2,972.49
Spending Potential Index	65	75	81
Health Care: Total \$	\$74,116,541	\$174,221,717	\$354,285,536
Average Spent	\$3,884.51	\$4,438.66	\$4,703.55
Spending Potential Index	65	75	79
HH Furnishings & Equipment: Total \$	\$26,160,316	\$62,164,357	\$128,029,635
Average Spent	\$1,371.09	\$1,583.76	\$1,699.74
Spending Potential Index	64	74	80
Personal Care Products & Services: Total \$	\$11,007,116	\$26,110,942	\$53,958,287
Average Spent	\$576.89	\$665.23	\$716.36
Spending Potential Index	65	75	81
Shelter: Total \$	\$230,823,561	\$550,800,885	\$1,135,842,827
Average Spent	\$12,097.67	\$14,032.79	\$15,079.63
Spending Potential Index	65	76	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,192,434	\$71,562,749	\$146,093,622
Average Spent	\$1,582.41	\$1,823.21	\$1,939.56
Spending Potential Index	64	74	78
Travel: Total \$	\$26,367,191	\$63,695,668	\$131,127,238
Average Spent	\$1,381.93	\$1,622.78	\$1,740.87
Spending Potential Index	62	72	78
Vehicle Maintenance & Repairs: Total \$	\$14,444,841	\$34,007,589	\$69,669,935
Average Spent	\$757.07	\$866.41	\$924.95
Spending Potential Index	66	76	81

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.