

Market Profile

23666, Hampton, Virginia
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,555	81,678	177,344
2020 Total Population	14,009	84,262	181,205
2020 Group Quarters	11	1,819	8,690
2022 Total Population	13,620	83,584	181,055
2022 Group Quarters	11	1,819	8,690
2027 Total Population	13,313	83,176	180,514
2022-2027 Annual Rate	-0.45%	-0.10%	-0.06%
2022 Total Daytime Population	11,238	113,876	218,376
Workers	4,109	72,342	125,656
Residents	7,129	41,534	92,720
Household Summary			
2010 Households	6,134	34,557	71,127
2010 Average Household Size	2.37	2.33	2.38
2020 Total Households	6,140	36,757	75,133
2020 Average Household Size	2.28	2.24	2.30
2022 Total Households	6,033	36,830	75,380
2022 Average Household Size	2.26	2.22	2.29
2027 Total Households	5,946	36,956	75,686
2027 Average Household Size	2.24	2.20	2.27
2022-2027 Annual Rate	-0.29%	0.07%	0.08%
2010 Families	3,970	20,715	43,410
2010 Average Family Size	2.91	2.97	3.00
2022 Families	3,853	21,467	44,982
2022 Average Family Size	2.78	2.85	2.90
2027 Families	3,779	21,388	44,878
2027 Average Family Size	2.76	2.83	2.89
2022-2027 Annual Rate	-0.39%	-0.07%	-0.05%
Housing Unit Summary			
2000 Housing Units	6,244	36,299	74,648
Owner Occupied Housing Units	61.2%	50.1%	48.0%
Renter Occupied Housing Units	34.2%	43.3%	45.5%
Vacant Housing Units	4.6%	6.6%	6.5%
2010 Housing Units	6,462	37,538	77,613
Owner Occupied Housing Units	59.4%	47.6%	46.0%
Renter Occupied Housing Units	35.5%	44.5%	45.6%
Vacant Housing Units	5.1%	7.9%	8.4%
2020 Housing Units	6,470	40,042	82,087
Vacant Housing Units	5.1%	8.2%	8.5%
2022 Housing Units	6,398	40,289	82,725
Owner Occupied Housing Units	53.5%	42.8%	41.5%
Renter Occupied Housing Units	40.8%	48.6%	49.7%
Vacant Housing Units	5.7%	8.6%	8.9%
2027 Housing Units	6,400	40,543	83,110
Owner Occupied Housing Units	54.2%	43.7%	42.4%
Renter Occupied Housing Units	38.7%	47.4%	48.7%
Vacant Housing Units	7.1%	8.8%	8.9%
Median Household Income			
2022	\$51,119	\$53,105	\$54,109
2027	\$56,239	\$58,785	\$60,062
Median Home Value			
2022	\$188,248	\$211,623	\$214,970
2027	\$249,318	\$261,444	\$265,257
Per Capita Income			
2022	\$29,847	\$32,937	\$32,467
2027	\$35,246	\$38,395	\$37,840
Median Age			
2010	38.7	36.4	33.5
2022	40.3	37.6	35.5
2027	40.9	38.4	36.6

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	6,033	36,822	75,370
<\$15,000	14.7%	10.9%	11.4%
\$15,000 - \$24,999	8.2%	9.7%	8.9%
\$25,000 - \$34,999	8.0%	9.0%	8.7%
\$35,000 - \$49,999	17.6%	16.9%	16.5%
\$50,000 - \$74,999	22.3%	19.9%	19.7%
\$75,000 - \$99,999	11.5%	13.8%	14.1%
\$100,000 - \$149,999	12.0%	11.8%	11.6%
\$150,000 - \$199,999	3.4%	4.4%	4.7%
\$200,000+	2.4%	3.7%	4.4%
Average Household Income	\$67,471	\$74,080	\$76,850
2027 Households by Income			
Household Income Base	5,946	36,948	75,678
<\$15,000	12.3%	9.0%	9.3%
\$15,000 - \$24,999	6.9%	8.3%	7.7%
\$25,000 - \$34,999	6.7%	7.6%	7.6%
\$35,000 - \$49,999	16.5%	15.8%	15.4%
\$50,000 - \$74,999	22.0%	20.6%	19.9%
\$75,000 - \$99,999	13.0%	14.9%	15.1%
\$100,000 - \$149,999	14.3%	12.9%	12.8%
\$150,000 - \$199,999	4.8%	6.0%	6.5%
\$200,000+	3.5%	4.9%	5.7%
Average Household Income	\$79,040	\$85,676	\$89,123
2022 Owner Occupied Housing Units by Value			
Total	3,425	17,244	34,258
<\$50,000	4.0%	5.1%	5.2%
\$50,000 - \$99,999	3.6%	4.9%	5.3%
\$100,000 - \$149,999	19.6%	14.3%	13.0%
\$150,000 - \$199,999	29.8%	21.7%	20.7%
\$200,000 - \$249,999	13.4%	17.4%	19.2%
\$250,000 - \$299,999	8.7%	14.6%	12.1%
\$300,000 - \$399,999	10.5%	14.1%	13.0%
\$400,000 - \$499,999	2.0%	3.2%	3.7%
\$500,000 - \$749,999	4.1%	2.9%	5.0%
\$750,000 - \$999,999	2.6%	1.0%	1.8%
\$1,000,000 - \$1,499,999	1.7%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$250,204	\$244,685	\$257,992
2027 Owner Occupied Housing Units by Value			
Total	3,468	17,729	35,198
<\$50,000	2.9%	4.7%	4.5%
\$50,000 - \$99,999	1.5%	2.8%	2.9%
\$100,000 - \$149,999	10.8%	7.6%	6.7%
\$150,000 - \$199,999	23.3%	15.4%	14.4%
\$200,000 - \$249,999	11.6%	15.7%	17.3%
\$250,000 - \$299,999	9.3%	16.4%	13.6%
\$300,000 - \$399,999	18.1%	20.1%	17.5%
\$400,000 - \$499,999	2.5%	5.2%	6.0%
\$500,000 - \$749,999	8.7%	7.1%	10.6%
\$750,000 - \$999,999	6.6%	2.6%	3.9%
\$1,000,000 - \$1,499,999	4.7%	1.3%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.2%
\$2,000,000 +	0.0%	0.7%	0.5%
Average Home Value	\$353,382	\$319,423	\$339,463

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	14,554	81,678	177,344
0 - 4	6.3%	6.5%	7.0%
5 - 9	5.8%	6.1%	6.3%
10 - 14	6.1%	6.1%	6.0%
15 - 24	14.1%	15.2%	18.0%
25 - 34	13.7%	14.4%	14.6%
35 - 44	11.6%	11.9%	11.6%
45 - 54	15.5%	15.6%	14.4%
55 - 64	11.5%	11.3%	10.4%
65 - 74	8.3%	6.7%	6.2%
75 - 84	5.4%	4.3%	3.8%
85 +	1.6%	1.8%	1.7%
18 +	77.6%	77.1%	76.8%
2022 Population by Age			
Total	13,622	83,584	181,054
0 - 4	5.5%	5.7%	6.1%
5 - 9	5.6%	5.6%	5.9%
10 - 14	5.6%	5.5%	5.7%
15 - 24	11.6%	13.3%	15.5%
25 - 34	14.7%	16.3%	16.1%
35 - 44	12.3%	12.4%	12.5%
45 - 54	11.3%	10.9%	10.4%
55 - 64	13.5%	13.0%	11.9%
65 - 74	10.8%	9.7%	9.0%
75 - 84	6.8%	5.3%	4.8%
85 +	2.3%	2.1%	2.0%
18 +	80.0%	79.9%	79.0%
2027 Population by Age			
Total	13,312	83,176	180,513
0 - 4	5.6%	5.8%	6.1%
5 - 9	5.5%	5.5%	5.7%
10 - 14	5.7%	5.5%	5.6%
15 - 24	11.2%	13.2%	15.6%
25 - 34	14.3%	15.0%	14.6%
35 - 44	13.0%	13.7%	13.8%
45 - 54	10.9%	10.7%	10.3%
55 - 64	12.1%	11.6%	10.6%
65 - 74	11.7%	10.7%	9.9%
75 - 84	7.7%	6.1%	5.7%
85 +	2.3%	2.3%	2.1%
18 +	80.0%	80.1%	79.2%
2010 Population by Sex			
Males	6,884	38,613	84,505
Females	7,671	43,066	92,839
2022 Population by Sex			
Males	6,490	40,371	87,728
Females	7,130	43,214	93,327
2027 Population by Sex			
Males	6,348	40,255	87,569
Females	6,965	42,922	92,944

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 01, 2023

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2010 Population by Race/Ethnicity			
Total	14,554	81,679	177,343
White Alone	40.9%	36.5%	40.3%
Black Alone	52.8%	56.1%	51.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.0%	1.9%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.5%	1.7%
Two or More Races	2.6%	3.5%	3.7%
Hispanic Origin	3.7%	4.4%	4.9%
Diversity Index	58.4	58.8	60.9
2020 Population by Race/Ethnicity			
Total	14,009	84,262	181,205
White Alone	34.3%	31.7%	34.6%
Black Alone	54.4%	55.1%	51.7%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.1%	2.4%	2.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.5%	3.0%	3.1%
Two or More Races	6.1%	7.0%	7.3%
Hispanic Origin	5.4%	6.7%	7.1%
Diversity Index	62.4	64.1	65.8
2022 Population by Race/Ethnicity			
Total	13,620	83,585	181,054
White Alone	34.1%	31.6%	34.2%
Black Alone	54.4%	54.9%	51.7%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.1%	2.5%	2.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.6%	3.1%	3.2%
Two or More Races	6.2%	7.2%	7.4%
Hispanic Origin	5.5%	6.8%	7.1%
Diversity Index	62.6	64.4	66.0
2027 Population by Race/Ethnicity			
Total	13,314	83,176	180,514
White Alone	33.2%	30.5%	33.1%
Black Alone	54.5%	55.0%	51.9%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	2.3%	2.6%	2.9%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.8%	3.4%	3.4%
Two or More Races	6.7%	7.7%	8.0%
Hispanic Origin	5.5%	7.0%	7.2%
Diversity Index	63.0	64.9	66.5
2010 Population by Relationship and Household Type			
Total	14,555	81,678	177,344
In Households	99.8%	98.8%	95.6%
In Family Households	81.6%	77.9%	76.0%
Householder	27.1%	25.5%	24.5%
Spouse	17.3%	15.1%	14.7%
Child	31.0%	30.5%	30.2%
Other relative	3.9%	4.3%	4.0%
Nonrelative	2.3%	2.6%	2.5%
In Nonfamily Households	18.2%	20.9%	19.7%
In Group Quarters	0.2%	1.2%	4.4%
Institutionalized Population	0.1%	0.8%	1.0%
Noninstitutionalized Population	0.1%	0.4%	3.4%

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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2022 Population 25+ by Educational Attainment			
Total	9,756	58,347	120,933
Less than 9th Grade	2.9%	2.4%	2.2%
9th - 12th Grade, No Diploma	8.5%	6.3%	6.2%
High School Graduate	29.3%	26.4%	25.5%
GED/Alternative Credential	3.4%	4.5%	4.5%
Some College, No Degree	23.0%	24.0%	23.4%
Associate Degree	10.8%	11.0%	11.2%
Bachelor's Degree	14.4%	15.6%	16.7%
Graduate/Professional Degree	7.7%	9.8%	10.3%
2022 Population 15+ by Marital Status			
Total	11,339	69,489	149,079
Never Married	38.1%	39.1%	40.5%
Married	39.3%	40.8%	41.1%
Widowed	9.9%	7.1%	6.2%
Divorced	12.7%	13.1%	12.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,815	42,635	88,111
Population 16+ Employed	94.6%	94.8%	94.7%
Population 16+ Unemployment rate	5.4%	5.2%	5.3%
Population 16-24 Employed	11.6%	12.5%	13.7%
Population 16-24 Unemployment rate	11.6%	12.4%	13.6%
Population 25-54 Employed	65.0%	64.9%	64.5%
Population 25-54 Unemployment rate	4.9%	4.5%	4.0%
Population 55-64 Employed	16.8%	16.2%	15.4%
Population 55-64 Unemployment rate	2.9%	2.7%	3.3%
Population 65+ Employed	6.6%	6.4%	6.5%
Population 65+ Unemployment rate	5.1%	3.0%	3.3%
2022 Employed Population 16+ by Industry			
Total	6,445	40,424	83,457
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.7%	6.5%	6.1%
Manufacturing	16.2%	12.8%	11.8%
Wholesale Trade	0.9%	1.5%	1.5%
Retail Trade	10.4%	9.8%	10.8%
Transportation/Utilities	8.2%	5.3%	5.4%
Information	0.8%	1.5%	1.4%
Finance/Insurance/Real Estate	4.9%	4.6%	5.0%
Services	48.8%	49.2%	48.9%
Public Administration	6.0%	8.7%	9.0%
2022 Employed Population 16+ by Occupation			
Total	6,443	40,425	83,455
White Collar	56.2%	56.7%	58.2%
Management/Business/Financial	9.6%	12.2%	12.9%
Professional	24.2%	23.4%	23.6%
Sales	7.5%	7.4%	8.0%
Administrative Support	15.0%	13.6%	13.8%
Services	18.7%	18.1%	17.4%
Blue Collar	25.0%	25.2%	24.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.5%	5.9%	6.0%
Installation/Maintenance/Repair	4.0%	3.8%	3.6%
Production	7.5%	6.3%	6.1%
Transportation/Material Moving	9.0%	9.2%	8.5%

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2010 Households by Type			
Total	6,135	34,551	71,126
Households with 1 Person	29.4%	33.0%	31.6%
Households with 2+ People	70.6%	67.0%	68.4%
Family Households	64.7%	60.0%	61.0%
Husband-wife Families	41.1%	35.4%	36.5%
With Related Children	16.2%	14.7%	15.7%
Other Family (No Spouse Present)	23.6%	24.5%	24.6%
Other Family with Male Householder	4.5%	4.9%	4.9%
With Related Children	2.3%	2.6%	2.6%
Other Family with Female Householder	19.1%	19.6%	19.7%
With Related Children	12.4%	12.9%	13.5%
Nonfamily Households	5.9%	7.0%	7.4%
All Households with Children	31.5%	30.9%	32.4%
Multigenerational Households	4.9%	4.5%	4.4%
Unmarried Partner Households	5.4%	6.2%	6.1%
Male-female	4.8%	5.5%	5.5%
Same-sex	0.6%	0.7%	0.6%
2010 Households by Size			
Total	6,134	34,557	71,126
1 Person Household	29.4%	33.0%	31.5%
2 Person Household	34.2%	31.9%	31.7%
3 Person Household	17.6%	16.7%	17.2%
4 Person Household	11.3%	10.7%	11.3%
5 Person Household	4.9%	4.7%	5.1%
6 Person Household	1.7%	1.9%	2.0%
7 + Person Household	1.0%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	6,133	34,559	71,128
Owner Occupied	62.5%	51.7%	50.2%
Owned with a Mortgage/Loan	47.1%	39.3%	38.4%
Owned Free and Clear	15.4%	12.3%	11.8%
Renter Occupied	37.5%	48.3%	49.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	111	112
Percent of Income for Mortgage	19.4%	21.0%	20.9%
Wealth Index	48	55	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,462	37,538	77,613
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%
2010 Population By Urban/ Rural Status			
Total Population	14,555	81,678	177,344
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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Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Young and Restless (11B)	Young and Restless (11B)
2.	Rustbelt Traditions (5D)	Family Foundations (12A)	Family Foundations (12A)
3.	Bright Young Professionals (8C)	Parks and Rec (5C)	Bright Young Professionals (8C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$9,537,620	\$64,902,343	\$137,821,899
Average Spent	\$1,580.91	\$1,762.21	\$1,828.36
Spending Potential Index	66	73	76
Education: Total \$	\$7,367,459	\$50,617,932	\$108,368,665
Average Spent	\$1,221.19	\$1,374.37	\$1,437.63
Spending Potential Index	62	70	73
Entertainment/Recreation: Total \$	\$14,248,297	\$95,280,611	\$201,853,421
Average Spent	\$2,361.73	\$2,587.04	\$2,677.81
Spending Potential Index	64	70	73
Food at Home: Total \$	\$24,232,155	\$165,076,910	\$349,856,566
Average Spent	\$4,016.60	\$4,482.13	\$4,641.24
Spending Potential Index	65	72	75
Food Away from Home: Total \$	\$16,863,822	\$115,180,257	\$244,663,434
Average Spent	\$2,795.26	\$3,127.35	\$3,245.73
Spending Potential Index	65	73	75
Health Care: Total \$	\$28,296,312	\$186,855,798	\$394,549,154
Average Spent	\$4,690.26	\$5,073.47	\$5,234.14
Spending Potential Index	66	72	74
HH Furnishings & Equipment: Total \$	\$10,045,977	\$67,130,580	\$142,099,145
Average Spent	\$1,665.17	\$1,822.71	\$1,885.10
Spending Potential Index	65	71	74
Personal Care Products & Services: Total \$	\$4,055,376	\$27,303,757	\$57,942,040
Average Spent	\$672.20	\$741.35	\$768.67
Spending Potential Index	66	73	75
Shelter: Total \$	\$88,348,213	\$600,546,106	\$1,280,337,920
Average Spent	\$14,644.16	\$16,305.89	\$16,985.11
Spending Potential Index	64	71	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,215,931	\$68,727,995	\$145,085,113
Average Spent	\$1,693.34	\$1,866.09	\$1,924.72
Spending Potential Index	62	69	71
Travel: Total \$	\$10,993,813	\$72,620,955	\$154,472,370
Average Spent	\$1,822.28	\$1,971.79	\$2,049.25
Spending Potential Index	63	69	71
Vehicle Maintenance & Repairs: Total \$	\$5,039,445	\$34,134,663	\$72,116,354
Average Spent	\$835.31	\$926.82	\$956.70
Spending Potential Index	66	74	76

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 1 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Foundations (12A)	29.3%	Population	13,620	13,313
Rustbelt Traditions (5D)	19.9%	Households	6,033	5,946
Bright Young Professionals (8C)	15.7%	Families	3,853	3,779
Parks and Rec (5C)	14.1%	Median Age	40.3	40.9
Young and Restless (11B)	10.6%	Median Household Income	\$51,119	\$56,239
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,580.91	\$9,537,620
Men's		65	\$299.90	\$1,809,285
Women's		66	\$554.44	\$3,344,934
Children's		65	\$229.79	\$1,386,302
Footwear		67	\$379.11	\$2,287,199
Watches & Jewelry		64	\$93.03	\$561,252
Apparel Products and Services (1)		64	\$38.27	\$230,911
Computer				
Computers and Hardware for Home Use		63	\$120.47	\$726,812
Portable Memory		65	\$3.22	\$19,398
Computer Software		65	\$7.13	\$43,016
Computer Accessories		69	\$14.13	\$85,272
Entertainment & Recreation		64	\$2,361.73	\$14,248,297
Fees and Admissions		63	\$532.73	\$3,213,930
Membership Fees for Clubs (2)		64	\$180.82	\$1,090,894
Fees for Participant Sports, excl. Trips		66	\$85.81	\$517,699
Tickets to Theatre/Operas/Concerts		64	\$59.03	\$356,158
Tickets to Movies		65	\$40.83	\$246,315
Tickets to Parks or Museums		62	\$23.86	\$143,919
Admission to Sporting Events, excl. Trips		65	\$47.28	\$285,269
Fees for Recreational Lessons		59	\$94.15	\$568,036
Dating Services		68	\$0.93	\$5,640
TV/Video/Audio		67	\$891.25	\$5,376,890
Cable and Satellite Television Services		66	\$606.47	\$3,658,818
Televisions		69	\$87.99	\$530,838
Satellite Dishes		71	\$1.27	\$7,687
VCRs, Video Cameras, and DVD Players		69	\$3.86	\$23,299
Miscellaneous Video Equipment		68	\$11.91	\$71,848
Video Cassettes and DVDs		69	\$6.03	\$36,370
Video Game Hardware/Accessories		70	\$22.90	\$138,128
Video Game Software		72	\$13.09	\$78,950
Rental/Streaming/Downloaded Video		70	\$55.56	\$335,196
Installation of Televisions		55	\$0.46	\$2,784
Audio (3)		65	\$79.60	\$480,223
Rental and Repair of TV/Radio/Sound Equipment		63	\$2.11	\$12,749
Pets		62	\$516.58	\$3,116,511
Toys/Games/Crafts/Hobbies (4)		67	\$88.61	\$534,574
Recreational Vehicles and Fees (5)		61	\$77.77	\$469,198
Sports/Recreation/Exercise Equipment (6)		61	\$124.11	\$748,778
Photo Equipment and Supplies (7)		66	\$34.53	\$208,336
Reading (8)		65	\$76.23	\$459,910
Catered Affairs (9)		60	\$20.10	\$121,235
Food		65	\$6,811.86	\$41,095,976
Food at Home		65	\$4,016.60	\$24,232,155
Bakery and Cereal Products		65	\$513.62	\$3,098,657
Meats, Poultry, Fish, and Eggs		65	\$870.93	\$5,254,305
Dairy Products		64	\$396.67	\$2,393,098
Fruits and Vegetables		64	\$771.99	\$4,657,443
Snacks and Other Food at Home (10)		66	\$1,463.39	\$8,828,651
Food Away from Home		65	\$2,795.26	\$16,863,822
Alcoholic Beverages		65	\$466.27	\$2,813,037

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 1 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	64	\$19,986.40	\$120,577,934
Value of Retirement Plans	65	\$74,175.43	\$447,500,388
Value of Other Financial Assets	67	\$6,503.20	\$39,233,786
Vehicle Loan Amount excluding Interest	69	\$2,252.68	\$13,590,433
Value of Credit Card Debt	67	\$2,098.68	\$12,661,364
Health			
Nonprescription Drugs	65	\$114.35	\$689,897
Prescription Drugs	67	\$254.10	\$1,532,991
Eyeglasses and Contact Lenses	65	\$71.61	\$432,032
Home			
Mortgage Payment and Basics (11)	63	\$7,572.19	\$45,683,052
Maintenance and Remodeling Services	60	\$1,967.64	\$11,870,802
Maintenance and Remodeling Materials (12)	60	\$420.27	\$2,535,492
Utilities, Fuel, and Public Services	67	\$3,765.88	\$22,719,553
Household Furnishings and Equipment			
Household Textiles (13)	65	\$74.94	\$452,118
Furniture	66	\$478.36	\$2,885,927
Rugs	64	\$22.89	\$138,082
Major Appliances (14)	65	\$278.21	\$1,678,468
Housewares (15)	64	\$64.51	\$389,171
Small Appliances	66	\$39.45	\$238,005
Luggage	65	\$12.40	\$74,814
Telephones and Accessories	66	\$75.08	\$452,957
Household Operations			
Child Care	64	\$384.72	\$2,320,986
Lawn and Garden (16)	63	\$360.35	\$2,173,986
Moving/Storage/Freight Express	63	\$51.06	\$308,040
Housekeeping Supplies (17)	65	\$578.61	\$3,490,749
Insurance			
Owners and Renters Insurance	66	\$468.34	\$2,825,496
Vehicle Insurance	67	\$1,409.48	\$8,503,381
Life/Other Insurance	65	\$445.50	\$2,687,713
Health Insurance	66	\$3,112.38	\$18,777,014
Personal Care Products (18)	66	\$370.74	\$2,236,665
School Books and Supplies (19)	65	\$96.20	\$580,361
Smoking Products	69	\$302.38	\$1,824,248
Transportation			
Payments on Vehicles excluding Leases	67	\$1,985.05	\$11,975,779
Gasoline and Motor Oil	65	\$1,786.08	\$10,775,443
Vehicle Maintenance and Repairs	66	\$835.31	\$5,039,445
Travel			
Airline Fares	62	\$443.85	\$2,677,744
Lodging on Trips	64	\$514.08	\$3,101,422
Auto/Truck Rental on Trips	63	\$39.32	\$237,245
Food and Drink on Trips	64	\$434.13	\$2,619,106

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.

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February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 3 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Young and Restless (11B)	16.3%	Population	83,584	83,176
Family Foundations (12A)	14.3%	Households	36,830	36,956
Parks and Rec (5C)	11.5%	Families	21,467	21,388
Bright Young Professionals (8C)	8.4%	Median Age	37.6	38.4
Midlife Constants (5E)	5.6%	Median Household Income	\$53,105	\$58,785
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		73	\$1,762.21	\$64,902,343
Men's		73	\$337.53	\$12,431,321
Women's		73	\$609.30	\$22,440,529
Children's		74	\$260.16	\$9,581,763
Footwear		75	\$425.82	\$15,682,911
Watches & Jewelry		70	\$102.23	\$3,765,020
Apparel Products and Services (1)		70	\$41.85	\$1,541,347
Computer				
Computers and Hardware for Home Use		71	\$135.75	\$4,999,590
Portable Memory		70	\$3.48	\$128,323
Computer Software		74	\$8.09	\$297,808
Computer Accessories		76	\$15.62	\$575,367
Entertainment & Recreation		70	\$2,587.04	\$95,280,611
Fees and Admissions		68	\$574.69	\$21,165,754
Membership Fees for Clubs (2)		69	\$195.29	\$7,192,621
Fees for Participant Sports, excl. Trips		70	\$91.07	\$3,354,164
Tickets to Theatre/Operas/Concerts		69	\$63.15	\$2,325,674
Tickets to Movies		74	\$46.44	\$1,710,424
Tickets to Parks or Museums		69	\$26.45	\$974,157
Admission to Sporting Events, excl. Trips		68	\$49.45	\$1,821,072
Fees for Recreational Lessons		64	\$101.80	\$3,749,255
Dating Services		76	\$1.04	\$38,387
TV/Video/Audio		74	\$982.61	\$36,189,355
Cable and Satellite Television Services		72	\$662.56	\$24,402,059
Televisions		77	\$98.43	\$3,625,009
Satellite Dishes		80	\$1.43	\$52,536
VCRs, Video Cameras, and DVD Players		76	\$4.21	\$155,090
Miscellaneous Video Equipment		73	\$12.85	\$473,386
Video Cassettes and DVDs		79	\$6.87	\$253,126
Video Game Hardware/Accessories		80	\$26.39	\$972,061
Video Game Software		84	\$15.21	\$560,064
Rental/Streaming/Downloaded Video		79	\$63.13	\$2,325,157
Installation of Televisions		62	\$0.52	\$19,199
Audio (3)		73	\$88.49	\$3,259,071
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.51	\$92,597
Pets		68	\$567.13	\$20,887,323
Toys/Games/Crafts/Hobbies (4)		75	\$98.65	\$3,633,318
Recreational Vehicles and Fees (5)		62	\$80.00	\$2,946,241
Sports/Recreation/Exercise Equipment (6)		68	\$140.17	\$5,162,502
Photo Equipment and Supplies (7)		73	\$38.26	\$1,409,227
Reading (8)		71	\$83.39	\$3,071,194
Catered Affairs (9)		67	\$22.37	\$823,941
Food		72	\$7,609.48	\$280,257,167
Food at Home		72	\$4,482.13	\$165,076,910
Bakery and Cereal Products		72	\$572.14	\$21,071,911
Meats, Poultry, Fish, and Eggs		72	\$969.46	\$35,705,273
Dairy Products		71	\$441.97	\$16,277,796
Fruits and Vegetables		72	\$861.59	\$31,732,270
Snacks and Other Food at Home (10)		73	\$1,636.97	\$60,289,660
Food Away from Home		73	\$3,127.35	\$115,180,257
Alcoholic Beverages		71	\$506.23	\$18,644,448

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 3 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	67	\$20,823.38	\$766,924,977
Value of Retirement Plans	66	\$75,523.00	\$2,781,512,160
Value of Other Financial Assets	68	\$6,610.59	\$243,468,132
Vehicle Loan Amount excluding Interest	77	\$2,515.09	\$92,630,738
Value of Credit Card Debt	72	\$2,277.86	\$83,893,595
Health			
Nonprescription Drugs	72	\$126.38	\$4,654,393
Prescription Drugs	72	\$275.06	\$10,130,347
Eyeglasses and Contact Lenses	70	\$77.22	\$2,844,124
Home			
Mortgage Payment and Basics (11)	64	\$7,758.22	\$285,735,395
Maintenance and Remodeling Services	63	\$2,054.78	\$75,677,549
Maintenance and Remodeling Materials (12)	63	\$440.64	\$16,228,719
Utilities, Fuel, and Public Services	74	\$4,161.20	\$153,257,157
Household Furnishings and Equipment			
Household Textiles (13)	73	\$83.68	\$3,081,776
Furniture	73	\$528.87	\$19,478,444
Rugs	69	\$24.51	\$902,644
Major Appliances (14)	69	\$297.76	\$10,966,501
Housewares (15)	72	\$72.04	\$2,653,358
Small Appliances	74	\$44.17	\$1,626,626
Luggage	73	\$13.95	\$513,820
Telephones and Accessories	71	\$81.02	\$2,984,019
Household Operations			
Child Care	70	\$420.96	\$15,504,140
Lawn and Garden (16)	66	\$377.85	\$13,916,104
Moving/Storage/Freight Express	75	\$60.69	\$2,235,322
Housekeeping Supplies (17)	72	\$640.54	\$23,591,126
Insurance			
Owners and Renters Insurance	69	\$488.48	\$17,990,600
Vehicle Insurance	75	\$1,589.23	\$58,531,402
Life/Other Insurance	68	\$468.27	\$17,246,443
Health Insurance	72	\$3,363.10	\$123,862,836
Personal Care Products (18)	73	\$413.91	\$15,244,281
School Books and Supplies (19)	74	\$110.08	\$4,054,357
Smoking Products	79	\$345.87	\$12,738,398
Transportation			
Payments on Vehicles excluding Leases	74	\$2,193.78	\$80,797,061
Gasoline and Motor Oil	73	\$2,004.77	\$73,835,796
Vehicle Maintenance and Repairs	74	\$926.82	\$34,134,663
Travel			
Airline Fares	68	\$485.55	\$17,882,810
Lodging on Trips	68	\$548.39	\$20,197,220
Auto/Truck Rental on Trips	70	\$43.53	\$1,603,252
Food and Drink on Trips	70	\$472.02	\$17,384,371

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 5 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Young and Restless (11B)	13.4%	Population	181,055	180,514
Family Foundations (12A)	12.7%	Households	75,380	75,686
Bright Young Professionals (8C)	12.1%	Families	44,982	44,878
Parks and Rec (5C)	11.6%	Median Age	35.5	36.6
Midlife Constants (5E)	4.6%	Median Household Income	\$54,109	\$60,062
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,828.36	\$137,821,899
Men's		76	\$350.26	\$26,402,863
Women's		75	\$631.83	\$47,627,098
Children's		77	\$270.07	\$20,358,217
Footwear		78	\$441.79	\$33,302,197
Watches & Jewelry		72	\$105.95	\$7,986,543
Apparel Products and Services (1)		73	\$43.66	\$3,291,061
Computer				
Computers and Hardware for Home Use		74	\$141.38	\$10,657,087
Portable Memory		73	\$3.62	\$272,622
Computer Software		77	\$8.44	\$636,443
Computer Accessories		79	\$16.15	\$1,217,143
Entertainment & Recreation		73	\$2,677.81	\$201,853,421
Fees and Admissions		71	\$599.23	\$45,169,702
Membership Fees for Clubs (2)		72	\$203.50	\$15,339,625
Fees for Participant Sports, excl. Trips		72	\$94.83	\$7,148,242
Tickets to Theatre/Operas/Concerts		72	\$65.75	\$4,956,502
Tickets to Movies		77	\$48.35	\$3,644,331
Tickets to Parks or Museums		71	\$27.56	\$2,077,223
Admission to Sporting Events, excl. Trips		70	\$51.40	\$3,874,277
Fees for Recreational Lessons		67	\$106.75	\$8,046,909
Dating Services		80	\$1.10	\$82,593
TV/Video/Audio		76	\$1,014.46	\$76,469,964
Cable and Satellite Television Services		75	\$683.14	\$51,494,726
Televisions		80	\$101.72	\$7,667,828
Satellite Dishes		82	\$1.46	\$110,302
VCRs, Video Cameras, and DVD Players		78	\$4.36	\$328,832
Miscellaneous Video Equipment		75	\$13.29	\$1,001,533
Video Cassettes and DVDs		81	\$7.10	\$534,945
Video Game Hardware/Accessories		83	\$27.37	\$2,062,852
Video Game Software		87	\$15.78	\$1,189,255
Rental/Streaming/Downloaded Video		82	\$65.38	\$4,928,093
Installation of Televisions		65	\$0.55	\$41,581
Audio (3)		75	\$91.72	\$6,913,907
Rental and Repair of TV/Radio/Sound Equipment		77	\$2.60	\$196,110
Pets		71	\$584.42	\$44,053,687
Toys/Games/Crafts/Hobbies (4)		78	\$102.17	\$7,701,567
Recreational Vehicles and Fees (5)		64	\$82.39	\$6,210,658
Sports/Recreation/Exercise Equipment (6)		71	\$145.39	\$10,959,441
Photo Equipment and Supplies (7)		76	\$39.88	\$3,005,851
Reading (8)		74	\$86.65	\$6,532,011
Catered Affairs (9)		70	\$23.46	\$1,768,455
Food		75	\$7,886.97	\$594,520,001
Food at Home		75	\$4,641.24	\$349,856,566
Bakery and Cereal Products		75	\$592.51	\$44,663,714
Meats, Poultry, Fish, and Eggs		75	\$1,003.41	\$75,637,068
Dairy Products		74	\$458.29	\$34,545,533
Fruits and Vegetables		74	\$894.13	\$67,399,175
Snacks and Other Food at Home (10)		76	\$1,692.90	\$127,611,076
Food Away from Home		75	\$3,245.73	\$244,663,434
Alcoholic Beverages		74	\$525.25	\$39,593,431

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February 01, 2023

Retail Goods and Services Expenditures

23666, Hampton, Virginia
Ring: 5 mile radius

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	70	\$21,623.68	\$1,629,993,322
Value of Retirement Plans	68	\$78,042.77	\$5,882,864,015
Value of Other Financial Assets	70	\$6,852.17	\$516,516,212
Vehicle Loan Amount excluding Interest	80	\$2,593.95	\$195,532,154
Value of Credit Card Debt	75	\$2,359.21	\$177,837,144
Health			
Nonprescription Drugs	74	\$130.11	\$9,807,473
Prescription Drugs	74	\$281.92	\$21,251,118
Eyeglasses and Contact Lenses	72	\$79.75	\$6,011,226
Home			
Mortgage Payment and Basics (11)	66	\$8,028.33	\$605,175,365
Maintenance and Remodeling Services	65	\$2,124.20	\$160,122,175
Maintenance and Remodeling Materials (12)	64	\$451.97	\$34,069,754
Utilities, Fuel, and Public Services	76	\$4,292.88	\$323,597,546
Household Furnishings and Equipment			
Household Textiles (13)	75	\$86.74	\$6,538,539
Furniture	75	\$547.11	\$41,241,465
Rugs	71	\$25.32	\$1,908,703
Major Appliances (14)	72	\$306.91	\$23,134,904
Housewares (15)	74	\$74.49	\$5,614,900
Small Appliances	77	\$45.78	\$3,450,542
Luggage	76	\$14.51	\$1,093,414
Telephones and Accessories	74	\$83.72	\$6,310,885
Household Operations			
Child Care	73	\$440.67	\$33,217,500
Lawn and Garden (16)	68	\$387.91	\$29,240,915
Moving/Storage/Freight Express	78	\$63.14	\$4,759,149
Housekeeping Supplies (17)	75	\$661.40	\$49,856,058
Insurance			
Owners and Renters Insurance	70	\$500.45	\$37,724,150
Vehicle Insurance	77	\$1,639.98	\$123,621,951
Life/Other Insurance	70	\$482.58	\$36,377,151
Health Insurance	74	\$3,471.02	\$261,645,462
Personal Care Products (18)	76	\$428.52	\$32,302,167
School Books and Supplies (19)	77	\$114.18	\$8,606,874
Smoking Products	81	\$355.18	\$26,773,400
Transportation			
Payments on Vehicles excluding Leases	76	\$2,256.89	\$170,124,480
Gasoline and Motor Oil	76	\$2,071.71	\$156,165,684
Vehicle Maintenance and Repairs	76	\$956.70	\$72,116,354
Travel			
Airline Fares	71	\$507.13	\$38,227,259
Lodging on Trips	71	\$568.66	\$42,865,657
Auto/Truck Rental on Trips	73	\$45.31	\$3,415,693
Food and Drink on Trips	72	\$490.14	\$36,947,056

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February 01, 2023

- (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 and Supplies** 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 and Supplies** includes school books and supplies 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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

23666, Hampton, Virginia
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				282		2,738		5,921				
Total Employees:				3,228		77,874		127,026				
Total Residential Population:				13,620		83,584		181,055				
Employee/Residential Population Ratio (per 100 Residents)				24		93		70				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	1.8%	32	1.0%	38	1.4%	954	1.2%	79	1.3%	1,329	1.0%
Construction	11	3.9%	56	1.7%	152	5.6%	1,707	2.2%	313	5.3%	3,374	2.7%
Manufacturing	2	0.7%	505	15.6%	66	2.4%	38,442	49.4%	129	2.2%	41,095	32.4%
Transportation	4	1.4%	8	0.2%	70	2.6%	865	1.1%	147	2.5%	4,047	3.2%
Communication	1	0.4%	4	0.1%	26	0.9%	234	0.3%	50	0.8%	363	0.3%
Utility	0	0.0%	0	0.0%	8	0.3%	99	0.1%	13	0.2%	165	0.1%
Wholesale Trade	4	1.4%	24	0.7%	75	2.7%	1,072	1.4%	131	2.2%	2,418	1.9%
Retail Trade Summary	82	29.1%	1,129	35.0%	690	25.2%	10,794	13.9%	1,214	20.5%	16,864	13.3%
Home Improvement	3	1.1%	36	1.1%	29	1.1%	1,217	1.6%	52	0.9%	1,454	1.1%
General Merchandise Stores	5	1.8%	36	1.1%	38	1.4%	1,577	2.0%	59	1.0%	1,860	1.5%
Food Stores	12	4.3%	223	6.9%	80	2.9%	973	1.2%	153	2.6%	2,112	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	13	4.6%	206	6.4%	87	3.2%	1,217	1.6%	144	2.4%	2,091	1.6%
Apparel & Accessory Stores	1	0.4%	7	0.2%	44	1.6%	302	0.4%	67	1.1%	429	0.3%
Furniture & Home Furnishings	5	1.8%	47	1.5%	34	1.2%	283	0.4%	62	1.0%	446	0.4%
Eating & Drinking Places	21	7.4%	412	12.8%	202	7.4%	3,778	4.9%	385	6.5%	6,129	4.8%
Miscellaneous Retail	23	8.2%	162	5.0%	175	6.4%	1,446	1.9%	293	4.9%	2,343	1.8%
Finance, Insurance, Real Estate Summary	33	11.7%	155	4.8%	225	8.2%	1,407	1.8%	632	10.7%	5,110	4.0%
Banks, Savings & Lending Institutions	10	3.5%	60	1.9%	57	2.1%	485	0.6%	140	2.4%	1,276	1.0%
Securities Brokers	2	0.7%	8	0.2%	18	0.7%	66	0.1%	72	1.2%	381	0.3%
Insurance Carriers & Agents	9	3.2%	33	1.0%	37	1.4%	147	0.2%	91	1.5%	352	0.3%
Real Estate, Holding, Other Investment Offices	12	4.3%	55	1.7%	113	4.1%	710	0.9%	330	5.6%	3,102	2.4%
Services Summary	125	44.3%	1,289	39.9%	1,226	44.8%	20,777	26.7%	2,675	45.2%	45,205	35.6%
Hotels & Lodging	1	0.4%	16	0.5%	25	0.9%	631	0.8%	46	0.8%	1,054	0.8%
Automotive Services	16	5.7%	90	2.8%	110	4.0%	552	0.7%	169	2.9%	906	0.7%
Motion Pictures & Amusements	10	3.5%	16	0.5%	70	2.6%	508	0.7%	151	2.6%	1,291	1.0%
Health Services	7	2.5%	60	1.9%	218	8.0%	7,725	9.9%	489	8.3%	14,431	11.4%
Legal Services	0	0.0%	0	0.0%	21	0.8%	132	0.2%	123	2.1%	699	0.6%
Education Institutions & Libraries	8	2.8%	359	11.1%	69	2.5%	3,302	4.2%	152	2.6%	7,525	5.9%
Other Services	85	30.1%	748	23.2%	713	26.0%	7,927	10.2%	1,546	26.1%	19,299	15.2%
Government	1	0.4%	4	0.1%	24	0.9%	1,258	1.6%	181	3.1%	6,284	4.9%
Unclassified Establishments	14	5.0%	22	0.7%	140	5.1%	264	0.3%	357	6.0%	772	0.6%
Totals	282	100.0%	3,228	100.0%	2,738	100.0%	77,874	100.0%	5,921	100.0%	127,026	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

February 01, 2023

Business Summary

23666, Hampton, Virginia
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.03033
Longitude: -76.42561

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%	0	0.0%	0	0.0%	1	0.0%	10	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	600	0.8%	2	0.0%	660	0.5%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	38	0.0%
Construction	12	4.3%	58	1.8%	158	5.8%	1,739	2.2%	336	5.7%	3,510	2.8%
Manufacturing	4	1.4%	508	15.7%	77	2.8%	38,511	49.5%	150	2.5%	40,592	32.0%
Wholesale Trade	4	1.4%	24	0.7%	71	2.6%	1,063	1.4%	125	2.1%	2,404	1.9%
Retail Trade	59	20.9%	659	20.4%	474	17.3%	6,881	8.8%	806	13.6%	10,535	8.3%
Motor Vehicle & Parts Dealers	13	4.6%	206	6.4%	79	2.9%	1,185	1.5%	128	2.2%	2,005	1.6%
Furniture & Home Furnishings Stores	5	1.8%	47	1.5%	17	0.6%	173	0.2%	34	0.6%	286	0.2%
Electronics & Appliance Stores	0	0.0%	1	0.0%	10	0.4%	75	0.1%	20	0.3%	119	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.1%	36	1.1%	29	1.1%	1,217	1.6%	51	0.9%	1,452	1.1%
Food & Beverage Stores	12	4.3%	189	5.9%	74	2.7%	899	1.2%	135	2.3%	1,943	1.5%
Health & Personal Care Stores	5	1.8%	32	1.0%	52	1.9%	562	0.7%	83	1.4%	910	0.7%
Gasoline Stations	0	0.0%	0	0.0%	7	0.3%	33	0.0%	16	0.3%	86	0.1%
Clothing & Clothing Accessories Stores	2	0.7%	11	0.3%	58	2.1%	369	0.5%	84	1.4%	509	0.4%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	4	0.1%	25	0.9%	418	0.5%	44	0.7%	548	0.4%
General Merchandise Stores	5	1.8%	36	1.1%	38	1.4%	1,577	2.0%	59	1.0%	1,860	1.5%
Miscellaneous Store Retailers	9	3.2%	98	3.0%	48	1.8%	371	0.5%	85	1.4%	669	0.5%
Nonstore Retailers	5	1.8%	0	0.0%	36	1.3%	3	0.0%	65	1.1%	148	0.1%
Transportation & Warehousing	4	1.4%	7	0.2%	62	2.3%	760	1.0%	122	2.1%	3,772	3.0%
Information	3	1.1%	26	0.8%	49	1.8%	540	0.7%	103	1.7%	1,695	1.3%
Finance & Insurance	22	7.8%	106	3.3%	113	4.1%	704	0.9%	303	5.1%	1,993	1.6%
Central Bank/Credit Intermediation & Related Activities	11	3.9%	65	2.0%	57	2.1%	492	0.6%	137	2.3%	1,256	1.0%
Securities, Commodity Contracts & Other Financial	2	0.7%	8	0.2%	18	0.7%	66	0.1%	75	1.3%	383	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	9	3.2%	33	1.0%	37	1.4%	147	0.2%	91	1.5%	354	0.3%
Real Estate, Rental & Leasing	21	7.4%	73	2.3%	167	6.1%	921	1.2%	395	6.7%	3,308	2.6%
Professional, Scientific & Tech Services	13	4.6%	104	3.2%	177	6.5%	1,730	2.2%	551	9.3%	7,353	5.8%
Legal Services	0	0.0%	0	0.0%	23	0.8%	140	0.2%	139	2.3%	755	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.1%	40	0.1%	9	0.2%	89	0.1%
Administrative & Support & Waste Management & Remediation	9	3.2%	198	6.1%	91	3.3%	1,377	1.8%	192	3.2%	3,042	2.4%
Educational Services	11	3.9%	368	11.4%	80	2.9%	3,338	4.3%	169	2.9%	7,497	5.9%
Health Care & Social Assistance	15	5.3%	187	5.8%	300	11.0%	8,995	11.6%	650	11.0%	17,801	14.0%
Arts, Entertainment & Recreation	2	0.7%	8	0.2%	43	1.6%	365	0.5%	112	1.9%	1,443	1.1%
Accommodation & Food Services	23	8.2%	478	14.8%	231	8.4%	4,477	5.7%	437	7.4%	7,278	5.7%
Accommodation	1	0.4%	16	0.5%	25	0.9%	631	0.8%	46	0.8%	1,054	0.8%
Food Services & Drinking Places	22	7.8%	462	14.3%	206	7.5%	3,847	4.9%	391	6.6%	6,224	4.9%
Other Services (except Public Administration)	65	23.0%	398	12.3%	477	17.4%	4,309	5.5%	918	15.5%	6,890	5.4%
Automotive Repair & Maintenance	10	3.5%	74	2.3%	70	2.6%	371	0.5%	111	1.9%	662	0.5%
Public Administration	1	0.4%	4	0.1%	24	0.9%	1,258	1.6%	184	3.1%	6,344	5.0%
Unclassified Establishments	14	5.0%	22	0.7%	140	5.1%	264	0.3%	357	6.0%	772	0.6%
Total	282	100.0%	3,228	100.0%	2,738	100.0%	77,874	100.0%	5,921	100.0%	127,026	100.0%

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