

Audience Profile ?

Woodford Square

North Battlefield Blvd, Chesapeake, VA

View:

Based On:

Ring Radius

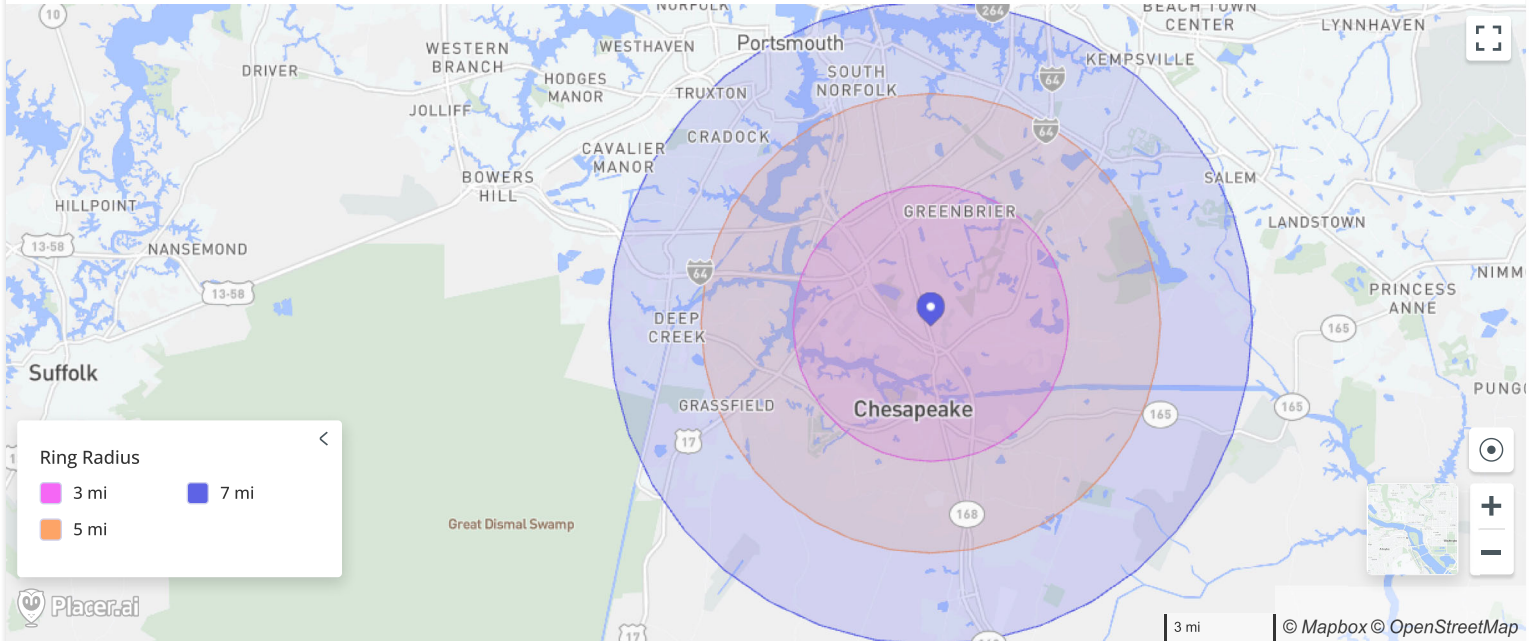
Potential Market ▾

Distance in Miles ▾

3.00 mi

5.00 mi

7.00 mi



Dataset:

Benchmark with:

Census 2023 (ACS) ▾

Nationwide

State

Search Group or Attribute



3 Mile

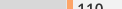
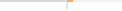
5 Mile

7 Mile

Overview

Population	63,009	175,477	323,763
Pop density (per sq mile)	1,804	2,220	1,317
Area (sq mi) - based on Census Block Groups	34.94	79.05	245.83

Households

Households	26,285		66,227		121,744	
Family Households	17,133 (65.2%) 	101	46,807 (70.7%) 	110	86,051 (70.7%) 	110
Non-Family Households	9,152 (34.8%) 	98	19,420 (29.3%) 	83	35,693 (29.3%) 	83
Persons per Household	2.4 	92	2.65 	102	2.66 	102

Gender

Age

Age - Male

Age - Female

Population by Generation

Ethnicity

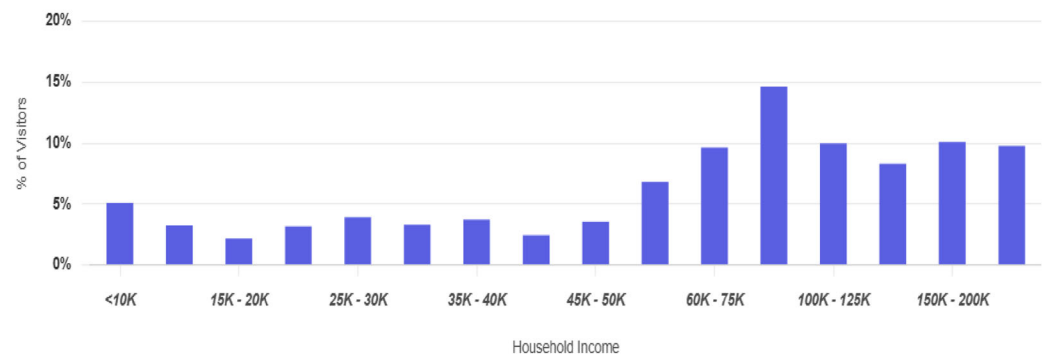
White	33,587 (53.3%)	92	93,797 (53.5%)	92	164,308 (50.7%)	87
Black	16,455 (26.1%)	217	47,835 (27.3%)	227	94,578 (29.2%)	243

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Hispanic or Latino	5,058 (8%) 42	15,011 (8.6%) 45	26,980 (8.3%) 44
Two or more races	3,483 (5.5%) 143	8,428 (4.8%) 124	16,572 (5.1%) 132
Asian	3,439 (5.5%) 95	8,961 (5.1%) 89	18,885 (5.8%) 101
Other	808 (1.3%) 259	1,185 (0.7%) 136	1,924 (0.6%) 120
American Indian and Alaska Native	117 (<0.5%) 35	198 (<0.5%) 21	371 (<0.5%) 22
Native Hawaiian and Other Pacific Islander	62 (<0.5%) 58	62 (<0.5%) 21	145 (<0.5%) 26
Hispanic or Latino			
Household Income			
Household Average Income	\$108,902.74 99	\$115,471.95 105	\$110,002.8 100
Average Income per Person	\$46,044.58 106	\$44,458.02 103	\$42,091.67 97
Household Median Income	\$89,263.08 113	\$94,418.11 120	\$88,852.21 113
<\$10K	1,071 (4.1%) 84	2,554 (3.9%) 74	5,195 (4.3%) 88
\$10K - \$15K	604 (2.3%) 65	1,407 (2.1%) 60	3,052 (2.5%) 71
\$15K - \$20K	522 (2%) 64	1,260 (1.9%) 61	2,564 (2.1%) 67
\$20K - \$25K	382 (1.5%) 42	1,364 (2.1%) 60	3,014 (2.5%) 72
\$25K - \$30K	1,115 (4.2%) 124	2,180 (3.3%) 96	4,140 (3.4%) 99
\$30K - \$35K	687 (2.6%) 77	1,550 (2.3%) 69	3,264 (2.7%) 74
\$35K - \$40K	663 (2.5%) 72	1,689 (2.6%) 73	3,656 (3%) 86
\$40K - \$45K	833 (3.2%) 91	1,731 (2.6%) 75	3,326 (2.7%) 74
\$45K - \$50K	539 (2.1%) 59	1,717 (2.6%) 75	3,307 (2.7%) 74
\$50K - \$60K	1,586 (6%) 91	4,318 (6.5%) 99	8,243 (6.8%) 103
\$60K - \$75K	3,025 (11.5%) 126	6,339 (9.6%) 105	12,173 (10%) 109
\$75K - \$100K	3,708 (14.1%) 111	9,018 (13.6%) 107	16,131 (13.2%) 104
\$100K - \$125K	2,876 (10.9%) 109	7,487 (11.3%) 112	13,686 (11.2%) 112
\$125K - \$150K	2,658 (10.1%) 138	6,635 (10%) 136	10,917 (9%) 122
\$150K - \$200K	2,719 (10.3%) 111	7,781 (11.7%) 126	13,584 (11.2%) 120
>\$200K	3,297 (12.5%) 100	9,197 (13.9%) 111	15,492 (12.7%) 101
Household Size			
Education			
Elementary	2,670 (5.7%) 54	7,456 (6.2%) 58	15,081 (6.8%) 64
High School Graduate	10,250 (22%) 84	26,640 (22.1%) 84	53,380 (24.1%) 92
College / Associate Degree	15,243 (32.7%) 116	40,164 (33.3%) 118	74,703 (33.8%) 120

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Bachelor Degree	10,901 (23.4%) 110	28,766 (23.8%) 112	48,873 (22.1%) 104	
Advanced Degree	7,615 (16.3%) 119	17,599 (14.6%) 106	29,303 (13.2%) 96	
Labor Force				
Marital Status				
Married	29,384 (54.9%) 111	77,673 (54.6%) 110	139,122 (53.3%) 107	
Never Married	15,505 (29%) 85	42,894 (30.2%) 88	81,736 (31.3%) 92	
Divorced	6,037 (11.3%) 105	14,207 (10%) 93	26,711 (10.2%) 96	
Widowed	2,619 (4.9%) 88	7,453 (5.2%) 94	13,351 (5.1%) 92	
Family Households				
Married-couple Family	13,311 (77.7%) 106	35,029 (74.8%) 102	62,404 (72.5%) 99	
Female Householder	3,084 (18%) 95	9,312 (19.9%) 105	17,895 (20.8%) 110	
Male Householder	738 (4.3%) 55	2,466 (5.3%) 67	5,752 (6.7%) 85	
Transport to Work				
Travel Time to Work				
Housing Units				
Occupied Housing Units				
Vacant Housing Units				
Value of Owner-Occupied Housing Units				
Types of Housing Units Structure				
Health Insurance				
SNAP Households				

Household Income ?

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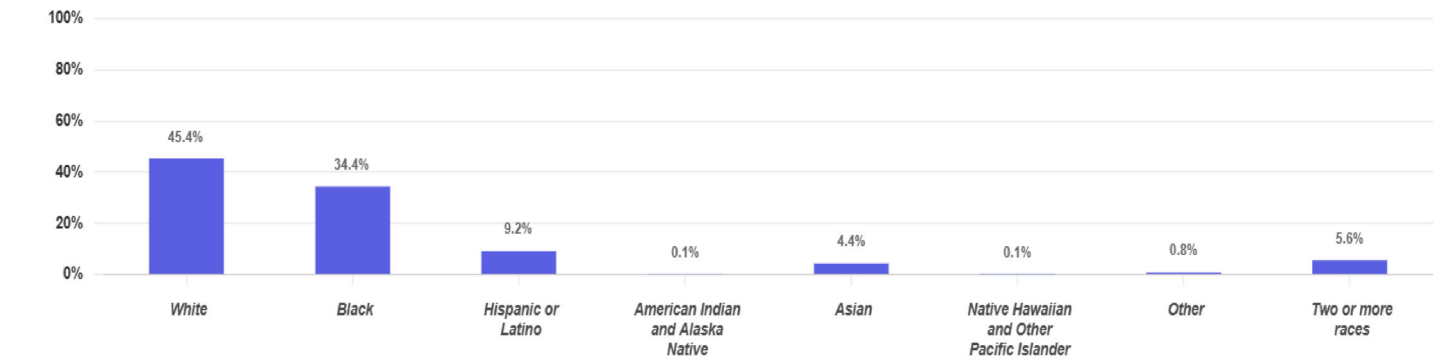


Average Income	99K
Median Income	80K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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