

Perform Properties

FAIRFIELD SHOPPING CENTER

5424 Fairfield Shopping Center, Virginia Beach, VA 23464

Generated on February 4, 2026

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,729	126,349	317,577	817,530	294,763
Total Daytime Population	14,478	145,256	320,895	885,956	286,711
TOTAL HOUSEHOLD INCOME					
Total Households	5,397	49,344	123,204	321,095	114,575
Median Household Income	\$105,637	\$87,779	\$83,114	\$79,857	\$82,579
Average Household Income	\$122,008	\$101,034	\$96,785	\$97,127	\$95,801
Under \$15,000	2.4%	5.9%	6.2%	7.6%	6.2%
\$15,000 - \$34,999	6.4%	10.7%	11.5%	12.7%	11.2%
\$35,000 - \$49,999	5.3%	9.8%	9.7%	10.5%	9.8%
\$50,000 - \$74,999	20.4%	19.7%	20.7%	18.5%	20.8%
\$75,000 - \$99,999	15.7%	15.5%	15.4%	13.8%	15.5%
\$100,000 - \$124,999	11.8%	12.1%	12.1%	11.0%	12.4%
\$125,000 - \$149,999	10.2%	9.5%	8.5%	8.0%	8.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	437	4,364	9,120	24,204	8,005
RACE/ETHNICITY					
White/Caucasian	64.8%	51.2%	47.6%	50.7%	47.8%
Black/African American	12.5%	23.9%	28.1%	29.1%	27.8%
Asian/Pacific Islander	9.1%	8.3%	8.2%	5.5%	8.2%
Hispanic/Latino	6.2%	9.6%	9.3%	8.3%	9.3%
Other	7.3%	7.0%	6.8%	6.3%	6.8%

Source: Advan, 2024.