

NORFOLK

22% of South Hampton Roads adults live in Norfolk, this represents 177,578 adult residents.



Norfolk Highlights

- ❖ Norfolk is the center of South Hampton Roads' business and financial district
- ❖ It is home to the world's largest naval base and the North American Headquarters for NATO (One third of the Navy's 281 ships and 33 aircraft squadrons call Naval Station Norfolk home)
- ❖ "The South's #1 Big City to Live In" – Money Magazine

- ❖ In the past five years, nearly \$5 billion has been invested in commercial, residential and industrial development
- ❖ Cultural attractions and sporting events within walking distance of downtown Norfolk draw in excess of 2 million residents and visitors annually, and 6 million people attend Festevents activities in Town Point Park
- ❖ Norfolk recently opened its new \$36 million cruise ship terminal, the Half Moone Cruise & Celebration Center. Currently over 35 cruise ships are scheduled to sail from Norfolk with a passenger total of more than 90,000.

Source: DNC Market Summary, ODU State of the Region Report, The Virginian-Pilot 4/7/07

Demographics



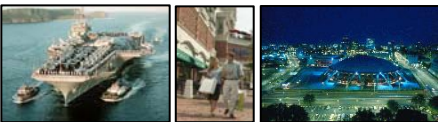
- ❖ Total Population: 236,500
- ❖ Total Households: 85,400
- ❖ Total EBI (000): \$3,539,608
- ❖ Median Age: 43 years old
- ❖ Median Household Income: \$46,905

Source: Demographics USA 2006, Scarborough 2006, Rel. 2

Norfolk Retail Sales (000)

Total Retail Sales	\$3,678,524
Food & Beverage Stores	\$331,966
Department Stores	\$232,339
Clothing & Access. Stores	\$302,516
Furniture & Appliance Stores	\$152,770
Motor Vehicle & Parts Dealers	\$720,724
Building Material & Garden Equip.	\$500,055
Health & Personal Care Stores	\$150,090

Source: Demographics USA 2006



The Virginian-Pilot

	SHR Adults	Norfolk Adults
<i>Total Adults</i>	793,226	177,578
Age of Respondent		
18-24	16%	17%
25-34	19%	17%
35-44	21%	20%
45-54	19%	16%
55-64	12%	9%
65+	14%	21%
Ethnicity		
White	65%	54%
Black/African American	30%	42%
Asian	2%	1%
Other	3%	3%
Marital Status		
Married	58%	53%
Never Married/Single	25%	27%
Education		
High School Graduate	33%	35%
College Graduate	13%	12%
Some Post Graduate Work/Degree	9%	10%
Occupation		
White Collar	40%	33%
Blue Collar	29%	22%
Annual Household Income		
Under \$19,999	6%	10%
\$20,000 - \$34,999	17%	23%
\$35,000 - \$49,999	20%	22%
\$50,000 - \$74,999	24%	21%
\$75,000+	35%	24%
Own Home	64%	49%
Dwelling Type		
Single Family Unit	68%	62%
Apartment	14%	25%
Townhouse	13%	9%

Source: Scarborough 2006 Rel 2