

PORTSMOUTH



9% of South Hampton Roads adults live in Portsmouth, this represents 72,650 adult residents.

Portsmouth Highlights

- ❖ Portsmouth has miles of waterfront land on the Elizabeth River as part of the harbor of Hampton Roads
- ❖ Portsmouth is a city filled with history
- ❖ A bright spot in Portsmouth's economic outlook is a new marine terminal for container ships scheduled to open in 2007 in the West Norfolk section

- ❖ Many of the finest attractions in Portsmouth, are clustered within walking distance of one another in Olde Towne.
- ❖ Olde Towne features a scenic waterfront, upscale dining, a plethora of antique and boutique shops, and the largest collection of historic homes between Alexandria, VA, and Charleston, SC.
- ❖ Portsmouth has the largest Children's Museum in the state.
- ❖ Portsmouth is home to the Virginia Sports Hall of Fame's new state-of-the-art facility.

Source: ODU State of the Region Report

Demographics

- ❖ Total Population: 98,200
- ❖ Total Households: 37,800
- ❖ Total EBI (000): \$1,521,770
- ❖ Median Age: 43 years old
- ❖ Median Household Income: \$46,857



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

	SHR Adults	Portsmouth Adults
<i>Total Adults</i>	793,226	72,650
Age of Respondent		
18-24	16%	11%
25-34	19%	23%
35-44	21%	20%
45-54	19%	15%
55-64	12%	12%
65+	14%	19%
Ethnicity		
White	65%	57%
Black/African American	30%	38%
Asian	2%	1%
Other	3%	4%
Marital Status		
Married	58%	43%
Never Married/Single	25%	27%
Education		
High School Graduate	33%	39%
College Graduate	13%	15%
Some Post Graduate Work/Degree	9%	3%
Occupation		
White Collar	40%	36%
Blue Collar	29%	31%
Annual Household Income		
Under \$19,999	6%	11%
\$20,000 - \$34,999	17%	20%
\$35,000 - \$49,999	20%	27%
\$50,000 - \$74,999	24%	25%
\$75,000+	35%	18%
Own Home	64%	58%
Dwelling Type		
Single Family Unit	68%	71%
Apartment	14%	16%
Townhouse	13%	11%

Portsmouth Retail Sales (000)

Total Retail Sales	\$741,069
Food & Beverage Stores	\$154,511
General Merchandise Stores	\$22,235
Clothing & Access. Stores	\$16,265
Furniture & Appliance Stores	\$20,442
Motor Vehicle & Parts Dealers	\$113,612
Building Material & Garden Equip.	\$66,811
Health & Personal Care Stores	\$97,817

Source: Demographics USA 2006



The Virginian-Pilot

Source: Scarborough 2006 Rel 2