

VIRGINIA BEACH



41% of South Hampton Roads adults live in Virginia Beach, this represents 324,144 adult residents.

Virginia Beach Highlights

- ❖ Virginia Beach is the most populous city in Virginia and one of the fastest growing cities in the United States
- ❖ City of the wealthiest neighborhoods in South Hampton Roads
- ❖ Home to approximately 60,000 military employees

- ❖ Each year over 3 million visitors come to Virginia Beach and spend approximately \$729 million in the local economy
- ❖ Virginia Beach recently opened its new, 516,000 square foot, state-of-the-art convention center
- ❖ The new Town Center is located in the heart of Virginia Beach offering 4.3 million square feet of mixed-use finished space. Upon completion, The Town Center will have a living and working population of over 24,000 people.

Source: ODU State of the Region Report

Demographics

- ❖ Total Population: 440,900
- ❖ Total Households: 162,900
- ❖ Total EBI (000): \$9,124,953
- ❖ Median Age: 41 years old
- ❖ Median Household Income: \$65,060

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



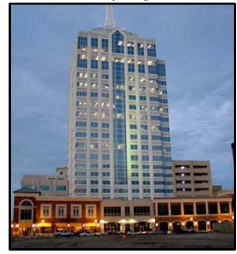
	SHR Adults	VA Beach Adults
<i>Total Adults</i>	793,226	324,144
Age of Respondent		
18-24	16%	18%
25-34	19%	20%
35-44	21%	20%
45-54	19%	19%
55-64	12%	13%
65+	14%	10%
Ethnicity		
White	65%	76%
Black/African American	30%	18%
Asian	2%	3%
Other	3%	3%
Marital Status		
Married	58%	58%
Never Married/Single	25%	26%
Education		
High School Graduate	33%	30%
College Graduate	13%	12%
Some Post Graduate Work/Degree	9%	10%
Occupation		
White Collar	40%	41%
Blue Collar	29%	32%
Annual Household Income		
Under \$19,999	6%	4%
\$20,000 - \$34,999	17%	13%
\$35,000 - \$49,999	20%	18%
\$50,000 - \$74,999	24%	25%
\$75,000+	35%	40%
Own Home	64%	69%
Dwelling Type		
Single Family Unit	68%	65%
Apartment	14%	11%
Townhouse	13%	18%

Virginia Beach Retail Sales (000)

Total Retail Sales	\$6,919,878
Food & Beverage Stores	\$787,474
Department Stores	\$308,956
Clothing & Access. Stores	\$395,262
Furniture & Appliance Stores	\$340,129
Motor Vehicle & Parts Dealers	\$1,640,410
Building Material & Garden Equip.	\$654,145
Health & Personal Care Stores	\$253,034

Source: Demographics USA 2006

Photos Provided by: Virginia Beach CVB



The Virginian-Pilot

Source: Scarborough 2006 Rel 2