

# CHESAPEAKE, VA



*21% of South Hampton Roads adults live in Chesapeake, this represents 165,241 adult residents.*

## Chesapeake Highlights

- ❖ Chesapeake is a very family-oriented city – over 49% of households have children in the home and 78% of residents own their home
- ❖ One of the fastest growing cities in South Hampton Roads
- ❖ More than 90 companies from 18 different countries call Chesapeake “home”.

## ❖ Chesapeake ranks high in a number of areas:

- One of the six best places to live (for cities with a population of over 100,000 in the East) – Money Magazine
- Consistently ranked as one of the five safest U.S. cities with a population over 200,000
- Top ten U.S. City for Women
- Top eight U.S. City for International Business
- Top 25 nationally for percentage job growth seven consecutive quarters

Source: Scarborough 2009, Rel 1, www.chesva.com

## Demographics

- ❖ Total Population: 222,270
- ❖ Total Households: 79,064
- ❖ Median Age: 36.1 years old
- ❖ Median Household Income: \$64,657



Source: Claritas, iMark 2008



## Chesapeake: Consumer Expenditures (000)

<u>All Retail Stores</u>	<u>\$2,738,485</u>
Grocery Stores	\$574,420
Department Stores	\$283,549
Clothing & Accessories Stores	\$196,189
Full Service Restaurants	\$186,929
Health & Personal Care Stores	\$170,418
Fast Food Restaurants	\$149,444
Building Material & Garden Equipment	\$72,661
Furniture Stores	\$63,016
Automotive Part, Accessories/Tire Stores	\$26,786

Source: Claritas, iMark 2008

	<b>SHR Adults</b>	<b>Chesapeake Adults</b>
<i>Total Adults</i>	802,735	165,241
<b>Age of Respondent</b>		
18-24	15%	12%
25-34	19%	20%
35-44	20%	22%
45-54	19%	19%
55-64	13%	13%
65+	14%	13%
<b>Ethnicity</b>		
White	64%	64%
Black/African American	30%	33%
Asian	2%	1%
Other	4%	2%
<b>Marital Status</b>		
Married	55%	63%
Never Married/Single	27%	21%
<b>Education</b>		
High School Graduate	33%	28%
Some College	35%	37%
College Grad/Post Graduate	23%	31%
<b>Occupation</b>		
White Collar	39%	42%
Blue Collar	30%	27%
<b>Military</b>	8%	5%
<b>Annual Household Income</b>		
Less than \$35,000	22%	19%
\$35,000 - \$49,999	17%	16%
\$50,000 - \$74,999	22%	21%
\$75,000 - \$99,999	17%	16%
\$100,000 or more	22%	28%
<b>Own Home</b>	70%	78%
<b>Dwelling Type</b>		
Single Family Unit	69%	81%
Apartment	13%	10%
Townhouse	12%	4%
<b>Children in Household</b>	44%	49%

