

The Virginian-Pilot

MEDIA COMPANIES

MALLS & SHOPPING CENTERS - SHOPPED PAST 3 MONTHS

	Hampton Roads*	South Hampton Roads^	Virginia Beach	Norfolk	Chesapeake	Portsmouth	Suffolk	Northeastern North Carolina^^
Total Adults	1,256,282	802,735	322,605	178,460	165,241	74,113	62,316	143,890
Malls shopped past 3 months								
Chesapeake Center	8%	8%	2%	5%	15%	21%	18%	20%
Chesapeake Square	22%	26%	6%	11%	47%	85%	52%	29%
Churchland area/Western Branch	6%	9%	1%	1%	12%	60%	12%	1%
Coliseum Crossing	12%	3%	0%	1%	4%	8%	11%	5%
Coliseum Mall	12%	2%	<1%	3%	3%	3%	8%	9%
College Park Square	8%	13%	10%	10%	21%	21%	0%	1%
Crossways Center	6%	9%	4%	7%	28%	9%	1%	5%
Dare Center	1%	1%	0%	<1%	1%	0%	3%	12%
Denbigh Blvd area	10%	2%	2%	<1%	0%	6%	8%	6%
Fairfield/Providence area	9%	14%	24%	6%	8%	8%	3%	1%
The Gallery at Military Circle	13%	19%	17%	30%	16%	19%	5%	7%
Ghent/21st Street area	5%	8%	2%	22%	7%	8%	2%	0%
Great Bridge Shopping Center	7%	10%	5%	1%	34%	11%	0%	8%
Greenbrier Mall	33%	43%	35%	36%	80%	31%	24%	44%
Greenbrier Market Center	7%	10%	7%	6%	20%	2%	15%	11%
Haygood/Pembroke Meadows	8%	12%	21%	7%	2%	6%	12%	0%
Hilltop area	15%	23%	38%	21%	7%	14%	1%	3%
Historic Williamsburg area	13%	7%	7%	5%	5%	14%	13%	10%
Janaf Shopping Center	26%	38%	29%	80%	27%	24%	8%	18%
Kemps River Crossing	9%	14%	27%	4%	8%	2%	5%	2%
Loehmann's Plaza	5%	8%	14%	4%	3%	3%	1%	0%
Lynnhaven Mall	32%	43%	69%	35%	29%	9%	16%	15%
MacArthur Center	31%	41%	34%	52%	52%	32%	26%	12%
New Town (Williamsburg)	9%	4%	4%	2%	1%	6%	9%	3%
Newmarket area	5%	1%	0%	1%	0%	0%	5%	<1%
Patrick Henry Mall	27%	5%	1%	6%	2%	12%	22%	3%
Pembroke Mall	20%	30%	50%	31%	9%	15%	0%	6%
Prime Outlets at Williamsburg	20%	12%	9%	12%	14%	10%	21%	10%
Southern Shopping Center	6%	9%	4%	30%	2%	4%	1%	3%
The Town Center at Virginia Beach	13%	19%	32%	12%	11%	8%	10%	3%
Wards Corner	7%	11%	3%	36%	6%	5%	0%	1%
Williamsburg Outlet Mall	13%	9%	7%	9%	8%	13%	17%	12%
Williamsburg Pottery	8%	4%	1%	4%	5%	4%	8%	11%
Other shopping center or area	19%	16%	21%	11%	12%	11%	26%	29%
Did not shop	5%	5%	6%	4%	4%	4%	6%	18%
Any mall/shopping center past 3 months	95%	95%	95%	96%	96%	97%	94%	82%
Any General Growth Mall	32%	43%	69%	35%	29%	9%	16%	15%
Any Adspace Mall	33%	43%	35%	36%	80%	31%	24%	44%
Any Simon Mall	25%	28%	8%	12%	50%	85%	56%	49%

How to read this report: Of the 1,256,282 adults in Hampton Roads, 8% shopped at Chesapeake Center in the past 3 months. That equates to 100,503 adults (1,256,282 x 8%).

Source: The Scarborough Report 2009, Rel. 1

**Hampton Roads includes the following counties: Chesapeake, Gloucester, Hampton, Isle of Wight, James City, Matthews, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Surry, VA Beach, Williamsburg, York, Currituck, NC

^South Hampton Roads includes the following counties: Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk

^^Northeastern North Carolina includes the following counties: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans