

NORFOLK, VA



22% of South Hampton Roads adults live in Norfolk, this represents 178,460 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 (40% of the Navy's 232 ships and 34 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 concerts and festivals in the recently refurbished Town Point Park.
- ❖ Norfolk opened its new \$36 million cruise ship terminal, the Half Moone Cruise & Celebration Center, attracting passengers to the area. Coming in late 2010 the region's first light rail will open in Norfolk with a route going through the heart of downtown.

Source: DNC Market Summary, ODU State of the Region Report

Demographics

- ❖ Total Population: 231,730
- ❖ Total Households: 86,660
- ❖ Median Age: 31 years old
- ❖ Median Household Income: \$41,914



Source: Claritas, iMark 2008

Norfolk: Consumer Expenditures (000)

All Retail Stores	\$2,321,768
Grocery Stores	\$521,275
Department Stores	\$236,254
Health & Personal Care Stores	\$162,983
Full Service Restaurants	\$160,175
Clothing & Accessories Stores	\$157,691
Fast Food Restaurants	\$143,193
Furniture Stores	\$49,003
Building Material & Garden Equipment	\$48,336
Automotive Part, Accessories/Tire Stores	\$22,211

Source: Claritas, iMark 2008

	SHR Adults	Norfolk Adults
<i>Total Adults</i>	802,735	178,460
Age of Respondent		
18-24	15%	13%
25-34	19%	20%
35-44	20%	21%
45-54	19%	19%
55-64	13%	12%
65+	14%	15%
Ethnicity		
White	64%	54%
Black/African American	30%	39%
Asian	2%	<1%
Other	4%	6%
Marital Status		
Married	55%	45%
Never Married/Single	27%	35%
Education		
High School Graduate	33%	34%
Some College	35%	33%
College Grad/Post Graduate	23%	18%
Occupation		
White Collar	39%	34%
Blue Collar	30%	31%
Military	8%	9%
Annual Household Income		
Less than \$35,000	22%	31%
\$35,000 - \$49,999	17%	22%
\$50,000 - \$74,999	22%	17%
\$75,000 - \$99,999	17%	13%
\$100,000 or more	22%	17%
Own Home	70%	55%
Dwelling Type		
Single Family Unit	69%	61%
Apartment	13%	23%
Townhouse	12%	11%
Children in Household	44%	44%

