

PORTSMOUTH, VA



9% of South Hampton Roads adults live in Portsmouth, this represents 74,113 adult residents.

Portsmouth Highlights

- ❖ Located on the world's largest and deepest natural harbor, is home to the nation's oldest naval shipyard, as well as the country's oldest and largest U.S. naval hospital.
- ❖ 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.

Demographics

Source: ODU State of the Region Report

- ❖ Total Population: 100,610
- ❖ Total Households: 38,880
- ❖ Median Age: 34.7 years old
- ❖ Median Household Income: \$43,545



Source: Claritas, iMark 2008

	SHR Adults	Portsmouth Adults
<i>Total Adults</i>	802,735	74,113
Age of Respondent		
18-24	15%	17%
25-34	19%	13%
35-44	20%	16%
45-54	19%	13%
55-64	13%	17%
65+	14%	24%
Ethnicity		
White	64%	51%
Black/African American	30%	45%
Asian	2%	1%
Other	4%	3%
Marital Status		
Married	55%	48%
Never Married/Single	27%	27%
Education		
High School Graduate	33%	43%
Some College	35%	35%
College Grad/Post Graduate	23%	10%
Occupation		
White Collar	39%	22%
Blue Collar	30%	35%
Military	8%	6%
Annual Household Income		
Less than \$35,000	22%	31%
\$35,000 - \$49,999	17%	25%
\$50,000 - \$74,999	22%	25%
\$75,000 - \$99,999	17%	13%
\$100,000 or more	22%	5%
Own Home	70%	60%
Dwelling Type		
Single Family Unit	69%	64%
Apartment	13%	20%
Townhouse	12%	15%
Children in Household	44%	37%

Portsmouth: Consumer Expenditures (000)

All Retail Stores	\$1,058,596
Grocery Stores	\$239,732
Department Stores	\$106,308
Health & Personal Care Stores	\$77,255
Full Service Restaurants	\$68,575
Clothing & Accessories Stores	\$67,918
Fast Food Restaurants	\$61,925
Building Material & Garden Equipment	\$25,275
Furniture Stores	\$22,397
Automotive Part, Accessories/Tire Stores	\$10,519

Source: Claritas, iMark 2008



The Virginian-Pilot
MEDIA COMPANIES

Source: Scarborough 2009 Rel. 1