

The Virginian-Pilot

MEDIA COMPANIES

ANNUAL CONSUMER EXPENDITURES BY CITY

	Virginia Beach	Norfolk	Chesapeake	Portsmouth	Suffolk
All Retail Stores	\$5,553,186,061	\$2,321,768,322	\$2,738,485,353	\$1,058,596,105	\$1,029,820,283
Grocery Stores	\$1,164,470,587	\$521,274,561	\$574,419,702	\$239,731,949	\$215,810,757
Eating Places	\$711,057,397	\$303,367,699	\$336,372,634	\$130,500,905	\$124,838,418
Drinking Places	\$35,807,967	\$14,648,360	\$16,461,668	\$6,157,227	\$6,057,010
Health & Personal Care Stores	\$347,439,390	\$162,982,778	\$170,418,448	\$77,255,155	\$65,213,787
Build Material/Garden Equip/Supplies Deal	\$138,154,188	\$48,335,650	\$72,660,737	\$25,274,570	\$27,321,533
Hardware-Retail Stores	\$16,628,650	\$6,116,279	\$8,597,287	\$3,062,526	\$3,206,120
Lawn & Garden Equip & Supplies Dealers	\$19,441,827	\$7,254,614	\$9,965,727	\$3,615,787	\$3,775,517
Furniture Stores	\$127,604,808	\$49,002,910	\$63,015,760	\$22,396,915	\$23,963,765
Other Home Furnishing Stores	\$90,401,244	\$31,035,542	\$45,744,374	\$14,931,430	\$17,214,690
Household Appliance Stores	\$30,855,449	\$12,104,643	\$15,773,508	\$5,880,741	\$5,963,230
Radio/TV/Other Electronics Stores	\$64,230,201	\$26,439,830	\$31,427,640	\$11,554,890	\$11,762,536
Department Stores (Excluding Leased)	\$573,508,399	\$236,253,781	\$283,549,433	\$106,307,959	\$105,860,274
Clothing & Clothing Accessory Stores	\$396,993,841	\$157,690,798	\$196,188,896	\$67,918,398	\$72,341,257
Shoe Stores	\$47,207,597	\$19,776,553	\$23,679,235	\$8,569,876	\$8,714,968
General Merchandise Stores	\$842,651,323	\$351,936,271	\$415,781,436	\$158,619,539	\$155,319,420
Warehouse Clubs & Superstores	\$209,230,307	\$91,108,002	\$102,956,153	\$41,274,926	\$38,528,026
Full Service Restaurants	\$401,385,626	\$160,174,558	\$186,928,864	\$68,575,422	\$68,718,585
Fast Food Restaurants	\$309,671,762	\$143,193,140	\$149,443,766	\$61,925,482	\$56,119,838
Jewelry Stores	\$65,726,836	\$23,581,810	\$31,168,379	\$9,941,981	\$11,653,277
Book Stores	\$50,541,638	\$22,405,605	\$23,449,905	\$7,368,205	\$7,804,755
Gift, Novelty & Souvenir Shops	\$38,673,782	\$14,493,473	\$18,515,025	\$6,416,217	\$6,697,507
Florists	\$7,865,186	\$2,924,396	\$3,978,399	\$1,429,906	\$1,480,995
Hobby, Toy & Game Shops	\$43,682,646	\$16,624,515	\$21,397,102	\$7,719,853	\$7,956,407
Sporting Goods Stores	\$57,606,209	\$21,713,666	\$28,300,981	\$9,392,871	\$10,481,453
Convenience Stores	\$58,880,561	\$26,111,856	\$28,638,412	\$11,744,834	\$10,671,005
Home Centers	\$34,849,871	\$12,267,870	\$18,260,184	\$6,361,883	\$6,859,810
Nursery & Garden Centers	\$16,872,605	\$6,333,927	\$8,611,577	\$3,120,445	\$3,267,645
Computer & Software Stores	\$42,354,295	\$17,006,944	\$20,557,897	\$7,308,689	\$7,595,233
Clothing Accessory Stores	\$6,644,693	\$2,492,466	\$3,238,581	\$1,058,282	\$1,194,912
Auto Dealers	\$922,449,058	\$370,097,150	\$454,934,947	\$169,036,299	\$172,668,160
Automotive Part, Accessories/Tire Stores	\$54,519,165	\$22,211,358	\$26,785,552	\$10,518,712	\$10,036,716
Sporting Goods, Hobby, Book & Music Stores	\$164,374,999	\$66,320,100	\$79,341,947	\$26,765,472	\$28,503,088
Office Supplies and Stationary Stores	\$12,614,779	\$4,950,580	\$6,136,396	\$2,174,804	\$2,276,581

Source: Claritas, iMark 2008