

SUFFOLK, VA



8% of South Hampton Roads adults live in Suffolk, this represents 62,316 adult residents.

Suffolk Highlights

- ❖ Suffolk is Virginia's largest city with over 430 square miles making it larger than Indianapolis or Dallas
- ❖ Suffolk projects a 45% increase in population and a 100% increase in employment by the year 2020.
- ❖ More than 1,000 new homes are being built each year.

- ❖ Home to Planter's Peanuts, Suffolk is recognized as the peanut capital of the world
- ❖ Suffolk has historically been an agricultural city, but recently with an increased focus on economic development and neighborhood revitalization, the balance has begun to shift to a more "hi-tech" area

Source: www.suffolk.va.us/econdev

Demographics

- ❖ Total Population: 83,720
- ❖ Total Households: 31,365
- ❖ Median Age: 35.3 years old
- ❖ Median Household Income: \$58,177



Source: Claritas, iMark 2008



Suffolk: Consumer Expenditures (000)

| All Retail Stores | \$1,029,820 |
|--|-------------|
| Grocery Stores | \$215,811 |
| Department Stores | \$105,860 |
| Clothing & Accessories Stores | \$72,341 |
| Full Service Restaurants | \$68,719 |
| Health & Personal Care Stores | \$65,214 |
| Fast Food Restaurants | \$56,120 |
| Building Material & Garden Equipment | \$27,321 |
| Furniture Stores | \$23,964 |
| Automotive Part, Accessories/Tire Stores | \$10,037 |

Source: Claritas, iMark 2008



The Virginian-Pilot
MEDIA COMPANIES

| | SHR Adults | Suffolk Adults |
|--------------------------------|------------|----------------|
| <i>Total Adults</i> | 802,735 | 62,316 |
| Age of Respondent | | |
| 18-24 | 15% | 15% |
| 25-34 | 19% | 14% |
| 35-44 | 20% | 16% |
| 45-54 | 19% | 25% |
| 55-64 | 13% | 18% |
| 65+ | 14% | 13% |
| Ethnicity | | |
| White | 64% | 53% |
| Black/African American | 30% | 41% |
| Asian | 2% | 2% |
| Other | 4% | 4% |
| Marital Status | | |
| Married | 55% | 57% |
| Never Married/Single | 27% | 27% |
| Education | | |
| High School Graduate | 33% | 38% |
| Some College | 35% | 23% |
| College Grad/Post Graduate | 23% | 30% |
| Occupation | | |
| White Collar | 39% | 34% |
| Blue Collar | 30% | 30% |
| Military | 8% | 2% |
| Annual Household Income | | |
| Less than \$35,000 | 22% | 24% |
| \$35,000 - \$49,999 | 17% | 7% |
| \$50,000 - \$74,999 | 22% | 26% |
| \$75,000 - \$99,999 | 17% | 22% |
| \$100,000 or more | 22% | 22% |
| Own Home | 70% | 85% |
| Dwelling Type | | |
| Single Family Unit | 69% | 82% |
| Apartment | 13% | 8% |
| Townhouse | 12% | 6% |
| Children in Household | 44% | 36% |