

VIRGINIA BEACH, VA



40% of South Hampton Roads adults live in Virginia Beach, this represents 322,605 adult residents.

Virginia Beach Highlights

- ❖ Virginia Beach is the most populous city in Virginia and one of the fastest growing cities in the United States.
- ❖ Home to approximately 50,000 military employees.
- ❖ Each year nearly 3 million visitors come to VA Beach and spend approximately \$864 million in the local economy.

Source: ODU Forecasting Project, The Virginian-Pilot archives, 2008 VA Beach Tourism Economic Impact Study, www.vabeachtowncenter.com.

❖ The new Town Center is located in the heart of Virginia Beach offering 4.3 million square feet of mixed-use space. Upon completion Town Center will have a living and working population of over 24,000 people.

❖ Virginia Beach accolades:

- One of the 10 Best Places to Grow Up – *U.S. News & World Report*, Aug 2009
- The Best City to Buy a Home – *Good Morning America & Researched by Zillow.com*, Aug 2009
- One of the Happiest Cities for Families – *McDonald's*, July 2009
- MSA Ranks in Top 20 for Economic Performance During the Recession - *Brookings Institute*, June 2009
- #10 Fittest City in the U.S. – *WebMD Health News*, May 2009

Demographics

- ❖ Total Population: 436,270
- ❖ Total Households: 163,403
- ❖ Median Age: 35.9 years old
- ❖ Median Household Income: \$62,498



Source: Claritas, iMark 2008

	SHR Adults	VA Beach Adults
<i>Total Adults</i>	802,735	322,605
Age of Respondent		
18-24	15%	18%
25-34	19%	19%
35-44	20%	19%
45-54	19%	21%
55-64	13%	12%
65+	14%	12%
Ethnicity		
White	64%	74%
Black/African American	30%	19%
Asian	2%	3%
Other	4%	5%
Marital Status		
Married	55%	57%
Never Married/Single	27%	27%
Education		
High School Graduate	33%	33%
Some College	35%	37%
College Grad/Post Graduate	23%	24%
Occupation		
White Collar	39%	44%
Blue Collar	30%	30%
Military	8%	9%
Annual Household Income		
Less than \$35,000	22%	17%
\$35,000 - \$49,999	17%	14%
\$50,000 - \$74,999	22%	24%
\$75,000 - \$99,999	17%	20%
\$100,000 or more	22%	25%
Own Home	70%	73%
Dwelling Type		
Single Family Unit	69%	67%
Apartment	13%	10%
Townhouse	12%	17%
Children in Household	44%	45%

Virginia Beach: Consumer Expenditures (000)

All Retail Stores	\$5,553,186
Grocery Stores	\$1,164,471
Department Stores	\$573,508
Full Service Restaurants	\$401,386
Clothing & Accessories Stores	\$396,994
Health & Personal Care Stores	\$347,439
Fast Food Restaurants	\$309,672
Building Material & Garden Equipment	\$138,154
Furniture Stores	\$127,605
Automotive Part, Accessories/Tire Stores	\$54,519

Source: Claritas, iMark 2008

Photos Provided by: Virginia Beach CVB



The Virginian-Pilot
MEDIA COMPANIES