



# HAMPTON ROADS: MILITARY

## The Military Capital of the U.S.

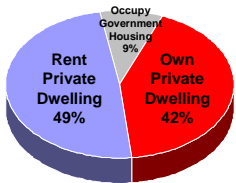
Hampton Roads is home to the Naval Station Norfolk, the world's largest naval station and based on military population, the largest naval installation in the world. (40% of the Navy's 232 ships and 34 aircraft squadrons call Naval Station Norfolk home.)

- The Navy isn't the only branch of the military to call Hampton Roads home. More than 159,000 people work for the Navy, Army, Air Force, Marine Corps, and Coast Guard making Hampton Roads the largest military market in the United States.
- Together, they represent 13% of the market's adult population and 17% of the workforce.



## Demographics

- Hampton Roads servicemen and women are **young and affluent** (average age of 39 and average household income of \$86,660).
- They have purchasing needs just like any other family in Hampton Roads. In fact, servicemen and women are 18% more likely to be **married** and 28% more likely to **have children**.



- 91% of Hampton Roads' military families live off base.
- The median value of home owned by servicemen is 5% greater than the remainder of Hampton Roads homeowners.



## Shopping Habits

Servicemen and women's shopping habits are not that different from average civilian adult.

Excluding Military Commissaries and Exchanges:

- 97% shopped grocery stores past week
- 91% shopped department stores past month
- 79% shopped audio-video stores past year
- 55% shopped furniture stores past year
- 87% shopped hardware stores past year
- 57% shopped local malls past week



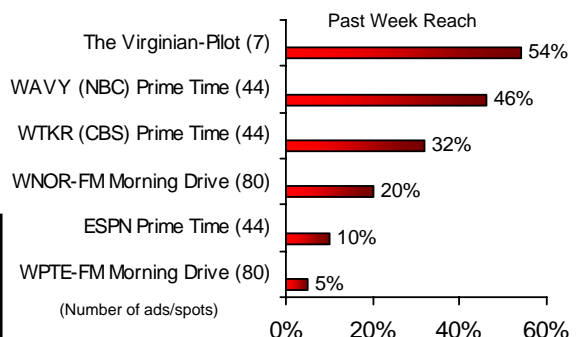
## The Military's Economic Impact

- Between 2005 and 2006, the Navy's local payroll increased by \$668 million... that's more than \$1.8 million more a day impacting our local economy!
- Hampton Roads' unemployment rate has flown under the national radar for more than a decade.
- With more than 159,000 military workers accounting for 17% of the workforce, it's easy to see why the market is strong, even through recessionary periods.
- With 12 military bases, more than 119,100 family dependents, more than 40,600 retirees, and 27,963 civilian employees, it's not surprising that the annual local economic impact of the Navy represents more than \$12.6 billion...20% of Hampton Roads' Gross Regional Product.

## Reaching the Military

No other local medium can match The Virginian-Pilot's reach of the military.

Target: South Hampton Roads Adults Working for the Military (Target Pop: 154,520)



Sources: Claritas, iMark 2008, Navy Region Mid-Atlantic Public Affairs Office June 2007, Scarborough Research 2009, Rel. 1, VA Employment Commission