

CHESAPEAKE



20% of South Hampton Roads adults live in Chesapeake, this represents 159,572 adult residents.

Chesapeake Highlights

- ❖ Chesapeake is a very family-oriented city – over 45% of households have children in the home and 72% of residents own their home
- ❖ One of the fastest growing cities in South Hampton Roads
- ❖ In the past year, more than 1,800 new jobs have been created

- ❖ With retail sales over \$3 billion, Chesapeake has the highest per capita retail spending in Hampton Roads
- ❖ Chesapeake ranks high in a number of areas:
 - ❖ One of the six best places to live (for cities with a population of over 100,000 in the East) – Money Magazine
 - ❖ Consistently ranked as one of the five safest U.S. cities with a population over 150,000
 - ❖ Top ten U.S. City for Women
 - ❖ Top eight U.S. City for International Business
 - ❖ Top 25 nationally for percentage job growth seven consecutive quarters

Source: Scarborough 2006, Rel 2, www.chesva.com, FBI

Demographics

- ❖ Total Population: 217,300
- ❖ Total Households: 77,200
- ❖ Total EBI (000): \$4,277,785
- ❖ Median Age: 43 years old
- ❖ Median Household Income: \$66,104



Source: Demographics USA 2006, Scarborough 2006, Rel. 2

	SHR Adults	Chesapeake Adults
<i>Total Adults</i>	793,226	159,572
Age of Respondent		
18-24	16%	14%
25-34	19%	19%
35-44	21%	23%
45-54	19%	23%
55-64	12%	10%
65+	14%	12%
Ethnicity		
White	65%	63%
Black/African American	30%	31%
Asian	2%	3%
Other	3%	2%
Marital Status		
Married	58%	66%
Never Married/Single	25%	21%
Education		
High School Graduate	33%	36%
College Graduate	13%	15%
Some Post Graduate Work/Degree	9%	10%
Occupation		
White Collar	40%	47%
Blue Collar	29%	28%
Annual Household Income		
Under \$19,999	6%	3%
\$20,000 - \$34,999	17%	11%
\$35,000 - \$49,999	20%	20%
\$50,000 - \$74,999	24%	26%
\$75,000+	35%	41%
Own Home		
	64%	72%
Dwelling Type		
Single Family Unit	68%	75%
Apartment	14%	7%
Townhouse	13%	11%

Source: Scarborough 2006 Rel 2

Chesapeake Retail Sales (000)

Total Retail Sales	\$4,578,106
Food & Beverage Stores	\$297,202
Department Stores	\$318,513
Clothing & Access. Stores	\$248,996
Furniture & Appliance Stores	\$283,249
Motor Vehicle & Parts Dealers	\$1,115,284
Building Material & Garden Equip.	\$660,945
Health & Personal Care Stores	\$110,704

Source: Demographics USA 2006



The Virginian-Pilot