

# Hampton Roads Market

Hampton Roads is the 34th largest market in the country based on total population.

## Hampton Roads:

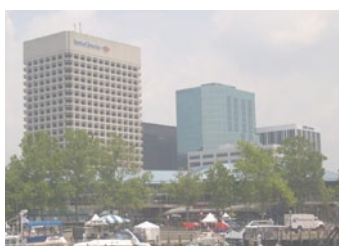
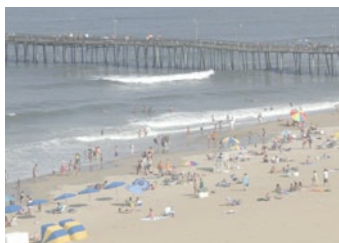
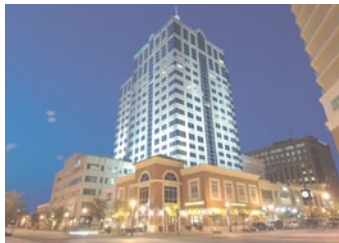
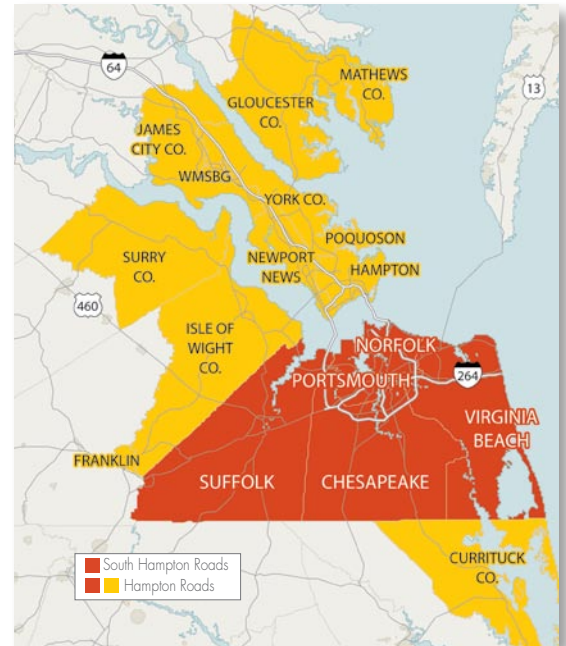
The largest market between Washington D.C. and Atlanta

- Annual consumer expenditures are larger than twelve states (\$32.6 billion).
- More than 21% of Virginia's population resides in Hampton Roads (1,664,349 people).
- The population is expected to grow 3% in the next 5 years.
- Since 2000, Hampton Roads has had the 3rd largest increase in median household income.
- Hampton Roads' unemployment rate has been lower than the nation's for over a decade.

## South Hampton Roads:

Two-thirds of Hampton Roads' population and expenditures reside in SHR

- Virginia Beach, Norfolk, Chesapeake, Portsmouth, and Suffolk make up the five cities known as South Hampton Roads.
- SHR will account for nearly 65% of Hampton Roads' growth over the next 5 years.
- Since 2000, SHR's median household income grew 41% faster than the remainder of Hampton Roads.



## Demography:

Hampton Roads has a very diverse marketplace, creating opportunity for businesses

- One of the highest concentrations of 18 to 24 year olds in the U.S. (7th highest).
- One of the fastest growing 55+ adult populations (9th fastest: 2003-2008).
- The highest concentration of military in the U.S. (6%).
- The second highest concentration of African-American adults (30%) in the U.S.

	U.S.	Hampton Roads
Adult Population	187,708,967	1,256,282
Median Age	45 yrs.	43 yrs.
Median HHLD Income	\$59,080	\$61,105
Own Home	71%	70%
Rent	24%	27%
Married	57%	57%
Children in HHLD	42%	41%
Some College	29%	34%
College Graduate or more	26%	24%
In the Service	< 1%	6%
White	82%	65%
Black/African American	12%	30%
Other	6%	6%

## Consumer Buying Habits:

Hampton Roads ranks among the top markets in the U.S. for big ticket purchases

- Plan to buy a home in the next year (#2)
- Cosmetic surgery past year (#3), laser eye surgery past year (#3)
- Bought fine jewelry past year (#4)
- Replaced windows past year (#6)
- Plan to buy PDA (#3), DVR/TiVo (#4), Pool/Spa (#4)

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