

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	49,316	156,719	545,396
	Population Est 23Q1	49,544	157,206	546,961
	Population Est 22Q4	49,581	157,582	547,428
	Population Est 22Q3	49,748	157,909	547,849
	Population Est 22Q2	49,958	158,241	549,870
	Population Est 22Q1	50,375	158,676	550,289
	Population Est 21Q4	50,573	159,036	551,157
	Population Est 21Q3	50,873	159,429	551,749
	Population Est 21Q2	50,861	159,407	551,575
	Population Fcst	48,825	154,820	545,871
	2010 Census Population	38,293	118,614	446,913
	2000 Census Population	39,788	123,222	445,281
	1990 Census Population	38,467	122,025	428,883
	Current Year Daytime Population	56,945	167,407	631,530
	Average Seasonal Population	2,046	7,036	11,416
	Historical Annual Growth, 1990 – 2000	0.34%	0.10%	0.38%
	Historical Annual Growth, 2000 – 2010	-0.38%	-0.38%	0.04%
	Estimated Annual Growth, 2010 – CY	1.93%	2.12%	1.51%
	Projected Annual Growth, CY to Y5	-0.20%	-0.24%	0.02%
	Group Qtrs Est	681	1,216	11,174
Transient Est Average Last 4 Qtrs	13,848	28,270	62,932	
Households	Current Year Estimated Households	22,158	65,396	214,965
	Households Est 23Q1	22,261	65,592	215,521
	Households Est 22Q4	22,281	65,806	215,759
	Households Est 22Q3	22,360	65,959	215,933
	Households Est 22Q2	22,455	66,111	216,767
	Households Est 22Q1	22,658	66,311	216,922
	Households Est 21Q4	22,754	66,474	217,287
	Households Est 21Q3	22,897	66,653	217,544
	Households Est 21Q2	22,883	66,639	217,458
	Households Fcst	21,969	64,681	215,742
	2010 Census Households	16,383	47,118	165,682
	2000 Census Households	16,715	47,051	159,793
	1990 Census Households	15,342	44,102	146,596
	Historical Annual Growth, 1990 – 2000	0.86%	0.65%	0.87%
	Historical Annual Growth, 2000 – 2010	-0.20%	0.01%	0.36%
	Estimated Annual Growth, 2010 – CY	2.31%	2.50%	1.98%
	Projected Annual Growth, CY to Y5	-0.17%	-0.22%	0.07%
	Population per Household	2.19	2.38	2.49

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.2%	1.4%	1.1%
	HH Income \$250,000 to \$499,999	1.4%	1.7%	1.3%
	HH Income \$200,000 to \$249,999	3.3%	4.0%	3.1%
	HH Income \$175,000 to \$199,999	3.6%	3.4%	3.9%
	HH Income \$150,000 to \$174,999	3.9%	4.7%	5.1%
	HH Income \$100,000 to 149,999	16.3%	17.3%	18.5%
	HH Income \$75,000 to 99,999	15.1%	15.4%	14.7%
	HH Income \$50,000 to 74,999	18.7%	19.6%	19.6%
	HH Income \$35,000 to 49,999	15.6%	14.0%	12.0%
	HH Income \$25,000 to 34,999	7.8%	7.1%	7.5%
	HH Income \$15,000 to 24,999	5.5%	5.6%	6.1%
	HH Income \$0 to 14,999	7.5%	5.8%	7.1%
	Average Household Income	\$96,859	\$101,351	\$94,230
	Median Household Income	\$67,258	\$71,853	\$71,696
	Per Capita Income	\$44,560	\$42,877	\$37,651
	2000 Average HH Income	\$57,555	\$62,302	\$56,461
	2000 Median HH Income	\$42,156	\$46,609	\$45,223
	Average Disposable Income	70,685	74,663	72,765
	Median Disposable Income	57,744	61,477	61,375
	Discretionary HH Income Over \$150,000	2.2%	2.9%	1.7%
	Discretionary HH Income \$125,000 to \$149,999	4.1%	4.0%	3.4%
	Discretionary HH Income \$100,000 to \$124,999	4.5%	4.7%	5.0%
	Discretionary HH Income \$75,000 to \$99,999	9.3%	9.4%	10.3%
	Discretionary HH Income \$50,000 to \$74,999	17.8%	19.5%	20.3%
	Discretionary HH Income \$25,000 to \$49,999	32.3%	33.2%	31.6%
	Discretionary HH Income Under \$25,000	29.8%	26.3%	27.8%
	Average Discretionary HH Income	48,855	51,471	49,618
	Median Discretionary HH Income	38,766	41,545	41,402
	Householder White – Count	15,394	43,970	124,069
	Median HH Income	\$75,140	\$79,867	\$82,335
	Average HH Income	\$85,851	\$90,245	\$90,916
	Householder Black or African-American – Count	3,531	10,364	53,649
	Median HH Income	\$49,898	\$55,077	\$53,767
	Average HH Income	\$58,607	\$64,277	\$63,707
	Householder Hispanic – Count	1,235	4,208	13,491
Median HH Income	\$69,124	\$69,946	\$69,798	
Average HH Income	\$75,975	\$77,122	\$77,629	
Householder Asian or Pacific Islander – Count	674	2,662	11,226	
Median HH Income	\$59,798	\$67,309	\$74,862	
Average HH Income	\$70,620	\$79,849	\$86,278	
Householder Other or Pacific Islander – Count	1,325	4,192	12,530	
Median HH Income	\$51,235	\$56,865	\$66,724	
Average HH Income	\$67,139	\$68,979	\$76,312	
Gender	Male Population	23,961	76,323	264,627
	Female Population	25,356	80,396	280,769

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age	Count of Pop 0 to 4 years	3,124	9,574	33,037
	Count of Pop 0 to 7 years	4,045	12,756	45,758
	Count of Pop 5 - 13	4,703	15,665	58,398
	Count of Pop 14 - 18	2,139	7,180	27,344
	Count of Pop 19 - 22	2,333	7,579	28,275
	Count of Pop 22 - 25	1,880	5,949	21,643
	Count of Pop 25 - 29	4,202	12,224	39,738
	Count of Pop 30 - 34	4,505	13,152	43,159
	Count of Pop 35 - 39	3,858	11,798	40,592
	Count of Pop 40 - 44	3,177	10,179	35,462
	Count of Pop 45 - 59	8,439	27,527	94,130
	Count of Pop 60 - 74	7,705	25,250	87,745
	Count of Pop 75 - 84	2,423	8,087	26,859
	Count of Pop 85+	827	2,553	9,013
	% of Pop 0 to 4 years	6.3%	6.1%	6.1%
	% of Pop 0 to 7 years	8.2%	8.1%	8.4%
	% of Pop 5 - 13	9.5%	10.0%	10.7%
	% of Pop 14 - 18	4.3%	4.6%	5.0%
	% of Pop 19 - 22	4.7%	4.8%	5.2%
	% of Pop 22 - 25	3.8%	3.8%	4.0%
% of Pop 25 - 29	8.5%	7.8%	7.3%	
% of Pop 30 - 34	9.1%	8.4%	7.9%	
% of Pop 35 - 39	7.8%	7.5%	7.4%	
% of Pop 40 - 44	6.4%	6.5%	6.5%	
% of Pop 45 - 59	17.1%	17.6%	17.3%	
% of Pop 60 - 74	15.6%	16.1%	16.1%	
% of Pop 75 - 84	4.9%	5.2%	4.9%	
% of Pop 85+	1.7%	1.6%	1.7%	
Median Age	37.3	38.0	37.6	
Average Age	39.4	39.7	39.3	
Male Population by Age	% of Pop 0 to 4 years	6.7%	6.4%	6.4%
	% of Pop 5 - 13	10.1%	10.6%	11.3%
	% of Pop 14 - 18	4.6%	4.8%	5.2%
	% of Pop 19 - 22	5.1%	5.1%	5.5%
	% of Pop 22 - 25	4.1%	4.0%	4.2%
	% of Pop 25 - 29	9.0%	8.2%	7.7%
	% of Pop 30 - 34	9.4%	8.7%	8.2%
	% of Pop 35 - 39	8.0%	7.6%	7.6%
	% of Pop 40 - 44	6.5%	6.5%	6.5%
	% of Pop 45 - 59	16.9%	17.3%	16.9%
	% of Pop 75 - 84	4.1%	4.4%	4.2%
	% of Pop 60 - 74	14.6%	15.2%	15.0%
	% of Pop 85+	1.1%	1.1%	1.2%
Median Age	35.7	36.4	35.9	
Average Age	37.9	38.4	37.8	

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	6.0%	5.8%	5.8%
	% of Pop 5 - 13	9.0%	9.5%	10.1%
	% of Pop 14 - 18	4.1%	4.3%	4.8%
	% of Pop 19 - 22	4.4%	4.6%	4.9%
	% of Pop 22 - 25	3.6%	3.6%	3.7%
	% of Pop 25 - 29	8.1%	7.4%	6.9%
	% of Pop 30 - 34	8.9%	8.1%	7.6%
	% of Pop 35 - 39	7.7%	7.4%	7.3%
	% of Pop 40 - 44	6.4%	6.4%	6.5%
	% of Pop 45 - 59	17.3%	17.8%	17.6%
	% of Pop 60 - 74	16.6%	17.0%	17.1%
	% of Pop 75 - 84	5.7%	5.9%	5.6%
	% of Pop 85+	2.2%	2.1%	2.1%
	Median Age	38.8	39.5	39.2
Average Age	40.8	41.0	40.6	
Race	Count of White	32,944	99,069	294,230
	Count of Black or African-American	8,107	27,643	143,990
	Count of Asian or Pacific Islander	1,593	8,539	36,843
	Count of Other races	6,672	21,468	70,334
	White	66.8%	63.2%	53.9%
	Black or African American	16.4%	17.6%	26.4%
	Asian	3.2%	5.4%	6.8%
	Other Races	13.5%	13.7%	12.9%
Language Spoken	Speak English at Home	90.7%	88.6%	88.1%
	Speak Spanish at Home	3.9%	4.9%	4.8%
	Speak French or French Creole at Home	0.4%	0.4%	0.4%
	Speak German at Home	0.3%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	1.5%	1.3%	1.2%
	Speak Russian and Other Slavic Languages at H	0.3%	0.2%	0.3%
	Speak Chinese at Home	0.5%	0.5%	0.6%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.1%	0.3%	0.4%
	Speak Other Asian Languages at Home	0.8%	0.7%	0.6%
	Speak Tagalog and Other Pacific Languages at H	0.8%	1.9%	2.7%
	Speak Other Language at Home	0.7%	0.7%	0.6%
Hispanic	Hispanic Population	4,714	14,624	47,321
	Hispanic Population Percent	9.6%	9.3%	8.7%
	Mexican	38.9%	36.8%	30.9%
	Puerto Rican	25.0%	26.9%	25.9%
	Cuban	3.3%	2.1%	3.8%
	Dominican	1.5%	1.9%	3.7%
	Central American	10.6%	9.6%	13.6%
	South American	7.3%	11.8%	9.8%
	Other Hispanic	13.4%	10.9%	12.4%
	2000 Hispanic Population Percent	5%	4%	4%
	1990 Hispanic Population Percent	3%	3%	3%

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	6.0%	6.1%	5.8%
	American	5.5%	5.7%	5.4%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
	Asian (percent of total population)	3.2%	5.4%	6.6%
	Chinese	0.5%	0.6%	0.6%
	Japanese	0.1%	0.2%	0.2%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.2%	0.6%	0.8%
	South East Asian (ie. Vietnamese)	1.8%	3.5%	4.6%
	Other Asian	0.4%	0.3%	0.3%
	European (percent of total population)	38.0%	35.7%	29.5%
	British	7.7%	7.8%	6.4%
	Dutch	0.6%	0.5%	0.4%
	French	1.3%	1.4%	1.1%
	German	7.0%	6.9%	6.0%
	Italian	4.3%	3.7%	2.9%
	Polish	1.5%	1.3%	1.1%
	Scandinavian	1.3%	1.3%	1.2%
	Scotch/Irish	10.6%	9.4%	7.4%
Other European (ie. Greek/Russian)	3.6%	3.4%	2.9%	
Middle Eastern	0.8%	0.6%	0.4%	
Other Ancestry	22.6%	24.5%	31.4%	
Unclassified Ancestry	19.9%	18.5%	17.6%	
Education (Age 25+)	Adult Population (25 Years or Older)	35,137	110,771	376,699
	Elementary (0 to 8)	2.1%	1.8%	2.3%
	Some High School (9 to 11)	4.5%	4.2%	5.5%
	High School Graduate (12)	19.1%	20.8%	22.5%
	Some College (13 to 16)	23.1%	24.6%	24.9%
	Associates Degree Only	11.7%	10.7%	10.5%
	Bachelors Degree Only	25.5%	24.1%	21.8%
	Graduate Degree	14.1%	13.7%	12.6%
	% College (4+)	39.5%	37.8%	34.4%
Household Type	Total Households – count	22,158	65,396	214,965
	One Person HHs – count	7,833	19,414	59,192
	Family HHs – count	11,939	39,992	139,886
	Married Couple – count	8,224	28,665	99,009
	w/own children – count	3,018	10,777	39,797
	w/out own children – count	5,206	17,888	59,211
	Male Householder – count	1,228	3,315	9,939
	Female Householder – count	2,488	8,013	30,938
	Non-Family Households – count	2,387	5,990	15,888
	1 Person Household	35.3%	29.7%	27.5%
	2 Person Household	34.0%	34.1%	33.1%
	3 Person Household	14.6%	16.4%	17.3%
	4 Person Household	10.1%	12.0%	13.1%
	5 Person Household	3.9%	5.1%	5.8%
	6 Person Household	1.3%	1.8%	2.1%
7+ Person Household	0.8%	0.9%	1.1%	
% Households With Children	22.5%	25.3%	28.3%	

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	24,015	70,723	228,590
	Owner Occupied Percent	41.1%	50.6%	54.5%
	Renter Occupied Percent	51.2%	41.9%	39.5%
	Vacant Housing Percent	7.7%	7.5%	6.0%
	Total Housing Units (Census 2000)	17,734	49,642	167,471
	For Rent (Census 2000)	45%	32%	35%
	For Sale (Census 2000)	18%	22%	26%
	Rented or Sold, (Census 2000)	8%	6%	11%
	Seasonal (Census 2014)	28%	28%	14%
	Other (Census 2000)	2%	3%	10%
Homes Built By Year	Homes Built 1990 to 2000	13%	10%	13%
	Homes Built 1980 to 1989	31%	26%	27%
	Homes Built 1970 to 1979	26%	29%	23%
	Homes Built 1960 to 1969	14%	22%	17%
	Homes Built 1950 to 1959	11%	9%	13%
	Homes Built 1940 to 1949	3%	2%	4%
	Homes Built Before 1939	2%	2%	3%
Units in Structure	1 Unit	57%	70%	74%
	2 - 9 Units	25%	18%	16%
	Greater than 10 Units	17%	11%	9%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	4.8%	5.4%	3.1%
	Property Value \$750,000 to \$999,999	7.2%	7.5%	5.3%
	Property Value \$500,000 to \$749,999	19.9%	14.6%	14.6%
	Property Value \$400,000 to \$499,999	15.8%	12.6%	15.3%
	Property Value \$300,000, to \$399,999	18.4%	21.1%	23.8%
	Property Value \$200,000 to \$299,999	18.2%	23.1%	23.3%
	Property Value \$150,000 to \$199,999	6.2%	5.4%	6.6%
	Property Value \$100,000 to \$149,999	2.6%	2.4%	2.8%
	Property Value \$60,000 to \$99,999	0.4%	0.7%	0.7%
	Property Value \$40,000 to \$59,999	0.1%	0.2%	0.4%
	Property Value \$0 to \$39,999	1.6%	1.9%	1.9%
Median Home Value	\$400,002	\$365,345	\$355,418	
Median Rent	\$691	\$730	\$682	
Wealth per Household	\$0 and under - percent	19.0%	18.2%	18.1%
	\$1 to \$4999 - percent	9.6%	9.0%	9.0%
	\$5k to \$9999 - percent	5.1%	4.8%	4.8%
	\$10k to \$24999 - percent	6.8%	6.6%	6.6%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	9.9%	10.1%	10.2%
	\$100k to \$249999 - percent	17.0%	17.6%	17.7%
	\$250k to \$499999 - percent	12.2%	12.7%	12.8%
	\$500k+ - percent	13.5%	14.1%	14.1%
	Median HH Wealth	\$62,960	\$72,511	\$73,258
	Avg HH Wealth	\$221,822	\$231,830	\$231,876

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Economic Viability	Economic Viability Local	220	215	211
	Economic Viability Indexed	220	215	211
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	28,531	87,826	296,752
	Managerial/Executive	18.3%	18.0%	16.1%
	Professional Specialty	23.7%	24.6%	24.8%
	Healthcare Support	2.0%	2.4%	3.0%
	Sales	13.1%	11.6%	10.7%
	Office & Administrative Support	11.7%	11.1%	12.1%
	Protective Service	1.6%	1.5%	2.2%
	Food Preparation	7.2%	6.7%	6.3%
	Building Maintenance & Cleaning	3.4%	2.9%	3.1%
	Personal Care	3.1%	3.1%	3.0%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.1%
	Construction	8.2%	8.7%	8.7%
	Production & Transportation	7.6%	9.3%	9.9%
	Percent White Collar Workers	68.8%	67.6%	66.6%
Percent Blue Collar Workers	31.2%	32.4%	33.4%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	7.4%	7.2%	6.4%
	Manufacturing	3.6%	5.1%	5.8%
	Transportation	4.7%	4.3%	4.4%
	Information	1.8%	1.5%	1.5%
	Wholesale/Retail	14.2%	13.9%	13.1%
	Finance, Insurance, Real Estate	7.7%	8.5%	7.8%
	Professional Services	9.0%	8.8%	8.7%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	5.8%	4.8%	4.7%
	Educational Services	22.3%	23.2%	23.7%
	Entertainment Services	13.4%	11.6%	10.7%
	Other Professional Services	4.5%	4.2%	4.6%
	Public Administration	5.5%	6.8%	8.5%
Transportation To Work	Drive to Work Alone	79.6%	81.0%	80.3%
	Drive to Work Carpool	11.6%	11.4%	11.5%
	Travel to Work by Public Transportation	1.3%	1.0%	1.8%
	Drive to Work on Motorcycle	0.2%	0.1%	0.1%
	Drive to Work on Bicycle	0.5%	0.4%	0.3%
	Walked to Work	2.7%	2.3%	2.4%
	Other Means	1.5%	1.2%	1.1%
	Work at Home	2.6%	2.7%	2.5%

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Travel to Work in Less than 5 Minutes	3.0%	2.5%	1.9%
	Travel to Work in 5 to 9 Minutes	11.4%	9.2%	8.3%
	Travel to Work in 10 to 14 Minutes	15.2%	14.6%	13.4%
	Travel to Work in 15 to 19 Minutes	18.8%	19.0%	19.0%
	Travel to Work in 20 to 29 Minutes	26.1%	27.9%	28.7%
	Travel to Work in 30 to 44 Minutes	18.5%	19.4%	20.4%
	Travel to Work in 45 to 59 Minutes	3.6%	4.3%	4.4%
	Travel to Work in 60 Minutes or more	3.5%	3.5%	3.9%
	Average Travel Time to Work	21	22	23
Vehicles per HH	No Vehicles	6.4%	4.8%	6.4%
	1 Vehicle	39.4%	35.4%	31.4%
	2 Vehicles	37.4%	39.4%	39.1%
	3 or more vehicles	16.8%	20.4%	23.0%
	Average Number of Vehicles	1.70	1.82	1.87
Change	Births (last 12 months)	675	2,024	6,730
	Deaths (last 12 months)	424	1,396	4,767
	Migration (last 12 months)	-879	-2,080	-6,205
Work place	Workplace Establishments	2,869	7,147	17,083
	Workplace Employees (FTE)	29,650	83,600	267,196