

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	13,429	64,222	140,679
	Population Est 23Q1	13,433	64,240	140,680
	Population Est 22Q4	13,395	63,848	140,013
	Population Est 22Q3	13,412	63,936	140,094
	Population Est 22Q2	13,443	63,867	140,080
	Population Est 22Q1	13,452	64,051	140,338
	Population Est 21Q4	13,458	64,022	140,400
	Population Est 21Q3	13,483	64,097	140,486
	Population Est 21Q2	13,504	64,356	140,840
	Population Fcst	13,129	63,768	139,244
	2010 Census Population	14,229	63,523	139,972
	2000 Census Population	15,404	64,984	144,835
	1990 Census Population	14,901	64,652	141,644
	Current Year Daytime Population	13,244	69,824	168,334
	Average Seasonal Population	150	3,808	8,074
	Historical Annual Growth, 1990 – 2000	0.33%	0.05%	0.22%
	Historical Annual Growth, 2000 – 2010	-0.79%	-0.23%	-0.34%
	Estimated Annual Growth, 2010 – CY	-0.41%	0.08%	0.04%
	Projected Annual Growth, CY to Y5	-0.45%	-0.14%	-0.20%
	Group Qtrs Est	120	1,370	2,084
	Transient Est Average Last 4 Qtrs	0	17,641	27,632
Households	Current Year Estimated Households	6,089	28,262	57,506
	Households Est 23Q1	6,089	28,266	57,483
	Households Est 22Q4	6,071	28,078	57,177
	Households Est 22Q3	6,082	28,123	57,223
	Households Est 22Q2	6,095	28,074	57,196
	Households Est 22Q1	6,099	28,162	57,315
	Households Est 21Q4	6,102	28,146	57,332
	Households Est 21Q3	6,114	28,185	57,377
	Households Est 21Q2	6,123	28,303	57,537
	Households Fcst	5,954	28,094	56,978
	2010 Census Households	6,355	27,307	56,013
	2000 Census Households	6,598	27,555	56,140
	1990 Census Households	6,155	25,753	51,668
	Historical Annual Growth, 1990 – 2000	0.70%	0.68%	0.83%
	Historical Annual Growth, 2000 – 2010	-0.37%	-0.09%	-0.02%
	Estimated Annual Growth, 2010 – CY	-0.30%	0.24%	0.18%
	Projected Annual Growth, CY to Y5	-0.45%	-0.12%	-0.18%
	Population per Household	2.19	2.22	2.41

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, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	1.2%	2.6%	2.7%
	HH Income \$250,000 to \$499,999	1.4%	3.0%	3.3%
	HH Income \$200,000 to \$249,999	3.3%	7.1%	7.6%
	HH Income \$175,000 to \$199,999	3.6%	6.1%	5.3%
	HH Income \$150,000 to \$174,999	4.9%	6.5%	6.2%
	HH Income \$100,000 to 149,999	19.9%	18.3%	19.1%
	HH Income \$75,000 to 99,999	10.7%	12.0%	12.6%
	HH Income \$50,000 to 74,999	23.5%	18.0%	18.2%
	HH Income \$35,000 to 49,999	12.3%	9.5%	8.4%
	HH Income \$25,000 to 34,999	6.3%	5.6%	6.1%
	HH Income \$15,000 to 24,999	6.5%	4.4%	4.5%
	HH Income \$0 to 14,999	6.4%	6.9%	5.9%
	Average Household Income	\$101,944	\$126,383	\$126,504
	Median Household Income	\$68,872	\$85,346	\$87,336
	Per Capita Income	\$46,756	\$56,878	\$52,521
	Average Disposable Income	\$73,167	\$88,990	\$90,374
	Median Disposable Income	\$58,983	\$72,748	\$74,339
	Discretionary HH Income Over \$150,000	3.6%	7.2%	8.0%
	Discretionary HH Income \$125,000 to \$149,999	3.0%	7.2%	6.5%
	Discretionary HH Income \$100,000 to \$124,999	4.6%	8.0%	7.8%
	Discretionary HH Income \$75,000 to \$99,999	12.3%	12.4%	12.6%
	Discretionary HH Income \$50,000 to \$74,999	17.2%	17.9%	18.6%
	Discretionary HH Income \$25,000 to \$49,999	33.8%	26.8%	26.8%
	Discretionary HH Income Under \$25,000	25.5%	20.4%	19.6%
	Average Discretionary HH Income	\$52,481	\$65,285	\$65,879
	Median Discretionary HH Income	\$42,152	\$53,620	\$54,454
	Householder White – Count	3,872	20,654	40,743
	Median HH Income	\$73,499	\$94,993	\$97,373
	Average HH Income	\$88,479	\$102,820	\$104,776
	Householder Black or African-American – Count	1,090	3,254	7,207
	Median HH Income	\$68,070	\$61,246	\$62,391
	Average HH Income	\$70,887	\$67,484	\$70,051
	Householder Hispanic – Count	487	1,773	3,671
	Median HH Income	\$48,955	\$85,036	\$83,435
	Average HH Income	\$68,987	\$94,999	\$93,391
	Householder Asian or Pacific Islander – Count	207	867	2,142
	Median HH Income	\$73,838	\$102,691	\$101,041
	Average HH Income	\$83,523	\$102,768	\$105,690
	Householder Other or Pacific Islander – Count	432	1,714	3,743
	Median HH Income	\$57,501	\$73,691	\$72,903
	Average HH Income	\$72,036	\$87,650	\$86,053

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	6,421	31,633	68,925
	Female Population	7,008	32,588	71,755
Total Population by Age	Count of Pop 0 to 4 years	989	3,858	8,287
	Count of Pop 0 to 7 years	1,291	5,081	11,364
	Count of Pop 5 - 13	1,366	5,891	13,980
	Count of Pop 14 - 18	572	2,918	6,760
	Count of Pop 19 - 22	577	3,133	7,046
	Count of Pop 22 - 25	444	2,440	5,397
	Count of Pop 25 - 29	1,254	4,756	9,876
	Count of Pop 30 - 34	1,436	5,310	10,818
	Count of Pop 35 - 39	1,173	4,714	10,004
	Count of Pop 40 - 44	905	4,108	9,063
	Count of Pop 45 - 59	2,003	11,278	24,709
	Count of Pop 60 - 74	1,791	10,981	24,027
	Count of Pop 75 - 84	642	3,666	8,063
	Count of Pop 85+	277	1,169	2,649
	% of Pop 0 to 4 years	7.4%	6.0%	5.9%
	% of Pop 0 to 7 years	9.6%	7.9%	8.1%
	% of Pop 5 - 13	10.2%	9.2%	9.9%
	% of Pop 14 - 18	4.3%	4.5%	4.8%
	% of Pop 19 - 22	4.3%	4.9%	5.0%
	% of Pop 22 - 25	3.3%	3.8%	3.8%
	% of Pop 25 - 29	9.3%	7.4%	7.0%
	% of Pop 30 - 34	10.7%	8.3%	7.7%
	% of Pop 35 - 39	8.7%	7.3%	7.1%
	% of Pop 40 - 44	6.7%	6.4%	6.4%
	% of Pop 45 - 59	14.9%	17.6%	17.6%
	% of Pop 60 - 74	13.3%	17.1%	17.1%
	% of Pop 75 - 84	4.8%	5.7%	5.7%
	% of Pop 85+	2.1%	1.8%	1.9%
	Median Age	35.3	39.0	39.1
	Average Age	38.0	40.6	40.5
Male Population by Age	% of Pop 0 to 4 years	7.8%	6.2%	6.1%
	% of Pop 5 - 13	10.8%	9.6%	10.4%
	% of Pop 14 - 18	4.6%	4.9%	5.1%
	% of Pop 19 - 22	4.7%	5.4%	5.4%
	% of Pop 22 - 25	3.6%	4.3%	4.2%
	% of Pop 25 - 29	10.0%	7.9%	7.4%
	% of Pop 30 - 34	11.0%	8.5%	8.0%
	% of Pop 35 - 39	8.8%	7.4%	7.2%
	% of Pop 40 - 44	6.7%	6.4%	6.5%
	% of Pop 45 - 59	15.0%	17.3%	17.2%
	% of Pop 75 - 84	3.8%	4.9%	4.9%
	% of Pop 60 - 74	11.7%	16.0%	16.2%
	% of Pop 85+	1.3%	1.2%	1.3%
	Median Age	33.8	37.2	37.4
	Average Age	36.1	39.1	39.1

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	% of Pop 0 to 4 years	7.0%	5.8%	5.7%
	% of Pop 5 - 13	9.6%	8.8%	9.5%
	% of Pop 14 - 18	3.9%	4.2%	4.5%
	% of Pop 19 - 22	3.9%	4.4%	4.6%
	% of Pop 22 - 25	3.0%	3.4%	3.5%
	% of Pop 25 - 29	8.7%	7.0%	6.6%
	% of Pop 30 - 34	10.4%	8.0%	7.4%
	% of Pop 35 - 39	8.6%	7.3%	7.0%
	% of Pop 40 - 44	6.8%	6.4%	6.4%
	% of Pop 45 - 59	14.9%	17.8%	17.9%
	% of Pop 60 - 74	14.8%	18.1%	17.9%
	% of Pop 75 - 84	5.7%	6.5%	6.5%
	% of Pop 85+	2.7%	2.4%	2.4%
	Median Age	37.0	41.0	40.9
	Average Age	39.7	42.1	41.8
Race	Count of White	8,666	46,834	97,846
	Count of Black or African-American	2,768	8,109	20,059
	Count of Asian or Pacific Islander	540	2,227	6,460
	Count of Other races	1,454	7,051	16,314
	White	64.5%	72.9%	69.6%
	Black or African American	20.6%	12.6%	14.3%
	Asian	4.0%	3.5%	4.6%
	Other Races	10.8%	11.0%	11.6%
Language Spoken	Speak English at Home	90.6%	90.4%	89.4%
	Speak Spanish at Home	2.8%	3.6%	4.3%
	Speak French or French Creole at Home	0.5%	0.5%	0.5%
	Speak German at Home	0.4%	0.3%	0.4%
	Speak Other Indo-European Languages at Home	1.5%	1.5%	1.2%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.7%	0.4%
	Speak Chinese at Home	0.9%	0.6%	0.6%
	Speak Korean at Home	0.0%	0.1%	0.2%
	Speak Vietnamese at Home	0.0%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.2%	0.4%	0.6%
	Speak Tagalog and Other Pacific Languages at Home	2.0%	1.0%	1.6%
	Speak Other Language at Home	1.0%	0.7%	0.6%
Hispanic	Hispanic Population	1,039	5,236	11,916
	Hispanic Population Percent	7.7%	8.2%	8.5%
	Mexican	26.8%	39.2%	38.0%
	Puerto Rican	34.3%	22.7%	27.5%
	Cuban	3.9%	3.9%	2.9%
	Dominican	0.9%	1.7%	1.7%
	Central American	8.0%	9.4%	8.5%
	South American	8.2%	8.2%	11.0%
	Other Hispanic	17.9%	14.8%	10.6%
	2000 Hispanic Population Percent	6%	4%	4%
	1990 Hispanic Population Percent	4%	3%	3%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	5.1%	6.5%	6.6%
	American	4.6%	6.1%	6.3%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.2%	0.1%	0.1%
	Asian (percent of total population)	3.8%	3.3%	4.5%
	Chinese	0.6%	0.5%	0.5%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.3%	0.2%	0.3%
	South Central Asian (ie. Indian)	0.4%	0.3%	0.5%
	South East Asian (ie. Vietnamese)	2.4%	2.0%	2.7%
	Other Asian	0.1%	0.2%	0.3%
	European (percent of total population)	35.9%	40.9%	38.5%
	British	7.1%	8.6%	8.7%
	Dutch	0.6%	0.6%	0.6%
	French	1.2%	1.5%	1.5%
	German	6.5%	7.5%	7.3%
	Italian	3.9%	4.4%	4.0%
	Polish	1.9%	1.4%	1.3%
	Scandinavian	1.1%	1.5%	1.4%
	Scotch/Irish	10.7%	11.4%	10.2%
	Other European (ie. Greek/Russian)	2.9%	4.0%	3.6%
	Middle Eastern	0.6%	0.8%	0.6%
	Other Ancestry	24.5%	21.0%	22.2%
	Unclassified Ancestry	22.3%	19.4%	19.1%
Education (Age 25+)	Adult Population (25 Years or Older)	9,481	45,982	99,210
	Elementary (0 to 8)	2.1%	2.2%	2.0%
	Some High School (9 to 11)	3.2%	3.5%	3.7%
	High School Graduate (12)	24.7%	18.7%	20.4%
	Some College (13 to 16)	25.5%	20.6%	23.3%
	Associates Degree Only	13.0%	9.7%	9.9%
	Bachelors Degree Only	19.0%	27.8%	25.0%
	Graduate Degree	12.5%	17.4%	15.9%
	% College (4+)	31.6%	45.2%	40.9%
Household Type	Total Households – count	6,089	28,262	57,506
	One Person HHs – count	2,221	9,580	16,501
	Family HHs – count	3,166	15,496	35,648
	Married Couple – count	2,127	11,514	26,457
	w/own children – count	911	4,280	10,098
	w/out own children – count	1,216	7,234	16,359
	Male Householder – count	393	1,266	2,485
	Female Householder – count	646	2,716	6,705
	Non-Family Households – count	702	3,186	5,357
	1 Person Household	36.5%	33.9%	28.7%
	2 Person Household	32.4%	34.8%	34.5%
	3 Person Household	15.2%	14.6%	16.4%
	4 Person Household	10.0%	10.7%	12.7%
	5 Person Household	3.9%	4.1%	5.2%
	6 Person Household	1.5%	1.2%	1.7%
	7+ Person Household	0.5%	0.7%	0.8%
	% Households With Children	23.3%	22.1%	25.3%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	6,449	30,724	62,226
	Owner Occupied Percent	39.4%	48.4%	55.6%
	Renter Occupied Percent	55.0%	43.5%	36.8%
	Vacant Housing Percent	5.6%	8.0%	7.6%
	Total Housing Units (Census 2000)	6,845	29,418	59,829
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.8%	8.1%	9.6%
	Property Value \$750,000 to \$999,999	8.3%	13.4%	10.4%
	Property Value \$500,000 to \$749,999	13.9%	22.7%	18.2%
	Property Value \$400,000 to \$499,999	12.4%	10.3%	12.1%
	Property Value \$300,000, to \$399,999	27.7%	15.4%	19.3%
	Property Value \$200,000 to \$299,999	18.2%	13.5%	16.0%
	Property Value \$150,000 to \$199,999	7.8%	3.1%	3.0%
	Property Value \$100,000 to \$149,999	2.8%	1.9%	1.7%
	Property Value \$60,000 to \$99,999	1.0%	0.5%	0.7%
	Property Value \$40,000 to \$59,999	0.2%	0.2%	0.4%
	Property Value \$0 to \$39,999	1.5%	1.0%	1.5%
	Median Home Value	\$360,580	\$492,423	\$431,847
Wealth per Household	\$0 and under - percent	19.3%	17.9%	17.4%
	\$1 to \$4999 - percent	9.8%	8.7%	8.4%
	\$5k to \$9999 - percent	5.2%	4.7%	4.6%
	\$10k to \$24999 - percent	6.9%	6.5%	6.4%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	9.9%	9.9%	10.1%
	\$100k to \$249999 - percent	16.9%	17.5%	17.9%
	\$250k to \$499999 - percent	12.0%	13.0%	13.3%
	\$500k+ - percent	13.1%	15.0%	15.3%
	Median HH Wealth	\$59,441	\$77,362	\$82,425
	Avg HH Wealth	\$217,569	\$240,930	\$245,481
Economic Viability	Economic Viability Local	285	281	272
	Economic Viability Indexed	105	104	101
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	7,847	36,743	77,521
	Managerial/Executive	17.6%	20.5%	19.0%
	Professional Specialty	21.7%	26.8%	26.9%
	Healthcare Support	1.5%	1.6%	2.2%
	Sales	9.5%	11.5%	10.2%
	Office & Administrative Support	11.3%	9.1%	9.5%
	Protective Service	2.8%	1.5%	1.8%
	Food Preparation	9.1%	5.6%	6.8%
	Building Maintenance & Cleaning	4.7%	4.2%	3.4%
	Personal Care	2.8%	2.8%	3.0%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.1%
	Construction	10.2%	8.8%	8.2%
	Production & Transportation	8.7%	7.6%	9.1%
	Percent White Collar Workers	61.6%	69.5%	67.6%
	Percent Blue Collar Workers	38.4%	30.5%	32.4%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 36.849159 Longitude: -76.025457

Hilltop Plaza Virginia Beach, VA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Agriculture/Mining/Construction	7.5%	8.3%	7.6%
	Manufacturing	6.0%	4.4%	5.2%
	Transportation	5.3%	3.9%	4.0%
	Information	1.0%	1.3%	1.4%
	Wholesale/Retail	17.9%	13.7%	13.3%
	Finance, Insurance, Real Estate	3.5%	7.7%	7.6%
	Professional Services	7.2%	10.2%	9.4%
	Management Services	0.0%	0.1%	0.2%
	Administrative/Waste Services	6.3%	5.6%	4.2%
	Educational Services	21.4%	22.7%	23.6%
	Entertainment Services	13.5%	11.4%	11.2%
	Other Professional Services	4.3%	4.6%	5.1%
	Public Administration	6.2%	6.1%	7.2%
Vehicles per HH	No Vehicles	6.6%	5.9%	4.9%
	1 Vehicle	40.4%	34.6%	31.8%
	2 Vehicles	37.5%	40.2%	41.8%
	3 or more vehicles	15.4%	19.3%	21.5%
	Average Number of Vehicles	1.63	1.79	1.87
Change	Births (last 12 months)	186	743	1,602
	Deaths (last 12 months)	103	544	1,207
	Migration (last 12 months)	-92	173	253
Work place	Workplace Establishments	815	3,431	6,183
	Workplace Employees (FTE)	7,573	33,929	91,005