

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	49,380	156,963	543,876
	Population Est 25Q1	49,469	157,131	544,464
	Population Est 24Q4	49,539	157,335	544,574
	Population Est 24Q3	49,668	157,365	544,831
	Population Est 24Q2	49,579	157,288	544,810
	Population Est 24Q1	49,695	157,453	544,794
	Population Est 23Q4	49,336	156,525	543,810
	Population Est 23Q3	49,464	156,636	543,522
	Population Est 23Q2	49,359	156,639	543,487
	Population Fcst	48,896	155,478	543,876
	2010 Census Population	49,711	153,590	527,936
	2000 Census Population	50,630	155,987	518,768
	1990 Census Population	48,932	149,807	494,070
	Current Year Daytime Population	57,976	171,115	665,844
	Average Seasonal Population	1,498	5,155	8,442
	Historical Annual Growth, 1990 – 2000	0.34%	0.41%	0.49%
	Historical Annual Growth, 2000 – 2010	-0.18%	-0.15%	0.18%
	Estimated Annual Growth, 2010 – CY	-0.05%	0.15%	0.21%
	Projected Annual Growth, CY to Y5	-0.20%	-0.19%	0.00%
	Group Qtrs Est	686	1,226	11,173
Transient Est Average Last 4 Qtrs	12,385	24,776	53,291	
Households	Current Year Estimated Households	22,218	65,609	214,791
	Households Est 25Q1	22,247	65,620	214,895
	Households Est 24Q4	22,285	65,718	214,926
	Households Est 24Q3	22,341	65,738	214,983
	Households Est 24Q2	22,301	65,695	214,946
	Households Est 24Q1	22,353	65,777	214,920
	Households Est 23Q4	22,184	65,320	214,267
	Households Est 23Q3	22,240	65,379	214,167
	Households Est 23Q2	22,175	65,359	214,128
	Households Fcst	22,026	65,054	215,333
	2010 Census Households	21,689	62,528	199,431
	2000 Census Households	21,676	61,763	189,603
	1990 Census Households	19,983	56,635	172,350
	Historical Annual Growth, 1990 – 2000	0.82%	0.87%	0.96%
	Historical Annual Growth, 2000 – 2010	0.01%	0.12%	0.51%
	Estimated Annual Growth, 2010 – CY	0.17%	0.33%	0.51%
	Projected Annual Growth, CY to Y5	-0.17%	-0.17%	0.05%
	Population per Household	2.19	2.37	2.48

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, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	2.5%	3.0%	2.6%
	HH Income \$250,000 to \$499,999	3.0%	3.5%	3.1%
	HH Income \$200,000 to \$249,999	7.1%	8.3%	7.3%
	HH Income \$175,000 to \$199,999	4.4%	4.6%	4.6%
	HH Income \$150,000 to \$174,999	6.8%	6.7%	6.6%
	HH Income \$100,000 to 149,999	18.7%	19.0%	20.1%
	HH Income \$75,000 to 99,999	12.8%	13.3%	13.8%
	HH Income \$50,000 to 74,999	19.7%	18.2%	17.4%
	HH Income \$35,000 to 49,999	8.1%	8.2%	8.6%
	HH Income \$25,000 to 34,999	4.7%	5.1%	5.4%
	HH Income \$15,000 to 24,999	4.6%	4.1%	4.2%
	HH Income \$0 to 14,999	7.5%	6.0%	6.3%
	Average Household Income	\$120,586	\$127,933	\$117,282
	Median Household Income	\$84,220	\$89,520	\$88,960
	Per Capita Income	\$55,297	\$54,061	\$46,829
	Average Disposable Income	\$88,063	\$92,555	\$89,997
	Median Disposable Income	\$71,864	\$76,214	\$75,654
	Discretionary HH Income Over \$150,000	8.4%	10.5%	8.8%
	Discretionary HH Income \$125,000 to \$149,999	5.8%	6.0%	5.7%
	Discretionary HH Income \$100,000 to \$124,999	7.2%	7.9%	8.1%
	Discretionary HH Income \$75,000 to \$99,999	12.1%	12.2%	13.5%
	Discretionary HH Income \$50,000 to \$74,999	17.7%	19.0%	19.5%
	Discretionary HH Income \$25,000 to \$49,999	28.2%	25.9%	24.8%
	Discretionary HH Income Under \$25,000	20.7%	18.4%	19.6%
	Average Discretionary HH Income	\$64,885	\$69,595	\$67,555
	Median Discretionary HH Income	\$51,322	\$56,291	\$56,308
	Householder White – Count	14,905	42,106	118,689
	Median HH Income	\$92,283	\$99,629	\$102,620
	Average HH Income	\$101,684	\$107,500	\$108,472
	Householder Black or African-American – Count	3,165	10,409	53,044
	Median HH Income	\$65,587	\$66,149	\$65,201
	Average HH Income	\$71,991	\$76,127	\$76,429
	Householder Hispanic – Count	1,570	4,683	14,677
Median HH Income	\$87,313	\$85,963	\$85,411	
Average HH Income	\$96,578	\$95,052	\$94,509	
Householder Asian or Pacific Islander – Count	721	3,024	11,744	
Median HH Income	\$118,505	\$115,698	\$104,548	
Average HH Income	\$112,833	\$115,363	\$108,382	
Householder Other or Pacific Islander – Count	1,857	5,387	16,637	
Median HH Income	\$77,443	\$77,776	\$83,584	
Average HH Income	\$88,895	\$88,507	\$93,175	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	24,012	76,509	264,081
	Female Population	25,368	80,454	279,795
Total Population by Age	Count of Pop 0 to 4 years	3,348	10,041	33,212
	Count of Pop 0 to 7 years	4,351	13,373	46,280
	Count of Pop 5 - 13	4,651	15,339	56,923
	Count of Pop 14 - 18	2,136	7,132	27,411
	Count of Pop 19 - 22	2,143	7,200	27,471
	Count of Pop 22 - 25	1,576	5,362	20,218
	Count of Pop 25 - 29	3,743	11,061	36,509
	Count of Pop 30 - 34	4,673	13,503	43,070
	Count of Pop 35 - 39	4,092	12,212	41,778
	Count of Pop 40 - 44	3,363	10,788	37,229
	Count of Pop 45 - 59	8,183	26,646	91,088
	Count of Pop 60 - 74	8,015	26,293	90,672
	Count of Pop 75 - 84	2,649	8,807	29,341
	Count of Pop 85+	809	2,579	8,954
	% of Pop 0 to 4 years	6.8%	6.4%	6.1%
	% of Pop 0 to 7 years	8.8%	8.5%	8.5%
	% of Pop 5 - 13	9.4%	9.8%	10.5%
	% of Pop 14 - 18	4.3%	4.5%	5.0%
	% of Pop 19 - 22	4.3%	4.6%	5.1%
	% of Pop 22 - 25	3.2%	3.4%	3.7%
	% of Pop 25 - 29	7.6%	7.0%	6.7%
	% of Pop 30 - 34	9.5%	8.6%	7.9%
	% of Pop 35 - 39	8.3%	7.8%	7.7%
	% of Pop 40 - 44	6.8%	6.9%	6.8%
	% of Pop 45 - 59	16.6%	17.0%	16.7%
	% of Pop 60 - 74	16.2%	16.8%	16.7%
	% of Pop 75 - 84	5.4%	5.6%	5.4%
	% of Pop 85+	1.6%	1.6%	1.6%
Median Age	38.0	38.6	38.2	
Average Age	39.8	40.1	39.7	
Male Population by Age	% of Pop 0 to 4 years	7.1%	6.7%	6.4%
	% of Pop 5 - 13	9.9%	10.3%	11.1%
	% of Pop 14 - 18	4.6%	4.8%	5.3%
	% of Pop 19 - 22	4.6%	4.8%	5.3%
	% of Pop 22 - 25	3.4%	3.6%	3.9%
	% of Pop 25 - 29	8.0%	7.4%	7.2%
	% of Pop 30 - 34	9.8%	9.1%	8.3%
	% of Pop 35 - 39	8.5%	7.9%	7.9%
	% of Pop 40 - 44	6.9%	6.9%	6.9%
	% of Pop 45 - 59	16.5%	16.8%	16.4%
	% of Pop 75 - 84	4.5%	4.8%	4.6%
	% of Pop 60 - 74	15.1%	15.8%	15.6%
	% of Pop 85+	1.1%	1.2%	1.1%
	Median Age	36.5	37.1	36.6
Average Age	38.3	38.8	38.3	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	6.5%	6.1%	5.8%
	% of Pop 5 - 13	8.9%	9.3%	9.9%
	% of Pop 14 - 18	4.0%	4.3%	4.8%
	% of Pop 19 - 22	4.1%	4.3%	4.8%
	% of Pop 22 - 25	3.0%	3.2%	3.5%
	% of Pop 25 - 29	7.2%	6.8%	6.3%
	% of Pop 30 - 34	9.1%	8.2%	7.6%
	% of Pop 35 - 39	8.1%	7.6%	7.5%
	% of Pop 40 - 44	6.8%	6.8%	6.8%
	% of Pop 45 - 59	16.7%	17.2%	17.0%
	% of Pop 60 - 74	17.3%	17.7%	17.7%
	% of Pop 75 - 84	6.2%	6.4%	6.2%
	% of Pop 85+	2.2%	2.1%	2.1%
	Median Age	39.4	40.1	39.9
Average Age	41.2	41.4	41.1	
Race	Count of White	33,299	100,309	295,584
	Count of Black or African-American	7,777	27,367	143,523
	Count of Asian or Pacific Islander	1,843	8,914	36,315
	Count of Other races	6,461	20,374	68,455
	White	67.4%	63.9%	54.3%
	Black or African American	15.7%	17.4%	26.4%
	Asian	3.7%	5.7%	6.7%
	Other Races	13.1%	13.0%	12.6%
Language Spoken	Speak English at Home	89.9%	88.3%	87.9%
	Speak Spanish at Home	3.8%	4.5%	4.7%
	Speak French or French Creole at Home	0.5%	0.4%	0.4%
	Speak German at Home	0.2%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	1.9%	1.3%	1.1%
	Speak Russian and Other Slavic Languages at Home	0.9%	0.5%	0.3%
	Speak Chinese at Home	0.6%	0.5%	0.6%
	Speak Korean at Home	0.0%	0.1%	0.2%
	Speak Vietnamese at Home	0.2%	0.3%	0.4%
	Speak Other Asian Languages at Home	0.2%	0.8%	0.7%
	Speak Tagalog and Other Pacific Languages at Home	1.1%	2.0%	2.7%
	Speak Other Language at Home	0.7%	0.8%	0.6%
Hispanic	Hispanic Population	4,547	14,279	48,388
	Hispanic Population Percent	9.2%	9.1%	8.9%
	Mexican	43.7%	36.9%	33.5%
	Puerto Rican	23.3%	28.4%	28.9%
	Cuban	4.2%	3.0%	3.6%
	Dominican	2.8%	2.8%	3.8%
	Central American	7.2%	9.3%	13.1%
	South American	10.0%	13.2%	11.2%
	Other Hispanic	8.9%	6.4%	6.0%
	2000 Hispanic Population Percent	5%	4%	4%
	1990 Hispanic Population Percent	3%	3%	3%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	5.6%	5.4%	4.4%
	American	5.2%	5.0%	4.0%
	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)	1.6%	2.3%	2.6%
	Chinese	0.5%	0.5%	0.6%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.1%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.6%	0.7%	0.7%
	South East Asian (ie. Vietnamese)	0.2%	0.6%	0.8%
	Other Asian	0.2%	0.2%	0.2%
	European (percent of total population)	32.3%	29.8%	23.4%
	British	6.7%	7.2%	5.6%
	Dutch	0.3%	0.3%	0.3%
	French	1.3%	1.1%	0.9%
	German	6.2%	5.6%	4.7%
	Italian	3.8%	3.0%	2.3%
	Polish	1.5%	1.2%	0.9%
	Scandinavian	1.2%	1.2%	0.9%
	Scotch/Irish	8.2%	7.4%	5.7%
Other European (ie. Greek/Russian)	3.0%	2.8%	2.1%	
Middle Eastern	0.5%	0.5%	0.4%	
Other Ancestry	15.8%	15.8%	16.0%	
Unclassified Ancestry	17.1%	16.1%	13.9%	
Education (Age 25+)	Adult Population (25 Years or Older)	35,526	111,888	378,641
	Elementary (0 to 8)	2.5%	1.9%	2.4%
	Some High School (9 to 11)	4.1%	3.7%	4.5%
	High School Graduate (12)	19.5%	21.2%	23.1%
	Some College (13 to 16)	21.1%	22.2%	23.0%
	Associates Degree Only	10.2%	9.8%	10.1%
	Bachelors Degree Only	25.6%	25.7%	22.8%
	Graduate Degree	16.9%	15.4%	14.1%
	% College (4+)	42.5%	41.1%	36.9%
Household Type	Total Households – count	22,218	65,609	214,791
	One Person HHs – count	7,873	19,553	59,462
	Family HHs – count	11,686	39,925	139,375
	Married Couple – count	8,234	28,183	96,051
	w/own children – count	2,957	10,641	37,253
	w/out own children – count	5,277	17,542	58,798
	Male Householder – count	978	3,114	10,767
	Female Householder – count	2,473	8,629	32,557
	Non-Family Households – count	2,659	6,131	15,954
	1 Person Household	35.4%	29.8%	27.7%
	2 Person Household	33.9%	34.1%	33.1%
	3 Person Household	14.6%	16.4%	17.3%
	4 Person Household	10.1%	12.0%	13.0%
	5 Person Household	4.0%	5.1%	5.7%
6 Person Household	1.2%	1.8%	2.1%	
7+ Person Household	0.8%	0.9%	1.1%	
% Households With Children	21.4%	25.7%	27.9%	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	24,003	70,490	227,081
	Owner Occupied Percent	42.8%	52.6%	56.8%
	Renter Occupied Percent	49.8%	40.5%	37.8%
	Vacant Housing Percent	7.4%	6.9%	5.4%
	Total Housing Units (Census 2000)	22,970	65,494	199,457
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	7.2%	7.8%	4.8%
	Property Value \$750,000 to \$999,999	12.8%	9.7%	8.5%
	Property Value \$500,000 to \$749,999	21.6%	17.5%	20.9%
	Property Value \$400,000 to \$499,999	12.2%	14.2%	17.6%
	Property Value \$300,000, to \$399,999	20.4%	22.9%	21.8%
	Property Value \$200,000 to \$299,999	13.4%	15.0%	16.0%
	Property Value \$150,000 to \$199,999	3.1%	2.5%	3.2%
	Property Value \$100,000 to \$149,999	1.8%	1.6%	1.7%
	Property Value \$60,000 to \$99,999	0.6%	0.5%	0.6%
	Property Value \$40,000 to \$59,999	0.2%	0.5%	0.6%
	Property Value \$0 to \$39,999	1.4%	1.9%	1.8%
	Median Home Value	\$474,696	\$436,316	\$424,066
Wealth per Household	\$0 and under - percent	18.5%	17.8%	17.7%
	\$1 to \$4999 - percent	9.2%	8.6%	8.6%
	\$5k to \$9999 - percent	4.9%	4.6%	4.6%
	\$10k to \$24999 - percent	6.6%	6.5%	6.4%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	9.9%	10.1%	10.2%
	\$100k to \$249999 - percent	17.2%	17.7%	17.9%
	\$250k to \$499999 - percent	12.6%	13.1%	13.1%
	\$500k+ - percent	14.3%	14.8%	14.7%
	Median HH Wealth	\$70,279	\$78,364	\$78,567
	Avg HH Wealth	\$232,098	\$240,195	\$239,159
Economic Viability	Economic Viability Local	284	280	277
	Economic Viability Indexed	103	101	100
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	28,165	86,733	293,743
	Managerial/Executive	19.1%	18.9%	17.0%
	Professional Specialty	27.2%	28.0%	26.5%
	Healthcare Support	2.4%	2.5%	2.9%
	Sales	10.6%	9.5%	9.5%
	Office & Administrative Support	9.6%	10.0%	11.2%
	Protective Service	1.6%	1.9%	2.4%
	Food Preparation	6.9%	6.2%	6.1%
	Building Maintenance & Cleaning	4.6%	3.0%	3.3%
	Personal Care	2.6%	3.3%	3.2%
	Farming, Fishing, & Forestry	0.3%	0.2%	0.1%
	Construction	7.0%	6.8%	7.2%
	Production & Transportation	8.2%	9.7%	10.5%
	Percent White Collar Workers	68.9%	69.0%	67.2%
	Percent Blue Collar Workers	31.1%	31.0%	32.8%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 36.848896 Longitude: -76.025259

Hilltop Plaza Virginia Beach, VA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	7.4%	6.7%	6.1%
	Manufacturing	5.2%	6.0%	6.4%
	Transportation	4.3%	4.5%	4.8%
	Information	1.1%	1.6%	1.5%
	Wholesale/Retail	14.4%	12.9%	12.5%
	Finance, Insurance, Real Estate	7.2%	7.9%	7.8%
	Professional Services	9.0%	9.4%	9.1%
	Management Services	0.1%	0.1%	0.1%
	Administrative/Waste Services	5.2%	4.1%	4.9%
	Educational Services	23.1%	24.0%	24.2%
	Entertainment Services	12.6%	10.8%	10.2%
	Other Professional Services	4.5%	5.1%	4.7%
	Public Administration	6.0%	6.8%	7.7%
Vehicles per HH	No Vehicles	7.2%	5.1%	6.5%
	1 Vehicle	38.6%	35.2%	32.9%
	2 Vehicles	38.4%	40.4%	38.4%
	3 or more vehicles	15.8%	19.3%	22.2%
	Average Number of Vehicles	1.67	1.81	1.85
Change	Births (last 12 months)	589	1,792	6,008
	Deaths (last 12 months)	390	1,289	4,375
	Migration (last 12 months)	-383	-759	-2,335
Work place	Workplace Establishments	2,849	7,087	18,431
	Workplace Employees (FTE)	28,255	79,287	277,941