

2024 Hampton Roads Benchmarking Study

About This Report

Hampton Roads is a dynamic metropolitan region complete with a rich history, a diverse landscape, and a growing population of 1.8 million people. The region's vibrant mix of people, places, and employment opportunities combine to make Hampton Roads a choice destination for people to live, work, and play. As with any metropolitan area, there are many factors that have bearing on the region's quality of life. A closer look at a network of socioeconomic metrics is necessary to understand the region's strengths and weaknesses and to provide context for the challenges that face the region.

The Hampton Roads Regional Benchmarking Study evaluates the performance of the region in comparison to 19 similarly sized Metropolitan Statistical Areas (MSAs). It highlights key metrics and statistics that offer insight into Hampton Roads' economic competitiveness and provides information to support decision-making related to quality of life. The study includes a variety of graphs and illustrations to help understand the region's well-being, both in comparison to other areas and through the lens of changing regional trends.

The 2024 Benchmarking Study is divided into 12 sections that assess the region's performance across various areas ranging from the economy, defense, equity, education, and government finances. The final section includes metrics comparing the planning region's localities to one another.

The first section presents a data profile for the Hampton Roads region and its 17 member localities within the Hampton Roads Planning Region. The remainder of the report focuses on the Hampton Roads MSA, which covers the planning region except for Southampton and Franklin while adding Camden, Currituck, and Gates counties from Northeast North Carolina.

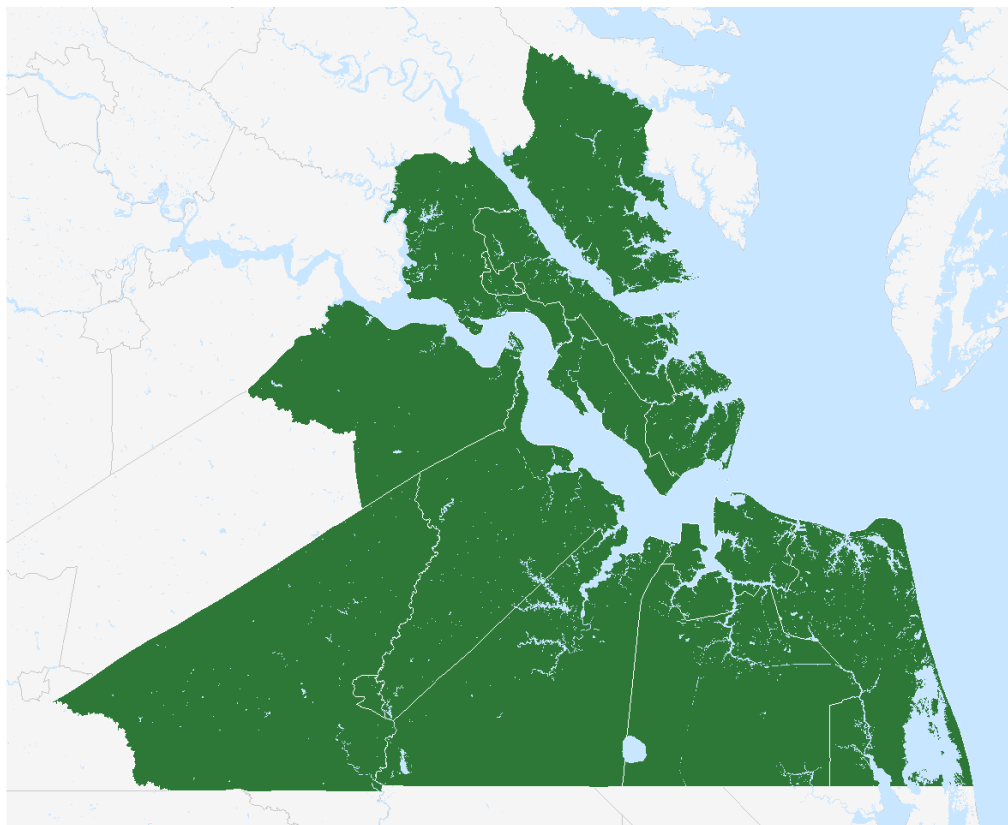
The statistics provided in the locality profiles are sourced from the U.S. Census Bureau's American Community Survey 5-year estimates and the Bureau of Labor Statistics. For all subsequent sections, the data source of each indicator is listed below the corresponding figure.

This study may best be used as a reference guide to assist in understanding the various facets of the regional economy.

Locality Profiles

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Hampton Roads



	HAMPTON ROADS	VIRGINIA	UNITED STATES
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POPULATION

Population (2023)	1,787,169	8,715,698	334,914,895
Population Change (2020-2023)	0.3%	0.9%	1.0%
% Population Aged 25-54	39.3%	39.4%	45.7%
Median Age (2022)	37.3	39	39

ECONOMY

Labor Force Participation Rate (2022)	65.7%	65.7%	63.5%
Employment (2023)	852,926	4,424,155	161,045,000
Employment Growth (2019-2023)	2.0%	3.0%	2.2%
Unemployment Rate (2023)	3.1%	2.9%	3.6%
Median Household Income (2022)	\$77,082	\$87,249	\$74,755

Chesapeake

City Council

Mayor Rick W. West

Vice Mayor Dr. John de Triquet

Mr. C. Jeff Bunn

Mr. Don J. Carey III

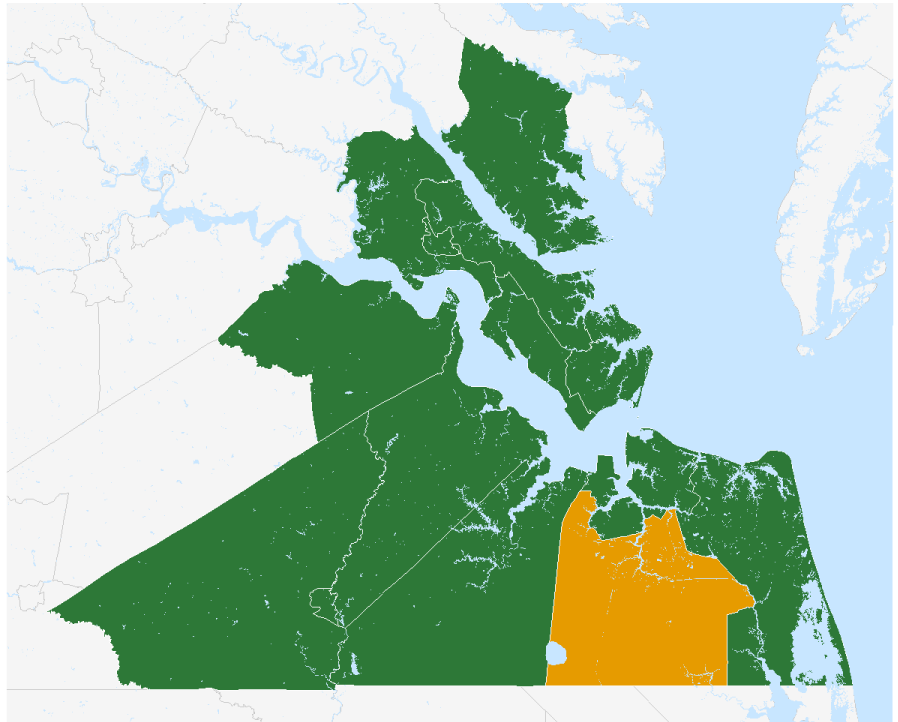
Mr. Robert C. Ike, Jr.

Ms. Amanda L. Newins

Ms. S.Z. "Debbie" Ritter

Dr. Ella P. Ward

Mr. Daniel W. Whitaker

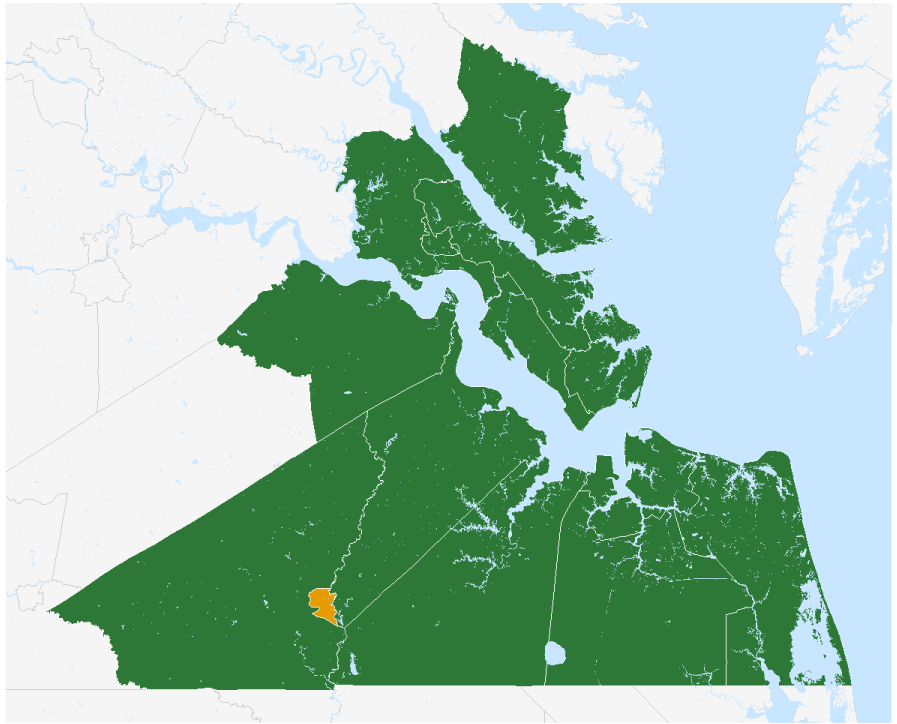


	CHESAPEAKE	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	253,886	1,787,169	8,715,698
Population Change (2020-2023)	1.6%	0.3%	0.9%
% Population Aged 25-54	40.7%	39.3%	39.4%
Median Age (2022)	37.8	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	67.2%	65.7%	65.7%
Employment (2023)	123,987	852,926	4,424,155
Employment Growth (2019-2023)	2.3%	2.0%	3.0%
Unemployment Rate (2023)	2.9%	3.1%	2.9%
Median Household Income (2022)	\$92,703	\$77,082	\$87,249

Franklin

City Council

- Mayor Robert “Bobby” Cutchins
- Vice Mayor Wynndolyn Copeland
- Mr. Mark R. Kitchen
- Mr. Ray Smith
- Mr. Gregory McLemore
- Mr. Linwood Johnson
- Mrs. Jessica G. Banks



	FRANKLIN	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	8,339	1,787,169	8,715,698
Population Change (2020-2023)	2.4%	0.3%	0.9%
% Population Aged 25-54	32.7%	39.3%	39.4%
Median Age (2022)	38	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	58.1%	65.7%	65.7%
Employment (2023)	3,408	852,926	4,424,155
Employment Growth (2019-2023)	-1.5%	2.0%	3.0%
Unemployment Rate (2023)	3.8%	3.1%	2.9%
Median Household Income (2022)	\$57,537	\$77,082	\$87,249

Gloucester County

Board of Supervisors

Chair Christopher A. Hutson

Vice Chair Kevin M. Smith

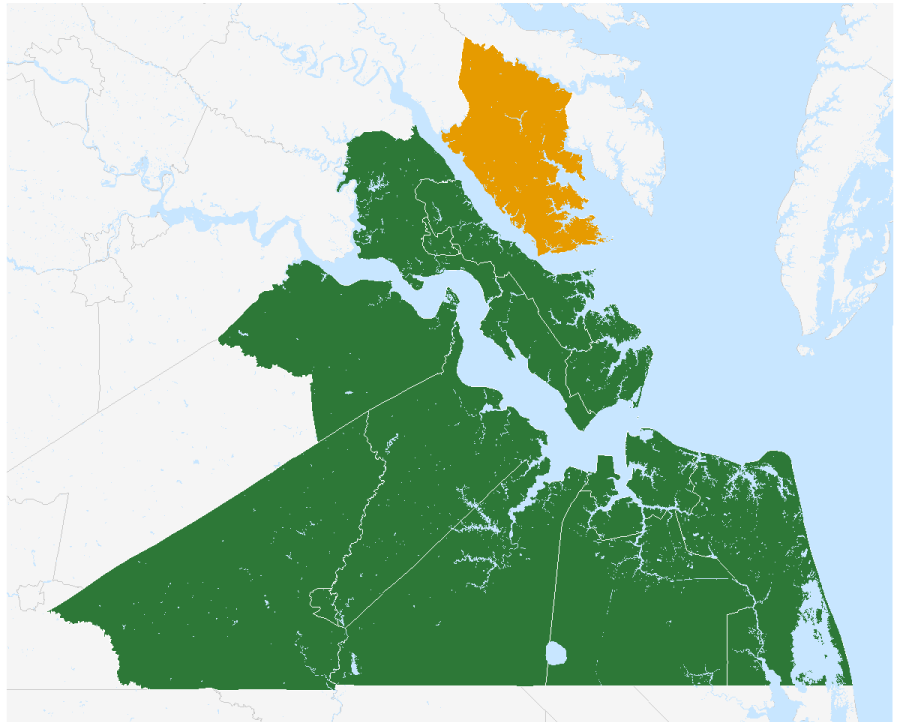
Mr. Phillip N. Bazzani

Mr. Ashley C. Chriscoe

Mr. Kenneth "Ken" Gibson

Mr. Tony Nicosia

Mr. Robert "JJ" Orth



	GLOUCESTER	HAMPTON ROADS	VIRGINIA
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POPULATION

Population (2023)	40,057	1,787,169	8,715,698
Population Change (2020-2023)	3.4%	0.3%	0.9%
% Population Aged 25-54	36.0%	39.3%	39.4%
Median Age (2022)	44.3	37.3	39

ECONOMY

Labor Force Participation Rate (2022)	63.1%	65.7%	65.7%
Employment (2023)	19,518	852,926	4,424,155
Employment Growth (2019-2023)	1.5%	2.0%	3.0%
Unemployment Rate (2023)	2.6%	3.1%	2.9%
Median Household Income (2022)	\$83,750	\$77,082	\$87,249

Hampton

City Council

Mayor Donnie R. Tuck

Vice Mayor Jimmy Gray

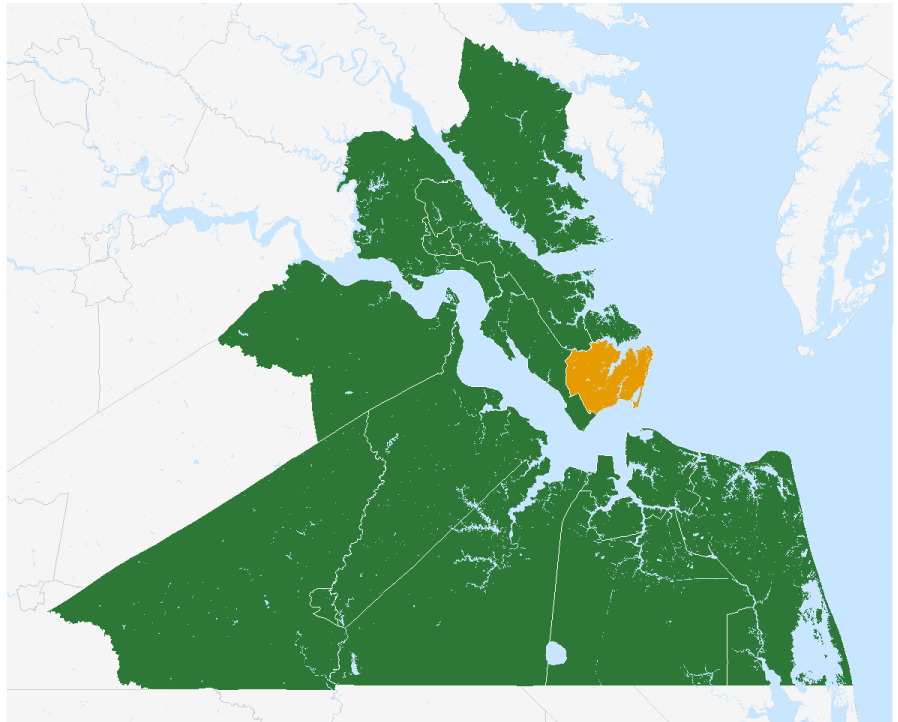
Mr. Chris Bowman

Mr. Steven L. Brown

Ms. Hope L. Harper

Mr. W.H. "Billy" Hobbs, Jr.

Ms. Martha Mugler



	HAMPTON	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	137,098	1,787,169	8,715,698
Population Change (2020-2023)	-0.1%	0.3%	0.9%
% Population Aged 25-54	38.1%	39.3%	39.4%
Median Age (2022)	36.4	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	65.9%	65.7%	65.7%
Employment (2023)	63,855	852,926	4,424,155
Employment Growth (2019-2023)	2.1%	2.0%	3.0%
Unemployment Rate (2023)	3.7%	3.1%	2.9%
Median Household Income (2022)	\$64,430	\$77,082	\$87,249

Isle of Wight County

Board of Supervisors

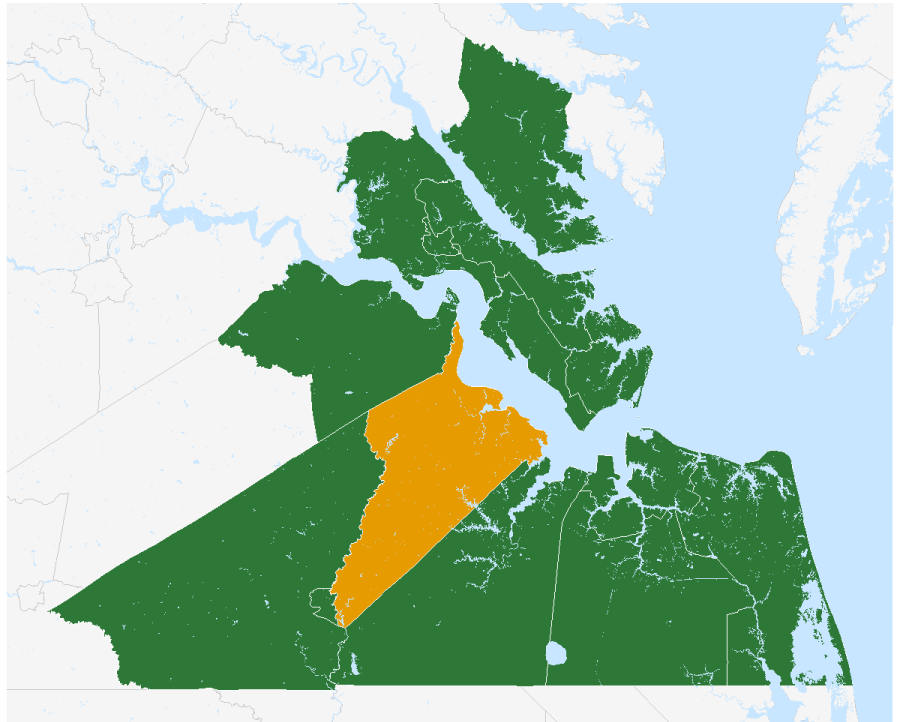
Chair Joel C. Acree

Vice Chair Don G. Rosie, II

Mr. William M. McCarty

Mr. Rudolph Jefferson

Ms. Renee K. Rountree



	ISLE OF WIGHT	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	40,711	1,787,169	8,715,698
Population Change (2020-2023)	5.2%	0.3%	0.9%
% Population Aged 25-54	35.9%	39.3%	39.4%
Median Age (2022)	43	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	63.7%	65.7%	65.7%
Employment (2023)	19,675	852,926	4,424,155
Employment Growth (2019-2023)	2.9%	2.0%	3.0%
Unemployment Rate (2023)	2.8%	3.1%	2.9%
Median Household Income (2022)	\$91,680	\$77,082	\$87,249

James City County

Board of Supervisors

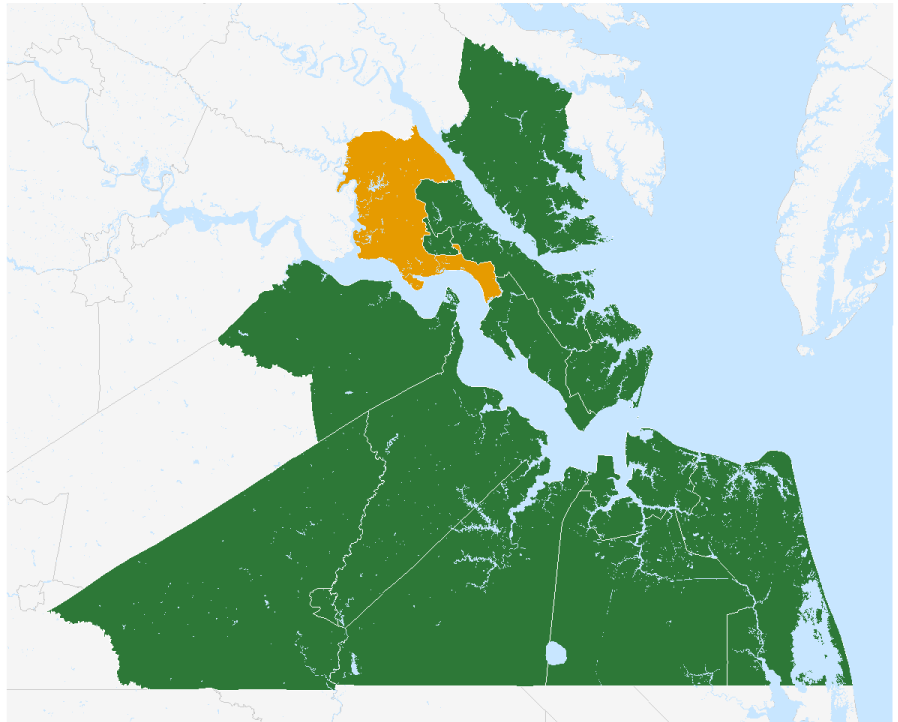
Chair Ruth Larson

Vice Chair Jim Icenhour

Mr. John J. McGlennon

Mr. Michael J. Hipple

Ms. Barbara E. Null



	JAMES CITY	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	82,654	1,787,169	8,715,698
Population Change (2020-2023)	5.3%	0.3%	0.9%
% Population Aged 25-54	32.9%	39.3%	39.4%
Median Age (2022)	47.2	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	57.2%	65.7%	65.7%
Employment (2023)	36,964	852,926	4,424,155
Employment Growth (2019-2023)	2.7%	2.0%	3.0%
Unemployment Rate (2023)	2.8%	3.1%	2.9%
Median Household Income (2022)	\$100,711	\$77,082	\$87,249

Newport News

City Council

Mayor Phillip Jones

Vice Mayor Curtis D. Bethany III

Mr. John R. Eley III

Mr. Marcellus L. Harris, III

Mr. Cleon M. Long

Ms. Tina L. Vick

Dr. Patricia P. Woodbury



	NEWPORT NEWS	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	183,118	1,787,169	8,715,698
Population Change (2020-2023)	-1.6%	0.3%	0.9%
% Population Aged 25-54	39.3%	39.3%	39.4%
Median Age (2022)	34.2	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	67.6%	65.7%	65.7%
Employment (2023)	87,869	852,926	4,424,155
Employment Growth (2019-2023)	1.3%	2.0%	3.0%
Unemployment Rate (2023)	3.4%	3.1%	2.9%
Median Household Income (2022)	\$63,355	\$77,082	\$87,249

Norfolk

City Council

Mayor Kenneth C. Alexander

Vice Mayor Martin Thomas Jr.

Ms. Courtney R. Doyle

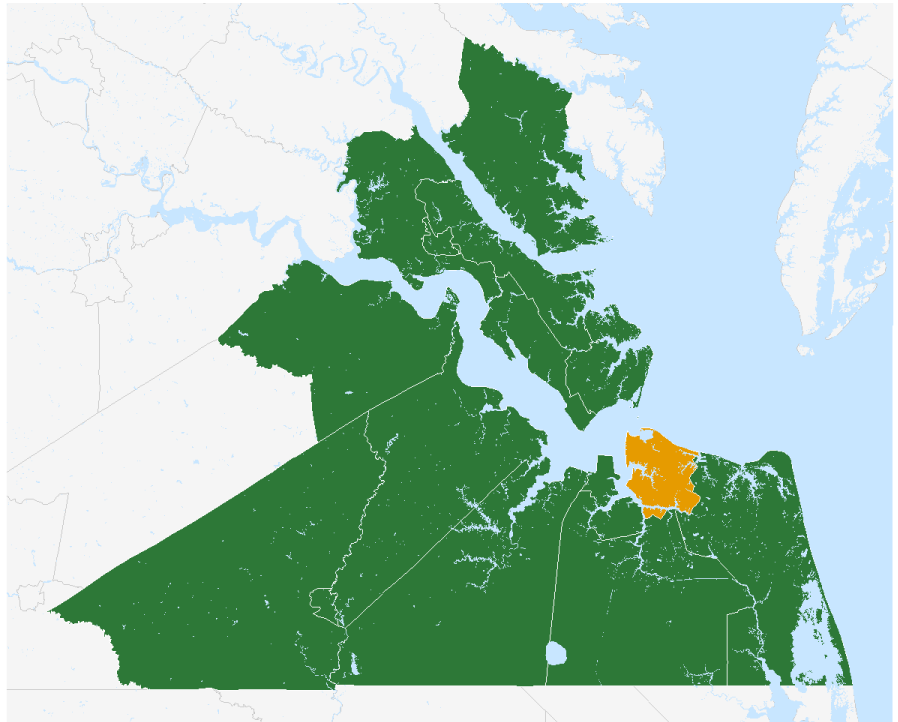
Ms. Mamie B. Johnson

Mr. John E. "JP" Paige

Mr. Thomas R. Smigiel Jr.

Ms. Andria P. McClellan

Ms. Danica J. Royster

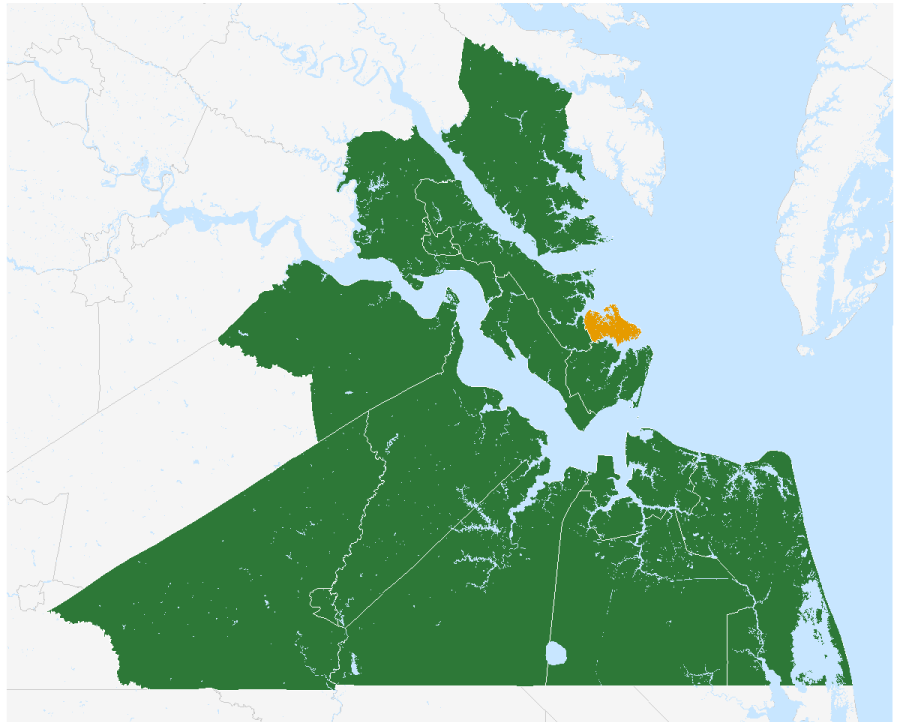


	NORFOLK	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	230,930	1,787,169	8,715,698
Population Change (2020-2023)	-2.9%	0.3%	0.9%
% Population Aged 25-54	40.8%	39.3%	39.4%
Median Age (2022)	32.6	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	70.0%	65.7%	65.7%
Employment (2023)	109,605	852,926	4,424,155
Employment Growth (2019-2023)	1.4%	2.0%	3.0%
Unemployment Rate (2023)	3.4%	3.1%	2.9%
Median Household Income (2022)	\$60,998	\$77,082	\$87,249

Poquoson

City Council

- Mayor Gordon C. Helsel, Jr.
- Vice Mayor Carey L. Freeman
- Ms. Anjie Emmett
- Mr. Keith A. Feigh
- Ms. Debra Bunting
- Mr. David A. Hux
- Mr. Charles M. "Bud" Southall, III



	POQUOSON	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	12,635	1,787,169	8,715,698
Population Change (2020-2023)	1.3%	0.3%	0.9%
% Population Aged 25-54	36.8%	39.3%	39.4%
Median Age (2022)	41.8	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	64.5%	65.7%	65.7%
Employment (2023)	6,389	852,926	4,424,155
Employment Growth (2019-2023)	1.0%	2.0%	3.0%
Unemployment Rate (2023)	2.5%	3.1%	2.9%
Median Household Income (2022)	\$114,503	\$77,082	\$87,249

Portsmouth

City Council

Mayor Shannon E. Glover

Vice Mayor Lisa L. Lucas-Burke

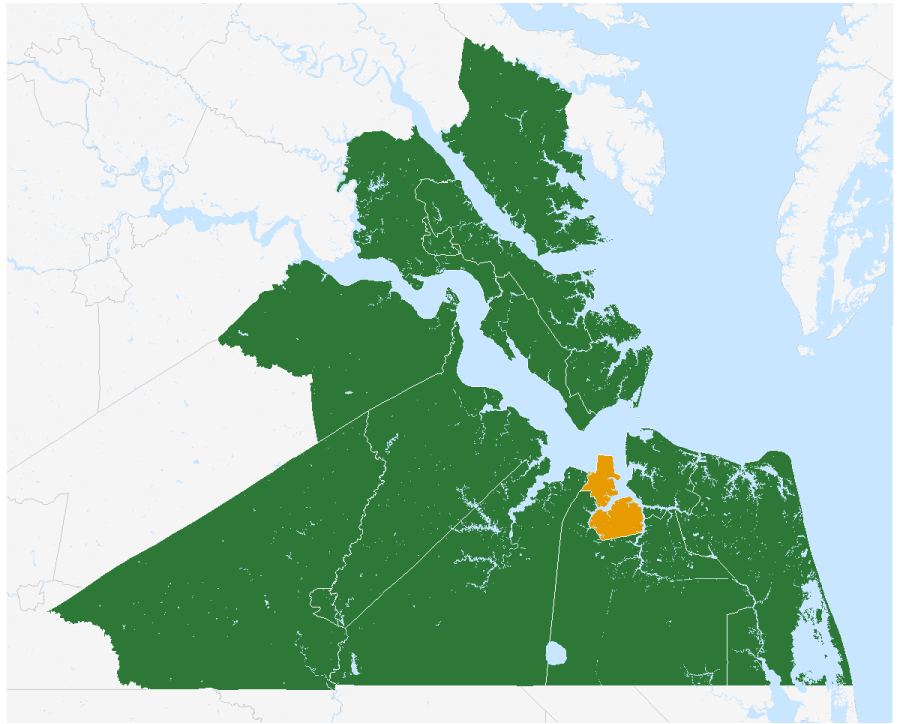
Mr. William E. Moody, Jr.

Dr. Mark M. Whitaker

Mr. De'Andre A. Barnes

Mr. Mark A. Hugel

Mr. Vernon L. Tillage, Jr.



	PORTSMOUTH	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	96,793	1,787,169	8,715,698
Population Change (2020-2023)	-1.2%	0.3%	0.9%
% Population Aged 25-54	40.3%	39.3%	39.4%
Median Age (2022)	35.7	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	63.1%	65.7%	65.7%
Employment (2023)	43,708	852,926	4,424,155
Employment Growth (2019-2023)	2.1%	2.0%	3.0%
Unemployment Rate (2023)	3.7%	3.1%	2.9%
Median Household Income (2022)	\$57,154	\$77,082	\$87,249

Smithfield

Town Council

Mayor Steven G. Bowman

Vice Mayor Valerie C. Butler

Mr. Jeff Brooks

Mr. Randy Pack

Mr. Raynard Gibbs

Mr. Jim Collins



	SMITHFIELD	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	8,625	1,787,169	8,715,698
Population Change (2020-2023)	NA	0.3%	0.9%
% Population Aged 25-54	38.6%	39.3%	39.4%
Median Age (2022)	45.6	37.3	39
ECONOMY			
Employment (2022)	8,625	NA	NA
Employment Growth (2019-2023)	NA	2.0%	3.0%
Labor Force Participation Rate (2022)	62.6%	65.7%	65.7%
Median Household Income (2022)	\$101,081	\$77,082	\$87,249
Employment (2023)	NA	852,926	4,424,155
Unemployment Rate (2023)	NA	3.1%	2.9%

Southampton County

Board of Supervisors

Chair Dr. Alan W. Edwards

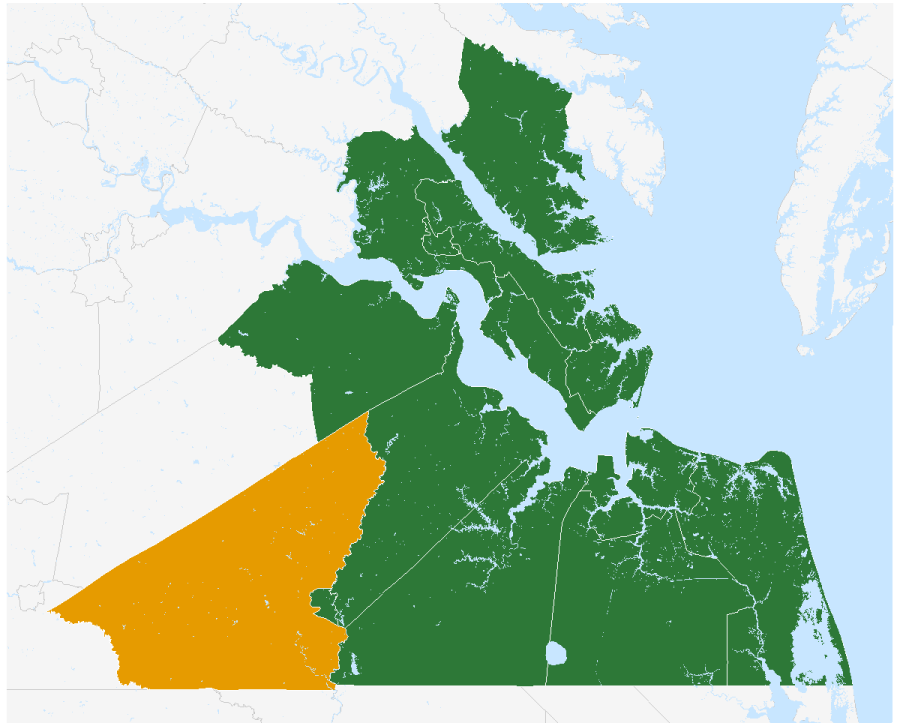
Vice Chair William Hard Gillette

Mr. Christopher D. Cornwall, Sr.

Mr. Carl J. Faison

Mrs. Lynda T. Updike

Mr. Robert White



	SOUTHAMPTON	HAMPTON ROADS	VIRGINIA
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POPULATION

Population (2023)	17,975	1,787,169	8,715,698
Population Change (2020-2023)	0.1%	0.3%	0.9%
% Population Aged 25-54	36.0%	39.3%	39.4%
Median Age (2022)	47.3	37.3	39

ECONOMY

Labor Force Participation Rate (2022)	55.9%	65.7%	65.7%
Employment (2023)	9,023	852,926	4,424,155
Employment Growth (2019-2023)	1.1%	2.0%	3.0%
Unemployment Rate (2023)	2.6%	3.1%	2.9%
Median Household Income (2022)	\$67,813	\$77,082	\$87,249

Suffolk

City Council

Mayor Michael D. Duman

Vice Mayor Lue Ward

Mr. Leroy Bennett

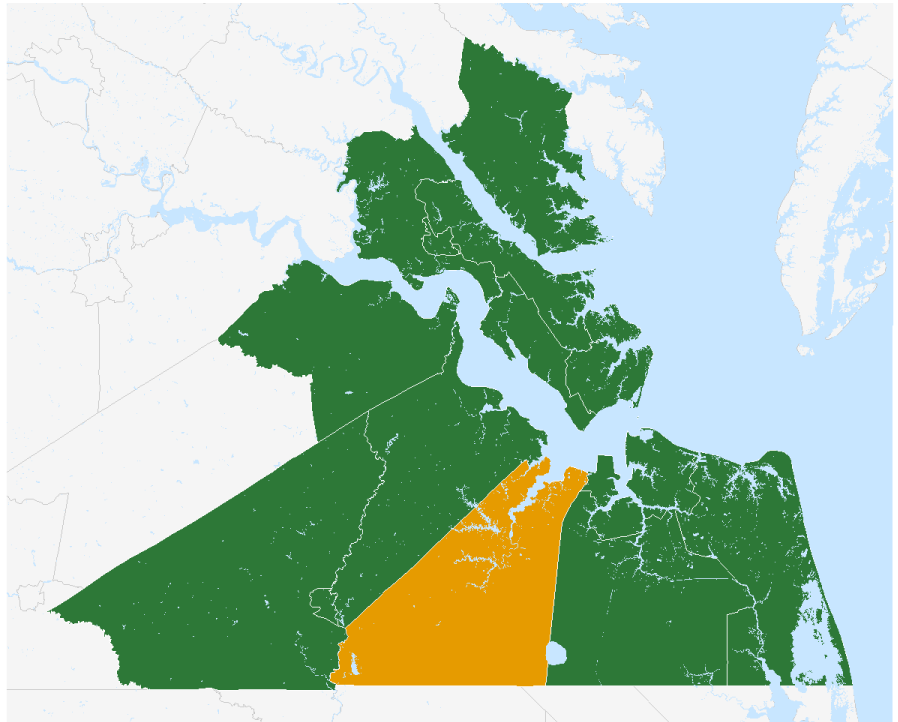
Ms. Shelley Butler Barlow

Mr. Roger Fawcett

Mr. John Rector

Mr. Timothy Johnson

Mr. Leotis Williams



	SUFFOLK	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	100,659	1,787,169	8,715,698
Population Change (2020-2023)	6.2%	0.3%	0.9%
% Population Aged 25-54	39.8%	39.3%	39.4%
Median Age (2022)	38.3	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	66.5%	65.7%	65.7%
Employment (2023)	45,550	852,926	4,424,155
Employment Growth (2019-2023)	3.3%	2.0%	3.0%
Unemployment Rate (2023)	3.1%	3.1%	2.9%
Median Household Income (2022)	\$87,758	\$77,082	\$87,249

Surry County

Board of Supervisors

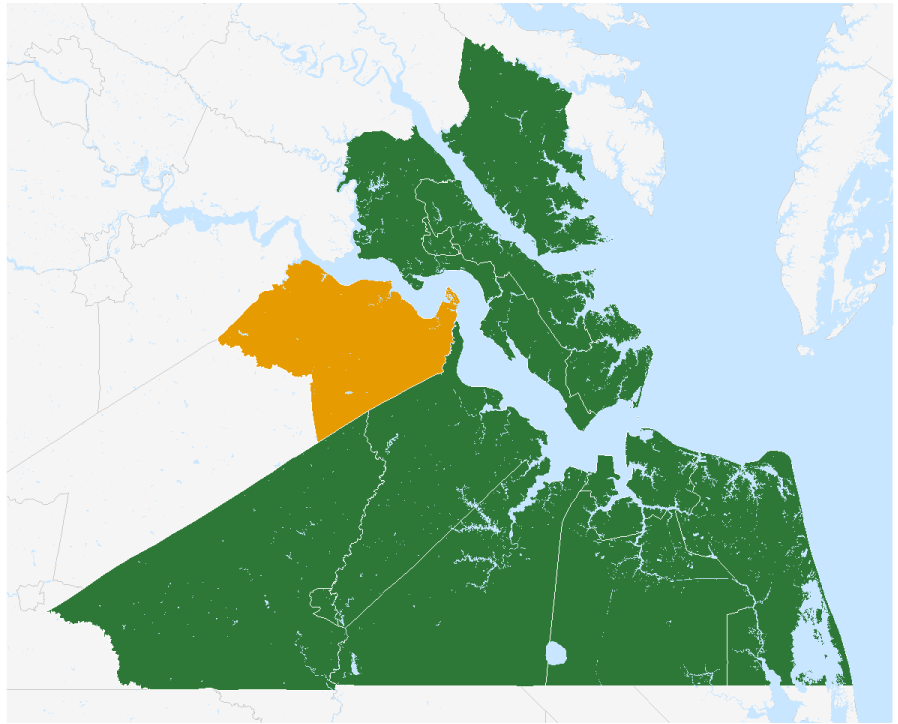
Chair Robert Elliott, Jr.

Vice Chair Breyon Pierce

Mr. Walter Hardy

Ms. Amy Drewry

Mr. Timothy Calhoun



	SURRY	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	6,593	1,787,169	8,715,698
Population Change (2020-2023)	0.6%	0.3%	0.9%
% Population Aged 25-54	32.4%	39.3%	39.4%
Median Age (2022)	50.8	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	60.4%	65.7%	65.7%
Employment (2023)	3,664	852,926	4,424,155
Employment Growth (2019-2023)	2.9%	2.0%	3.0%
Unemployment Rate (2023)	2.7%	3.1%	2.9%
Median Household Income (2022)	\$68,655	\$77,082	\$87,249

Virginia Beach

City Council

Mayor Robert M. "Bobby" Dyer

Mr. Michael Berlucchi

Ms. Barbara Henley

Mr. David Hutcheson

Mr. Robert W. "Worth" Remick

Dr. Amelia Ross-Hammond

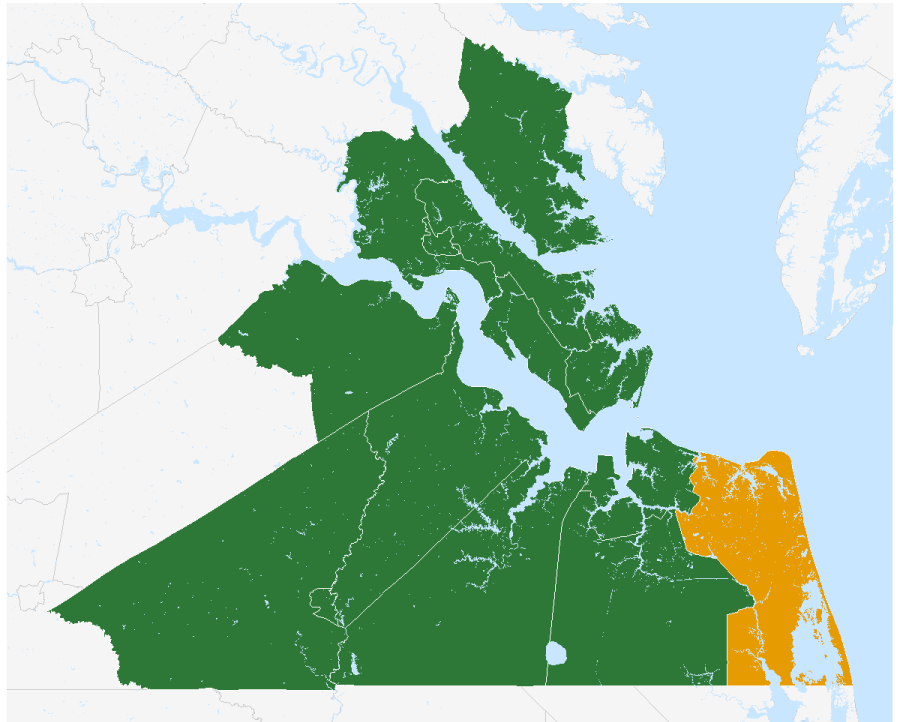
Ms. Jennifer V. Rouse

Mr. Joashua F. Schulman

Mr. Chris Taylor

Ms. Rosemary Wilson

Ms. Sabrina Wooten



	VIRGINIA BEACH	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	453,649	1,787,169	8,715,698
Population Change (2020-2023)	-1.3%	0.3%	0.9%
% Population Aged 25-54	41.1%	39.3%	39.4%
Median Age (2022)	37.8	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	69.5%	65.7%	65.7%
Employment (2023)	232,278	852,926	4,424,155
Employment Growth (2019-2023)	1.6%	2.0%	3.0%
Unemployment Rate (2023)	2.8%	3.1%	2.9%
Median Household Income (2022)	\$87,544	\$77,082	\$87,249

Williamsburg

City Council

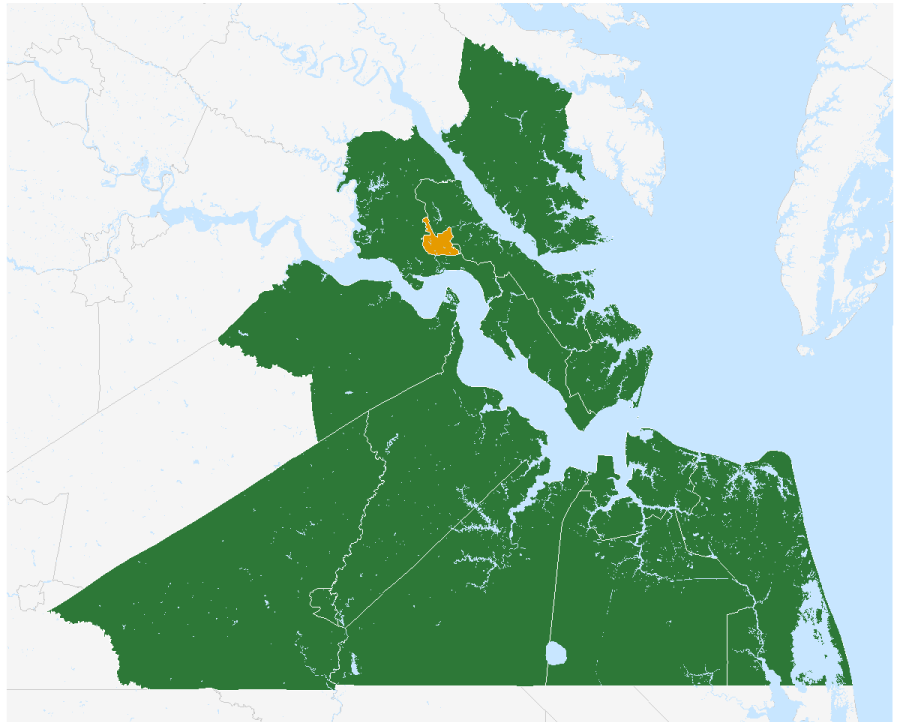
Mayor Douglas G. Pons

Vice Mayor W. Pat Dent

Ms. Stacy Kern-Scheerer

Ms. Barbara L. Ramsey

Mr. Caleb T. Rogers



	WILLIAMSBURG	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	15,847	1,787,169	8,715,698
Population Change (2020-2023)	2.4%	0.3%	0.9%
% Population Aged 25-54	24.9%	39.3%	39.4%
Median Age (2022)	26.5	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	49.4%	65.7%	65.7%
Employment (2023)	6,734	852,926	4,424,155
Employment Growth (2019-2023)	3.4%	2.0%	3.0%
Unemployment Rate (2023)	4.0%	3.1%	2.9%
Median Household Income (2022)	\$66,815	\$77,082	\$87,249

York County

Board of Supervisors

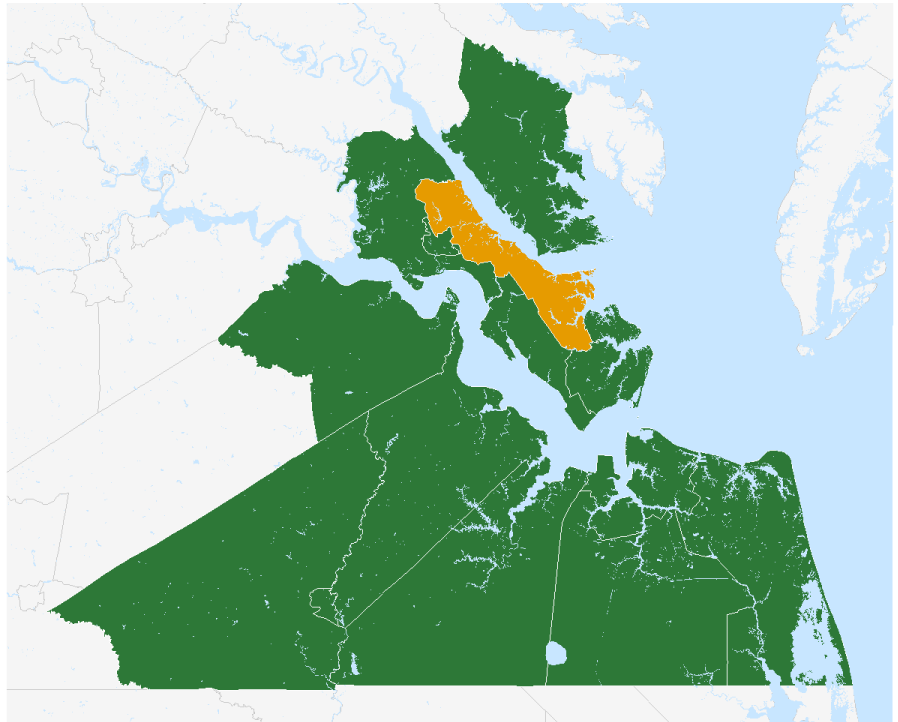
Chair G. Stephen Roane, Jr.

Vice Chair Ms. Sheila S. Noll

Mr. Douglas R. Holroyd

Mr. Wayne Drewry

Thomas G. Shepperd Jr.



	YORK	HAMPTON ROADS	VIRGINIA
POPULATION			
Population (2023)	70,952	1,787,169	8,715,698
Population Change (2020-2023)	1.0%	0.3%	0.9%
% Population Aged 25-54	37.4%	39.3%	39.4%
Median Age (2022)	39.8	37.3	39
ECONOMY			
Labor Force Participation Rate (2022)	67.0%	65.7%	65.7%
Employment (2023)	33,251	852,926	4,424,155
Employment Growth (2019-2023)	2.7%	2.0%	3.0%
Unemployment Rate (2023)	2.7%	3.1%	2.9%
Median Household Income (2022)	\$105,154	\$77,082	\$87,249