

The Virginian-Pilot

MEDIA COMPANIES

ACTIVITIES PARTICIPATED IN - PAST 12 MONTHS

	United States*	Hampton Roads**	South Hampton Roads^	Virginia Beach	Norfolk	Chesapeake	Portsmouth	Suffolk	Northeastern North Carolina^^
Total Adults	187,708,967	1,256,282	802,735	322,605	178,460	165,241	74,113	62,316	143,890
Adult continuing education	13%	11%	12%	14%	9%	18%	<1%	11%	19%
Basketball	11%	10%	11%	9%	8%	16%	18%	8%	16%
Bicycling	21%	24%	26%	25%	25%	29%	26%	27%	34%
Bowling	19%	23%	24%	24%	22%	31%	15%	14%	6%
Camping	17%	13%	16%	14%	14%	20%	18%	12%	10%
Fishing	19%	19%	19%	19%	15%	18%	19%	29%	19%
Free weights - circuit training	20%	22%	23%	28%	10%	36%	3%	24%	13%
Gardening	44%	43%	42%	44%	34%	48%	35%	47%	54%
Golf	13%	13%	16%	24%	13%	14%	1%	8%	9%
Hiking - backpacking	13%	10%	10%	9%	14%	12%	5%	4%	8%
Hunting	6%	4%	4%	4%	6%	3%	<1%	9%	8%
Jogging - running	22%	23%	25%	28%	20%	31%	20%	11%	16%
Photography	25%	28%	26%	24%	30%	26%	19%	26%	16%
Power boating	7%	6%	5%	6%	6%	6%	2%	3%	7%
Riding personal watercraft	1%	6%	6%	9%	3%	7%	<1%	9%	2%
Sewing - crafts	14%	23%	23%	19%	25%	31%	19%	23%	21%
Snow skiing/snowboarding	5%	2%	2%	2%	1%	3%	0%	6%	0%
Soccer	3%	<1%	2%	2%	3%	2%	<1%	7%	4%
Swimming	33%	31%	33%	39%	29%	36%	17%	25%	24%
Tennis	6%	4%	5%	5%	6%	4%	1%	4%	2%
Volunteer work	26%	28%	29%	31%	30%	26%	24%	24%	31%
Yoga - Pilates	8%	8%	8%	6%	10%	13%	1%	14%	3%

How to read this report: Of the 1,256,282 adults in Hampton Roads, 11% have participated in adult continuing education. That equates to 138,191 adults (1,256,282 x 11%).

Source: The Scarborough Report 2009, Rel. 1

* United States includes the top 81 markets

**Hampton Roads includes the following counties: Currituck, Gloucester, Hampton, Isle of Wight, James City, Matthews, Newport News, Norfolk, Poquoson, Suffolk, Surry, VA Beach, Williamsburg and York

^South Hampton Roads includes the following counties: Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk

^^Northeastern North Carolina includes the following counties: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans