

The Virginian-Pilot

MEDIA COMPANIES

CITY DEMOGRAPHICS - ADULTS

	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
Sex of respondent									
Men	49%	49%	49%	54%	43%	45%	53%	47%	52%
Women	51%	51%	51%	46%	57%	55%	47%	53%	48%
Age of respondent									
18 - 24	13%	15%	15%	18%	13%	12%	17%	15%	9%
25 - 34	18%	18%	19%	19%	20%	20%	13%	14%	10%
35 - 44	19%	19%	20%	19%	21%	22%	16%	16%	20%
45 - 54	19%	19%	19%	21%	19%	19%	13%	25%	22%
55 - 64	15%	14%	13%	12%	12%	13%	17%	18%	16%
65 or older	17%	16%	14%	12%	15%	13%	24%	13%	23%
Median Age	45.4 yrs.	44.1 yrs.	43.2 yrs.	42.0 yrs.	42.9 yrs.	43.3 yrs.	48.2 yrs.	46.8 yrs.	51.7 yrs.
Household income (HHLI)									
Less than \$35,000	25%	23%	22%	17%	31%	19%	31%	24%	24%
\$35,000 - \$49,999	19%	19%	17%	14%	22%	16%	25%	7%	25%
\$50,000 - \$74,999	18%	24%	22%	24%	17%	21%	25%	26%	22%
\$75,000 - \$99,999	16%	16%	17%	20%	13%	16%	13%	22%	17%
\$100,000 or more	23%	19%	22%	25%	17%	28%	5%	22%	12%
Median Household Income	\$49,816	\$56,668	\$56,957	\$64,225	\$44,305	\$62,366	\$46,453	\$59,410	\$50,580
Level of education									
High school graduate (12th grade or GED)	34%	33%	33%	33%	34%	28%	43%	38%	44%
Some college (1-3 years-not Graduate or AA/Associates)	29%	34%	35%	37%	33%	37%	35%	23%	23%
College graduate or more	26%	23%	23%	24%	18%	31%	10%	30%	20%
Marital status									
Married	57%	58%	55%	57%	45%	63%	48%	57%	67%
Never married (single)	26%	25%	27%	27%	35%	21%	27%	27%	15%
Children in Household									
Yes	42%	41%	44%	45%	44%	49%	37%	36%	35%
Occupation summary									
White collar	41%	40%	39%	44%	34%	42%	22%	34%	41%
Blue collar	23%	27%	30%	30%	31%	27%	35%	30%	24%
Military									
In the Service	<1%	6%	8%	9%	9%	5%	6%	2%	3%
Race									
White	82%	65%	64%	74%	54%	64%	51%	53%	73%
Black/African American	12%	30%	30%	19%	39%	33%	45%	41%	23%
Asian	3%	2%	2%	3%	1%	1%	1%	2%	<1%
Other	3%	3%	4%	5%	6%	2%	3%	5%	3%
Own or rent residence (HHLI)									
Own	71%	71%	70%	73%	55%	78%	60%	85%	79%
Rent	24%	26%	28%	22%	45%	21%	40%	13%	17%
Type of dwelling (HHLI)									
Single family house (unattached)	70%	71%	69%	67%	61%	81%	64%	82%	75%
Townhouse or attached home	7%	10%	12%	17%	11%	4%	15%	6%	3%
Condominium	4%	3%	4%	7%	2%	3%	1%	1%	0%
Apartment	13%	11%	13%	10%	23%	10%	20%	8%	6%

How to read this report: Of the 1,256,282 adults in Hampton Roads, 49% are men. That equates to 615,578 male adults (1,256,282 x 49%).

Source: Scarborough 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