

The Virginian-Pilot



HAMPTON ROADS SAVINGS WEEKLY (HRSW) DEMOGRAPHICS READ PAST 30 DAYS

Hampton Roads Savings Weekly is a standard broadsheet publication mailed for delivery every Wednesday/Thursday to area, non-subscriber households as a part of The Virginian-Pilot's Total Market Coverage (TMC) program. It contains The Pilot's advertising section featuring articles for sale, help wanted and automotive ads.

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South Hampton Roads

	Adults*	HRSW Readers
Total Adults	786,500	177,570
Gender		
Male	49%	41%
Female	51%	59%
Age		
18 - 24	15%	9%
25 - 34	20%	25%
35 - 44	21%	28%
45 - 54	19%	17%
55 - 64	12%	11%
65 or older	14%	10%
Median Age	41.7 years old	40.0 years old
Household income (HHLI)		
Less than \$35,000	15%	15%
\$35,000 - \$50,000	15%	18%
\$50,000 - \$75,000	20%	23%
\$75,000 - \$100,000	14%	15%
\$100,000 or more	13%	11%
Median Income	\$61,339	\$58,988
Level of education		
High school graduate (12th grade or GED)	27%	29%
Some college (1-3 years-not Graduate or AA/Associates)	23%	23%
College graduate (4 year college)	22%	23%
Some post graduate/Post graduate degree	14%	13%
Marital status		
Married	58%	61%
Never married (single)	19%	14%
Race		
White	60%	57%
Black/African American	31%	33%
Hispanic	4%	4%
Asian	1%	1%
Other	4%	1%
Active Duty Military		
Yes	19%	19%
Own or rent residence (HHLI)		
Own	68%	71%
Rent	28%	26%
Children in Home		
Yes	45%	51%
Working Woman in Home		
Yes	53%	61%

How to read this report: Of the 786,500 adults in South Hampton Roads, 49% are men. That equates to 385,385 male adults (786,500 x 49%).

Source: HROS 2007

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