



The Virginian-Pilot

VIRGINIA BEACH BEACON - SECTION DEMOGRAPHICS READ PAST 30 DAYS

The Beacon contains news and events related to the City of Virginia Beach and focuses on city government, schools, local events and local sports.

Published: Thur & Sun Format: Tabloid Distribution: Virginia Beach

South Hampton Roads

	Adults*	Beacon Readers
Total Adults	786,500	255,770
Gender		
Male	49%	48%
Female	51%	52%
Age		
18 - 24	15%	10%
25 - 34	20%	14%
35 - 44	21%	23%
45 - 54	19%	24%
55 - 64	12%	14%
65 or older	14%	15%
Median Age	42 years old	45 years old
Household income (HHLd)		
Less than \$35,000	15%	12%
\$35,000 - \$50,000	15%	11%
\$50,000 - \$75,000	20%	22%
\$75,000 - \$100,000	14%	18%
\$100,000 or more	13%	17%
Median Income	\$61,339	\$69,198
Level of education		
High school graduate (12th grade or GED)	27%	25%
Some college (1-3 years-not Graduate or AA/Associates)	23%	24%
College graduate (4 year college)	22%	23%
Some post graduate/Post graduate degree	14%	17%
Marital status		
Married	58%	60%
Never married (single)	19%	15%
Race		
White	60%	65%
Black/African American	31%	25%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	7%
Active Duty Military		
Yes	19%	15%
Own or rent residence (HHLd)		
Own	68%	78%
Rent	28%	20%
Children in Home		
Yes	45%	44%
Working Woman in Home		
Yes	53%	58%

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