



# The Virginian-Pilot

## BUSINESS - SECTION DEMOGRAPHICS

### READ PAST 30 DAYS

The Sunday Business section reports on business at local, regional, national and worldwide levels, with a special emphasis on local business stories of trends, events and changes in the marketplace.

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The Business Page runs in the Main News section on Tuesday through Saturday.

	South Hampton Roads Adults*	Business Section Readers
<b>Total Adults</b>	<b>786,500</b>	<b>411,130</b>
<b>Gender</b>		
Male	49%	53%
Female	51%	47%
<b>Age</b>		
18 - 24	15%	10%
25 - 34	20%	14%
35 - 44	21%	23%
45 - 54	19%	23%
55 - 64	12%	14%
65 or older	14%	16%
Median Age	41.7 years old	45.8 years old
<b>Household income (HHLI)</b>		
Less than \$35,000	15%	12%
\$35,000 - \$50,000	15%	12%
\$50,000 - \$75,000	20%	20%
\$75,000 - \$100,000	14%	18%
\$100,000 or more	13%	17%
Median Income	\$61,339	\$69,329
<b>Level of education</b>		
High school graduate (12th grade or GED)	27%	24%
Some college (1-3 years-not Graduate or AA/Associates)	23%	21%
College graduate (4 year college)	22%	24%
Some post graduate/Post graduate degree	14%	20%
<b>Marital status</b>		
Married	58%	62%
Never married (single)	19%	14%
<b>Race</b>		
White	60%	62%
Black/African American	31%	28%
Hispanic	4%	3%
Asian	1%	1%
Other	4%	5%
<b>Active Duty Military</b>		
Yes	19%	14%
<b>Own or rent residence (HHLI)</b>		
Own	68%	78%
Rent	28%	19%
<b>Children in Home</b>		
Yes	45%	43%
<b>Working Woman in Home</b>		
Yes	53%	54%
<b>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%).</b>		

Source: HROS 2007

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