

The Virginian-Pilot

CHESAPEAKE CLIPPER - SECTION DEMOGRAPHICS READ PAST 30 DAYS



The Clipper contains news and events related to the City of Chesapeake and focuses on city government, schools, local events and local sports.

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	South Hampton Roads Adults*	Clipper Readers
Total Adults	786,500	137,880
Gender		
Male	49%	44%
Female	51%	56%
Age		
18 - 24	15%	10%
25 - 34	20%	15%
35 - 44	21%	22%
45 - 54	19%	24%
55 - 64	12%	16%
65 or older	14%	12%
Median Age	42 years old	45 years old
Household income (HHLI)		
Less than \$35,000	15%	9%
\$35,000 - \$50,000	15%	12%
\$50,000 - \$75,000	20%	23%
\$75,000 - \$100,000	14%	18%
\$100,000 or more	13%	16%
Median Income	\$61,339	\$70,428
Level of education		
High school graduate (12th grade or GED)	27%	27%
Some college (1-3 years-not Graduate or AA/Associates)	23%	22%
College graduate (4 year college)	22%	25%
Some post graduate/Post graduate degree	14%	16%
Marital status		
Married	58%	66%
Never married (single)	19%	12%
Race		
White	60%	66%
Black/African American	31%	26%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	5%
Active Duty Military		
Yes	19%	17%
Own or rent residence (HHLI)		
Own	68%	83%
Rent	28%	14%
Children in Home		
Yes	45%	44%
Working Woman in Home		
Yes	53%	53%

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