

# The Virginian-Pilot

## DAILY BREAK - SECTION DEMOGRAPHICS

### READ PAST 30 DAYS

The Daily Break section is a lifestyle section containing a wide range of topics that include the night's tv listings, daily comics, horoscopes, puzzles and a daily feature focusing on fashion, family, health and fitness or spirituality.

The Tuesday Daily Break is titled "Tech Talk" and includes cutting-edge, hi-tech news features including "The Arcade" for gamers, and "The Help Desk".

The Wednesday Daily Break is titled "Flavor" and contains light-hearted fare on all things food - from recipes to restaurant reviews - from marketing tips to seasonal savings.

The Thursday Break is titled "Pulse" (tab format) and includes arts, culture, and entertainment events, movies, and dining guides.

The Friday Break is titled "On Screen". This section highlights what's on TV, top movie picks, Mal Vincent the movie critic, movie listings and music and DVD reviews.

The Sunday Break is titled "magazine" and features articles on travel and books as well as entertainment listings for the week ahead.



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	South Hampton Roads Adults*	Daily Break Section Readers
<b>Total Adults</b>	<b>786,500</b>	<b>519,470</b>
<b>Gender</b>		
Male	49%	46%
Female	51%	54%
<b>Age</b>		
18 - 24	15%	10%
25 - 34	20%	16%
35 - 44	21%	22%
45 - 54	19%	22%
55 - 64	12%	14%
65 or older	14%	15%
Median Age	41.7 years old	44.6 years old
<b>Household income (HHLI)</b>		
Less than \$35,000	15%	15%
\$35,000 - \$50,000	15%	13%
\$50,000 - \$75,000	20%	21%
\$75,000 - \$100,000	14%	15%
\$100,000 or more	13%	15%
Median Income	\$61,339	\$64,119
<b>Level of education</b>		
High school graduate (12th grade or GED)	27%	26%
Some college (1-3 years-not Graduate or AA/Associates)	23%	24%
College graduate (4 year college)	22%	22%
Some post graduate/Post graduate degree	14%	17%
<b>Marital status</b>		
Married	58%	59%
Never married (single)	19%	16%
<b>Race</b>		
White	60%	64%
Black/African American	31%	28%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	1%
<b>Active Duty Military</b>		
Yes	19%	14%
<b>Own or rent residence (HHLI)</b>		
Own	68%	75%
Rent	28%	22%
<b>Children in Home</b>		
Yes	45%	42%
<b>Working Woman in Home</b>		
Yes	53%	56%
<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