



The Virginian-Pilot

DRIVE - SECTION DEMOGRAPHICS READ PAST 30 DAYS

The Drive section is an automotive guide for buyers and sellers and includes repair and maintenance tips for auto owners. It also includes classifieds where both private individuals and dealers advertise new and used cars, trucks, vans and boats for sale.

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South Hampton Roads

	Adults*	Drive Readers
Total Adults	786,500	248,540
Gender		
Male	49%	58%
Female	51%	42%
Age		
18 - 24	15%	14%
25 - 34	20%	14%
35 - 44	21%	25%
45 - 54	19%	22%
55 - 64	12%	14%
65 or older	14%	10%
Median Age	41.7 years old	42.8 years old
Household income (HHLI)		
Less than \$35,000	15%	13%
\$35,000 - \$50,000	15%	13%
\$50,000 - \$75,000	20%	22%
\$75,000 - \$100,000	14%	17%
\$100,000 or more	13%	15%
Median Income	\$61,339	\$65,611
Level of education		
High school graduate (12th grade or GED)	27%	28%
Some college (1-3 years-not Graduate or AA/Associates)	23%	22%
College graduate (4 year college)	22%	22%
Some post graduate/Post graduate degree	14%	16%
Marital status		
Married	58%	58%
Never married (single)	19%	21%
Race		
White	60%	58%
Black/African American	31%	32%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	2%
Active Duty Military		
Yes	19%	14%
Own or rent residence (HHLI)		
Own	68%	73%
Rent	28%	23%
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