



The Virginian-Pilot

MAIN NEWS- SECTION DEMOGRAPHICS READ PAST 30 DAYS

The Main News section contains local, national and worldwide news with a special "local lens" approach to all applicable stories - a focus on how the news applies to Hampton Roads.

Published: Mon - Sun Format: Broadsheet Distribution: Full Run

	South Hampton Roads Adults*	Main News Section Readers
Total Adults	786,500	586,750
Gender		
Male	49%	47%
Female	51%	53%
Age		
18 - 24	15%	11%
25 - 34	20%	18%
35 - 44	21%	22%
45 - 54	19%	21%
55 - 64	12%	13%
65 or older	14%	15%
Median Age	41.7 years old	43.6 years old
Household income (HHLID)		
Less than \$35,000	15%	14%
\$35,000 - \$50,000	15%	14%
\$50,000 - \$75,000	20%	21%
\$75,000 - \$100,000	14%	15%
\$100,000 or more	13%	15%
Median Income	\$61,339	\$63,989
Level of education		
High school graduate (12th grade or GED)	27%	25%
Some college (1-3 years-not Graduate or AA/Associates)	23%	25%
College graduate (4 year college)	22%	23%
Some post graduate/Post graduate degree	14%	16%
Marital status		
Married	58%	59%
Never married (single)	19%	17%
Race		
White	60%	62%
Black/African American	31%	29%
Hispanic	4%	3%
Asian	1%	1%
Other	4%	4%
Active Duty Military		
Yes	19%	16%
Own or rent residence (HHLID)		
Own	68%	74%
Rent	28%	23%
Children in Home		
Yes	45%	44%
Working Woman in Home		
Yes	53%	55%

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