



# The Virginian-Pilot

## CLASSIFIED - SECTION DEMOGRAPHICS READ PAST 30 DAYS

*The Classified Marketplace includes private party and commercial liner or display advertising in general merchandise, legals, auctions, employment, real estate and automotive categories.*

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	South Hampton Roads Adults*	Classified Section Readers
<b>Total Adults</b>	<b>786,500</b>	<b>372,010</b>
<b>Gender</b>		
Male	49%	47%
Female	51%	53%
<b>Age</b>		
18 - 24	15%	13%
25 - 34	20%	19%
35 - 44	21%	24%
45 - 54	19%	21%
55 - 64	12%	12%
65 or older	14%	11%
Median Age	41.7 years old	41.5 years old
<b>Household income (HHLI)</b>		
Less than \$35,000	15%	14%
\$35,000 - \$50,000	15%	16%
\$50,000 - \$75,000	20%	23%
\$75,000 - \$100,000	14%	15%
\$100,000 or more	13%	13%
Median Income	\$61,339	\$61,630
<b>Level of education</b>		
High school graduate (12th grade or GED)	27%	28%
Some college (1-3 years-not Graduate or AA/Associates)	23%	25%
College graduate (4 year college)	22%	22%
Some post graduate/Post graduate degree	14%	13%
<b>Marital status</b>		
Married	58%	58%
Never married (single)	19%	18%
<b>Race</b>		
White	60%	58%
Black/African American	31%	33%
Hispanic	4%	3%
Asian	1%	1%
Other	4%	4%
<b>Active Duty Military</b>		
Yes	19%	16%
<b>Own or rent residence (HHLI)</b>		
Own	68%	69%
Rent	28%	28%
<b>Children in Home</b>		
Yes	45%	48%
<b>Working Woman in Home</b>		
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