



# The Virginian-Pilot

## NORTH CAROLINA COAST DISTRIBUTION AREA CURRITUCK AND DARE COUNTY DEMOGRAPHICS

*The Coast is a free rack, entertainment guide for the Outer Banks and surrounding areas, and is also distributed to The Virginian-Pilot subscriber households in Dare and Currituck counties.*

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	Northeastern North Carolina Adults*	The Coast Distribution Area Adults^
<b>Total Adults</b>	<b>142,080</b>	<b>40,079</b>
<b>Gender</b>		
Male	46%	46%
Female	54%	54%
<b>Age</b>		
18 - 24	9%	9%
25 - 34	14%	7%
35 - 44	20%	17%
45 - 54	21%	25%
55 - 64	15%	19%
65 or older	22%	23%
Median Age	47 years old	49 years old
<b>Household income (HHLd)</b>		
Less than \$35,000	35%	26%
\$35,000 - \$50,000	18%	16%
\$50,000 - \$75,000	21%	21%
\$75,000 - \$100,000	14%	18%
\$100,000 or more	12%	20%
Median Income	\$47,377	\$59,717
<b>Level of education</b>		
High school graduate (12th grade or GED)	45%	43%
Some college (1-3 years-not Graduate or	28%	27%
College graduate (4 year college)	11%	13%
Some post graduate/Post graduate degree	8%	8%
<b>Marital status</b>		
Married	64%	71%
Never married (single)	18%	14%
<b>Race</b>		
White	71%	90%
Black/African American	26%	5%
Asian	<1%	2%
Other	3%	4%
<b>Work for Military</b>		
Yes	8%	7%
<b>Own or rent residence (HHLd)</b>		
Own	76%	85%
Rent	20%	11%
<b>Type of dwelling (HHLd)</b>		
Single family house (unattached)	72%	82%
Townhouse or attached home	2%	0%
Apartment	4%	1%

**How to read this report: Of the 142,080 adults in NENC, 46% are men. That equates to 65,499 male adults (142,080 x 46%).**

Source: Scarborough 2005 & 2006, Rel. 2

\*Northeast North Carolina (NENC) includes the following counties: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans (note: Bertie County is not included in Scarborough)

\*\*These demographics do not include tourists who read The Coast