

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 tv listings, daily comics, horoscopes, puzzles and a daily feature focusing on fashion, family, health and fitness or spirituality. On Thursday, Friday and Sunday there are special edition of The Daily Break that include all of this and more.

The Thursday Break is titled "fri/sat/sun" and includes a Q&A and art feature as well as a detailed calendar of upcoming events.

The Friday Break is titled "mmt" for movies, music and tv. This section highlights the "757 - teens cover the code" as well as dvd reviews and soundwaves.

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

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

	South Hampton Roads Adults*	Daily Break Section Readers
Total Adults	786,500	519,470
Gender		
Male	49%	46%
Female	51%	54%
Age		
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
Household income (HHLI)		
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
Level of education		
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%
Marital status		
Married	58%	59%
Never married (single)	19%	16%
Race		
White	60%	64%
Black/African American	31%	28%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	1%
Active Duty Military		
Yes	19%	14%
Own or rent residence (HHLI)		
Own	68%	75%
Rent	28%	22%
Children in Home		
Yes	45%	42%
Working Woman in Home		
Yes	53%	56%

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