



The Virginian-Pilot

GRACIOUS LIVING - SECTION DEMOGRAPHICS READ PAST 30 DAYS

The Gracious Living section contains ideas for home, garden and cuisine - organized into four parts: Grow, Dine, Plan and Design.

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	South Hampton Roads Adults*	Gracious Living Readers
Total Adults	786,500	374,410
Gender		
Male	49%	38%
Female	51%	62%
Age		
18 - 24	15%	6%
25 - 34	20%	14%
35 - 44	21%	22%
45 - 54	19%	25%
55 - 64	12%	17%
65 or older	14%	16%
Median Age	41.7 years old	47.9 years old
Household income (HHLI)		
Less than \$35,000	15%	11%
\$35,000 - \$50,000	15%	13%
\$50,000 - \$75,000	20%	21%
\$75,000 - \$100,000	14%	17%
\$100,000 or more	13%	15%
Median Income	\$61,339	\$67,350
Level of education		
High school graduate (12th grade or GED)	27%	25%
Some college (1-3 years-not Graduate or AA/Associates)	23%	22%
College graduate (4 year college)	22%	25%
Some post graduate/Post graduate degree	14%	18%
Marital status		
Married	58%	63%
Never married (single)	19%	12%
Race		
White	60%	67%
Black/African American	31%	26%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	2%
Active Duty Military		
Yes	19%	13%
Own or rent residence (HHLI)		
Own	68%	80%
Rent	28%	18%
Children in Home		
Yes	45%	40%
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