



The Virginian-Pilot

HOME SEARCH - DEMOGRAPHICS

READ PAST 30 DAYS

Home Search targets the prospective home buyer in South Hampton Roads. Home Search is a free, rack-distributed real estate magazine which is published bimonthly. It contains current listings of homes for sale in South Hampton Roads area. It also contains user-friendly maps and a wealth of information about property listings, real estate agents, and real estate companies. It is distributed primarily in grocery stores and other sites where potential homeowners might be reached.

Published: Bi-Weekly Format: Magazine Distribution: South Hampton Roads

	South Hampton Roads Adults*	Home Search Readers
Total Adults	786,500	110,450
Gender		
Male	49%	48%
Female	51%	52%
Age		
18 - 24	15%	8%
25 - 34	20%	23%
35 - 44	21%	26%
45 - 54	19%	21%
55 - 64	12%	12%
65 or older	14%	11%
Median Age	41.7 years old	41.8 years old
Household income (HHLI)		
Less than \$35,000	15%	13%
\$35,000 - \$50,000	15%	13%
\$50,000 - \$75,000	20%	24%
\$75,000 - \$100,000	14%	17%
\$100,000 or more	13%	15%
Median Income	\$61,339	\$65,519
Level of education		
High school graduate (12th grade or GED)	27%	31%
Some college (1-3 years-not Graduate or AA/Associates)	23%	19%
College graduate (4 year college)	22%	24%
Some post graduate/Post graduate degree	14%	14%
Marital status		
Married	58%	60%
Never married (single)	19%	19%
Race		
White	60%	46%
Black/African American	31%	46%
Hispanic	4%	3%
Asian	1%	1%
Other	4%	1%
Active Duty Military		
Yes	19%	18%
Own or rent residence (HHLI)		
Own	68%	63%
Rent	28%	34%
Children in Home		
Yes	45%	48%
Working Woman in Home		
Yes	53%	62%

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