



The Virginian-Pilot

NORTH CAROLINA NEWS - SECTION DEMOGRAPHICS DAILY OR SUNDAY READERS

The North Carolina News is a section inserted into The Virginian-Pilot in twelve Northeastern North Carolina counties and contains news of local interest with a North Carolina "local lens" approach to all applicable stories.

Published: Thur, Fri, Sun Format: Broadsheet Distribution: N.E.N.C.

	Northeast North Carolina Adults	North Carolina Broadsheet Readers
Total Adults	142,080	61,709
Gender		
Male	46%	45%
Female	54%	55%
Age		
18 - 24	9%	5%
25 - 34	14%	23%
35 - 44	20%	14%
45 - 54	21%	22%
55 - 64	15%	11%
65 or older	22%	26%
Median Age	47.6 years old	47.8 years old
Household income (HHL D)		
Less than \$35,000	35%	28%
\$35,000 - \$50,000	18%	16%
\$50,000 - \$75,000	21%	24%
\$75,000 - \$100,000	14%	18%
\$100,000 or more	12%	14%
Median Income	\$47,242	\$57,952
Level of education		
High school graduate (12th grade or GED)	45%	43%
Some college (1-3 years-not Graduate or AA/Associates)	28%	33%
College graduate (4 year college)	11%	10%
Some post graduate/Post graduate degree	8%	9%
Marital status		
Married	64%	71%
Never married (single)	18%	10%
Race		
White	71%	80%
Black/African American	26%	16%
Other	3%	4%
Work for Military		
Yes	8%	9%
Own or rent residence (HHL D)		
Own	76%	77%
Rent	20%	21%
Type of dwelling (HHL D)		
Single family house (unattached)	72%	79%
Townhouse or attached home	2%	1%
Condominium	0%	0%
Apartment	4%	7%

How to read this report: Of the 142,080 adults in NENC, 46% are men. That equates to 65,357 male adults (142,080 x 46%).

Source: Scarborough combined study 2005, Rel. 2 and 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)