



The Virginian-Pilot

SUNDAY COMICS - SECTION DEMOGRAPHICS READ PAST 30 DAYS

The Sunday Comics section contains the "funnies," comic strips drawn by the favorite comic strip artists of the majority of The Pilot's readers.

Published: Sunday Format: Broadsheet Distribution: Full Run

	South Hampton Roads Adults*	Sunday Comic Readers
Total Adults	786,500	395,560
Gender		
Male	49%	49%
Female	51%	51%
Age		
18 - 24	15%	10%
25 - 34	20%	14%
35 - 44	21%	20%
45 - 54	19%	24%
55 - 64	12%	15%
65 or older	14%	18%
Median Age	41.7 years old	47.5 years old
Household income (HHLI)		
Less than \$35,000	15%	11%
\$35,000 - \$50,000	15%	12%
\$50,000 - \$75,000	20%	22%
\$75,000 - \$100,000	14%	16%
\$100,000 or more	13%	16%
Median Income	\$61,339	\$67,634
Level of education		
High school graduate (12th grade or GED)	27%	26%
Some college (1-3 years-not Graduate or AA/Associates)	23%	22%
College graduate (4 year college)	22%	23%
Some post graduate/Post graduate degree	14%	19%
Marital status		
Married	58%	62%
Never married (single)	19%	15%
Race		
White	60%	64%
Black/African American	31%	28%
Hispanic	4%	2%
Asian	1%	1%
Other	4%	2%
Active Duty Military		
Yes	19%	14%
Own or rent residence (HHLI)		
Own	68%	77%
Rent	28%	20%
Children in Home		
Yes	45%	40%
Working Woman in Home		
Yes	53%	53%
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