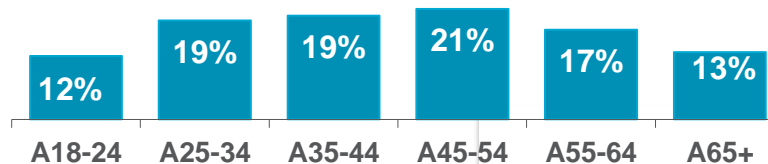
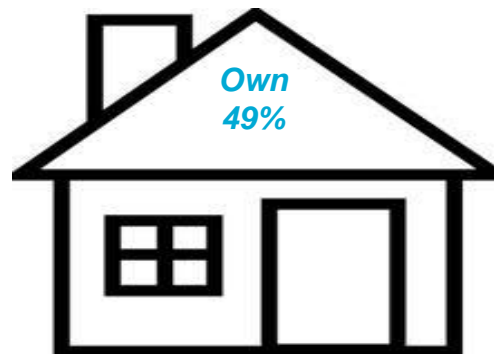
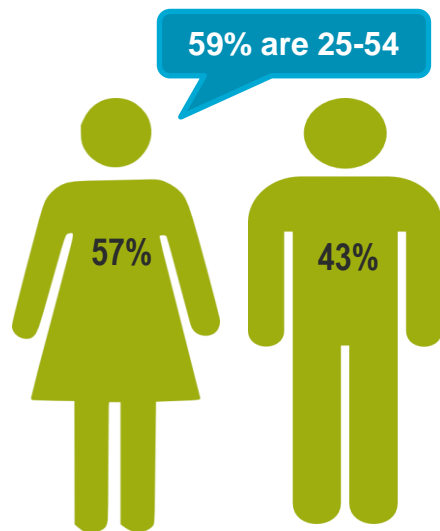
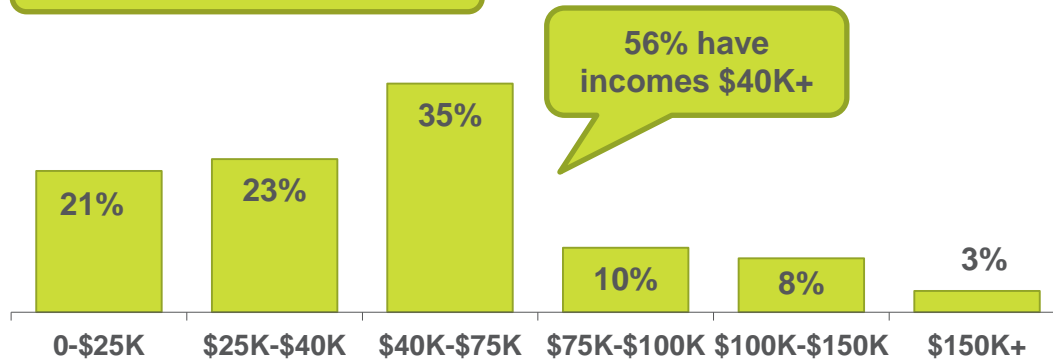


AFRICAN-AMERICAN

DEMOGRAPHICS



Hampton Roads is ranked 15th in the U.S. for African-American Households!¹

Nearly 30% of the households in the Norfolk VA DMA are African-Americans.²

AREA OF RESIDENCE

COX PLUS+ FOOTPRINT	78.5%
COX PLUS+ SOUTHSIDE ZONE	50.4%
COX PLUS+ PENINSULA ZONE	28.1%
OUTSIDE COX PLUS+ FOOTPRINT	21.5%

¹Source: NSI, Sept2013 Black and Hispanic DMA Market and Demographic Rank.

²Source: Scarborough Research, Norfolk Mr12-Fe13, Adults 18+, DMA Survey Area. Target Definition: Race of Respondent: Black/African American Population Estimates: Universe = 1,465,038; Target = 430,915. (29.5% of universe).