

# THE MEDIA AUDIT

MEDIA QUICK PROFILE  
Audience Profile (Cume)  
TOTAL  
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REPORT MARKET: NORFOLK, VA  
REPORT BASE: ADULTS AGE 18+  
REPORT PERIOD: RELEASE: SUMMER 2017  
MEDIA: COVA PRINT&DIG

BASE POPULATION: 1,490,357

% IN MEDIA: 12.8

MEDIA PERSONS: 190,524

## Audience Profile (Cume)

**Total Income: \$16,754,499,750**

**Mean Income: \$90,154**

**Mean Age: 52**

**Home Owners: 67%**

**Mean Home Value: \$347,580**

**Mean Miles Past Week: 128**



DEMOGRAPHICS MAY NOT ADD UP TO 100% BECAUSE SOME RESPONDENTS DO NOT REPORT ONE OR MORE DEMOGRAPHICS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.  
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