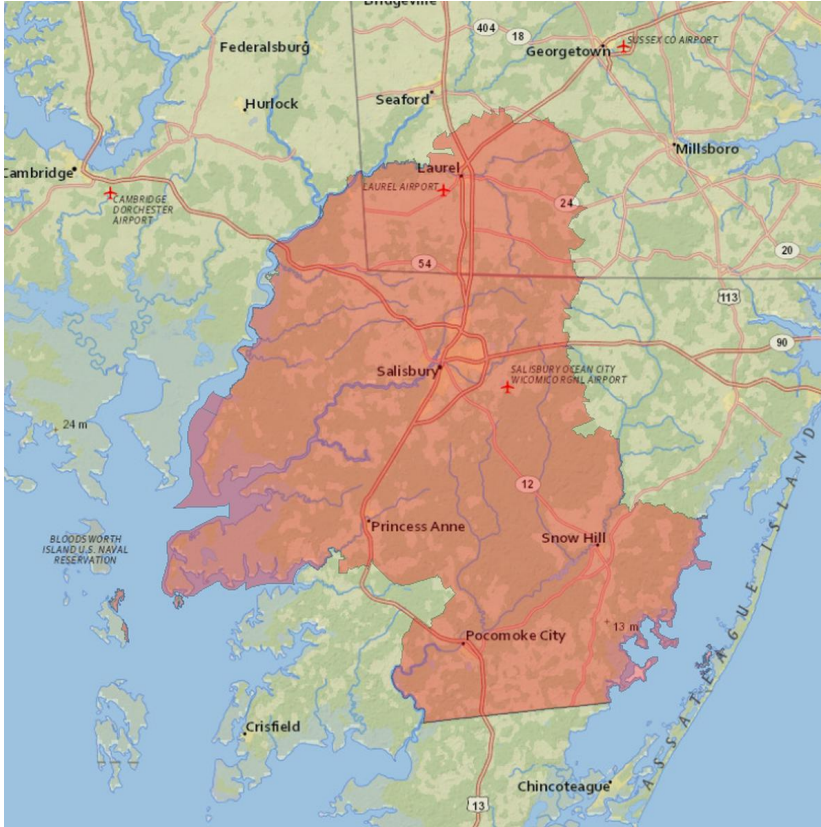


Salisbury Market

Salisbury Metro



Demographic Profile

Age Groups

| | |
|----------------------|--------|
| Persons 17 and under | 22.00% |
| Adults 18-34 | 26.80% |
| Adults 35-54 | 24.10% |
| Adults 55+ | 27.20% |

Education

| | |
|-------------------|--------|
| Attended College+ | 52.30% |
|-------------------|--------|

Marital Status

| | |
|----------------------------|--------|
| Single (Never Married) | 36.90% |
| Married | 41.60% |
| Divorced/Separated/Widowed | 21.50% |

Household Income

| | |
|-------------------|--------|
| \$49,999 | 20.20% |
| \$50,000-\$74,999 | 18.50% |
| \$75,000-\$99,999 | 12.20% |
| \$100,000+ | 18.60% |

Housing Units & Family Type

| | |
|-----------------------|--------|
| Occupied | 55.50% |
| % of HH with Children | 32.40% |

Race

| | |
|------------------------|--------|
| White | 67.00% |
| Asian | 2.60% |
| Black/African American | 26.40% |
| Other | 4.00% |

Communities Served

- Bivalve
- Deal Island
- Delmar
- Eden
- Fruitland
- Girdletree
- Hebron
- Laurel
- Mardela Springs
- Nanticoke
- Parsonsburg
- Pocomoke City
- Princess Anne
- Quantico
- Salisbury
- Sharptown
- Snow Hill
- Stockton
- Tyaskin

Source: Hybrid Exclusive Comcast Spotlight ad zone generated by Esri. 2016 American Community Survey, United States Census Bureau; aggregated to non-exclusive Comcast Spotlight ad zones. Generated by Rhiza for Media. Note: Marital Status Base = Adults 15+, Education Base = Adults 25+. Percentages may not add to 100% due to rounding. Cabletrack, Q2 2018.