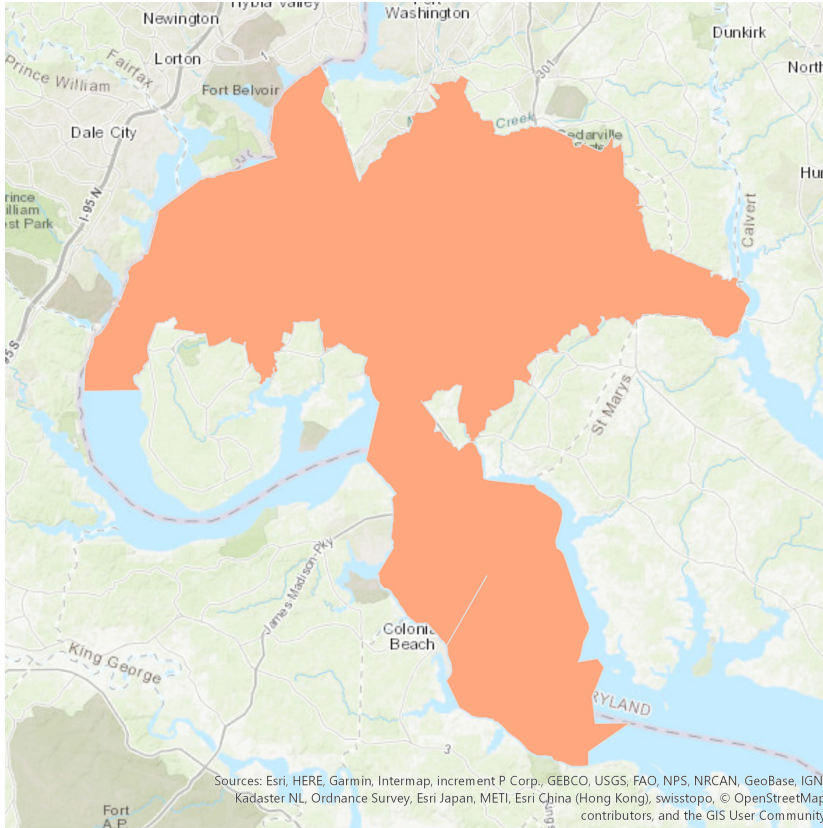


# Washington, DC Market

## CHARLES



### Demographic Profile

#### Age Groups

Persons 17 and under	24.90%
Adults 18-34	21.10%
Adults 35-54	30.60%
Adults 55+	23.40%

#### Education

Attended College+	59.80%
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#### Marital Status

Single (Never Married)	32.20%
Married	48.20%
Divorced/Separated/Widowed	19.50%

#### Household Income

\$49,999	10.50%
\$50,000-\$74,999	14.70%
\$75,000-\$99,999	15.50%
\$100,000+	45.70%

#### Housing Units & Family Type

Occupied	74.00%
% of HH with Children	38.60%

#### Race

White	50.70%
Asian	2.80%
Black/African American	40.30%
Other	6.20%

### Communities Served

- Bel Alton
- Bryantown
- Indian Head
- Marbury
- Port Tobacco
- Benedict
- Cobb Island
- Issue
- Newburg
- Waldorf
- Bryans Road
- Hughesville
- La Plata
- Pomfret
- White Plains

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.