

Washington, DC Market

CALVERT



Demographic Profile	
Age Groups	
Persons 17 and under	24.2%
Adults 18-34	19.3%
Adults 35-54	29.8%
Adults 55+	26.6%
Education	
Attended College+	62.3%
Marital Status	
Single (Never Married)	29.1%
Married	51.6%
Divorced/Separated/Widowed	19.4%
Household Income	
\$30,000-\$49,999	10.2%
\$50,000-\$74,999	15.4%
\$75,000-\$99,999	14.0%
\$100,000+	48.6%
Housing Units & Family Type	
% Owner Occupied Units	74.8%
% of HH with Children	37.3%
Race	
White	81.7%
Asian	1.5%
Black/African American	12.2%
Other	4.6%

Communities Served				
• Broomes Island	• Dunkirk	• North Beach	• Prince Frederick	• Sunderland
• Chesapeake Beach	• Huntingtown	• Owings	• Saint Leonard	
• Dowell	• Lusby	• Port Republic	• Solomons	

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.