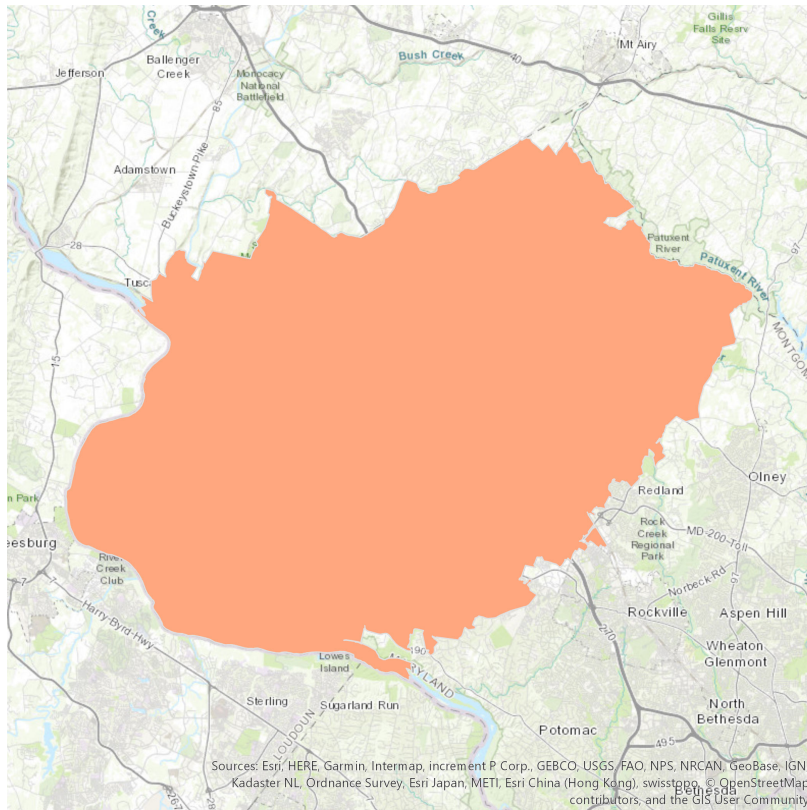


# Washington, DC Market

## Montgomery North



### Demographic Profile

#### Age Groups

Persons 17 and under	24.10%
Adults 18-34	21.70%
Adults 35-54	29.20%
Adults 55+	25.00%

#### Education

Attended College+	73.60%
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#### Marital Status

Single (Never Married)	31.50%
Married	49.00%
Divorced/Separated/Widowed	19.50%

#### Household Income

\$49,999	12.20%
\$50,000-\$74,999	15.70%
\$75,000-\$99,999	13.30%
\$100,000+	46.20%

#### Housing Units & Family Type

Occupied	64.40%
% of HH with Children	37.60%

#### Race

White	51.60%
Asian	16.50%
Black/African American	20.10%
Other	11.80%

### Communities Served

- Bamesville
- Beallsville
- Boyds
- Clarksburg
- Damascus
- Dickerson
- Gaithersburg
- Germantown
- Montgomery Village
- Poolesville
- Washington Grove

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.