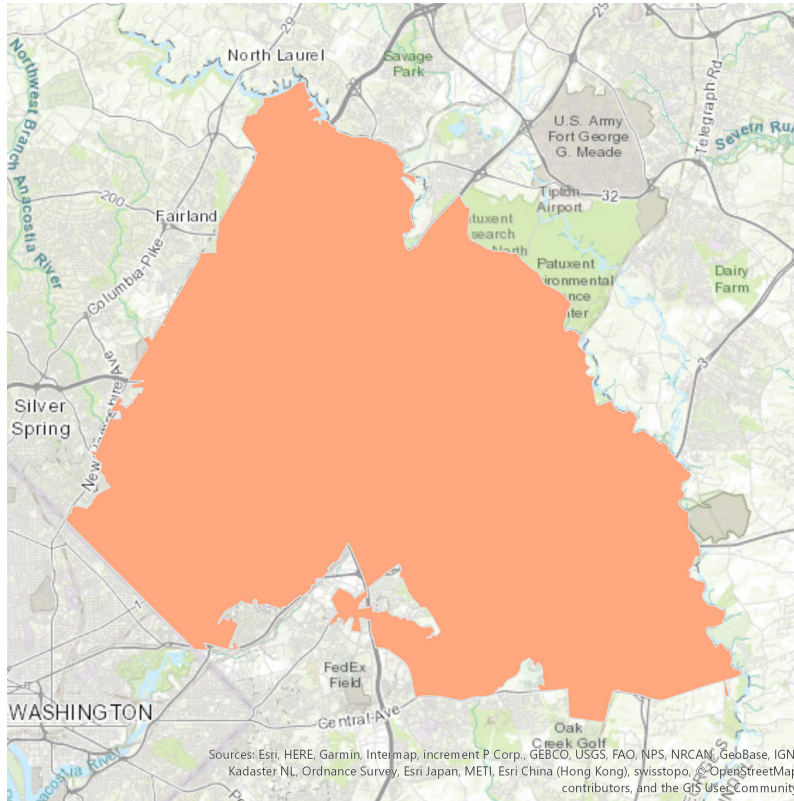


Washington, DC Market

Prince George's North



Demographic Profile

Age Groups

Persons 17 and under	22.80%
Adults 18-34	26.00%
Adults 35-54	28.00%
Adults 55+	23.10%

Education

Attended College+	59.90%
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Marital Status

Single (Never Married)	43.60%
Married	34.00%
Divorced/Separated/Widowed	22.40%

Household Income

\$49,999	15.30%
\$50,000-\$74,999	19.50%
\$75,000-\$99,999	14.70%
\$100,000+	34.90%

Housing Units & Family Type

Occupied	55.40%
% of HH with Children	34.60%

Race

White	20.60%
Asian	4.60%
Black/African American	60.40%
Other	14.50%

Communities Served

- Beltsville
- Bladensburg
- Bowie
- Brentwood
- College Park
- Glenn Dale
- Greenbelt
- Hyattsville
- Lanham
- Laurel
- Mount Rainier
- Riverdale

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.