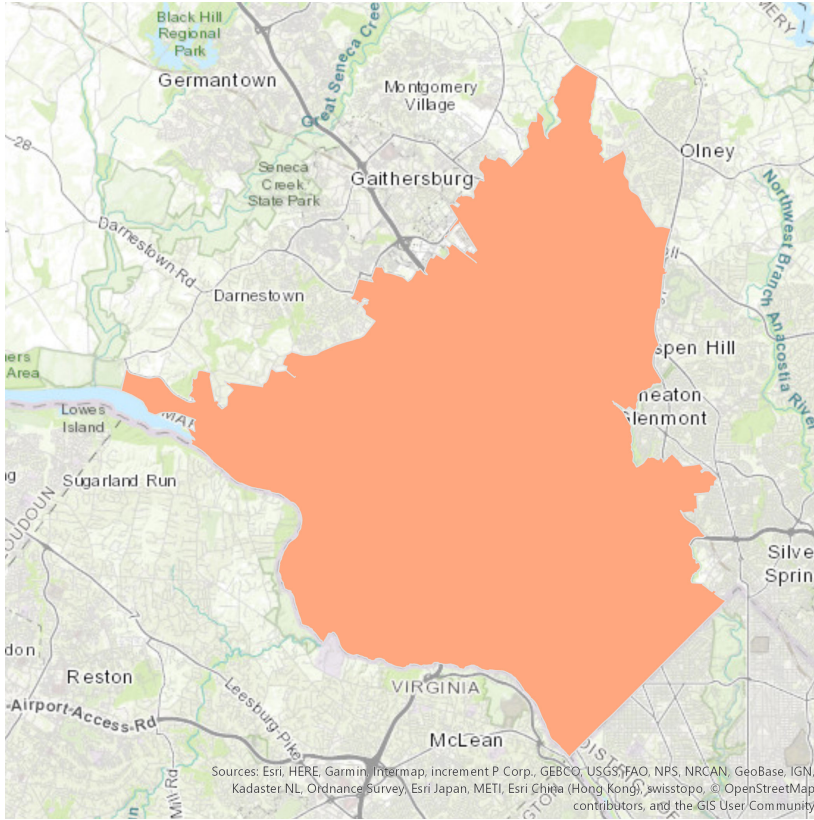


Washington, DC Market

Montgomery Central



Demographic Profile

Age Groups

Persons 17 and under	22.90%
Adults 18-34	21.30%
Adults 35-54	28.40%
Adults 55+	27.40%

Education

Attended College+	78.40%
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Marital Status

Single (Never Married)	32.00%
Married	49.00%
Divorced/Separated/Widowed	18.90%

Household Income

\$49,999	11.00%
\$50,000-\$74,999	14.20%
\$75,000-\$99,999	12.00%
\$100,000+	50.60%

Housing Units & Family Type

Occupied	59.80%
% of HH with Children	33.90%

Race

White	58.40%
Asian	14.60%
Black/African American	14.80%
Other	12.20%

Communities Served

- Bethesda
- Chevy Chase
- Garrett Park
- Kensington
- Rockville
- Cabin John
- Derwood
- Glen Echo
- Potomac

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.