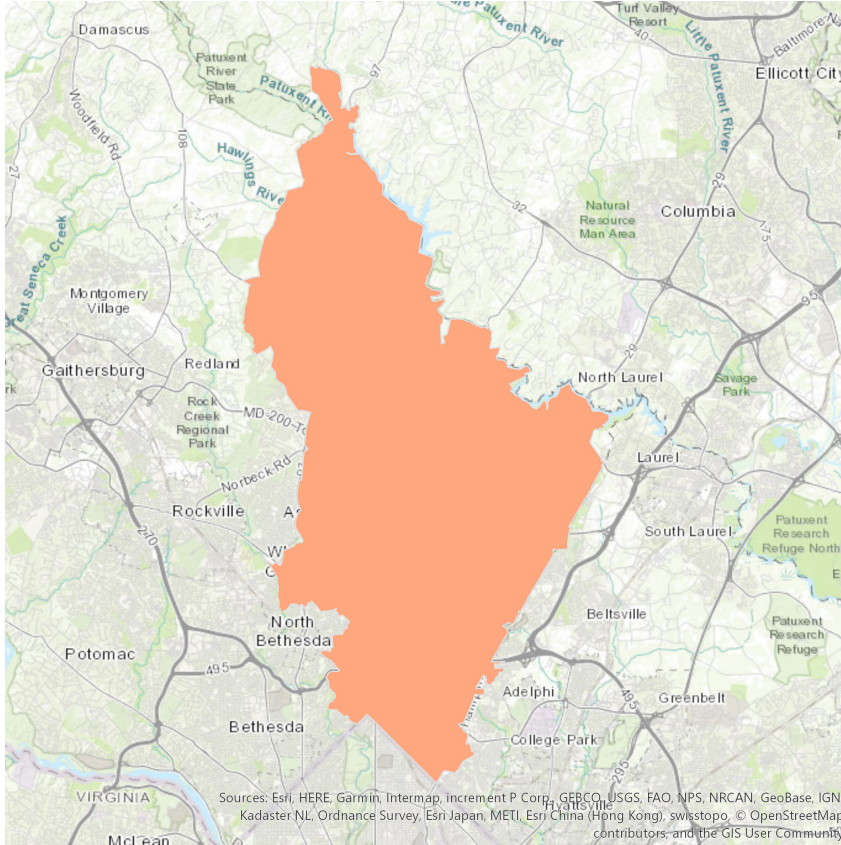


Washington, DC Market

Montgomery East



Demographic Profile

Age Groups

Persons 17 and under	23.20%
Adults 18-34	23.00%
Adults 35-54	28.20%
Adults 55+	25.60%

Education

Attended College+	70.70%
-------------------	--------

Marital Status

Single (Never Married)	34.80%
Married	45.40%
Divorced/Separated/Widowed	19.80%

Household Income

\$49,999	13.00%
\$50,000-\$74,999	16.20%
\$75,000-\$99,999	13.50%
\$100,000+	42.90%

Housing Units & Family Type

Occupied	59.10%
% of HH with Children	35.60%

Race

White	46.60%
Asian	11.80%
Black/African American	24.60%
Other	17.00%

Communities Served

- Ashton
- Brookeville
- Olney
- Silver Spring
- Takoma Park
- Brinklow
- Burtonsville
- Sandy Spring
- Spencerville

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.