

## **Audience Demographics**

### **Age:**

Under 34: 16%  
35 to 44: 10.3%  
45 to 54: 17.6%  
55 to 64: 28.7%  
65 to 74: 19.7%  
75 or older: 7.7%

**Mean: 53.5**

### **Household Income:**

\$0 to \$54,999: 11.5%  
\$55,000 to \$74,999: 8.9%  
\$75,000 to \$99,999: 14.4%  
\$100,000 to \$149,999: 24%  
\$150,000 to \$199,999: 15.9%  
\$200,000 or more: 25.3%

**Mean: \$143,000**

### **Area of Residence:**

Maryland: 17%  
**Virginia: 62.6%**  
District of Columbia: 14.2%  
Outside metropolitan area: 6.2%

### **Highest Level of Education**

#### **Completed:**

Less than high school degree: 0%  
High school degree: 1%  
Some college: 5%  
College degree: 22%  
Some graduate school: 11%  
**Graduate/professional degree: 61%**

### **Gender:**

Male: 44%  
Female: 56%

**For more information or to place an ad, contact Katherine Tucker,  
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