

# washingtontimes.com

## demographics

### Monthly

<b>Mobile Page Views*</b>	<b>5,931,754</b>
<b>TWT Page Views*</b>	<b>34,966,146</b>
<b>TWT Visitors*</b>	<b>20.41 MM</b>

### Gender

Male	70%
Female	30%

### Age

35-54	42%
55+	43%

### Education

College Grad/Post Grad	59%
Post Grad	30%

### Job Level

	<b>Index</b>
Sr. Management	368
C-Level/Exec/Owner	336

### Occupation

	<b>Index</b>
Legal	530
MIS/EDP	517
Technical	210

### Income

	<b>Index</b>
HHI \$150K+	164

### Investments

	<b>Index</b>
Portfolio \$500,000+	157
Portfolio \$1,000,000+	154

### Political

	<b>Index</b>
Worked for a political party	257
Actively participated in a group that tries to influence public policy	236
Signed a petition	190
Wrote to or called a politician	184
Politics/Current Events-provides frequent advice	170
Attended a political rally or speech	163
Political/Community Event	160
Registered to Vote	90%

### Finance

	<b>Index</b>
Business & Finance e-newsletter	385
Any Online Investment Shopping	359
Financial Information-provides frequent advice	201

### Technology

	<b>Index</b>
Technology News online video	375
Internet & Technology e-newsletter - last 30 days	329
Smart Phone Owned	130

### Travel

	<b>Index</b>
Travel & Leisure e-newsletter	272
Any Foreign Travel Destinations	187
Vacation packages - heavy spending	159

### Auto

	<b>Index</b>
Luxury Car	270
Cars/Automotive-provides frequent advice	127
Probably will purchase/lease new car/truck - next 6 months	136

Nielsen, @Plan  
\*Google Analytics, September 30, 2013

# thewashingtontimes readers

## Household Income

68%	\$75K+
49%	\$100K+
26%	\$150K+

## Average Household Income

DC Metro	\$116,100
Washington Times	\$136,100

## Home Value

70%	\$350K+
61%	\$450K+
40%	\$550K+

(Average Home Value \$606K)

## Education

Some College	77%
College Degree	52%
Graduate Degree	30%

## Employment

White Collar	53%
Managerial/Professional	43%
Federal Employee	9%
State/Local Gov't	7%
Private Sector	24%
Other	17%

## Gender

Male	61%
Female	39%

## Marital Status

Married	63%
Single (Never Married)	21%
Other	16%

## Race

White	76%
African American	20%
Other	4%

## Age – Median

Men	50.2
Women	46.3

## Readership Home Location

DC	19%
Virginia	40%
Maryland	38%
Other	2%

## Print Circulation Data

(Printed M – F)

59,185\*

Includes Home Delivery, Single Copy Sales, Controlled Distribution on Capitol Hill and Government Agencies, NIE and e-Edition

## Daily Readership

119,117

Washington Times Research Department, April 30, 2012

\*CAC, December 31, 2012

**The Washington Times**

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