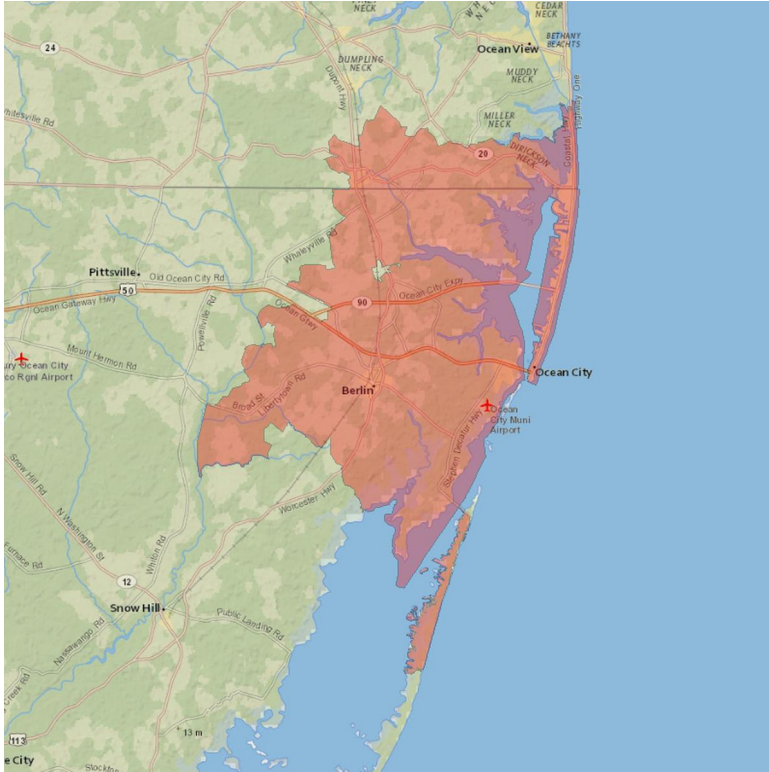


Salisbury Market

Ocean City



Demographic Profile

Age Groups

Persons 17 and under	15.70%
Adults 18-34	15.20%
Adults 35-54	23.70%
Adults 55+	45.40%

Education

Attended College+	61.30%
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Marital Status

Single (Never Married)	23.60%
Married	52.80%
Divorced/Separated/Widowed	23.60%

Household Income

\$49,999	18.40%
\$50,000-\$74,999	19.60%
\$75,000-\$99,999	12.80%
\$100,000+	25.90%

Housing Units & Family Type

Occupied	27.10%
% of HH with Children	19.80%

Race

White	88.80%
Asian	1.10%
Black/African American	7.70%
Other	2.30%

Communities Served

- Berlin
- Bishopville
- Fenwick Island
- Ocean City
- Selbyville

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.