

The Washington Times

www.washingtontimes.com Demographics*

Mobile Page Views	2,398,120	Political	Index
TWT Page Views	18,295,506	Worked for a political party	257
TWT Visitors	6.3 MM	Actively participated in a group that tries to influence public policy	236
Gender		Signed a petition	190
Male	70%	Wrote to or called a politician	184
Female	30%	Politics/Current Events-provides frequent advice	170
Age		Attended a political rally or speech	163
35-54	42%	Political/Community Event	160
55+	43%	Registered to Vote	90%
Education		Finance	Index
College Grad/Post Grad	59%	Business & Finance e-newsletter	385
Post Grad	30%	Any Online Investment Shopping	359
Job Level	Index	Financial Information-provides frequent advice	201
Sr. Management	368	Technology	Index
C-Level/Exec/Owner	336	Technology News online video	375
Occupation	Index	Internet & Technology e-newsletter - last 30 days	329
Legal	530	Smart Phone Owned	130
MIS/EDP	517	Travel	Index
Technical	210	Travel & Leisure e-newsletter	272
Income	Index	Any Foreign Travel Destinations	187
HHI \$150K+	164	Vacation packages - heavy spending	159
Investments	Index	Auto	Index
Portfolio \$500,000+	157	Luxury Car	270
Portfolio \$1,000,000+	154	Cars/Automotive-provides frequent advice	127
		Probably will purchase/lease new car/truck - next 6 months	136

*SOURCE: Nielsen, @Plan



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The Official Newspaper of 2012 – Online, On The Air, On Your Doorstep

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A Glance at Our Readers – 2012*

Household Income

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

Marital Status

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

Average Household Income

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

Race

White	76%
African American	20%
Other	4%

Home Value

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

(Average Home Value \$584K)

Age – Median

Men	50.2
Women	46.3

Education

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

Readership Home Location

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

Employment

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

Print Circulation Data

(Printed M – F)
58,905
Includes Home Delivery, Single Copy Sales, Controlled Distribution on Capitol Hill and Government Agencies, NIE and e-Edition

Gender

Male	61%
Female	39%

Daily Readership

119,117

*SOURCE: Washington Times Research Department, August 31, 2012.

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