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 y
		Signed a petition	190
Gender		Wrote to or called a politician	184
Male	70%	Politics/Current Events-provides	170
Female	30%	frequent advice	1 1 6 2
		Attended a political rally or speec	
Age		Political/Community Event	160
35-54	42%	Registered to Vote	90%
55+	43%	T:	
			Index
Education		Business & Finance e-newsletter	385
College Grad/Post Grad	59%	Any Online Investment Shopping	
Post Grad	30%	Financial Information-provides frequent advice	201
Job Level	Index		
	HIUCA		v 1
	368	80	Index
Sr. Management C-Level/Exec/Owner		Technology News online video	375
Sr. Management	368	Technology News online video Internet & Technology e-newslett	375
Sr. Management C-Level/Exec/Owner	368 336	Technology News online video Internet & Technology e-newslette - last 30 days	375 er 329
Sr. Management C-Level/Exec/Owner	368	Technology News online video Internet & Technology e-newslett	375
Sr. Management C-Level/Exec/Owner	368 336 Index	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned	375 er 329 130
Sr. Management C-Level/Exec/Owner Occupation Legal	368 336 Index 530	Technology News online video Internet & Technology e-newslett - last 30 days Smart Phone Owned Travel	375 er 329 130 Index
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP	368 336 Index 530 517	Technology News online video Internet & Technology e-newslette- last 30 days Smart Phone Owned Travel Travel & Leisure e-newsletter	375 er 329 130 Index 272
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP Technical	368 336 Index 530 517 210	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned Travel Travel Travel & Leisure e-newsletter Any Foreign Travel Destinations	375 er 329 130 Index 272 187
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP	368 336 Index 530 517	Technology News online video Internet & Technology e-newslette- last 30 days Smart Phone Owned Travel Travel & Leisure e-newsletter	375 er 329 130 Index 272 187
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP Technical Income HHI \$150K+	368 336 Index 530 517 210 Index 164	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned Travel Travel Travel & Leisure e-newsletter Any Foreign Travel Destinations Vacation packages - heavy spendi	375 er 329 130 Index 272 187
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP Technical Income HHI \$150K+ Investments	368 336 Index 530 517 210 Index 164 Index	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned Travel Travel Travel & Leisure e-newsletter Any Foreign Travel Destinations Vacation packages - heavy spendi	375 er 329 130 Index 272 187 ng 159
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP Technical Income HHI \$150K+	368 336 Index 530 517 210 Index 164	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned Travel Travel Travel & Leisure e-newsletter Any Foreign Travel Destinations Vacation packages - heavy spendi	375 er 329 130 Index 272 187 ng 159 Index
Sr. Management C-Level/Exec/Owner Occupation Legal MIS/EDP Technical Income HHI \$150K+ Investments Portfolio \$500,000+	368 336 Index 530 517 210 Index 164 Index 157	Technology News online video Internet & Technology e-newslette - last 30 days Smart Phone Owned Travel Travel Travel & Leisure e-newsletter Any Foreign Travel Destinations Vacation packages - heavy spendi Auto Luxury Car Cars/Automotive-provides	375 er 329 130 Index 272 187 ng 159 Index 270

www.washingtontimes.com

The Washington Times

A Glance at Our Readers – 2013*

Household Income		Marital Status	
68%	\$75K+	Married	63%
49%	\$100K+	Single (Never Married)	21%
26%	\$150K+	Other	16%
Average Household Income		Race	
DC Metro	\$116,100	White	76%
Washington Times	\$136,100	African American	20%
		Other	4%
Home Value			
70%	\$350K+	Age – Median	
61%	\$450K+	Men	50.2
40%	\$550K+	Women	46.3
(Average Home	Value \$584K)		
		Readership Home Location	
Education		DC	19%
Some College	77%	Virginia	40%
College Degree	52%	Maryland	38%
Graduate Degree	30%	Other	2%
Employment		Print Circulation Data	
White Collar	53%	(Printed $M-F$)	
Managerial/Professional	43%	58,905	
Federal Employee	9%	Includes Home Delivery, Single	
State/Local Gov't	7%	Copy Sales, Controlled Distribution	
Private Sector	24%	on Capitol Hill and Government	
Other	17%	Agencies, NIE and e-Edition	
Gender		Daily Readership	
Male	61%	119,117	
Female	39%	•	

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

www.washingtontimes.com