



## Traffic and Demographics - 2014

### The Traffic

- Users: 1.05 million (87,500 per month)
- User Sessions: 7.3 million (605,000 per month)
- Page Views: 64.2 million (5.4 million per month)

### The Geographics

#### Virginia/District of Columbia - 59.8%

Richmond/Central Virginia - 14.7%  
Northern Virginia/District of Columbia - 17.9%  
Roanoke/SW Virginia - 19.7%  
Tidewater/VA Beach - 4.5%  
Central Shenandoah - 3.0%

#### North Carolina - 7.2%

#### Maryland - 4.2%

#### Other - 28.8%

### The Demographics

34% have an annual household income over \$100,000,  
76% have income over \$55,000.

91% are between the ages of 18-55,  
75% between ages of 18-44.

84% are white-collar business professionals,  
proprietors, or managers.

88% are college graduates, 38% have post graduate  
education.

38% plan to buy a car in the next 18 months.

20% plan to buy a new home in next 18 months, 69%  
own their own home.

