

# women!

of prince george's

## Audience Statistic & Demographic

10K

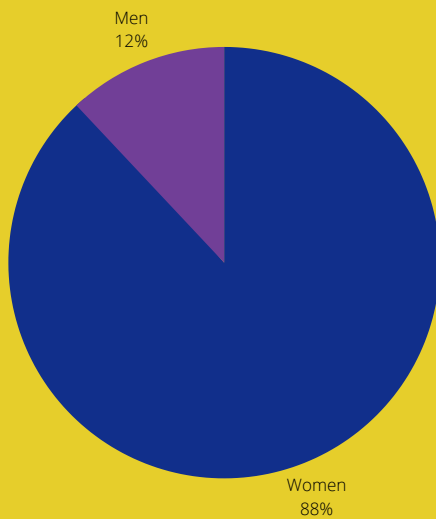
Audience

60%

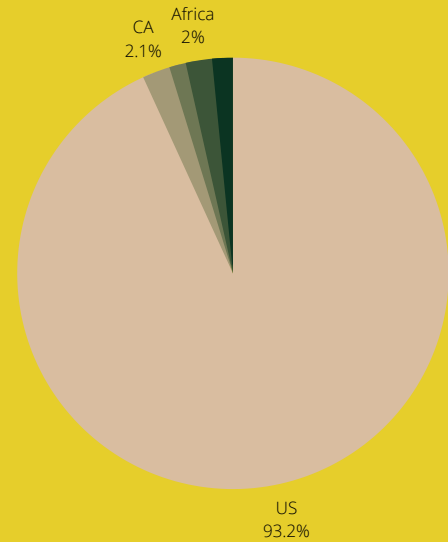
Social Media

40%

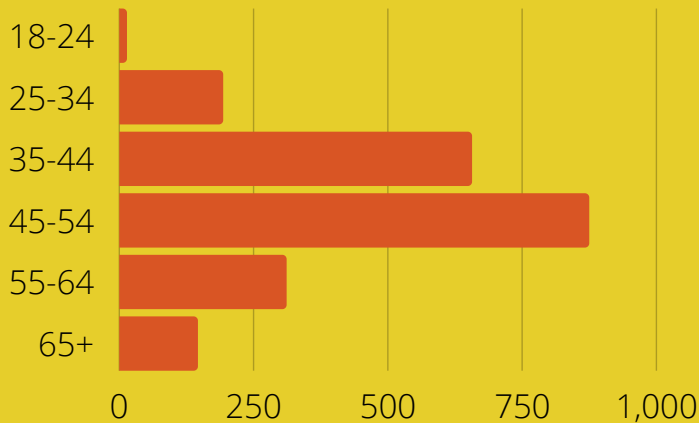
Database



Audience Gender



Audience Location



Audience Ages



## Audience Statistic & Demographic

### SOCIAL MEDIA PLATFORMS



### **Location: Prince George's County Maryland**

Prince George's County Maryland has long been known as a symbol of Black wealth. The county was one of the few in the US that got wealthier as its Black population grew, from 14% of the population in the 1970s to more than 60% today. Its neighborhoods often make lists of the country's richest Black communities.

Resources: Census.gov, Washington Post, Baltimore Sun

### **Audience: 88% Female 12% Male**

Women of Prince George's County events attract professional women from across the District of Columbia, Maryland, and Virginia, as well as nationally. We pull from hubs outside the area, such as San Diego, Houston, Atlanta, Baltimore, and more. We attract professional women working in industries at the executive level, business owners, and federal government employees that are looking for trusted resources to educate. These women have the capacity to elevate.

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