

# the black book



## the 2007 HOWARD COUNTY

COMMUNITY PHONE BOOK first published in 1969, is now over 37 years old and distributed to 110,000 homes and businesses in Howard County.

**Total Distribution:**  
110,000

**Month of Delivery:**  
Jan/Feb 2007

### Howard County Phone Book Market

- 78% have attended college
- 75% own homes
- 44% have lived in residence five years or less
- 61% are married and 39% have children in household
- Gender: 49% male, 51% female
- Median age is 37
- Median household income is \$85,919

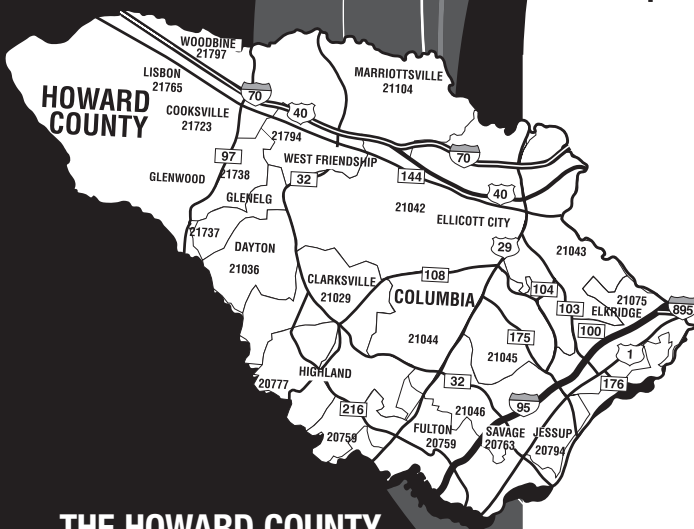
### Age

18-20	3.2%
21-24	4.4%
25-34	11.7%
35-44	17.6%
45-49	8.7%
50-54	7.7%
55-59	6.5%
60-64	4.6%
65-74	5.1%
75-84	2.7%
85+	1.0%

### Household Income

\$15,000-\$24,999	4.0%
\$25,000-\$34,999	5.6%
\$35,000-\$49,999	10.2%
\$50,000-\$74,999	18.5%
\$75,000-\$99,999	16.4%
Over \$100,000	40.7%

Source: Claritas Inc., 2005; U.S. Census Data.



## THE HOWARD COUNTY DISTRIBUTION AREA

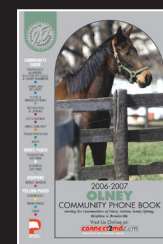
- |                     |                       |
|---------------------|-----------------------|
| Clarksville 21029   | Glenwood 21738        |
| Columbia 21044      | Highland 20777        |
| Columbia 21045      | Jessup 20794*         |
| Columbia 21046      | Lisbon 21765          |
| Cooksville 21723    | Marriottsville 21104  |
| Dayton 21036        | Savage 20763          |
| Elkridge 21075      | Sykesville 21784*     |
| Ellicott City 21042 | West Friendship 21794 |
| Ellicott City 21043 | Woodbine 21797*       |
| Fulton 20759        | Woodstock 21163*      |
| Glenelg 21737       |                       |

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