

CIRCULATION & POPULATION

CIRCULATION

The Observer newspaper distributes to Jefferson County West Virginia. The circulation is currently 9,000, with an estimated 25,000 people reading each issue, making it the highest circulation paper in the county.

The Observer is published once a month and distributed by mail to everyone living in Greater Shepherdstown, Shenandoah Junction and Charles Town. Papers are also available on the street in sidewalk boxes, hotels and retail outlets.

POPULATION

Jefferson County is the fastest-growing county in the state with a population increase of 16% between 2000 and 2006. In 2008, the population will be approximately 51,000 people. This figure is likely to grow by 3% a year, and increase to 150,000 within 30-45 years according to government projections.

Jefferson County's population is 91% white and 6% black. Over 25% of the population have a bachelors degree or higher. There are approximately 17,000 households in the county.

In 2007, the median household in Jefferson County was \$51,930 – this is by far the highest number in the state of West Virginia. Less than 3% of Jefferson County is unemployed, with less than 9% living below the poverty line (compared to 16% in the state). A large section of the population commutes out of state for work, to Maryland, Virginia, and Washington DC.

Source: US Census Bureau

