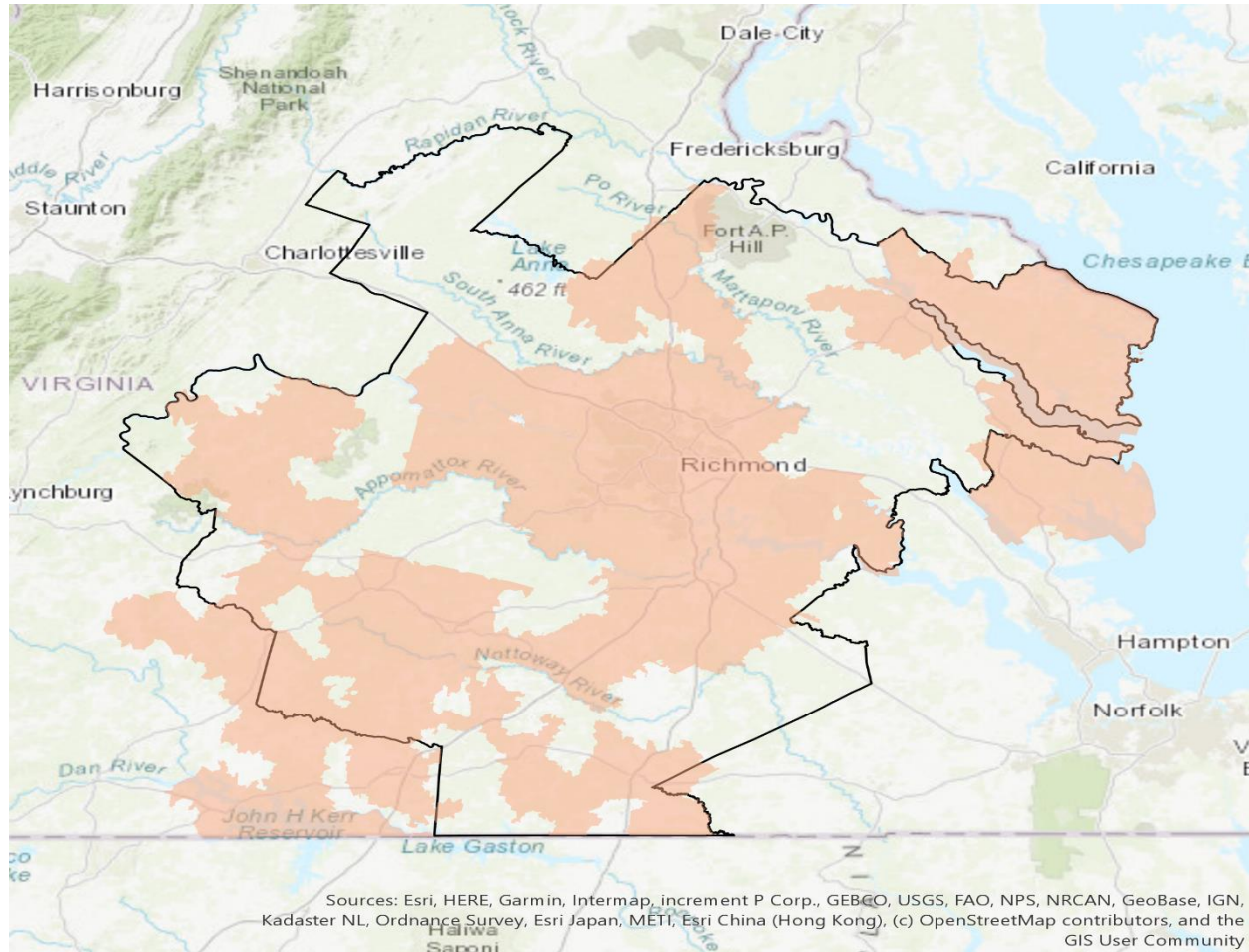


Richmond-Petersburg, VA Interconnect



Richmond-Petersburg VA Interconnect
 Richmond-Petersburg DMA

Richmond-Petersburg, VA

DMA Rank	54
Total DMA TV Universe Estimate (UE)	551,850

Interconnect

I+ Full Footprint UE	429,708
I+ DMA UE	428,018
% DMA UE	77.6%



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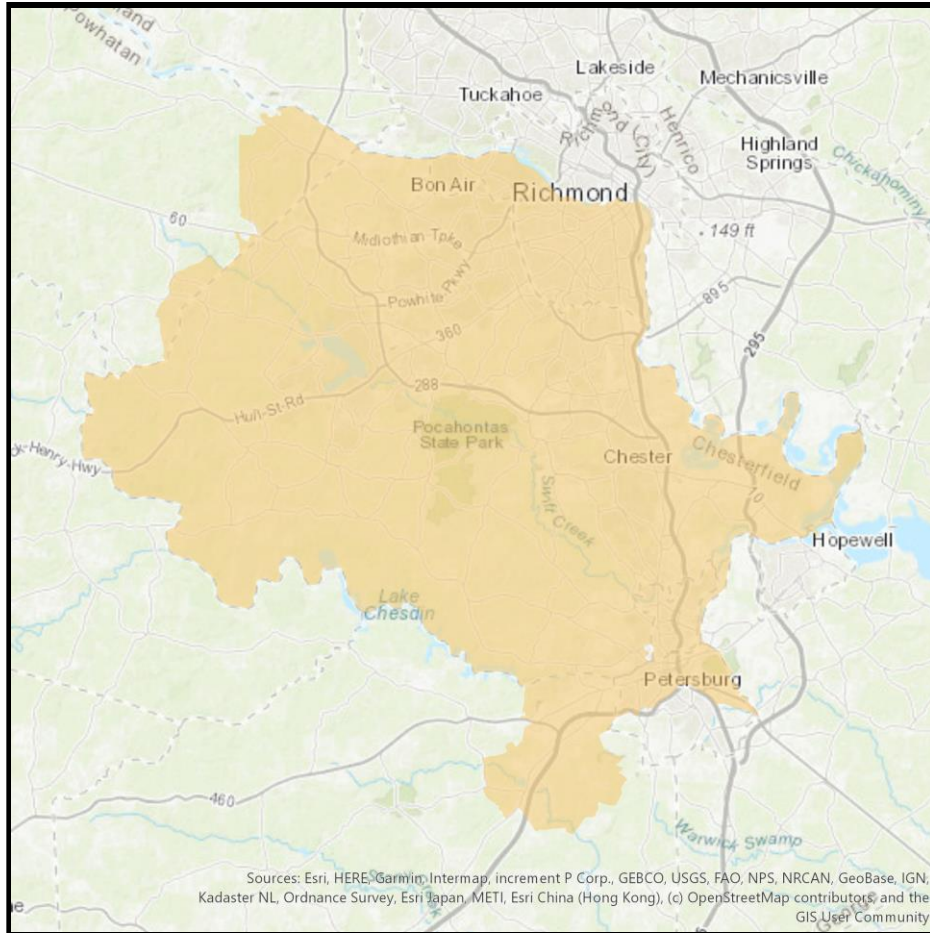
www.nationalmediaspots.com

media@nationalmediaspots.com

Universe Estimates by Interconnect Zone







Zone	UEs
Farmville	5,089
Henrico	123,503
Northern Neck	7,994
Richmond City	47,156
Richmond DTV	91,681
Richmond Metro Z	114,037
Richmond Tri-Cities	27,286
Richmond South	94,376
Richmond Dish	32,268

Chesterfield Headend Zone (aka Richmond South Zone)



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

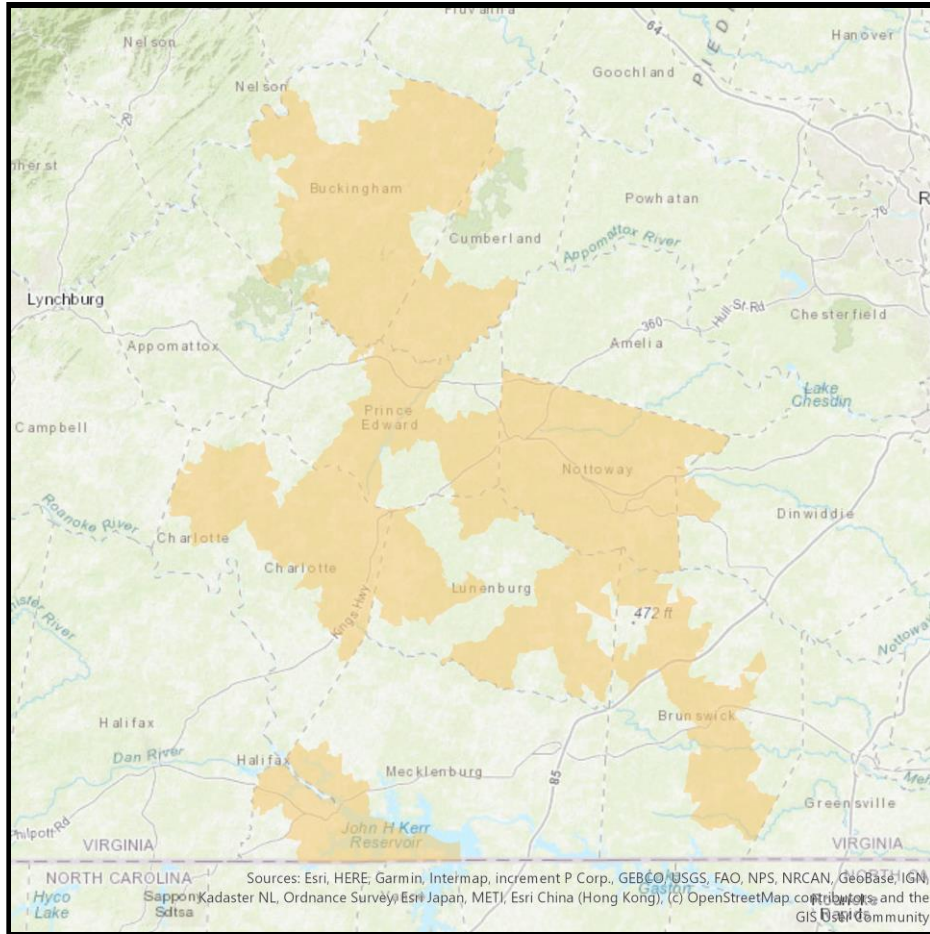
Demographic Profile

	Age Groups	
	Persons 17 and under	23.7%
	Adults 18-34	21.6%
	Adults 35-54	27.3%
	Adults 55+	27.4%
	Education	
	Attended College+	63.6%
	Marital Status	
	Single (Never Married)	32.0%
	Married	48.1%
	Divorced/Separated/Widowed	19.9%
	Household Income	
	\$30,000-\$49,999	17.3%
	\$50,000-\$74,999	17.8%
	\$75,000-\$99,999	13.7%
	\$100,000+	31.1%
	Housing Units & Family Type	
	% Owner Occupied Units	62.2%
	% of HH with Children	33.1%
	Race	
	White	60.8%
	Asian	2.8%
	Black/African American	30.9%
	Other	5.5%

Communities Served

- Chester
- Colonial Heights
- Moseley
- Richmond
- Chesterfield
- Midlothian
- Petersburg

Farmville Zone



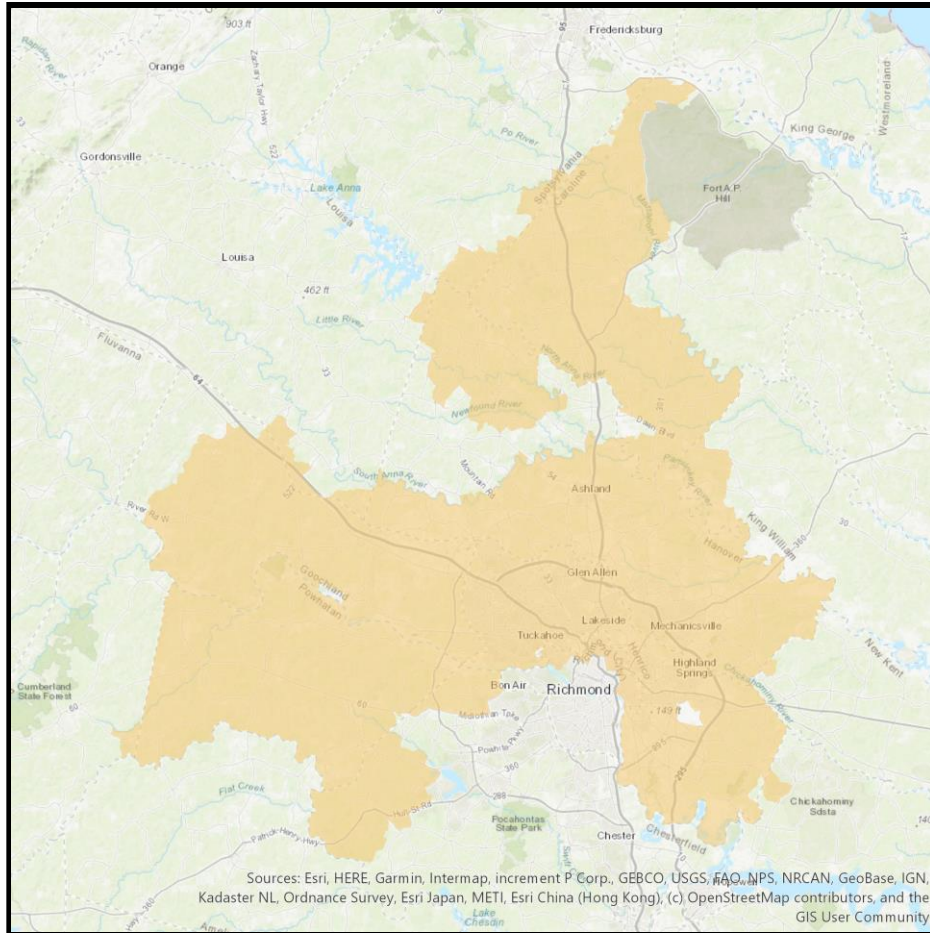
Demographic Profile

	Age Groups	
	Persons 17 and under	17.5%
	Adults 18-34	24.8%
	Adults 35-54	24.4%
	Adults 55+	33.3%
	Education	
	Attended College+	44.4%
	Marital Status	
	Single (Never Married)	35.5%
	Married	40.7%
	Divorced/Separated/Widowed	23.9%
	Household Income	
	\$30,000-\$49,999	21.5%
	\$50,000-\$74,999	18.2%
	\$75,000-\$99,999	10.5%
	\$100,000+	14.1%
	Housing Units & Family Type	
	% Owner Occupied Units	51.4%
	% of HH with Children	27.3%
	Race	
	White	61.3%
	Asian	0.8%
	Black/African American	34.8%
	Other	3.1%

Communities Served

- Alberta
- Buffalo Junction
- Crewe
- Green Bay
- Lawrenceville
- Arvonia
- Burkeville
- Dillwyn
- Hampden Sydney
- New Canton
- Blackstone
- Charlotte Court House
- Drakes Branch
- Kenbridge
- Nottoway
- Buckingham
- Clarksville
- Farmville
- Keysville
- Phenix

Henrico Zone



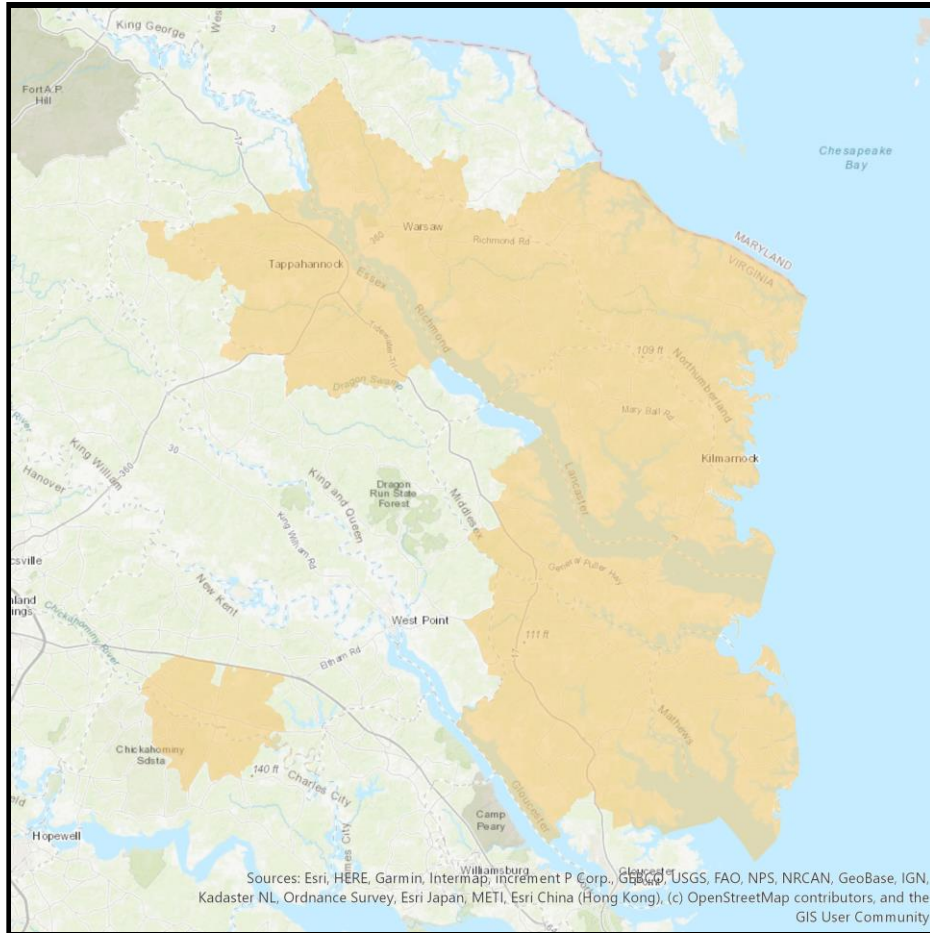
Demographic Profile

	Age Groups	
	Persons 17 and under	22.6%
	Adults 18-34	21.3%
	Adults 35-54	27.1%
	Adults 55+	29.0%
	Education	
	Attended College+	68.1%
	Marital Status	
	Single (Never Married)	30.6%
	Married	49.9%
	Divorced/Separated/Widowed	19.5%
	Household Income	
	\$30,000-\$49,999	15.7%
	\$50,000-\$74,999	17.2%
	\$75,000-\$99,999	13.8%
	\$100,000+	34.0%
	Housing Units & Family Type	
	% Owner Occupied Units	62.1%
	% of HH with Children	30.8%
	Race	
	White	63.8%
	Asian	5.2%
	Black/African American	26.7%
	Other	4.3%







Communities Served

- Ashland
- Gum Spring
- Mechanicsville
- Richmond
- Woodford
- Beaverdam
- Hanover
- Midlothian
- Rockville
- Crozier
- Henrico
- Moseley
- Ruther Glen
- Glen Allen
- Maidens
- Oilville
- Sandston
- Goochland
- Manakin Sabot
- Powhatan
- Sandy Hook

Northern Neck Zone



Demographic Profile

	Age Groups	
	Persons 17 and under	17.5%
	Adults 18-34	16.8%
	Adults 35-54	23.6%
	Adults 55+	42.1%
	Education	
	Attended College+	54.6%
	Marital Status	
	Single (Never Married)	22.6%
	Married	56.3%
	Divorced/Separated/Widowed	21.1%
	Household Income	
	\$30,000-\$49,999	17.4%
	\$50,000-\$74,999	18.7%
	\$75,000-\$99,999	13.9%
	\$100,000+	25.4%
	Housing Units & Family Type	
	% Owner Occupied Units	57.7%
	% of HH with Children	22.9%
	Race	
	White	74.3%
	Asian	0.4%
	Black/African American	21.3%
	Other	4.0%

Communities Served

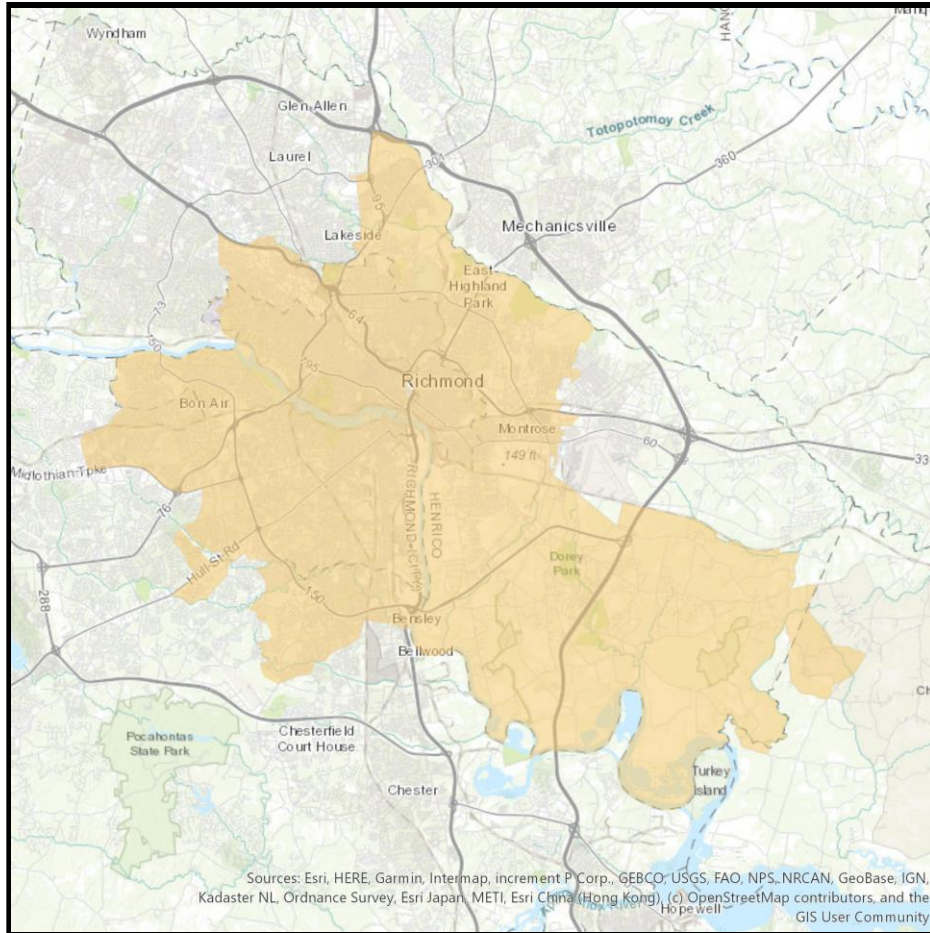
See list of communities on next page.

Northern Neck Zone

Communities Served

- Bohannon
 - Burgess
 - Callao
 - Cardinal
 - Christchurch
 - Cobbs Creek
 - Deltaville
 - Diggs
 - Dunnsville
 - Dutton
 - Edwardsville
 - Farnham
 - Foster
 - Gloucester
 - Grimstead
 - Gwynn
 - Hallieford
 - Hardyville
 - Hartfield
 - Haynesville
 - Heathsville
 - Hudgins
 - Irvington
 - Kilmarnock
 - Lancaster
 - Lively
 - Locust Hill
 - Lottsburg
 - Mathews
 - Merry Point
 - Millers Tavern
 - Mollusk
 - Moon
 - Morattico
 - New Point
 - North
 - Nuttsville
 - Onemo
 - Ophelia
 - Port Haywood
 - Providence Forge
 - Reedville
 - Saluda
 - Sharps
 - Susan
 - Tappahannock
 - Topping
 - Urbanna
 - Village
 - Wake
 - Warsaw
 - Water View
 - Weems
 - White Stone
-

Richmond City Zone



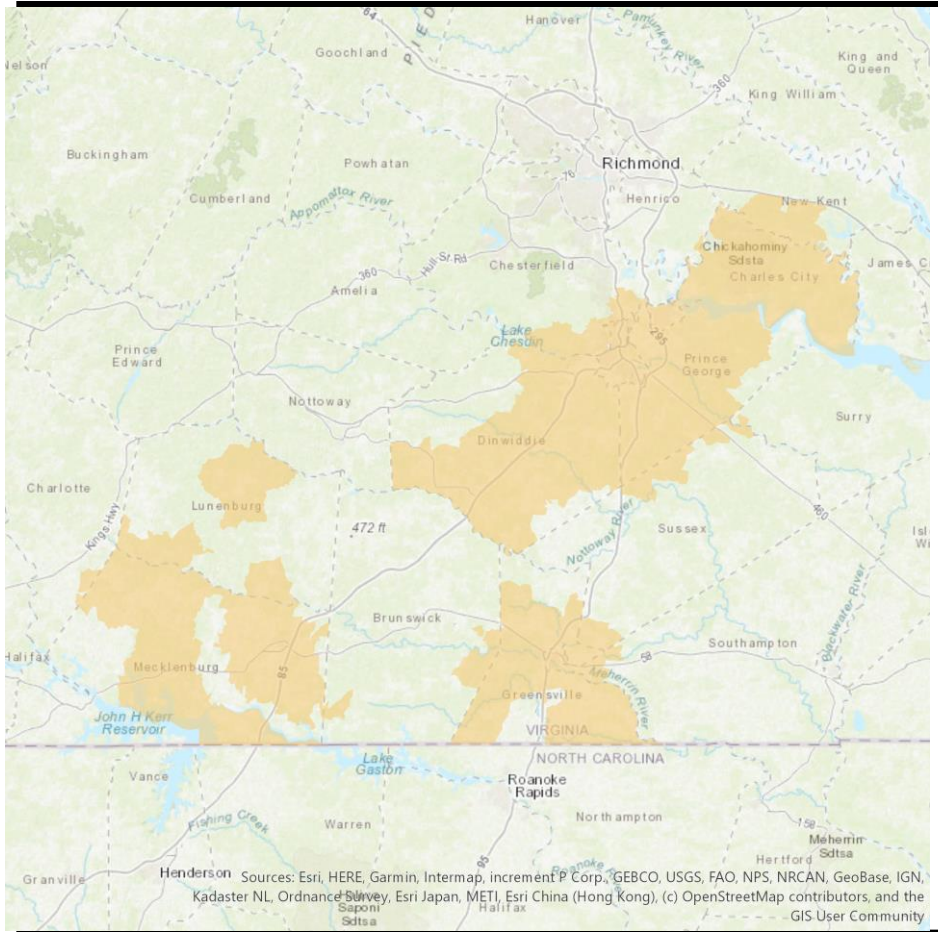
Demographic Profile

	Age Groups	
	Persons 17 and under	19.8%
	Adults 18-34	29.4%
	Adults 35-54	24.6%
	Adults 55+	26.2%
	Education	
	Attended College+	60.9%
	Marital Status	
	Single (Never Married)	45.8%
	Married	32.3%
	Divorced/Separated/Widowed	21.9%
	Household Income	
	\$30,000-\$49,999	19.4%
	\$50,000-\$74,999	17.1%
	\$75,000-\$99,999	11.7%
	\$100,000+	21.0%
	Housing Units & Family Type	
	% Owner Occupied Units	45.7%
	% of HH with Children	24.7%
	Race	
	White	43.2%
	Asian	2.1%
	Black/African American	49.4%
	Other	5.3%

Communities Served

- Henrico
- Richmond

Richmond Tri Cities Zone



Demographic Profile

	Age Groups	
	Persons 17 and under	21.5%
	Adults 18-34	22.6%
	Adults 35-54	25.8%
	Adults 55+	30.1%
	Education	
	Attended College+	48.9%
	Marital Status	
	Single (Never Married)	34.5%
	Married	41.5%
	Divorced/Separated/Widowed	24.0%
	Household Income	
	\$30,000-\$49,999	20.5%
	\$50,000-\$74,999	18.3%
	\$75,000-\$99,999	11.0%
	\$100,000+	19.6%
	Housing Units & Family Type	
	% Owner Occupied Units	52.8%
	% of HH with Children	29.5%
	Race	
	White	50.7%
	Asian	1.2%
	Black/African American	43.2%
	Other	5.0%

Communities Served

- Boydton
- Colonial Heights
- Emporia
- Mc Kenney
- South Hill
- Carson
- Dewitt
- Fort Lee
- Petersburg
- Sutherland
- Charles City
- Dinwiddie
- Hopewell
- Prince George
- Victoria
- Chase City
- Disputanta
- La Crosse
- Providence Forge