

SACRAMENTO-STOCKTON-MODESTO CA INTERCONNECT MARKET PROFILE



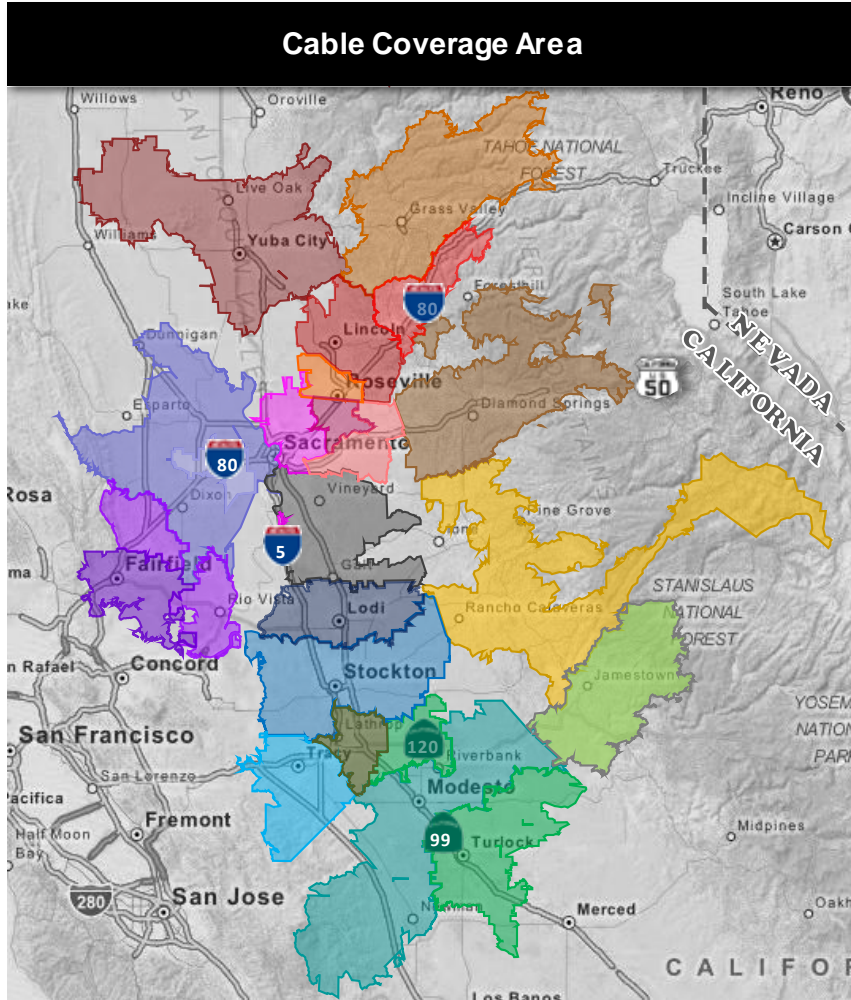
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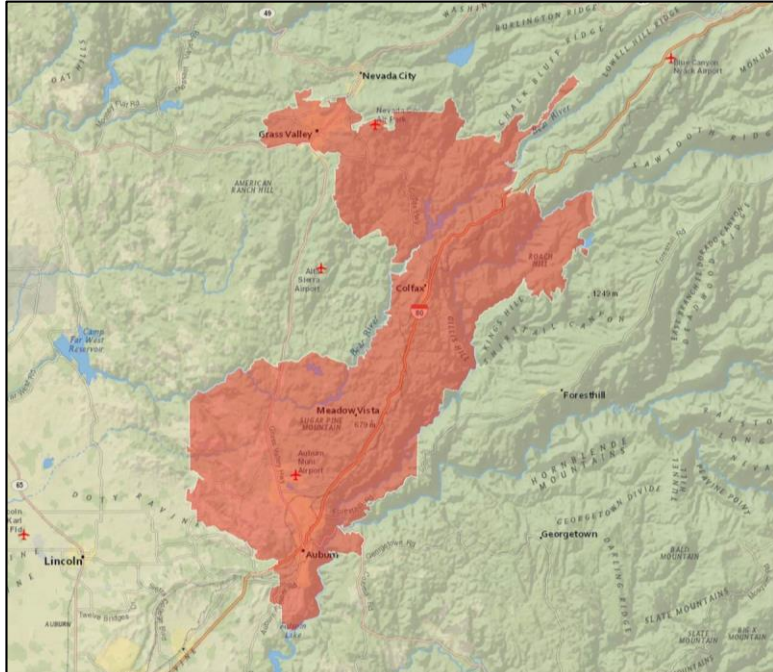
media@nationalmediaspots.com



Demographic Profile	
Age Groups	
Persons 17 and under	25.4%
Adults 18-34	23.7%
Adults 35-54	26.5%
Adults 55+	24.4%
Education	
Attended/Graduated College/Post Graduate	53.0%
Marital Status	
Single (Never Married)	32.8%
Married	45.2%
Divorced/Separated/Widowed	22.0%
Household Income	
\$30,000-\$49,999	18.2%
\$50,000-\$74,999	18.0%
\$75,000-\$99,999	12.7%
\$100,000+	24.9%
Housing Units & Family Type	
% Owner Occupied Units	54.6%
% of HH with Children	37.1%
Race	
White	66.6%
Asian	11.3%
Black/African American	6.5%
Other	15.7%
Ethnicity	
Hispanic	27.5%



TV & ONLINE ADVERTISING AREA PROFILE AUBURN / LAKE OF THE PINES



Communities Served

- Alta Sierra
- Auburn
- Colfax
- Lake of the Pines
- Meadow Vista

Demographic Profile

Age Groups

Persons 17 and under	18.3%
Adults 18-34	17.1%
Adults 35-54	25.2%
Adults 55+	39.4%

Education

Attended/Graduated College/Post Graduate	59.4%
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Marital Status

Single (Never Married)	25.2%
Married	49.8%
Divorced/Separated/Widowed	25.0%

Household Income

\$30,000-\$49,999	18.6%
\$50,000-\$74,999	16.7%
\$75,000-\$99,999	12.2%
\$100,000+	24.3%

Housing Units & Family Type

% Owner Occupied Units	60.2%
% of HH with Children	23.2%

Race

White	91.1%
Asian	1.6%
Black/African American	0.9%
Other	6.4%

Ethnicity

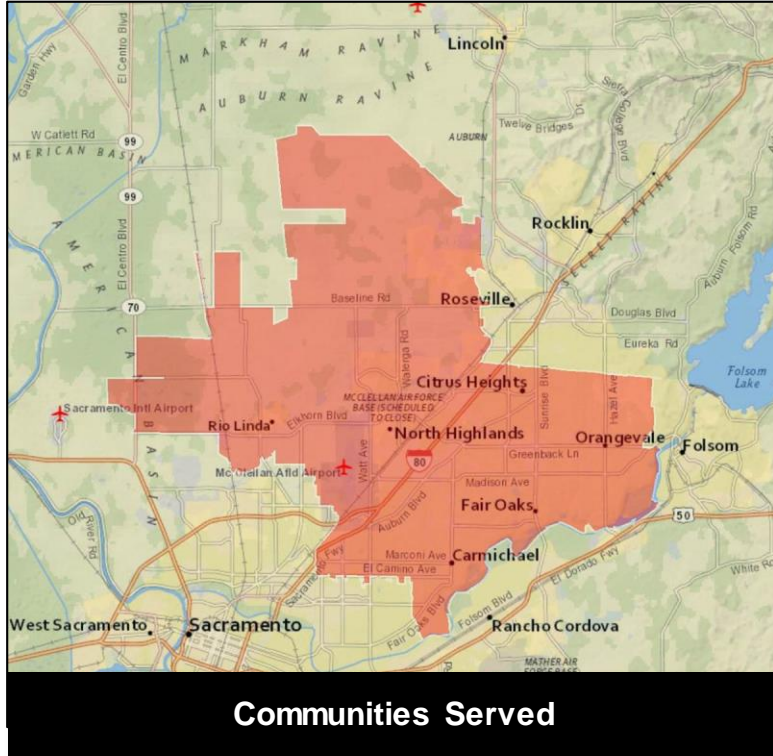
Hispanic	10.6%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

CITRUS HEIGHTS



Communities Served

- Antelope
- Carmichael*
- Citrus Heights
- Fair Oaks**
- North Highlands
- Orangevale***

*Community overlaps with the Downtown Sacramento Zone. The primary zone is Citrus Heights Zone.

**Community overlaps with the Folsom Zone. The primary zone is Citrus Heights Zone.

***Community overlaps with the Folsom Zone. The primary zone is Folsom Zone.

Demographic Profile

Age Groups

Persons 17 and under	24.0%
Adults 18-34	22.5%
Adults 35-54	27.2%
Adults 55+	26.4%

Education

Attended/Graduated College/Post Graduate	56.8%
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Marital Status

Single (Never Married)	30.9%
Married	44.9%
Divorced/Separated/Widowed	24.2%

Household Income

\$30,000-\$49,999	20.1%
\$50,000-\$74,999	18.2%
\$75,000-\$99,999	12.9%
\$100,000+	23.2%

Housing Units & Family Type

% Owner Occupied Units	56.0%
% of HH with Children	33.6%

Race

White	76.5%
Asian	5.9%
Black/African American	5.5%
Other	12.1%

Ethnicity

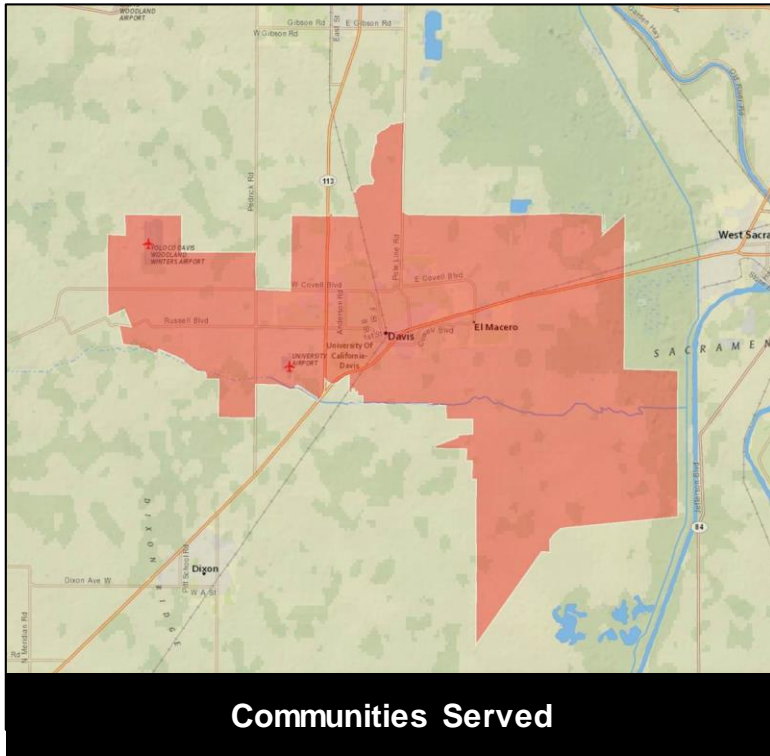
Hispanic	15.7%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

DAVIS



- Davis

Demographic Profile

Age Groups

Persons 17 and under	16.2%
Adults 18-34	47.5%
Adults 35-54	19.0%
Adults 55+	17.3%

Education

Attended/Graduated College/Post Graduate	84.2%
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Marital Status

Single (Never Married)	56.5%
Married	32.7%
Divorced/Separated/Widowed	10.8%

Household Income

\$30,000-\$49,999	14.3%
\$50,000-\$74,999	12.0%
\$75,000-\$99,999	9.2%
\$100,000+	32.5%

Housing Units & Family Type

% Owner Occupied Units	41.8%
% of HH with Children	26.0%

Race

White	62.2%
Asian	23.1%
Black/African American	2.3%
Other	12.4%

Ethnicity

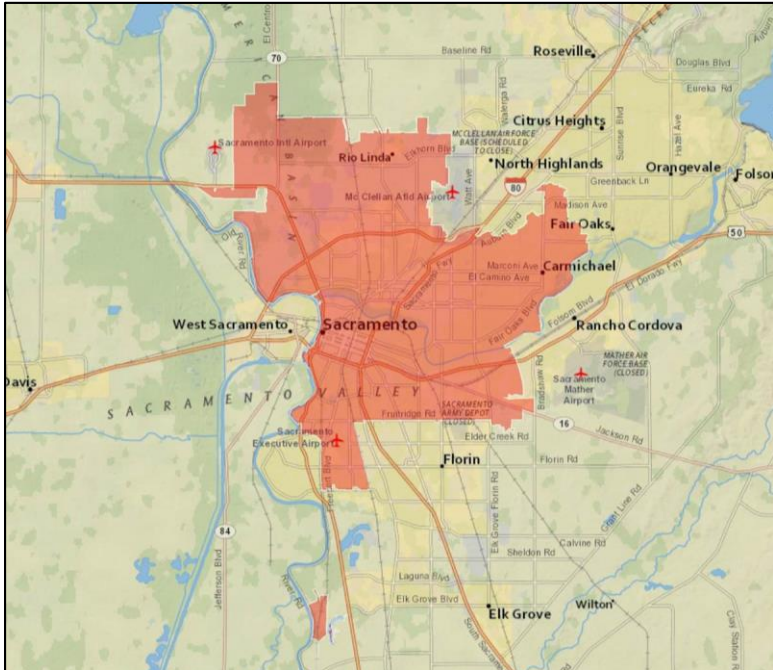
Hispanic	13.9%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

DOWNTOWN SACRAMENTO



Communities Served

- Downtown Sacramento
- Natomas
- Rio Linda*

*Community(ies) overlaps with the Citrus Heights Zone. The primary zone is Downtown Sacramento Zone.

Demographic Profile

Age Groups

Persons 17 and under	22.8%
Adults 18-34	27.2%
Adults 35-54	25.7%
Adults 55+	24.3%

Education

Attended/Graduated College/Post Graduate	58.8%
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Marital Status

Single (Never Married)	38.4%
Married	37.2%
Divorced/Separated/Widowed	24.4%

Household Income

\$30,000-\$49,999	18.5%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	11.6%
\$100,000+	20.9%

Housing Units & Family Type

% Owner Occupied Units	43.8%
% of HH with Children	29.6%

Race

White	61.1%
Asian	11.7%
Black/African American	10.5%
Other	16.7%

Ethnicity

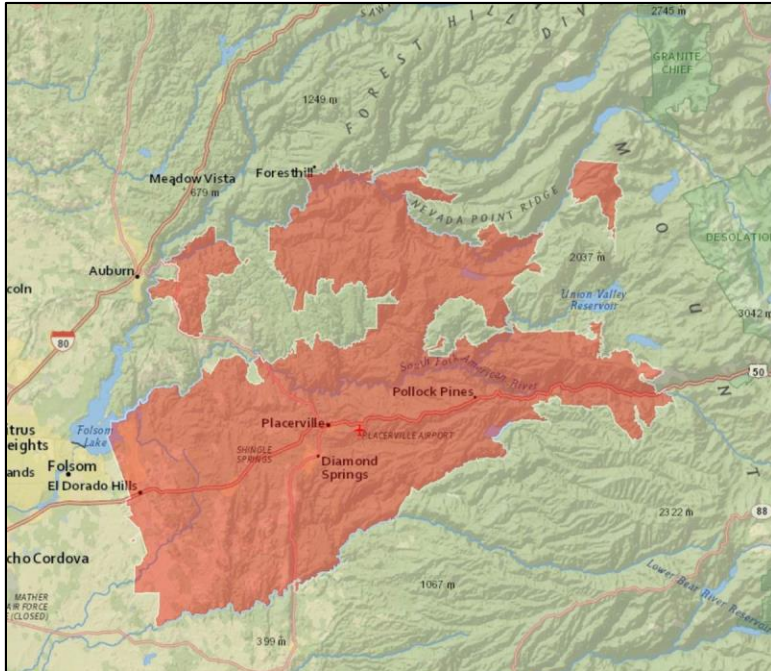
Hispanic	24.9%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

EL DORADO



Communities Served

- Cameron Park
- Cool
- Diamond Springs
- El Dorado Hills
- Georgetown
- Placerville
- Pollock Pines
- Rescue
- Single Springs

Demographic Profile

Age Groups

Persons 17 and under	22.7%
Adults 18-34	16.4%
Adults 35-54	27.9%
Adults 55+	33.0%

Education

Attended/Graduated College/Post Graduate	63.6%
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Marital Status

Single (Never Married)	23.4%
Married	56.6%
Divorced/Separated/Widowed	20.0%

Household Income

\$30,000-\$49,999	14.5%
\$50,000-\$74,999	16.7%
\$75,000-\$99,999	13.0%
\$100,000+	36.9%

Housing Units & Family Type

% Owner Occupied Units	70.1%
% of HH with Children	31.5%

Race

White	88.5%
Asian	4.0%
Black/African American	1.0%
Other	6.4%

Ethnicity

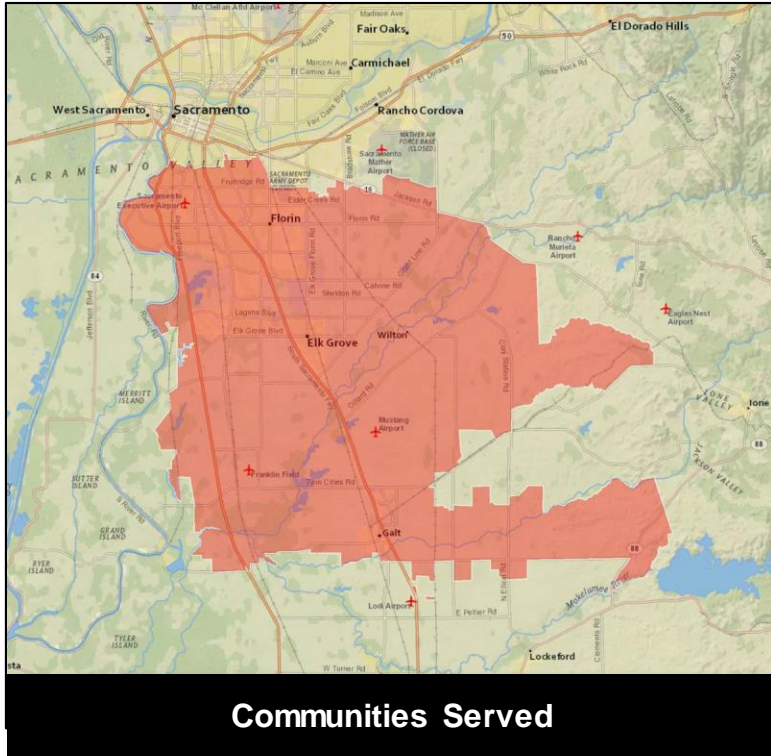
Hispanic	9.8%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

ELK GROVE



- Elk Grove
- Florin
- Galt*
- Greenhaven
- Pocket
- South Sacramento
- Wilton

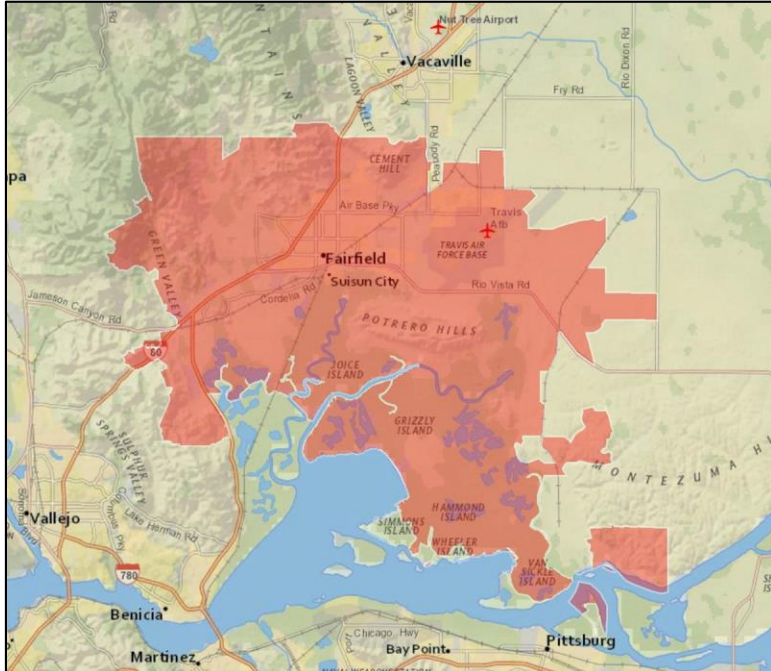
*Community overlaps with the Lodi Zone. The primary zone is Elk Grove Zone.

Demographic Profile	
Age Groups	
Persons 17 and under	27.6%
Adults 18-34	23.6%
Adults 35-54	26.8%
Adults 55+	22.0%
Education	
Attended/Graduated College/Post Graduate	51.4%
Marital Status	
Single (Never Married)	34.9%
Married	42.8%
Divorced/Separated/Widowed	22.3%
Household Income	
\$30,000-\$49,999	18.5%
\$50,000-\$74,999	18.4%
\$75,000-\$99,999	12.7%
\$100,000+	23.6%
Housing Units & Family Type	
% Owner Occupied Units	56.5%
% of HH with Children	42.4%
Race	
White	45.5%
Asian	23.9%
Black/African American	13.5%
Other	17.0%
Ethnicity	
Hispanic	26.1%

Available Networks

TV & ONLINE ADVERTISING AREA PROFILE

FAIRFIELD



Communities Served

- Fairfield
- Suisun
- Travis AFB

Demographic Profile

Age Groups

Persons 17 and under	25.2%
Adults 18-34	26.0%
Adults 35-54	26.8%
Adults 55+	22.0%

Education

Attended/Graduated College/Post Graduate	53.0%
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Marital Status

Single (Never Married)	33.2%
Married	45.8%
Divorced/Separated/Widowed	21.0%

Household Income

\$30,000-\$49,999	16.3%
\$50,000-\$74,999	18.8%
\$75,000-\$99,999	14.3%
\$100,000+	29.9%

Housing Units & Family Type

% Owner Occupied Units	54.9%
% of HH with Children	41.2%

Race

White	45.7%
Asian	15.9%
Black/African American	16.3%
Other	22.1%

Ethnicity

Hispanic	27.1%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

FOLSOM



Communities Served

- Folsom
- Gold River
- Mather
- Orangevale*
- Rancho Cordova
- Rosemont

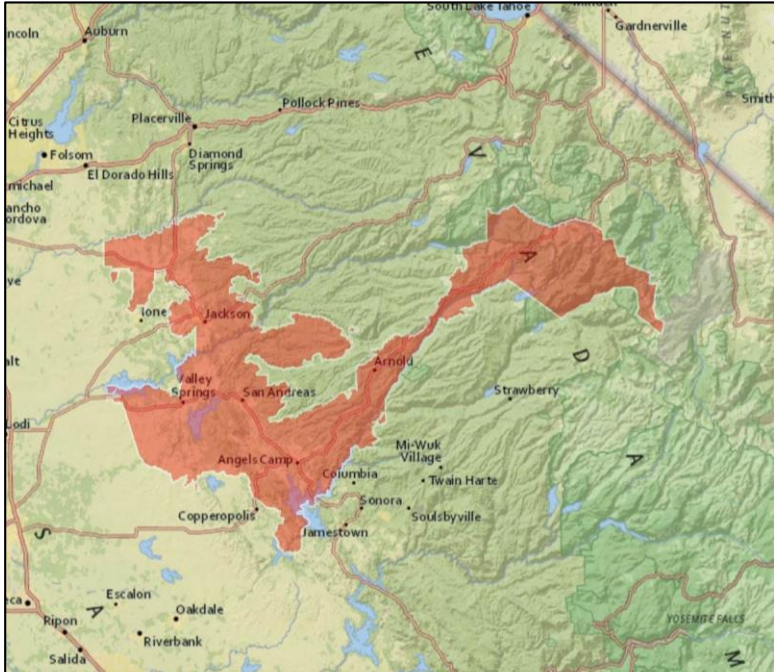
*Community overlaps with the Citrus Heights Zone. The primary zone is Folsom Zone.

Demographic Profile	
Age Groups	
Persons 17 and under	23.1%
Adults 18-34	22.9%
Adults 35-54	28.4%
Adults 55+	25.6%
Education	
Attended/Graduated College/Post Graduate	63.2%
Marital Status	
Single (Never Married)	31.7%
Married	45.5%
Divorced/Separated/Widowed	22.7%
Household Income	
\$30,000-\$49,999	16.4%
\$50,000-\$74,999	17.3%
\$75,000-\$99,999	14.6%
\$100,000+	32.0%
Housing Units & Family Type	
% Owner Occupied Units	59.9%
% of HH with Children	33.6%
Race	
White	72.6%
Asian	10.1%
Black/African American	6.6%
Other	10.7%
Ethnicity	
Hispanic	15.0%



TV & ONLINE ADVERTISING AREA PROFILE

FOOTHILLS



Communities Served

- Angels Camp
- Arnold
- Hathaway Pines
- Jackson
- Mokelumne Hill
- Murphys
- Plymouth
- San Andreas
- Sutter Creek
- Valley Springs

Demographic Profile

Age Groups

Persons 17 and under	18.3%
Adults 18-34	14.5%
Adults 35-54	26.5%
Adults 55+	40.8%

Education

Attended/Graduated College/Post Graduate	54.8%
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Marital Status

Single (Never Married)	23.7%
Married	51.1%
Divorced/Separated/Widowed	25.2%

Household Income

\$30,000-\$49,999	18.0%
\$50,000-\$74,999	19.0%
\$75,000-\$99,999	13.3%
\$100,000+	22.3%

Housing Units & Family Type

% Owner Occupied Units	52.6%
% of HH with Children	24.3%

Race

White	90.3%
Asian	1.4%
Black/African American	1.2%
Other	7.2%

Ethnicity

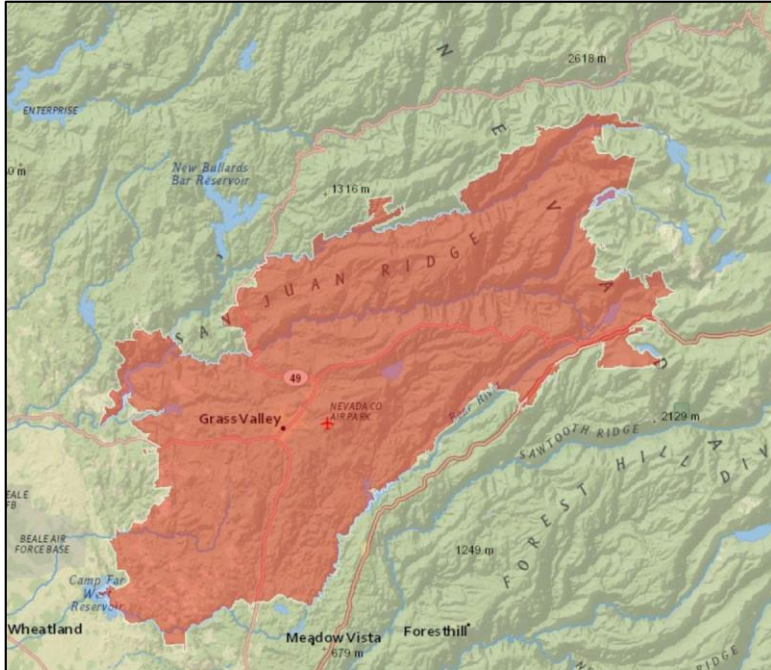
Hispanic	11.8%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

GRASS VALLEY



Communities Served

- Cascade Shores
- Grass Valley*
- Lake Wildwood
- Nevada City
- Penn Valley
- Rough & Ready

*Community overlaps with the Auburn/Lake of the Pines Zone. The primary zone is Grass Valley Zone.

Demographic Profile

Age Groups

Persons 17 and under	17.3%
Adults 18-34	15.6%
Adults 35-54	22.9%
Adults 55+	44.2%

Education

Attended/Graduated	63.9%
College/Post Graduate	

Marital Status

Single (Never Married)	23.4%
Married	51.0%
Divorced/Separated/Widowed	25.6%

Household Income

\$30,000-\$49,999	20.5%
\$50,000-\$74,999	18.0%
\$75,000-\$99,999	12.7%
\$100,000+	22.5%

Housing Units & Family Type

% Owner Occupied Units	63.9%
% of HH with Children	20.9%

Race

White	91.9%
Asian	1.5%
Black/African American	0.4%
Other	6.1%

Ethnicity

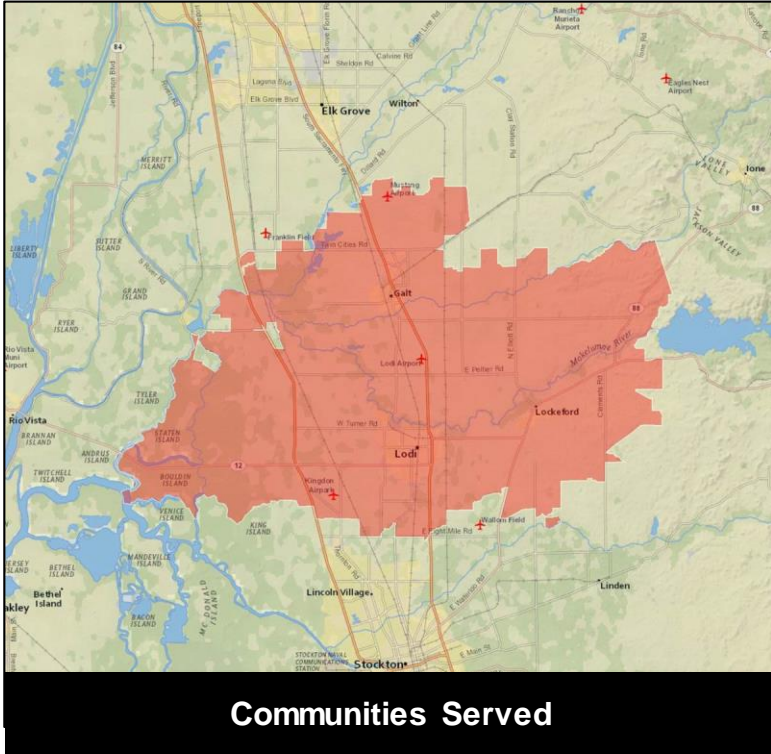
Hispanic	7.3%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

LODI



Communities Served

- Acampo
- Lockeford
- Lodi
- Woodbridge

Demographic Profile

Age Groups

Persons 17 and under	26.8%
Adults 18-34	21.7%
Adults 35-54	25.9%
Adults 55+	25.6%

Education

Attended/Graduated College/Post Graduate	45.7%
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Marital Status

Single (Never Married)	29.0%
Married	48.7%
Divorced/Separated/Widowed	22.3%

Household Income

\$30,000-\$49,999	19.5%
\$50,000-\$74,999	18.2%
\$75,000-\$99,999	12.7%
\$100,000+	22.6%

Housing Units & Family Type

% Owner Occupied Units	57.7%
% of HH with Children	38.3%

Race

White	74.1%
Asian	6.6%
Black/African American	1.7%
Other	17.5%

Ethnicity

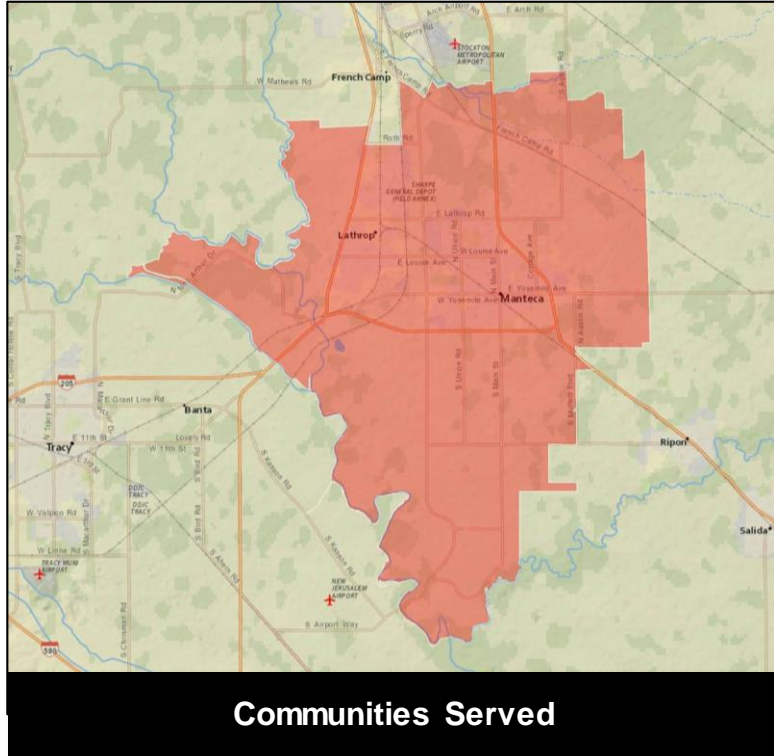
Hispanic	36.6%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

MANTECA



Communities Served

- French Camp
- Lathrop
- Manteca

Demographic Profile

Age Groups

Persons 17 and under	28.9%
Adults 18-34	23.2%
Adults 35-54	26.9%
Adults 55+	21.1%

Education

Attended/Graduated College/Post Graduate	42.1%
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Marital Status

Single (Never Married)	30.8%
Married	48.5%
Divorced/Separated/Widowed	20.6%

Household Income

\$30,000-\$49,999	20.5%
\$50,000-\$74,999	20.7%
\$75,000-\$99,999	16.0%
\$100,000+	23.0%

Housing Units & Family Type

% Owner Occupied Units	57.5%
% of HH with Children	44.7%

Race

White	66.7%
Asian	9.7%
Black/African American	4.4%
Other	19.2%

Ethnicity

Hispanic	39.9%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

MODESTO



- Crows Landing
- Grayson
- Modesto
- Newman
- Oakdale
- Patterson

Demographic Profile	
Age Groups	
Persons 17 and under	27.6%
Adults 18-34	24.0%
Adults 35-54	25.8%
Adults 55+	22.6%
Education	
Attended/Graduated College/Post Graduate	41.5%
Marital Status	
Single (Never Married)	33.5%
Married	44.6%
Divorced/Separated/Widowed	21.9%
Household Income	
\$30,000-\$49,999	20.1%
\$50,000-\$74,999	18.2%
\$75,000-\$99,999	11.6%
\$100,000+	19.3%
Housing Units & Family Type	
% Owner Occupied Units	52.4%
% of HH with Children	41.0%
Race	
White	74.0%
Asian	5.8%
Black/African American	3.3%
Other	16.9%
Ethnicity	
Hispanic	42.2%



TV & ONLINE ADVERTISING AREA PROFILE

ROCKLIN / LINCOLN / GRANITE BAY



Communities Served

- Granite Bay*
- Lincoln
- Loomis
- Newcastle
- Rocklin

*Community overlaps with the Roseville Zone. The primary zone is Rocklin Zone.

Demographic Profile

Age Groups

Persons 17 and under	24.5%
Adults 18-34	17.9%
Adults 35-54	27.6%
Adults 55+	30.0%

Education

Attended/Graduated College/Post Graduate	68.7%
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Marital Status

Single (Never Married)	23.4%
Married	57.5%
Divorced/Separated/Widowed	19.1%

Household Income

\$30,000-\$49,999	13.4%
\$50,000-\$74,999	17.1%
\$75,000-\$99,999	14.2%
\$100,000+	38.6%

Housing Units & Family Type

% Owner Occupied Units	72.9%
% of HH with Children	35.0%

Race

White	83.5%
Asian	6.8%
Black/African American	1.4%
Other	8.3%

Ethnicity

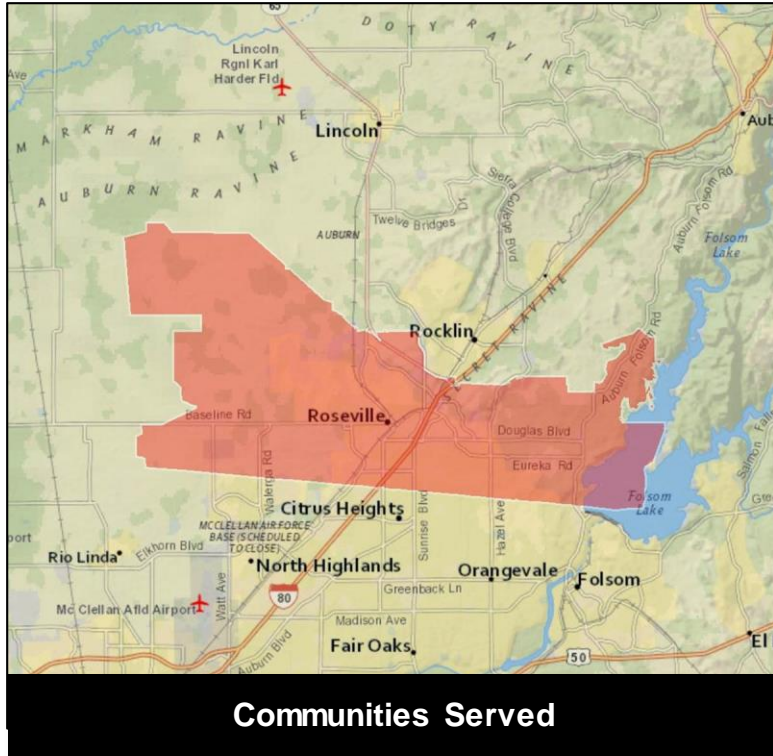
Hispanic	12.4%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

ROSEVILLE



- Roseville*

*Community overlaps with the Citrus Heights Zone. The primary zone is Roseville Zone.

Demographic Profile

Age Groups

Persons 17 and under	25.3%
Adults 18-34	19.1%
Adults 35-54	29.4%
Adults 55+	26.2%

Education

Attended/Graduated College/Post Graduate	69.3%
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Marital Status

Single (Never Married)	26.9%
Married	53.3%
Divorced/Separated/Widowed	19.8%

Household Income

\$30,000-\$49,999	14.3%
\$50,000-\$74,999	15.6%
\$75,000-\$99,999	12.7%
\$100,000+	40.1%

Housing Units & Family Type

% Owner Occupied Units	64.3%
% of HH with Children	36.3%

Race

White	80.7%
Asian	8.5%
Black/African American	1.3%
Other	9.5%

Ethnicity

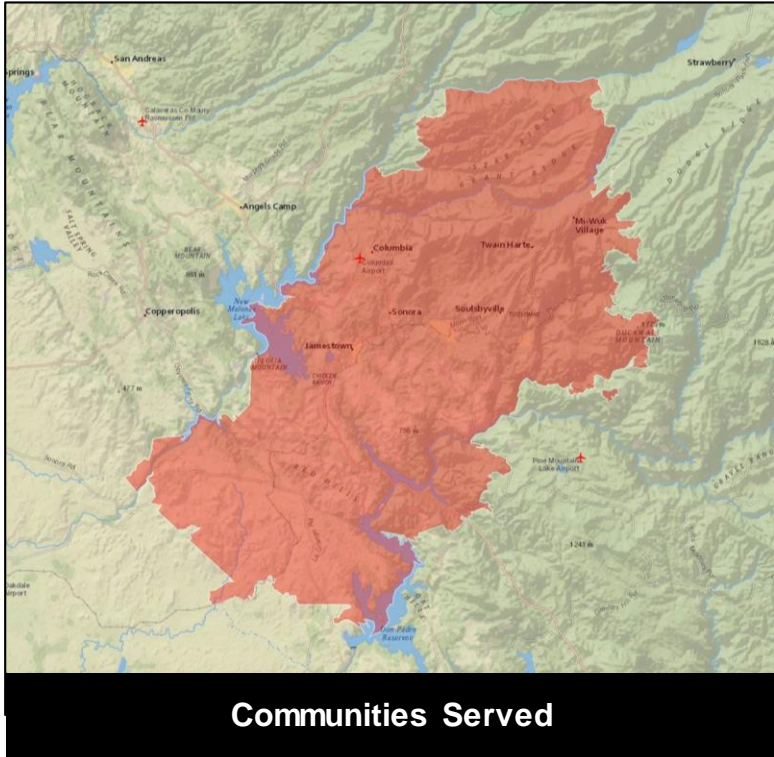
Hispanic	12.9%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

SONORA



Communities Served

- Columbia
- Jamestown
- La Grange
- Sonora
- Soulsbyville
- Tuolumne
- Twain Harte

Demographic Profile

Age Groups

Persons 17 and under	17.3%
Adults 18-34	20.2%
Adults 35-54	24.1%
Adults 55+	38.4%

Education

Attended/Graduated College/Post Graduate	51.1%
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Marital Status

Single (Never Married)	26.6%
Married	48.2%
Divorced/Separated/Widowed	25.2%

Household Income

\$30,000-\$49,999	21.3%
\$50,000-\$74,999	19.6%
\$75,000-\$99,999	11.6%
\$100,000+	17.1%

Housing Units & Family Type

% Owner Occupied Units	54.8%
% of HH with Children	24.7%

Race

White	87.5%
Asian	1.5%
Black/African American	2.1%
Other	8.9%

Ethnicity

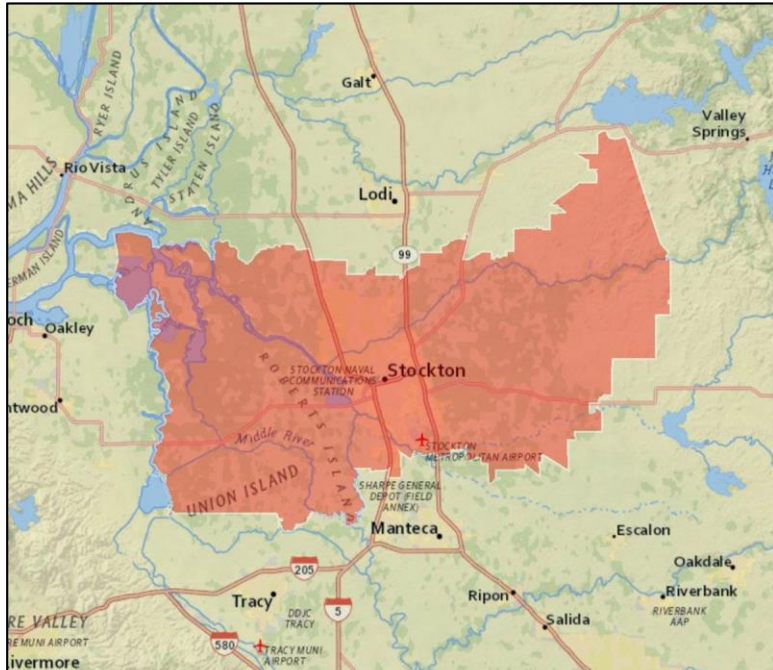
Hispanic	11.4%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

STOCKTON Syscodes 0296 & 4228



Communities Served

- Linden
- Morada
- Stockton

Demographic Profile

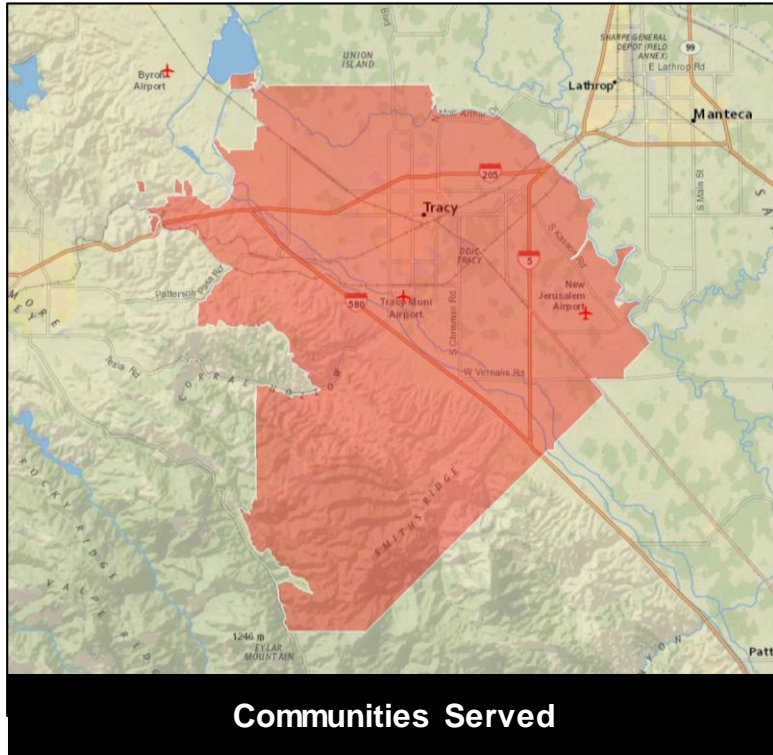
Age Groups	
Persons 17 and under	28.5%
Adults 18-34	25.5%
Adults 35-54	24.3%
Adults 55+	21.7%
Education	
Attended/Graduated College/Post Graduate	41.7%
Marital Status	
Single (Never Married)	38.0%
Married	39.3%
Divorced/Separated/Widowed	22.6%
Household Income	
\$30,000-\$49,999	20.0%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	10.6%
\$100,000+	17.8%
Housing Units & Family Type	
% Owner Occupied Units	46.9%
% of HH with Children	43.6%
Race	
White	48.8%
Asian	18.4%
Black/African American	9.9%
Other	22.9%
Ethnicity	
Hispanic	43.4%

Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

TRACY



Communities Served

- Banta
- Tracy
- Mountain House

Demographic Profile

Age Groups

Persons 17 and under	30.1%
Adults 18-34	21.8%
Adults 35-54	31.6%
Adults 55+	16.5%

Education

Attended/Graduated College/Post Graduate	50.3%
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Marital Status

Single (Never Married)	30.6%
Married	50.2%
Divorced/Separated/Widowed	19.3%

Household Income

\$30,000-\$49,999	13.4%
\$50,000-\$74,999	19.2%
\$75,000-\$99,999	14.6%
\$100,000+	37.4%

Housing Units & Family Type

% Owner Occupied Units	62.5%
% of HH with Children	51.6%

Race

White	57.5%
Asian	15.6%
Black/African American	7.3%
Other	19.6%

Ethnicity

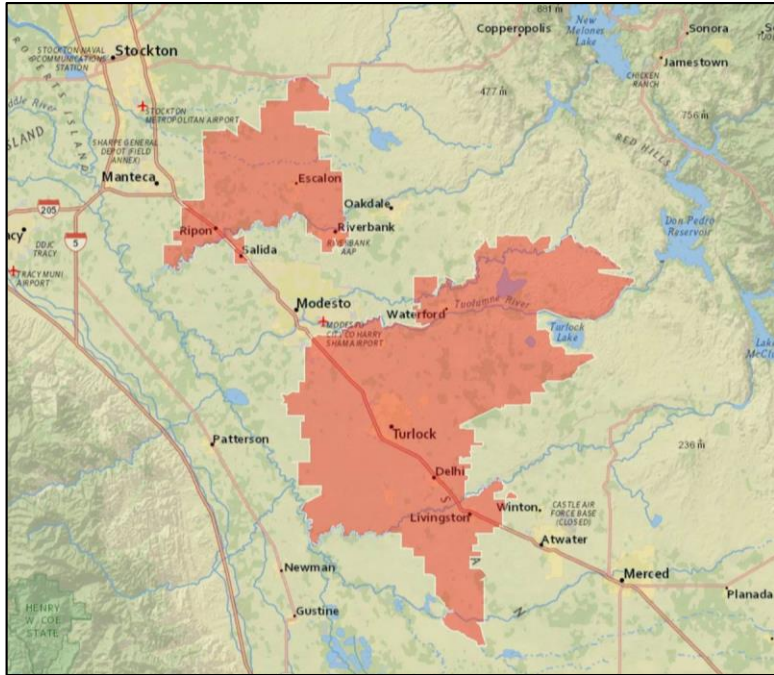
Hispanic	35.3%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

TURLOCK



Communities Served

- Ceres
- Denair
- Escalon
- Hilmar
- Hughson
- Livingston
- Ripon
- Riverbank
- Salida
- Turlock
- Waterford

Demographic Profile

Age Groups

Persons 17 and under	28.6%
Adults 18-34	23.8%
Adults 35-54	26.4%
Adults 55+	21.2%

Education

Attended/Graduated College/Post Graduate	39.2%
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Marital Status

Single (Never Married)	33.3%
Married	47.9%
Divorced/Separated/Widowed	18.9%

Household Income

\$30,000-\$49,999	20.0%
\$50,000-\$74,999	19.3%
\$75,000-\$99,999	12.2%
\$100,000+	20.5%

Housing Units & Family Type

% Owner Occupied Units	57.4%
% of HH with Children	45.5%

Race

White	77.5%
Asian	4.7%
Black/African American	1.6%
Other	16.3%

Ethnicity

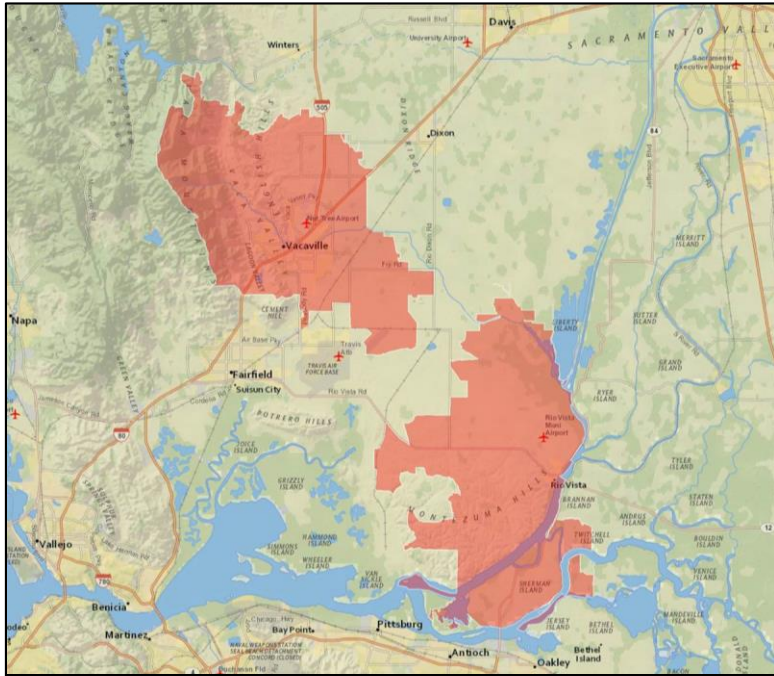
Hispanic	44.5%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

VACAVILLE



Communities Served

- Rio Vista
- Vacaville

Demographic Profile

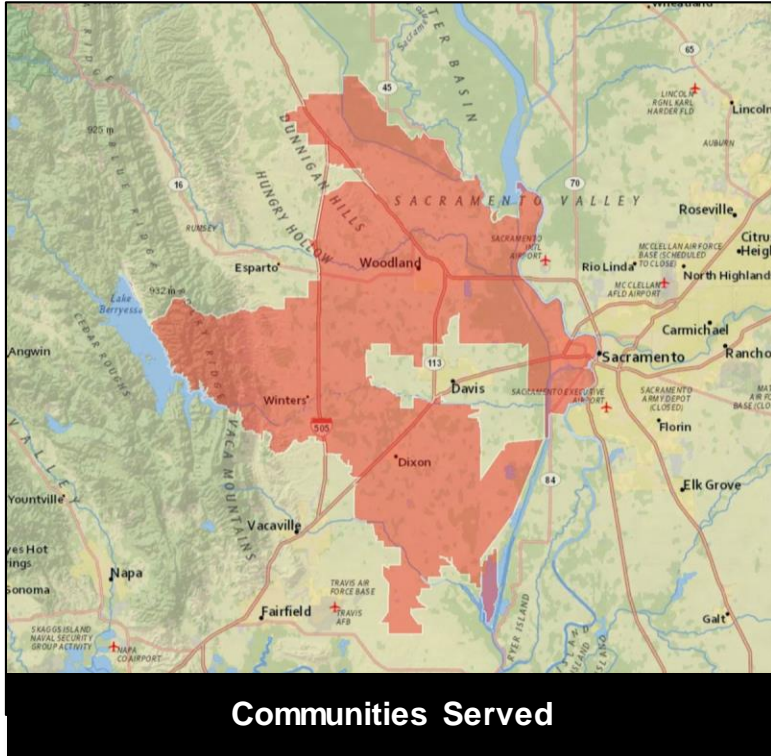
Age Groups	
Persons 17 and under	22.3%
Adults 18-34	23.5%
Adults 35-54	29.2%
Adults 55+	25.0%
Education	
Attended/Graduated College/Post Graduate	54.7%
Marital Status	
Single (Never Married)	31.2%
Married	43.4%
Divorced/Separated/Widowed	25.4%
Household Income	
\$30,000-\$49,999	14.4%
\$50,000-\$74,999	19.4%
\$75,000-\$99,999	16.1%
\$100,000+	33.3%
Housing Units & Family Type	
% Owner Occupied Units	58.8%
% of HH with Children	33.8%
Race	
White	67.2%
Asian	7.0%
Black/African American	8.7%
Other	17.1%
Ethnicity	
Hispanic	22.7%

Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

WEST SACRAMENTO



Communities Served

- Dixon
- West Sacramento
- Winters
- Woodland

Demographic Profile

Age Groups

Persons 17 and under	25.9%
Adults 18-34	24.6%
Adults 35-54	26.4%
Adults 55+	23.1%

Education

Attended/Graduated College/Post Graduate	48.9%
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Marital Status

Single (Never Married)	30.9%
Married	47.3%
Divorced/Separated/Widowed	21.7%

Household Income

\$30,000-\$49,999	17.4%
\$50,000-\$74,999	17.8%
\$75,000-\$99,999	12.3%
\$100,000+	25.8%

Housing Units & Family Type

% Owner Occupied Units	53.7%
% of HH with Children	38.9%

Race

White	69.1%
Asian	6.8%
Black/African American	2.7%
Other	21.3%

Ethnicity

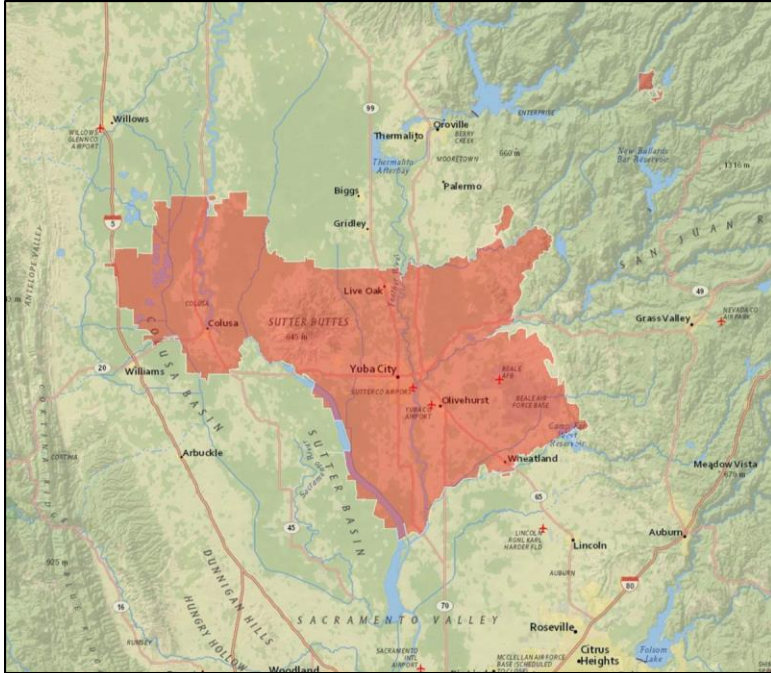
Hispanic	40.4%
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Available Networks



TV & ONLINE ADVERTISING AREA PROFILE

YUBA CITY



Communities Served

- Beale AFB
- Colusa
- Linda
- Live Oak
- Marysville
- Olivehurst
- Sutter
- Wheatland
- Yuba City

Demographic Profile

Age Groups

Persons 17 and under	28.1%
Adults 18-34	24.4%
Adults 35-54	25.1%
Adults 55+	22.4%

Education

Attended/Graduated	44.9%
College/Post Graduate	

Marital Status

Single (Never Married)	29.4%
Married	47.4%
Divorced/Separated/Widowed	23.2%

Household Income

\$30,000-\$49,999	20.8%
\$50,000-\$74,999	19.3%
\$75,000-\$99,999	12.3%
\$100,000+	17.1%

Housing Units & Family Type

% Owner Occupied Units	53.1%
% of HH with Children	41.8%

Race

White	68.6%
Asian	11.4%
Black/African American	2.6%
Other	17.4%

Ethnicity

Hispanic	30.0%
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Available Networks

