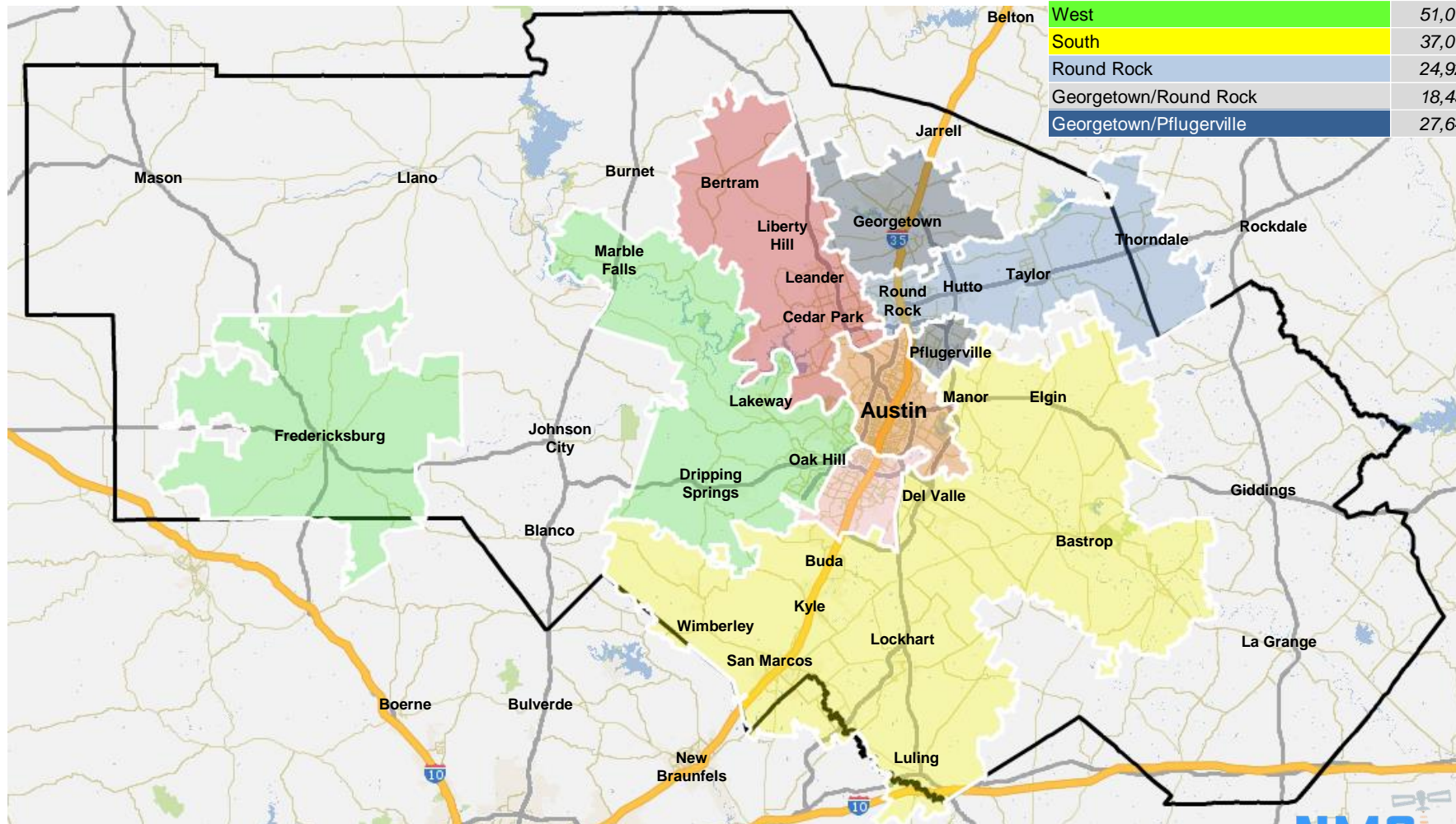


Austin, TX Interconnect

Local Zones	
Central North	99,190
Central South	54,092
Northwest	54,124
West	51,079
South	37,077
Round Rock	24,928
Georgetown/Round Rock	18,457
Georgetown/Pflugerville	27,641



**Austin Interconnect Plus
Universe Estimate (UE)**

570,517 Homes



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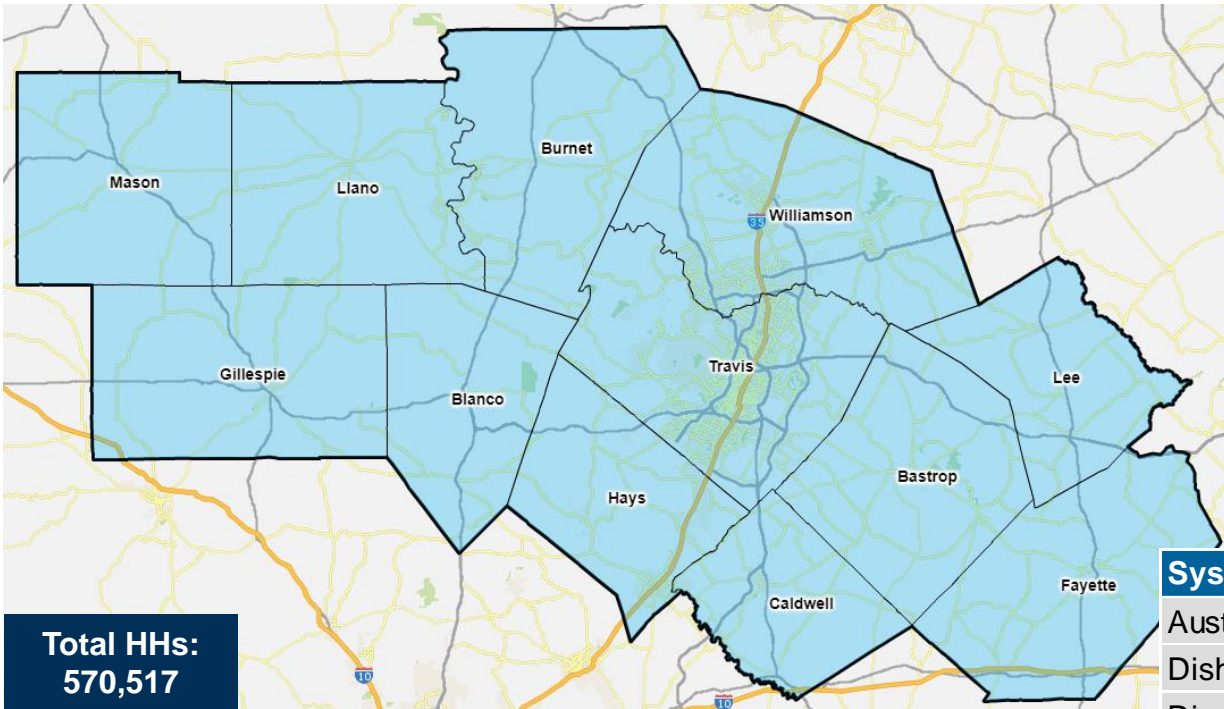
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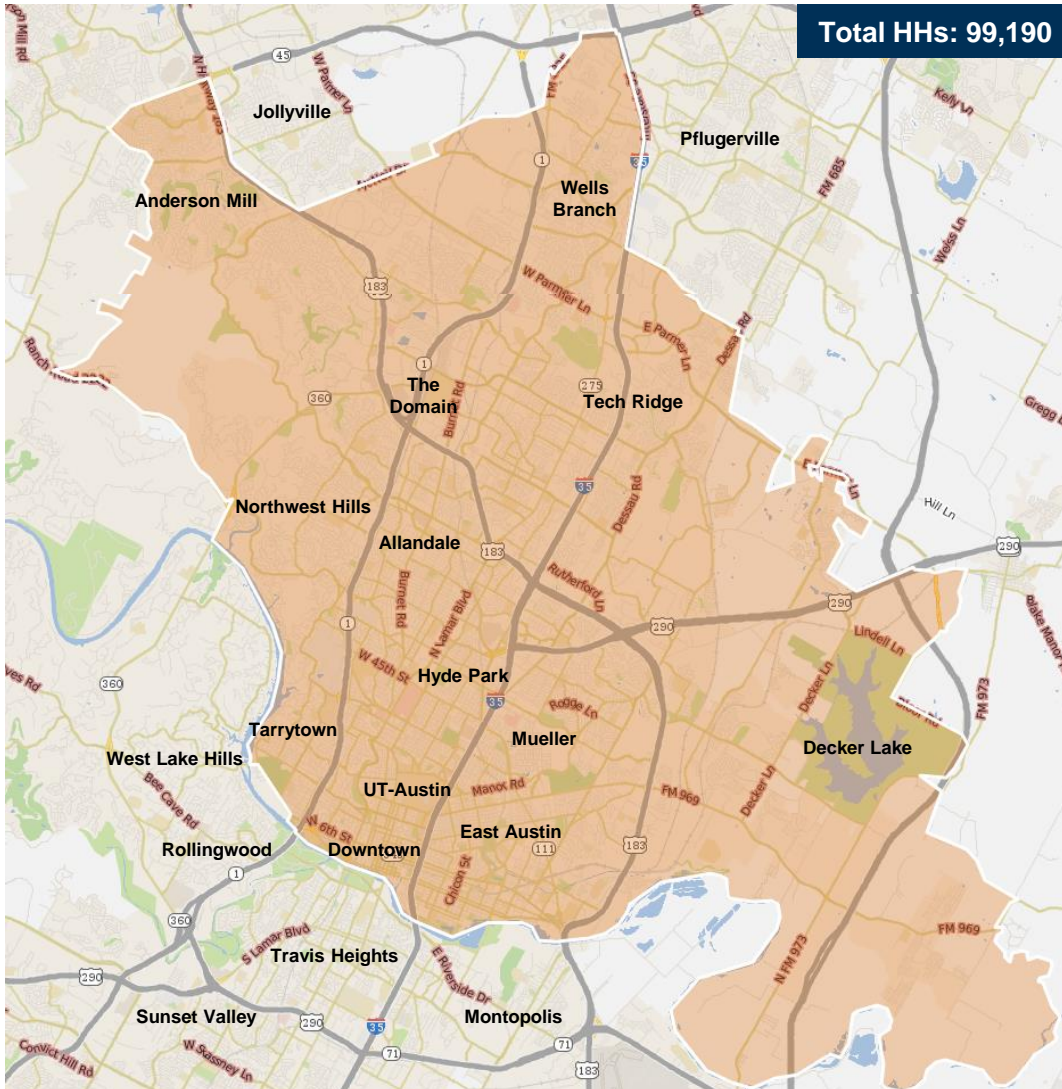
Austin, TX Interconnect



Demographics	
Med. Age	35
% Female	50%
Med. HH Income	\$73,982
Bachelor's Degree +	27%
Owner-occupied	56%
HHs w. Kids	31%
Med. HU Value	\$283,516
Hispanic	32%

System Name	HH UE
Austin Interconnect	537,020
Dish Network	33,497
DirecTV®	158,135
Total HHs Represented	570,517
Total DMA TV HHs	751,650
Austin Interconnect Penetration (without DISH)	71%
Austin Interconnect "All In" Penetration	76%

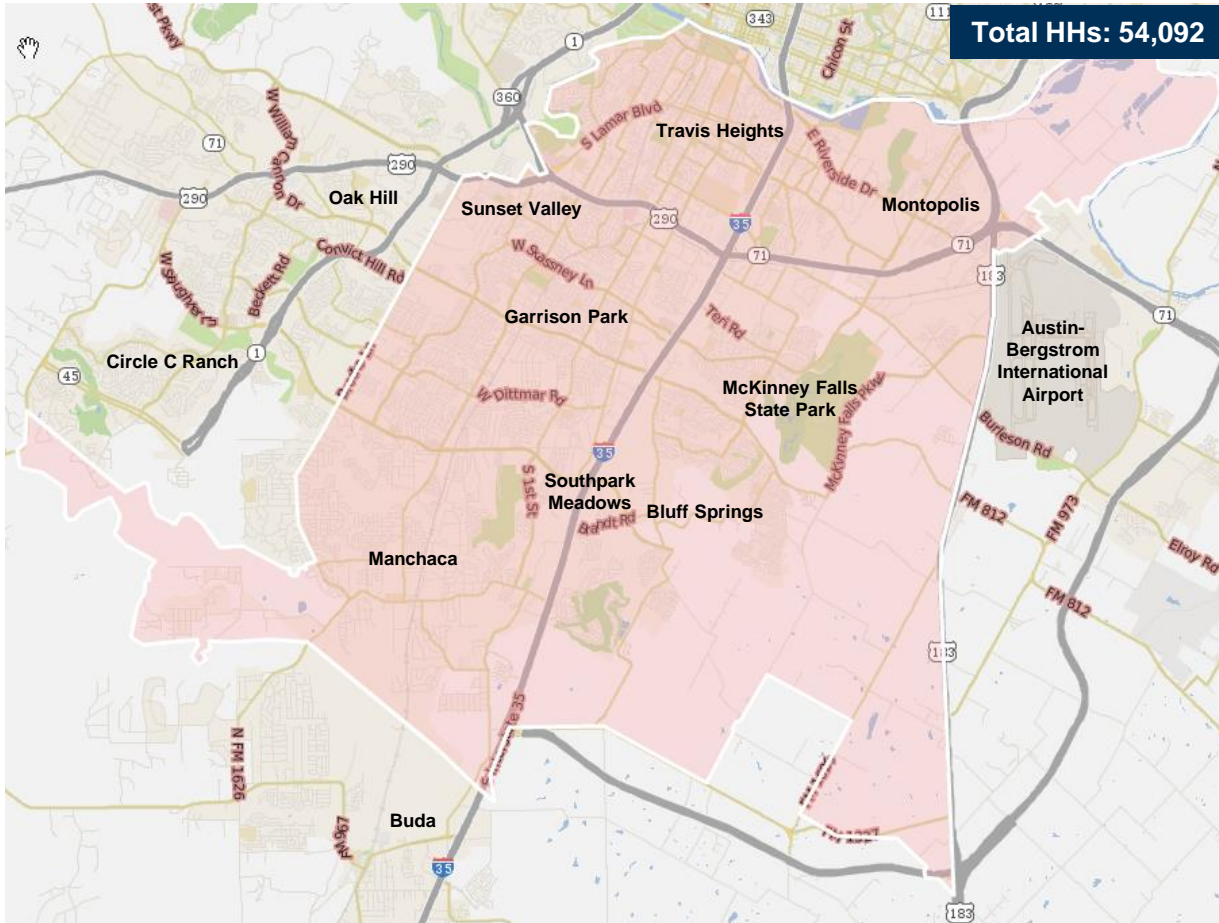
Austin – Central North



Demographics	
Med. Age	34
% Male	51%
Med. HH Income	\$66,828
Bachelor's Degree +	33%
Owner-occupied	39%
HHs w. Kids	23%
Med. HU Value	\$339,374
Hispanic	33%

Zone Zips and Cities - Central North	
78701 - Austin	78728 - Austin
78702 - Austin	78731 - Austin
78703 - Austin	78751 - Austin
78705 - Austin	78752 - Austin
78712 - Austin	78753 - Austin
78721 - Austin	78754 - Austin
78722 - Austin	78756 - Austin
78723 - Austin	78757 - Austin
78724 - Austin	78758 - Austin
78725 - Austin	78759 - Austin
78727 - Austin	

Austin – Central South



Total HHs: 54,092

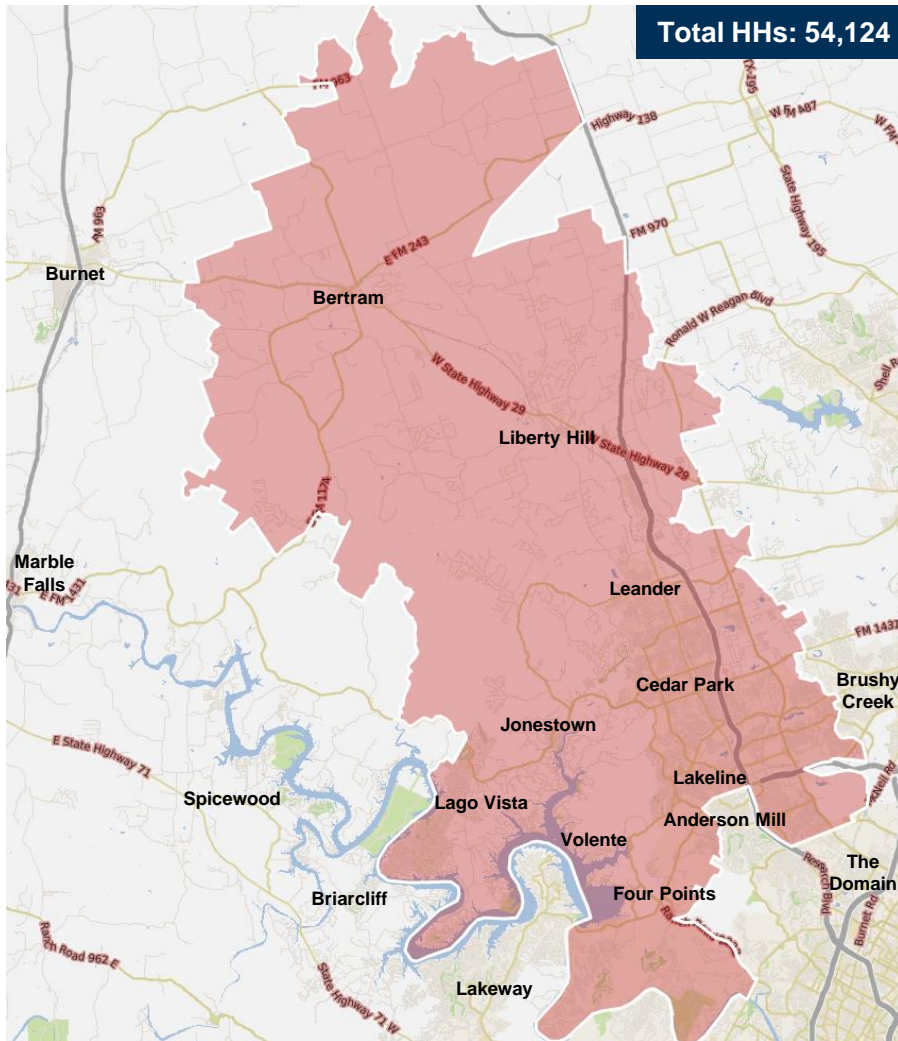
Demographics

Med. Age	33
% Male	51%
Med. HH Income	\$64,339
Bachelor's Degree +	26%
Owner-occupied	40%
HHs w. Kids	25%
Med. HU Value	\$267,373
Hispanic	49%

Zone Zips and Cities - Central South

78652 - Manchaca	78744 - Austin
78704 - Austin	78745 - Austin
78741 - Austin	78747 - Austin
78742 - Austin	78748 - Austin

Austin – Northwest



Total HHs: 54,124

Demographics

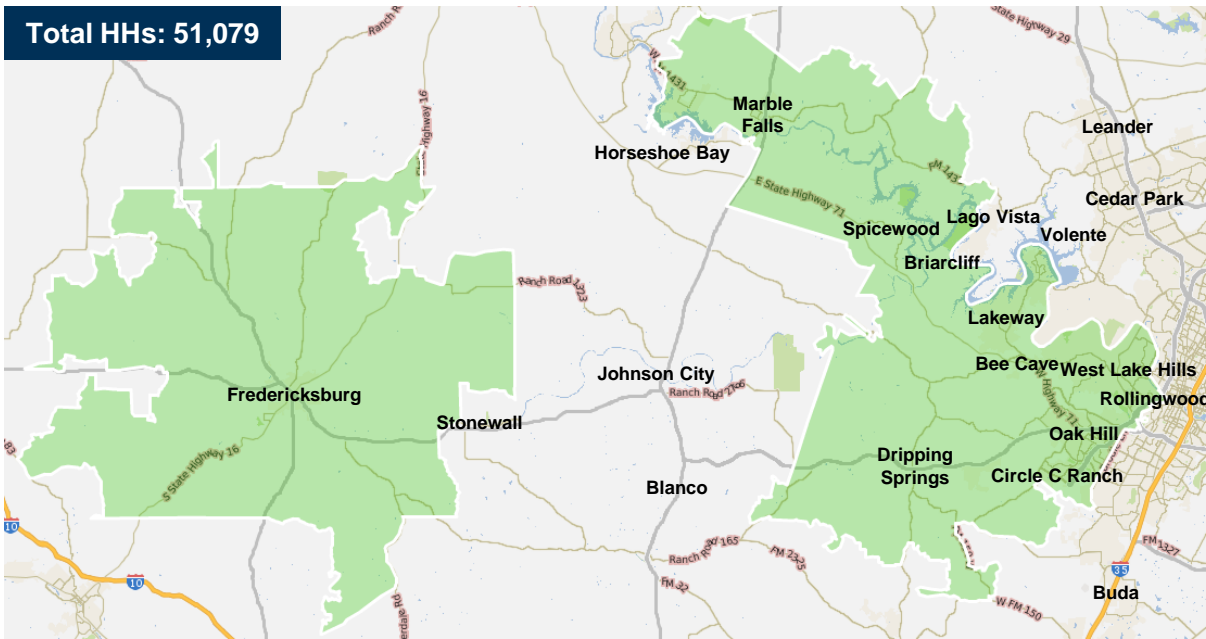
Med. Age	36
% Female	50%
Med. HH Income	\$95,798
Bachelor's Degree +	31%
Owner-occupied	68%
HHs w. Kids	40%
Med. HU Value	\$307,288
Hispanic	18%

Zone Zips and Cities - Northwest

78605 - Bertram	78726 - Austin
78613 - Cedar Park	78729 - Austin
78641 - Cedar Park	78730 - Austin
78642 - Liberty Hill	78732 - Austin
78645 - Leander	78750 - Austin
78717 - Austin	

Austin – West

Total HHs: 51,079



Demographics

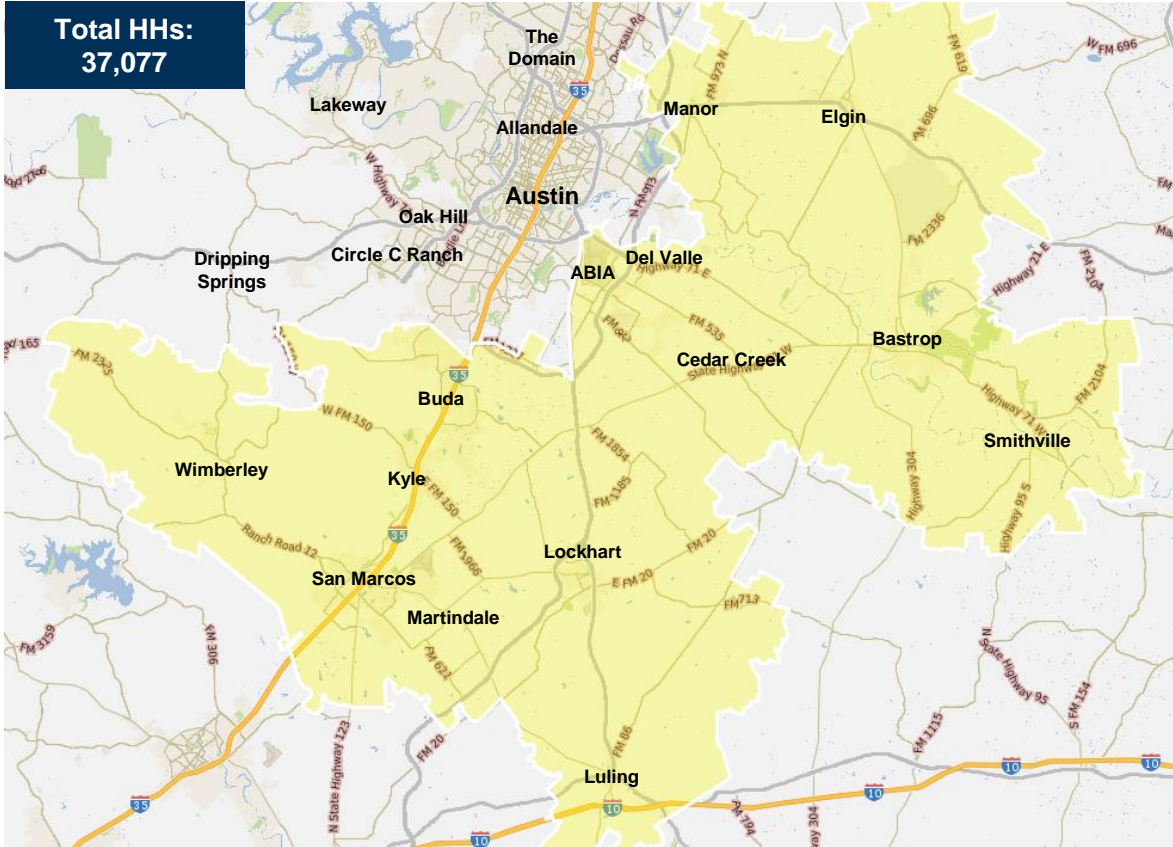
Med. Age	41
% Female	51%
Med. HH Income	\$106,535
Bachelor's Degree +	40%
Owner-occupied	69%
HHs w. Kids	33%
Med. HU Value	\$433,711
Hispanic	16%

Zone Zips and Cities - West

78619 - Driftwood	78735 - Austin
78620 - Dripping Springs	78736 - Austin
78624 - Fredericksburg	78737 - Austin
78654 - Marble Falls	78738 - Austin
78669 - Spicewood	78739 - Austin
78733 - Austin	78746 - Austin
78734 - Austin	78749 - Austin

Austin – South

Total HHs:
37,077



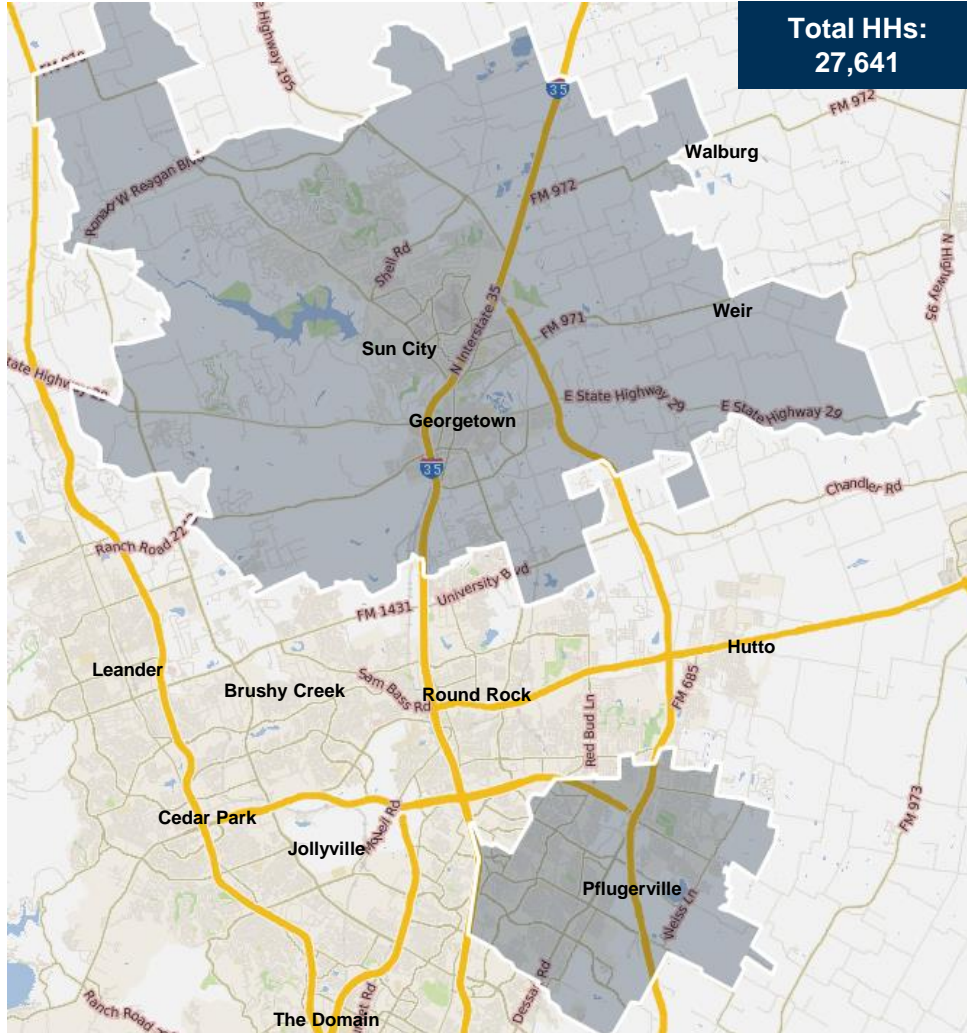
Demographics

Med. Age	33
% Female	50%
Med. HH Income	\$62,190
Bachelor's Degree +	15%
Owner-occupied	65%
HHs w. Kids	34%
Med. HU Value	\$191,552
Hispanic	46%

Zone Zips and Cities - South

78602 - Bastrop	78650 - McDade
78610 - Buda	78653 - Manor
78612 - Cedar Creek	78655 - Martindale
78616 - Dale	78656 - Maxwell
78617 - Del Valle	78666 - San Marcos
78621 - Elgin	78676 - Wimberley
78640 - Kyle	78719 - Austin
78644 - Lockhart	78957 - Smithville
78648 - Luling	

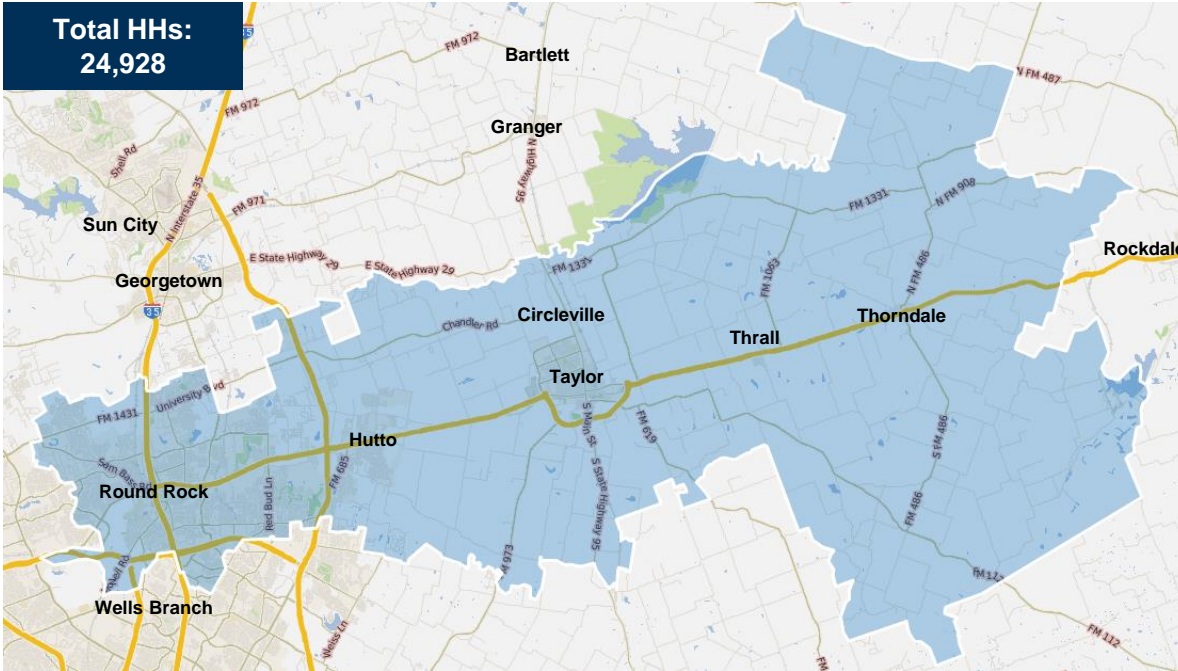
Austin – Georgetown/Pflugerville



Demographics	
Med. Age	38
% Female	51%
Med. HH Income	\$85,736
Bachelor's Degree +	28%
Owner-occupied	74%
HHs w. Kids	37%
Med. HU Value	\$268,178
Hispanic	25%

Zone Zips and Cities - Georgetown/Pflugerville	
78626 - Georgetown	78633 - Georgetown
78628 - Georgetown	78660 - Pflugerville

Austin – North Round Rock

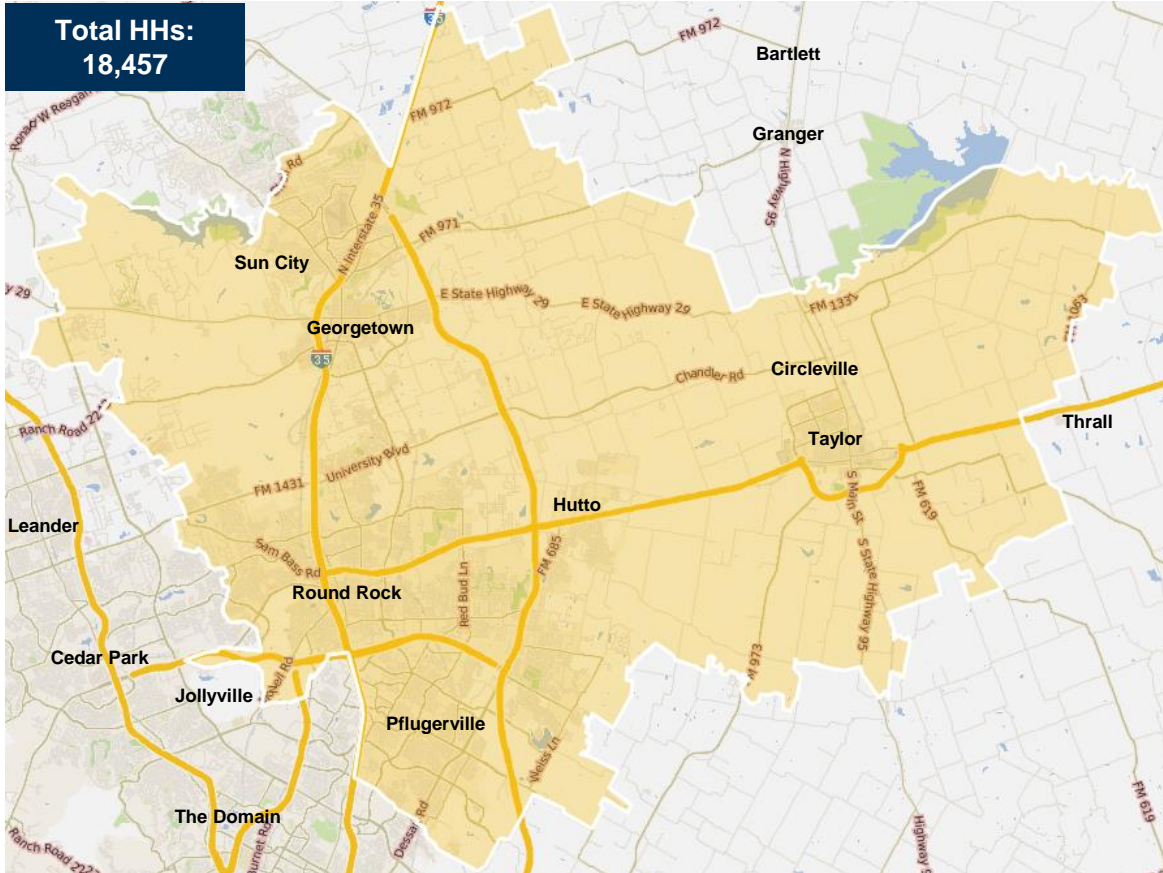


Demographics	
Med. Age	35
% Female	51%
Med. HH Income	\$82,484
Bachelor's Degree +	23%
Owner-occupied	66%
HHs w. Kids	44%
Med. HU Value	\$254,073
Hispanic	29%

Zone Zips and Cities - Round Rock	
76574 - Taylor	78664 - Round Rock
76577 - Thorndale	78665 - Round Rock
76578 - Thrall	78681 - Austin
78634 - Hutto	

Austin – NGP-RR

**Total HHs:
18,457**



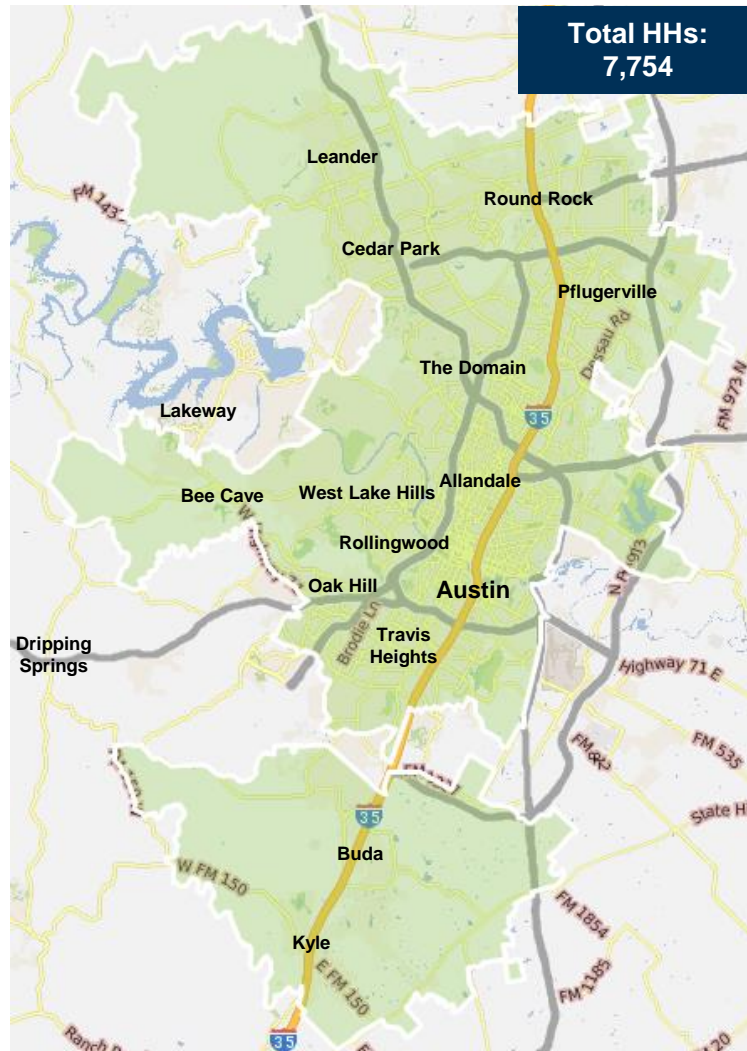
Demographics

Med. Age	35
% Female	51%
Med. HH Income	\$84,780
Bachelor's Degree +	24%
Owner-occupied	68%
HHs w. Kids	43%
Med. HU Value	\$253,050
Hispanic	29%

Zone Zips and Cities - NGP-RR AT&T

76574 - Taylor	78660 - Pflugerville
78626 - Georgetown	78664 - Round Rock
78628 - Georgetown	78665 - Round Rock
78634 - Hutto	78681 - Austin

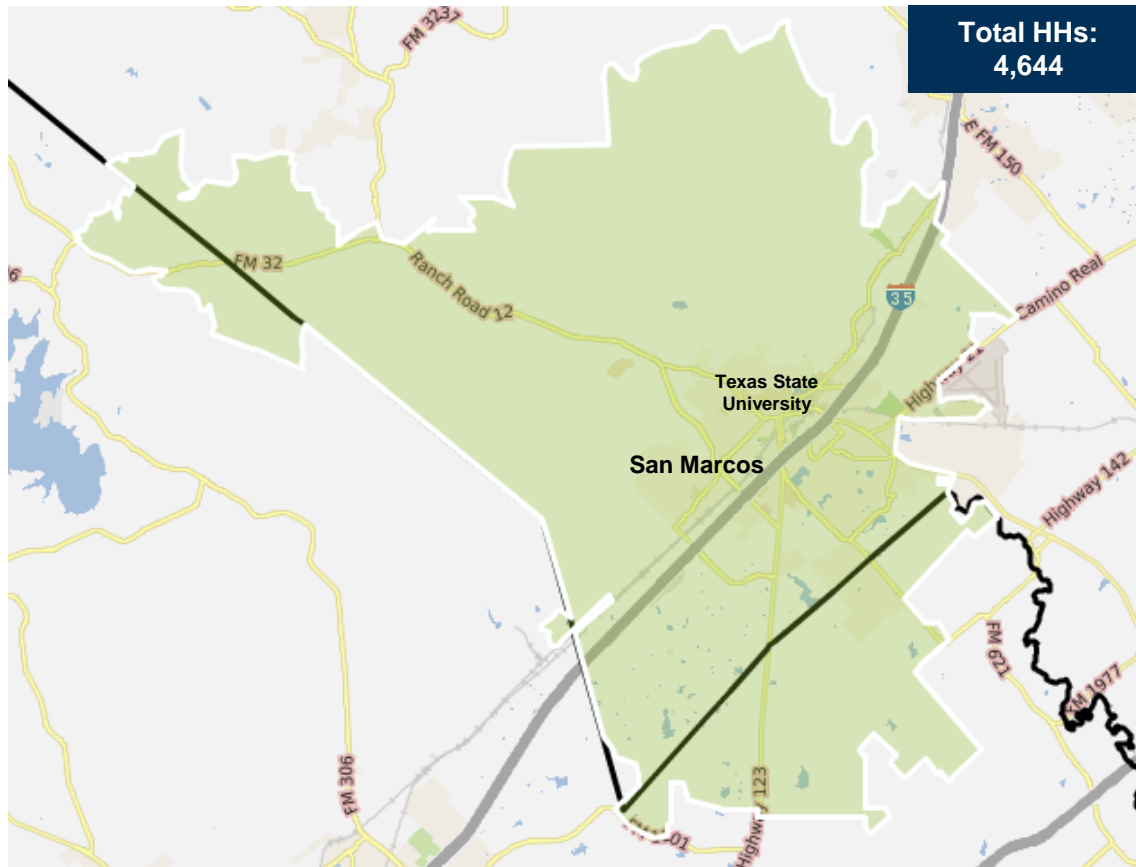
Austin – Austin Grande



Demographics	
Med. Age	34
% Female	50%
Med. HH Income	\$75,602
Bachelor's Degree +	30%
Owner-occupied	51%
HHs w. Kids	31%
Med. HU Value	\$286,452
Hispanic	33%

Zone Zips and Cities - Grande Austin	
78610 - Buda	78729 - Austin
78613 - Cedar Park	78730 - Austin
78640 - Kyle	78731 - Austin
78641 - Cedar Park	78733 - Austin
78660 - Pflugerville	78735 - Austin
78664 - Round Rock	78738 - Austin
78665 - Round Rock	78741 - Austin
78681 - Austin	78744 - Austin
78701 - Austin	78745 - Austin
78702 - Austin	78746 - Austin
78703 - Austin	78748 - Austin
78704 - Austin	78749 - Austin
78705 - Austin	78750 - Austin
78712 - Austin	78751 - Austin
78717 - Austin	78752 - Austin
78721 - Austin	78753 - Austin
78722 - Austin	78754 - Austin
78723 - Austin	78756 - Austin
78724 - Austin	78757 - Austin
78727 - Austin	78758 - Austin
78728 - Austin	78759 - Austin

Austin – San Marcos



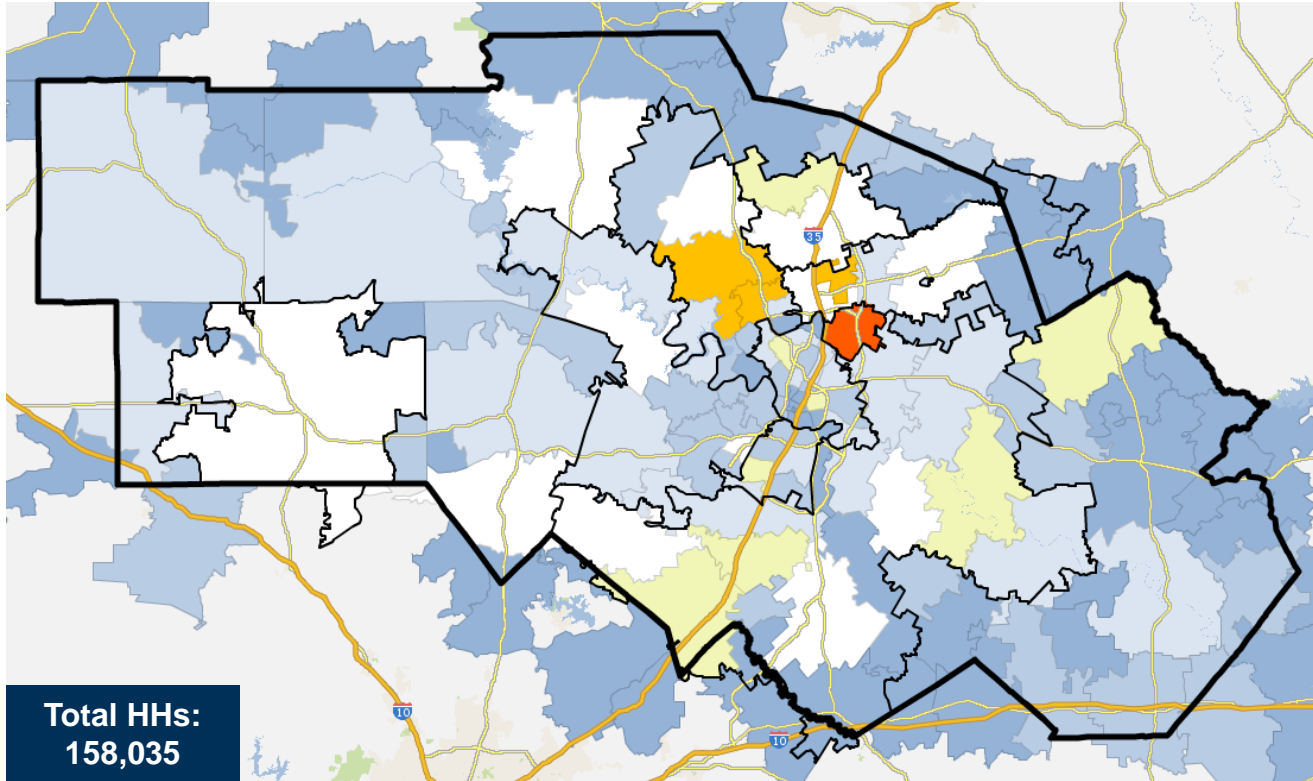
Demographics

Med. Age	34
% Female	50%
Med. HH Income	\$38,857
Bachelor's Degree +	19%
Owner-occupied	36%
HHs w. Kids	20%
Med. HU Value	\$191,624
Hispanic	46%

Zone Zips and Cities - Grande San Marcos

78666 - San Marcos

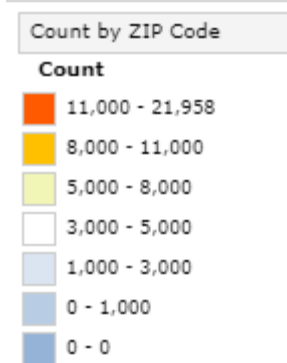
Austin – DIRECTV



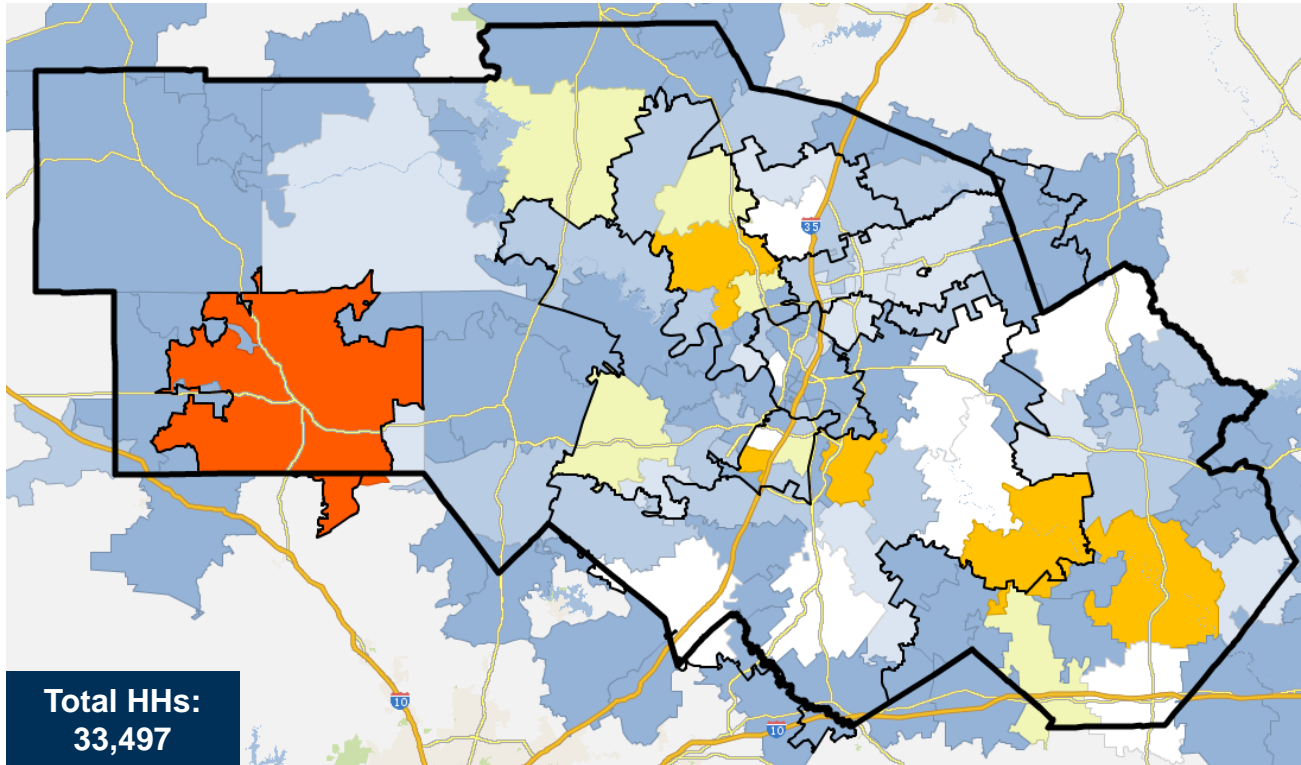
Demographics – Full DMA

Med. Age	35
% Female	50%
Med. HH Income	\$73,982
Bachelor's Degree +	27%
Owner-occupied	56%
HHs w. Kids	31%
Med. HU Value	\$283,516
Hispanic	32%

Legend



Austin – DISH



Demographics – Full DMA

Med. Age 35

% Female 50%

Med. HH Income \$73,982

Bachelor's Degree + 27%

Owner-occupied 56%

HHs w. Kids 31%

Med. HU Value \$283,516

Hispanic 32%

Legend

Count by ZIP Code

Count

6,000 - 8,251

4,000 - 6,000

2,500 - 4,000

1,500 - 2,500

700 - 1,500

0 - 700

0 - 0