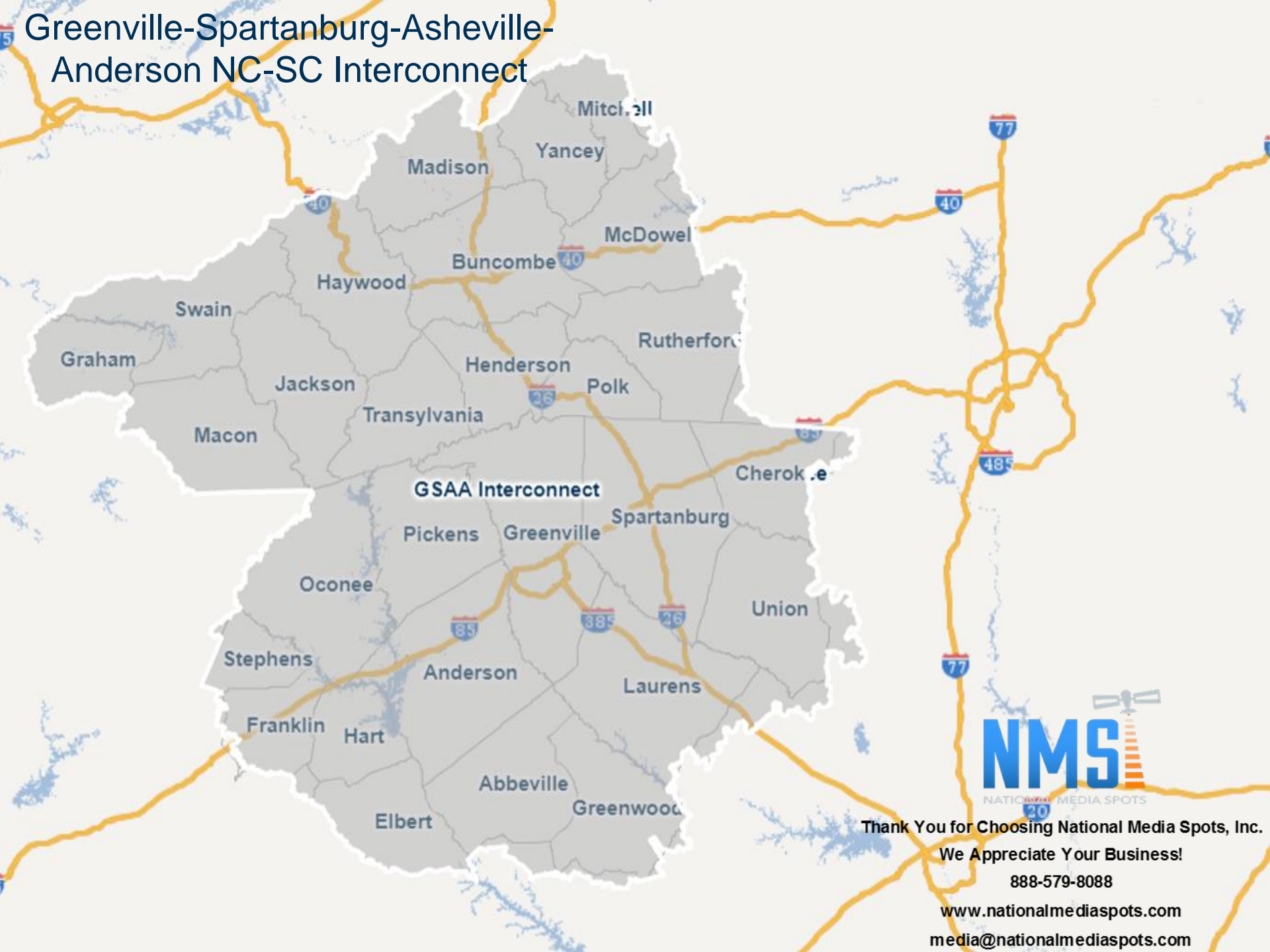


# Greenville-Spartanburg-Asheville-Anderson NC-SC Interconnect



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# GSAA Interconnect



## Demographics

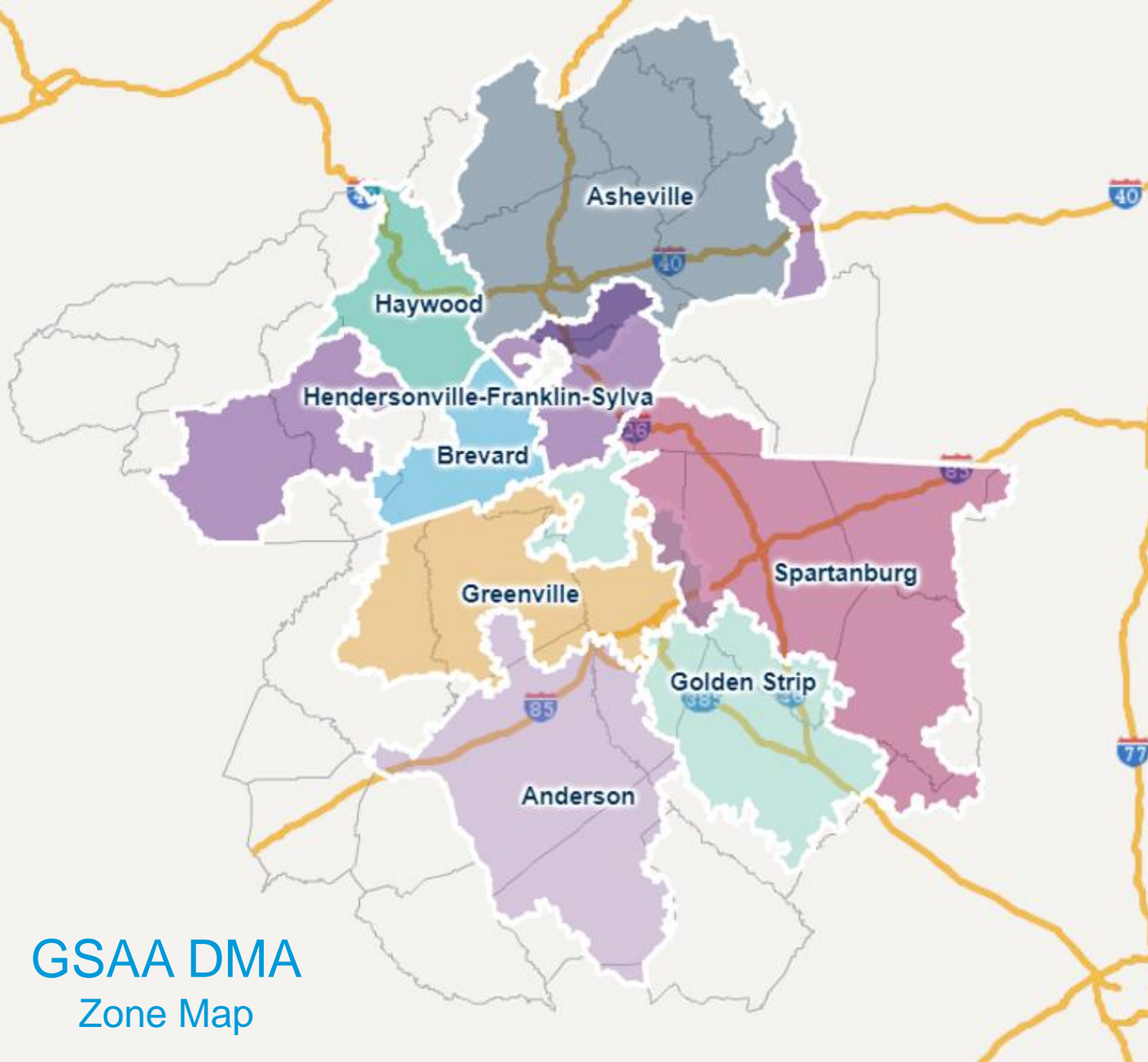
Current UE	539,200
Median Age	41
% Female	52%
Median HH Income	\$49,416
Bachelor's Degree +	26%
Owner-occupied	60%
Caucasian	82%
African American	14%

## Zone Cities and Zips

29001 – Alcolu	29052 – Gadsden	29117 – Orangeburg	29163 – Vance
29006 – Batesburg	29053 – Gaston	29118 – Orangeburg	29166 – Ward
29009 – Bethune	29054 – Gilbert	29123 – Pelion	29168 – Wedgefield
29010 – Bishopville	29056 – Greeleyville	29125 – Pinewood	29169 – W. Columbia
29015 – Blair	29059 – Holly Hill	29126 – Pomaria	29170 – W. Columbia
29016 – Blythewood	29061 – Hopkins	29127 – Prosperity	29172 – W. Columbia
29018 – Bowman	29063 – Irmo	29128 – Rembert	29175 – Westville
29020 – Camden	29065 – Jenkinsville	29129 – Ridge Spring	29178 – Whitmire
29030 – Cameron	29070 – Leesville	29130 – Ridgeway	29180 – Winnsboro
29032 – Cassatt	29072 – Lexington	29133 – Rowesville	29201 – Columbia
29033 – Cayce	29073 – Lexington	29135 – St. Matthews	29203 – Columbia
29036 – Chapin	29075 – Little Mountain	29138 – Saluda	29204 – Columbia
29037 – Chappells	29078 – Lugoff	29142 – Santee	29205 – Columbia
29038 – Cope	29080 – Lynchburg	29145 – Silverstreet	29206 – Columbia
29039 – Cordova	29102 – Manning	29146 – Springfield	29207 – Columbia
29040 – Dalzell	29104 – Mayesville	29148 – Summerton	29208 – Columbia
29044 – Eastover	29107 – Neeses	29150 – Sumter	29209 – Columbia
29045 – Elgin	29108 – Newberry	29152 – Shaw AFB	29210 – Columbia
29046 – Elliott	29111 – New Zion	29153 – Sumter	29212 – Columbia
29047 – Elloree	29112 – North	29154 – Sumter	29223 – Columbia
29048 – Eutawville	29113 – Norway	29160 – Swansea	29229 – Columbia
29051 – Gable	29115 – Orangeburg	29162 – Turbeville	29432 – Branchville

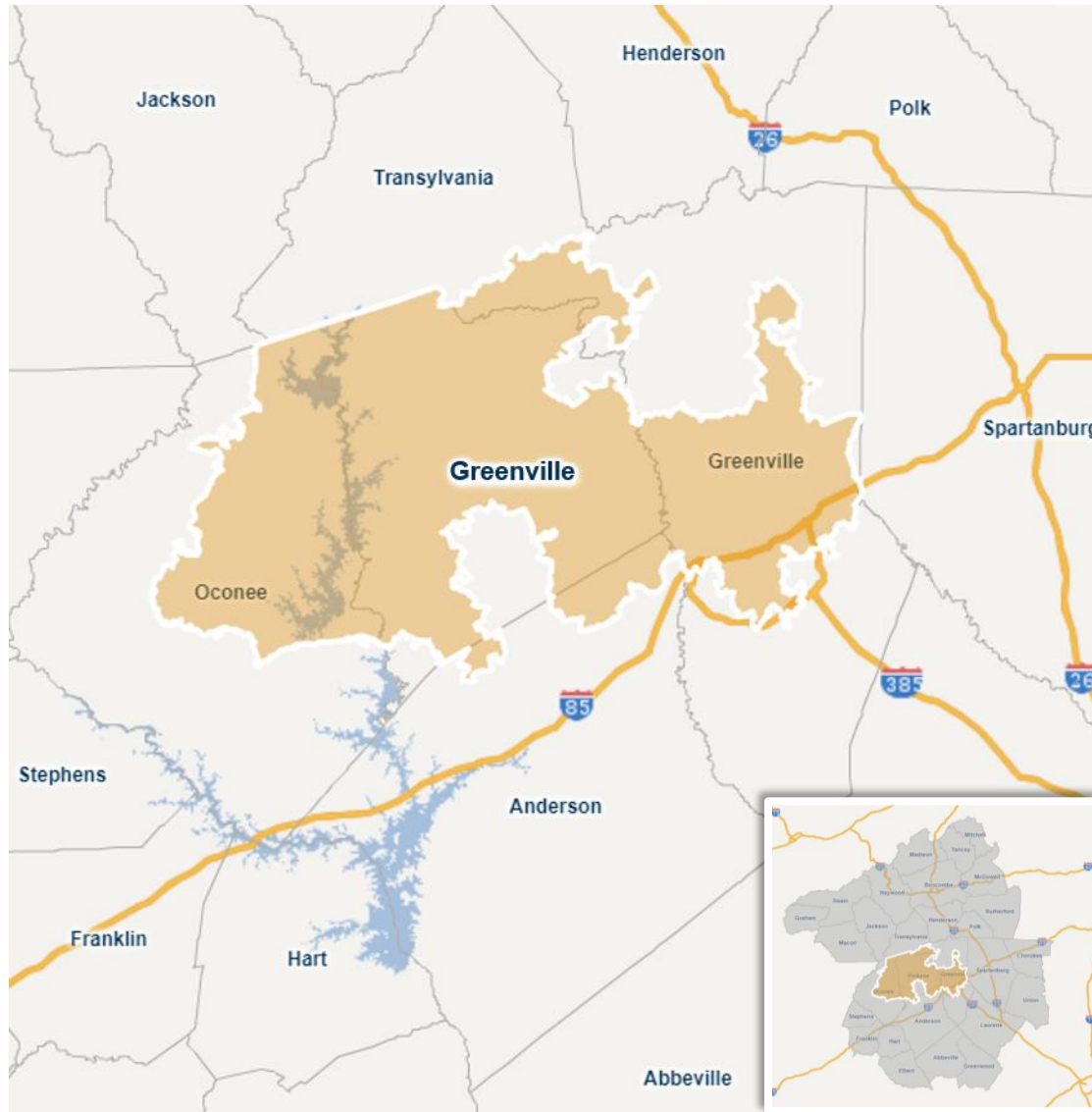
## Networks

AEN, AHC, AMC, APL, BBKA, BET, BRV, BTN, BTV, CC, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENN, ENT, ESCL, ESNU, ESP2, ESPD, ESPN, FBN, FOOD, FOXD, FRFM, FS1, FS2, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, GSN, HALL, HGTV, HIST, HLN, HSTE, ID, LIFE, LMN, LRWM, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NGWD, NICK, OUTD, OWN, OXY, PMT, SCI, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TR3S, TRU, TV1, TVL, TWC, USA, VH1, VICE, WE



GSAA DMA  
Zone Map

# Greenville Zone



## Demographics

Current UE	63,882
Median Age	39
% Female	51%
Median HH Income	\$52,212
Bachelor's Degree +	30%
Owner-occupied	59%
Caucasian	78%
African American	17%

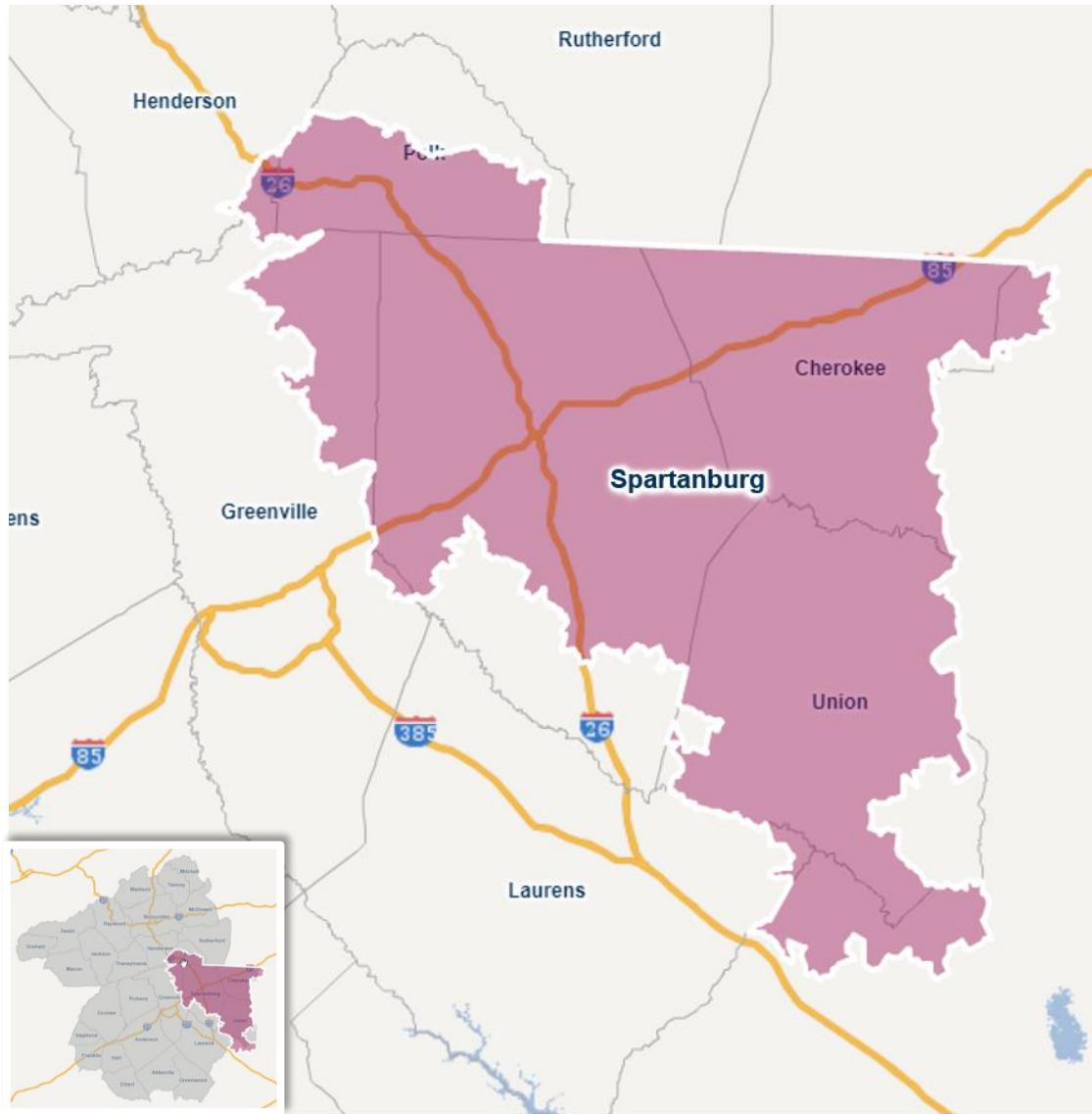
## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Spartanburg Zone



## Demographics

Current UE	57,463
Median Age	40
% Female	52%
Median HH Income	\$49,812
Bachelor's Degree +	22%
Owner-occupied	64%
Caucasian	76%
African American	20%

## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Golden Strip Zone



## Demographics

Current UE	34,277
Median Age	39
% Female	51%
Median HH Income	\$60,290
Bachelor's Degree +	28%
Owner-occupied	71%
Caucasian	80%
African American	16%

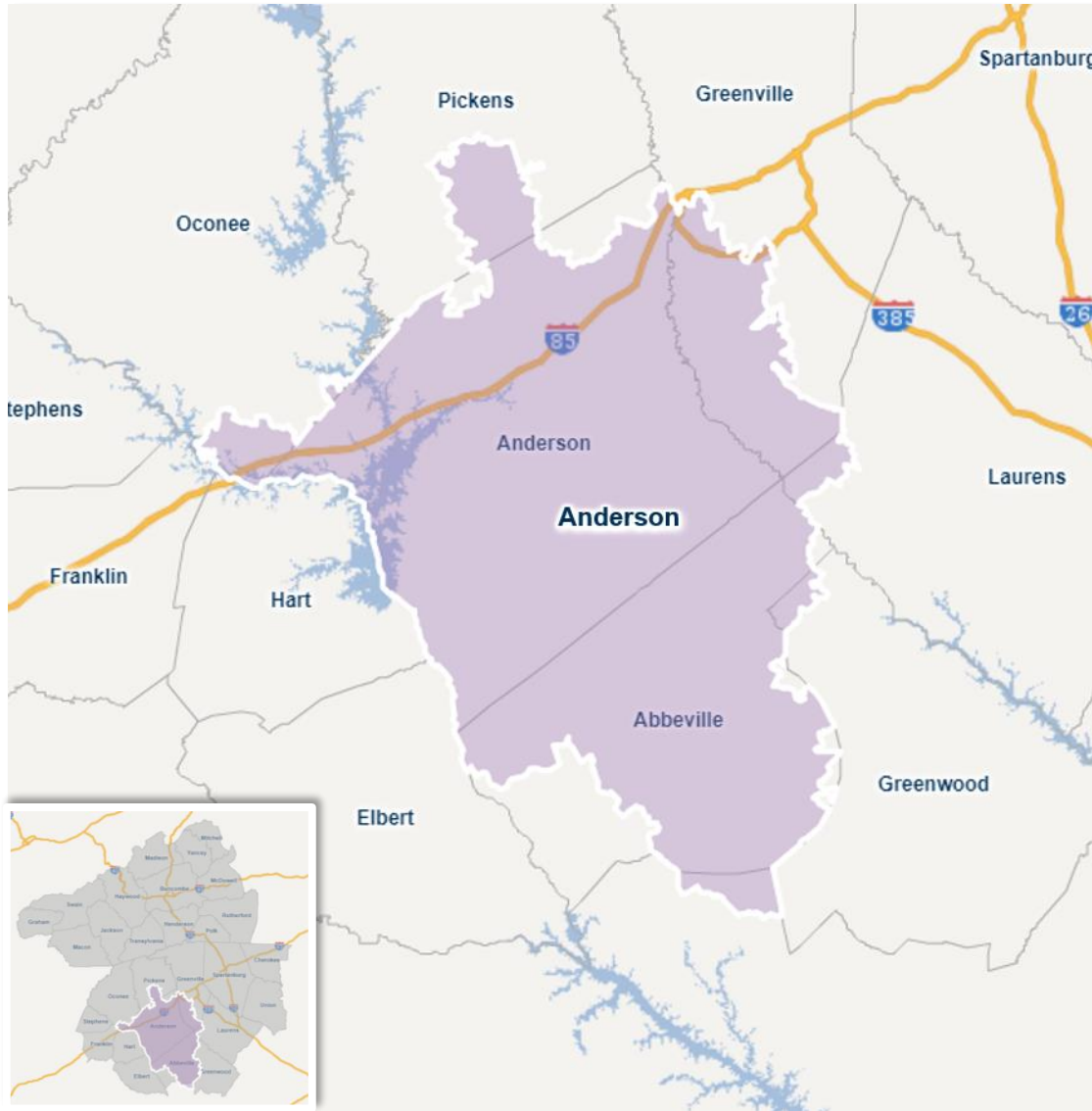
## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Anderson Zone



## Demographics

Current UE	34,728
Median Age	41
% Female	52%
Median HH Income	\$47,070
Bachelor's Degree +	18%
Owner-occupied	64%
Caucasian	79%
African American	18%

## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Asheville Zone



## Demographics

Current UE	62,101
Median Age	43
% Female	52%
Median HH Income	\$49,189
Bachelor's Degree +	32%
Owner-occupied	57%
Caucasian	91%
African American	5%

## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE



# Brevard Zone



## Demographics

Current UE	6,318
Median Age	52
% Female	52%
Median HH Income	\$49,052
Bachelor's Degree +	32%
Owner-occupied	54%
Caucasian	93%
African American	4%

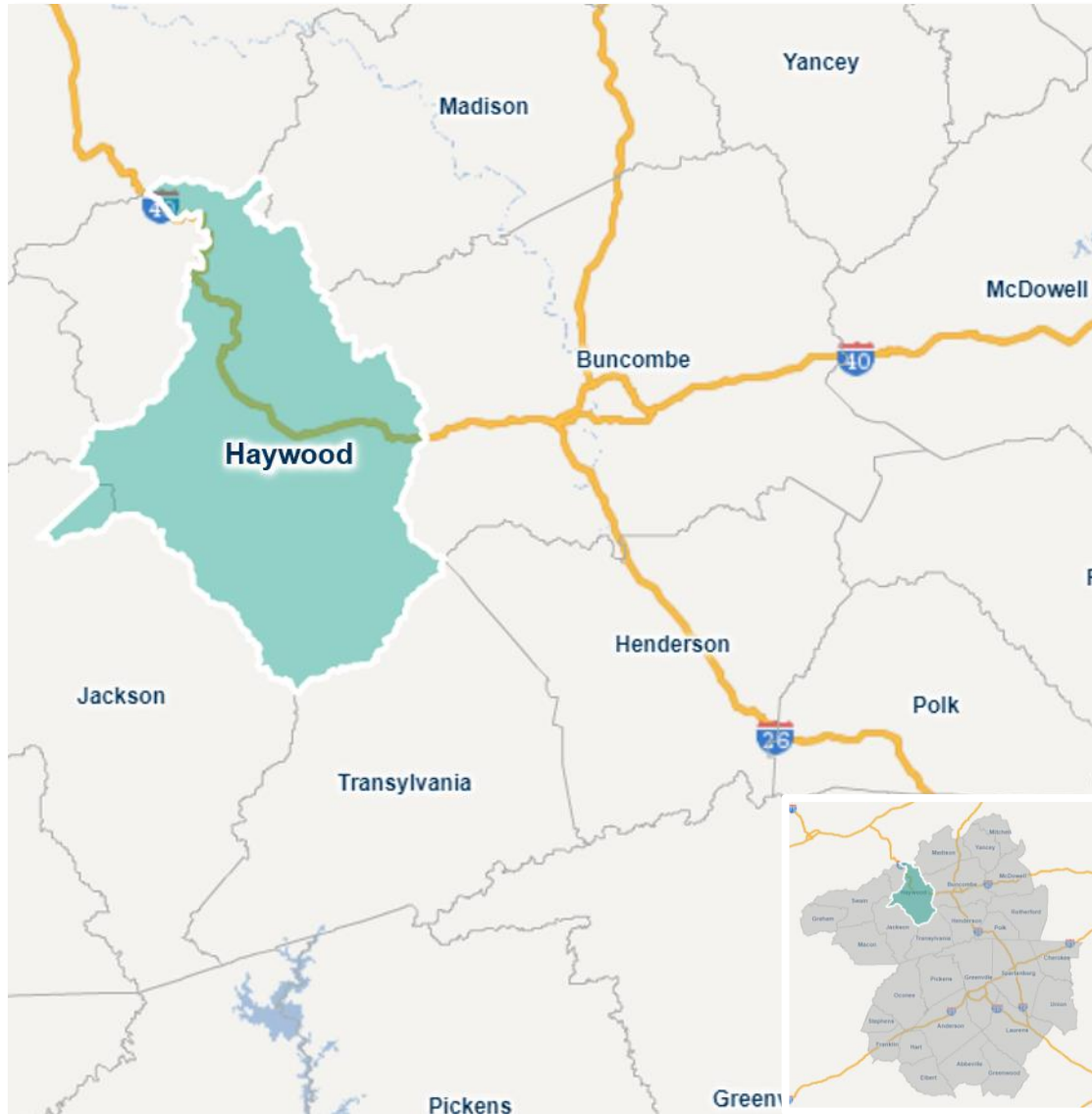
## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Haywood Zone



## Demographics

Current UE	13,163
Median Age	47
% Female	52%
Median HH Income	\$50,156
Bachelor's Degree +	24%
Owner-occupied	57%
Caucasian	96%
African American	1%

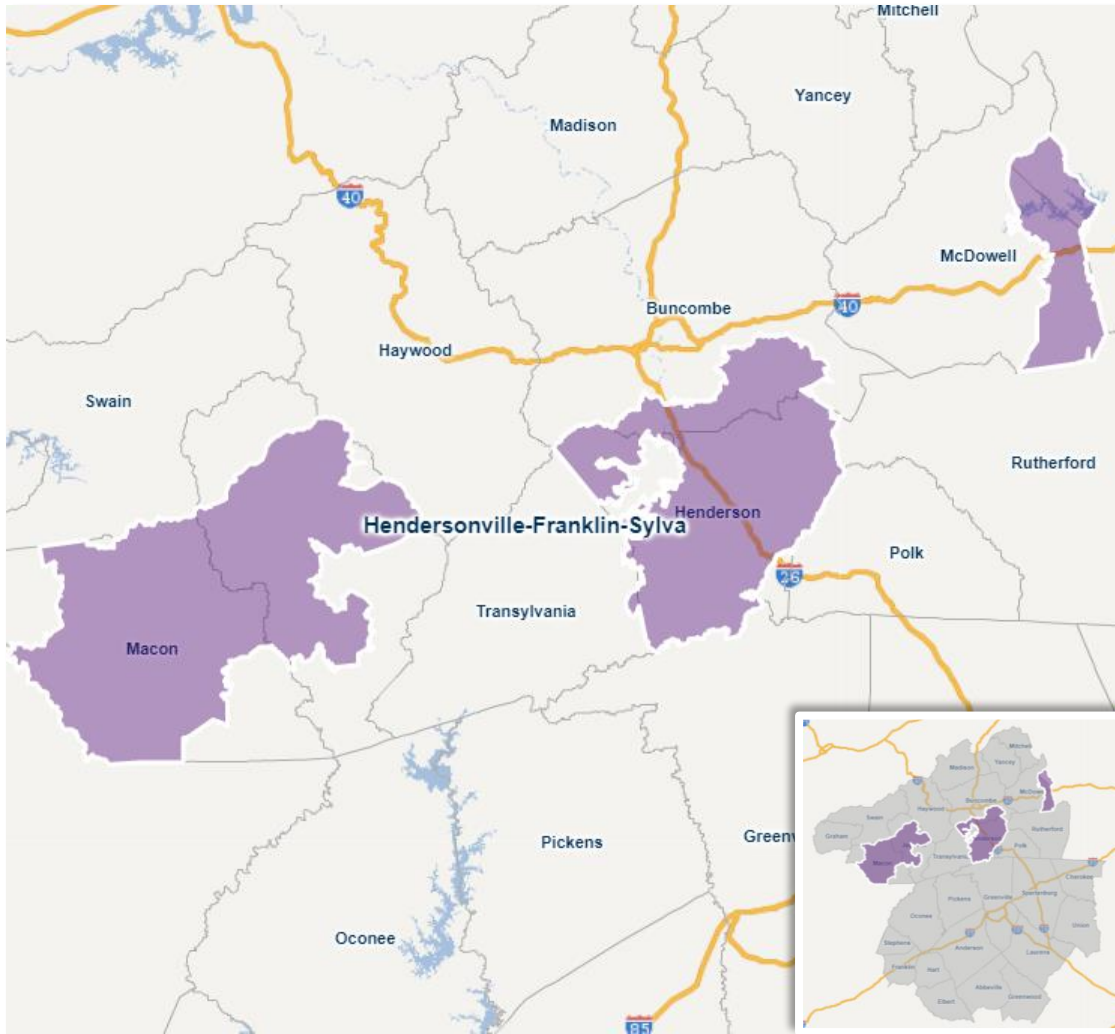
## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE

# Henderson-Franklin-Sylva Zone



## Demographics

Current UE	19,830
Median Age	45
% Female	52%
Median HH Income	\$51,690
Bachelor's Degree +	29%
Owner-occupied	59%
Caucasian	92%
African American	3%

## Zone Cities and Zips

29006 – Batesburg	29123 – Pelion
29016 – Blythewood	29169 – W. Columbia
29033 – Cayce	29170 – W. Columbia
29036 – Chapin	29172 – W. Columbia
29044 – Eastover	29201 – Columbia
29045 – Elgin	29203 – Columbia
29052 – Gadsden	29204 – Columbia
29053 – Gaston	29205 – Columbia
29054 – Gilbert	29206 – Columbia
29061 – Hopkins	29207 – Columbia
29063 – Irmo	29208 – Columbia
29070 – Leesville	29209 – Columbia
29072 – Lexington	29210 – Columbia
29073 – Lexington	29212 – Columbia
29075 – Little Mountain	29223 – Columbia
29078 – Lugoff	29229 – Columbia

## Networks

AEN, AMC, APL, BET, BRV, CMD, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, ENT, ESNU, ESP2, ESPD, ESPN, FOOD, FRFM, FOXD, FS1, FSSE, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, HALL, HGTV, HIST, HLN, ID, LIFE, LMN, MSNBC, MTV, MTV2, NBCS, NFLN, NGC, NICK, OUTD, OWN, OXY, PMT, SECN, SYFY, TBS, TLC, TNT, TOON, TRAV, TRU, TVL, TWC, USA, VH1, WE