

NEW ORLEANS, LA



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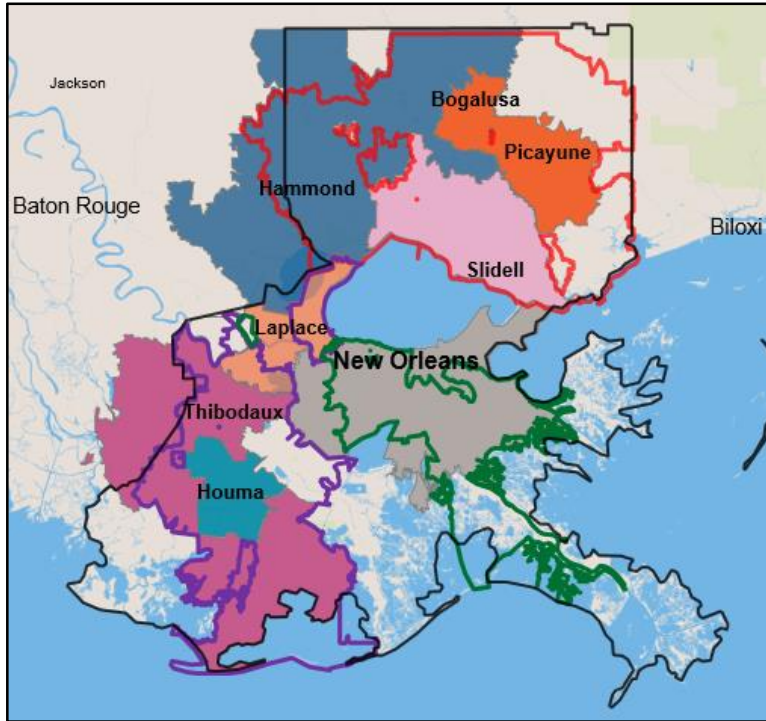
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New Orleans, LA DMA



<u>Zone</u>	<u>UE's</u>
New Orleans Metro	170,674
St. Tammany	37,126
Tangipahoa	23,734
Thibodaux	21,246
Houma	13,009
Laplace	8,981
Picayune	4,961
South Shore	24,018
Northshore	13,833
Bayou Region	8,618
Satellite (DirecTV & Dish)	183,773
TOTAL	509,973

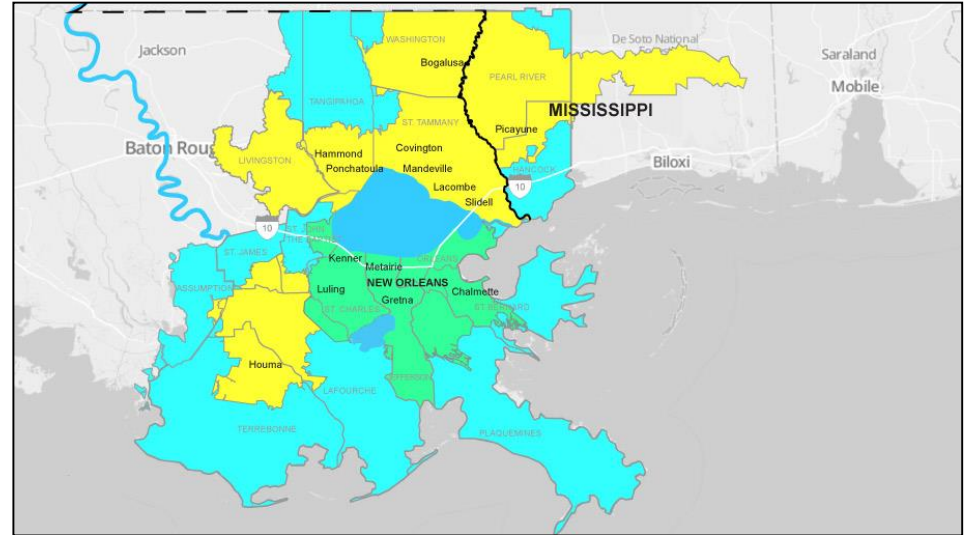
Zone	Major Cities	UE's	Parishes	Zip Codes
New Orleans Metro	New Orleans, Metairie, Kenner, Westwego, Gretna, Harahan, Marrero, Chalmette, Arabi, Luling, Boutte, Destrehan, Hahnville, Norco, Des Allemands	170,674	Orleans, Jefferson, St. Bernard, St. Charles, Plaquemines* (* < 300 homes)	70001 70002 70003 70005 70006 70030 70031 70032 70036 70037 70039 70040 70043 70047 70053 70056 70057 70058 70062 70065 70067 70068 70070 70072 70075 70078 70079 70080 70085 70087 70092 70094 70123 70112 70113 70114 70115 70116 70117 70118 70119 70121 70122 70124 70125 70126 70127 70128 70129 70130 70131 70163
St. Tammany	Slidell, Covington, Mandeville, Lacombe	37,126	St. Tammany	70420, 70433, 70435, 70445, 70447, 70448, 70452, 70458, 70460, 70461, 70471
Tangipahoa	Hammond, Ponchatoula, Livingston, Franklinton	23,734	Livingston, Tangipahoa, Washington, St. Tammany	70401, 70403, 70422, 70426, 70431, 70436, 70437, 70438, 70443, 70444, 70446, 70449, 70454, 70455, 70456, 70462, 70466, 70711, 70726, 70733, 70744, 70754
Picayune	Picayune, Bogalusa	4,961	Pearl River County, Hancock, Washington	39426, 39466, 70427
LaPlace	LaPlace, Vacherie, Reserve Edgard, Garyville	3,511	St. John the Baptist, St. James	70049, 70051, 70068, 70076, 70084, 70090
LaPlace RTC	Convent, Hester, Paulina	5,470	St. James Parish	70723, 70743, 70763
Thibodaux	Thibodaux, Amelia, Belle Rosse, Bourg, Chauvin, Lutchet, Vacherie	21,246	Terrebonne, Lafourche, Assumption, St. James, St. Mary	70071, 70086, 70090, 70301, 70341, 70343, 70344, 70352, 70353, 70356, 70360, 70363, 70372, 70377, 70380, 70390, 70393, 70397
Houma	Houma, Gray, Schreiver	13,009	Lafourche, Terrebonne	70359, 70360, 70363, 70364, 70395
Global	Includes all cities in the South Shore, Northshore and Bayou Regions zones.	46,469	Includes all parishes in the South Shore, Northshore and Bayou Regions zones.	Includes all zip codes in the South Shore, Northshore and Bayou Regions zones.
South Shore	Metairie, Kenner, Westwego, Gretna, Harahan, Marrero, Chalmette, Arabi, Luling, Boutte, Destrehan, Hahnville, Norco, Des Allemands, Belle Chasse	24,018	Jefferson, St. Charles, St. Bernard, Plaquemines, St. John, St. James	70001 70002 70003 70005 70006 70031 70032 70037 70039 70040 70041 70043 70047 70052 70053 70056 70058 70062 70065 70070 70072 70075 70079 70083 70087 70092 70094 70121 70123
Northshore	Slidell, Covington, Mandeville, Hammond, Ponchatoula, Bogalusa, Franklinton	13,833	Hancock, Pearl River, St. Tammany, Tangipahoa, Washington	39426 39466 39470 39520 39525 39556 39576 70401 70403 70420 70422 70426 70427 70431 70433 70435 70438 70443 70445 70446 70447 70448 70451 70452 70454 70455 70456 70458 70460 70461 70466 70471 70711
Bayou Region	Houma, Thibodaux, Laplace	8,618	Terrebonne, Lafourche, St. John, St. James	70068 70071 70086 70090 70301 70343 70344 70355 70356 70359 70360 70363 70364 70374 70375 70377 70394 70395 70397 70763
DirecTV/Dish	Entire New Orleans DMA	DirecTV – 161,692 Dish – 22,081	Includes all parishes in the New Orleans DMA	Includes all zip codes in the New Orleans DMA

509,973 Total Ad-Insertable Universe Estimates

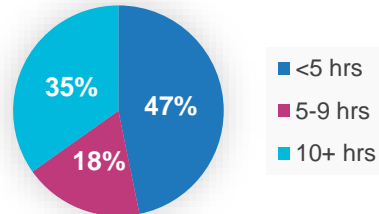
MARKET PROFILE

NEW ORLEANS DMA OVERVIEW

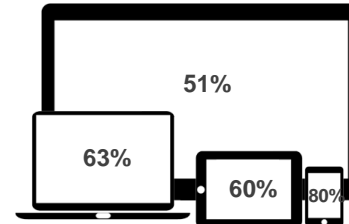
DMA Rank ^a	51
DMA TV HHs ^a	624,020
Cable Plus HHs ^b	532,664
Cable Plus Penetration of DMA TV HHs ^b	85.4%
Interconnect TV HHs ^c	509,973
% of DMA TV HHs	81.7%*
% of Cable Plus HHs	95.7%*



Time Spent on Internet (week)



Device Ownership



New Orleans Metro Zone Profile – 170,674 UEs

	NO Metro Zone	Entire Market
Gender		
Female	50%	52%
Male	50%	48%
Race		
White	56%	65%
Black/African American	41%	28%
Other	4%	7%
Marital / Family Status		
Married	42%	47%
Single	39%	35%
1+ Children in HH	34%	37%
Education		
High School Grad / GED	35%	35%
Some College	27%	30%
College Graduate (4+ Yrs College)	12%	12%
Employment Status		
Employed Full Time (35+ Hours)	40%	44%
Employed Part Time (<35 Hours)	14%	13%
Retired	16%	17%
Homemaker	8%	8%
Household Income		
0-\$29,999	25%	27%
\$30,000-\$49,999	30%	26%
\$50,000-\$74,999	13%	14%
\$75,000-\$99,999	16%	14%
\$100,000-\$149,999	9%	11%
\$150,000+	8%	8%
Respondent's Age		
18-24	13%	11%
25-34	14%	19%
35-44	18%	16%
45-54	16%	17%
55-64	19%	18%
65+	20%	19%
Own or Rent Residence		
Own	63%	69%
Rent	34%	28%



Parishes Covered:

Orleans, Jefferson, St. Charles, St. Bernard

Cities:

New Orleans, Metairie, Kenner, Marrero, Gretna, Luling, Destrehan, Chalmette

Zips:

All zips in the parishes covered

St. Tammany Zone Profile – 37,126 UEs

	St. Tammany Zone	Entire Market
Gender		
Female	60%	52%
Male	40%	48%
Race		
White	75%	65%
Black/African American	16%	28%
Other	9%	7%
Marital / Family Status		
Married	52%	47%
Single	31%	35%
1+ Children in HH	46%	37%
Education		
High School Grad / GED	21%	35%
Some College	36%	30%
College Graduate (4+ Yrs College)	16%	12%
Employment Status		
Employed Full Time (35+ Hours)	45%	44%
Employed Part Time (<35 Hours)	13%	13%
Retired	21%	17%
Homemaker	9%	8%
Household Income		
0-\$29,999	25%	27%
\$30,000-\$49,999	17%	26%
\$50,000-\$74,999	15%	14%
\$75,000-\$99,999	17%	14%
\$100,000-\$149,999	22%	11%
\$150,000+	4%	8%
Respondent's Age		
18-24	9%	11%
25-34	20%	19%
35-44	17%	16%
45-54	18%	17%
55-64	10%	18%
65+	26%	19%
Own or Rent Residence		
Own	68%	69%
Rent	31%	28%



Parishes Covered:
St. Tammany

Cities:
Slidell, Covington, Mandeville, Lacombe

Zips:
70420, 70433, 70435, 70445, 70447, 70448,
70452, 70458, 70460, 70461, 70471

Tangipahoa Zone Profile – 23,734 UEs

	Tangipahoa Zone	Entire Market
Gender		
Female	40%	52%
Male	60%	48%
Race		
White	75%	64%
Black/African American	20%	29%
Other	5%	7%
Marital / Family Status		
Married	57%	48%
Single	18%	33%
1+ Children in HH	39%	37%
Education		
High School Grad / GED	43%	36%
Some College	28%	30%
College Graduate (4+ Yrs College)	11%	13%
Employment Status		
Employed Full Time (35+ Hours)	50%	42%
Employed Part Time (<35 Hours)	9%	14%
Retired	18%	17%
Homemaker	8%	8%
Household Income		
0-\$29,999	31%	26%
\$30,000-\$49,999	23%	26%
\$50,000-\$74,999	17%	14%
\$75,000-\$99,999	9%	13%
\$100,000-\$149,999	8%	12%
\$150,000+	12%	8%
Respondent's Age		
18-24	8%	11%
25-34	25%	19%
35-44	9%	16%
45-54	19%	17%
55-64	19%	18%
65+	20%	19%
Own or Rent Residence		
Own	79%	67%
Rent	20%	30%



Parishes Covered:

Tangipahoa, Livingston, Washington, St. Tammany

Cities:

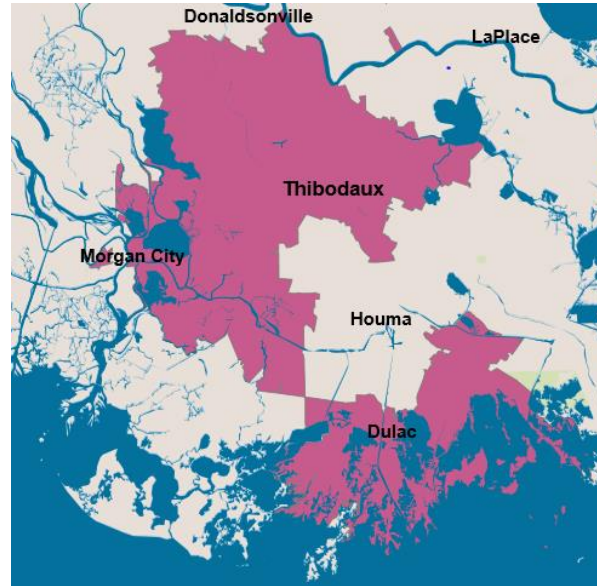
Hammond, Ponchatoula, Livingston, Franklinton

Zips:

70401, 70403, 70422, 70426, 70431, 70436, 70437, 70438, 70443, 70444, 70446, 70449, 70454, 70455, 70456, 70462, 70466, 70711, 70726, 70733, 70744, 70754

Thibodaux Zone Profile – 21,246 UEs

	Thibodaux Zone	Entire Market
Gender		
Female	58%	52%
Male	42%	48%
Race		
White	73%	64%
Black/African American	18%	29%
Other	9%	7%
Marital / Family Status		
Married	52%	48%
Single	32%	33%
1+ Children in HH	47%	37%
Education		
High School Grad / GED	53%	36%
Some College	15%	30%
College Graduate (4+ Yrs College)	10%	13%
Employment Status		
Employed Full Time (35+ Hours)	37%	42%
Employed Part Time (<35 Hours)	10%	14%
Retired	18%	17%
Homemaker	11%	8%
Household Income		
0-\$29,999	28%	26%
\$30,000-\$49,999	23%	26%
\$50,000-\$74,999	19%	14%
\$75,000-\$99,999	11%	13%
\$100,000-\$149,999	13%	12%
\$150,000+	6%	8%
Respondent's Age		
18-24	18%	11%
25-34	16%	19%
35-44	16%	16%
45-54	13%	17%
55-64	13%	18%
65+	24%	19%
Own or Rent Residence		
Own	85%	67%
Rent	15%	30%



Parishes Covered:

Terrebonne, Lafourche, Assumption, St. James, St. Mary

Cities:

Thibodaux, Amelia, Belle Rosse, Bourg, Chauvin

Zips:

70071, 70086, 70301, 70341, 70343, 70344, 70352, 70353, 70356, 70372, 70377, 70380, 70390, 70393, 70397

Houma Zone Profile – 13,009 UEs

	Houma Zone	Entire Market
Gender		
Female	56%	52%
Male	44%	48%
Race		
White	67%	65%
Black/African American	18%	28%
Other	15%	7%
Marital / Family Status		
Married	57%	47%
Single	32%	35%
1+ Children in HH	54%	37%
Education		
High School Grad / GED	53%	35%
Some College	34%	30%
College Graduate (4+ Yrs College)	8%	12%
Employment Status		
Employed Full Time (35+ Hours)	79%	44%
Employed Part Time (<35 Hours)	3%	13%
Retired	9%	17%
Homemaker	3%	8%
Household Income		
0-\$29,999	18%	27%
\$30,000-\$49,999	33%	26%
\$50,000-\$74,999	11%	14%
\$75,000-\$99,999	20%	14%
\$100,000-\$149,999	6%	11%
\$150,000+	12%	8%
Respondent's Age		
18-24	3%	11%
25-34	15%	19%
35-44	41%	16%
45-54	14%	17%
55-64	16%	18%
65+	11%	19%
Own or Rent Residence		
Own	74%	69%
Rent	26%	28%



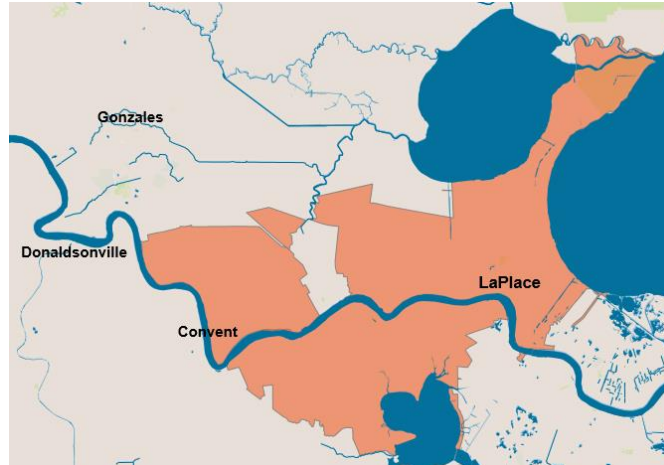
Parishes Covered:
Lafourche, Terrebonne

Cities:
Houma, Gray, Schreiver

Zips:
70359, 70360, 70363, 70364, 70395

Laplace Zones Profile – 8,981 UEs

	Laplace Zones	Entire Market
Gender		
Female	43%	52%
Male	57%	48%
Race		
White	39%	65%
Black/African American	53%	28%
Other	8%	7%
Marital / Family Status		
Married	53%	47%
Single	20%	35%
1+ Children in HH	46%	37%
Education		
High School Grad / GED	34%	35%
Some College	37%	30%
College Graduate (4+ Yrs College)	15%	12%
Employment Status		
Employed Full Time (35+ Hours)	53%	44%
Employed Part Time (<35 Hours)	6%	13%
Retired	19%	17%
Homemaker	3%	8%
Household Income		
0-\$29,999	16%	27%
\$30,000-\$49,999	20%	26%
\$50,000-\$74,999	15%	14%
\$75,000-\$99,999	21%	14%
\$100,000-\$149,999	19%	11%
\$150,000+	9%	8%
Respondent's Age		
18-24	9%	11%
25-34	7%	19%
35-44	13%	16%
45-54	37%	17%
55-64	12%	18%
65+	22%	19%
Own or Rent Residence		
Own	91%	69%
Rent	9%	28%



Parishes Covered:

St. John, St. James

Cities:

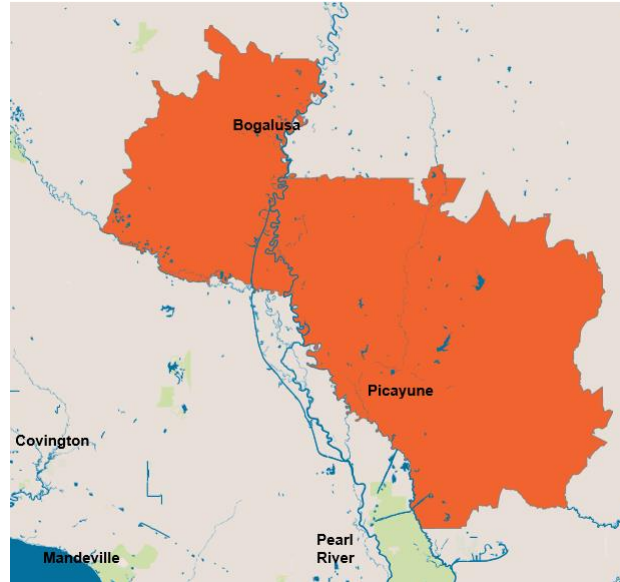
Laplace, Vacherie, Reserve, Edgard, Garyville

Zips:

70049, 70051, 70068, 70076, 70084, 70090, 70723, 70743, 70763

Picayune Zone Profile – 4,961 UEs

	Picayune Zone	Entire Market
Gender		
Female	52%	52%
Male	48%	48%
Race		
White	79%	65%
Black/African American	12%	28%
Other	10%	7%
Marital / Family Status		
Married	38%	47%
Single	35%	35%
1+ Children in HH	41%	37%
Education		
High School Grad / GED	49%	35%
Some College	30%	30%
College Graduate (4+ Yrs College)	6%	12%
Employment Status		
Employed Full Time (35+ Hours)	40%	44%
Employed Part Time (<35 Hours)	14%	13%
Retired	19%	17%
Homemaker	15%	8%
Household Income		
0-\$29,999	25%	27%
\$30,000-\$49,999	40%	26%
\$50,000-\$74,999	18%	14%
\$75,000-\$99,999	8%	14%
\$100,000-\$149,999	6%	11%
\$150,000+	3%	8%
Respondent's Age		
18-24	21%	11%
25-34	19%	19%
35-44	9%	16%
45-54	19%	17%
55-64	11%	18%
65+	21%	19%
Own or Rent Residence		
Own	85%	69%
Rent	15%	28%



Parishes Covered:
 Pearl River & Hancock Counties,
 Washington Parish

Cities:
 Picayune, Bogalusa

Zips:
 39426, 39466, 70427

South Shore Zone Profile – 13,833 UEs

	South Shore Zone	Entire Market
Gender		
Female	53%	52%
Male	47%	48%
Race		
White	68%	65%
Black/African American	26%	28%
Other	6%	7%
Marital / Family Status		
Married	50%	47%
Single	31%	35%
1+ Children in HH	32%	37%
Education		
High School Grad / GED	39%	35%
Some College	30%	30%
College Graduate (4+ Yrs College)	10%	12%
Employment Status		
Employed Full Time (35+ Hours)	47%	44%
Employed Part Time (<35 Hours)	10%	13%
Retired	21%	17%
Homemaker	5%	8%
Household Income		
0-\$29,999	17%	27%
\$30,000-\$49,999	20%	26%
\$50,000-\$74,999	13%	14%
\$75,000-\$99,999	19%	14%
\$100,000-\$149,999	13%	11%
\$150,000+	18%	8%
Respondent's Age		
18-24	10%	11%
25-34	16%	19%
35-44	11%	16%
45-54	21%	17%
55-64	19%	18%
65+	23%	19%
Own or Rent Residence		
Own	77%	69%
Rent	17%	28%



Parishes Covered:

Jefferson, St. Charles, St. Bernard, Plaquemines

Cities:

Metairie, Kenner, Westwego, Gretna, Harahan, Marrero, Chalmette, Arabi, Luling, Boutte, Destrehan, Hahnville, Norco, Des Allemands, Belle Chasse

Zips:

70001, 70002, 70003, 70005, 70006, 70031, 70032, 70037, 70039, 70040, 70041, 70043, 70047, 70052, 70053, 70056, 70058, 70062, 70065, 70070, 70072, 70075, 70079, 70083, 70087, 70092, 70094, 70121, 70123

Northshore Zone Profile –13,833 UEs

	Northshore Zone	Entire Market
Gender		
Female	54%	52%
Male	46%	48%
Race		
White	77%	64%
Black/African American	17%	29%
Other	6%	7%
Marital / Family Status		
Married	63%	48%
Single	18%	33%
1+ Children in HH	35%	37%
Education		
High School Grad / GED	38%	36%
Some College	20%	30%
College Graduate (4+ Yrs College)	22%	13%
Employment Status		
Employed Full Time (35+ Hours)	42%	42%
Employed Part Time (<35 Hours)	10%	14%
Retired	28%	17%
Homemaker	13%	8%
Household Income		
0-\$29,999	13%	26%
\$30,000-\$49,999	21%	26%
\$50,000-\$74,999	29%	14%
\$75,000-\$99,999	7%	13%
\$100,000-\$149,999	26%	12%
\$150,000+	4%	8%
Respondent's Age		
18-24	4%	11%
25-34	15%	19%
35-44	10%	16%
45-54	17%	17%
55-64	25%	18%
65+	29%	19%
Own or Rent Residence		
Own	81%	67%
Rent	18%	30%



Parishes Covered:

St. Tammany, Tangipahoa & Washington Parishes, Pearl River & Hancock Counties

Cities:

Slidell, Covington, Mandeville, Hammond, Ponchatoula, Bogalusa, Franklinton

Zips:

39426, 39466, 39470, 39520, 39525, 39556, 39576, 70401, 70403, 70420, 70422, 70426, 70427, 70431, 70433, 70435, 70438, 70443, 70445, 70446, 70447, 70448, 70451, 70452, 70454, 70455, 70456, 70458, 70460, 70461, 70466, 70471, 70711

Bayou Region Zone Profile – 8,618 UEs

	Bayou Region Zone	Entire Market
Gender		
Female	41%	52%
Male	59%	48%
Race		
White	76%	64%
Black/African American	23%	29%
Other	1%	7%
Marital / Family Status		
Married	74%	48%
Single	17%	33%
1+ Children in HH	46%	37%
Education		
High School Grad / GED	54%	36%
Some College	30%	30%
College Graduate (4+ Yrs College)	7%	13%
Employment Status		
Employed Full Time (35+ Hours)	64%	42%
Employed Part Time (<35 Hours)	6%	14%
Retired	22%	17%
Homemaker	2%	8%
Household Income		
0-\$29,999	12%	26%
\$30,000-\$49,999	17%	26%
\$50,000-\$74,999	11%	14%
\$75,000-\$99,999	26%	13%
\$100,000-\$149,999	26%	12%
\$150,000+	8%	8%
Respondent's Age		
18-24	3%	11%
25-34	8%	19%
35-44	18%	16%
45-54	30%	17%
55-64	19%	18%
65+	22%	19%
Own or Rent Residence		
Own	98%	67%
Rent	2%	30%



Parishes Covered:

Terrebonne, Lafourche, St. John, St. James

Cities:

Houma, Thibodaux, Laplace, Vacherie

Zips:

70068, 70071, 70086, 70090, 70301, 70343, 70344, 70355, 70356, 70359, 70360, 70363, 70364, 70374, 70375, 70377, 70394, 70395, 70397, 70763

Satellite Zones Profile – 183,773 UEs

	Satellite Zones	Entire Market
Gender		
Female	57%	52%
Male	43%	48%
Race		
White	62%	65%
Black/African American	32%	28%
Other	6%	7%
Marital / Family Status		
Married	53%	47%
Single	29%	35%
1+ Children in HH	38%	37%
Education		
High School Grad / GED	35%	35%
Some College	35%	30%
College Graduate (4+ Yrs College)	9%	12%
Employment Status		
Employed Full Time (35+ Hours)	42%	44%
Employed Part Time (<35 Hours)	14%	13%
Retired	20%	17%
Homemaker	7%	8%
Household Income		
0-\$29,999	23%	27%
\$30,000-\$49,999	29%	26%
\$50,000-\$74,999	17%	14%
\$75,000-\$99,999	12%	14%
\$100,000-\$149,999	10%	11%
\$150,000+	9%	8%
Respondent's Age		
18-24	10%	11%
25-34	16%	19%
35-44	11%	16%
45-54	21%	17%
55-64	19%	18%
65+	23%	19%
Own or Rent Residence		
Own	78%	69%
Rent	19%	28%



Parishes Covered:

All Parishes in the New Orleans DMA

Cities:

Entire New Orleans DMA

Zips:

All zips in the New Orleans DMA