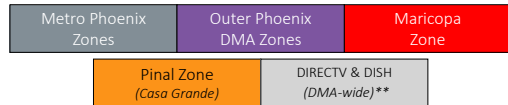
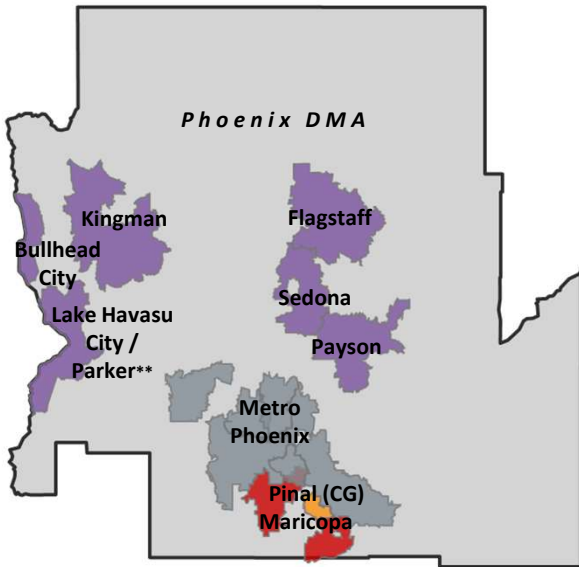


PHOENIX DMA: SNAPSHOT



Potential to reach over 1 million TV homes in the Phoenix DMA.

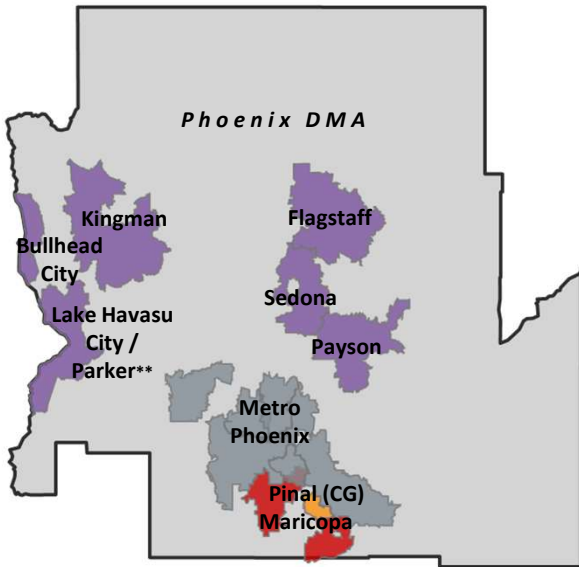
<u>SysCode</u>	<u>Zone/Geography</u>	<u># of HHs</u>
6900	Phoenix Interconnect	889,390
Various	Metro Phoenix	492,859
Various	Outer Phoenix DMA	51,635
3565	Pinal (Casa Grande)	4,689
1280	Maricopa	7,156
PHOENIX DMA TOTAL 1,029,591		



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PHOENIX INTERCONNECT ZONE

Zones and TV HHs



Metro Phoenix Zones	Outer Phoenix DMA Zones	Maricopa Zone
Pinal Zone (Casa Grande)	DIRECTV & DISH (DMA-wide)**	

Zone	Syscode	Households
Phoenix	0268	90,813
Scottsdale	1315	74,903
West Valley	1639	92,178
East Valley	2641	93,657
Southeast Valley	6467	60,735
North Phoenix	6692	80,572
Pinal (Casa Grande)	3565	4,689
Maricopa	1280	7,156
Bullhead City	6550	9,395
Flagstaff	6551	10,833
Kingman	6552	6,507
LHC-Parker	6553	14,797
Payson	6555	4,482
Sedona	6556	5,621
DIRECTV	9817	333,051
PHX Interconnect	6900	889,390

Phoenix TV Market Stats

Total Television HHs: 1,724,460*
DMA Rank: 12*
Total Cable and/or Satellite HHs: 1,146,870*

Coverage Area

(Cable homes only – DIRECTV coverage is DMA-wide)

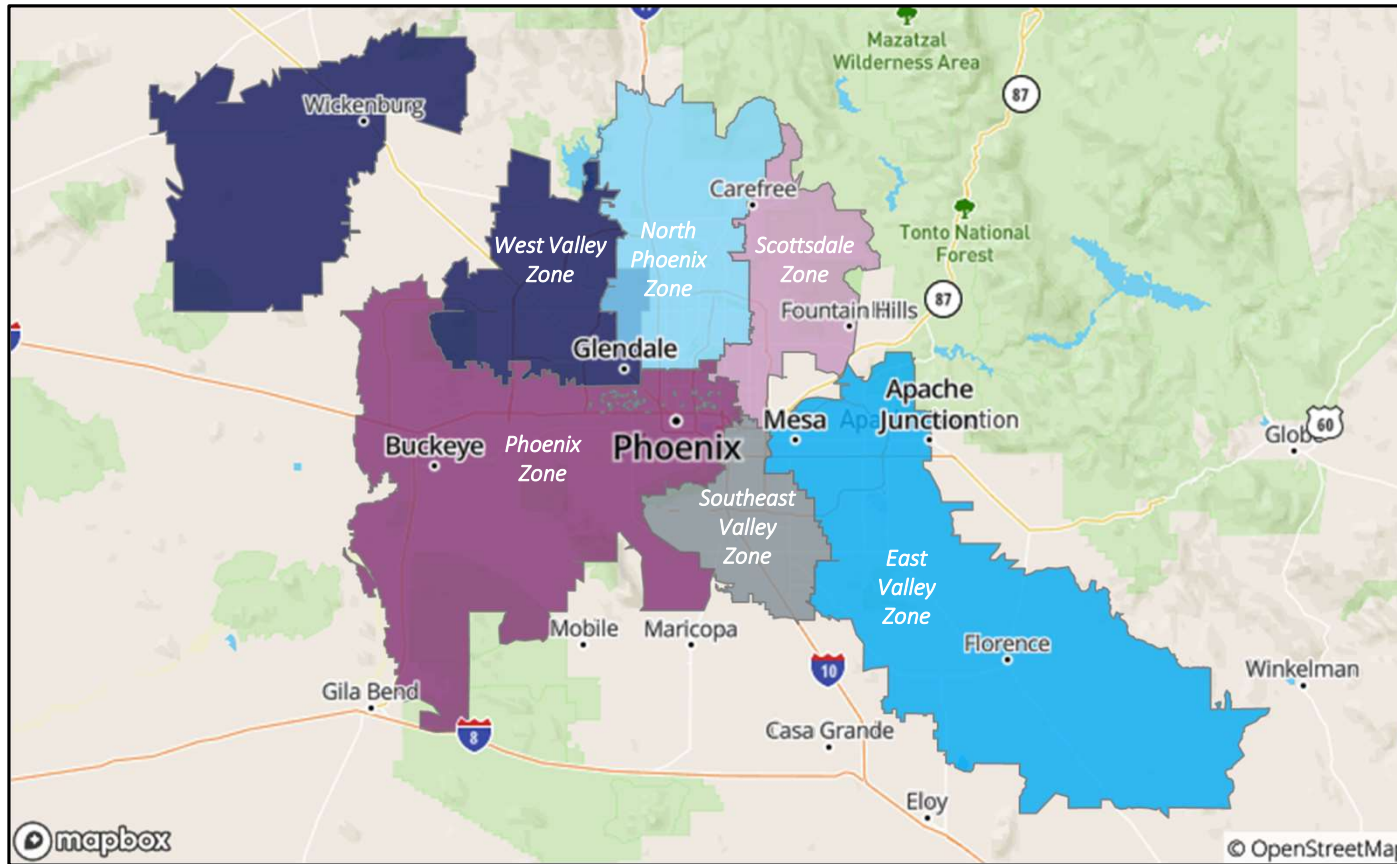
Avondale, Buckeye, Bullhead City, Camp Verde, Carefree, Cave Creek, Chandler, Coolidge, Cottonwood, D. Hills, Dolan Springs, El Mirage, Flagstaff, Florence, Fort Mohave, Fountain Hills, Gilbert, Glendale, Goodyear, Kingman, Lake Havasu City, Laveen, Litchfield Park, Luke Air Force Base, Maricopa, Mesa, Mohave Valley, Munds Park, New River, Paradise Valley, Parker, Payson, Peoria, Phoenix, Pine, Queen Creek, Rimrock, Rio Verde, Robson Ranch, San Tan Valley, Scottsdale, Sedona, Sun City, Sun City West, Sunbird, Sun Lakes, Surprise, Tempe, Tolleson, Waddell, Wickenburg, Youngtown

Phoenix Interconnect Profile

	This Zone	All PHX DMA
AGE		
18-24	12%	12%
25-34	11%	18%
35-44	15%	16%
45-54	18%	16%
55-64	16%	15%
65+	28%	24%
AVERAGE	50	48
GENDER		
Male	51%	49%
Female	49%	51%
ETHNICITY		
White	71%	66%
Hispanic	21%	25%
Black	4%	4%
Asian	1%	2%
EDUCATION		
Less than 12th Grade	3%	7%
H.S. Grad	30%	32%
Some College	35%	35%
College Grad+	32%	27%
EMPLOYMENT STATUS		
Full-Time	45%	43%
Part-Time	14%	16%
HH INCOME		
< \$25K	5%	9%
\$25K-\$35K	8%	11%
\$35K-\$50K	19%	20%
\$50K-\$75K	21%	20%
\$75K-\$100K	15%	16%
\$100K+	33%	25%
AVERAGE	\$90,056	\$78,345
OWN / RENT RESIDENCE		
Own	71%	66%
Rent	25%	31%
MARITAL / FAMILY STATUS		
Single (Never Married)	28%	29%
Married	53%	52%
1+ Children in HH	30%	35%

Sources: (1) Total TV Households & Total Cable and/or Satellite HHs – Nielsen DMA Media Related TV Households: November 2021; (2) Profile: Scarborough Phoenix, AZ 2021 Release 1 & 2020 Release 2 Total (Jul 2019 - Jul 2021). Adults 18+ who subscribe to Cox Cable OR who subscribe to DIRECTV, have a DVR connected to their TV set and have a HDTV. Percentages may not add up to 100% due to rounding. (3) Data used to create map: Cox Communications, Suddenlink & Orbital marketing departments. Mapping provided by Nielsen/Biases software. (4) Cox Media Universe Estimates: Jumper and Cable Trak Q4 2021 household universe estimates, based off of Nielsen November 2021 Total Interconnect HHs. Sum of individual zones may not match DMA/Metro totals due to rounding. Due to Nielsen methodology, the DIRECTV universe estimate (and the DIRECTV portion of the interconnect universe estimate) may include non-DB-DISH households. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. * BBO (Broadband Only) is included in Phoenix DMA audience universe estimates as of 1/6/22. However, because Nielsen's interconnect universe estimate was created prior to the official launch of BBO, and since it serves as the base against which the universe estimates for all sub-geographies of the interconnect are calculated, all universe estimates (and DMA ranks) on this document are based on non-BBO household methodology. ** La Paz County, which includes the Parker portion of the Lake Havasu/Parker Zone, is considered part of the Yuma El Centro DMA as of The Nielsen defined 2021-22 TV season. For that reason, commercials scheduled to run on the Phoenix Interconnect Zone are not shown in DIRECTV households in La Paz County; commercials scheduled to run on the standard DIRECTV or DISH zones are not shown in La Paz County. Contact Cox Media for more details.

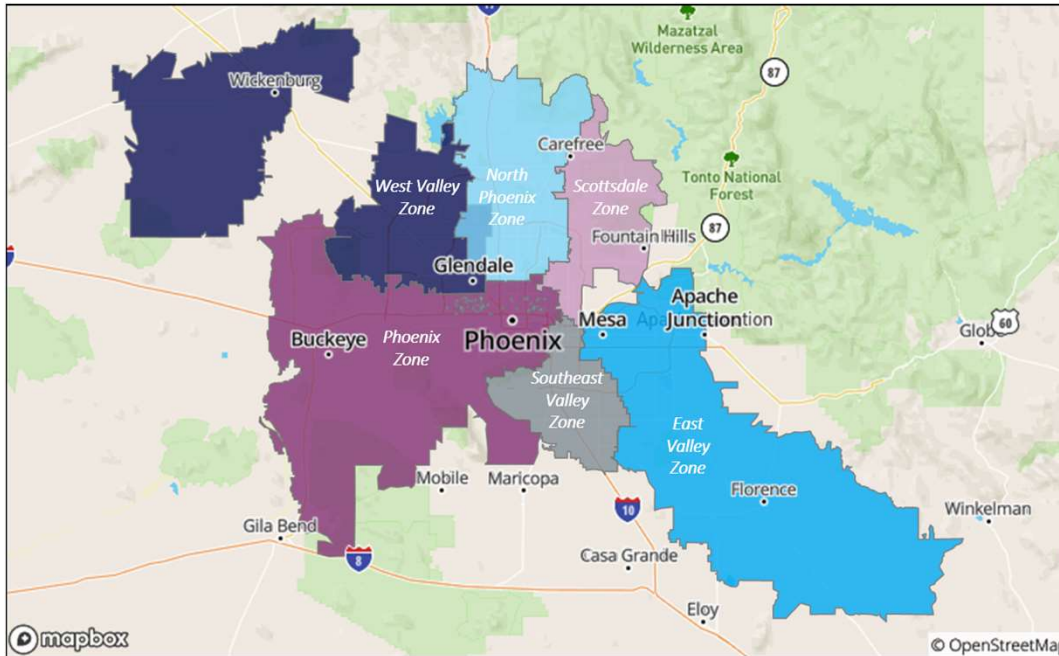
METRO PHOENIX CABLE ZONES



Sources: (1) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

METRO PHOENIX CABLE ZONES

Zone Profile



Zones and TV HHs

Zone	Syscode	Households
Phoenix	0268	90,813
Scottsdale	1315	74,903
West Valley	1639	92,178
East Valley	2641	93,657
Southeast Valley	6467	60,735
North Phoenix	6692	80,572
Metro PHX Total	-	492,858

Coverage Area

Ahwatukee, Anthem, Apache Junction, Avondale, Buckeye, Carefree, Cave Creek, Chandler, Coolidge, Desert Hills, El Mirage, Florence, Fountain Hills, Gilbert, Glendale, Goodyear, Laveen, Litchfield Park, Luke Air Force Base, Mesa, New River, Paradise Valley, Peoria, Phoenix, Queen Creek, Rio Verde, San Tan Valley, Scottsdale, Sun City, Sun City West, Surprise, Tempe, Tolleson, Waddell, Wickenburg, Youngtown

	This Zone	All PHX DMA
AGE		
18-24	11%	12%
25-34	11%	18%
35-44	14%	16%
45-54	19%	16%
55-64	17%	15%
65+	28%	24%
AVERAGE	51	48
GENDER		
Male	50%	49%
Female	50%	51%
ETHNICITY		
White	68%	66%
Hispanic	24%	25%
Black	5%	4%
Asian	1%	2%
EDUCATION		
Less than 12th Grade	4%	7%
H.S. Grad	26%	32%
Some College	36%	35%
College Grad+	34%	27%
EMPLOYMENT STATUS		
Full-Time	44%	43%
Part-Time	16%	16%
HH INCOME		
< \$25K	7%	9%
\$25K-\$35K	8%	11%
\$35K-\$50K	19%	20%
\$50K-\$75K	20%	20%
\$75K-\$100K	16%	16%
\$100K+	31%	25%
AVERAGE	\$88,986	\$78,345
OWN/RENT RESIDENCE		
Own	65%	66%
Rent	32%	31%
MARITAL/FAMILY STATUS		
Single (Never Married)	29%	29%
Married	50%	52%
1+ Children in HH	27%	35%

Sources: (1) Profile: Scarborough Phoenix, AZ 2021 Release 2 & 2020 Release 2 Total (Jul 2019 - Jul 2021). Adults 18+ who subscribe to Cox Cable AND live in Maricopa County. Percentages may not add up to 100% due to rounding. (2) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

PHOENIX ZONE



Households

90,813 (Syscode 0268)

Zip Codes, Cities & Communities

85003 Phoenix	85034 Phoenix
85004 Phoenix	85035 Phoenix
85006 Phoenix	85037 Phoenix
85007 Phoenix	85040 Phoenix
85008 Phoenix	85041 Phoenix
85009 Phoenix	85042 Phoenix
85012 Phoenix	85043 Avondale
85013 Phoenix	85323 Avondale
85014 Phoenix	85326 Buckeye
85015 Phoenix	85338 Goodyear
85016 Phoenix	85339 Laveen
85017 Phoenix	85340 Litchfield Park
85018 Phoenix	85353 Tolleson
85019 Phoenix	85392 Avondale
85031 Phoenix	85395 Goodyear
85033 Phoenix	85396 Buckeye

Zone Profile

	This Zone	All PHX DMA
AGE		
18-24	5%	12%
25-34	17%	18%
35-44	22%	16%
45-54	18%	16%
55-64	18%	15%
65+	20%	24%
AVERAGE	48	48
GENDER		
Male	45%	49%
Female	55%	51%
ETHNICITY		
White	46%	66%
Hispanic	38%	25%
Black	10%	4%
Asian	0.1%	2%
EDUCATION		
Less than 12th Grade	5%	7%
H.S. Grad	34%	32%
Some College	35%	35%
College Grad+	27%	27%
EMPLOYMENT STATUS		
Full-Time	42%	43%
Part-Time	20%	16%
HH INCOME		
<\$25K	10%	9%
\$25K-\$35K	11%	11%
\$35K-\$50K	21%	20%
\$50K-\$75K	14%	20%
\$75K-\$100K	15%	16%
\$100K+	28%	25%
AVERAGE	\$81,262	\$78,345
OWN / RENT RESIDENCE		
Own	60%	66%
Rent	35%	31%
MARITAL / FAMILY STATUS		
Single (Never Married)	34%	29%
Married	43%	52%
1+ Children in HH	32%	35%

SCOTTSDALE ZONE



Households

74,903 (Syscode 1315)

Zip Codes, Cities & Communities

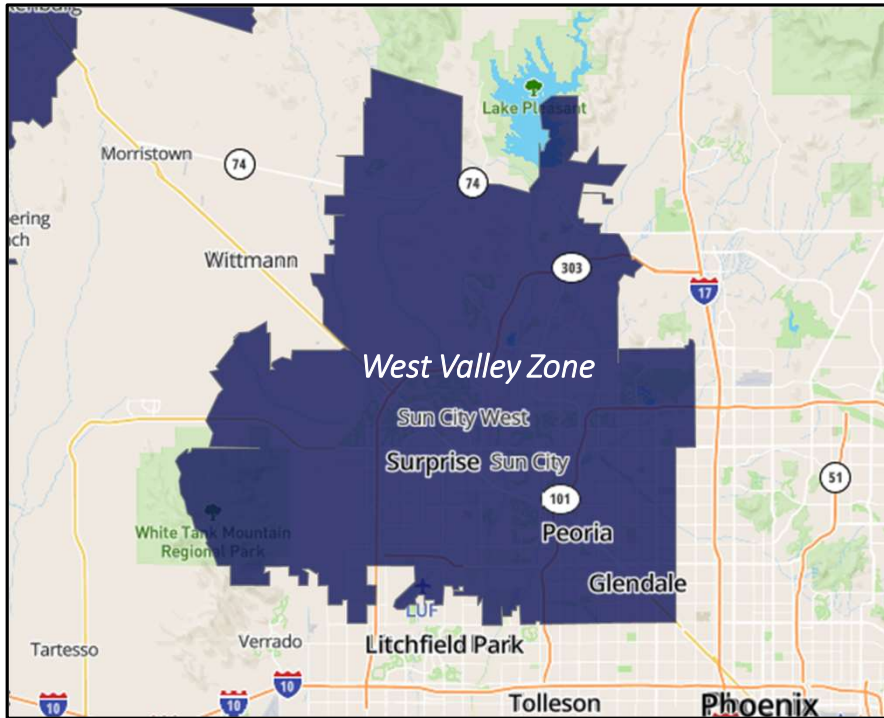
85250 Scottsdale	85260 Scottsdale
85251 Scottsdale	85262 Scottsdale
85253 Paradise Valley	85263 Rio Verde
85255 Scottsdale	85266 Scottsdale
85257 Scottsdale	85268 Fountain Hills
85258 Scottsdale	85377 Carefree
85259 Scottsdale	

Zone Profile

	This Zone	All PHX DMA
AGE		
18-24	9%	12%
25-34	9%	18%
35-44	6%	16%
45-54	18%	16%
55-64	20%	15%
65+	39%	24%
AVERAGE	55	48
GENDER		
Male	44%	49%
Female	56%	51%
ETHNICITY		
White	96%	66%
Hispanic	1%	25%
Black	2%	4%
Asian	0.6%	2%
EDUCATION		
Less than 12th Grade	1%	7%
H.S. Grad	17%	32%
Some College	26%	35%
College Grad+	57%	27%
EMPLOYMENT STATUS		
Full-Time	33%	43%
Part-Time	11%	16%
HH INCOME		
< \$25K	3%	9%
\$25K-\$35K	7%	11%
\$35K-\$50K	17%	20%
\$50K-\$75K	16%	20%
\$75K-\$100K	23%	16%
\$100K+	35%	25%
AVERAGE	\$106,162	\$78,345
OWN / RENT RESIDENCE		
Own	78%	66%
Rent	20%	31%
MARITAL / FAMILY STATUS		
Single (Never Married)	26%	29%
Married	54%	52%
1+ Children in HH	13%	35%

Sources: (1) Profile: Scarborough Phoenix, AZ 2021 Release 2 & 2020 Release 2 Total (Jul 2019 - Jul 2021), Adults 18+ who subscribe to Cox Cable AND live in the ZIP codes associated with the listed zone(s). Percentages may not add up to 100% due to rounding. (2) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

WEST VALLEY ZONE



Households

92,178 (Syscode 1639)

Zip Codes, Cities & Communities

85301 Glendale	85355 Waddell
85302 Glendale	85363 Youngstown
85303 Glendale	85373 Sun City
<i>85304 Glendale</i>	85374 Surprise
85305 Glendale	85375 Sun City West
<i>85306 Glendale</i>	85378 Surprise
85307 Glendale	85379 Surprise
<i>85308 Glendale</i>	85381 Peoria
85309 Luke AFB	85382 Peoria
<i>85310 Glendale</i>	85383 Peoria
85335 El Mirage	85387 Surprise
85345 Peoria	85388 Surprise
85351 Sun City	85390 Wickenburg

Zip codes shown in italics are shared with the North Phoenix zone.

Zone Profile

	This Zone	All PHX DMA
AGE		
18-24	16%	12%
25-34	5%	18%
35-44	9%	16%
45-54	22%	16%
55-64	14%	15%
65+	34%	24%
AVERAGE	52	48
GENDER		
Male	53%	49%
Female	47%	51%
ETHNICITY		
White	59%	66%
Hispanic	34%	25%
Black	5%	4%
Asian	1%	2%
EDUCATION		
Less than 12th Grade	6%	7%
H.S. Grad	24%	32%
Some College	45%	35%
College Grad+	25%	27%
EMPLOYMENT STATUS		
Full-Time	46%	43%
Part-Time	11%	16%
HH INCOME		
< \$25K	5%	9%
\$25K-\$35K	9%	11%
\$35K-\$50K	22%	20%
\$50K-\$75K	26%	20%
\$75K-\$100K	13%	16%
\$100K+	25%	25%
AVERAGE	\$76,219	\$78,345
OWN/RENT RESIDENCE		
Own	66%	66%
Rent	31%	31%
MARITAL/FAMILY STATUS		
Single (Never Married)	22%	29%
Married	57%	52%
1+ Children in HH	32%	35%

Sources: (1) Profile: Scarborough Phoenix, AZ 2021 Release 2 & 2020 Release 2 Total (Jul 2019 - Jul 2021), Adults 18+ who subscribe to Cox Cable AND live in the ZIP codes associated with the listed zone(s). Percentages may not add up to 100% due to rounding. (2) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

EAST VALLEY ZONE



Zone Profile

Households

93,657 (Syscode 2641)

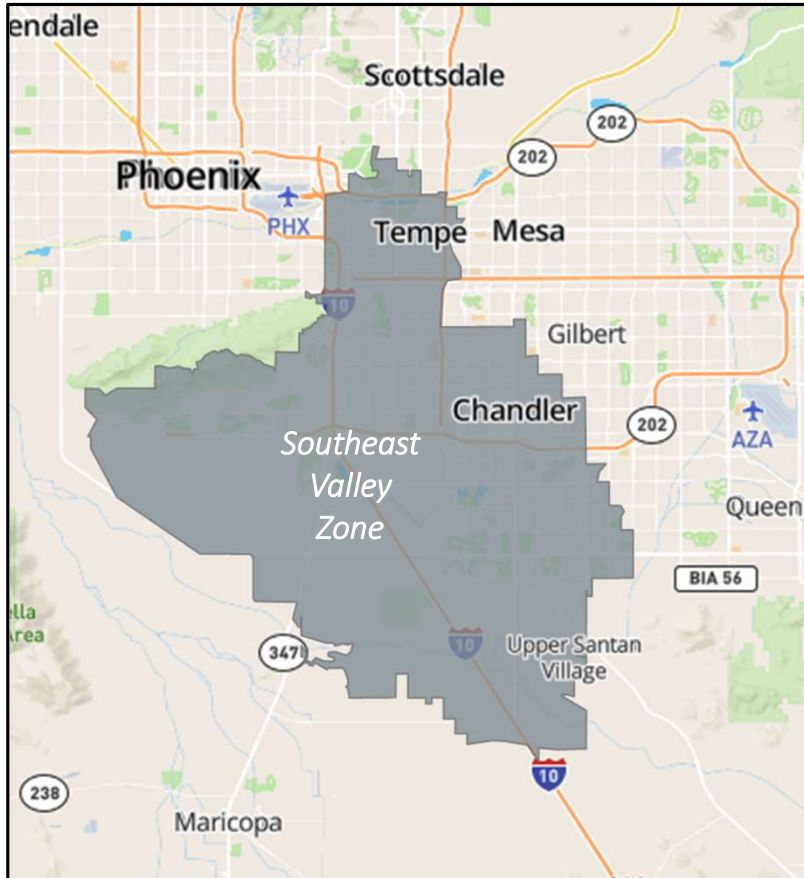
Zip Codes, Cities & Communities

85120 Apache Junction	85208 Mesa
85128 Coolidge	85209 Mesa
85132 Florence	85210 Mesa
85140 San Tan Valley	85212 Mesa
85142 Queen Creek	85213 Mesa
85143 San Tan Valley	85215 Mesa
85201 Mesa	85233 Gilbert
85202 Mesa	85234 Gilbert
85203 Mesa	85295 Gilbert
85204 Mesa	85296 Gilbert
85205 Mesa	85297 Gilbert
85206 Mesa	85298 Gilbert
85207 Mesa	

	This Zone	All PHX DMA
AGE		
18-24	7%	12%
25-34	10%	18%
35-44	14%	16%
45-54	25%	16%
55-64	19%	15%
65+	26%	24%
AVERAGE	52	48
GENDER		
Male	49%	49%
Female	52%	51%
ETHNICITY		
White	71%	66%
Hispanic	22%	25%
Black	5%	4%
Asian	0.6%	2%
EDUCATION		
Less than 12th Grade	2%	7%
H.S. Grad	32%	32%
Some College	36%	35%
College Grad+	30%	27%
EMPLOYMENT STATUS		
Full-Time	43%	43%
Part-Time	11%	16%
HH INCOME		
< \$25K	6%	9%
\$25K-\$35K	3%	11%
\$35K-\$50K	17%	20%
\$50K-\$75K	26%	20%
\$75K-\$100K	17%	16%
\$100K+	30%	25%
AVERAGE	\$89,553	\$78,345
OWN/RENT RESIDENCE		
Own	63%	66%
Rent	33%	31%
MARITAL/FAMILY STATUS		
Single (Never Married)	28%	29%
Married	52%	52%
1+ Children in HH	34%	35%

Sources: (1) Profile: Scarborough Phoenix, AZ 2021 Release 2 & 2020 Release 2 Total (Jul 2019 - Jul 2021), Adults 18+ who subscribe to Cox Cable AND live in the ZIP codes associated with the listed zone(s). Percentages may not add up to 100% due to rounding. (2) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

SOUTHEAST VALLEY ZONE



Zone Profile

	This Zone	All PHX DMA
AGE		
18-24	14%	12%
25-34	20%	18%
35-44	12%	16%
45-54	3%	16%
55-64	16%	15%
65+	35%	24%
AVERAGE	49	48
GENDER		
Male	52%	49%
Female	48%	51%
ETHNICITY		
White	86%	66%
Hispanic	9%	25%
Black	4%	4%
Asian	2%	2%
EDUCATION		
Less than 12th Grade	2%	7%
H.S. Grad	17%	32%
Some College	35%	35%
College Grad+	47%	27%
EMPLOYMENT STATUS		
Full-Time	42%	43%
Part-Time	26%	16%
HH INCOME		
< \$25K	10%	9%
\$25K-\$35K	8%	11%
\$35K-\$50K	10%	20%
\$50K-\$75K	14%	20%
\$75K-\$100K	20%	16%
\$100K+	39%	25%
AVERAGE	\$99,984	\$78,345
OWN /RENT RESIDENCE		
Own	60%	66%
Rent	35%	31%
MARITAL/FAMILY STATUS		
Single (Never Married)	29%	29%
Married	50%	52%
1+ Children in HH	13%	35%

Households

60,735 (Syscode 6467)

Zip Codes, Cities & Communities

- 85044 Ahwatukee (PHX)
- 85045 Ahwatukee (PHX)
- 85048 Ahwatukee (PHX)
- 85224 Chandler
- 85225 Chandler
- 85226 Chandler
- 85248 Chandler
- 85249 Chandler
- 85280 Tempe
- 85281 Tempe
- 85282 Tempe
- 85283 Tempe
- 85284 Tempe
- 85286 Chandler

NORTH PHOENIX ZONE



Households

80,572 (Syscode 6692)

Zip Codes, Cities & Communities

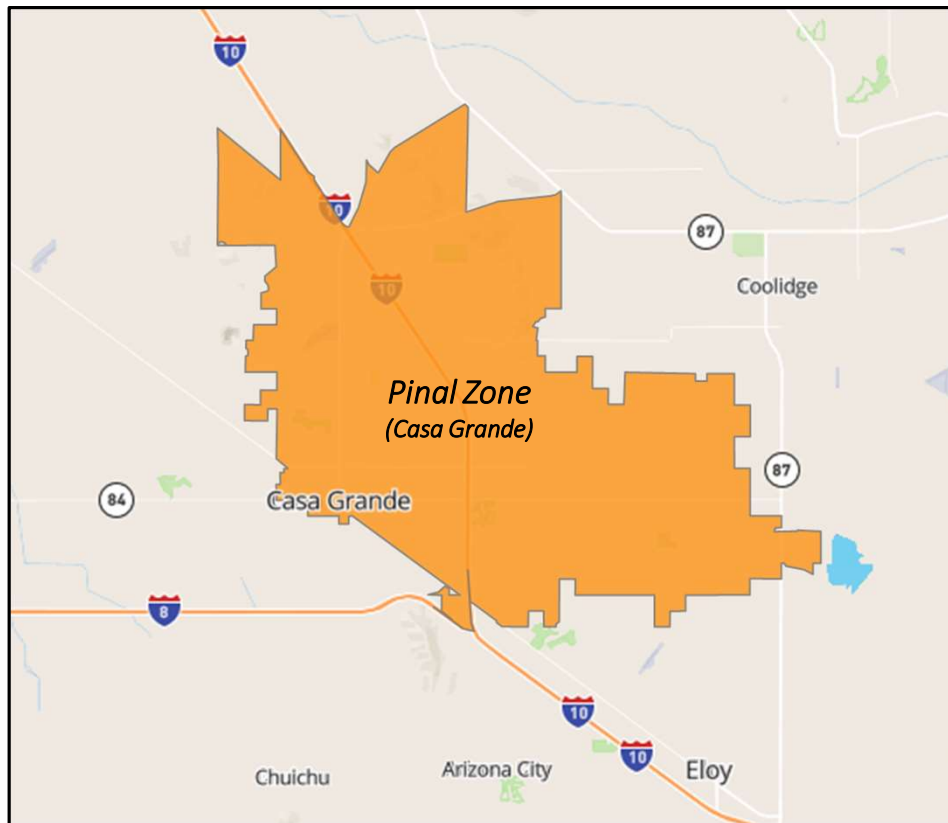
85020 Phoenix	85054 Phoenix
85021 Phoenix	85083 Phoenix
85022 Phoenix	85085 Phoenix
85023 Phoenix	85086 Anthem/Des. Hills
85024 Phoenix	85087 New River
85027 Phoenix	85254 Phoenix
85028 Phoenix	<i>85304 Glendale</i>
85029 Phoenix	<i>85306 Glendale</i>
85032 Phoenix	<i>85308 Glendale</i>
85050 Phoenix	<i>85310 Glendale</i>
85051 Phoenix	85331 Cave Creek
85053 Phoenix	

Zip codes shown in italics are shared with the West Valley zone.

Zone Profile

	This Zone	All PHX DMA
AGE		
18-24	15%	12%
25-34	8%	18%
35-44	17%	16%
45-54	18%	16%
55-64	18%	15%
65+	24%	24%
AVERAGE	49	48
GENDER		
Male	50%	49%
Female	50%	51%
ETHNICITY		
White	77%	66%
Hispanic	17%	25%
Black	4%	4%
Asian	1%	2%
EDUCATION		
Less than 12th Grade	6%	7%
H.S. Grad	24%	32%
Some College	31%	35%
College Grad+	40%	27%
EMPLOYMENT STATUS		
Full-Time	50%	43%
Part-Time	17%	16%
HH INCOME		
< \$25K	6%	9%
\$25K-\$35K	6%	11%
\$35K-\$50K	19%	20%
\$50K-\$75K	19%	20%
\$75K-\$100K	16%	16%
\$100K+	34%	25%
AVERAGE	\$92,987	\$78,345
OWN /RENT RESIDENCE		
Own	71%	66%
Rent	25%	31%
MARITAL/FAMILY STATUS		
Single (Never Married)	31%	29%
Married	51%	52%
1+ Children in HH	25%	35%

PINAL ZONE (CASA GRANDE)



Households
4,689 (Syscode 3565)

Zip Codes, Cities & Communities

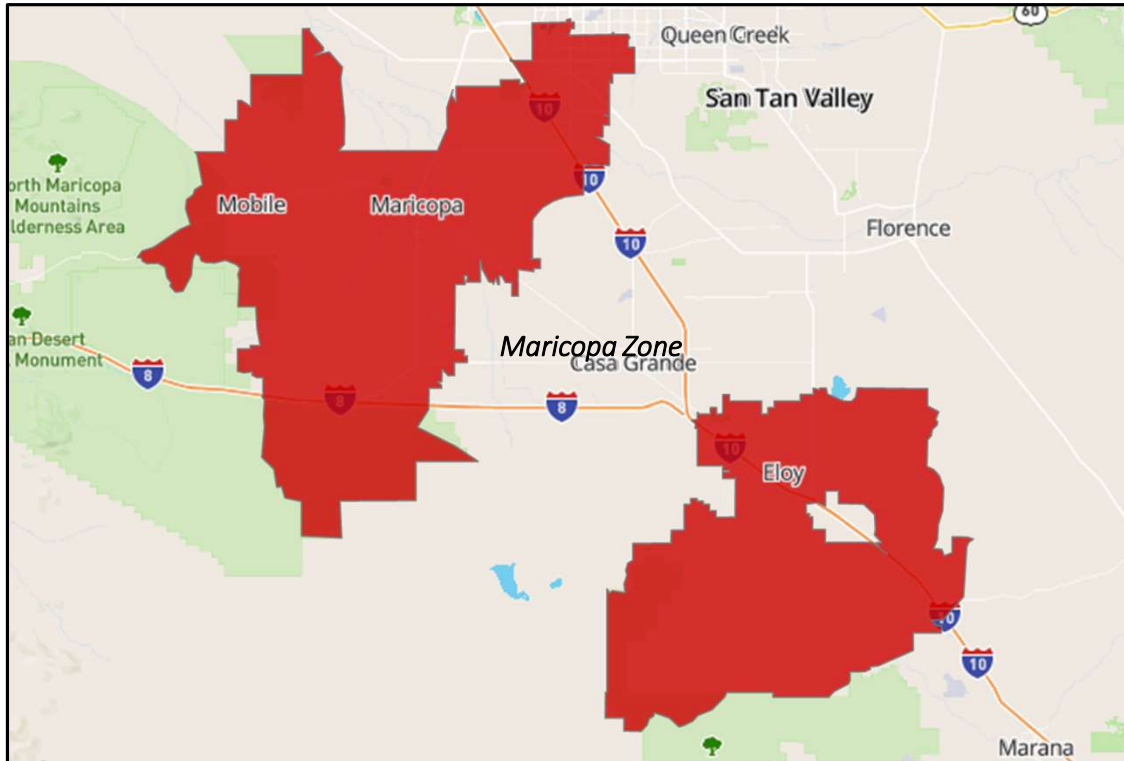
85122 Casa Grande
85194 Casa Grande

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	34%	33%
25-34	13%	14%
35-44	11%	13%
45-54	11%	12%
55-64	11%	12%
65+	20%	17%
GENDER		
Male	49%	50%
Female	51%	50%
ETHNICITY		
White	45%	57%
Hispanic	43%	29%
Black	3%	5%
Asian	1%	3%
Other	8%	6%
EDUCATION		
Less than 12th Grade	15%	11%
H.S. Grad/G.E.D.	31%	24%
Some College/Associates	38%	34%
Bachelor's/Master's/Doctorate/Prof. School	16%	30%
EMPLOYMENT STATUS		
Employed	50%	57%
Unemployed/Armed Forces/Not in Labor Force	50%	43%
HH INCOME		
< \$25K	21%	18%
\$25K-\$35K	12%	9%
\$35K-\$50K	15%	13%
\$50K-\$75K	21%	19%
\$75K-\$100K	13%	13%
\$100K+	18%	27%
OWN / RENT RESIDENCE		
Own	57%	55%
Rent	27%	31%
Vacant	16%	14%
MARITAL / FAMILY STATUS		
Single (Never Married)	29%	32%
Married	48%	47%
Separated/Absent/Widowed/Divorced	23%	21%
1+ Children in HH	48%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Cox Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

MARICOPA ZONE



Households

7,156 (Syscode 1280)

Zip Codes, Cities & Communities

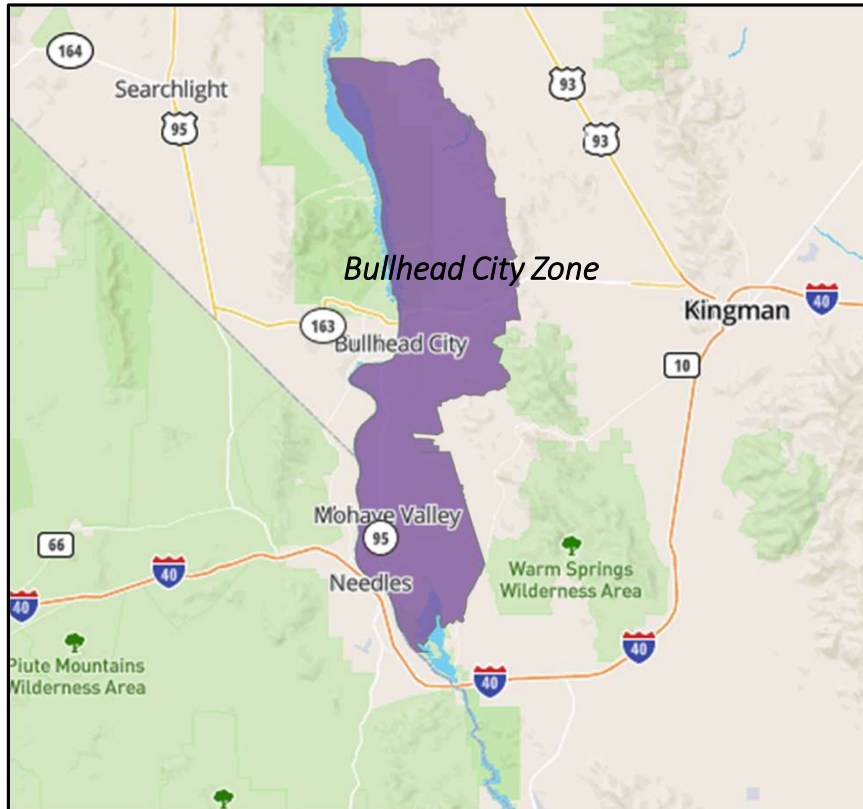
85138 Maricopa 85139 Maricopa 85248 Sun Lakes
85249 Sunbird 85131 Robson Ranch

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	29%	33%
25-34	11%	14%
35-44	15%	13%
45-54	13%	12%
55-64	11%	12%
65+	21%	17%
GENDER		
Male	52%	50%
Female	48%	50%
ETHNICITY		
White	58%	57%
Hispanic	23%	29%
Black	7%	5%
Asian	7%	3%
Other	6%	6%
EDUCATION		
Less than 12th Grade	8%	11%
H.S. Grad/G.E.D.	24%	24%
Some College/Associates	33%	34%
Bachelor's/Master's/Doctorate/Prof. School	35%	30%
EMPLOYMENT STATUS		
Employed	50%	57%
Unemployed/Armed Forces/Not in Labor Force	50%	43%
HH INCOME		
< \$25K	22%	18%
\$25K-\$35K	9%	9%
\$35K-\$50K	12%	13%
\$50K-\$75K	16%	19%
\$75K-\$100K	11%	13%
\$100K+	30%	27%
OWN/RENT RESIDENCE		
Own	68%	55%
Rent	17%	31%
Vacant	15%	14%
MARITAL/FAMILY STATUS		
Single (Never Married)	26%	32%
Married	55%	47%
Separated/Absent/Widowed/Divorced	18%	21%
1+ Children in HH	44%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Orbitel Communications marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UES. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

BULLHEAD CITY ZONE



Households
9,395 (Syscode 6550)

Zip Codes, Cities & Communities

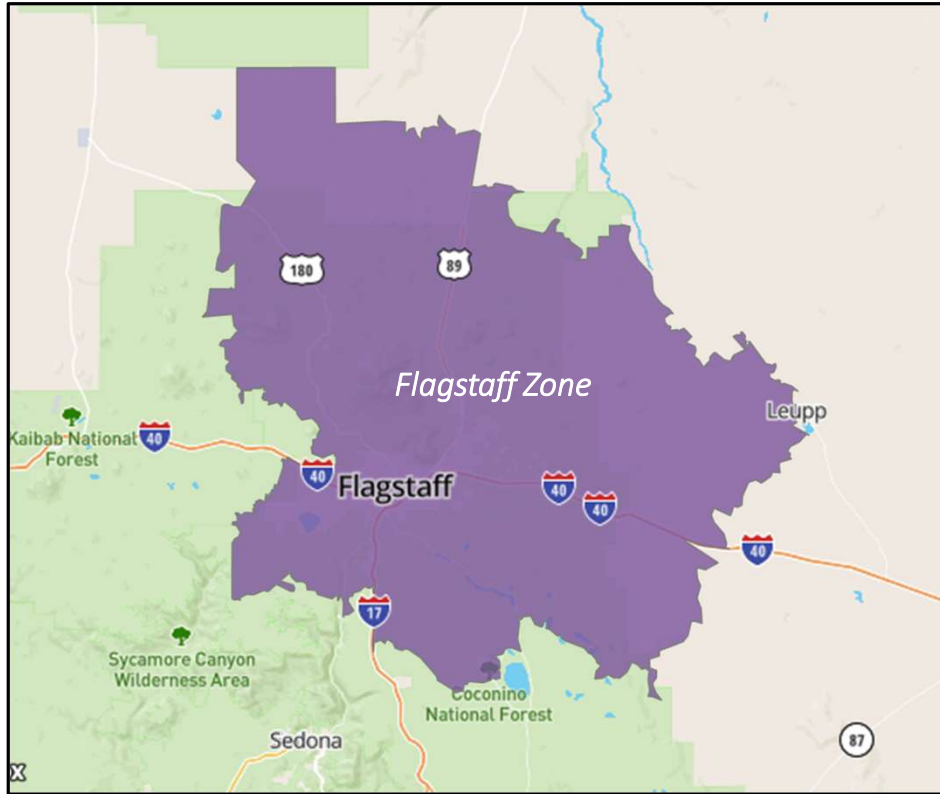
- 86426 Fort Mohave
- 86429 Bullhead City
- 86440 Mohave Valley
- 86442 Bullhead City

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	24%	33%
25-34	10%	14%
35-44	9%	13%
45-54	11%	12%
55-64	17%	12%
65+	30%	17%
GENDER		
Male	50%	50%
Female	50%	50%
ETHNICITY		
White	71%	57%
Hispanic	22%	29%
Black	1%	5%
Asian	1%	3%
Other	4%	6%
EDUCATION		
Less than 12th Grade	14%	11%
H.S. Grad/G.E.D.	39%	24%
Some College/Associates	37%	34%
Bachelor's/Master's/Doctorate/Prof. School	11%	30%
EMPLOYMENT STATUS		
Employed	42%	57%
Unemployed/Armed Forces/Not in Labor Force	58%	43%
HH INCOME		
< \$25K	27%	18%
\$25K-\$35K	15%	9%
\$35K-\$50K	15%	13%
\$50K-\$75K	21%	19%
\$75K-\$100K	10%	13%
\$100K+	12%	27%
OWN/RENT RESIDENCE		
Own	46%	55%
Rent	27%	31%
Vacant	27%	14%
MARITAL/FAMILY STATUS		
Single (Never Married)	22%	32%
Married	49%	47%
Separated/Absent/Widowed/Divorced	30%	21%
1+ Children in HH	44%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Suddenlink by Altice marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

FLAGSTAFF ZONE



Households
10,833 (Syscode 6551)

Zip Codes, Cities & Communities

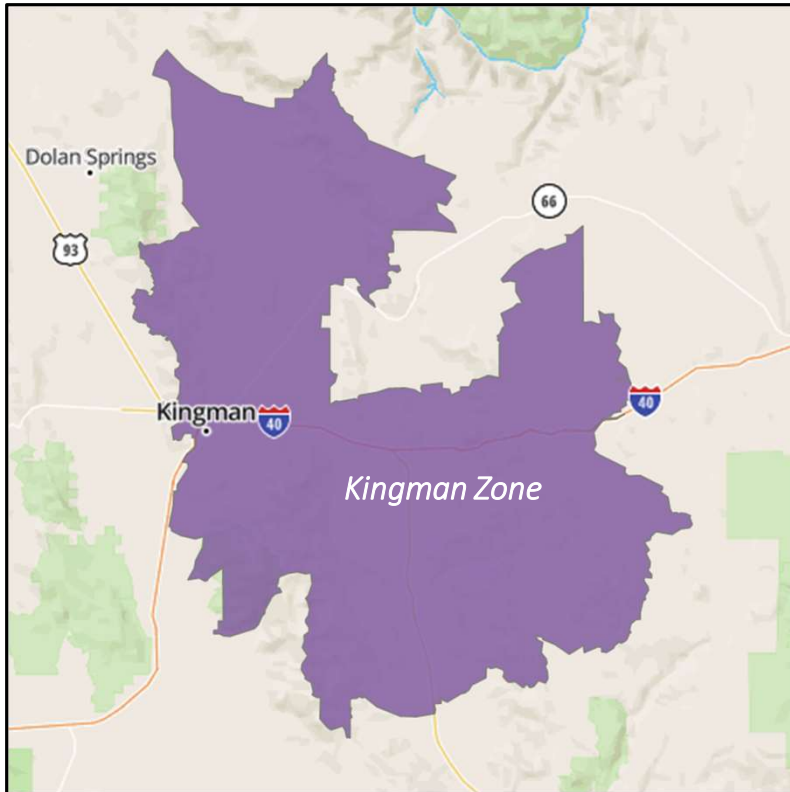
- 86001 Flagstaff
- 86004 Flagstaff
- 86005 Flagstaff

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	39%	33%
25-34	16%	14%
35-44	12%	13%
45-54	11%	12%
55-64	12%	12%
65+	11%	17%
GENDER		
Male	52%	50%
Female	48%	50%
ETHNICITY		
White	67%	57%
Hispanic	17%	29%
Black	1%	5%
Asian	3%	3%
Other	12%	6%
EDUCATION		
Less than 12th Grade	5%	11%
H.S. Grad/G.E.D.	17%	24%
Some College/Associates	31%	34%
Bachelor's/Master's/Doctorate/Prof. School	47%	30%
EMPLOYMENT STATUS		
Employed	65%	57%
Unemployed/Armed Forces/Not in Labor Force	35%	43%
HH INCOME		
< \$25K	19%	18%
\$25K-\$35K	7%	9%
\$35K-\$50K	13%	13%
\$50K-\$75K	18%	19%
\$75K-\$100K	15%	13%
\$100K+	29%	27%
OWN/RENT RESIDENCE		
Own	45%	55%
Rent	36%	31%
Vacant	18%	14%
MARITAL/FAMILY STATUS		
Single (Never Married)	40%	32%
Married	43%	47%
Separated/Absent/Widowed/Divorced	17%	21%
1+ Children in HH	45%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Suddenlink by Altice marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

KINGMAN ZONE



Households
6,507 (Syscode 6552)

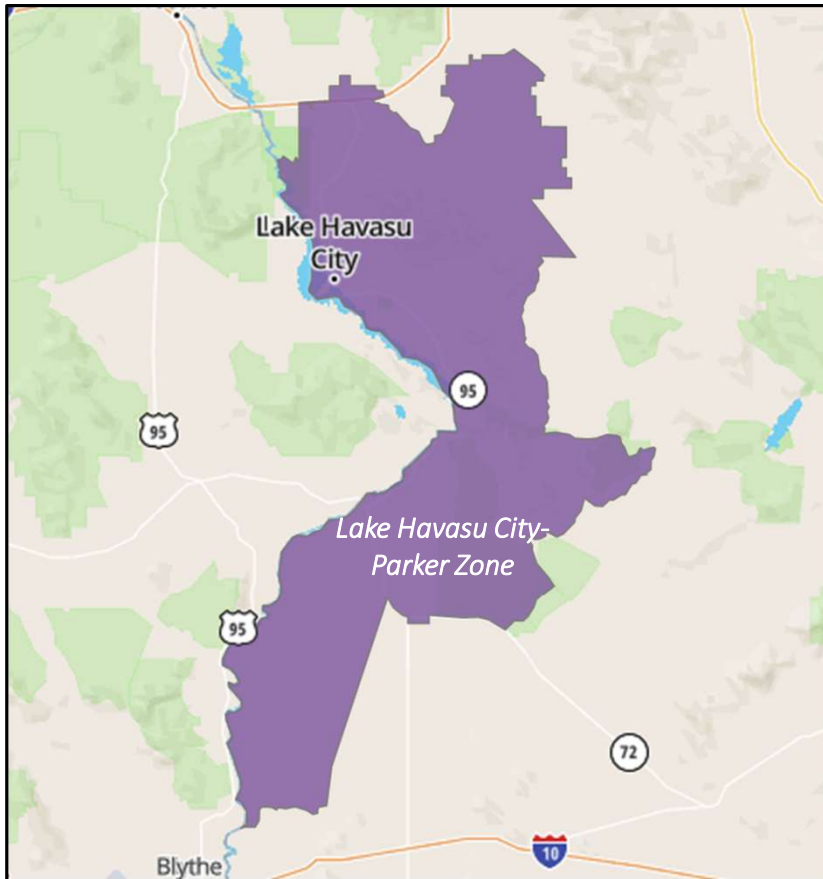
Zip Codes, Cities & Communities

86401 Kingman
86409 Kingman

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	26%	33%
25-34	11%	14%
35-44	10%	13%
45-54	10%	12%
55-64	16%	12%
65+	26%	17%
GENDER		
Male	51%	50%
Female	49%	50%
ETHNICITY		
White	81%	57%
Hispanic	12%	29%
Black	1%	5%
Asian	1%	3%
Other	4%	6%
EDUCATION		
Less than 12th Grade	12%	11%
H.S. Grad/G.E.D.	33%	24%
Some College/Associates	40%	34%
Bachelor's/Master's/Doctorate/Prof. School	15%	30%
EMPLOYMENT STATUS		
Employed	43%	57%
Unemployed/Armed Forces/Not in Labor Force	57%	43%
HH INCOME		
< \$25K	26%	18%
\$25K-\$35K	12%	9%
\$35K-\$50K	16%	13%
\$50K-\$75K	19%	19%
\$75K-\$100K	12%	13%
\$100K+	15%	27%
OWN / RENT RESIDENCE		
Own	45%	55%
Rent	36%	31%
Vacant	18%	14%
MARITAL / FAMILY STATUS		
Single (Never Married)	40%	32%
Married	43%	47%
Separated/Absent/Widowed/Divorced	17%	21%
1+ Children in HH	45%	47%

LAKE HAVASU CITY-PARKER ZONE



Households

14,797 (Syscode 6553)

Zip Codes, Cities & Communities

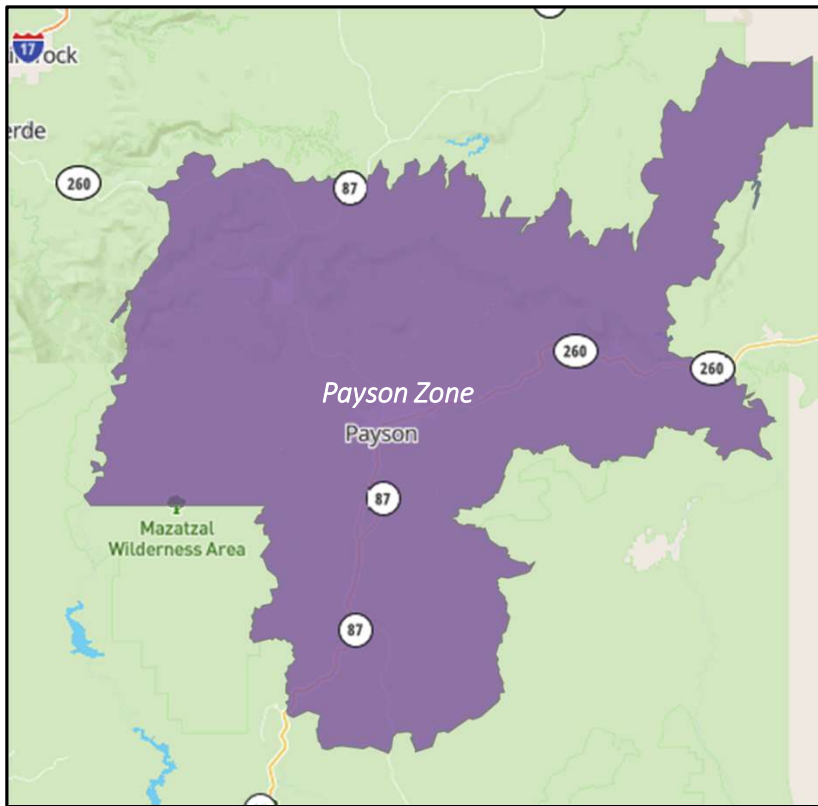
- 85344 Parker
- 86403 Lake Havasu City
- 86404 Lake Havasu City
- 86406 Fort Mohave

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	26%	33%
25-34	11%	14%
35-44	10%	13%
45-54	10%	12%
55-64	16%	12%
65+	26%	17%
GENDER		
Male	51%	50%
Female	49%	50%
ETHNICITY		
White	81%	57%
Hispanic	12%	29%
Black	1%	5%
Asian	1%	3%
Other	4%	6%
EDUCATION		
Less than 12th Grade	12%	11%
H.S. Grad/G.E.D.	33%	24%
Some College/Associates	40%	34%
Bachelor's/Master's/Doctorate/Prof. School	15%	30%
EMPLOYMENT STATUS		
Employed	43%	57%
Unemployed/Armed Forces/Not in Labor Force	57%	43%
HH INCOME		
< \$25K	22%	18%
\$25K-\$35K	11%	9%
\$35K-\$50K	15%	13%
\$50K-\$75K	21%	19%
\$75K-\$100K	12%	13%
\$100K+	19%	27%
OWN / RENT RESIDENCE		
Own	45%	55%
Rent	36%	31%
Vacant	18%	14%
MARITAL / FAMILY STATUS		
Single (Never Married)	40%	32%
Married	43%	47%
Separated/Absent/Widowed/Divorced	17%	21%
1+ Children in HH	45%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Suddenlink by Altice marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

PAYSON ZONE



Households

4,482 (Syscode 6555)

Zip Codes, Cities & Communities

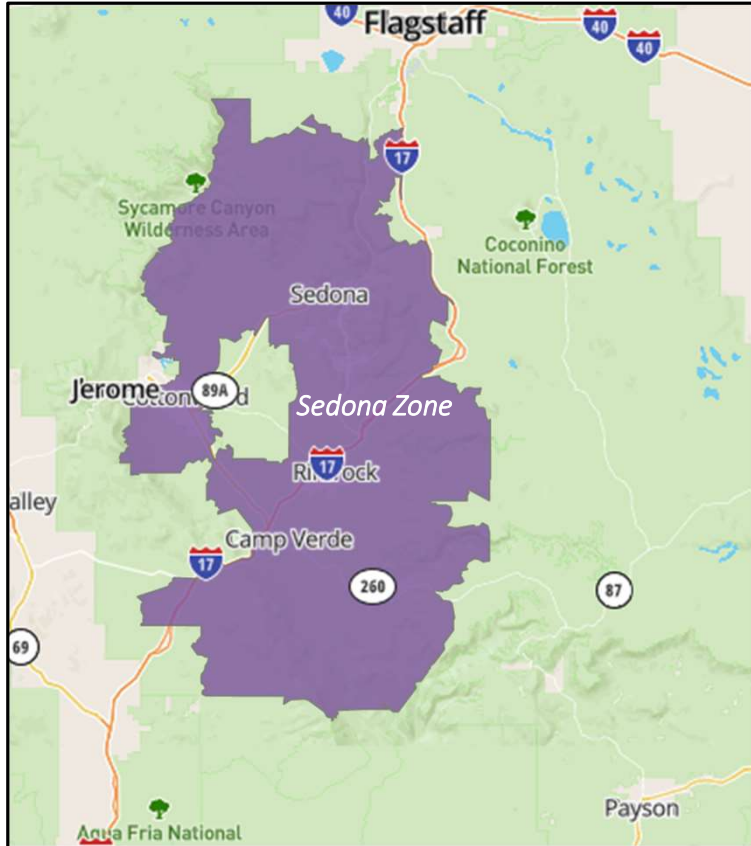
85541 Payson

85544 Pine

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	19%	33%
25-34	7%	14%
35-44	8%	13%
45-54	10%	12%
55-64	19%	12%
65+	37%	17%
GENDER		
Male	49%	50%
Female	51%	50%
ETHNICITY		
White	88%	57%
Hispanic	6%	29%
Black	1%	5%
Asian	1%	3%
Other	4%	6%
EDUCATION		
Less than 12th Grade	7%	11%
H.S. Grad/G.E.D.	24%	24%
Some College/Associates	44%	34%
Bachelor's/Master's/Doctorate/Prof. School	24%	30%
EMPLOYMENT STATUS		
Employed	41%	57%
Unemployed/Armed Forces/Not in Labor Force	59%	43%
HH INCOME		
< \$25K	22%	18%
\$25K-\$35K	14%	9%
\$35K-\$50K	15%	13%
\$50K-\$75K	21%	19%
\$75K-\$100K	12%	13%
\$100K+	16%	27%
OWN / RENT RESIDENCE		
Own	48%	55%
Rent	12%	31%
Vacant	40%	14%
MARITAL / FAMILY STATUS		
Single (Never Married)	15%	32%
Married	57%	47%
Separated/Absent/Widowed/Divorced	27%	21%
1+ Children in HH	27%	47%

SEDONA ZONE



Households
5,621 (Syscode 6556)

Zip Codes, Cities & Communities

- 86322 Camp Verde
- 86326 Cottonwood
- 86335 Rimrock
- 86336 Sedona
- 86351 Sedona

Zone Profile

	This Zone	All PHX DMA
AGE		
<25	22%	33%
25-34	9%	14%
35-44	10%	13%
45-54	10%	12%
55-64	19%	12%
65+	30%	17%
GENDER		
Male	49%	50%
Female	51%	50%
ETHNICITY		
White	76%	57%
Hispanic	18%	29%
Black	1%	5%
Asian	1%	3%
Other	4%	6%
EDUCATION		
Less than 12th Grade	8%	11%
H.S. Grad/G.E.D.	26%	24%
Some College/Associates	37%	34%
Bachelor's/Master's/Doctorate/Prof. School	29%	30%
EMPLOYMENT STATUS		
Employed	46%	57%
Unemployed/Armed Forces/Not in Labor Force	54%	43%
HH INCOME		
< \$25K	24%	18%
\$25K-\$35K	12%	9%
\$35K-\$50K	14%	13%
\$50K-\$75K	21%	19%
\$75K-\$100K	11%	13%
\$100K+	18%	27%
OWN / RENT RESIDENCE		
Own	58%	55%
Rent	25%	31%
Vacant	16%	14%
MARITAL / FAMILY STATUS		
Single (Never Married)	22%	32%
Married	50%	47%
Separated/Absent/Widowed/Divorced	28%	21%
1+ Children in HH	31%	47%

Sources: (1) U.S. Census Bureau – 2015-2019 American Community Survey. Persons 2+ who live in the zip codes associated with the listed zone/DMA. Percentages may not add up to 100% due to rounding or lack of response to all questions in survey. (2) Data used to create map: Suddenlink by Altice marketing department. Mapping provided by Nielsen Rhiza software. (3) Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

METRO PHOENIX

CABLE ZONES, ZIPCODES & SYSCODES

Scottsdale Zone

74,903 Households
(Syscode: 1315)
Maricopa County

Zip	City
85250	Scottsdale
85251	Scottsdale
85253	P.Valley
85255	Scottsdale
85257	Scottsdale
85258	Scottsdale
85259	Scottsdale
85260	Scottsdale
85262	Scottsdale
85263	Rio Verde
85266	Scottsdale
85268	Fountain Hills
85377	Carefree

Southeast Valley Zone

60,735 Households
(Syscode: 6467)
Maricopa County

Zip	City
85044	Ahwatukee
85045	Ahwatukee
85048	Ahwatukee
85224	Chandler
85225	Chandler
85226	Chandler
85248	Chandler
85249	Chandler
85281	Tempe
85282	Tempe
85283	Tempe
85284	Tempe
85286	Chandler

North Phoenix Zone

80,572 Households
(Syscode: 6692)
Maricopa County

Zip	City
85020	Phoenix
85021	Phoenix
85022	Phoenix
85023	Phoenix
85024	Phoenix
85027	Phoenix
85028	Phoenix
85029	Phoenix
85032	Phoenix
85050	Phoenix
85051	Phoenix
85053	Phoenix
85054	Phoenix
85083	Phoenix
85085	Phoenix
85086	Anthem/D. Hills
85087	Anthem/New River
85254	Scottsdale
85304	Glendale
85306	Glendale
85308	Glendale
85310	Glendale
85331	Cave Creek

East Valley Zone

93,657 Households
(Syscode: 2641)
Maricopa & Pinal Counties

Zip	City
85120	A. Junction
85128	Coolidge
85132	Florence
85140	San Tan Valley
85142	Queen Creek
85143	San Tan Valley
85201	Mesa
85202	Mesa
85203	Mesa
85204	Mesa
85205	Mesa
85206	Mesa
85207	Mesa
85208	Mesa
85209	Mesa
85210	Mesa
85212	Mesa
85213	Mesa
85215	Mesa
85233	Gilbert
85234	Gilbert
85295	Gilbert
85296	Gilbert
85297	Gilbert
85298	Gilbert

West Valley Zone

92,178 Households
(Syscode: 1639)
Maricopa County

Zip	City
85301	Glendale
85302	Glendale
85303	Glendale
85304	Glendale
85305	Glendale
85306	Glendale
85307	Glendale
85308	Glendale
85309	Luke AFB
85310	Glendale
85335	El Mirage
85345	Peoria
85351	Sun City
85355	Waddell
85363	Youngstown
85373	Sun City
85374	Surprise
85375	Sun City West
85378	Surprise
85379	Surprise
85381	Peoria
85382	Peoria
85383	Peoria
85387	Surprise
85388	Surprise
85390	Wickenburg

Phoenix Zone

90,813 Households
(Syscode: 0268)
Maricopa County

Zip	City
85003	Phoenix
85004	Phoenix
85006	Phoenix
85007	Phoenix
85008	Phoenix
85009	Phoenix
85012	Phoenix
85013	Phoenix
85014	Phoenix
85015	Phoenix
85016	Phoenix
85017	Phoenix
85018	Phoenix
85019	Phoenix
85031	Phoenix
85033	Phoenix
85034	Phoenix
85035	Phoenix
85037	Phoenix
85040	Phoenix
85041	Phoenix
85042	Phoenix
85043	Avondale
85323	Avondale
85326	Buckeye
85338	Goodyear
85339	Laveen
85340	Litchfield Park
85353	Tolleson
85392	Avondale
85395	Goodyear
85396	Buckeye

Total Households: 492,859

Source: Ampersand CableTrack Q1 2022 household universe estimates, based off of Nielsen November 2021 Total Interconnect UEs. Sum of individual zones may not match DMA/Metro totals due to rounding. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip code lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media for more details.

NORTHERN PHOENIX DMA, MARICOPA & PINAL (CASA GRANDE) CABLE ZONES, ZIPCODES & SYSCODES

Northern Phoenix DMA Total

51,635 Households

Bullhead City Zone

9,395 Households
(Syscode: 6550)
Mohave County

Zip	City
86426	Fort Mohave
86429	Bullhead City
86440	Mohave Valley
86442	Bullhead City

Flagstaff Zone

10,833 Households
(Syscode: 6551)
Coconino County

Zip	City
86001	Flagstaff
86004	Flagstaff
86005	Flagstaff

Kingman Zone

6,507 Households
(Syscode: 6552)
Mohave County

Zip	City
86401	Kingman
86409	Kingman

Lake Havasu City Zone

14,797 Households
(Syscode: 6553)
La Paz/Mohave Counties

Zip	City
85344	Parker
86403	Lake Havasu City
86404	Lake Havasu City
86406	Lake Havasu City

Payson Zone

4,482 Households
(Syscode: 6555)
Gila County

Zip	City
85541	Payson
85544	Pine

Sedona Zone

5,621 Households
(Syscode: 6556)
Coconino/Yavapai Counties

Zip	City
86322	Camp Verde
86326	Cottonwood
86335	Rimrock
86336	Sedona
86351	Sedona

Maricopa Zone

7,156 Households
(Syscode: 1280)

Pinal & Maricopa Counties

Zip	City
85131	Robson Ranch
85138	Maricopa
85139	Maricopa
85248	Sun Lakes
85249	Sunbird

Pinal & Maricopa are standalone zones – they are part of the Phoenix DMA, but separate from the “Outer DMA”.

Pinal (Casa Grande) Zone

4,689 Households
(Syscode: 3565)

Pinal County

Zip	City
85122	Casa Grande
85194	Casa Grande