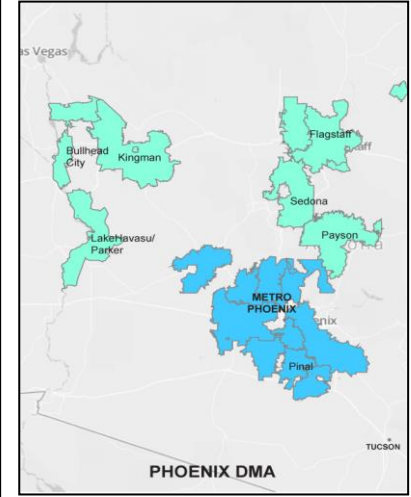
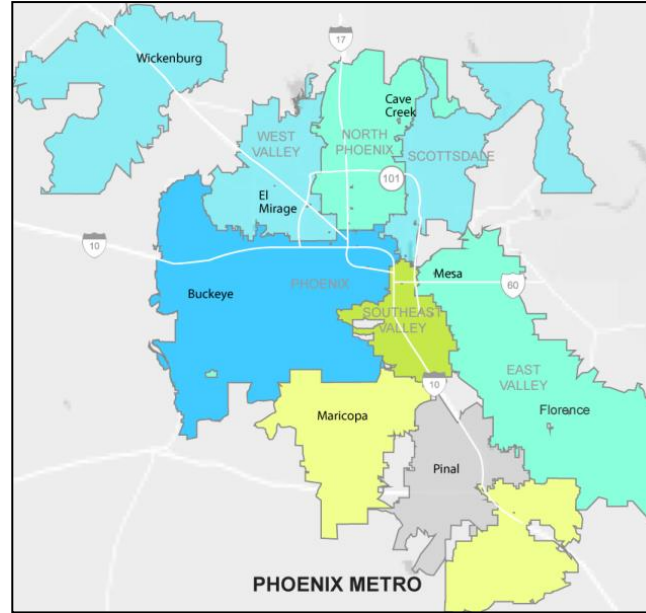


MARKET PROFILE

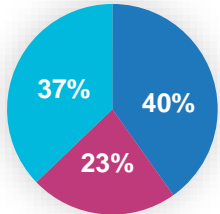
PHOENIX, AZ DMA OVERVIEW

DMA Rank	11
DMA TV HHs	1,890,100
Cable Plus HHs	1,458,580
Cable Plus Penetration of DMA TV HHs / Rank	77.2% / #183
Interconnect TV HHs	1,239,879
% of DMA TV HHs	57.7%
% of Cable Plus HHs	74.8%



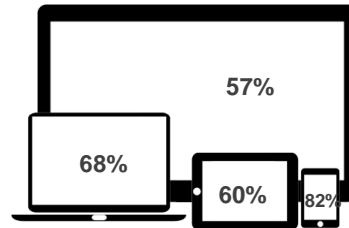
Source: Maps provided by Rhiza.

Time Spent on Internet (week)



- <5 hrs
- 5-9 hrs
- 10+ hrs

Device Ownership



Source: Scarborough Phoenix, AZ-Syndicated-MRI-Mosaic, Feb16 – Jan17, Target = Household Subscribes to Cable or Satellite: Yes.



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