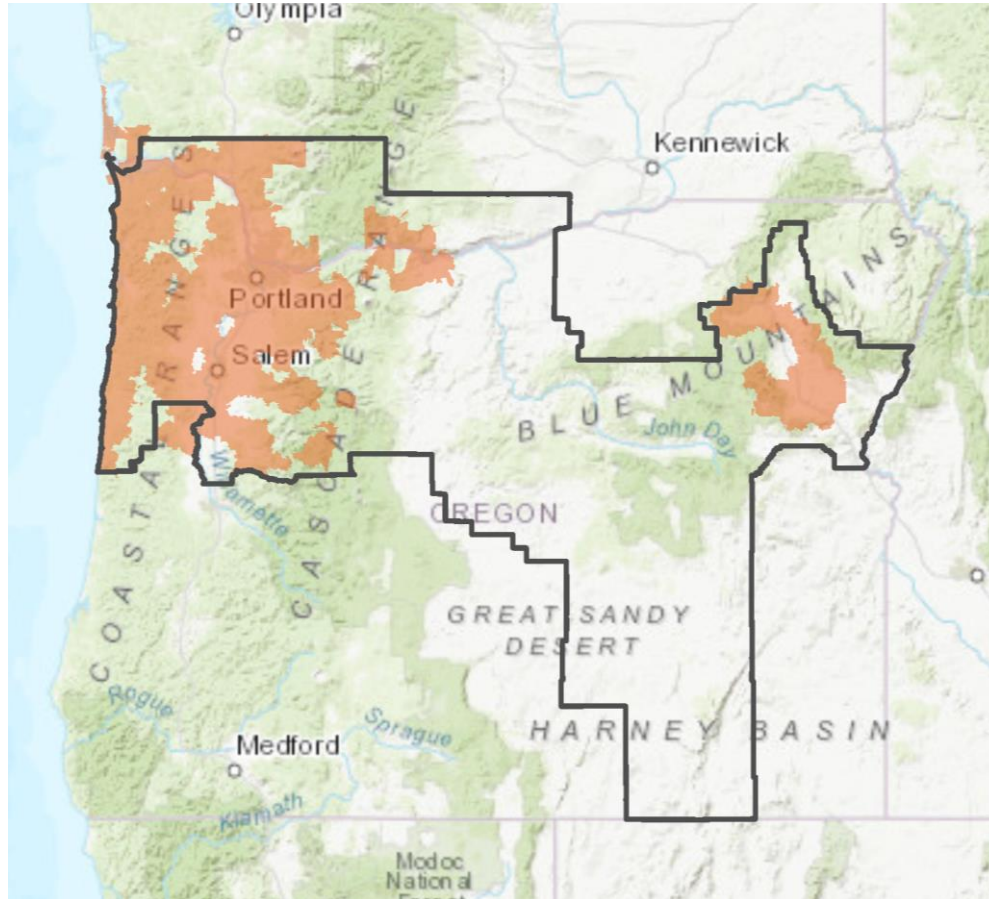


PORTLAND, OR INTERCONNECT

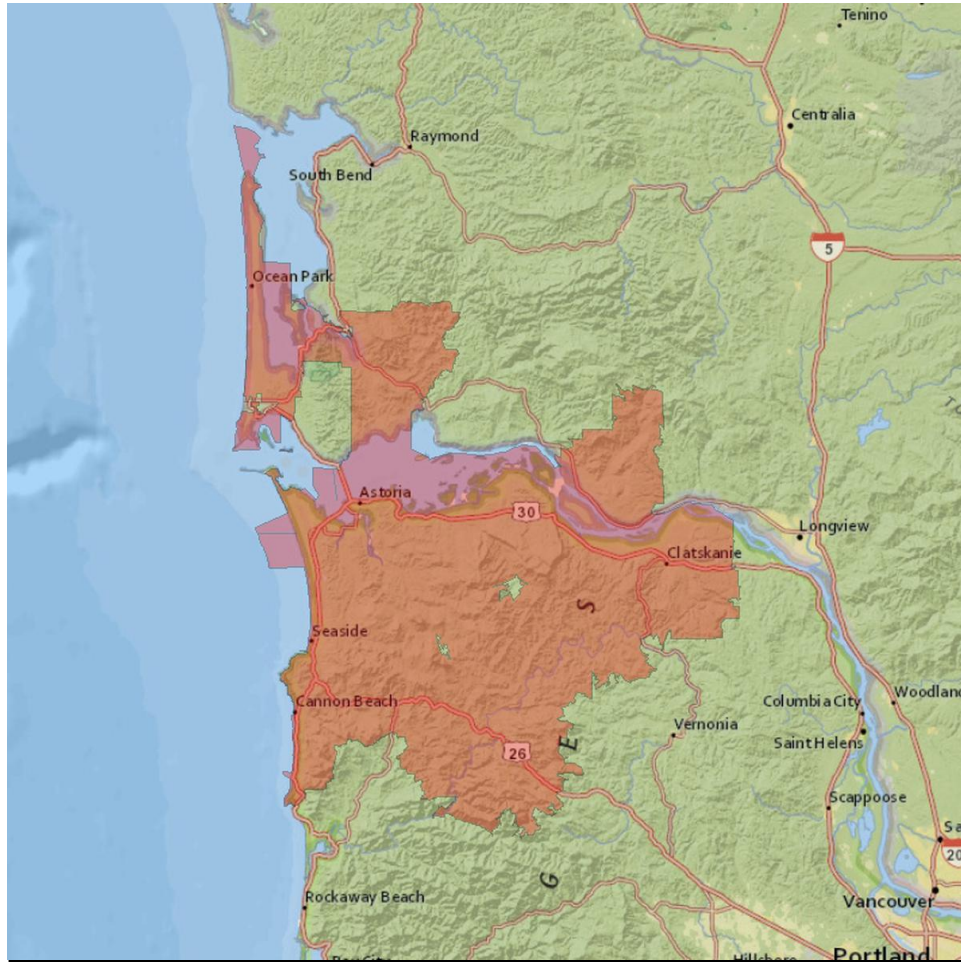


■ Interconnect

Portland DMA

Market Rank:	22		
Total DMA TV HHs:	1,141,770		
Cable HHs:	703,701		
% of Total DMA TV HHs:	62%		
DISH HHs:	96,087		
Total Interconnect HHs:	799,788		
Total Interconnect Market Penetration:	70%		
	Sys Code	Zone Name	HHs
Washington	0274	Vancouver	79,131
	7769	Longview	17,841
Metro Area	5297	East Portland	106,773
	8124	Sandy	3,348
	2332	Canby-Estacada	3,592
	5298	Portland Skyline	84,206
	1281	Beaverton - Hillsboro	66,018
	1282	Tigard - Wilsonville	45,419
Salem Area	9419	Willamette	11,844
	1169	McMinnville	12,673
	7987 530	Dallas Salem	2,124 49,462
Corvallis	2371	Corvallis	35,914
Coast	7984	Astoria	11,398
	9394	Depoe Bay	2,459
	1490	Central Coast	16,018
Eastern Oregon	7993	Hood River/The Dalles	4,403
	0980	Eastern Oregon	3,033

Astoria



Zip Codes Served

97016 97103 97121 97145 98612 98631 98640
 97102 97110 97138 97146 98624 98638

Demographic Profile

Age Groups

Persons 17 and under	18.9%
Adults 18-34	19.0%
Adults 35-54	23.4%
Adults 55+	38.7%

Education

Attended College+	64.6%
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Marital Status

Single (Never Married)	25.0%
Married	48.8%
Divorced/Separated/Widowed	26.2%

Household Income

\$30,000-\$49,999	21.6%
\$50,000-\$74,999	17.9%
\$75,000-\$99,999	12.0%
\$100,000+	15.8%

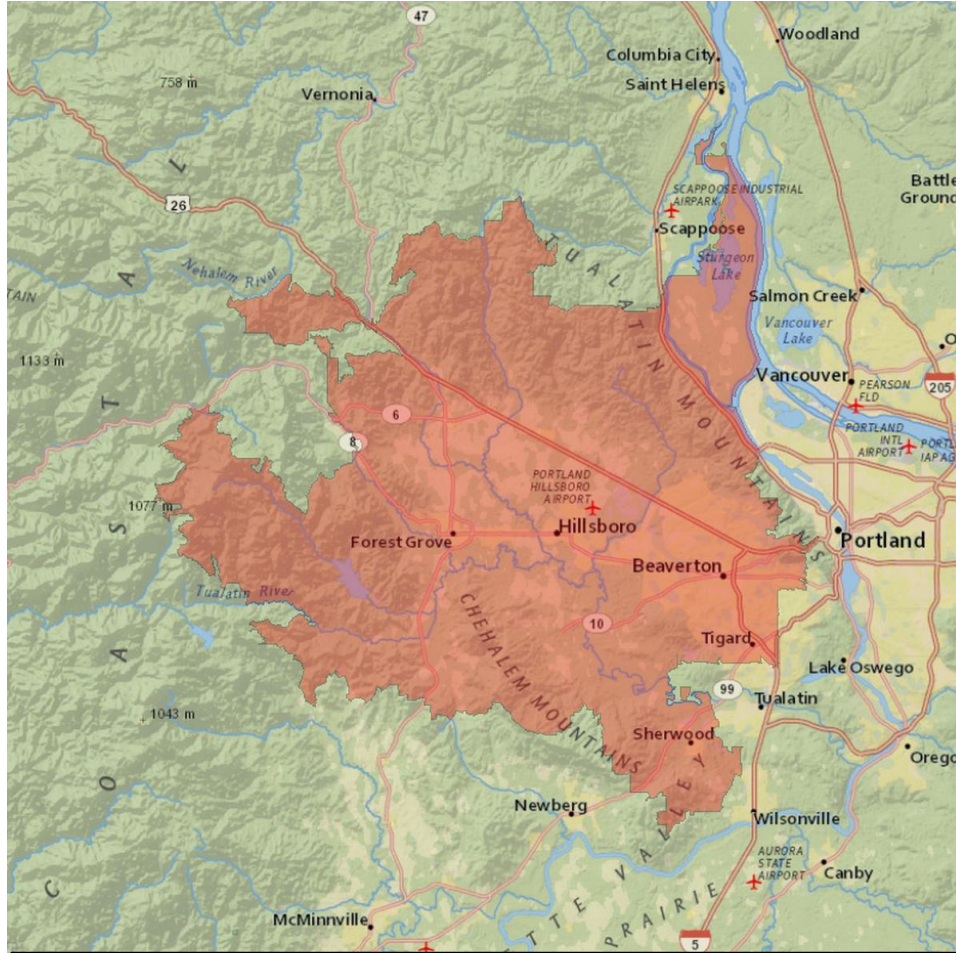
Housing Units & Family Type

% Owner Occupied Units	43.7%
% of HH with Children	23.7%

Race

White	91.5%
Asian	0.9%
Black/African American	0.8%
Other	6.8%

Beaverton-Hillsboro



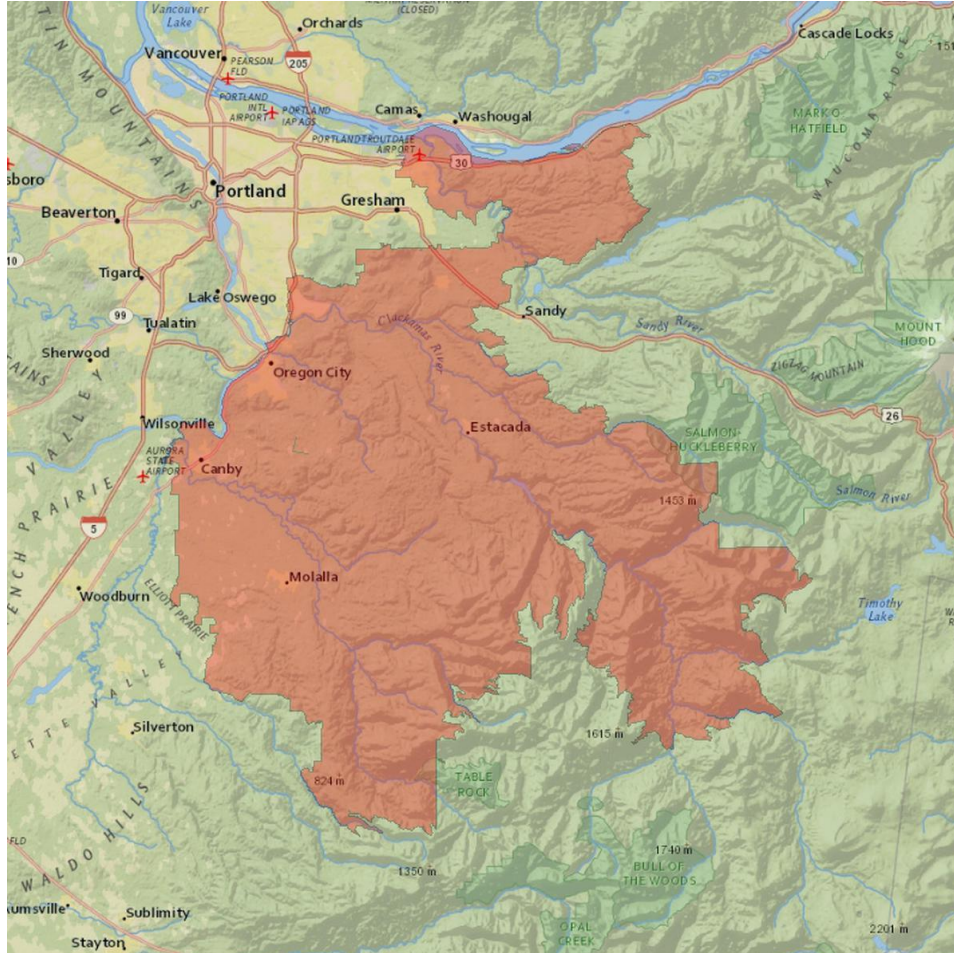
Demographic Profile

Age Groups	
Persons 17 and under	24.4%
Adults 18-34	23.4%
Adults 35-54	28.9%
Adults 55+	23.2%
Education	
Attended College+	72.6%
Marital Status	
Single (Never Married)	29.4%
Married	51.3%
Divorced/Separated/Widowed	19.3%
Household Income	
\$30,000-\$49,999	16.0%
\$50,000-\$74,999	17.8%
\$75,000-\$99,999	14.7%
\$100,000+	32.9%
Housing Units & Family Type	
% Owner Occupied Units	57.7%
% of HH with Children	35.4%
Race	
White	77.0%
Asian	9.9%
Black/African American	1.8%
Other	11.3%

Zip Codes Served

97003	97007	97106	97119	97133	97223	97231
97005	97008	97113	97123	97140	97225	
97006	97078	97116	97124	97221	97229	

Canby-Estacada



Demographic Profile

Age Groups

Persons 17 and under	23.4%
Adults 18-34	20.8%
Adults 35-54	27.0%
Adults 55+	28.8%

Education

Attended College+	64.2%
-------------------	-------

Marital Status

Single (Never Married)	26.2%
Married	53.0%
Divorced/Separated/Widowed	20.8%

Household Income

\$30,000-\$49,999	17.2%
\$50,000-\$74,999	20.1%
\$75,000-\$99,999	15.7%
\$100,000+	28.3%

Housing Units & Family Type

% Owner Occupied Units	69.6%
% of HH with Children	33.9%

Race

White	89.0%
Asian	2.7%
Black/African American	1.0%
Other	7.3%

Zip Codes Served

97004	97013	97017	97022	97038	97045	97089
97009	97015	97019	97023	97042	97060	

Central Coast



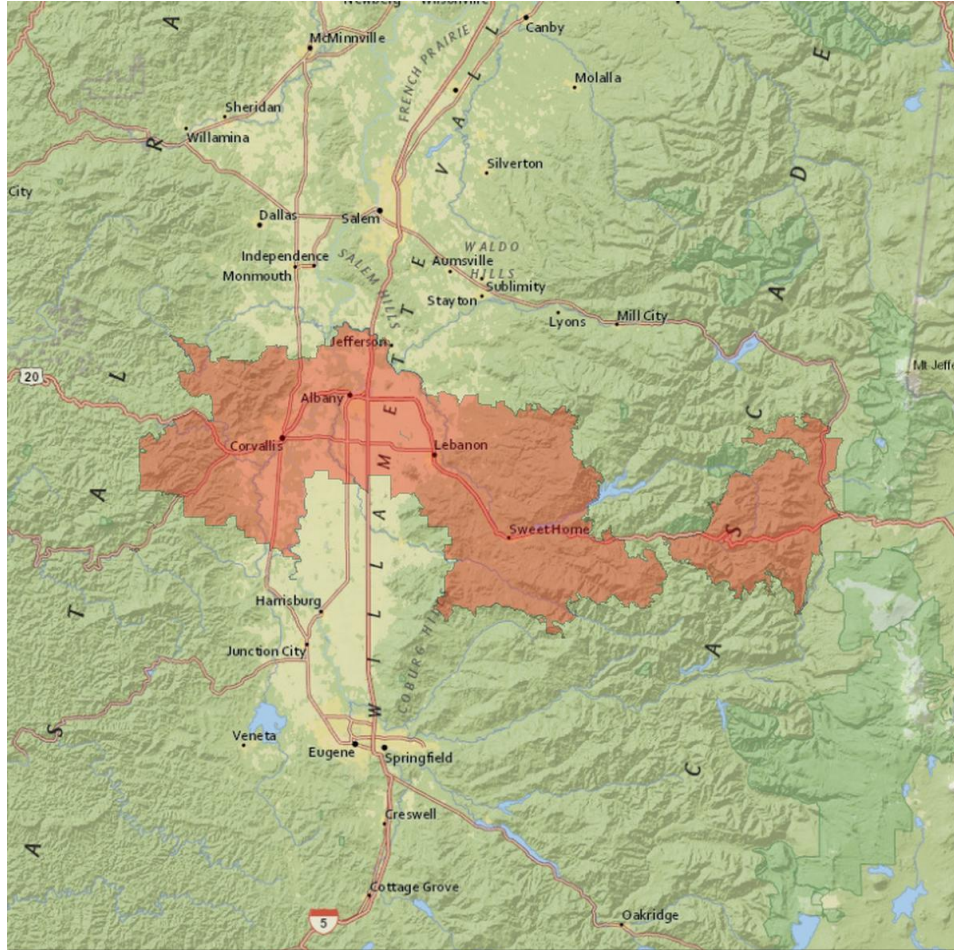
Demographic Profile

Age Groups	
Persons 17 and under	18.3%
Adults 18-34	16.8%
Adults 35-54	22.7%
Adults 55+	42.1%
Education	
Attended College+	58.3%
Marital Status	
Single (Never Married)	23.1%
Married	48.5%
Divorced/Separated/Widowed	28.4%
Household Income	
\$30,000-\$49,999	22.3%
\$50,000-\$74,999	18.6%
\$75,000-\$99,999	11.2%
\$100,000+	12.2%
Housing Units & Family Type	
% Owner Occupied Units	40.3%
% of HH with Children	21.7%
Race	
White	90.0%
Asian	1.1%
Black/African American	0.4%
Other	8.5%

Zip Codes Served

97107	97118	97131	97141	97364	97367	97376	97498
97108	97122	97134	97143	97365	97368	97391	
97112	97130	97136	97149	97366	97369	97394	

Corvallis



Demographic Profile

Age Groups

Persons 17 and under	20.1%
Adults 18-34	28.7%
Adults 35-54	22.6%
Adults 55+	28.6%

Education

Attended College+	69.3%
-------------------	-------

Marital Status

Single (Never Married)	34.7%
Married	45.3%
Divorced/Separated/Widowed	20.0%

Household Income

\$30,000-\$49,999	18.8%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	12.5%
\$100,000+	18.2%

Housing Units & Family Type

% Owner Occupied Units	54.9%
% of HH with Children	27.7%

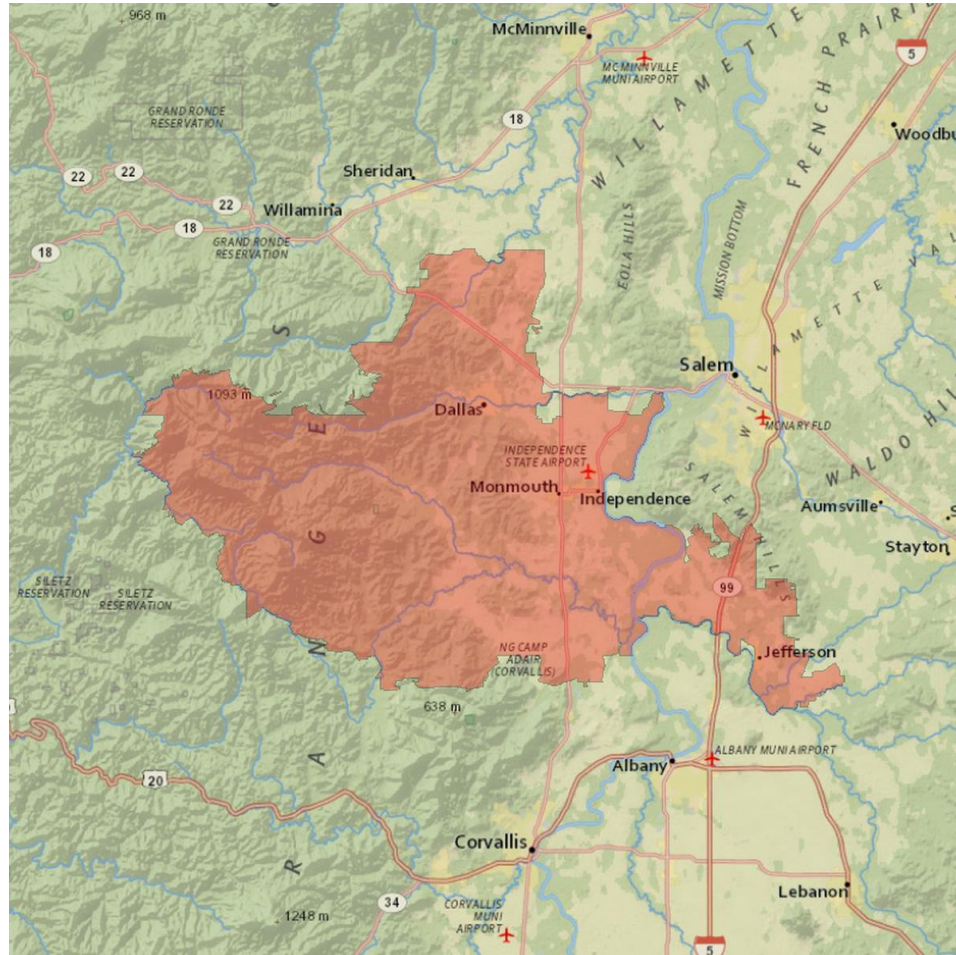
Race

White	89.6%
Asian	3.8%
Black/African American	0.8%
Other	5.9%

Zip Codes Served

97321	97330	97333	97355	97370	97386	97389
97322	97331	97345				

Dallas



Zip Codes Served

97338 97344 97351 97352 97361

Demographic Profile

Age Groups	
Persons 17 and under	22.9%
Adults 18-34	26.5%
Adults 35-54	22.2%
Adults 55+	28.5%
Education	
Attended College+	63.9%
Marital Status	
Single (Never Married)	30.7%
Married	48.4%
Divorced/Separated/Widowed	21.0%
Household Income	
\$30,000-\$49,999	18.8%
\$50,000-\$74,999	21.0%
\$75,000-\$99,999	11.9%
\$100,000+	18.1%
Housing Units & Family Type	
% Owner Occupied Units	61.9%
% of HH with Children	32.1%
Race	
White	88.1%
Asian	1.7%
Black/African American	0.6%
Other	9.6%

Depoe Bay



Demographic Profile

Age Groups

Persons 17 and under	17.7%
Adults 18-34	16.9%
Adults 35-54	22.6%
Adults 55+	42.8%

Education

Attended College+	60.5%
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Marital Status

Single (Never Married)	23.2%
Married	47.9%
Divorced/Separated/Widowed	28.8%

Household Income

\$30,000-\$49,999	23.3%
\$50,000-\$74,999	18.0%
\$75,000-\$99,999	10.1%
\$100,000+	12.4%

Housing Units & Family Type

% Owner Occupied Units	39.8%
% of HH with Children	20.5%

Race

White	86.5%
Asian	1.6%
Black/African American	0.5%
Other	11.4%

Zip Codes Served

97341
97357

97365
97366

97367

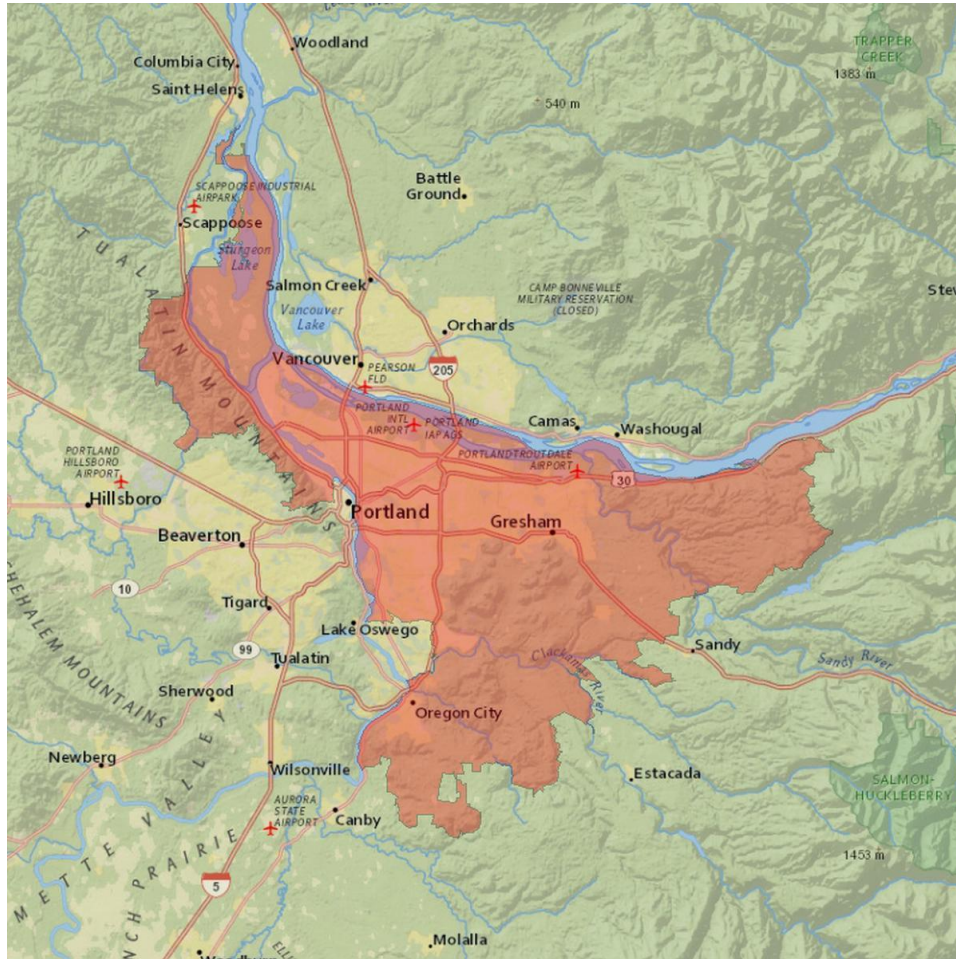
97368

97376

97380

97388

East Portland



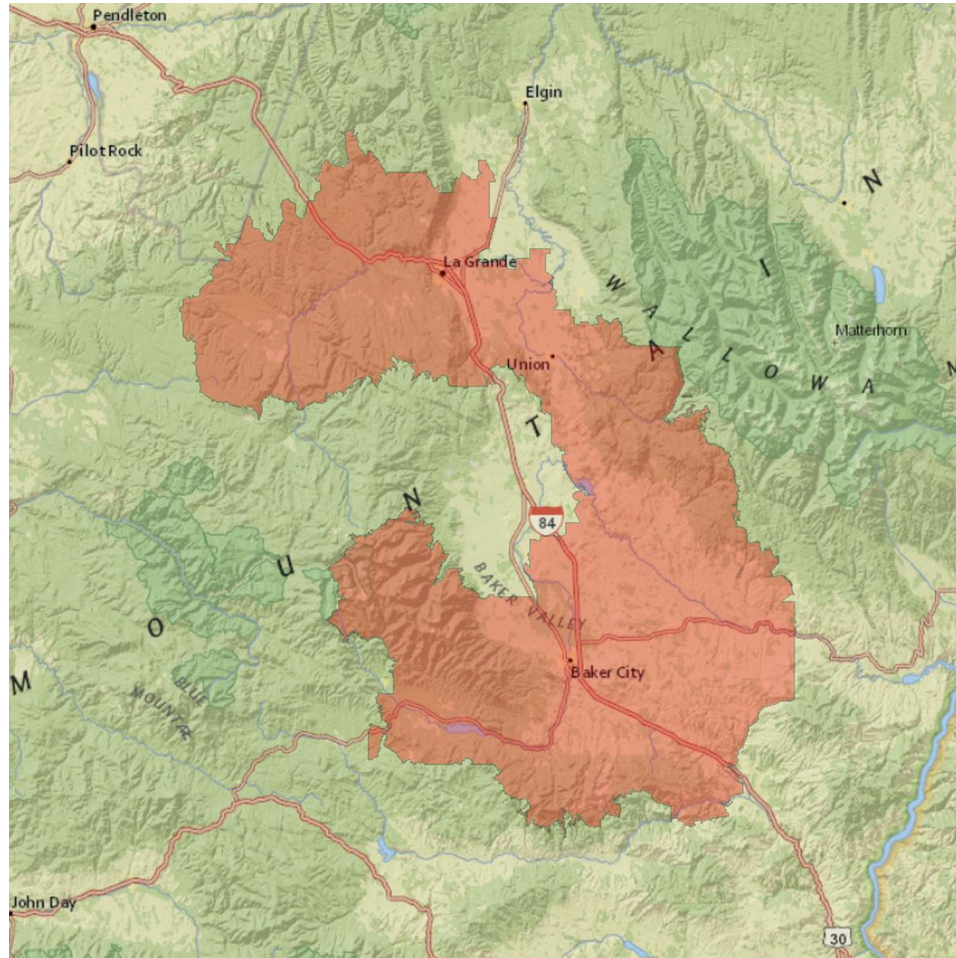
Demographic Profile

Age Groups	
Persons 17 and under	20.9%
Adults 18-34	25.7%
Adults 35-54	29.1%
Adults 55+	24.3%
Education	
Attended College+	69.6%
Marital Status	
Single (Never Married)	36.7%
Married	41.5%
Divorced/Separated/Widowed	21.8%
Household Income	
\$30,000-\$49,999	17.7%
\$50,000-\$74,999	18.7%
\$75,000-\$99,999	13.5%
\$100,000+	24.3%
Housing Units & Family Type	
% Owner Occupied Units	54.7%
% of HH with Children	29.7%
Race	
White	79.1%
Asian	6.8%
Black/African American	4.9%
Other	9.2%

Zip Codes Served

97009	97045	97202	97212	97216	97222	97232
97015	97060	97203	97213	97217	97227	97233
97019	97080	97206	97214	97218	97230	97236
97024	97086	97210	97215	97220	97231	97266
97030	97089	97211				

Eastern Oregon



Zip Codes Served

97814

97850

97883

Demographic Profile

Age Groups

Persons 17 and under	21.6%
Adults 18-34	22.9%
Adults 35-54	22.2%
Adults 55+	33.3%

Education

Attended College+	59.7%
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Marital Status

Single (Never Married)	27.8%
Married	48.8%
Divorced/Separated/Widowed	23.4%

Household Income

\$30,000-\$49,999	21.1%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	12.2%
\$100,000+	14.1%

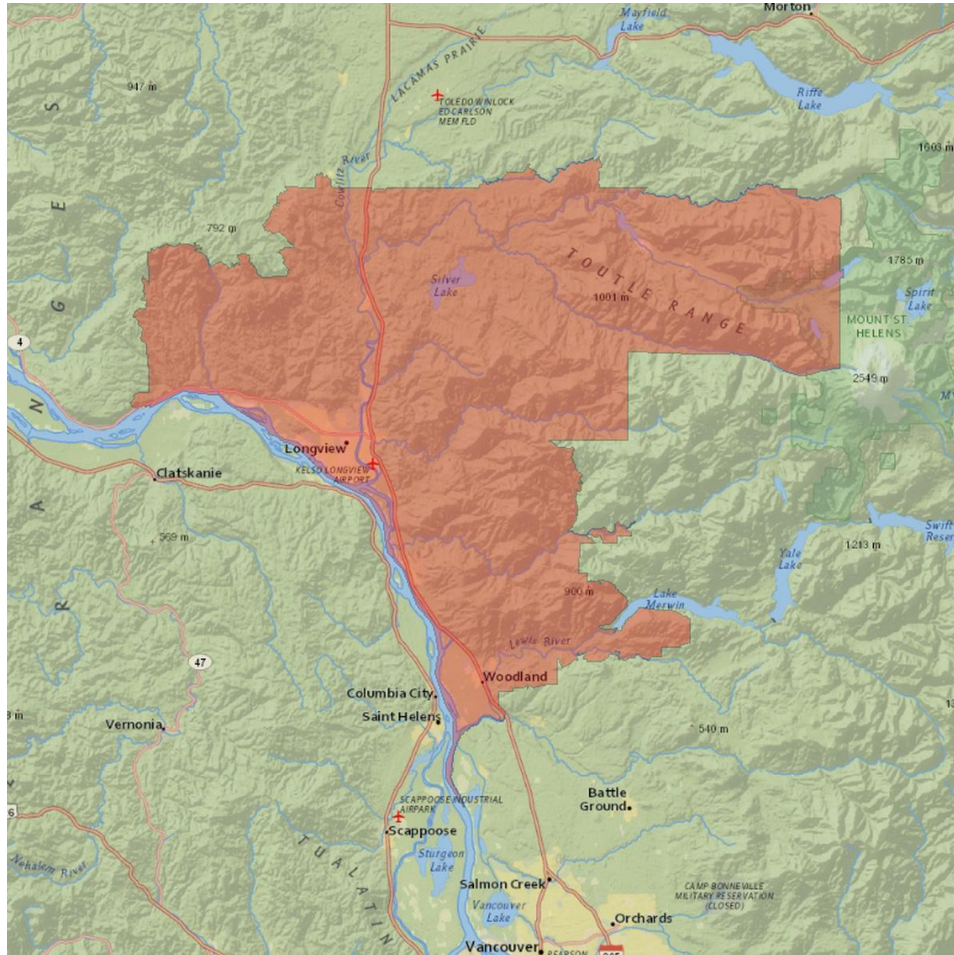
Housing Units & Family Type

% Owner Occupied Units	55.2%
% of HH with Children	26.9%

Race

White	92.5%
Asian	1.1%
Black/African American	0.7%
Other	5.7%

Longview



Zip Codes Served

97048
98611

98625

98626

98632

98645

98649

98674

Demographic Profile

Age Groups

Persons 17 and under	22.8%
Adults 18-34	19.4%
Adults 35-54	25.5%
Adults 55+	32.4%

Education

Attended College+	56.8%
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Marital Status

Single (Never Married)	25.5%
Married	48.9%
Divorced/Separated/Widowed	25.5%

Household Income

\$30,000-\$49,999	19.7%
\$50,000-\$74,999	19.5%
\$75,000-\$99,999	11.7%
\$100,000+	18.1%

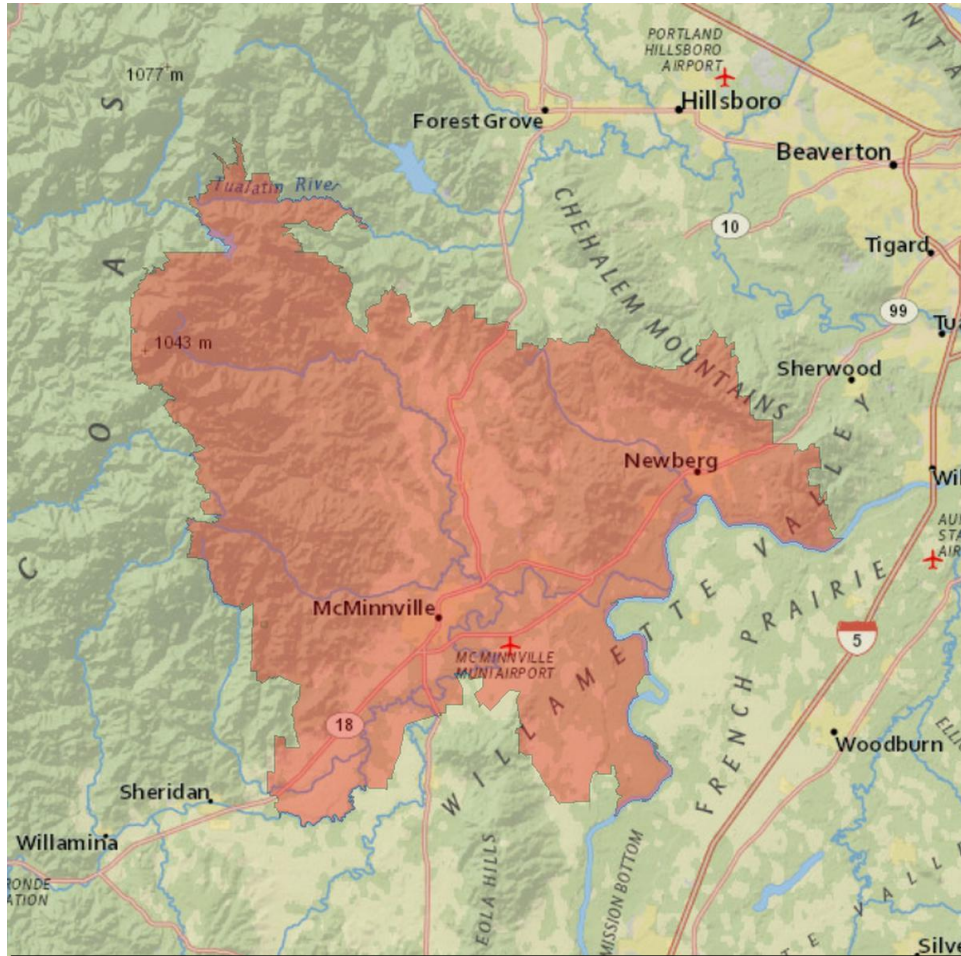
Housing Units & Family Type

% Owner Occupied Units	60.5%
% of HH with Children	29.4%

Race

White	90.8%
Asian	1.2%
Black/African American	0.6%
Other	7.3%

McMinnville



Zip Codes Served

97111

97114

97115

97127

97128

97132

97148

Demographic Profile

Age Groups

Persons 17 and under	23.8%
Adults 18-34	23.5%
Adults 35-54	24.9%
Adults 55+	27.8%

Education

Attended College+	60.5%
-------------------	-------

Marital Status

Single (Never Married)	29.4%
Married	49.5%
Divorced/Separated/Widowed	21.1%

Household Income

\$30,000-\$49,999	21.1%
\$50,000-\$74,999	18.1%
\$75,000-\$99,999	13.8%
\$100,000+	22.6%

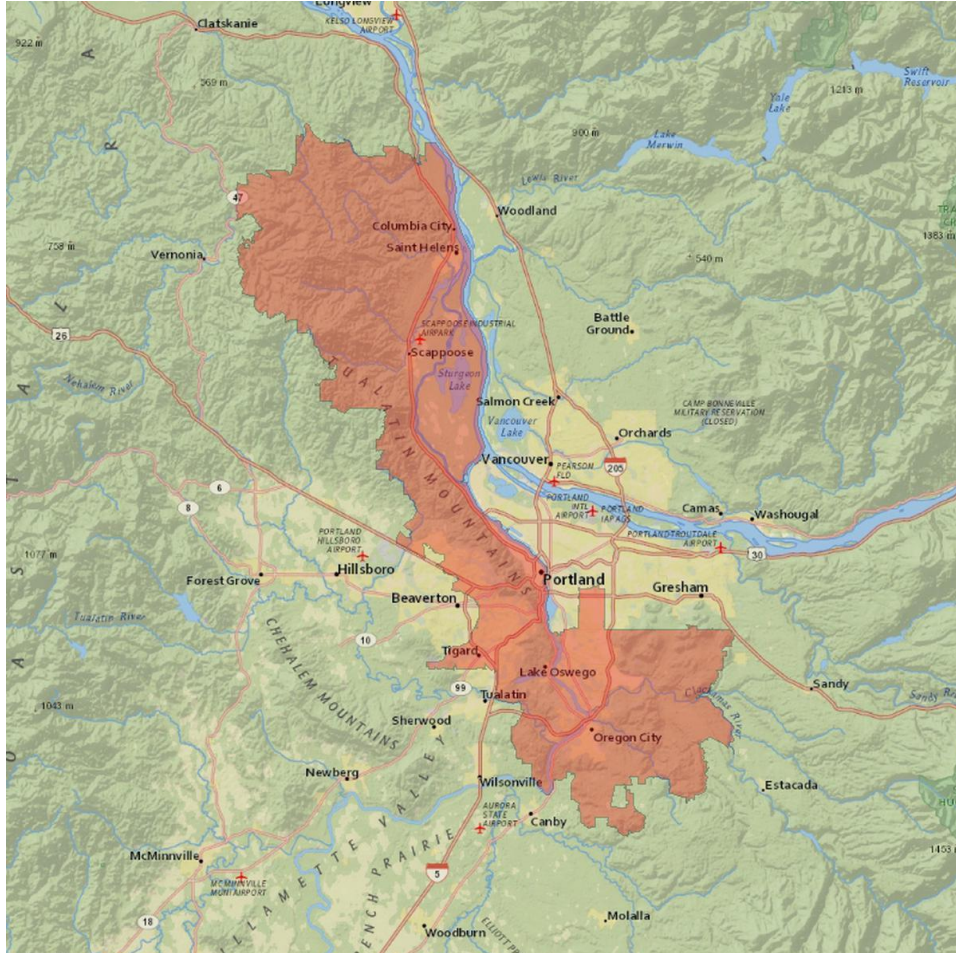
Housing Units & Family Type

% Owner Occupied Units	62.4%
% of HH with Children	32.7%

Race

White	89.5%
Asian	1.6%
Black/African American	0.6%
Other	8.3%

Portland Skyline



Demographic Profile

Age Groups

Persons 17 and under	20.2%
Adults 18-34	22.7%
Adults 35-54	28.6%
Adults 55+	28.5%

Education

Attended College+	78.1%
-------------------	-------

Marital Status

Single (Never Married)	30.6%
Married	48.4%
Divorced/Separated/Widowed	21.0%

Household Income

\$30,000-\$49,999	15.2%
\$50,000-\$74,999	16.7%
\$75,000-\$99,999	13.3%
\$100,000+	33.8%

Housing Units & Family Type

% Owner Occupied Units	58.0%
% of HH with Children	27.8%

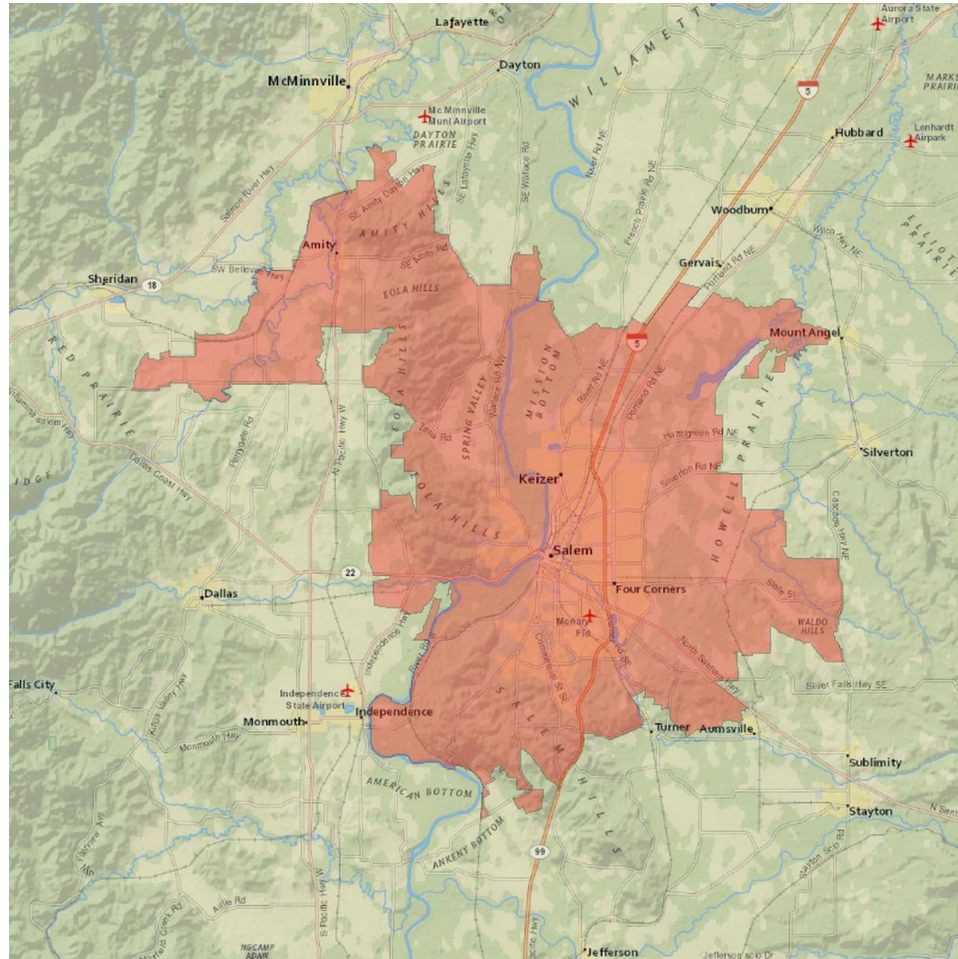
Race

White	84.5%
Asian	6.9%
Black/African American	1.8%
Other	6.8%

Zip Codes Served

97015	97045	97056	97201	97209	97222	97231
97018	97051	97068	97204	97210	97223	97239
97027	97053	97086	97205	97219	97225	97258
97034	97054	97089	97206	97221	97229	97267
97035						

Salem



Zip Codes Served

97101
97301

97302

97303

97304

97305

97306

97317

Demographic Profile

Age Groups

Persons 17 and under	24.9%
Adults 18-34	24.2%
Adults 35-54	24.6%
Adults 55+	26.3%

Education

Attended College+	60.9%
-------------------	-------

Marital Status

Single (Never Married)	31.2%
Married	45.3%
Divorced/Separated/Widowed	23.5%

Household Income

\$30,000-\$49,999	21.3%
\$50,000-\$74,999	20.1%
\$75,000-\$99,999	13.2%
\$100,000+	17.9%

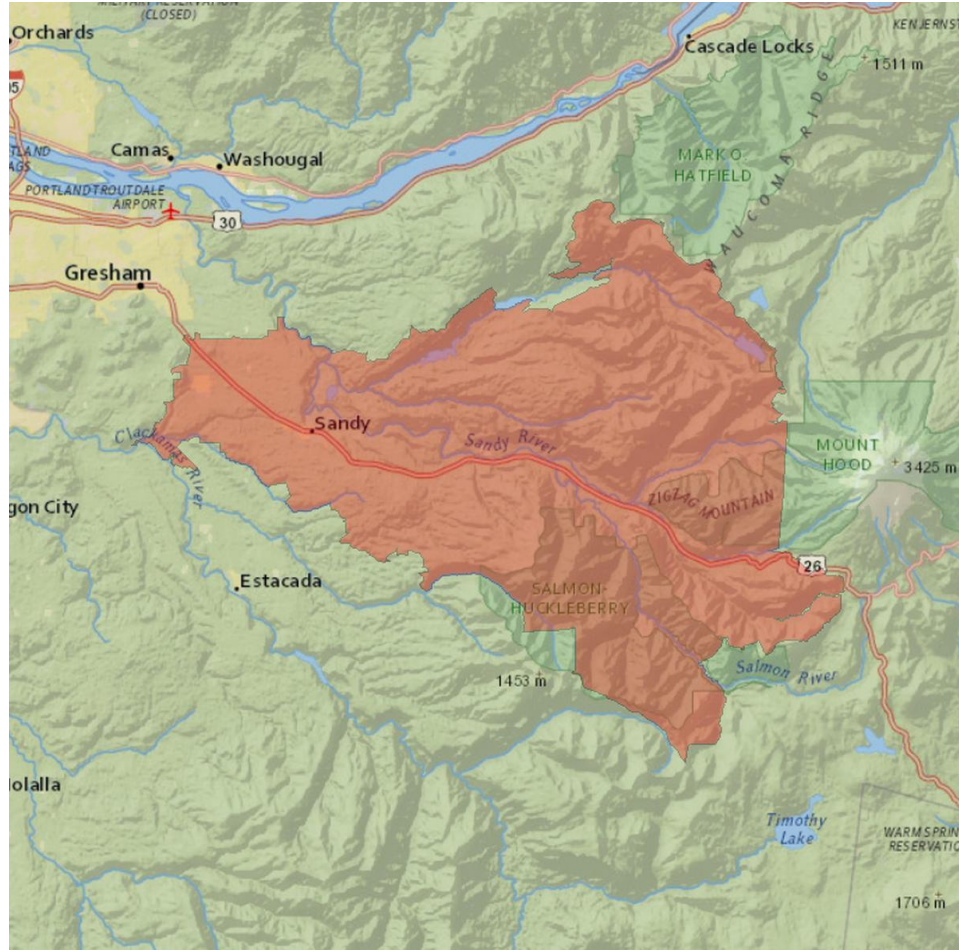
Housing Units & Family Type

% Owner Occupied Units	53.6%
% of HH with Children	34.0%

Race

White	81.4%
Asian	2.3%
Black/African American	1.4%
Other	14.8%

Sandy



Zip Codes Served

97009 97011 97049 97055 97067

Demographic Profile

Age Groups

Persons 17 and under	22.0%
Adults 18-34	17.6%
Adults 35-54	24.6%
Adults 55+	35.8%

Education

Attended College+	64.1%
-------------------	-------

Marital Status

Single (Never Married)	22.1%
Married	57.2%
Divorced/Separated/Widowed	20.7%

Household Income

\$30,000-\$49,999	18.1%
\$50,000-\$74,999	20.0%
\$75,000-\$99,999	16.8%
\$100,000+	24.2%

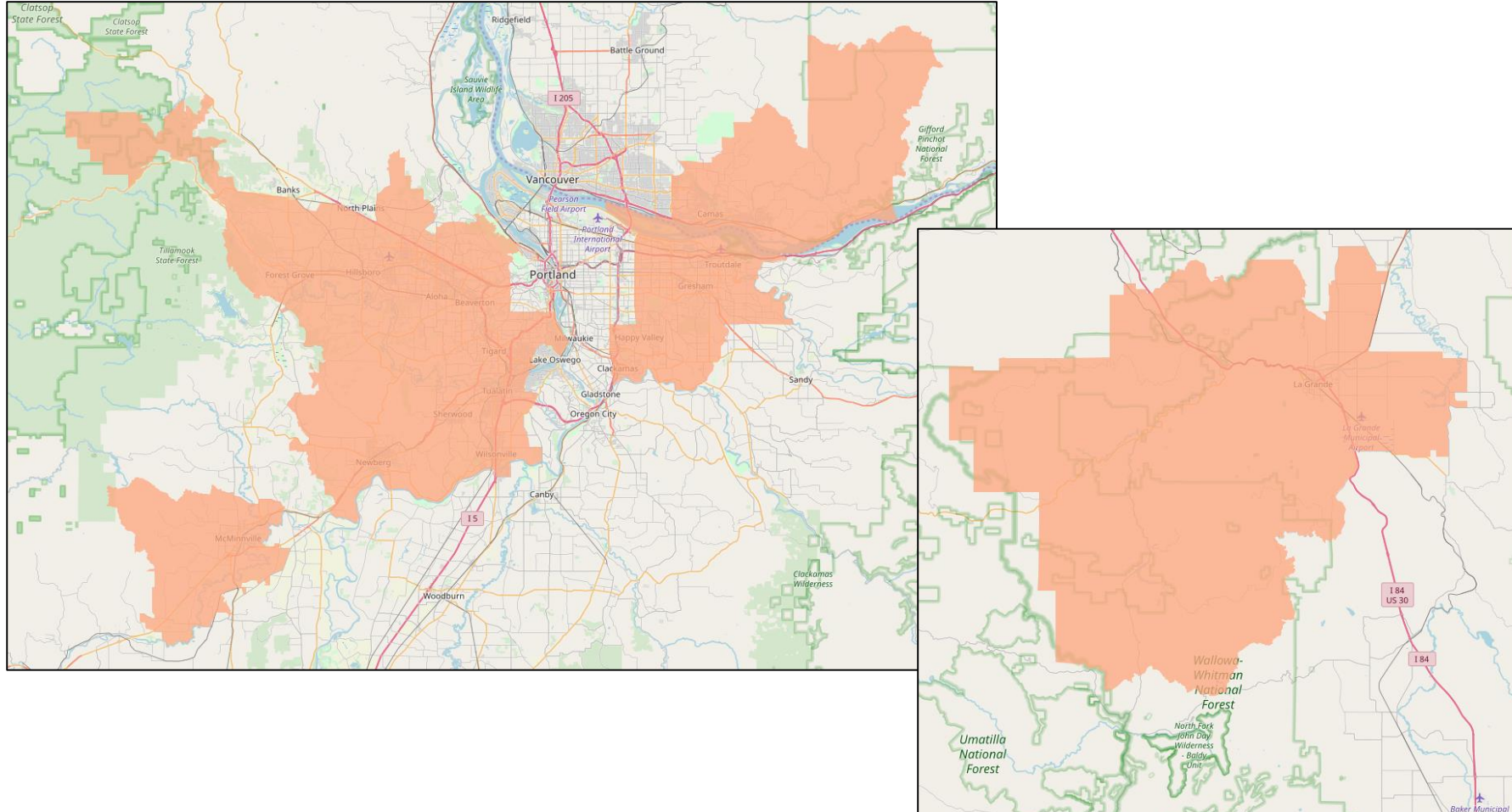
Housing Units & Family Type

% Owner Occupied Units	63.9%
% of HH with Children	30.4%

Race

White	94.7%
Asian	0.9%
Black/African American	0.5%
Other	3.9%

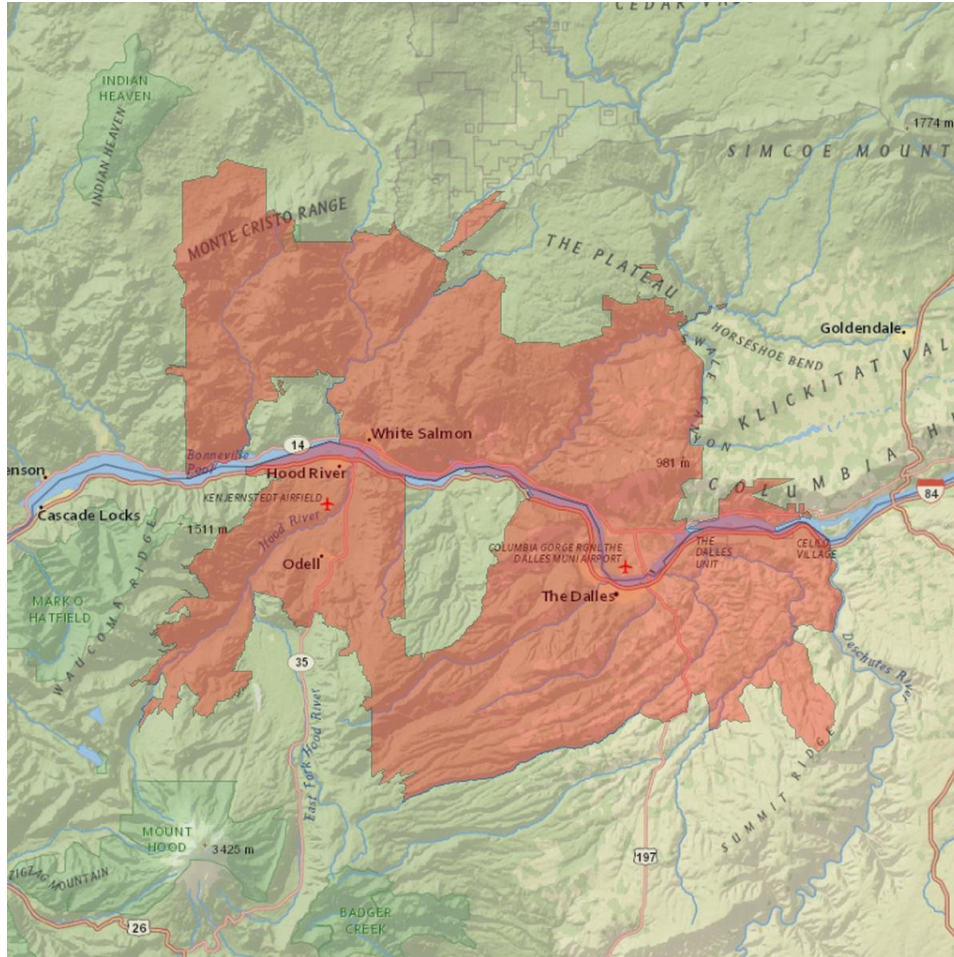
Stumptown Plus



Zip Codes Served

97003	97078	97225	97080	97850	97086	97140
97005	97113	97229	97089	97115	97219	97223
97006	97116	97024	97230	97128	97035	97224
97007	97123	97030	97233	97132	97062	98607
97008	97124	97060	97236	97015	97070	98671

The Dalles



Zip Codes Served

97031

97058

98605

98617

98628

98635

98672

Demographic Profile

Age Groups

Persons 17 and under	23.5%
Adults 18-34	19.5%
Adults 35-54	24.8%
Adults 55+	32.2%

Education

Attended College+	56.4%
-------------------	-------

Marital Status

Single (Never Married)	26.8%
Married	47.9%
Divorced/Separated/Widowed	25.3%

Household Income

\$30,000-\$49,999	22.3%
\$50,000-\$74,999	20.4%
\$75,000-\$99,999	15.0%
\$100,000+	16.8%

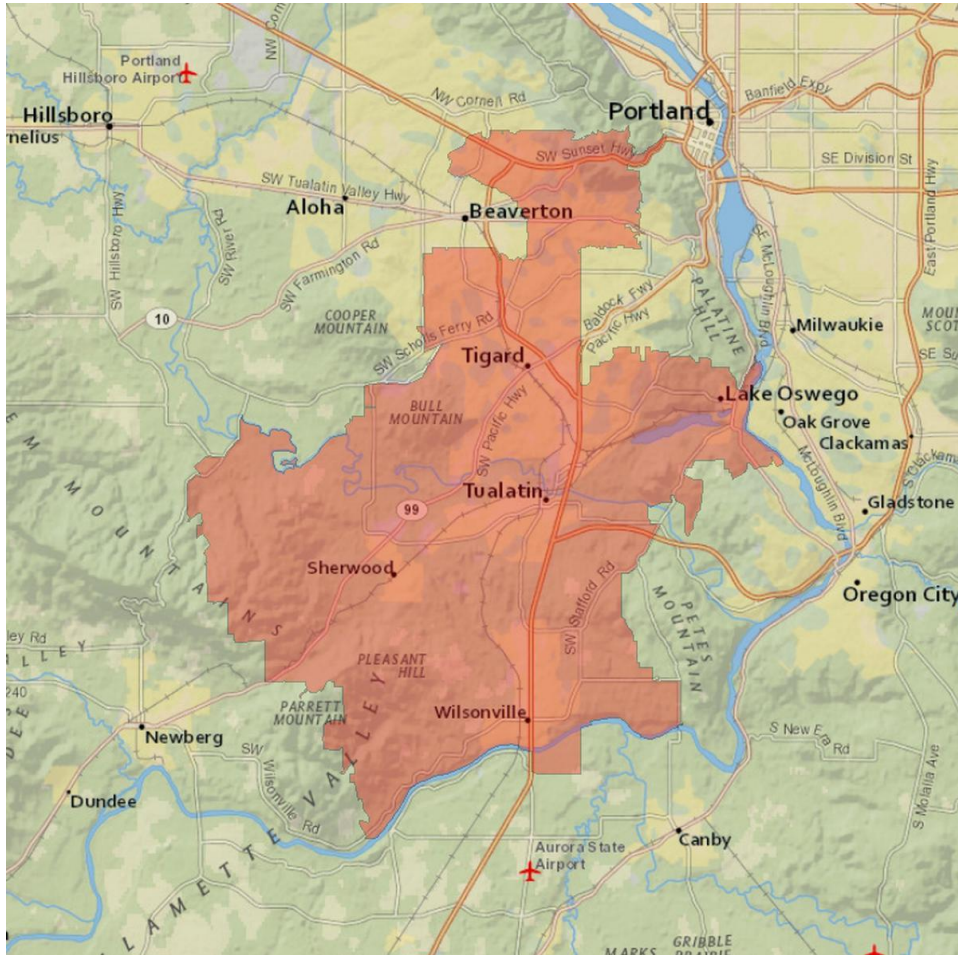
Housing Units & Family Type

% Owner Occupied Units	56.9%
% of HH with Children	28.9%

Race

White	90.2%
Asian	1.1%
Black/African American	0.6%
Other	8.1%

Tigard-Wilsonville



Zip Codes Served

97008 97035 97070 97221 97223 97224 97225
 97034 97062 97140

Demographic Profile

Age Groups

Persons 17 and under	22.6%
Adults 18-34	20.2%
Adults 35-54	28.5%
Adults 55+	28.8%

Education

Attended College+	80.0%
-------------------	-------

Marital Status

Single (Never Married)	26.5%
Married	52.4%
Divorced/Separated/Widowed	21.1%

Household Income

\$30,000-\$49,999	15.3%
\$50,000-\$74,999	15.8%
\$75,000-\$99,999	12.8%
\$100,000+	36.3%

Housing Units & Family Type

% Owner Occupied Units	58.8%
% of HH with Children	30.4%

Race

White	85.5%
Asian	5.4%
Black/African American	1.4%
Other	7.7%

Vancouver



Demographic Profile

Age Groups

Persons 17 and under	25.0%
Adults 18-34	21.0%
Adults 35-54	27.3%
Adults 55+	26.6%

Education

Attended College+	66.9%
-------------------	-------

Marital Status

Single (Never Married)	27.5%
Married	50.8%
Divorced/Separated/Widowed	21.6%

Household Income

\$30,000-\$49,999	19.0%
\$50,000-\$74,999	19.6%
\$75,000-\$99,999	14.9%
\$100,000+	26.6%

Housing Units & Family Type

% Owner Occupied Units	61.3%
% of HH with Children	34.7%

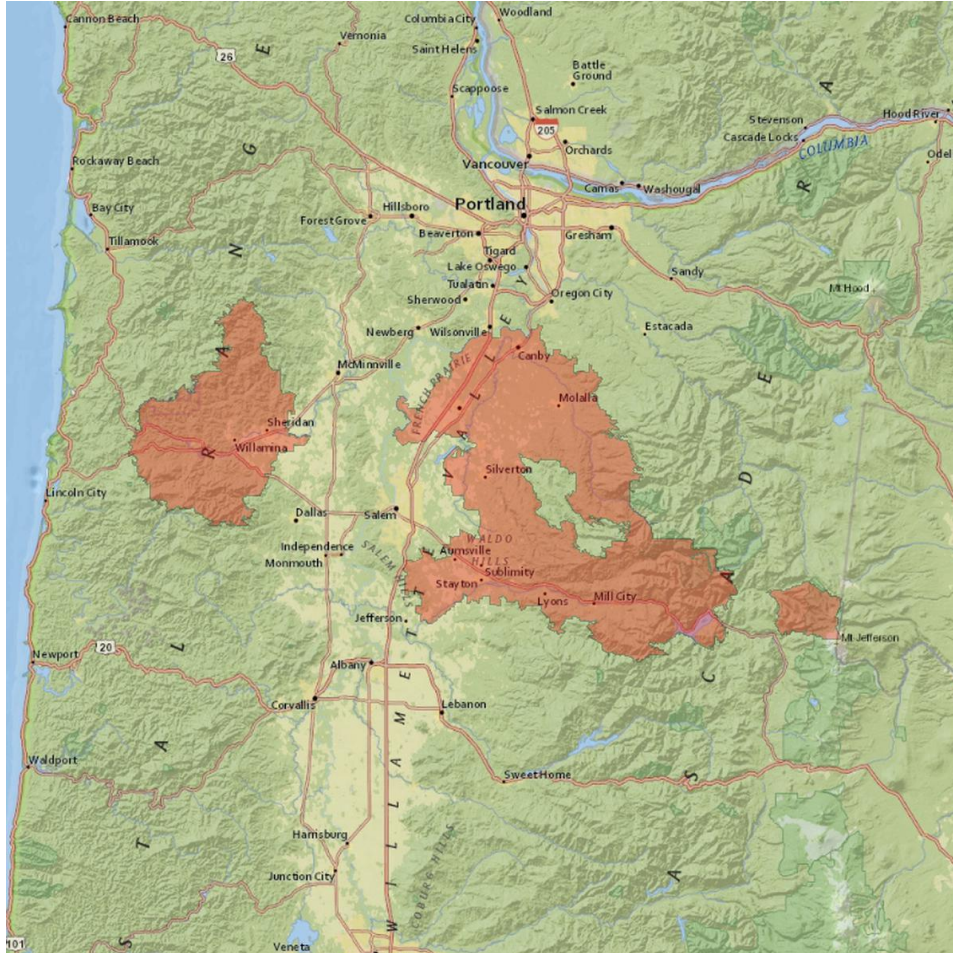
Race

White	84.4%
Asian	4.4%
Black/African American	1.9%
Other	9.3%

Zip Codes Served

98604	98629	98661	98664	98671	98683	98685
98606	98642	98662	98665	98682	98684	98686
98607	98660	98663				

Willamette



Demographic Profile

Age Groups	
Persons 17 and under	25.9%
Adults 18-34	19.6%
Adults 35-54	25.6%
Adults 55+	28.9%
Education	
Attended College+	55.2%
Marital Status	
Single (Never Married)	26.2%
Married	50.8%
Divorced/Separated/Widowed	23.0%
Household Income	
\$30,000-\$49,999	20.2%
\$50,000-\$74,999	21.1%
\$75,000-\$99,999	14.0%
\$100,000+	19.7%
Housing Units & Family Type	
% Owner Occupied Units	64.6%
% of HH with Children	35.0%
Race	
White	86.6%
Asian	1.1%
Black/African American	0.6%
Other	11.7%

Zip Codes Served

97002	97032	97071	97346	97360	97381	97392
97013	97038	97325	97347	97362	97383	97396
97026	97042	97342	97358	97378	97385	