Seattle WA Interconnect Market Profile

Seattle–Tacoma

DMA Rank	12
Total DMA TV Universe Estimate (UE)	1,743,290

Interconnect

I+ Full Footprint UE	1,316,658
I+ DMA UE	1,316,658
% DMA UE	75.5%
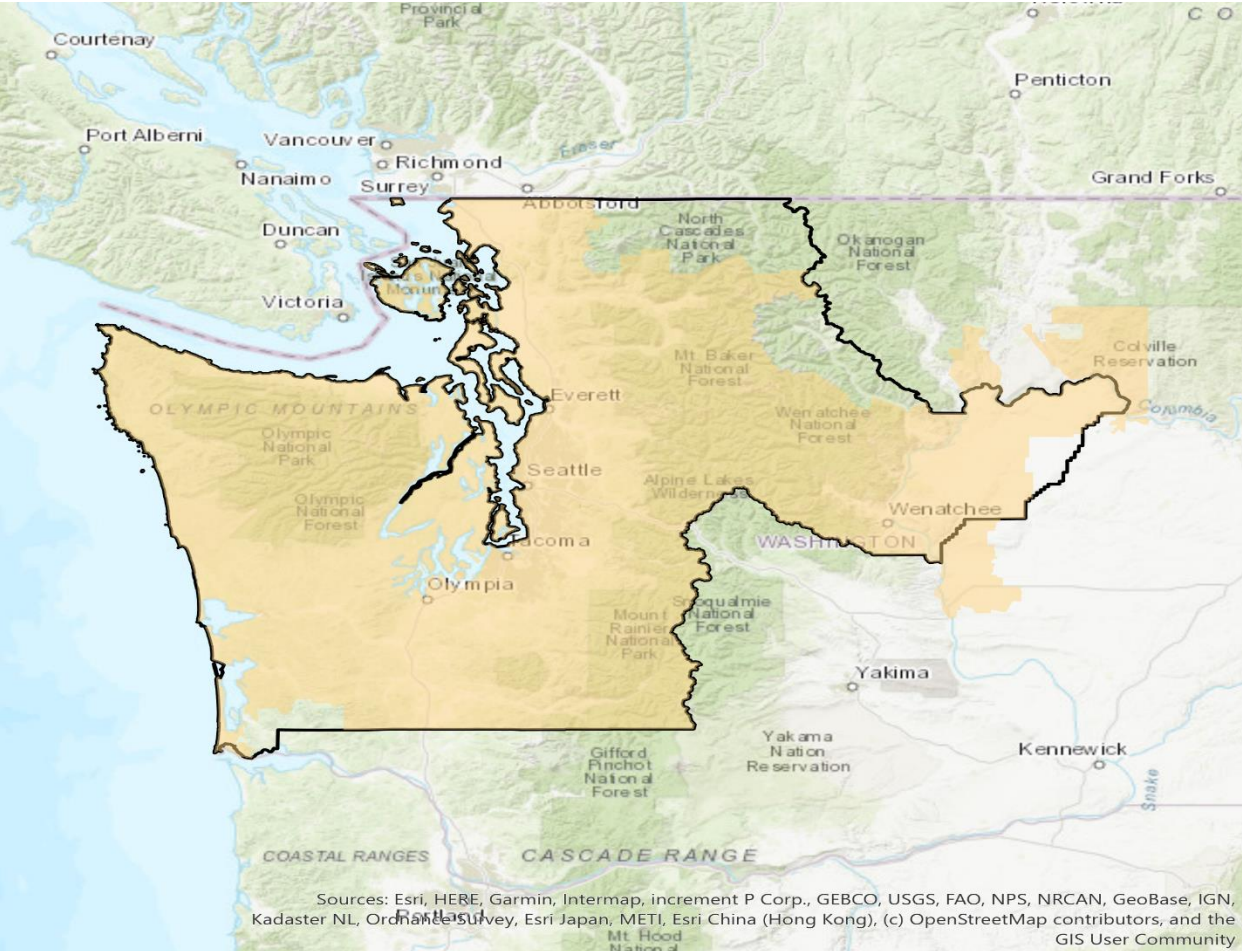
Legend:
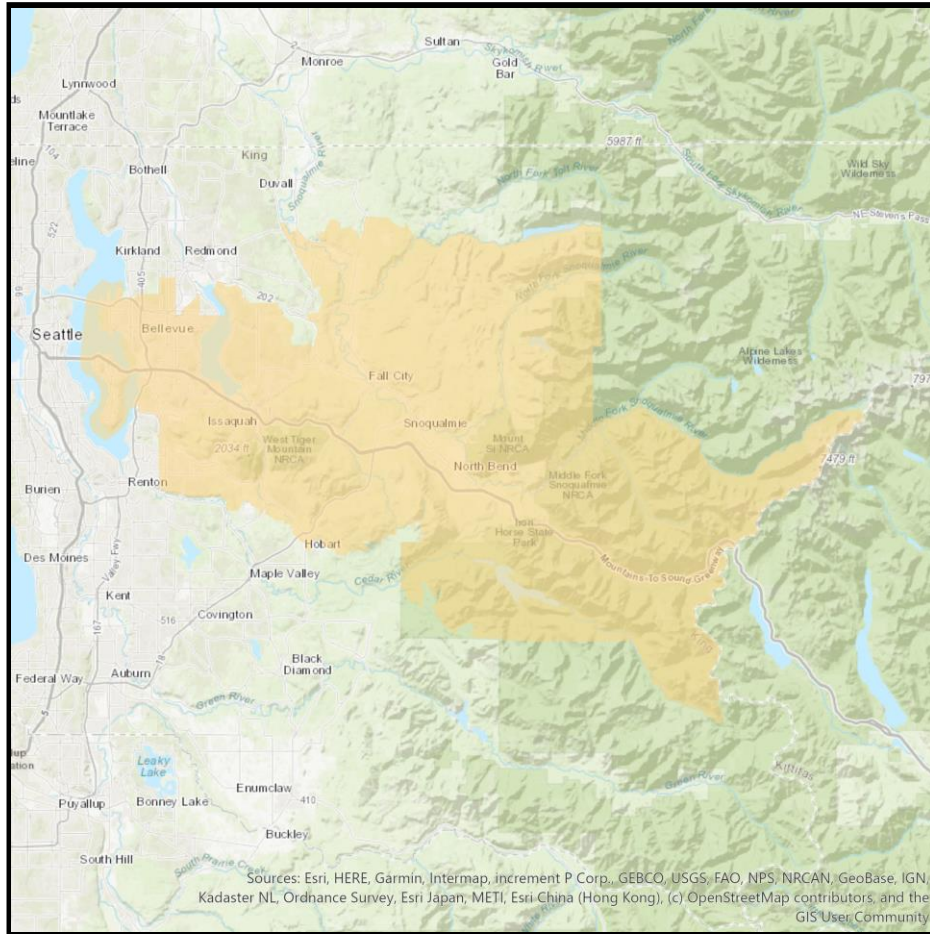- Interconnect
- Seattle-Tacoma DMA

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Universe Estimates by Interconnect Zone

Zone	UEs	Zone	UEs
Bellevue-Issaquah	79,798	Ocean Shores	3,056
Burien-SeaTac	69,074	Port Orchard	19,005
Camano Island	7,420	PortTownsend-Angeles	12,319
Click	12,305	S Snohomish	73,068
Downtown	5,589	Seattle DTV	148,082
East Pierce	94,785	Seattle North	56,375
Echo Lake	4,319	Seattle South	67,052
Federal Way-Auburn	89,454	Skagit	33,018
Grays Harbor	16,982	Tacoma	93,765
Hood Canal	2,660	Thurston	83,534
King-Sno	12,001	Wenatchee	10,288
Kitsap	32,813	Whatcom	47,561
La Conner	4,738	Woodinville-Redmond	58,885
N. Snohomish	81,234	*Seattle DISH I+	97,480

Bellevue–Issaquah

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Communities Served

Demographic Profile

Age Groups
Persons 17 and under	23.9%
Adults 18-34	20.5%
Adults 35-54	30.9%
Adults 55+	24.6%

Education
Attended College+	84.0%

Marital Status
Single (Never Married)	24.1%
Married	63.0%
Divorced/Separated/Widowed	12.9%

Household Income
$30,000-$49,999	7.9%
$50,000-$74,999	11.0%
$75,000-$99,999	11.2%
$100,000+	60.3%

Housing Units & Family Type
% Owner Occupied Units	63.7%
% of HH with Children	36.9%

Race
White	63.9%
Asian	25.5%
Black/African American	2.5%
Other	8.1%

Burien/SeaTac
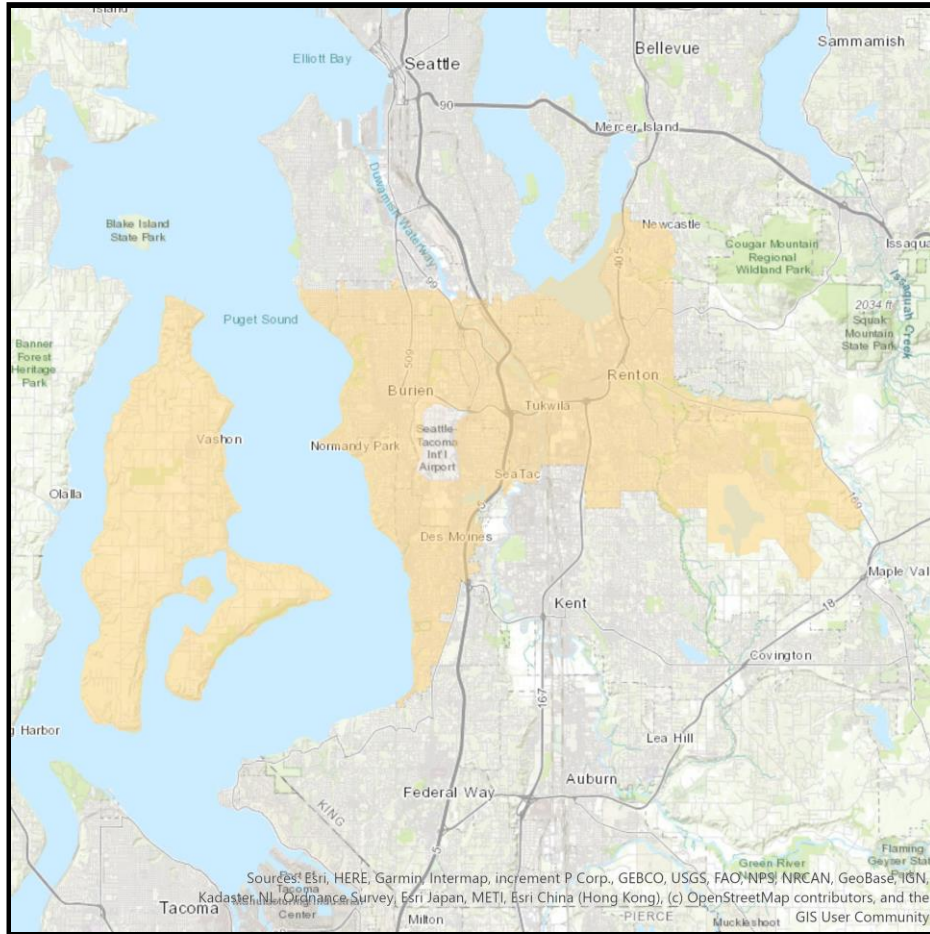
Demographic Profile

Age Groups
Persons 17 and under	21.9%
Adults 18-34	23.2%
Adults 35-54	28.6%
Adults 55+	26.3%

Education
Attended College+	66.6%

Marital Status
Single (Never Married)	31.9%
Married	49.7%
Divorced/Separated/Widowed	18.4%

Household Income
$30,000-$49,999	14.7%
$50,000-$74,999	16.7%
$75,000-$99,999	13.3%
$100,000+	39.4%

Housing Units & Family Type
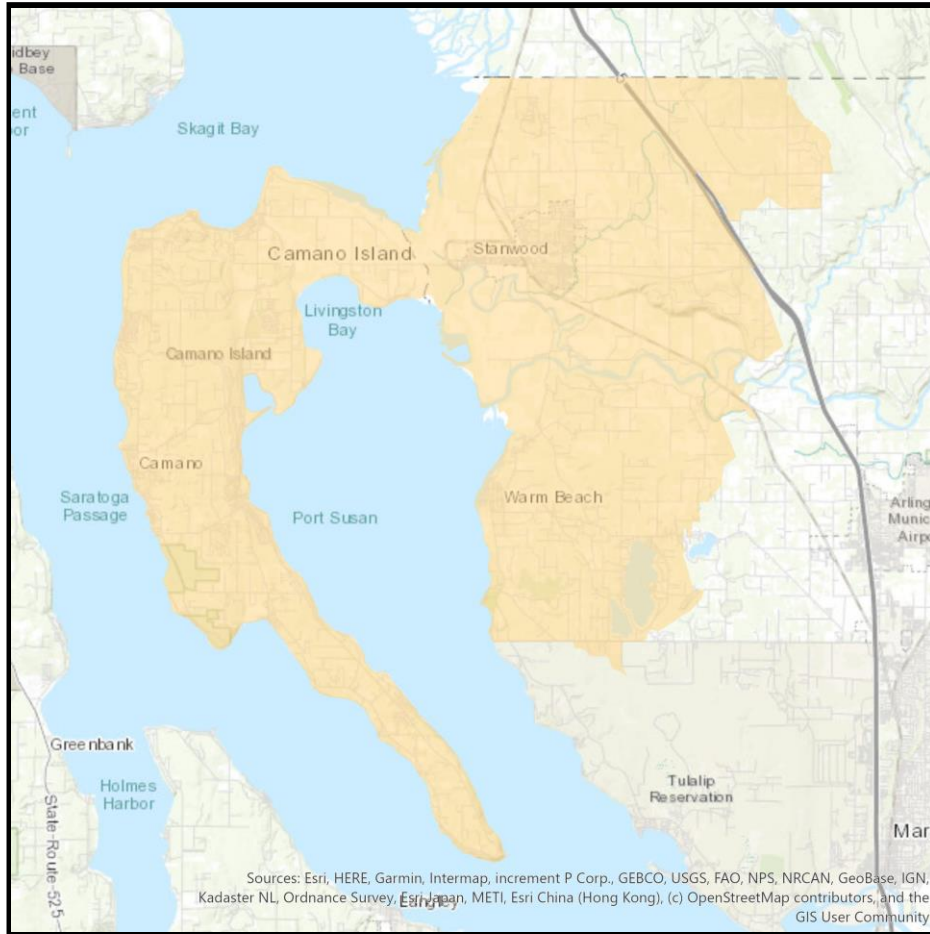|	
% Owner Occupied Units	57.7%
% of HH with Children	31.7%

Race
White	53.7%
Asian	18.9%
Black/African American	10.7%
Other	16.6%

Communities Served

- Renton
- Seattle
- Vashon

Camano Island

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Demographic Profile

Age Groups
Persons 17 and under	22.6%
Adults 18-34	20.1%
Adults 35-54	26.1%
Adults 55+	31.2%

Education
Attended College+	62.8%

Marital Status
Single (Never Married)	23.5%
Married	57.9%
Divorced/Separated/Widowed	18.6%

Household Income
$30,000-$49,999	12.7%
$50,000-$74,999	17.6%
$75,000-$99,999	16.6%
$100,000+	39.1%

Housing Units & Family Type
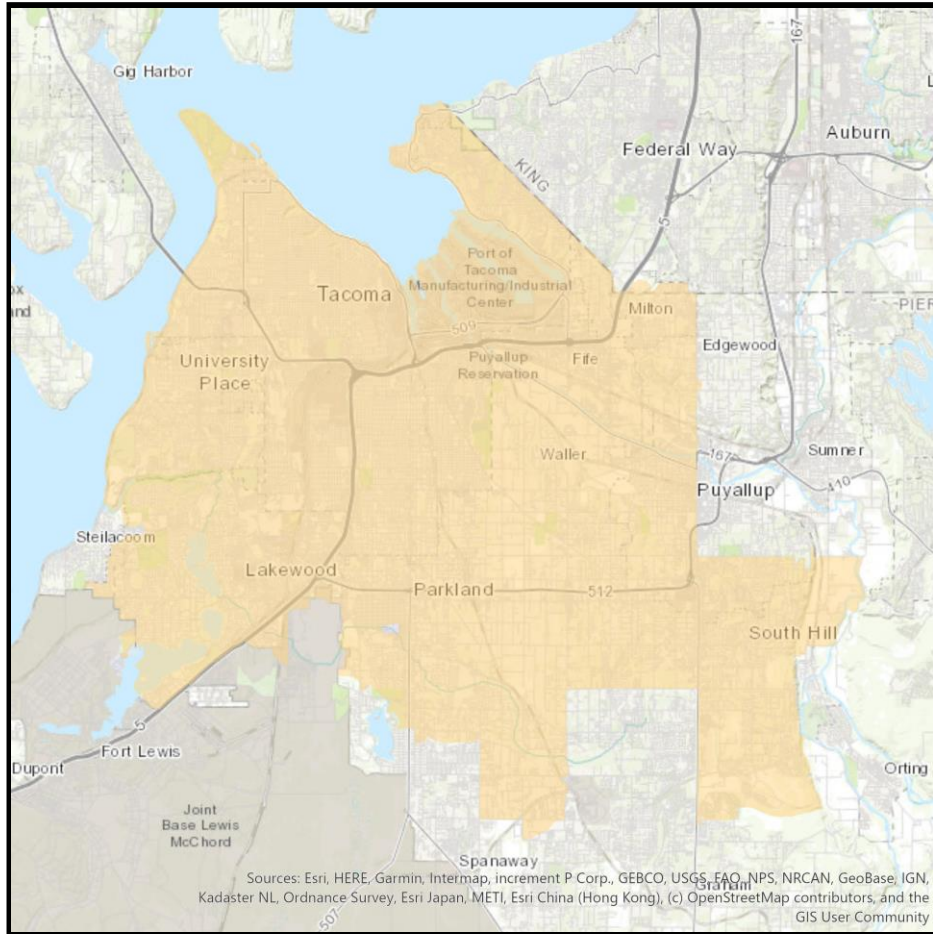|	
% Owner Occupied Units	69.3%
% of HH with Children	31.5%

Race
White	85.5%
Asian	3.9%
Black/African American	1.1%
Other	9.5%

Communities Served

- Camano Island
- Stanwood

Click

Demographic Profile

Age Groups
Persons 17 and under	22.5%
Adults 18-34	25.7%
Adults 35-54	25.6%
Adults 55+	26.3%

Education
Attended College+	62.8%

Marital Status
Single (Never Married)	32.3%
Married	46.5%
Divorced/Separated/Widowed	21.2%

Household Income
$30,000-$49,999	16.8%
$50,000-$74,999	19.5%
$75,000-$99,999	14.1%
$100,000+	28.9%

Housing Units & Family Type
% Owner Occupied Units	51.4%
% of HH with Children	30.6%

Race
White	67.5%
Asian	7.9%
Black/African American	8.7%
Other	15.8%

Communities Served

- Lakewood
- Milton
- Puyallup
- Tacoma
- University Place

Downtown
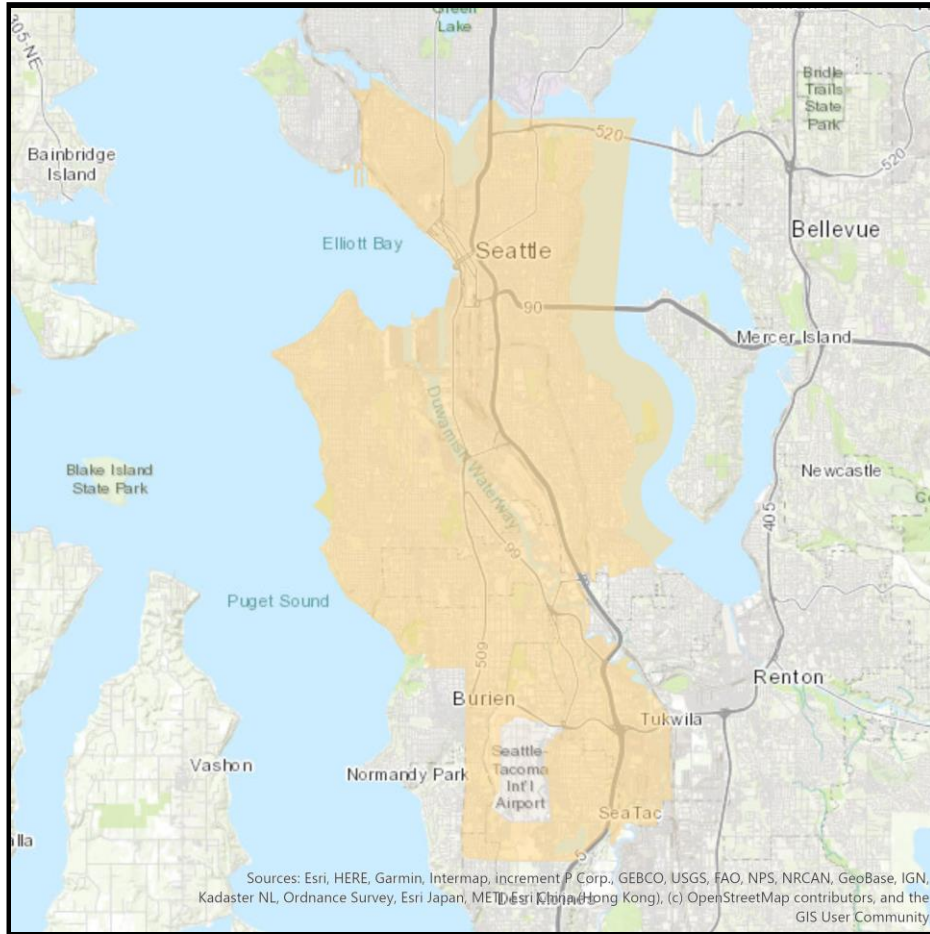
Demographic Profile

Age Groups
Persons 17 and under	16.0%
Adults 18-34	32.2%
Adults 35-54	28.2%
Adults 55+	23.6%

Education
Attended College+	77.5%

Marital Status
Single (Never Married)	42.5%
Married	41.1%
Divorced/Separated/Widowed	16.4%

Household Income
$30,000-$49,999	13.0%
$50,000-$74,999	14.1%
$75,000-$99,999	11.5%
$100,000+	43.5%

Housing Units & Family Type
% Owner Occupied Units	39.9%
% of HH with Children	19.7%

Race
White	58.3%
Asian	17.1%
Black/African American	11.0%
Other	13.6%

Communities Served

- Seattle

East Pierce
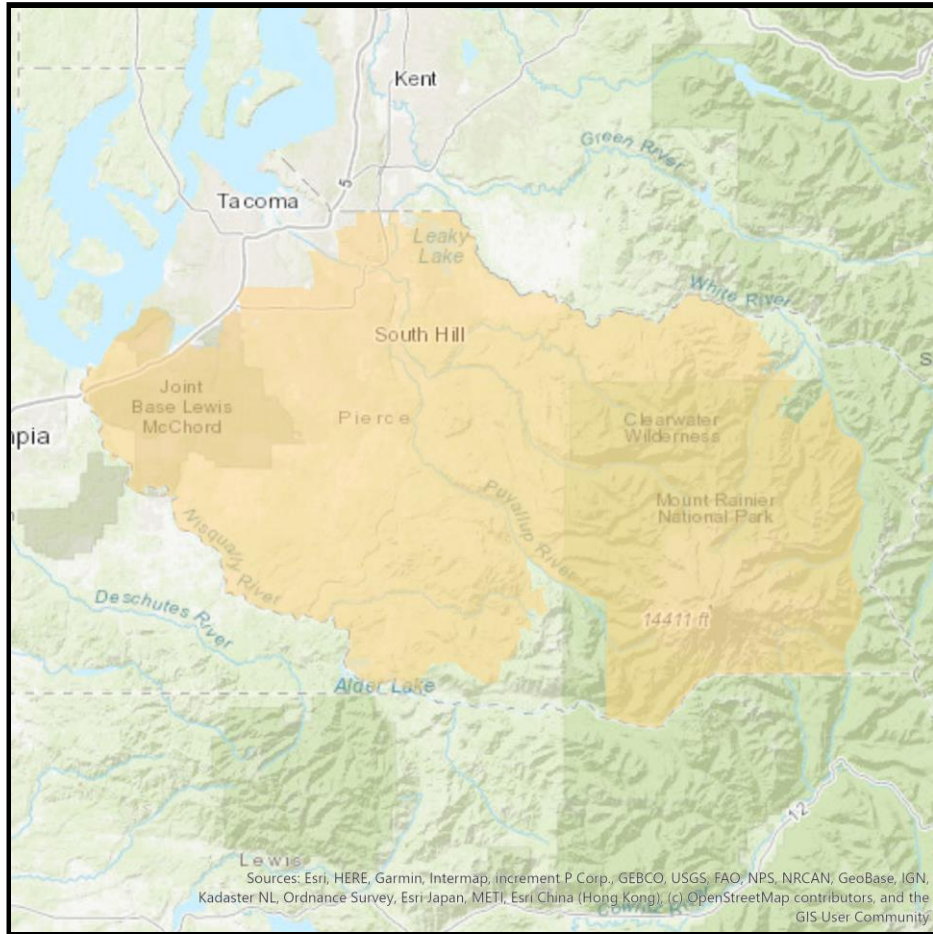
Demographic Profile

Age Groups
Persons 17 and under	25.1%
Adults 18-34	25.2%
Adults 35-54	25.7%
Adults 55+	24.0%

Education
Attended College+	60.9%

Marital Status
Single (Never Married)	28.7%
Married	52.8%
Divorced/Separated/Widowed	18.5%

Household Income
$30,000-$49,999	16.0%
$50,000-$74,999	19.1%
$75,000-$99,999	15.5%
$100,000+	33.2%

Housing Units & Family Type
% Owner Occupied Units	60.8%
% of HH with Children	36.7%

Race
White	74.4%
Asian	5.4%
Black/African American	6.0%
Other	14.2%

Communities Served

- Bonney Lake
- Buckley
- Carbonado
- Dupont
- Eatonville
- Graham
- McChord AFB
- Orting
- Puyallup
- Roy
- South Prairie
- Spanaway
- Sumner
- Tacoma
- Wilkeson
- McKenna

Echo Lake
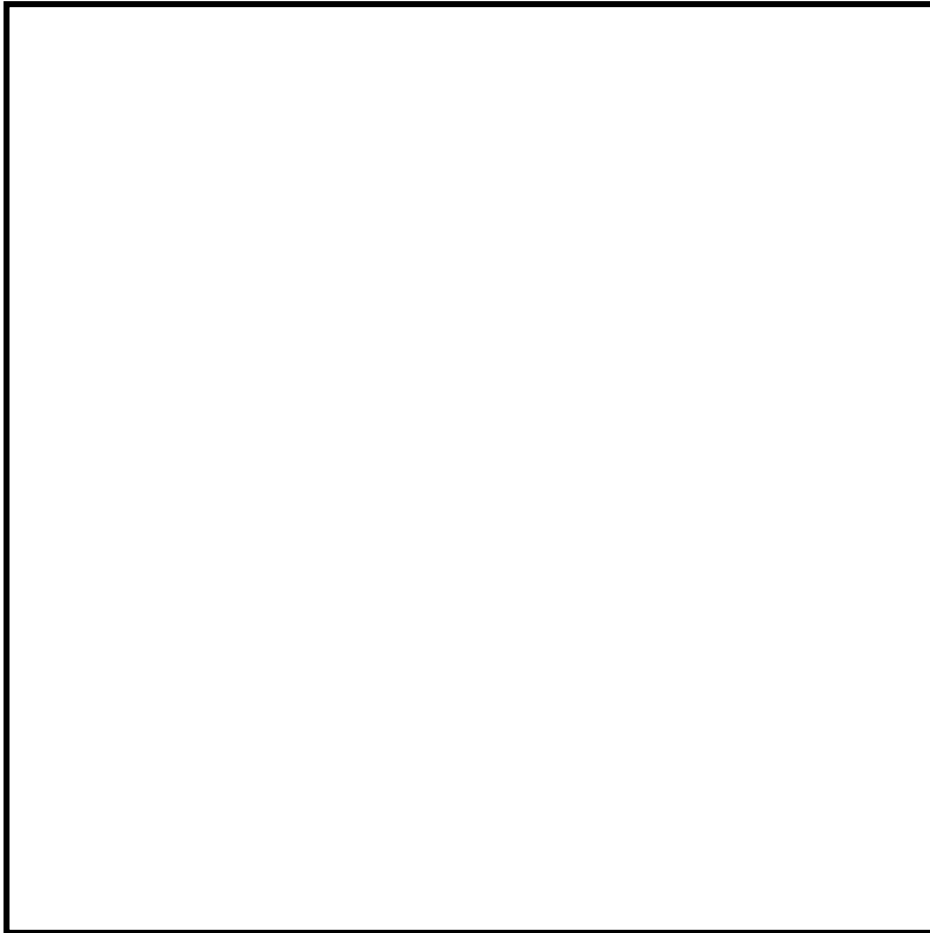
Demographic Profile

Age Groups
Persons 17 and under	24.2%
Adults 18-34	18.9%
Adults 35-54	30.0%
Adults 55+	26.9%

Education
Attended College+	73.3%

Marital Status
Single (Never Married)	23.5%
Married	60.8%
Divorced/Separated/Widowed	15.7%

Household Income
$30,000-$49,999	8.4%
$50,000-$74,999	12.1%
$75,000-$99,999	13.1%
$100,000+	56.4%

Housing Units & Family Type
% Owner Occupied Units	77.4%
% of HH with Children	36.9%

Race
White	86.1%
Asian	5.4%
Black/African American	1.1%
Other	7.5%

Communities Served

- Duvall
- Granite Falls
- Monroe
- Snohomish
- Woodinville

Federal Way/Auburn
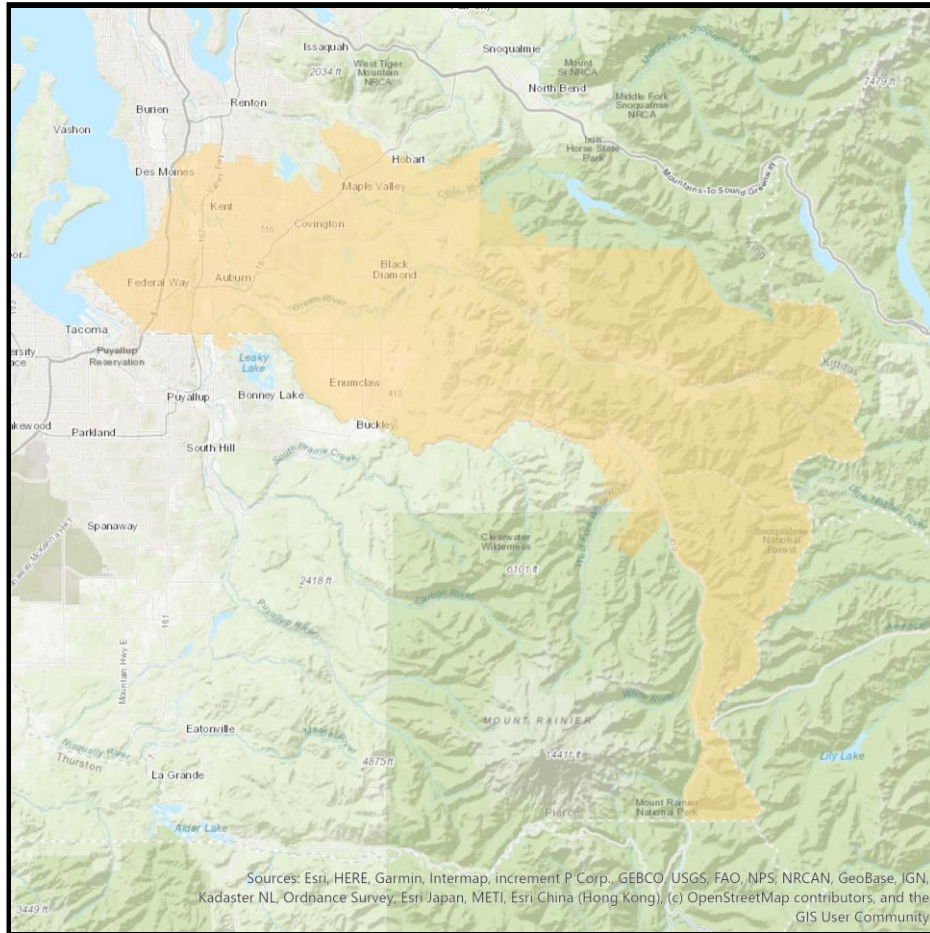
Demographic Profile

Age Groups
Persons 17 and under	23.7%
Adults 18-34	23.4%
Adults 35-54	27.2%
Adults 55+	25.7%

Education
Attended College+	64.8%

Marital Status
Single (Never Married)	31.1%
Married	51.4%
Divorced/Separated/Widowed	17.4%

Household Income
$30,000-$49,999	14.3%
$50,000-$74,999	18.0%
$75,000-$99,999	14.2%
$100,000+	38.3%

Housing Units & Family Type
% Owner Occupied Units	59.6%
% of HH with Children	34.4%

Race
White	59.5%
Asian	13.6%
Black/African American	9.0%
Other	17.9%

Communities Served

- Auburn
- Black Diamond
- Enumclaw
- Federal Way
- Kent
- Maple Valley
- Pacific
- Ravensdale

Grays Harbor
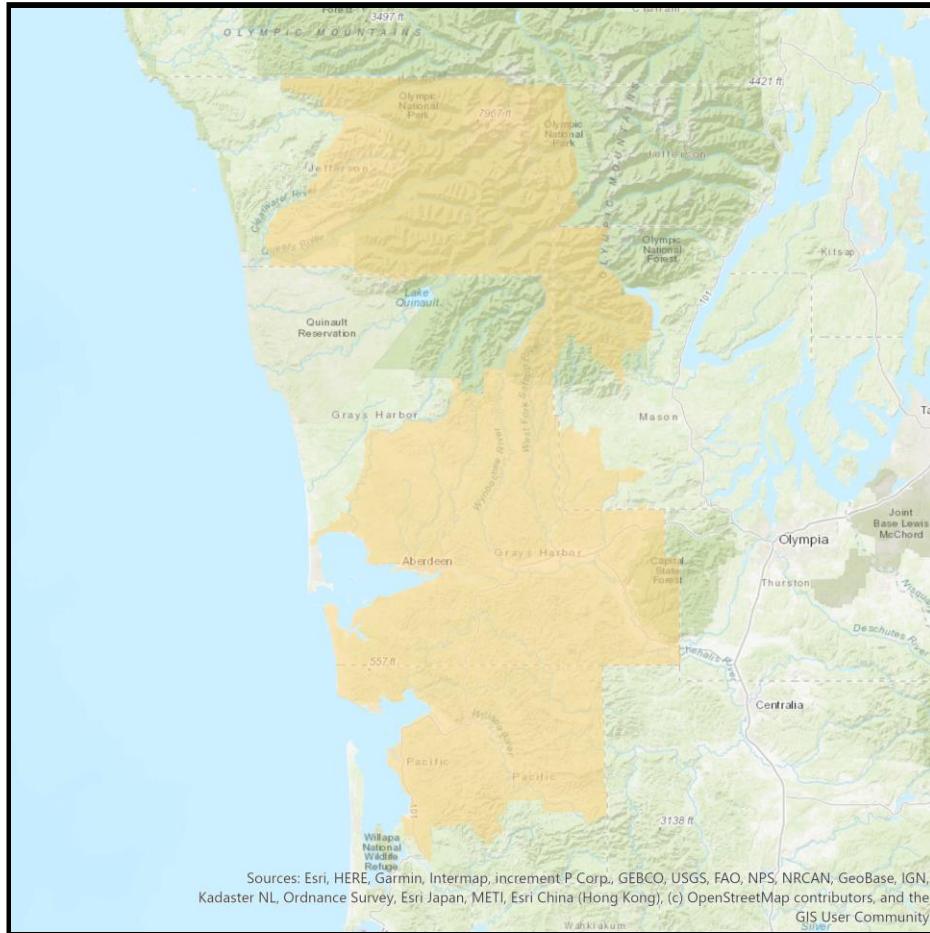
Demographic Profile

Age Groups
Persons 17 and under	21.2%
Adults 18-34	18.7%
Adults 35-54	24.8%
Adults 55+	35.3%

Education
Attended College+	54.8%

Marital Status
Single (Never Married)	26.8%
Married	50.1%
Divorced/Separated/Widowed	23.1%

Household Income
$30,000-$49,999	20.0%
$50,000-$74,999	19.3%
$75,000-$99,999	13.2%
$100,000+	19.5%

Housing Units & Family Type
% Owner Occupied Units	56.7%
% of HH with Children	28.2%

Race
White	87.9%
Asian	1.5%
Black/African American	1.2%
Other	9.4%

Communities Served

- Aberdeen
- Cosmopolis
- Elma
- Grayland
- Hoquiam
- McCleary
- Montesano
- Oakville
- Raymond
- Satsop
- South Bend
- Tokeland
- Westport

Hood Canal

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community
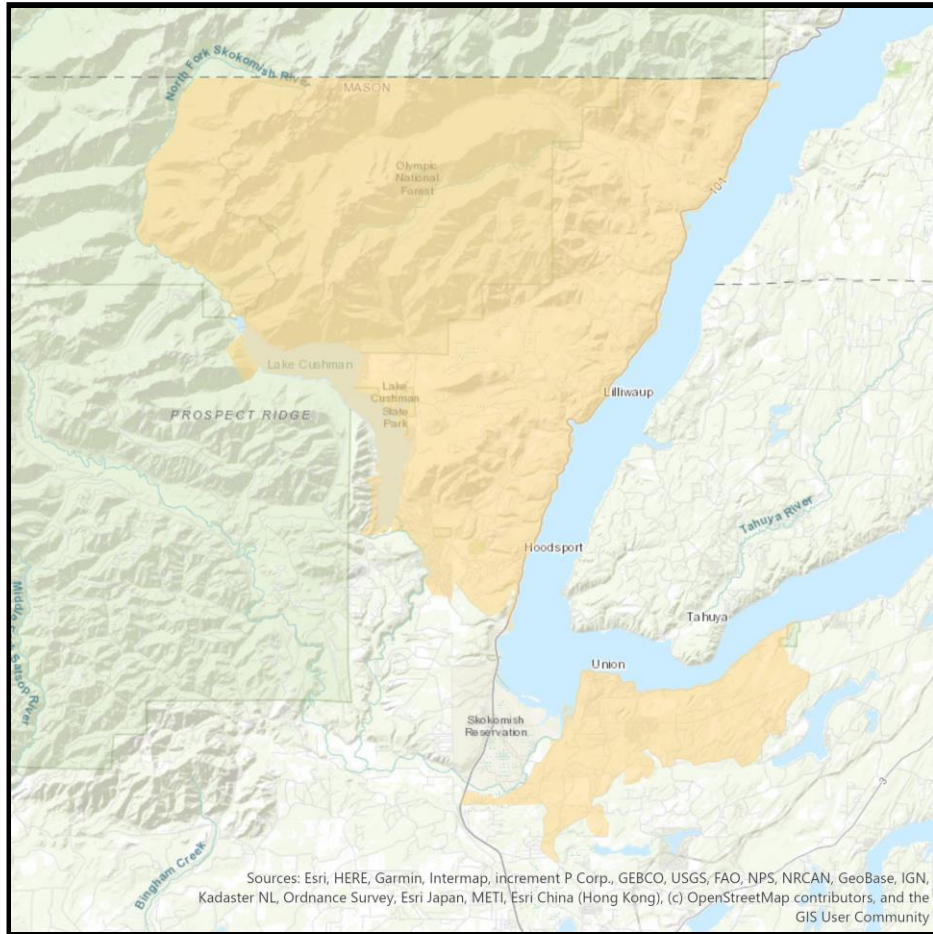
Demographic Profile

Age Groups
Persons 17 and under	19.6%
Adults 18-34	17.5%
Adults 35-54	23.1%
Adults 55+	39.9%

Education
Attended College+	56.0%

Marital Status
Single (Never Married)	27.1%
Married	46.0%
Divorced/Separated/Widowed	27.0%

Household Income
$30,000-$49,999	17.3%
$50,000-$74,999	20.6%
$75,000-$99,999	14.1%
$100,000+	21.7%

Housing Units & Family Type
% Owner Occupied Units	56.6%
% of HH with Children	25.4%

Race
White	81.2%
Asian	1.1%
Black/African American	1.1%
Other	16.6%

Communities Served

- Hoodsport
- Lilliwaup
- Union

King–Sno
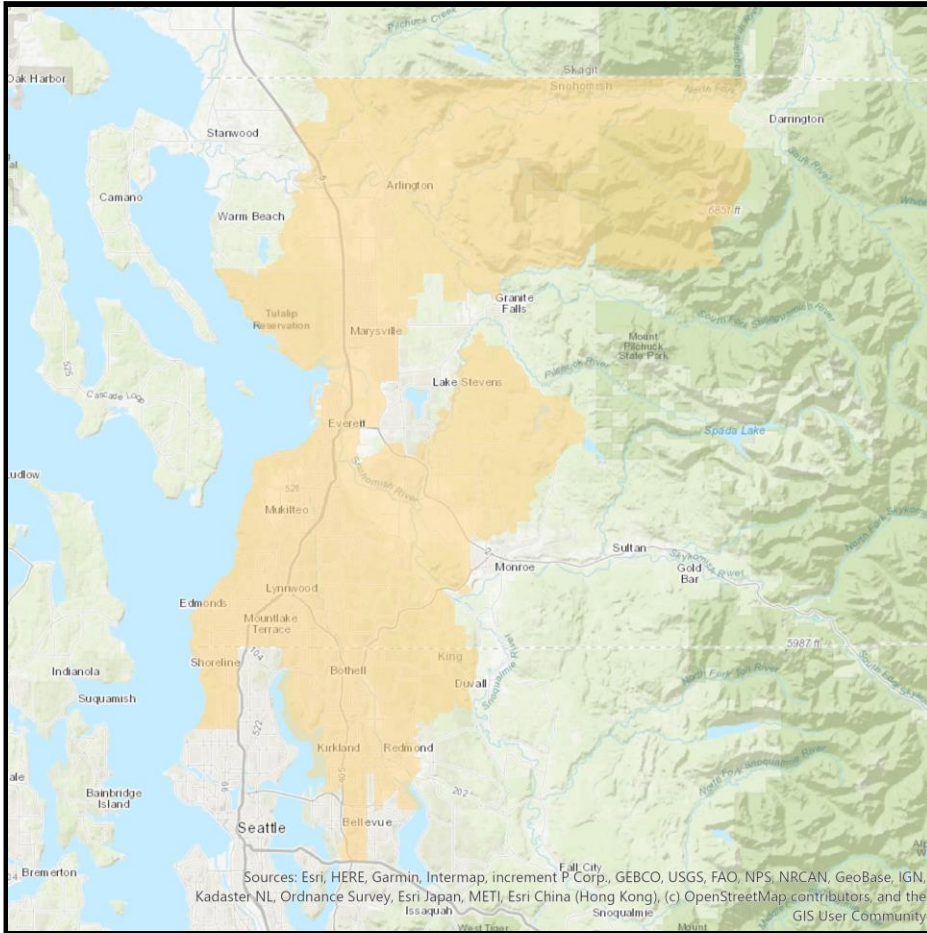
Demographic Profile

Age Groups
Persons 17 and under	22.0%
Adults 18-34	23.2%
Adults 35-54	28.4%
Adults 55+	26.5%

Education
Attended College+	74.9%

Marital Status
Single (Never Married)	27.8%
Married	55.2%
Divorced/Separated/Widowed	17.0%

Household Income
$30,000-$49,999	11.5%
$50,000-$74,999	15.0%
$75,000-$99,999	13.7%
$100,000+	46.5%

Housing Units & Family Type
% Owner Occupied Units	60.5%
% of HH with Children	32.6%

Race
White	71.9%
Asian	14.8%
Black/African American	3.1%
Other	10.2%

Communities Served

- Arlington
- Bellevue
- Bothell
- Edmonds
- Everett
- Kenmore
- Kirkland
- Lynnwood
- Marysville
- Mountlake Terrace
- Mukilteo
- Redmond
- Seattle
- Snohomish
- Woodinville

Kitsap

Demographic Profile

Age Groups
Persons 17 and under	20.6%
Adults 18-34	22.8%
Adults 35-54	24.1%
Adults 55+	32.5%

Education
Attended College+	73.4%

Marital Status
Single (Never Married)	25.6%
Married	54.8%
Divorced/Separated/Widowed	19.6%

Household Income
$30,000-$49,999	14.4%
$50,000-$74,999	18.4%
$75,000-$99,999	15.0%
$100,000+	34.6%

Housing Units & Family Type
% Owner Occupied Units	61.1%
% of HH with Children	28.4%

Race
White	79.8%
Asian	5.3%
Black/African American	2.8%
Other	12.0%

Communities Served

- Bainbridge Island
- Bremerton
- Hansville
- Indianola
- Kingston
- Port Gamble
- Poulsbo
- Silverdale
- Suquamish

La Conner
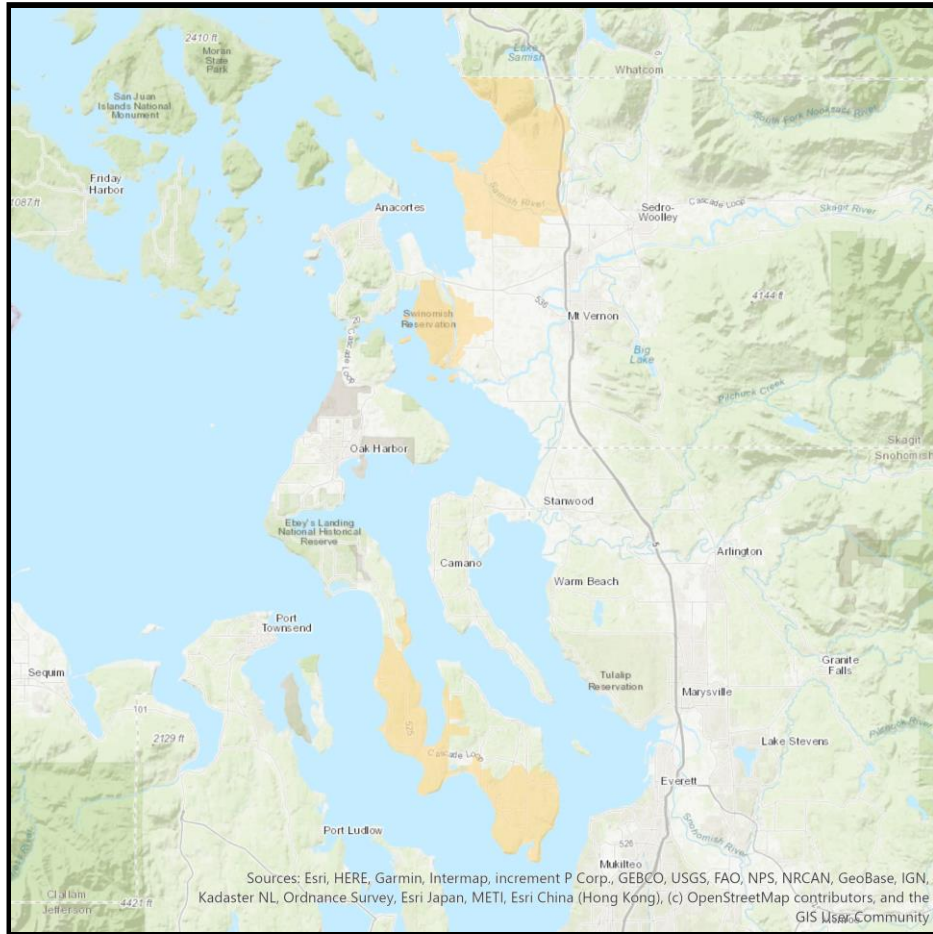
Demographic Profile

Age Groups
Persons 17 and under	21.5%
Adults 18-34	22.6%
Adults 35-54	23.4%
Adults 55+	32.5%

Education
Attended College+	68.4%

Marital Status
Single (Never Married)	25.6%
Married	54.6%
Divorced/Separated/Widowed	19.8%

Household Income
$30,000-$49,999	17.3%
$50,000-$74,999	20.1%
$75,000-$99,999	15.3%
$100,000+	27.6%

Housing Units & Family Type
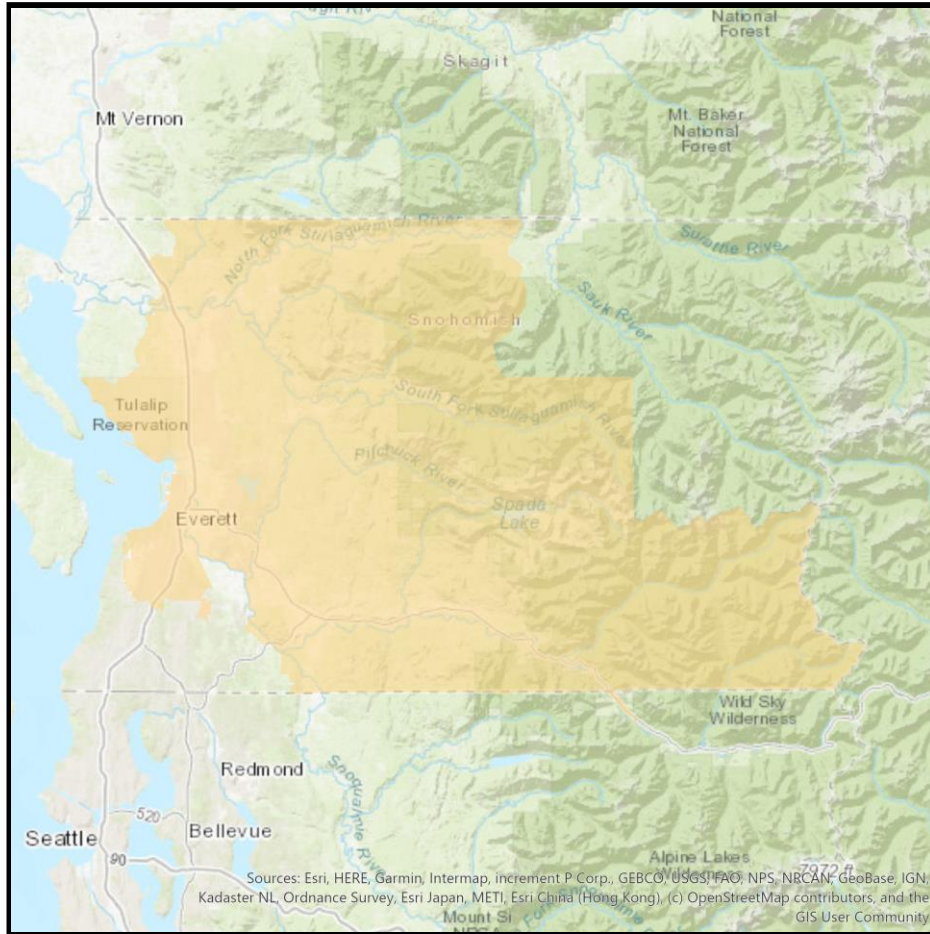|	
% Owner Occupied Units	57.6%
% of HH with Children	28.3%

Race
White	81.3%
Asian	4.0%
Black/African American	1.8%
Other	12.9%

Communities Served

- Bow
- Clinton
- Freeland
- Greenbank
- La Conner

N. Snohomish

Demographic Profile

Age Groups
Persons 17 and under	23.4%
Adults 18-34	22.8%
Adults 35-54	28.2%
Adults 55+	25.6%

Education
Attended College+	66.1%

Marital Status
Single (Never Married)	27.6%
Married	53.7%
Divorced/Separated/Widowed	18.7%

Household Income
$30,000-$49,999	12.8%
$50,000-$74,999	16.3%
$75,000-$99,999	15.3%
$100,000+	41.3%

Housing Units & Family Type
% Owner Occupied Units	63.4%
% of HH with Children	34.4%

Race
White	78.1%
Asian	8.6%
Black/African American	2.6%
Other	10.7%

Communities Served

- Arlington
- Everett
- Gold Bar
- Granite Falls
- Lake Stevens
- Marysville
- Monroe
- Snohomish
- Startup
- Sultan

North Seattle
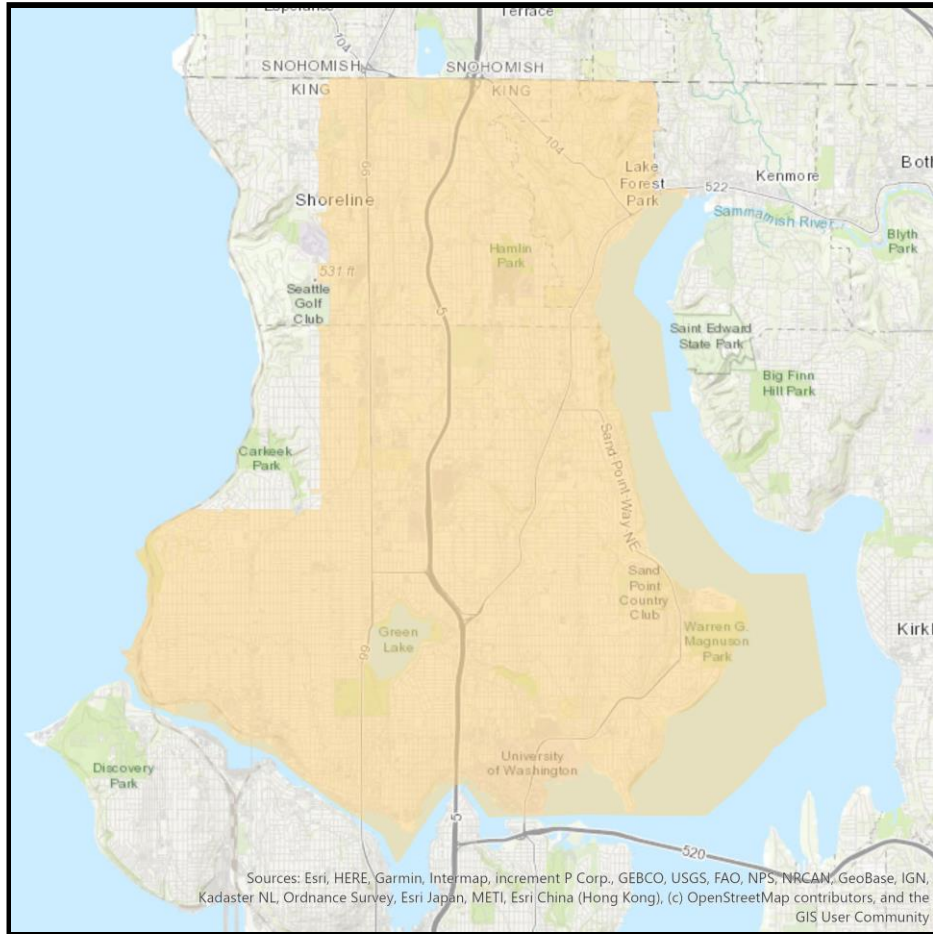
Demographic Profile

Age Groups
Persons 17 and under	16.2%
Adults 18-34	32.9%
Adults 35-54	26.7%
Adults 55+	24.2%

Education
Attended College+	87.1%

Marital Status
Single (Never Married)	41.8%
Married	44.3%
Divorced/Separated/Widowed	13.9%

Household Income
$30,000-$49,999	11.6%
$50,000-$74,999	13.8%
$75,000-$99,999	12.3%
$100,000+	46.2%

Housing Units & Family Type
% Owner Occupied Units	50.0%
% of HH with Children	23.3%

Race
White	73.8%
Asian	13.5%
Black/African American	3.9%
Other	8.8%

Communities Served

- Seattle

Ocean Shores

Demographic Profile

Age Groups

Persons 17 and under	16.2%
Adults 18-34	16.2%
Adults 35-54	20.5%
Adults 55+	47.1%

Education

Attended College+	58.5%

Marital Status

Single (Never Married)	22.7%
Married	48.6%
Divorced/Separated/Widowed	28.7%

Household Income

$30,000-$49,999	21.8%
$50,000-$74,999	21.6%
$75,000-$99,999	11.8%
$100,000+	13.2%

Housing Units & Family Type

% Owner Occupied Units	46.0%
% of HH with Children	19.3%

Race

White	88.8%
Asian	2.6%
Black/African American	0.4%
Other	8.2%

Communities Served

- Copalis Beach
- Copalis Crossing
- Moclips
- Ocean Shores
- Pacific Beach

Port Orchard

Demographic Profile

Age Groups
Persons 17 and under	20.6%
Adults 18-34	25.0%
Adults 35-54	23.9%
Adults 55+	30.4%

Education
Attended College+	69.1%

Marital Status
Single (Never Married)	27.2%
Married	53.4%
Divorced/Separated/Widowed	19.4%

Household Income
$30,000-$49,999	15.3%
$50,000-$74,999	19.7%
$75,000-$99,999	15.4%
$100,000+	31.9%

Housing Units & Family Type
% Owner Occupied Units	59.8%
% of HH with Children	29.5%

Race
White	80.5%
Asian	4.9%
Black/African American	2.9%
Other	11.7%

Communities Served

- Allyn
- Belfair
- Bremerton
- Grapeview
- Keyport
- Olalla
- Port Orchard
- Seabeck
- Silverdale
- Tahuya

Port Townsend–Angeles

Demographic Profile

Age Groups
Persons 17 and under	15.0%
Adults 18-34	14.9%
Adults 35-54	19.6%
Adults 55+	50.5%

Education
Attended College+	70.0%

Marital Status
Single (Never Married)	21.3%
Married	54.5%
Divorced/Separated/Widowed	24.2%

Household Income
$30,000-$49,999	19.3%
$50,000-$74,999	19.1%
$75,000-$99,999	14.0%
$100,000+	21.1%

Housing Units & Family Type
% Owner Occupied Units	61.1%
% of HH with Children	18.4%

Race
White	90.7%
Asian	1.8%
Black/African American	0.8%
Other	6.7%

Communities Served

- Brinnon
- Chimacum
- Clallam Bay
- Port Angeles
- Port Hadlock
- Port Ludlow
- Port Townsend
- Quilcene
- Sekiu
- Sequim

S. Snohomish
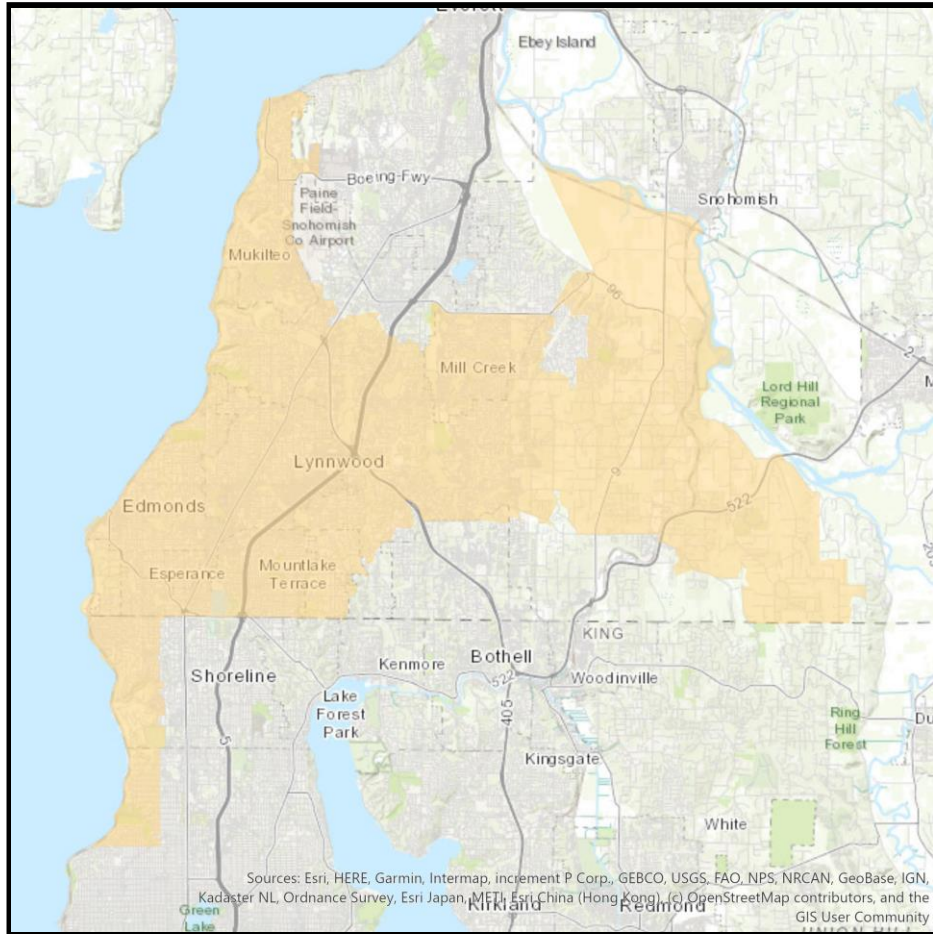
Demographic Profile

Age Groups
Persons 17 and under	21.9%
Adults 18-34	22.9%
Adults 35-54	28.3%
Adults 55+	26.9%

Education
Attended College+	75.0%

Marital Status
Single (Never Married)	28.7%
Married	53.8%
Divorced/Separated/Widowed	17.5%

Household Income
$30,000-$49,999	12.3%
$50,000-$74,999	15.8%
$75,000-$99,999	14.3%
$100,000+	44.2%

Housing Units & Family Type
% Owner Occupied Units	61.0%
% of HH with Children	32.7%

Race
White	69.7%
Asian	15.1%
Black/African American	4.1%
Other	11.1%

Communities Served

- Bothell
- Edmonds
- Lynnwood
- Mountlake Terrace
- Mukilteo
- Seattle
- Snohomish

Skagit

Demographic Profile

Age Groups
Persons 17 and under	21.3%
Adults 18-34	22.4%
Adults 35-54	22.5%
Adults 55+	33.9%

Education
Attended College+	67.1%

Marital Status
Single (Never Married)	24.8%
Married	55.8%
Divorced/Separated/Widowed	19.4%

Household Income
$30,000-$49,999	17.5%
$50,000-$74,999	20.0%
$75,000-$99,999	15.5%
$100,000+	28.0%

Housing Units & Family Type
% Owner Occupied Units	59.0%
% of HH with Children	28.7%

Race
White	81.7%
Asian	3.3%
Black/African American	2.0%
Other	13.0%

Communities Served

- Anacortes
- Burlington
- Coupeville
- Langley
- Mount Vernon
- Oak Harbor
- Sedro Woolley

South Seattle
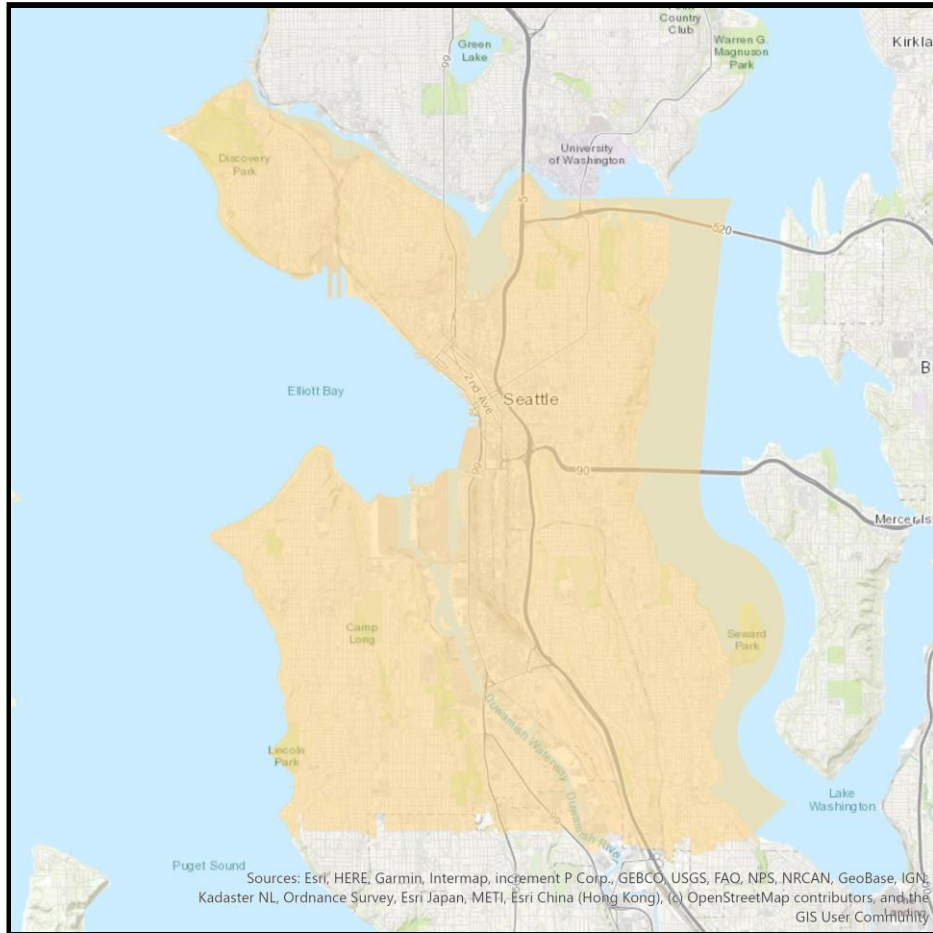
Demographic Profile

Age Groups
Persons 17 and under	16.0%
Adults 18-34	33.9%
Adults 35-54	27.1%
Adults 55+	22.9%

Education
Attended College+	81.0%

Marital Status
Single (Never Married)	44.1%
Married	41.2%
Divorced/Separated/Widowed	14.8%

Household Income
$30,000-$49,999	12.1%
$50,000-$74,999	13.7%
$75,000-$99,999	11.1%
$100,000+	45.3%

Housing Units & Family Type
% Owner Occupied Units	42.1%
% of HH with Children	20.7%

Race
White	60.7%
Asian	17.9%
Black/African American	9.6%
Other	11.8%

Communities Served

- Seattle

Tacoma

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community
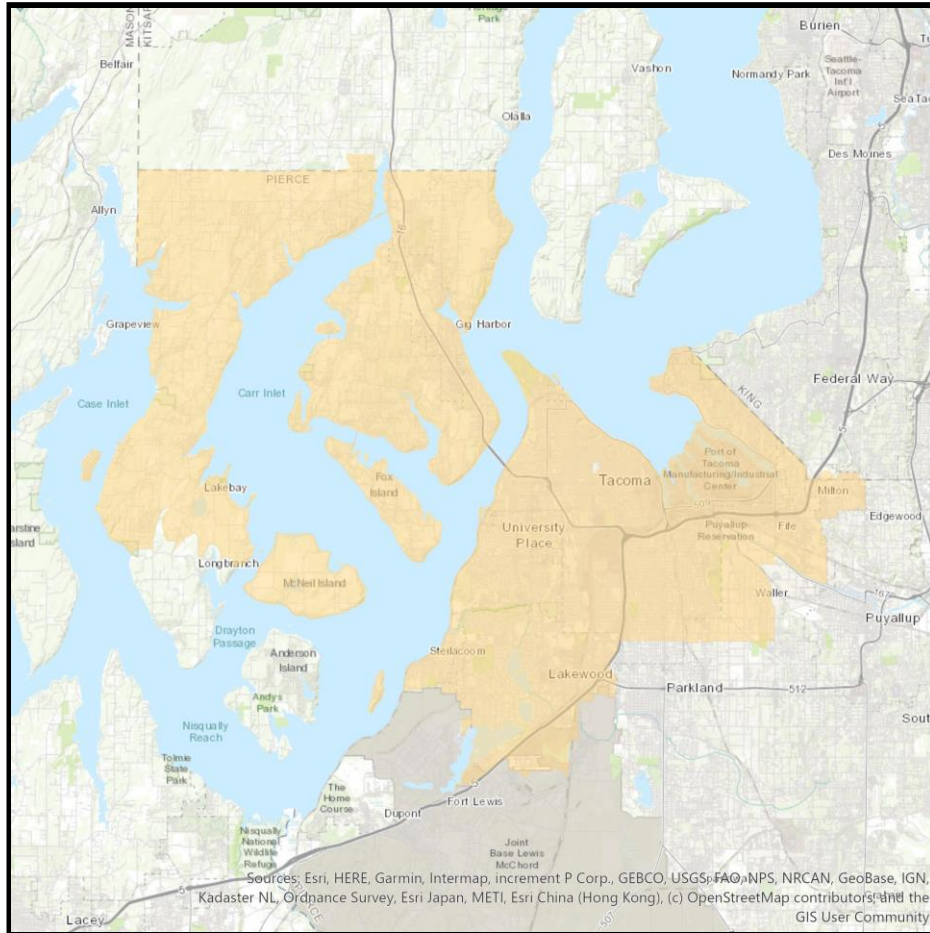
Demographic Profile

Age Groups
Persons 17 and under	22.2%
Adults 18-34	24.8%
Adults 35-54	25.5%
Adults 55+	27.5%

Education
Attended College+	64.5%

Marital Status
Single (Never Married)	30.9%
Married	47.9%
Divorced/Separated/Widowed	21.1%

Household Income
$30,000-$49,999	16.6%
$50,000-$74,999	19.1%
$75,000-$99,999	13.9%
$100,000+	30.2%

Housing Units & Family Type
% Owner Occupied Units	52.6%
% of HH with Children	30.2%

Race
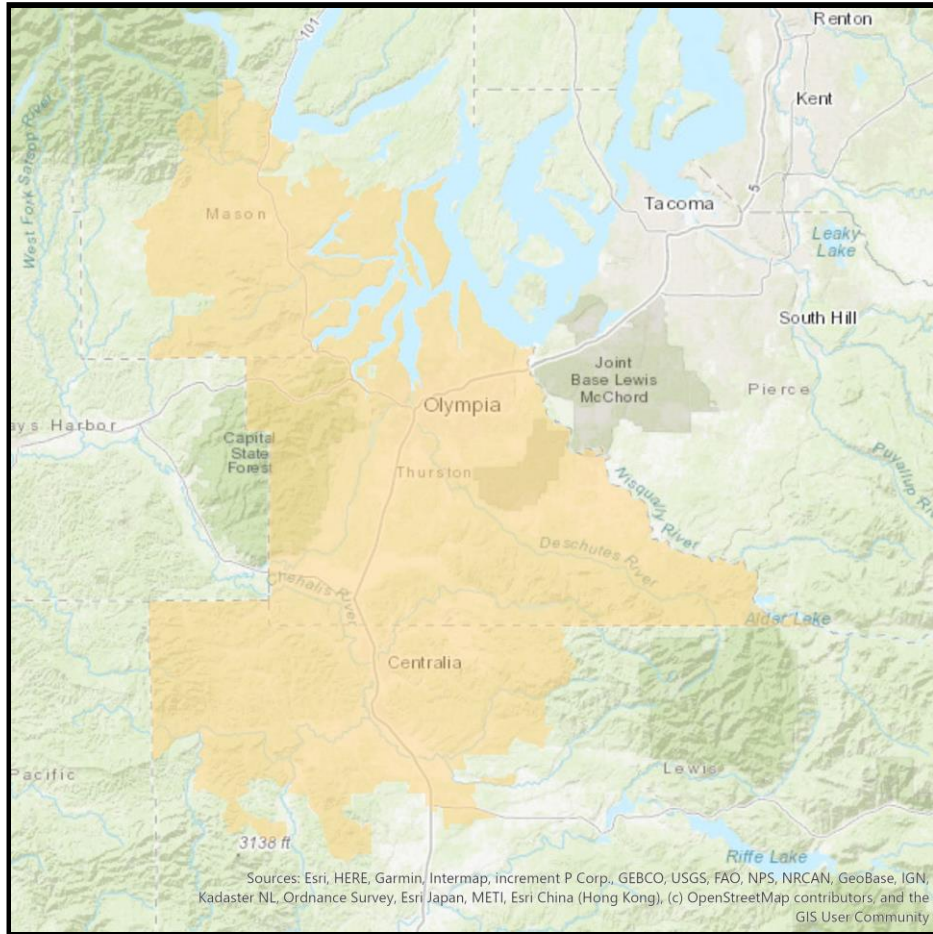|	
White	69.4%
Asian	7.5%
Black/African American	8.1%
Other	14.9%

Communities Served

- Fox Island
- Gig Harbor
- Lakebay
- Lakewood
- Milton
- Steilacoom
- Tacoma
- University Place
- Vaughn
- Camp Murray

Thurston

Demographic Profile

Age Groups
Persons 17 and under	21.7%
Adults 18-34	22.0%
Adults 35-54	25.3%
Adults 55+	31.0%

Education
Attended College+	69.1%

Marital Status
Single (Never Married)	27.7%
Married	51.8%
Divorced/Separated/Widowed	20.5%

Household Income
$30,000-$49,999	16.0%
$50,000-$74,999	18.5%
$75,000-$99,999	15.6%
$100,000+	29.7%

Housing Units & Family Type
% Owner Occupied Units	61.5%
% of HH with Children	30.3%

Race
White	82.4%
Asian	4.6%
Black/African American	2.6%
Other	10.3%

Communities Served

- Centralia
- Chehalis
- Lacey
- Olympia
- Rainier
- Rochester
- Shelton
- Tenino
- Yelm

Wenatchee
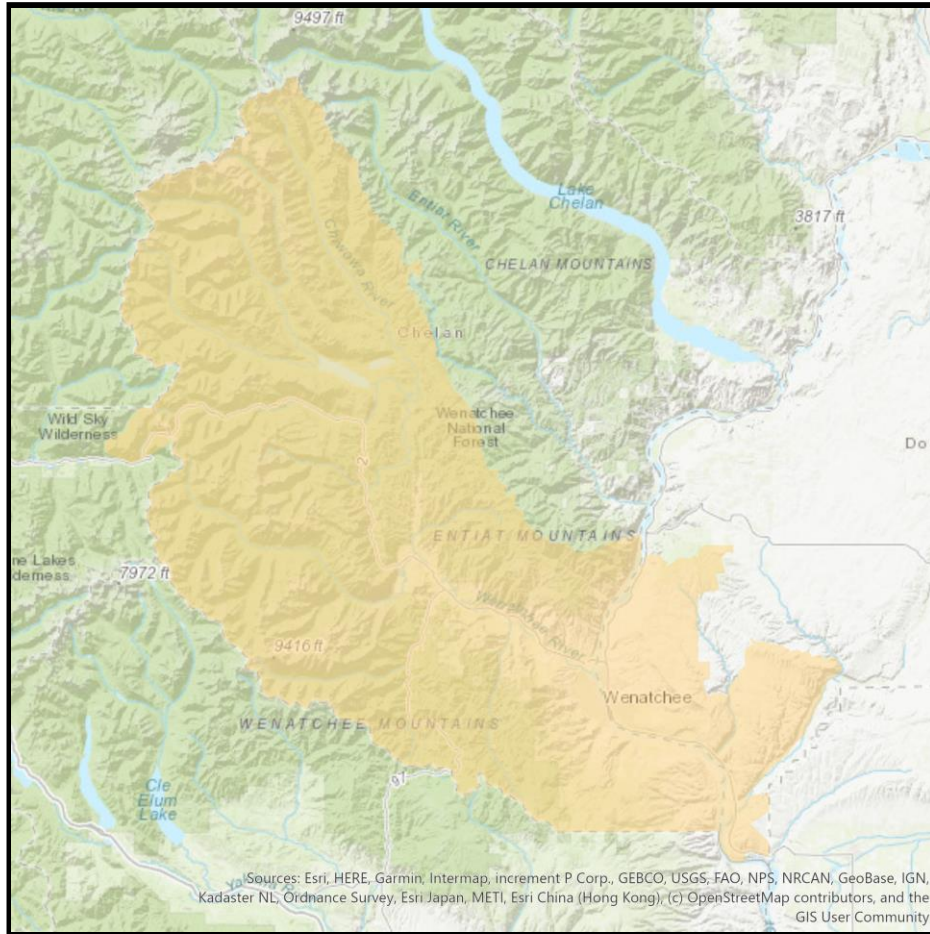
Demographic Profile

Age Groups

Persons 17 and under	24.9%
Adults 18-34	20.6%
Adults 35-54	23.6%
Adults 55+	31.0%

Education

Attended College+	56.7%

Marital Status

Single (Never Married)	27.6%
Married	52.5%
Divorced/Separated/Widowed	20.0%

Household Income

$30,000-$49,999	18.9%
$50,000-$74,999	20.2%
$75,000-$99,999	13.5%
$100,000+	26.1%

Housing Units & Family Type

% Owner Occupied Units	56.6%
% of HH with Children	30.8%

Race

White	78.2%
Asian	0.7%
Black/African American	0.7%
Other	20.4%

Communities Served

- Cashmere
- East Wenatchee
- Leavenworth
- Malaga
- Peshastin
- Rock Island
- Wenatchee

Whatcom
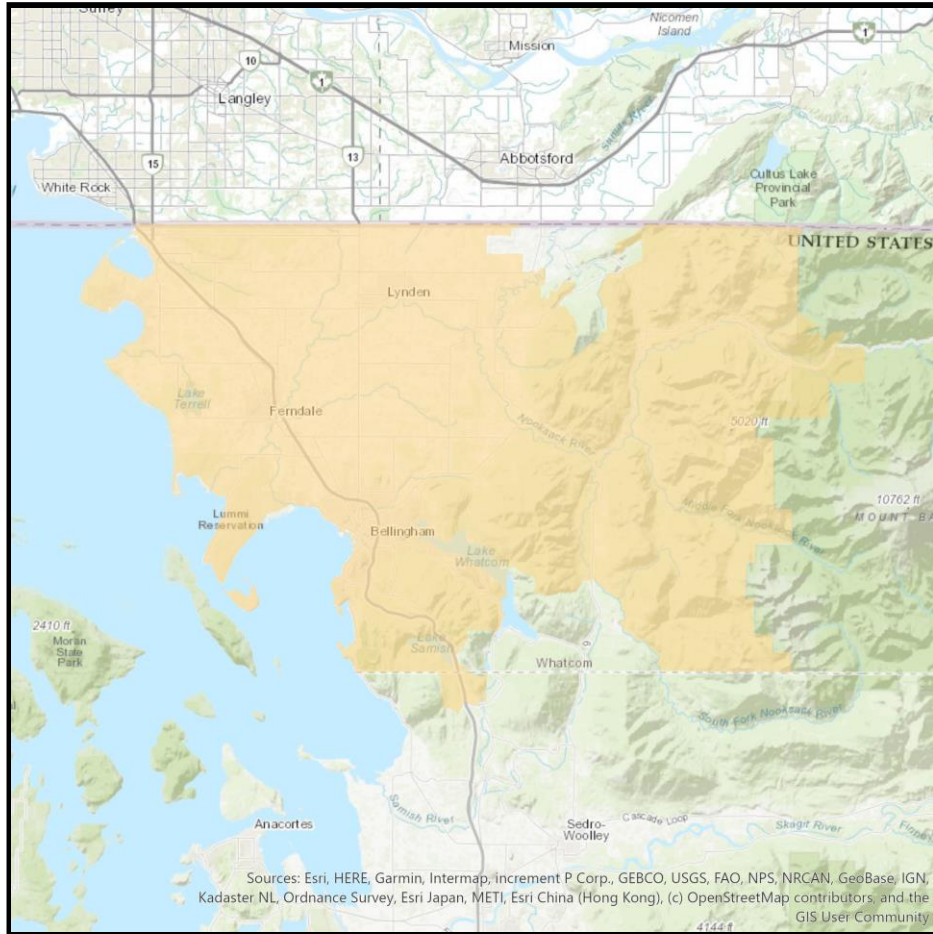
Demographic Profile

Age Groups
Persons 17 and under	19.6%
Adults 18-34	27.7%
Adults 35-54	23.4%
Adults 55+	29.3%

Education
Attended College+	69.7%

Marital Status
Single (Never Married)	34.8%
Married	47.8%
Divorced/Separated/Widowed	17.4%

Household Income
$30,000-$49,999	16.7%
$50,000-$74,999	19.0%
$75,000-$99,999	14.6%
$100,000+	27.1%

Housing Units & Family Type
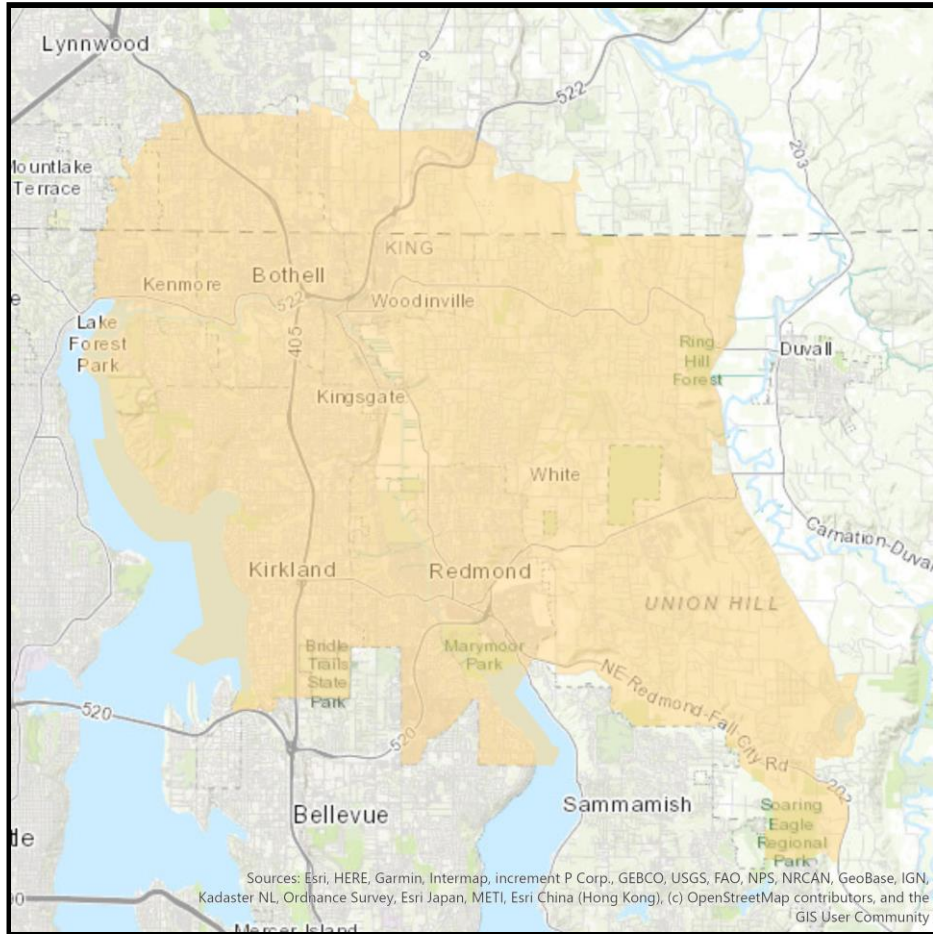|	
% Owner Occupied Units	56.0%
% of HH with Children	26.1%

Race
White	83.1%
Asian	4.3%
Black/African American	1.0%
Other	11.7%

Communities Served

- Bellingham
- Blaine
- Custer
- Deming
- Everson
- Ferndale
- Lynden
- Maple Falls
- Nooksack

Woodinville–Redmond

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Demographic Profile

Age Groups
Persons 17 and under	22.4%
Adults 18-34	23.1%
Adults 35-54	29.7%
Adults 55+	24.8%

Education
Attended College+	85.2%

Marital Status
Single (Never Married)	25.0%
Married	61.9%
Divorced/Separated/Widowed	13.2%

Household Income
$30,000-$49,999	8.3%
$50,000-$74,999	11.5%
$75,000-$99,999	11.5%
$100,000+	59.3%

Housing Units & Family Type
% Owner Occupied Units	61.0%
% of HH with Children	34.0%

Race
White	68.4%
Asian	22.3%
Black/African American	1.6%
Other	7.6%

Communities Served

- Bothell
- Kenmore
- Kirkland
- Redmond
- Woodinville