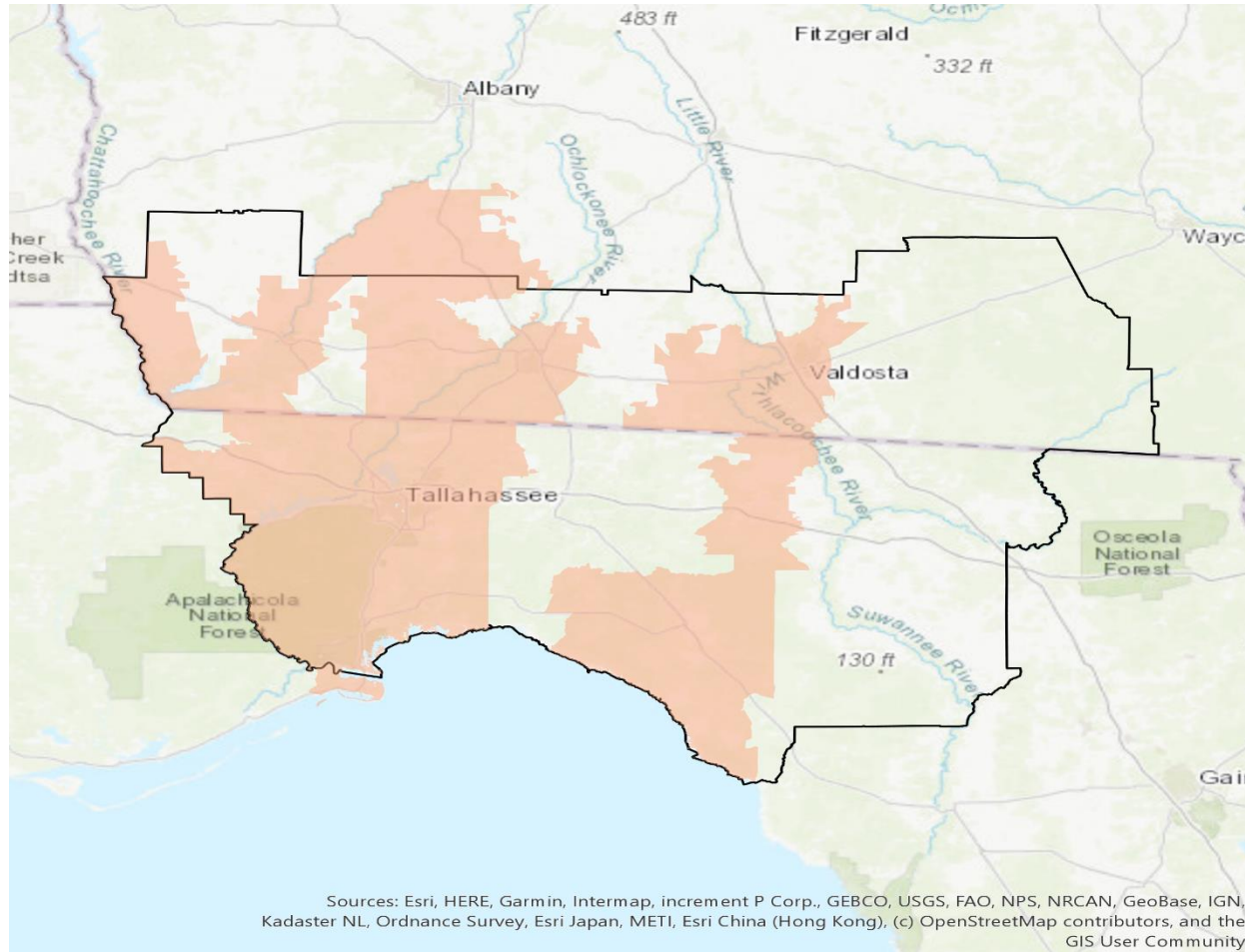


# Tallahassee/Thomasville, FL Interconnect



Interconnect

Tallahassee-Thomasville DMA

## Tallahassee-Thomasville

DMA Rank	108
Total DMA TV Universe Estimate (UE)	239,650

## Interconnect

I+ Full Footprint UE	115,140
% DMA UE	47.3%



Thank You for Choosing National Media Spots, Inc.

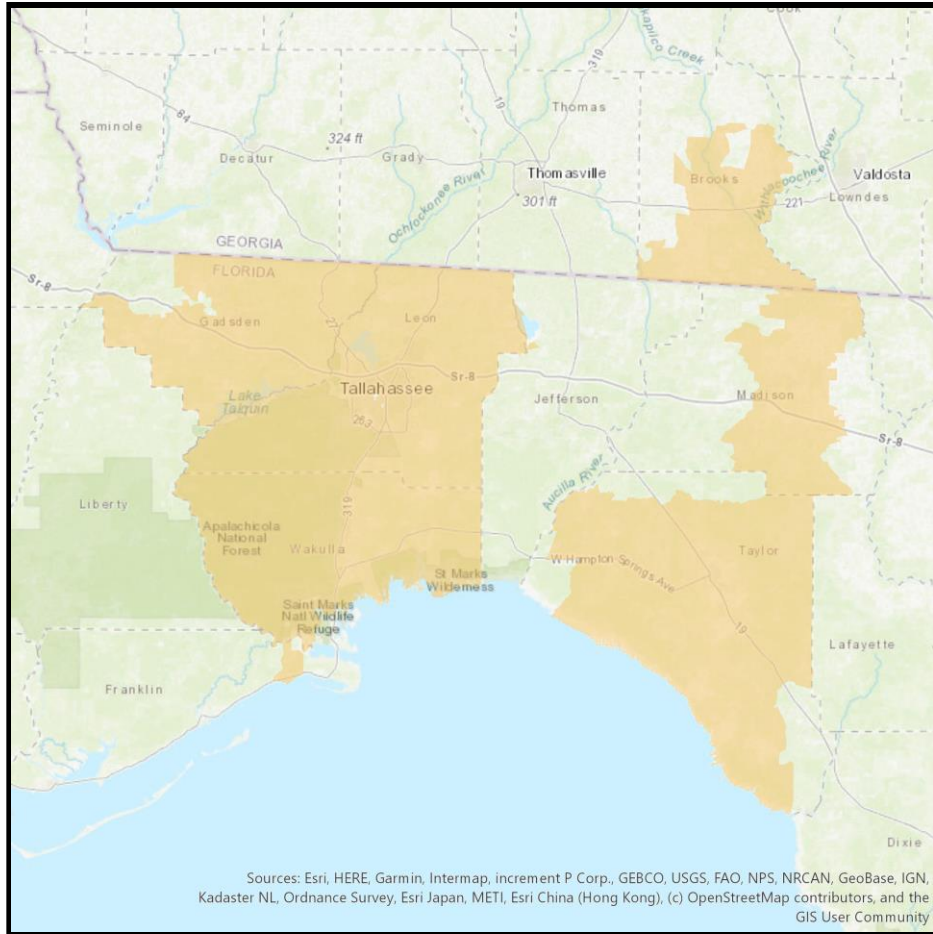
We Appreciate Your Business!

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# Tallahassee FL Zone



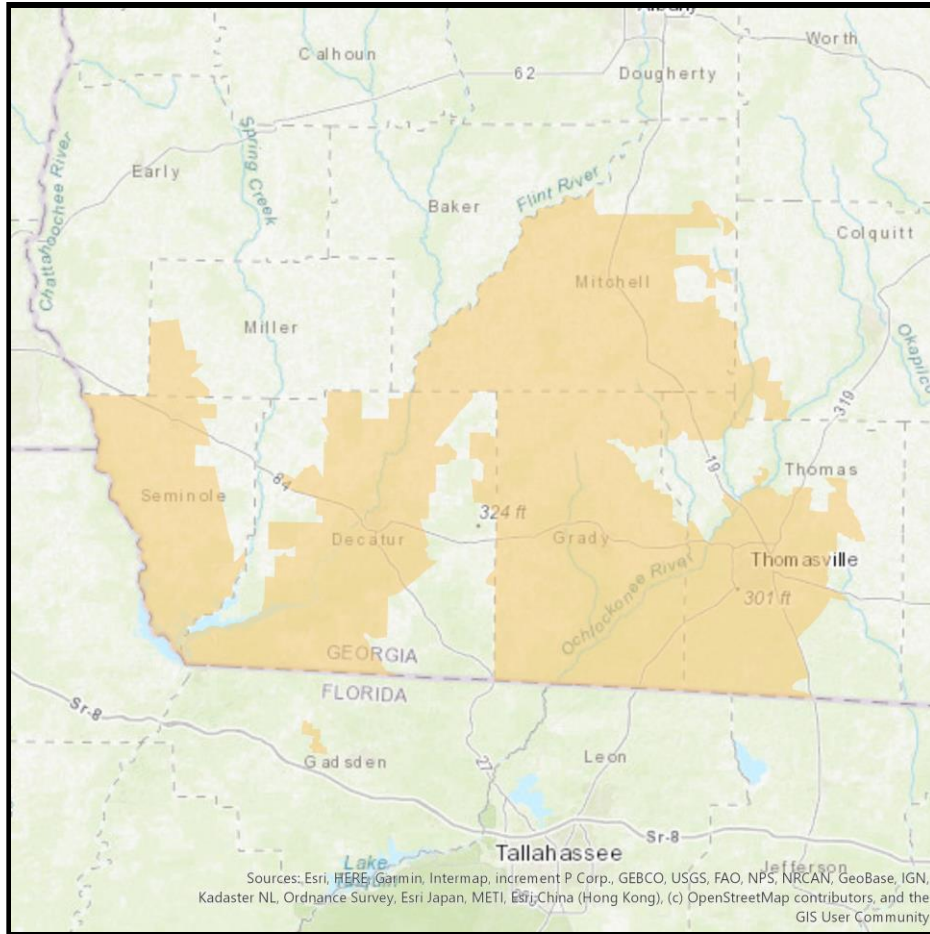
## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	19.4%
	Adults 18-34	32.2%
	Adults 35-54	23.1%
	Adults 55+	25.3%
	<b>Education</b>	
	Attended College+	64.9%
	<b>Marital Status</b>	
	Single (Never Married)	42.7%
	Married	40.0%
	Divorced/Separated/Widowed	17.3%
	<b>Household Income</b>	
	\$30,000-\$49,999	20.2%
	\$50,000-\$74,999	16.5%
	\$75,000-\$99,999	12.1%
	\$100,000+	20.8%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	50.8%
	% of HH with Children	26.7%
	<b>Race</b>	
	White	61.6%
	Asian	2.7%
	Black/African American	32.4%
	Other	3.3%
	<b>Ethnicity</b>	
	Hispanic	6.3%

## Zip Codes Served

- |              |              |              |              |              |              |              |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>31643</b> | <b>32301</b> | <b>32303</b> | <b>32304</b> | <b>32305</b> | <b>32308</b> | <b>32309</b> |
| <b>32310</b> | <b>32311</b> | <b>32312</b> | <b>32317</b> | <b>32327</b> | <b>32333</b> | <b>32340</b> |
| <b>32343</b> | <b>32347</b> | <b>32348</b> | <b>32350</b> | <b>32351</b> | <b>32352</b> | <b>32355</b> |
| <b>32358</b> | <b>32399</b> |              |              |              |              |              |

# Thomasville GA Zone



## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	23.1%
	Adults 18-34	20.5%
	Adults 35-54	25.4%
	Adults 55+	31.1%
	<b>Education</b>	
	Attended College+	45.8%
	<b>Marital Status</b>	
	Single (Never Married)	31.2%
	Married	44.3%
	Divorced/Separated/Widowed	24.5%
	<b>Household Income</b>	
	\$30,000-\$49,999	20.9%
	\$50,000-\$74,999	16.5%
	\$75,000-\$99,999	8.8%
	\$100,000+	15.1%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	52.2%
	% of HH with Children	30.7%
	<b>Race</b>	
	White	55.5%
	Asian	0.5%
	Black/African American	40.0%
	Other	4.0%
	<b>Ethnicity</b>	
	Hispanic	5.6%

## Zip Codes Served

**31730**  
**39819**

**31757**  
**39827**

**31765**  
**39828**

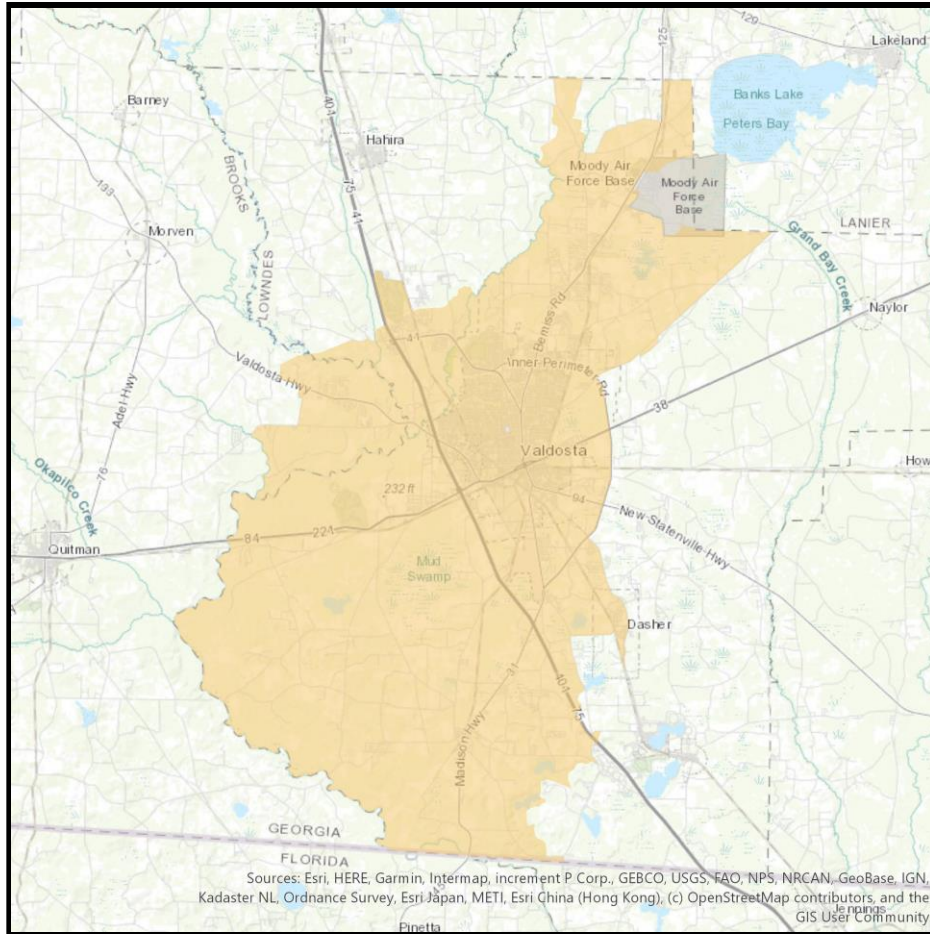
**31779**  
**39845**

**31792**  
**39897**







**32332**

**39817**

# Valdosta GA Zone



## Demographic Profile

	<b>Age Groups</b>	
	Persons 17 and under	23.9%
	Adults 18-34	33.9%
	Adults 35-54	21.4%
	Adults 55+	20.9%
	<b>Education</b>	
	Attended College+	55.1%
	<b>Marital Status</b>	
	Single (Never Married)	40.4%
	Married	40.7%
	Divorced/Separated/Widowed	18.9%
	<b>Household Income</b>	
	\$30,000-\$49,999	19.5%
	\$50,000-\$74,999	14.9%
	\$75,000-\$99,999	9.0%
	\$100,000+	15.2%
	<b>Housing Units &amp; Family Type</b>	
	% Owner Occupied Units	40.5%
	% of HH with Children	31.3%
	<b>Race</b>	
	White	51.2%
	Asian	1.7%
	Black/African American	42.9%
	Other	4.3%
	<b>Ethnicity</b>	
	Hispanic	5.8%

## Zip Codes Served

**31601**

**31602**

**31605**