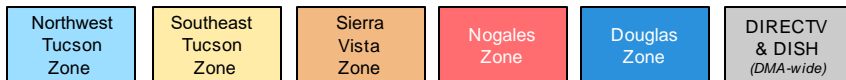


TUCSON-SIERRA VISTA, AZ Interconnect



Zone/Geography

of HHs

Tucson Interconnect

220,726

Metro Tucson 137,645

Sierra Vista 9,016

Nogales/Douglas 2,935

DIRECTV 71,130

DISH 34,455

TUCSON DMA TOTAL

255,181

Potential to reach over 250,000 TV homes in the Tucson-Sierra Vista DMA.



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METRO TUCSON CABLE ZONES



Zones and TV HHs

Zone	Syscode	Households
Northeast Tucson	0334	75,622
Southwest Tucson	6265	62,023
Metro Tucson	-	137,645

Coverage Area

Green Valley, Marana, Red Rock, Sahuarita, Tucson, Vail

Metro Tucson Profile

	These Zones	All TUC DMA
AGE		
18-24	12%	14%
25-34	13%	17%
35-44	13%	14%
45-54	14%	15%
55-64	17%	16%
65+	31%	25%
AVERAGE	50	48
GENDER		
Male	49%	49%
Female	52%	51%
ETHNICITY		
White	63%	57%
Hispanic	27%	34%
Black	4%	4%
Asian	1%	1%
EDUCATION		
Less than 12th Grade	6%	8%
H.S. Grad	28%	30%
Some College	36%	37%
College Grad+	30%	26%
EMPLOYMENT STATUS		
Full-Time	38%	39%
Part-Time	14%	16%
HH INCOME		
< \$25K	12%	17%
\$25K-\$35K	14%	16%
\$35K-\$50K	22%	22%
\$50K-\$75K	19%	18%
\$75K-\$100K	15%	14%
\$100K+	18%	13%
AVERAGE	\$69,253	\$60,506
OWN/RENT RESIDENCE		
Own	63%	61%
Rent	33%	35%
MARITAL/FAMILY STATUS		
Single (Never Married)	29%	33%
Married	51%	47%
1+ Children in HH	28%	33%

Southeast TUCSON ZONE



Zone Profile

Households

75,622 (Sy scode 0334)

Zip Codes, Cities & Communities

85614 Green Valley	85714 Tucson
85622 Green Valley	85715 Tucson
85629 Sahuarita	85716 Tucson
85641 Vail	85718 Tucson
85701 Tucson	85719 Tucson
85704 Tucson	85730 Tucson
85705 Tucson	85745 Tucson
85706 Tucson	85746 Tucson
85707 Tucson	85747 Tucson
85708 Tucson	85748 Tucson
85710 Tucson	85749 Tucson
85711 Tucson	85750 Tucson
85712 Tucson	85756 Tucson
85713 Tucson	

	This Zone	All TUC DMA
AGE		
18-24	14%	14%
25-34	13%	17%
35-44	15%	14%
45-54	15%	15%
55-64	17%	16%
65+	26%	25%
AVERAGE	49	48
GENDER		
Male	49%	49%
Female	51%	51%
ETHNICITY		
White	58%	57%
Hispanic	32%	34%
Black	5%	4%
Asian	1%	1%
EDUCATION		
Less than 12th Grade	8%	8%
H.S. Grad	30%	30%
Some College	36%	37%
College Grad+	26%	26%
EMPLOYMENT STATUS		
Full-Time	38%	39%
Part-Time	15%	16%
HH INCOME		
< \$25K	15%	17%
\$25K-\$35K	18%	16%
\$35K-\$50K	23%	22%
\$50K-\$75K	18%	18%
\$75K-\$100K	13%	14%
\$100K+	13%	13%
AVERAGE	\$60,768	\$60,506
OWN/RENT RESIDENCE		
Own	55%	61%
Rent	42%	35%
MARITAL/FAMILY STATUS		
Single (Never Married)	33%	33%
Married	47%	47%
1+ Children in HH	29%	33%

Northwest TUCSON ZONE



Households

62,023 (Sy scode 6265)

Zip Codes, Cities & Communities

85145 Red Rock	85737 Tucson
85653 Marana	85739 Tucson
85658 Marana	85741 Tucson
85704 Tucson	85742 Tucson
85705 Tucson	85743 Tucson
85712 Tucson	85745 Tucson
85713 Tucson	85746 Tucson
85715 Tucson	85749 Tucson
85718 Tucson	85750 Tucson
85719 Tucson	85755 Tucson
85735 Tucson	85757 Tucson

Zone Profile

	This Zone	All TUC DMA
AGE		
18-24	9%	14%
25-34	14%	17%
35-44	10%	14%
45-54	12%	15%
55-64	16%	16%
65+	40%	25%
AVERAGE	53	48
GENDER		
Male	48%	49%
Female	52%	51%
ETHNICITY		
White	72%	57%
Hispanic	18%	34%
Black	3%	4%
Asian	2%	1%
EDUCATION		
Less than 12th Grade	3%	8%
H.S. Grad	25%	30%
Some College	35%	37%
College Grad+	37%	26%
EMPLOYMENT STATUS		
Full-Time	37%	39%
Part-Time	13%	16%
HH INCOME		
< \$25K	7%	17%
\$25K-\$35K	8%	16%
\$35K-\$50K	20%	22%
\$50K-\$75K	20%	18%
\$75K-\$100K	19%	14%
\$100K+	27%	13%
AVERAGE	\$83,835	\$60,506
OWN/RENT RESIDENCE		
Own	78%	61%
Rent	17%	35%
MARITAL/FAMILY STATUS		
Single (Never Married)	23%	33%
Married	58%	47%
1+ Children in HH	28%	33%

SIERRA VISTA ZONE



Households

9,016 (Syscode 0334)

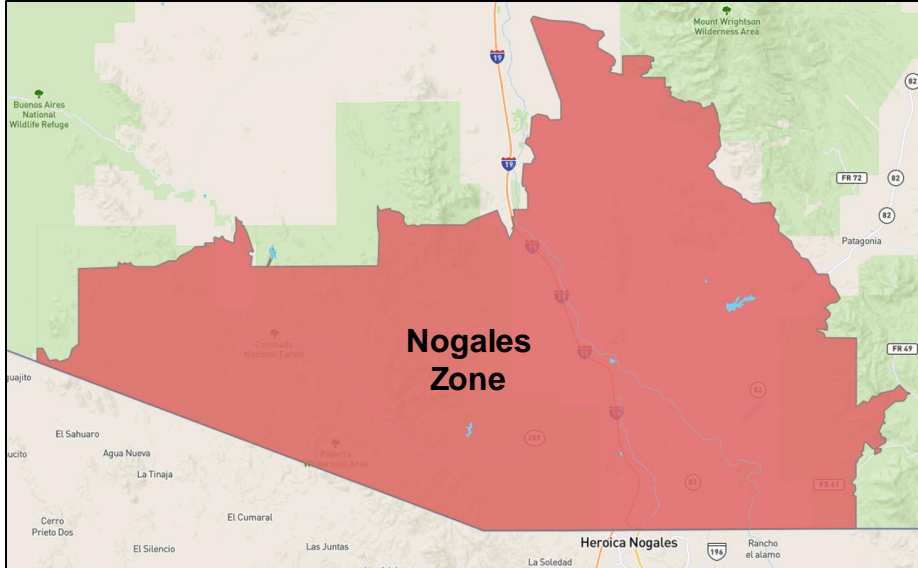
Zip Codes, Cities & Communities

- 85602 Benson
- 85613 Fort Huachuca
- 85615 Hereford
- 85616 Huachuca City
- 85630 Saint David
- 85635 Sierra Vista
- 85638 Tombstone
- 85650 Sierra Vista

Zone Profile

	This Zone	All TUC DMA
AGE		
<25	29%	34%
25-34	11%	12%
35-44	10%	11%
45-54	12%	12%
55-64	14%	13%
65+	23%	18%
GENDER		
Male	48%	49%
Female	52%	51%
ETHNICITY		
White	68%	8%
Hispanic	22%	15%
Black	4%	23%
Asian	2%	20%
EDUCATION		
Less than 12th Grade	6%	9%
H.S. Grad/G.E.D.	15%	16%
Some College/Associates	29%	23%
Bachelor's/Master's/Doctorate/Prof. School	21%	19%
EMPLOYMENT STATUS		
Employed	37%	42%
Unemployed/Armed Forces/Not in Labor Force	43%	39%
HH INCOME		
< \$25K	23%	26%
\$25K-\$35K	11%	11%
\$35K-\$50K	13%	14%
\$50K-\$75K	19%	18%
\$75K-\$100K	13%	12%
\$100K+	22%	19%
OWN/RENT RESIDENCE		
Own	70%	63%
Rent	30%	37%
MARITAL STATUS		
Single (Never Married)	18%	27%
Married	48%	39%
Separated/Absent/Widowed/Divorced	19%	19%

NOGALES ZONE



Households
 1,395 (Sy scode 7609)

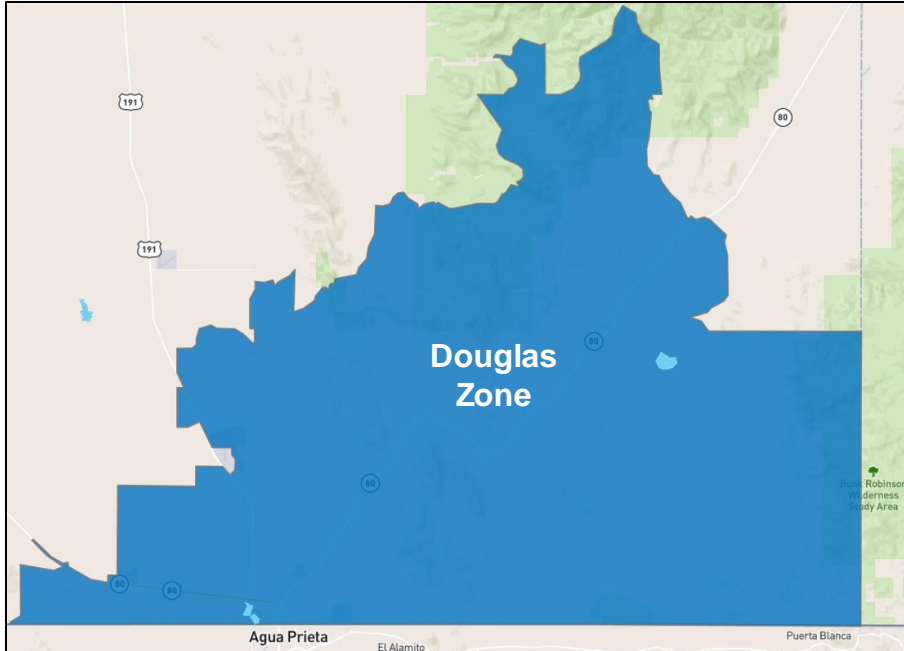
Zip Codes, Cities & Communities

85621 Nogales
 85648 Rio Rico

Zone Profile

	This Zone	All TUC DMA
AGE		
<25	38%	34%
25-34	10%	12%
35-44	11%	11%
45-54	12%	12%
55-64	13%	13%
65+	17%	18%
GENDER		
Male	48%	49%
Female	52%	51%
ETHNICITY		
White	16%	8%
Hispanic	83%	15%
Black	1%	23%
Asian	1%	20%
EDUCATION		
Less than 12th Grade	15%	9%
H.S. Grad/G.E.D.	17%	16%
Some College/Associates	17%	23%
Bachelor's/Master's/Doctorate/Prof. School	14%	19%
EMPLOYMENT STATUS		
Employed	37%	42%
Unemployed/Armed Forces/Not in Labor Force	39%	39%
HH INCOME		
< \$25K	32%	26%
\$25K-\$35K	14%	11%
\$35K-\$50K	15%	14%
\$50K-\$75K	16%	18%
\$75K-\$100K	9%	12%
\$100K+	14%	19%
OWN/RENT RESIDENCE		
Own	67%	63%
Rent	33%	37%
MARITAL STATUS		
Single (Never Married)	24%	27%
Married	40%	39%
Separated/Absent/Widowed/Divorced	17%	19%

DOUGLAS ZONE



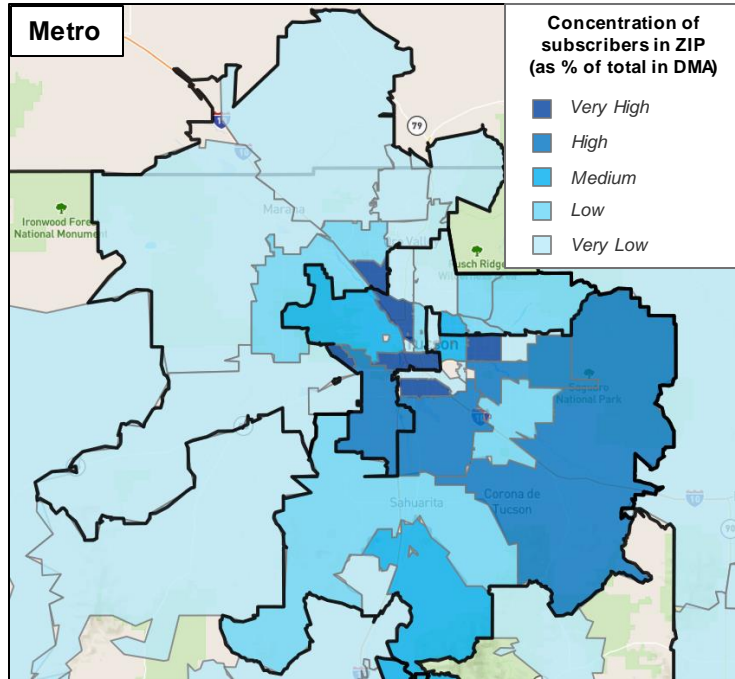
Households
1,540 (Syscode 3795)

Zip Codes, Cities & Communities
85607 Douglas

Zone Profile

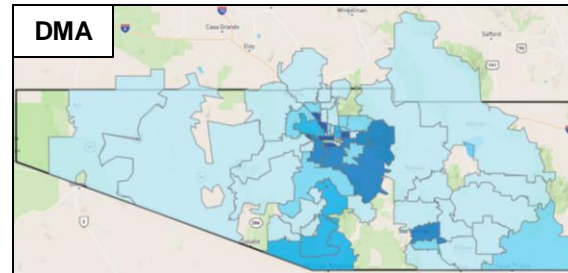
	This Zone	All TUC DMA
AGE		
<25	32%	34%
25-34	18%	12%
35-44	14%	11%
45-54	12%	12%
55-64	11%	13%
65+	13%	18%
GENDER		
Male	60%	49%
Female	40%	51%
ETHNICITY		
White	24%	8%
Hispanic	69%	15%
Black	1%	23%
Asian	4%	20%
EDUCATION		
Less than 12th Grade	19%	9%
H.S. Grad/G.E.D.	19%	16%
Some College/Associates	23%	23%
Bachelor's/Master's/Doctorate/Prof. School	8%	19%
EMPLOYMENT STATUS		
Employed	24%	42%
Unemployed/Armed Forces/Not in Labor Force	58%	39%
HH INCOME		
< \$25K	40%	26%
\$25K-\$35K	14%	11%
\$35K-\$50K	16%	14%
\$50K-\$75K	14%	18%
\$75K-\$100K	8%	12%
\$100K+	2%	19%
OWN/RENT RESIDENCE		
Own	70%	63%
Rent	30%	37%
MARITAL STATUS		
Single (Never Married)	36%	27%
Married	32%	39%
Separated/Absent/Widowed/Divorced	22%	19%

TUCSON DIRECTV ZONE



Households
71,130

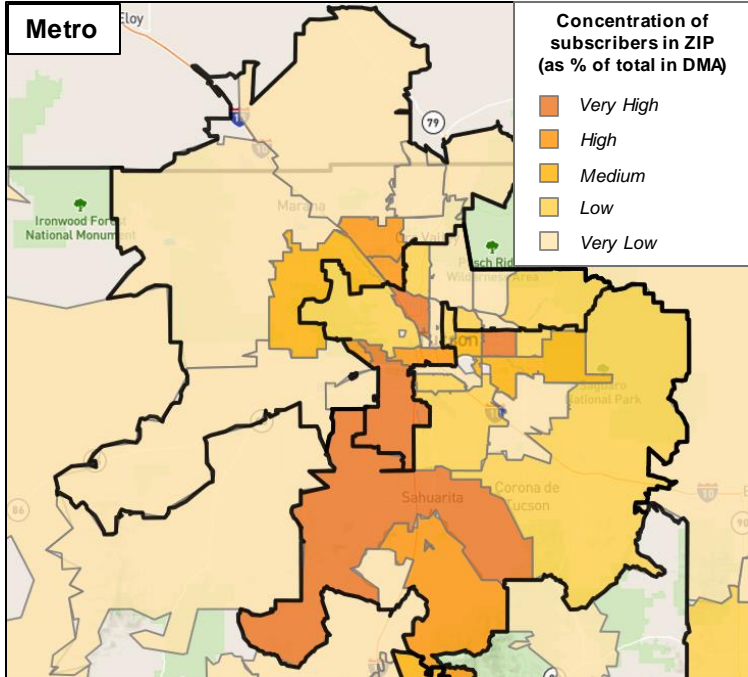
DIRECTV coverage is DMA-wide, but strongest in the darker-shaded areas of the maps. Unshaded areas have no usable data to work with.



Zone Profile

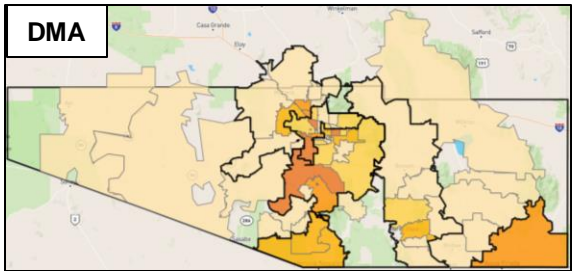
	This Zone	All TUC DMA
AGE		
18-24	15%	14%
25-34	21%	17%
35-44	8%	14%
45-54	22%	15%
55-64	15%	16%
65+	19%	25%
AVERAGE	46	48
GENDER		
Male	50%	49%
Female	50%	51%
ETHNICITY		
White	59%	57%
Hispanic	36%	34%
Black	2%	4%
Asian	1%	1%
EDUCATION		
Less than 12th Grade	3%	8%
H.S. Grad	22%	30%
Some College	46%	37%
College Grad+	30%	26%
EMPLOYMENT STATUS		
Full-Time	50%	39%
Part-Time	10%	16%
HH INCOME		
< \$25K	6%	17%
\$25K-\$35K	8%	16%
\$35K-\$50K	28%	22%
\$50K-\$75K	17%	18%
\$75K-\$100K	20%	14%
\$100K+	20%	13%
AVERAGE	\$75,459	\$60,506
OWN/RENT RESIDENCE		
Own	75%	61%
Rent	23%	35%
MARITAL/FAMILY STATUS		
Single (Never Married)	28%	33%
Married	57%	47%
1+ Children in HH	33%	33%

TUCSON DISH ZONE



Households
34,455

DIRECTV coverage is DMA-wide, but strongest in the darker-shaded areas of the maps. Unshaded areas have no usable data to work with.



Zone Profile

	This Zone	All TUC DMA
AGE		
18-24	4%	14%
25-34	7%	17%
35-44	9%	14%
45-54	24%	15%
55-64	24%	16%
65+	33%	25%
AVERAGE	56	48
GENDER		
Male	42%	49%
Female	58%	51%
ETHNICITY		
White	67%	57%
Hispanic	30%	34%
Black	1%	4%
Asian	0%	1%
EDUCATION		
Less than 12th Grade	7%	8%
H.S. Grad	27%	30%
Some College	40%	37%
College Grad+	27%	26%
EMPLOYMENT STATUS		
Full-Time	44%	39%
Part-Time	17%	16%
HH INCOME		
< \$25K	6%	17%
\$25K-\$35K	16%	16%
\$35K-\$50K	27%	22%
\$50K-\$75K	18%	18%
\$75K-\$100K	18%	14%
\$100K+	15%	13%
AVERAGE	\$66,958	\$60,506
OWN/RENT RESIDENCE		
Own	89%	61%
Rent	10%	35%
MARITAL/FAMILY STATUS		
Single (Never Married)	16%	33%
Married	68%	47%
1+ Children in HH	30%	33%

TUCSON DMA

CABLE ZONES & ZIPS

Northwest Tucson Zone

75,622 Households

<i>Zip</i>	<i>City</i>
85614	Green Valley
85622	Green Valley
85629	Sahuarita
85641	Vail
85701	Tucson
85704	Tucson
85705	Tucson
85706	Tucson
85707	Tucson
85708	Tucson
85710	Tucson
85711	Tucson
85712	Tucson
85713	Tucson
85714	Tucson
85715	Tucson
85716	Tucson
85718	Tucson
85719	Tucson
85730	Tucson
85745	Tucson
85746	Tucson
85747	Tucson
85748	Tucson
85749	Tucson
85750	Tucson
85756	Tucson

Southeast Tucson Zone

62,023 Households

<i>Zip</i>	<i>City</i>
85145	Red Rock
85653	Marana
85658	Marana
85704	Tucson
85705	Tucson
85712	Tucson
85713	Tucson
85715	Tucson
85718	Tucson
85719	Tucson
85735	Tucson
85737	Tucson
85739	Tucson
85741	Tucson
85742	Tucson
85743	Tucson
85745	Tucson
85746	Tucson
85749	Tucson
85750	Tucson
85755	Tucson
85757	Tucson

Zip codes shown in *italics* are shared between zones.

Metro Tucson
Total Households:
137,645

Sierra Vista Zone

9,016 Households

<i>Zip</i>	<i>City</i>
85602	Benson
85613	Fort Huachuca
85615	Hereford
85616	Huachuca City
85630	Saint David
85635	Sierra Vista
85638	Tombstone
85650	Sierra Vista

Southern Arizona / Outer Tucson DMA
Total Households:
11,951

Nogales Zone

1,395 Households

<i>Zip</i>	<i>City</i>
85621	Nogales
85648	Rio Rico

Douglas Zone

1,540 Households

<i>Zip</i>	<i>City</i>
85607	Douglas