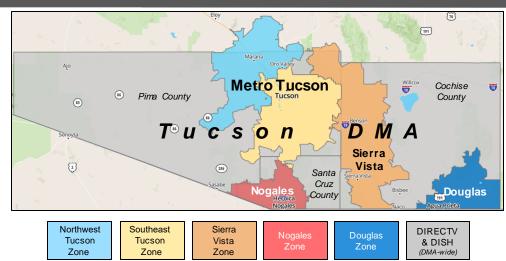
# TUCSON-SIERRA VISTA, AZ Interconnect



| 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 Tuscon-Sierra Vista DMA.

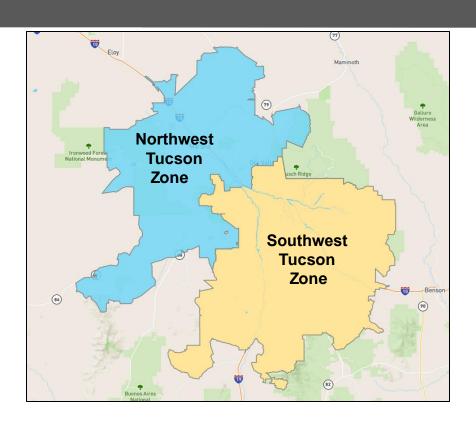


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# METRO TUCSON CABLE ZONES



### **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%         |
| <i>AVERAGE</i>         | 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



#### **Households** 75,622 (Sy scode 0334) **Zip Codes, Cities & Communities** 85714 Tucson 85614 Green Valley 85622 Green Valley 85715 Tucson 85629 Sahuarita 85716 Tucson 85641 Vail 85718 Tucson 85719 Tucson 85701 Tucson 85704 Tucson 85730 Tucson 85705 Tucson 85745 Tucson 85706 Tucson 85746 Tucson 85747 Tucson 85707 Tucson 85748 Tucson 85708 Tucson 85749 Tucson 85710 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%         |
| 15-54                  | 15%       | 15%         |
| 55-64                  | 17%       | 16%         |
| 65+                    | 26%       | 25%         |
| A <i>VERAGE</i>        | 49        | 48          |
| GENDER                 |           |             |
| Male                   | 49%       | 49%         |
| Female                 | 51%       | 51%         |
| ETHNICITY              |           |             |
| White                  | 58%       | 57%         |
| Hispanic               | 32%       | 34%         |
| Black                  | 5%        | 4%          |
| Asian                  | 1%        | 1%          |
| EDUCATION              |           |             |
| ess 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 85741 Tucson 85658 Marana 85704 Tucson 85742 Tucson 85705 Tucson 85743 Tucson 85712 Tucson 85745 Tucson 85746 Tucson 85713 Tucson 85715 Tucson 85749 Tucson 85750 Tucson 85718 Tucson 85719 Tucson 85755 Tucson 85735 Tucson 85757 Tucson

|                        | This Zone | All TUC DMA |
|------------------------|-----------|-------------|
| AGE                    |           |             |
| 18-24                  | 9%        | 14%         |
| 25-34                  | 14%       | 17%         |
| 35-44                  | 10%       | 14%         |
| 15-54                  | 12%       | 15%         |
| 55-64                  | 16%       | 16%         |
| 65+                    | 40%       | 25%         |
| AVERAGE                | 53        | 48          |
| GENDER                 |           |             |
| Male                   | 48%       | 49%         |
| emale                  | 52%       | 51%         |
| ETHNICITY              |           |             |
| Vhite                  | 72%       | 57%         |
| Hispanic               | 18%       | 34%         |
| Black                  | 3%        | 4%          |
| Asian                  | 2%        | 1%          |
| EDUCATION              |           |             |
| ess than 12th Grade    | 3%        | 8%          |
| H.S. Grad              | 25%       | 30%         |
| Some College           | 35%       | 37%         |
| College Grad+          | 37%       | 26%         |
| EMPLOYMENT STATUS      |           |             |
| ull-Time               | 37%       | 39%         |
| Part-Time              | 13%       | 16%         |
| H INCOME               |           |             |
| \$25K                  | 7%        | 17%         |
| \$25K-\$35K            | 8%        | 16%         |
| 35K-\$50K              | 20%       | 22%         |
| 550K-\$75K             | 20%       | 18%         |
| 575K-\$100K            | 19%       | 14%         |
| 5100K+                 | 27%       | 13%         |
| AVERAGE                | \$83,835  | \$60,506    |
| DWN/RENT RESIDENCE     | ,,        | , ,         |
| Own                    | 78%       | 61%         |
| Rent                   | 17%       | 35%         |
| MARITAL/FAMILY STATUS  | ,,,       |             |
| Single (Never Married) | 23%       | 33%         |
| Married                | 58%       | 47%         |
| I+ Children in HH      | 28%       | 33%         |
|                        |           |             |

# SIERRA VISTA ZONE



## Households 9,016 (Sy scode 0334)

### **Zip Codes, Cities & Communities**

85602 Benson 85613 Fort Huachuca 85615 Hereford

85616 Huachuca City 85630 Saint David

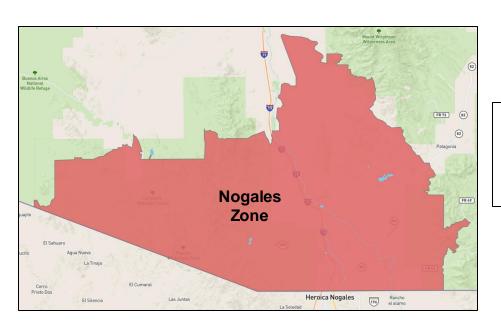
85635 Sierra Vista

85638 Tombstone

85650 Sierra Vista

|  | This Zone  | All TUC DMA |
|--|------------|-------------|
| AGE  | Tills Zone | All TOC DWA |
| <25  | 29%        | 34%         |
| 25-34                                      | 11%        | 12%         |
| 35-44                                      | 10%        | 11%         |
| 45-54                                      | 12%        | 12%         |
| 55-64                                      | 14%        | 13%         |
| 65±  | 23%        | 18%         |
| GENDER                                     | 2070       | 1070        |
| Male                                       | 48%        | 49%         |
| Female                                     | 52%        | 51%         |
| ETHNICITY                                  | 32 /d      | 3170        |
| White                                      | 68%        | 8%          |
| Hispanic                                   | 22%        | 15%         |
| Black                                      | 4%         | 23%         |
| Asian                                      | 2%         | 20%         |
| EDUCATION                                  | 270        | 2070        |
| 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**

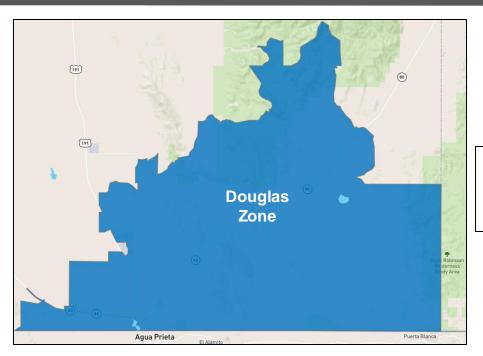
1,395 (Sy scode 7609)

## **Zip Codes, Cities & Communities**

85621 Nogales 85648 Rio Rico

|   | This Zone | All TUC DMA |
|---|-----------|-------------|
| GE  |           |             |
| 25  | 38%       | 34%         |
| 5-34                                      | 10%       | 12%         |
| 5-44                                      | 11%       | 11%         |
| 5-54                                      | 12%       | 12%         |
| 5-64                                      | 13%       | 13%         |
| 5+  | 17%       | 18%         |
| ENDER                                     |           |             |
| ale                                       | 48%       | 49%         |
| emale                                     | 52%       | 51%         |
| THNICITY                                  |           |             |
| /hite                                     | 16%       | 8%          |
| ispanic                                   | 83%       | 15%         |
| lack                                      | 1%        | 23%         |
| sian                                      | 1%        | 20%         |
| DUCATION                                  |           |             |
| ess than 12th Grade                       | 15%       | 9%          |
| .S. Grad/G.E.D.                           | 17%       | 16%         |
| ome College/Associates                    | 17%       | 23%         |
| achelor's/Master's/Doctorate/Prof. School | 14%       | 19%         |
| MPLOYMENT STATUS                          |           |             |
| mployed                                   | 37%       | 42%         |
| nemployed/Armed Forces/Not in Labor Force | 39%       | 39%         |
| H INCOME                                  |           |             |
| \$25K                                     | 32%       | 26%         |
| 25K-\$35K                                 | 14%       | 11%         |
| 35K-\$50K                                 | 15%       | 14%         |
| 50K-\$75K                                 | 16%       | 18%         |
| 75K-\$100K                                | 9%        | 12%         |
| 100K+                                     | 14%       | 19%         |
| WN/RENT RESIDENCE                         |           |             |
| wn  | 67%       | 63%         |
| ent                                       | 33%       | 37%         |
| ARITAL STATUS                             |           |             |
| ingle (Never Married)                     | 24%       | 27%         |
| arried                                    | 40%       | 39%         |
| eparated/Absent/Widowed/Divorced          | 17%       | 19%         |

# DOUGLAS ZONE



## **Households**

1,540 (Sy scode 3795)

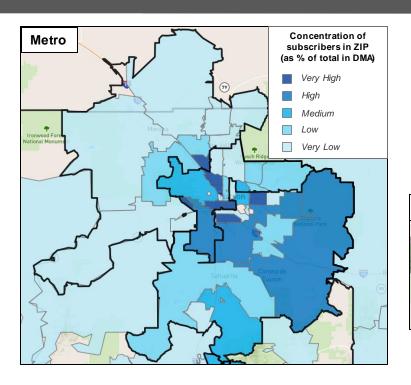
## Zip Codes, Cities & Communities

85607 Douglas

|  | 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%         |
| emale                                      | 40%       | 51%         |
| ETHNICITY                                  |           |             |
| White                                      | 24%       | 8%          |
| Hispanic                                   | 69%       | 15%         |
| Black                                      | 1%        | 23%         |
| Asian                                      | 4%        | 20%         |
| EDUCATION                                  |           |             |
| ess 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%         |
| Jnemployed/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

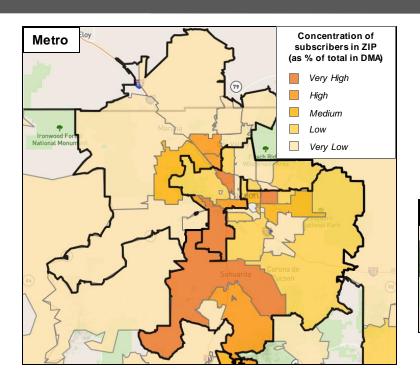
DIRECTV coverage is DMA-wide, but strongest in the darker-shaded areas of the maps. Unshaded areas have no usable data to work with.



| AGE 18-24 15% 14% 18-24 21% 17% 35-44 21% 17% 35-44 8% 14% 45-54 22% 15% 65-64 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% 1% EDUCATION Less than 12th Grade 1% 1% H.S. Grad 22% 30% Some College 46% 37% College Grad+ 30% 26% EDIPLOYMENT STATUS Full-Time 50% 39% Part-Time 10% 16% HI INCOME  |                        |           |             |
|---|------------------------|-----------|-------------|
| 18-24 15% 14% 25-34 21% 17% 35-44 21% 17% 35-44 87% 14% 45-54 87% 14% 45-54 15% 16% 65+ 19% 25% 46-5-64 66+ 19% 25% 48-8 46-8 48-8 48-8 48-8 48-8 48-8 48-8   |                        | This Zone | All TUC DMA |
| 25-34 21% 17% 35-44 8% 14% 45-54 22% 15% 16% 55-64 15% 16% 65+ 19% 25% 48 8% 48 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8   |                        |           |             |
| 35-44 8% 14% 45-54 15% 55-64 15% 55-64 15% 16% 65+ 15% 16% 65+ 19% 25% AVERAGE 46 48 GENDER  Male 50% 49% Female 50% 51% 51% ETHINICITY  White 59% 57% 4% 48 Asian 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%   |                        |           |             |
| 45-54 22% 15% 55-64 15% 16% 55-64 15% 16% 65+ 19% 25% AVERAGE 46 48 GENDER Male 50% 51% ETHNICITY White 59% 57% Hispanic 36% 34% Black 22% 4% Asian 1% 1% EDUCATION Less than 12th Grade 46% 37% College Grad+ 30% 30% 30% Some College 46% 37% College Grad+ 30% 26% EMPLOYMENT STATUS Full-Time 10% 16% EMPLOYMENT STATUS \$25K-\$35K 8% 16% \$35K-\$50K \$25K 6% 17% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506 OWN/RENT RESIDENCE \$75% 61% Rent 23% 35% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47% 68% MARITAL/FAMILY STATUS \$100K 28% 33% Single (Never Married) 57% 47% |                        |           |             |
| 55-64 15% 16% 65+ AVERAGE 46 48  GENDER  Male 50% 49% 57% AVERAGE 50% 51% EITHNICITY  White 59% 57% 4% 48% Black 2% 4% ASian 11% 11% 11% 11% 11% 11% 11% 11% 11% 11   |                        |           |             |
| 65+ 19% 25% AVERAGE 46 48 68 49% Female 50% 49% Female 50% 51% ETHNICITY  White 59% 36% 34% Black 2% 4% Asian 1% 11% EDUCATION 1  |                        |           | 15%         |
| AVERAGE 46 48  GENDER  Male 50% 49% Female 50% 51%  EITHNICITY  White 59% 57% Hispanic 36% 34% Black 2% 4% Asian 1% 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 10% 16% HINCOME < \$25K \$6% 17% \$25K-\$35K 8% 16% \$25K-\$35K 8% 16% \$25K-\$35K 8% 16% \$35K-\$75K 17% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506  OWN/RENT RESIDENCE  OWN 75% 611% Rent 23% 35%  MARITAL/FAMILY STATUS  Single (Never Married) 28% Married 57% 47%  | 55-64                  | 15%       | 16%         |
| GENDER  Male 50% 49% Female 50% 511% ETHNICITY  White 59% 57% Hispanic 36% 34% Black 2% 4% Asian 1% 1% 1% EDUCATION  Less than 12th Grade 4 3% 8% H.S. Grad 22% 30% Some College 46% 37% College Grad+ 300% 26% EMPLOYMENT STATUS  Full-Time 50% 39% Part-Time 10% 16% HI INCOME  | 65+                    | 19%       | 25%         |
| Male         50%         49%           Female         50%         51%           Fernale         50%         51%           FETHNICITY         ***           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         **         **           *2.52K         6%         17%           \$25K-\$35K         8%         16%           \$25K-\$35K         8%         16%           \$25K-\$35K         8%         16%           \$25K-\$35K         17%         18%           \$75K-\$100K         20%         14%           \$75K-\$100K         20%         14%           \$1                | AVERAGE                | 46        | 48          |
| Female 50% 51% ETHNICITY  White 59% 57% Hispanic 36% 34% Black 2% 4% Asian 1% 1% 1% EDUCATION EDUCATION ESSENTING 36% 37% COLlege Grad+ 30% 37% COLlege Grad+ 30% 26% EMPLOYMENT STATUS Full-Time 10% 16% 16% S25K 50K 6% 17% S25K 50K 6% 17% S25K-535K 8% 16% S25K-55K 17% 18% S75K-\$100K 20% 14% S100K+ 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% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47% 47%  | GENDER                 |           |             |
| ### State   | Male                   | 50%       | 49%         |
| White 59% 57% Hispanic 36% 34% Black 2% 4% Asian 1% 1% 1% EDUCATION LESS than 12th Grade 4.5 3% 8% H.S. Grad 22% 30% Some College 46% 37% 26% EMPLOYMENT STATUS Full-Time 50% 39% 9% Part-Time 10% 16% HINCOME < \$25K 6% 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 OWIVIRENT RESIDENCE Own 75% 61% Rent 23% 35% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47% 6   | Female                 | 50%       | 51%         |
| Hispanic 36% 34% Black 2% 4% Asian 11% 11% 11% EDUCATION  Less than 12th Grade 3% 8% 30% Some College 46% 37% College Grad+ 30% 26% EMPLOYMENT STATUS Full-Time 50% 39% Part-Time 10% 16% HINCOME < \$25K 6% 17% \$25K 8% 16% \$35K-\$5K\$ 8% 16% \$35K-\$5K\$ 8% 16% \$35K-\$5K\$ 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% Single (Never Married) 57% 47%  | ETHNICITY              |           |             |
| Black 2% 4% Asian 1% 11% EDUCATION  Less than 12th Grade  | White                  | 59%       | 57%         |
| Asian 1% 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 10% 16% HH INCOME < \$25K 6% 17% 22% \$35K-\$35K 8% 16% \$35K-\$50K 28% 22% \$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%  | Hispanic               | 36%       | 34%         |
| 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%  HI INCOME  < \$25K 6% 17%  \$25K 50K 58% 22%  \$35K-\$50K 28% 22%  \$35K-\$50K 28% 22%  \$35K-\$75K 17% 18%  \$75K-\$100K 20% 14%  \$100K+ 20% 13%  AVERAGE \$75,459 \$60,506  OWN/RENT RESIDENCE  Own 75% 611%  Rent 23% 35%  MARITAL/FAMILY STATUS  Single (Never Married) 28% 33%  Single (Never Married) 28% 33%  Single (Never Married) 28% 33%  Married 57% 47%  | Black                  | 2%        | 4%          |
| Less than 12th Grade 3% 8% H.S. Grad 22% 30% Some College 46% 37% 26% EMPLOYMENT STATUS Full-Time 50% 39% Part-Time 10% 16% HH INCOME < \$25K 6% 17% \$25K-\$35K 8% 16% \$25K-\$35K 8% 16% \$35K-\$50K 22% \$50K-\$75K 17% 18% \$75K-\$100K 4 20% 14% \$100K+ 20% 13% 400K+ 20% 575.459 \$60.506 OWNRENT RESIDENCE OWN 75% 61% Rent 23% 35% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47%  | Asian                  | 1%        | 1%          |
| H.S. Grad 22% 30% Some College 46% 37% College Grad+ 30% 26% EMPLOYMENT STATUS Full-Time 10% 16% HH INCOME < \$25K \$ 6% 17% \$25K-\$35K 8% 16% \$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%   | EDUCATION              |           |             |
| Some College         46%         37%           College Grad+         30%         26%           EWPLOWMENT STATUS         SEMPLOWMENT STATUS           Full-Time         50%         39%           Part-Time         10%         16%           HH INCOME         ***         ***           < \$25K   | Less than 12th Grade   | 3%        | 8%          |
| College Grad+ 30% 26% EMPLOYMENT STATUS FUII-Time 50% 39% Part-Time 10% 16% HH INCOME  < \$25K 6% 17% \$25K-\$35K 8% 16% \$35K-\$35K 28% 22% \$50K-\$75K 17% 18% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506  OWNIRENT RESIDENCE OWN MARITAL/FAMILY STATUS Single (Never Married) 28% Married 57% 47%  | H.S. Grad              | 22%       | 30%         |
| EMPLOYMENT STATUS  Full-Time 50% 39%  Part-Time 10% 16%  HH INCOME  < \$25K 6% 17%  \$25K-\$35K 8% 16%  \$25K-\$35K 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%   | Some College           | 46%       | 37%         |
| Full-Time 50% 39% Part-Time 10% 16% HH INCOME   < \$25K 6% 17% 255K 8% 16% 22% \$35K-\$50K 28% 22% \$50K-\$75K 17% 18% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506   OWN/RENT RESIDENCE   OWN Rent 23% 35% MARITAL/FAMILY STATUS \$10gle (Never Married) 28% 33% Married 57% 47%   | College Grad+          | 30%       | 26%         |
| Part-Time 10% 16% HH INCOME  < \$25K 6% 17% \$25K-\$35K 8% 16% \$25K-\$35K 28% 22% \$50K-\$75K 17% 18% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506  OWIVERIT RESIDENCE  Own 75% 61% Rent 23% 35%  MARITAL/FAMILY STATUS  Single (Never Married) 28% 33% Married 57% 47%  | EMPLOYMENT STATUS      |           |             |
| HH INCOME  < \$25K 6% 17%  < \$25K 88% 16%  \$25K-\$35K 8% 16%  \$35K-\$50K 28% 22%  \$35K-\$50K 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%   | Full-Time              | 50%       | 39%         |
| \$25K 6% 17% \$25K 8% 16% \$25K-\$35K 8% 16% \$25K-\$50K 28% \$22% \$50K-\$75K 17% 18% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506 OWNIRENT RESIDENCE Own 75% 61% Rent 23% 35% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% Married 57% 47%  | Part-Time              | 10%       | 16%         |
| \$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%   | HH INCOME              |           |             |
| \$35K-\$50K 28% 22% \$50K-\$50K 17% 18% \$575K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506 OWN/RENT RESIDENCE Own 75% 611% Rent 23% 35% MARITAL/FAMILY STATUS Single (Never Married) 28% 33% A7% AVERAGE 57% 47%   | < \$25K                | 6%        | 17%         |
| \$50K-\$75K 17% 18% \$75K-\$100K 20% 14% \$100K+ 20% 13% AVERAGE \$75,459 \$60,506 \$00WNRENT RESIDENCE \$75,459 \$60,506 \$00WNRENT RESIDENCE \$23% 35% \$61% \$61% \$61% \$61% \$61% \$61% \$61% \$61   | \$25K-\$35K            | 8%        | 16%         |
| \$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%   | \$35K-\$50K            | 28%       | 22%         |
| \$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%   | \$50K-\$75K            | 17%       | 18%         |
| 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%  | \$75K-\$100K           | 20%       | 14%         |
| OWN/RENT RESIDENCE           Own         75%         61%           Rent         23%         35%           MARITAL/FAMILY STATUS         33%           Single (Never Married)         28%         33%           Married         57%         47%  | \$100K+                | 20%       | 13%         |
| Own         75%         61%           Rent         23%         35%           MARITAL/FAMILY STATUS         Single (Never Married)         28%         33%           Married         57%         47%   | AVERAGE                | \$75,459  | \$60,506    |
| Rent         23%         35%           MARITAL/FAMILY STATUS         Single (Never Married)         28%         33%           Married         57%         47%   | OWN/RENT RESIDENCE     |           |             |
| MARITAL/FAMILY STATUS           Single (Never Married)         28%         33%           Married         57%         47%  | Own                    | 75%       | 61%         |
| Single (Never Married)         28%         33%           Married         57%         47%  | Rent                   | 23%       | 35%         |
| Married 57% 47%   | MARITAL/FAMILY STATUS  |           |             |
|   | Single (Never Married) | 28%       | 33%         |
| 1+ Children in HH 33% 33%   | Married                | 57%       | 47%         |
|   | 1+ Children in HH      | 33%       | 33%         |

# TUCSON DISH ZONE

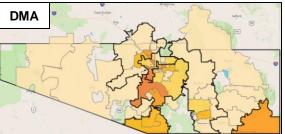




### Households

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.



|                        | This Zone | All TUC DMA |
|------------------------|-----------|-------------|
| AGE                    | This Zone | All TOO DWA |
| 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

City

Green Valley

Green Valley

Sahuarita

Vail

Tucson

#### Northwest Tucson Zone

75.622 Households

Zip

85614

85622

85629

85641

85701

85704

85705

85706

85707

85708

85710

85711

85712

85713

85714

85715

85716

85718

85719

85730

85745

85746

85747

85748

85749

85750

85756

| Zip   | City     |
|-------|----------|
| 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   |

#### Southeast Tucson Zone

62.023 Households

Metro Tucson Total Households: 137,645

Zip codes shown in italics are shared between zones.

### Sierra Vista Zone

9,016 Households

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

### Nogales Zone

1.395 Households

| Zip   | City     |
|-------|----------|
| 85621 | Nogales  |
| 85648 | Rio Rico |

#### **Douglas Zone**

1.540 Households

| Zip   | City    |
|-------|---------|
| 85607 | Douglas |

Southern Arizona / Outer Tucson DM A
Total Households:

11.951