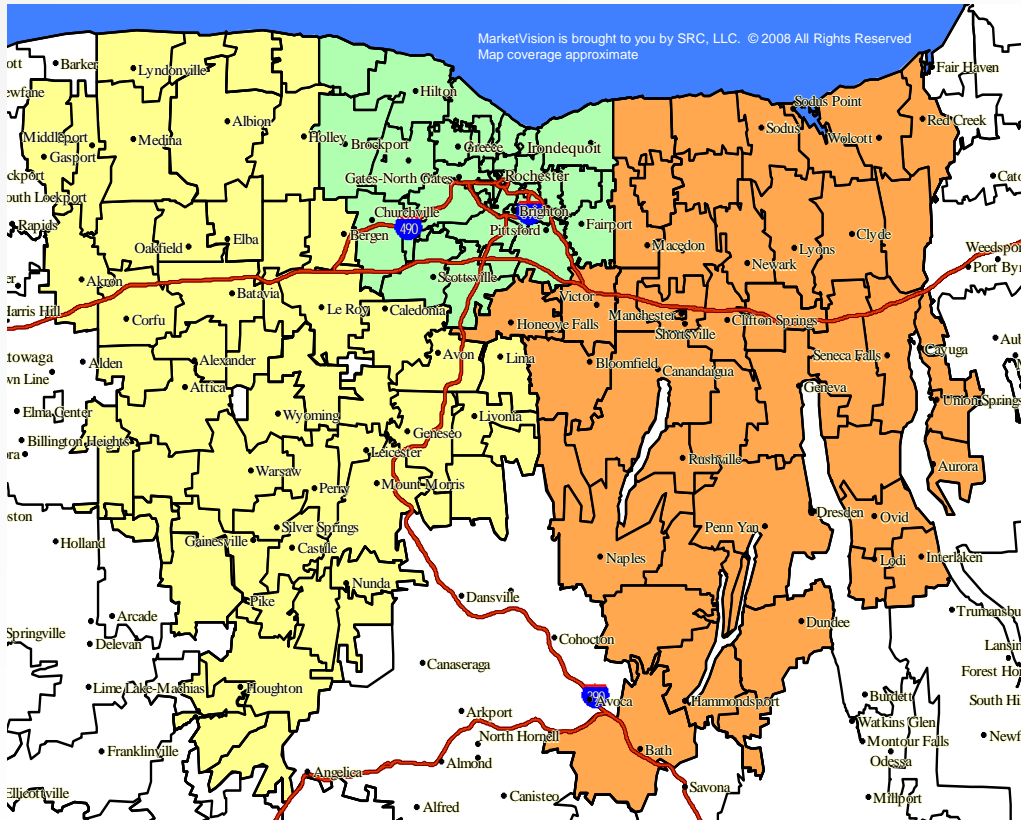
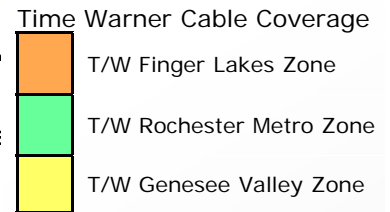


# TIME WARNER CABLE MEDIA SALES NORTHEAST REGION

## Rochester Market Snapshot



### Rochester



|                               |                |
|-------------------------------|----------------|
| <b>Insertable Networks</b>    | <b>45</b>      |
| <b>Ad Insertable Universe</b> | <b>339,100</b> |

| General Demo Information      | Rochester  |
|-------------------------------|------------|
| <b>Households</b>             | 476,920*   |
| <b>Population by Race</b>     | 1,240,466* |
| White Alone                   | 85.0%      |
| African-American              | 9.7%       |
| Other Races                   | 5.3%       |
| <b>Own or Rent</b>            |            |
| Owner Occupied                | 71.0%      |
| Renter Occupied               | 29.0%      |
| <b>Avg. HH Income</b>         | \$60,857   |
| <b>Avg. Per Capita Income</b> | \$24,412   |
| <b>Gender</b>                 |            |
| Male                          | 49.1%      |
| Female                        | 50.9%      |

| Age Range                    | Rochester |
|------------------------------|-----------|
| C17 & Under                  | 23.8%     |
| A18-24                       | 10.8%     |
| A25-34                       | 12.4%     |
| A35-54                       | 28.5%     |
| A55-64                       | 12.0%     |
| A65+                         | 13.8%     |
| <b>Average Age</b>           | 38.7      |
| <b>Education</b>             |           |
| Less than 9th grade          | 4.3%      |
| Some High School, no diploma | 8.3%      |
| High School Graduate         | 31.1%     |
| Some College, no degree      | 16.8%     |
| Associate Degree             | 11.3%     |
| Bachelor's Degree            | 16.1%     |
| Graduate Degree              | 12.2%     |

\*Includes small portions of Genesee Valley Zone which lie within Buffalo DMA