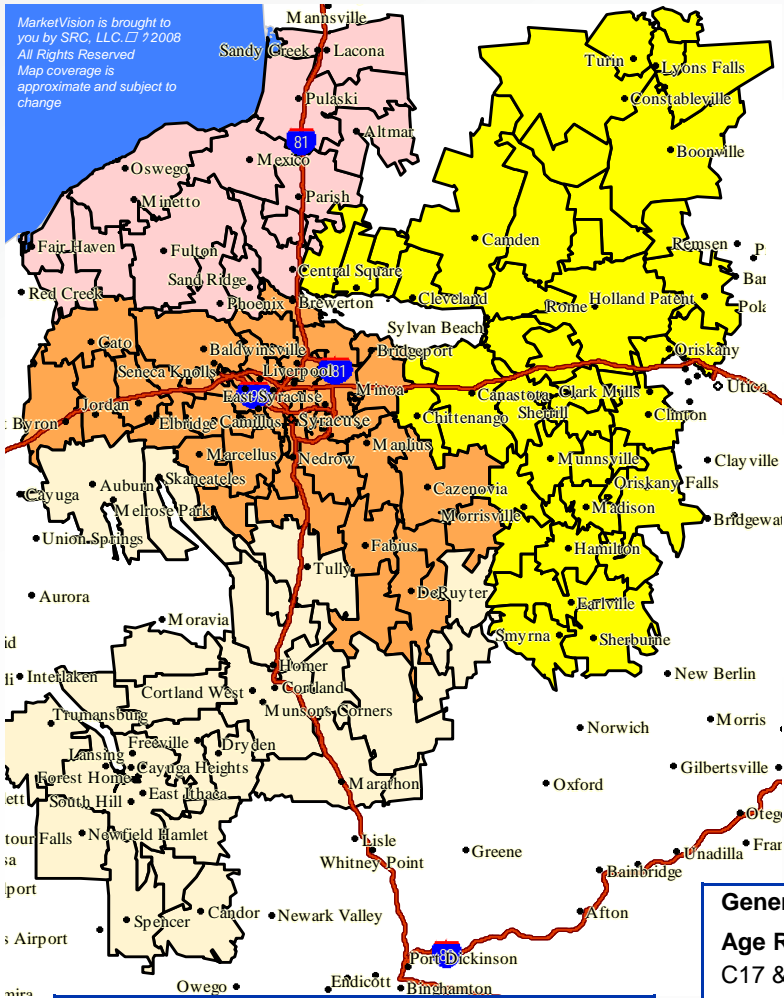


TIME WARNER CABLE MEDIA SALES NORTHEAST REGION

Syracuse Market Snapshot



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TIME WARNER ZONE COVERAGE

- T/W Syracuse
- T/W Fulton-Oswego
- T/W Rome-Oneida
- T/W Easter Finger Lakes

# of Insertable Nets	Ad Insertable Universe
46	260,700

General Demo Information	Syracuse
Households	390,719
Population by Race	1,002,483
White Alone	87.9%
African-American	6.3%
Other Races	5.8%
Own or Rent	
Owner Occupied	67.2%
Renter Occupied	32.8%
Avg. HH Income	\$59,724
Avg. Per Capita Income	\$24,261
Gender	
Male	49.0%
Female	51.0%

General Demo Information	Syracuse
Age Range	
C17 & Under	23.2%
A18-24	12.1%
A25-34	13.6%
A35-54	27.7%
A55-64	11.4%
A65+	13.4%
Median Age	37.0
Education	
Less than 9th grade	3.1%
Some High School, no diploma	7.8%
High School Graduate	32.8%
Some College, no degree	17.0%
Associate Degree	10.7%
Bachelor's Degree	16.4%
Graduate Degree	12.3%

AGS Demographic data © 2008 by Experian/Applied Geographic Solutions. Current year data is for the year 2008. Scarborough data, collected from August 2007 to September 2008, has been profiled and integrated into the MarketVision site. The profiles were created using MOSAIC clusters, and SRC segmentation technology. Even though questions may be asked at the Household level, response is in terms of Adults 18+.

