



Purple line = DMA Yellow = Radio metro Yellow plus green = TSA

TV DMA Rank: 16
Population 2-plus: 3,772,210
TV Households: 1,539,380
**TV Stations (Net/Ind/Multicast/
 Public): 8/14/4/8**
Wired Cable Households: 819,680
Radio Metro Rank: 21
Population 12-plus: 2,524,000
Radio Stations (rated): 44
Newspapers (Daily/Weekly): 21/74

Source: Arbitron for radio and map; Nielsen for TV and cable; BIA K12 for TV stations; SDDS for newspapers

WHO THEY ARE

	DMA%	U.S.%
Men	50	49
Women	50	51
Married	61	58
Never married (single)	25	25
Widowed/Legally separated/Divorced	15	17
White	92	83
African American	4	12
Hispanic	18	14
Other	3	3
Employed full-time (35 hours or more)	51	48
Employed part-time (less than 35 hours)	18	16
Not employed	31	36
No children in household (age 17 or under)	58	59
One or more	42	41
Two or more	28	25
Three or more	11	10

Source: Scarborough USA+ 2009, Release 1

MARKET DEMOGRAPHICS (VS. U.S.)

	DMA%	U.S.%
18 - 24	12	12
25 - 34	20	18
35 - 44	20	19
45 - 54	20	19
55 - 64	15	15
65 or older	14	17

MARKET HOUSEHOLD INCOME (VS. U.S.)

	DMA%	U.S.%
Less than \$29,999	17	20
\$30,000 - \$39,999	12	14
\$40,000 - \$49,999	12	11
\$50,000 - \$74,999	19	18
\$75,000 - \$99,999	18	15
\$100,000 or more	23	21

Source: Scarborough USA+ 2009, Release 1

To see expanded data and charts on this market, and to see other markets profiled, go to MEDIaweek.com/MarketProfile.

