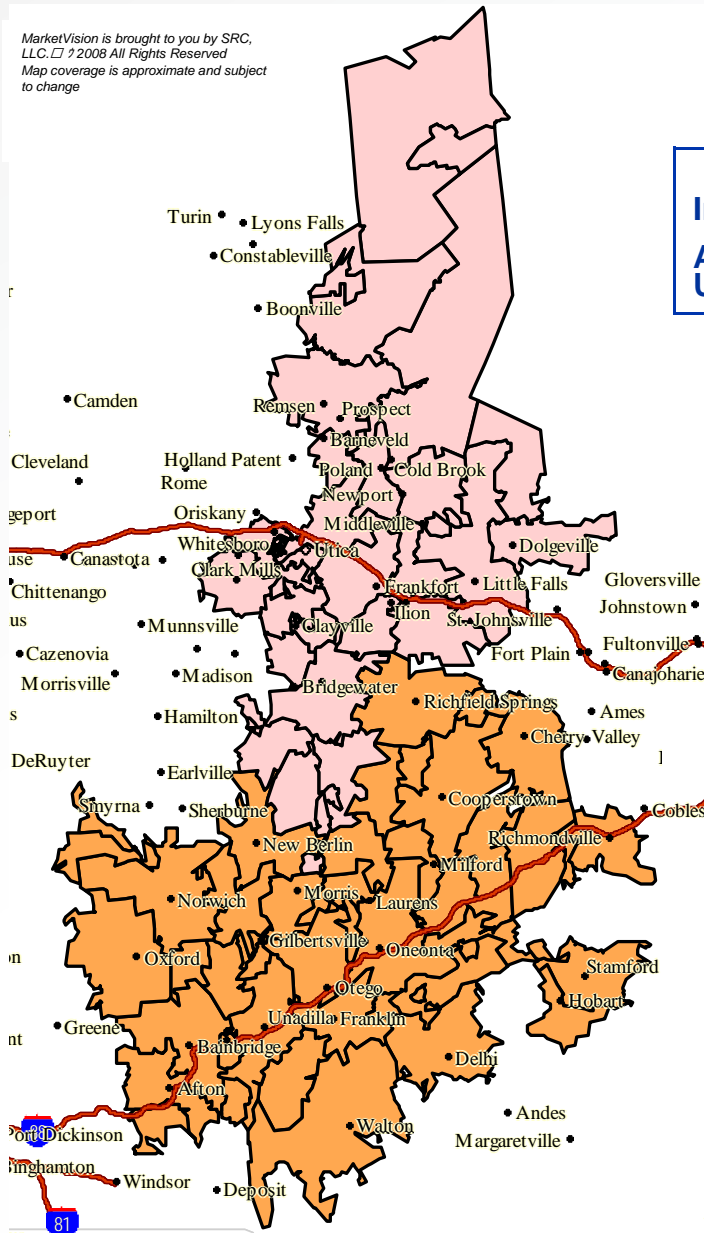


TIME WARNER CABLE MEDIA SALES NORTHEAST REGION

Utica Market Snapshot

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Map coverage is approximate and subject to change



Time Warner Cable Utica

- TW/ Oneonta Zone
- TW/ Utica Iliion Zone

	<u>Utica-Iliion</u>	<u>Oneonta</u>
Insertable Nets	45	45
Ad Insertable Universe	58,500	27,450

General Demo Info	Utica-Iliion	Oneonta
Households	78,616	51,431
Population by Race	187,075	127,417
White Alone	91.1%	96.2%
African-American	4.5%	1.5%
Other Races	4.4%	2.3%
Own or Rent		
Owner Occupied	64.3%	73.4%
Renter Occupied	35.7%	26.5%
Avg. HH Income	\$51,309	\$53,323
Avg. Per Capita Income	\$22,350	\$22,017
Gender		
Male	48.3%	48.6%
Female	51.7%	51.4%
Age Range		
C17 & Under	22.1%	21.2%
A18-24	10.3%	12.4%
A25-34	12.4%	13.2%
A35-49	26.9%	25.7%
A50-64	12.1%	12.4%
A65+	17.3%	16.3%
Median Age	40.5	39.1
Education		
Less than 9th grade	5.5%	5.3%
Some High School, no diploma	9.8%	12.4%
High School Graduate	33.2%	37.0%
Some College, no degree	17.8%	17.1%
Associate Degree	11.5%	9.0%
Bachelor's Degree	13.6%	10.9%
Graduate Degree	8.7%	8.3%

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+.