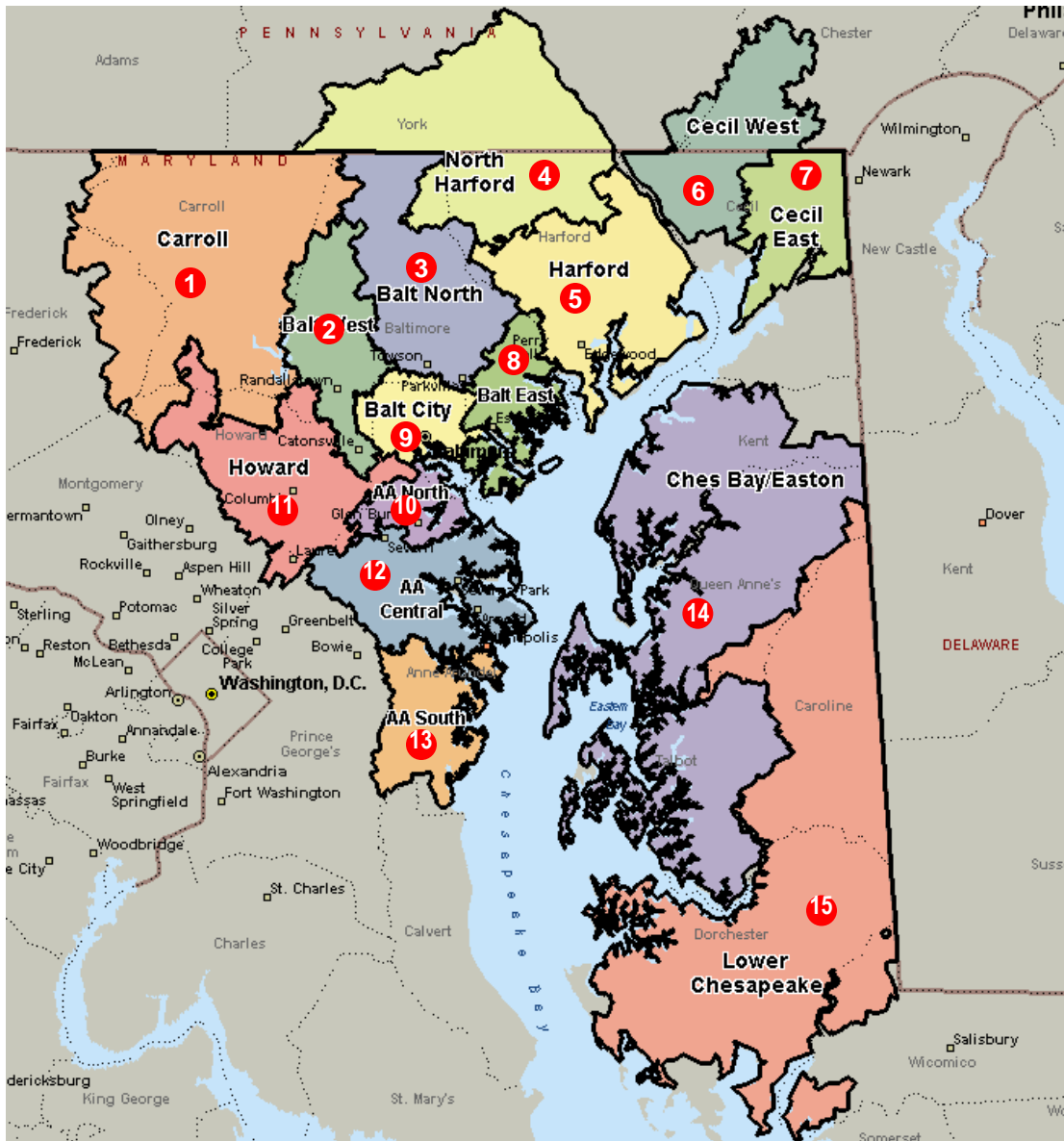


# Baltimore, MD



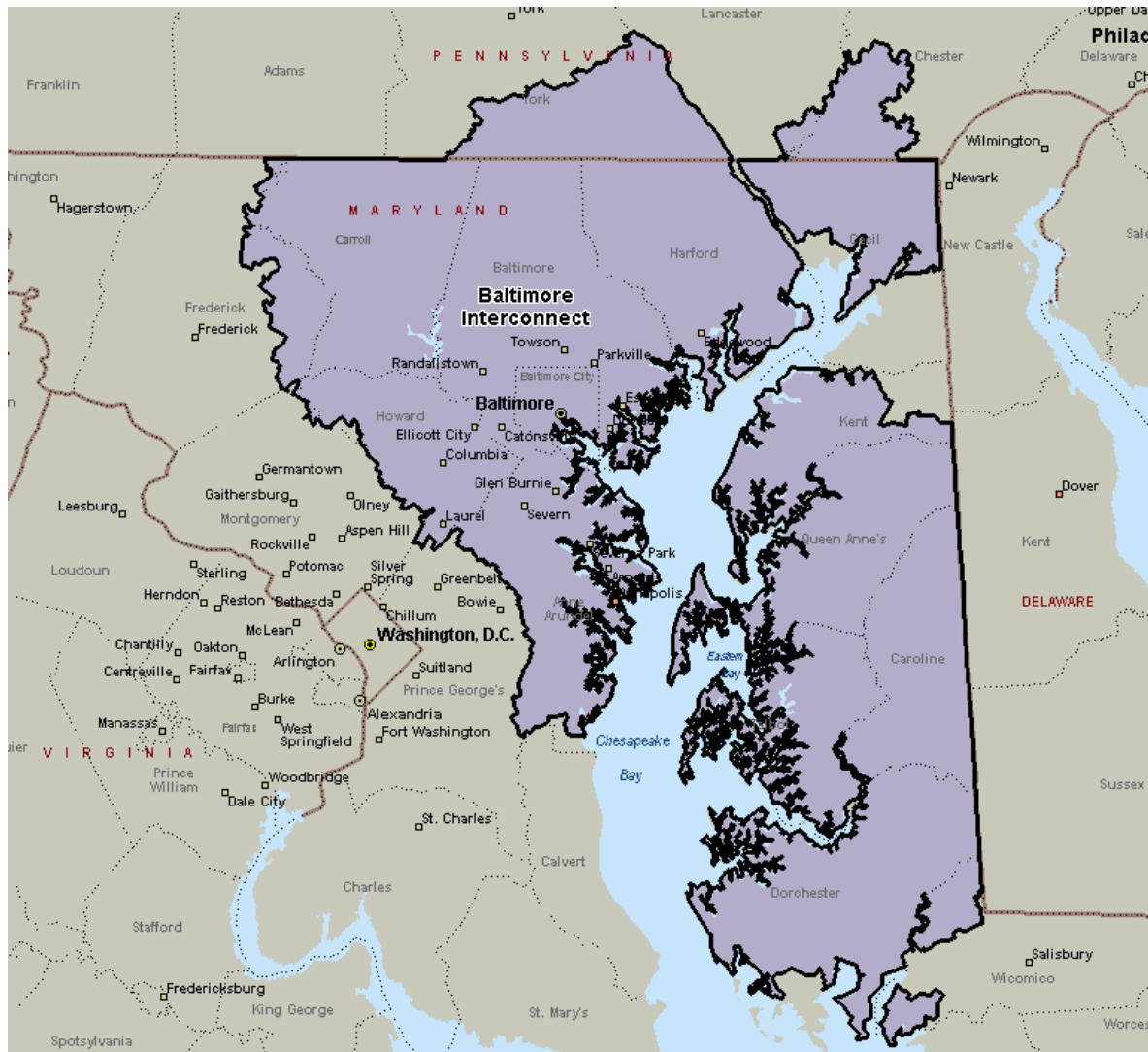
Number	Zone
1	Carroll
2	Baltimore West
3	Baltimore North
4	North Harford
5	Harford
6	Cecil West
7	Cecil East
8	Baltimore East
9	Baltimore City
10	Anne Arundel North
11	Howard
12	Anne Arundel Central
13	Anne Arundel South
14	Chesapeake Bay/Easton
15	Lower Chesapeake

\*Zone coverage is approximate.



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# Baltimore Interconnect



Counties
Anne Arundel
Baltimore City
Baltimore
Caroline
Carroll
Cecil
Dorchester
Harford
Howard
Kent
Queen Anne's
Talbot

\*Zone coverage is approximate.

# Baltimore Interconnect

## Gender

Male	48%
Female	52%

## Age

Age 20-24	7%
Age 25-34	14%
Age 35-44	13%
Age 45-54	15%
Age 55-64	12%
Age 65+	13%
Median Age	38 yrs.

## Status

Married	50%
Single	50%
HH w/Children	34%
Avg. HH Size	2.6
Homeowner	63%
Renter	28%

## Income

\$15K- \$25k	8%
\$25,000-\$34,999	8%
\$35,000-\$49,999	13%
\$50,000-\$74,999	19%
\$75,000-\$99,999	14%
\$100k-\$150k	16%
\$150,000+	11%
Avg. HHI	\$87,011

## Race/Ethnicity

Black	26%
White	65%
Asian	4%
Other	4%
Hispanic	4%

## Educational Attainment

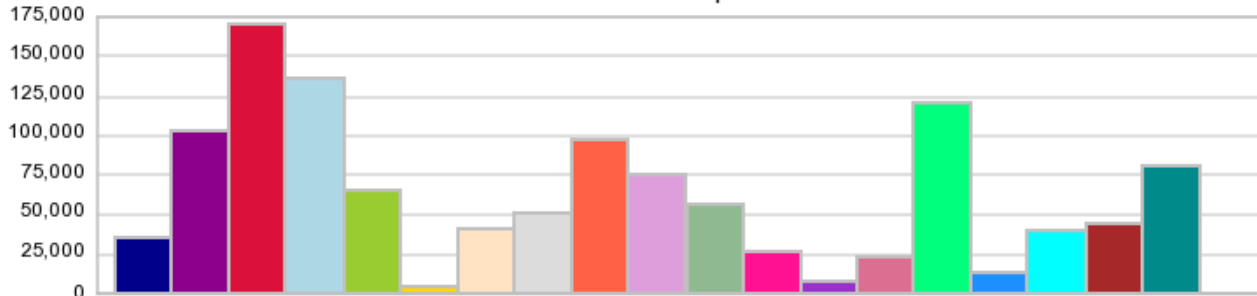
H.S. Grad.	28%
Attended College	19%
College Grad.+	34%

<u>Consumer Expenditures (Average HH Exp/Yr)</u>	
Apparel	\$3,046
Cellular Phone Service	\$483
Education	\$1,639
Food & Beverage	\$9,532
Furniture	\$785
Legal & Accounting	\$126
Major Appliances	\$325
New Vehicle Purchase	\$3,325
Total Retail Expenditures	\$26,812
Total HH Expenditures	\$63,384

# Baltimore Interconnect

Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

MOSAIC Groups



- Power Elite(A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

- Power Elite (A) 3.1%**
  - American Royalty 1.1%
  - Platinum Prosperity 0.7%
  - Kids and Cabernet 0.4%
  - Picture Perfect Families 0.2%
  - Couples with Clout 0.7%
- Flourishing Families (B) 9.5%**
  - Generational Soup 5.3%
  - Babies and Bliss 2.4%
  - Family Fun-tastic 1.8%
- Booming with Confidence (C) 14.9%**
  - Aging of Aquarius 4.8%
  - Golf Carts and Gourmets 0.3%
  - Silver Sophisticates 1.8%
  - Boomers and Boomerangs 7.9%

- Suburban Style (D) 11.7%**
  - Sports Utility Families 2.2%
  - Settled in Suburbia 0.8%
  - Cul de Sac Diversity 0.2%
  - Soulful Spenders 8.5%
- Thriving Boomers (E) 5.0%**
  - Unspoiled Splendor 3.2%
  - Full Pockets, Empty Nests 1.5%
  - No Place Like Home 0.2%
- Promising Families (F) 0.4%**
  - Families Matter Most 0.4%
  - Fast Track Couples 0.1%
- Young, City Solos (G) 2.8%**
  - Status Seeking Singles 2.7%
  - Urban Edge 0.2%

- Middle-class Melting Pot (H) 4.4%**
  - Birkenstocks and Beemers 1.0%
  - Everyday Moderates 3.4%
- Family Union (I) 8.4%**
  - Stockcars and State Parks 4.1%
  - Blue Collar Comfort 4.3%
- Autumn Years (J) 6.2%**
  - Aging in Place 3.3%
  - Rural Landscape 0.3%
  - Settled and Sensible 2.7%
- Significant Singles (K) 4.4%**
  - Wired for Success 1.6%
  - Metro Fusion 0.5%
  - Bohemian Groove 2.3%

- Blue Sky Boomers (L) 2.1%**
  - Booming and Consuming 0.2%
  - Rooted Flower Power 1.3%
  - Homemade Happiness 0.6%
- Families in Motion (M) 0.6%**
  - Red, White and Bluegrass 0.4%
  - Diapers and Debit Cards 0.3%
- Pastoral Pride (N) 2.0%**
  - True Grit Americans 0.2%
  - Countrified Pragmatics 0.9%
  - Gospel and Grits 0.8%
- Singles and Starters (O) 9.6%**
  - Full Steam Ahead 1.8%
  - Digital Dependents 0.5%
  - Urban Ambition 4.4%
  - Colleges and Cafes 0.6%
  - Family Troopers 0.6%
  - Striving Single Scene 1.6%
- Cultural Connections (P) 1.1%**
  - Rolling the Dice 1.1%
- Golden Year Guardians (Q) 2.8%**
  - Reaping Rewards 0.8%
  - Footloose and Family Tree 0.2%
  - Town Elders 0.4%
  - Senior Discounts 1.3%
- Aspirational Fusion (R) 3.6%**
  - Dare to Dream 1.3%
  - Hope for Tomorrow 2.3%
- Struggling Societies (S) 7.0%**
  - Small Town Shallow Pockets 0.4%
  - Soul Survivors 6.1%
  - Hard Times 0.4%
- Unclassified (U) 0.8%**

# Baltimore Plus



ZIP CODES				
20711	21036	21084	21153	21229
20723	21037	21085	21154	21234
20724	21040	21087	21155	21236
20751	21042	21090	21162	21237
20755	21043	21093	21163	21239
20759	21044	21104	21204	21244
20763	21045	21108	21206	21286
20765	21046	21111	21207	21401
20776	21047	21113	21208	21402
20777	21050	21114	21209	21403
20794	21052	21117	21212	21405
21001	21054	21122	21215	21409
21009	21056	21128	21219	21723
21012	21057	21130	21220	21737
21014	21060	21131	21221	21738
21015	21061	21133	21222	21765
21017	21071	21136	21224	21771
21029	21075	21140	21225	21784
21030	21076	21144	21226	21794
21032	21077	21146	21227	21797
21035	21078	21152	21228	

\*Zone coverage is approximate.

# Baltimore Plus

## Gender

Male	48%
Female	52%

## Age

Age 20-24	7%
Age 25-34	14%
Age 35-44	13%
Age 45-54	15%
Age 55-64	12%
Age 65+	13%
Median Age	38 yrs.

## Status

Married	52%
Single	48%
HH w/Children	33%
Avg. HH Size	2.6
Homeowner	65%
Renter	28%

## Income

\$15K- \$25k	7%
\$25,000-\$34,999	8%
\$35,000-\$49,999	12%
\$50,000-\$74,999	19%
\$75,000-\$99,999	15%
\$100k-\$150k	18%
\$150,000+	14%
Avg. HHI	\$95,077

## Race/Ethnicity

Black	26%
White	64%
Asian	5%
Other	1%
Hispanic	4%

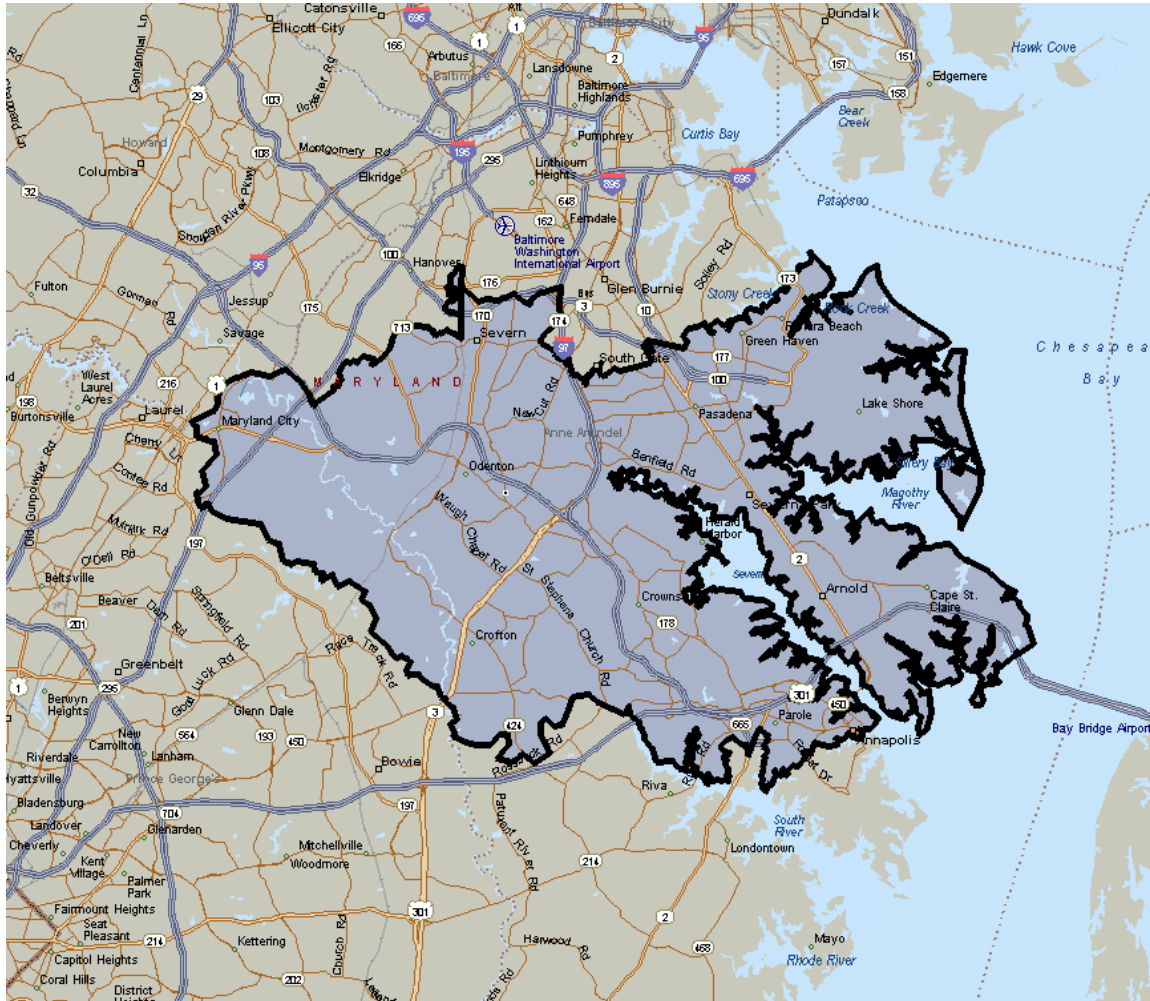
## Educational Attainment

H.S. Grad.	25%
Attended College	19%
College Grad.+	39%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$3,249
Cellular Phone Service	\$507
Education	\$1,790
Food & Beverage	\$10,072
Furniture	\$847
Legal & Accounting	\$133
Major Appliances	\$348
New Vehicle Purchase	\$3,573
Total Retail Expenditures	\$28,510
Total HH Expenditures	\$67,526

# Anne Arundel Central



Zip Code	Town
20724	Laurel
20755	Fort Meade
20794	Jessup
21012	Arnold
21032	Crownsville
21035	Davidsonville
21054	Gambrills
21056	Gibson Island
21060	Glen Burnie
21061	Glen Burnie
21076	Hanover
21077	Harmans
21090	Linthicum Hgts.
21108	Millersville
21113	Odenton
21114	Crofton
21122	Pasadena
21144	Severn
21146	Severna Park
21226	Curtis Bay
21401	Cape St. Claire
21402	Naval Academy
21409	Annapolis

\*Zone coverage is approximate.



# Anne Arundel Central

## Gender

Male	50%
Female	50%

## Age

Age 20-24	7%
Age 25-34	14%
Age 35-44	14%
Age 45-54	15%
Age 55-64	12%
Age 65+	12%
Median Age	37 yrs.

## Status

Married	55%
Single	45%
HH w/Children	34%
Avg. HH Size	2.7
Homeowner	71%
Renter	23%

## Income

\$15K- \$25k	5%
\$25,000-\$34,999	6%
\$35,000-\$49,999	10%
\$50,000-\$74,999	19%
\$75,000-\$99,999	16%
\$100k-\$150k	30%
\$150,000+	15%

Avg. HHI \$102,390

## Race/Ethnicity

Black	16%
White	74%
Asian	4%
Other	2%
Hispanic	5%

## Educational Attainment

H.S. Grad.	26%
Attended College	21%
College Grad.+	37%

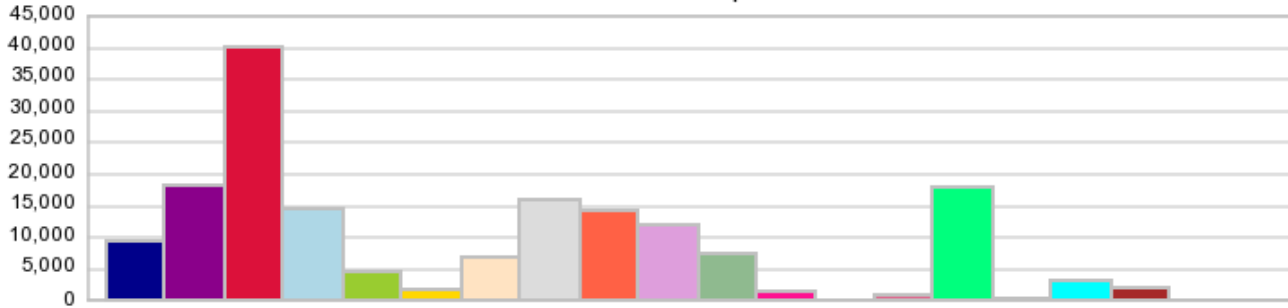
## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$3,437
Cellular Phone Service	\$530
Education	\$1,920
Food & Beverage	\$10,601
Furniture	\$909
Legal & Accounting	\$140
Major Appliances	\$370
New Vehicle Purchase	\$3,847
Total Retail Expenditures	\$30,122
Total HH Expenditures	\$71,510



# Anne Arundel Central

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Power Elite (A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

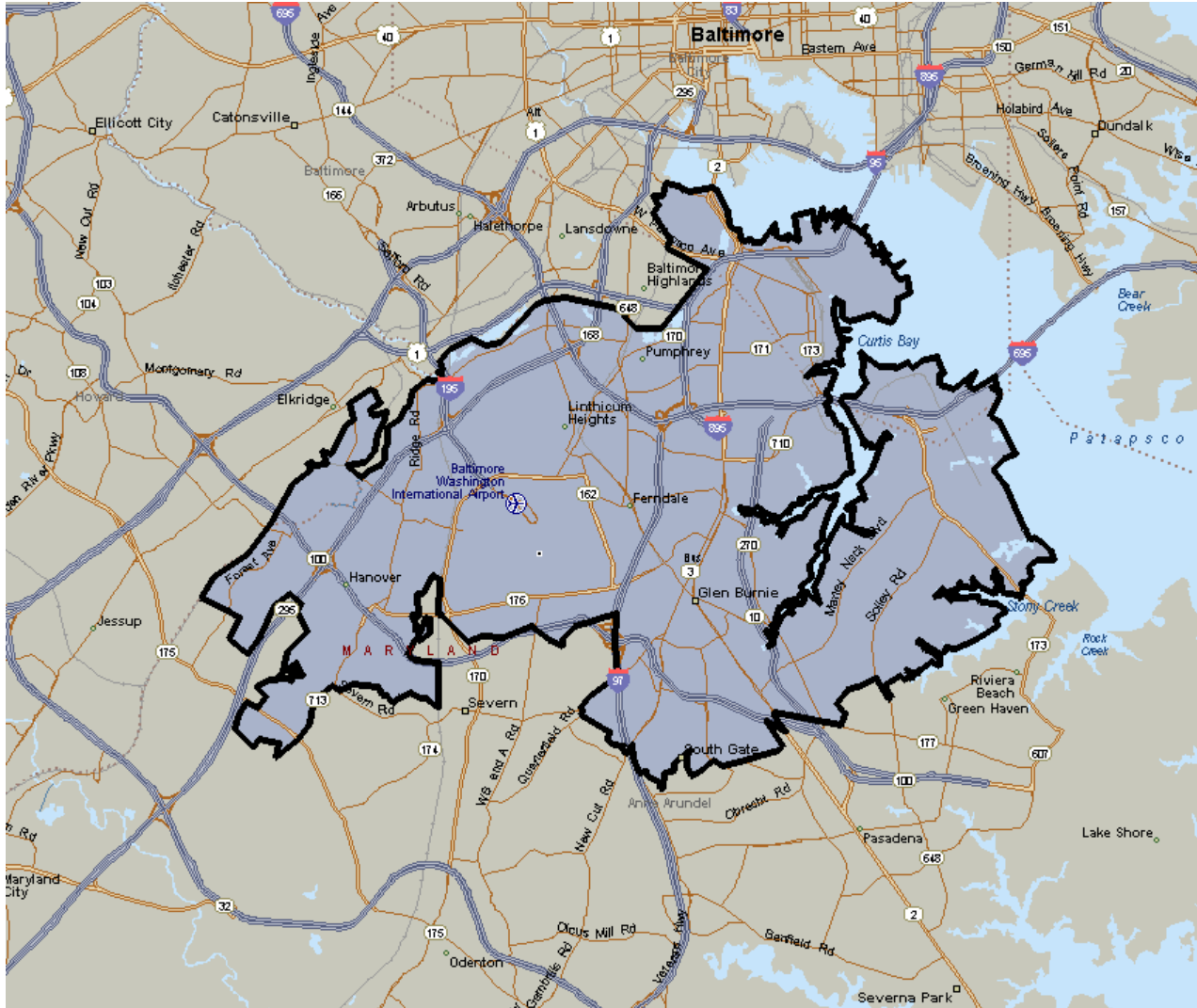
- Power Elite (A)** 5.1%
  - American Royalty 1.2%
  - Platinum Prosperity 1.7%
  - Couples with Clout 2.1%
- Flourishing Families (B)** 11.4%
  - Generational Soup 7.0%
  - Babies and Bliss 3.9%
  - Family Fun-tastic 0.5%
- Booming with Confidence (C)** 23.6%
  - Aging of Aquarius 7.0%
  - Silver Sophisticates 4.1%
  - Boomers and Boomerangs 12.5%

- Suburban Style (D)** 8.6%
  - Sports Utility Families 1.3%
  - Settled in Suburbia 0.9%
  - Soulful Spenders 6.4%
- Thriving Boomers (E)** 2.2%
  - Unspoiled Splendor 0.4%
  - Full Pockets, Empty Nests 1.8%
- Promising Families (F)** 1.0%
  - Families Matter Most 0.7%
  - Fast Track Couples 0.3%
- Young, City Solos (G)** 3.2%
  - Status Seeking Singles 3.2%

- Middle-class Melting Pot (H)** 9.5%
  - Birkenstocks and Beemers 1.5%
  - Everyday Moderates 8.0%
- Family Union (I)** 8.3%
  - Blue Collar Comfort 8.3%
- Autumn Years (J)** 7.1%
  - Aging in Place 7.1%
- Significant Singles (K)** 4.6%
  - Wired for Success 3.0%
  - Bohemian Groove 1.6%
- Blue Sky Boomers (L)** 0.7%
  - Rooted Flower Power 0.7%

- Pastoral Pride (N)** 0.4%
  - Countrified Pragmatics 0.3%
  - Gospel and Grits 0.1%
- Singles and Starters (O)** 10.8%
  - Full Steam Ahead 5.3%
  - Digital Dependents 0.6%
  - Urban Ambition 2.3%
  - Family Troopers 2.1%
  - Striving Single Scene 0.5%
- Cultural Connections (P)** 0.3%
  - Humble Beginnings 0.3%
- Golden Year Guardians (Q)** 1.4%
  - Reaping Rewards 0.5%
  - Footloose and Family Tree 0.7%
  - Senior Discounts 0.2%
- Aspirational Fusion (R)** 1.0%
  - Dare to Dream 0.7%
  - Hope for Tomorrow 0.3%
- Unclassified** 0.8%

# Anne Arundel North



ZIP CODE	TOWN
20701	Annapolis Junction
20707	Laurel
20724	Laurel
20794	Jessup
21012	Arnold
21054	Gambrills
21060	Glen Burnie
21061	Glen Burnie
21076	Hanover
21077	Harmans
21090	Linthicum Heights
21108	Millersville
21113	Odenton
21122	Pasadena
21122	Lake Shore
21144	Severn
21146	Severna Park
21225	Brooklyn
21226	Curtis Bay
21401	Cape St. Claire

\*Zone coverage is approximate.

# Anne Arundel North

## Gender

Male	51%
Female	49%

## Age

Age 20-24	7%
Age 25-34	14%
Age 35-44	14%
Age 45-54	15%
Age 55-64	12%
Age 65+	13%
Median Age	38 yrs.

## Status

Married	52%
Single	48%
HH w/Children	33%
Avg. HH Size	2.6
Homeowner	68%
Renter	25%

## Income

\$15K- \$25k	6%
\$25,000-\$34,999	7%
\$35,000-\$49,999	11%
\$50,000-\$74,999	20%
\$75,000-\$99,999	16%
\$100k-\$150k	20%
\$150,000+	13%
Avg. HHI	\$93,883

## Race/Ethnicity

Black	20%
White	71%
Asian	4%
Other	2%
Hispanic	5%

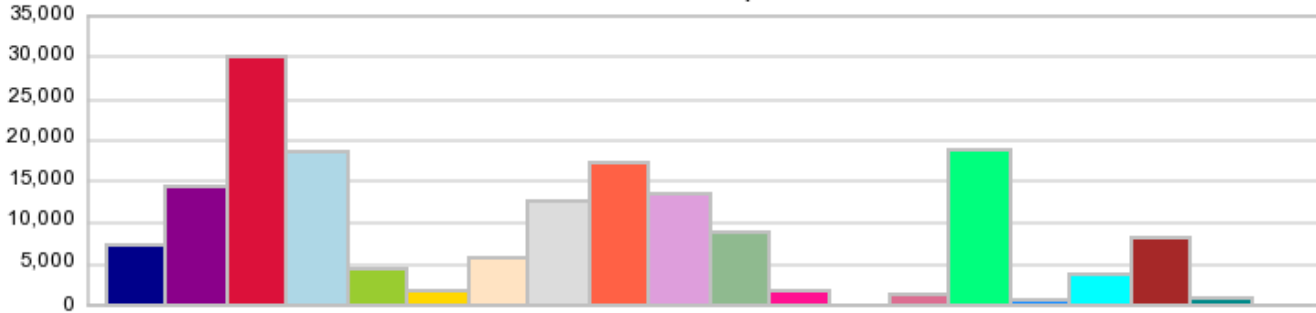
## Educational Attainment

H.S. Grad.	29%
Attended College	20%
College Grad.+	33%

<u>Consumer Expenditures (Average HH Exp/Yr)</u>	
Apparel	\$3,223
Cellular Phone Service	\$505
Education	\$1,760
Food & Beverage	\$10,031
Furniture	\$844
Legal & Accounting	\$132
Major Appliances	\$345
New Vehicle Purchase	\$3,592
Total Retail Expenditures	\$28,337
Total HH Expenditures	\$67,159

# Anne Arundel North

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Power Elite (A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

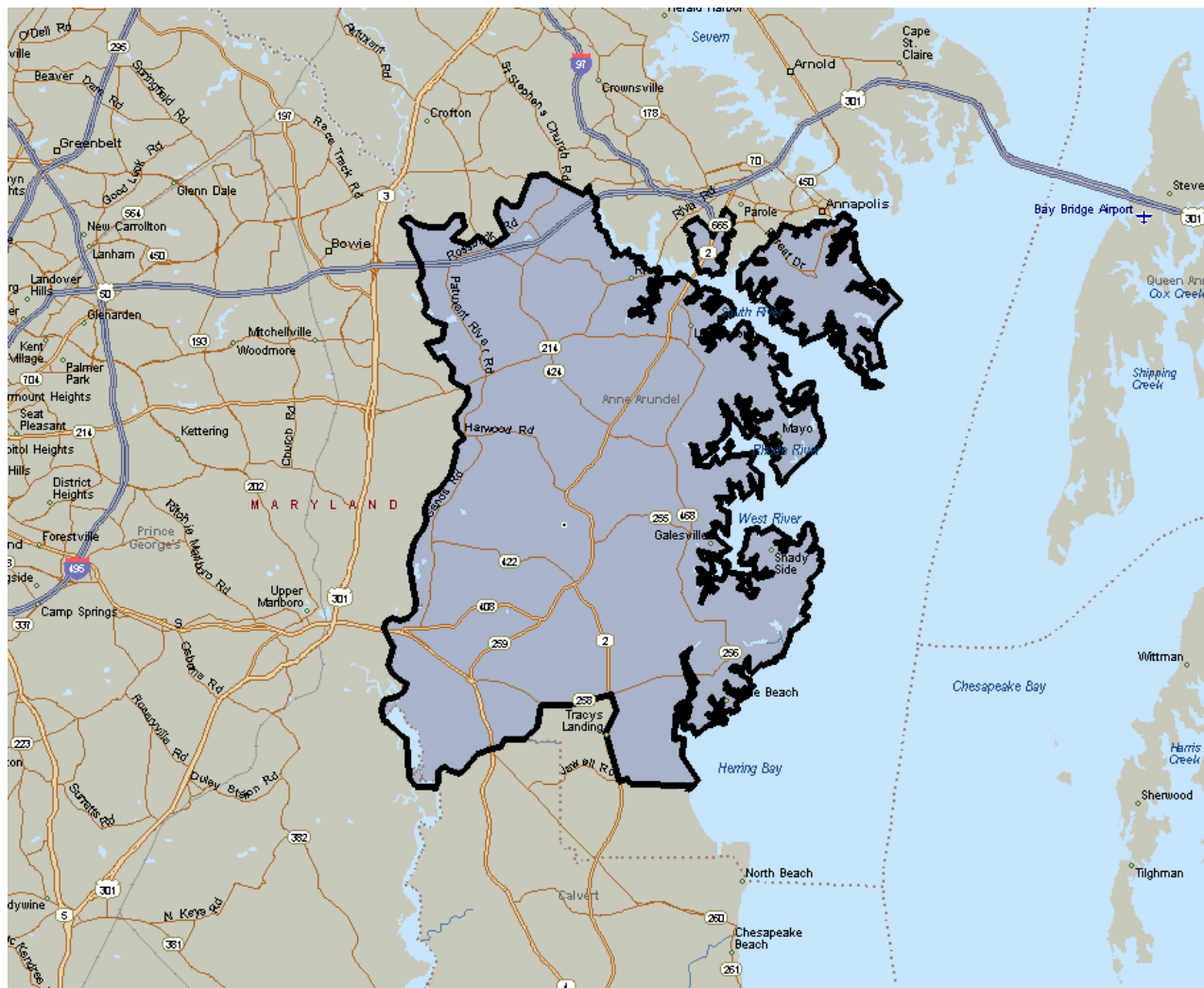
- Power Elite (A)** **3.9%**
  - American Royalty 0.2%
  - Platinum Prosperity 0.8%
  - Couples with Clout 2.9%
- Flourishing Families (B)** **9.2%**
  - Generational Soup 5.4%
  - Babies and Bliss 3.2%
  - Family Fun-tastic 0.5%
- Booming with Confidence (C)** **18.0%**
  - Aging of Aquarius 5.1%
  - Silver Sophisticates 2.6%
  - Boomers and Boomerangs 10.3%

- Suburban Style (D)** **11.3%**
  - Sports Utility Families 1.3%
  - Settled in Suburbia 1.9%
  - Soulful Spenders 8.1%
- Thriving Boomers (E)** **2.3%**
  - Unspoiled Splendor 0.5%
  - Full Pockets, Empty Nests 1.8%
- Promising Families (F)** **1.1%**
  - Families Matter Most 0.7%
  - Fast Track Couples 0.3%
- Young, City Solos (G)** **2.8%**
  - Status Seeking Singles 2.8%

- Middle-class Melting Pot (H)** **7.9%**
  - Birkenstocks and Beemers 0.9%
  - Everyday Moderates 7.0%
- Family Union (I)** **10.3%**
  - Blue Collar Comfort 10.3%
- Autumn Years (J)** **8.1%**
  - Aging in Place 7.6%
  - Settled and Sensible 0.6%
- Significant Singles (K)** **4.2%**
  - Wired for Success 2.0%
  - Bohemian Groove 2.2%
- Blue Sky Boomers (L)** **1.1%**
  - Rooted Flower Power 1.1%

- Pastoral Pride (N)** **0.8%**
  - Countrified Pragmatics 0.3%
  - Gospel and Grits 0.5%
- Singles and Starters (O)** **10.6%**
  - Full Steam Ahead 6.0%
  - Digital Dependents 0.6%
  - Urban Ambition 3.2%
  - Striving Single Scene 0.8%
- Cultural Connections (P)** **0.5%**
  - Rolling the Dice 0.2%
  - Humble Beginnings 0.3%
- Golden Year Guardians (Q)** **1.6%**
  - Reaping Rewards 0.7%
  - Footloose and Family Tree 0.7%
  - Senior Discounts 0.2%
- Aspirational Fusion (R)** **4.8%**
  - Dare to Dream 2.5%
  - Hope for Tomorrow 2.3%
- Unclassified** **1.0%**

# Anne Arundel South



ZIP CODE	TOWN
20733	Churchton
20751	Deale
20764	Shady Side
20711	Lothian
20776	Harwood
20778	West River
20779	Tracy's Landing
21035	Davidsonville
21037	Edgewater
21140	Riva
21401	Annapolis
21402	Naval Academy
21403	Eastport

\* Partial Coverage

\*Zone coverage is approximate.

# Anne Arundel South

## Gender

Male	50%
Female	50%

## Age

Age 20-24	8%
Age 25-34	12%
Age 35-44	12%
Age 45-54	16%
Age 55-64	14%
Age 65+	15%
Median Age	41 yrs.

## Status

Married	51%
Single	49%
HH w/Children	26%
Avg. HH Size	2.5
Homeowner	69%
Renter	23%

## Income

\$15K- \$25k	5%
\$25,000-\$34,999	5%
\$35,000-\$49,999	9%
\$50,000-\$74,999	16%
\$75,000-\$99,999	14%
\$100k-\$150k	21%
\$150,000+	23%
Avg. HHI	\$122,464

## Race/Ethnicity

Black	16%
White	76%
Asian	2%
Other	2%
Hispanic	7%

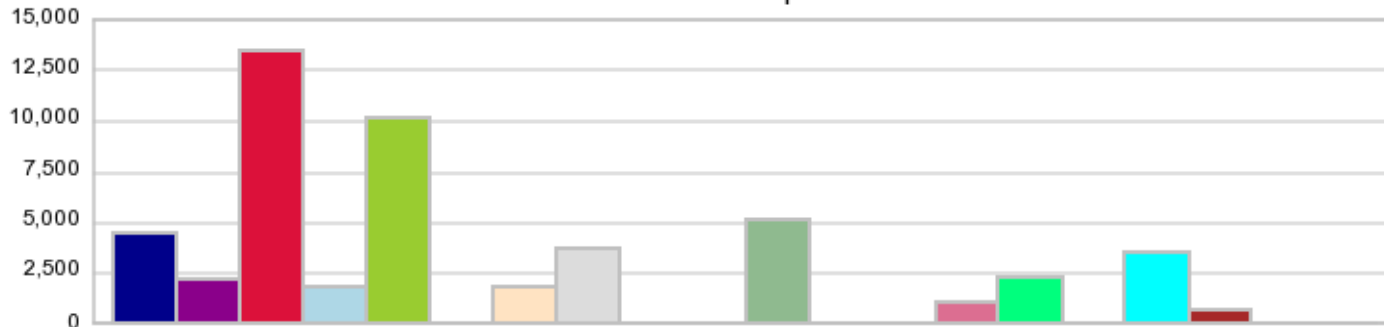
## Educational Attainment

H.S. Grad.	24%
Attended College	18%
College Grad.+	42%

<b>Consumer Expenditures (Average HH Exp/Yr)</b>	
Apparel	\$3,940
Cellular Phone Service	\$588
Education	\$2,323
Food & Beverage	\$11,912
Furniture	\$1,053
Legal & Accounting	\$157
Major Appliances	\$426
New Vehicle Purchase	\$4,335
Total Retail Expenditures	\$34,354
Total HH Expenditures	\$81,552

# Anne Arundel South

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Power Elite(A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

**Power Elite (A)** 8.5%  
 -American Royalty 2.3%  
 -Platinum Prosperity 6.3%

**Flourishing Families (B)** 4.9%  
 -Generational Soup 4.9%

**Booming with Confidence (C)** 27.2%  
 -Aging of Aquarius 13.1%  
 -Silver Sophisticates 6.8%  
 -Boomers and Boomerangs 7.3%

**Suburban Style (D)** 3.9%  
 -Sports Utility Families 1.7%  
 -Soulful Spenders 2.2%

**Thriving Boomers (E)** 17.4%  
 -Unspoiled Splendor 5.5%  
 - Full Pockets, Empty Nests 10.4%  
 -No Place Like Home 1.4%

**Young, City Solos (G)** 4.0%  
 -Status Seeking Singles 4.0%

**Middle-class Melting Pot (H)** 7.8%  
 -Birkenstocks and Beemers 6.3%  
 -Everyday Moderates 1.4%

**Significant Singles (K)** 12.6%  
 -Wired for Success 9.2%  
 -Bohemian Groove 3.5%

**Pastoral Pride (N)** 2.2%  
 -Countrified Pragmatics 2.2%

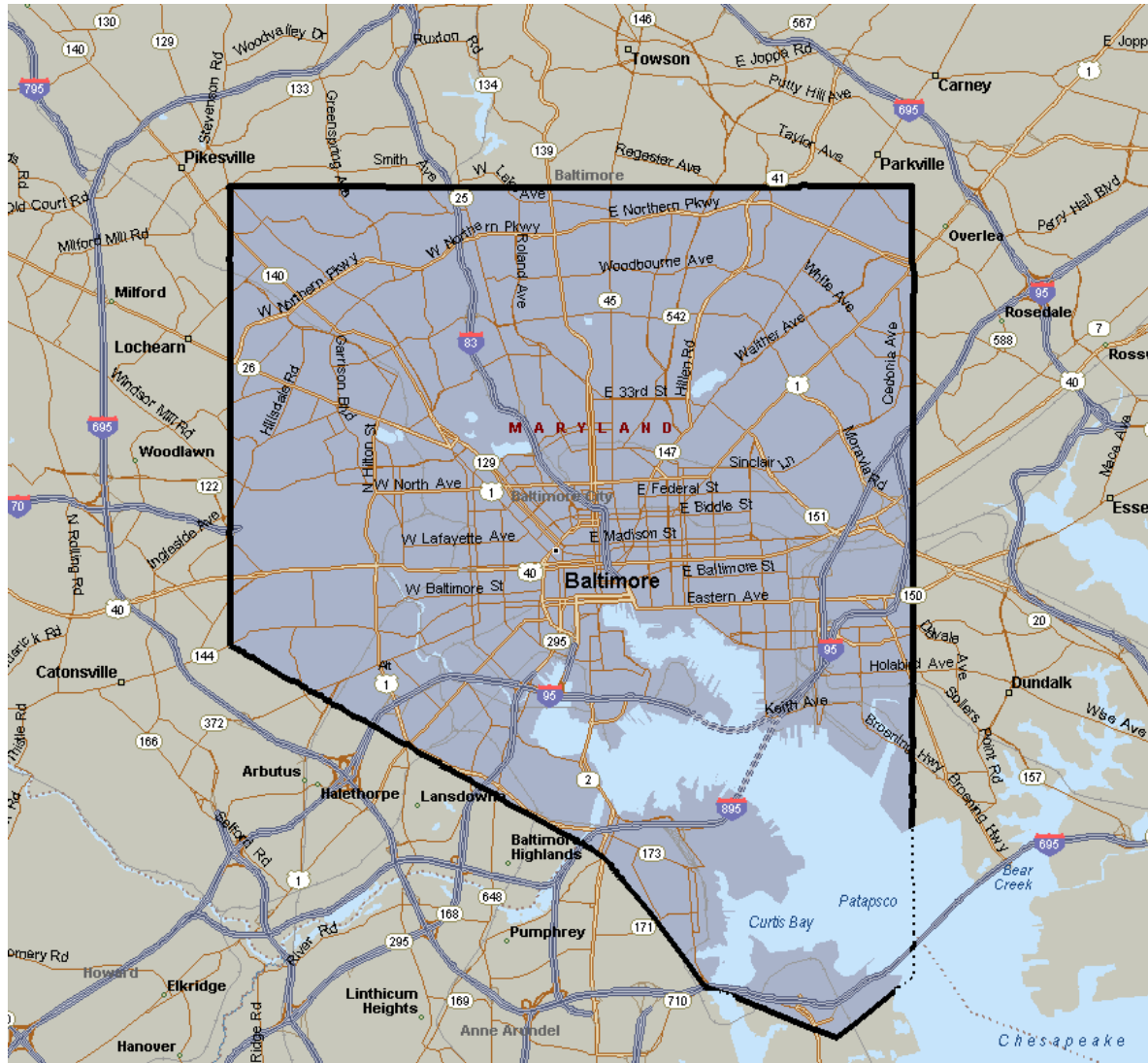
**Singles and Starters (O)** 5.0%  
 -Full Steam Ahead 0.8%  
 -Urban Ambition 4.3%

**Golden Year Guardians (Q)** 5.4%  
 -Reaping Rewards 2.4%  
 -Footloose and Family Tree 2.4%  
 -Senior Discounts 0.6%

**Aspirational Fusion (R)** 1.1%  
 -Hope for Tomorrow 1.1%



# Baltimore City



Zip Code	Town	Zip Code	Town
21225	Brooklyn	21207	Gwynn Oak
21226	Curtis Bay	21208	Pikesville
21227	Halethorpe	21209	Mt. Washington (Baltimore)
21228	Catonsville	21210	Roland Park (Baltimore)
21229	Carroll (Baltimore)	21211	Baltimore
21230	Baltimore	21212	Govans (Baltimore)
21231	Baltimore	21213	Clifton (Baltimore)
21234	Parkville	21214	Baltimore
21236	Nottingham	21215	Arlington (Baltimore)
21237	Rosedale	21216	Baltimore
21239	Northwood (Baltimore)	21217	Druid (Baltimore)
21201	West Case (Baltimore)	21218	Baltimore
21202	East Case (Baltimore)	21222	Dundalk
21205	Baltimore	21223	Franklin (Baltimore)
21206	Raspeburg (Baltimore)	21224	Highlandtown (Baltimore)

\*Zone coverage is approximate.

# Baltimore City

## Gender

Male	47%
Female	53%

## Age

Age 20-24	7%
Age 25-34	16%
Age 35-44	13%
Age 45-54	14%
Age 55-64	12%
Age 65+	14%
Median Age	37 yrs.

## Status

Married	37%
Single	63%
HH w/Children	28%
Avg. HH Size	2.5
Homeowner	50%
Renter	36%

## Income

\$15K- \$25k	11%
\$25,000-\$34,999	11%
\$35,000-\$49,999	15%
\$50,000-\$74,999	19%
\$75,000-\$99,999	12%
\$100k-\$150k	10%
\$150,000+	5%

Avg. HHI \$65,026

## Race

Black	47%
White	46%
Asian	1%
Other	2%
Hispanic	3%

## Education

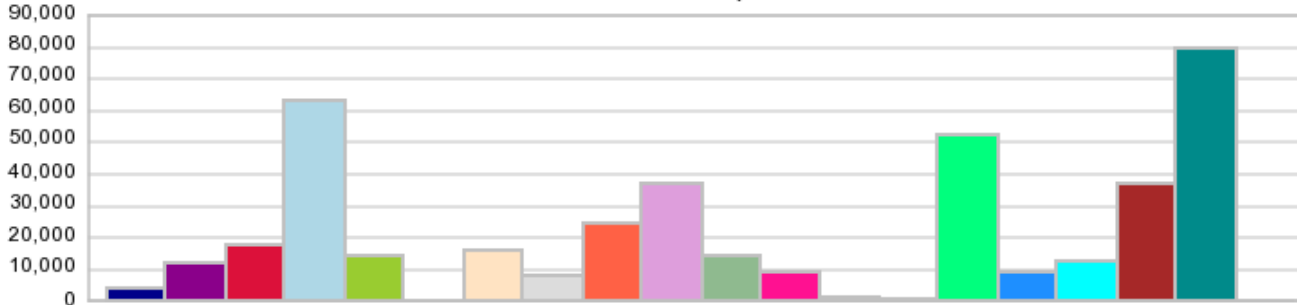
H.S. Grad.	30%
Attended College	19%
College Grad.+	27%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$2,490
Cellular Phone Service	\$417
Education	\$1,243
Food & Beverage	\$8,014
Furniture	\$610
Legal & Accounting	\$106
Major Appliances	\$260
New Vehicle Purchase	\$2,603
Total Retail Expenditures	\$22,091
Total HH Expenditures	\$51,821

# Baltimore City

MOSAIC Groups



- Power Elite (A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

- Power Elite (A)** **1.0%**
- American Royalty 0.5%
- Platinum Prosperity 0.5%
- Flourishing Families (B)** **3.0%**
- Generational Soup 0.1%
- Family Fun-tastic 2.9%
- Booming with Confidence (C)** **4.7%**
- Aging of Aquarius 2.5%
- Golf Carts and Gourmets 0.2%
- Silver Sophisticates 0.6%
- Boomers and Boomerangs 1.4%

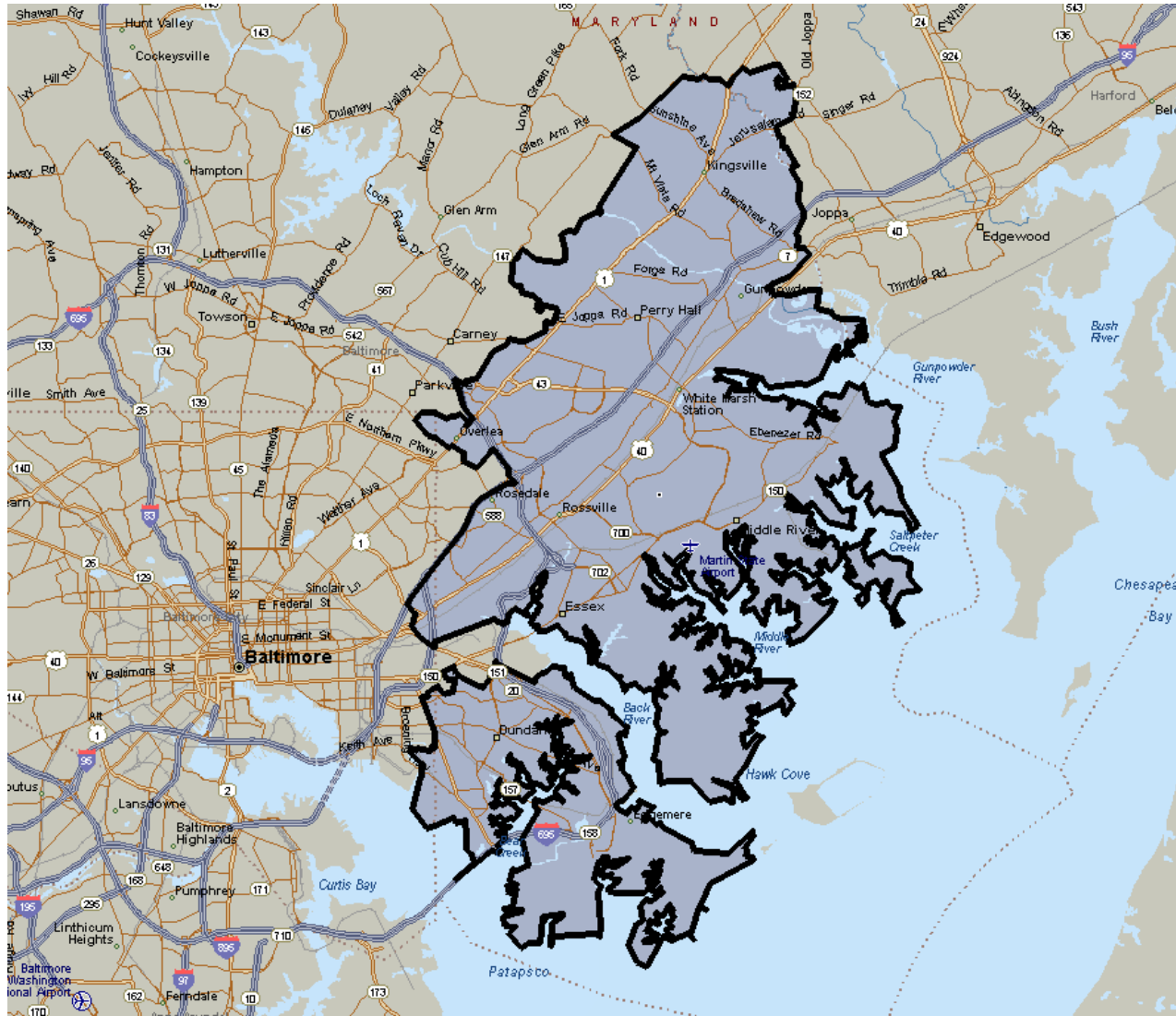
- Suburban Style (D)** **16.1%**
- Sports Utility Families 0.1%
- Settled in Suburbia 0.8%
- Soulful Spenders 15.2%
- Thriving Boomers (E)** **2.8%**
- Full Pockets, Empty Nests 2.5%
- No Place Like Home 0.3%
- Young, City Solos (G)** **3.0%**
- Status Seeking Singles 2.6%
- Urban Edge 0.5%
- Middle-class Melting Pot (H)** **1.9%**
- Birkenstocks and Beemers 0.1%
- Everyday Moderates 1.9%

- Family Union (I)** **6.2%**
- Blue Collar Comfort 6.2%
- Autumn Years (J)** **9.3%**
- Aging in Place 2.5%
- Settled and Sensible 6.7%
- Significant Singles (K)** **3.2%**
- Wired for Success 0.5%
- Bohemian Groove 2.6%
- Blue Sky Boomers (L)** **2.2%**
- Booming and Consuming 0.1%
- Rooted Flower Power 2.1%
- Families in Motion (M)** **0.3%**
- Diapers and Debit Cards 0.3%

Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Pastoral Pride (N)** **0.1%**
- Gospel and Grits 0.1%
- Singles and Starters (O)** **11.2%**
- Full Steam Ahead 0.5%
- Digital Dependents 0.6%
- Urban Ambition 7.1%
- College and Cafes 0.7%
- Striving Single Scene 2.1%
- Family Troopers 0.1%
- Cultural Connections (P)** **2.1%**
- Rolling the Dice 2.0%
- Meager Metro Means 0.1%
- Golden Year Guardians (Q)** **2.2%**
- Footloose and Family Tree 0.2%
- Senior Discounts 1.9%
- Aspirational Fusion (R)** **9.4%**
- Dare to Dream 2.8%
- Hope for Tomorrow 6.6%
- Struggling Societies (S)** **20.7%**
- Small Town Shallow Pockets 0.9%
- Soul Survivors 18.5%
- Hard Times 1.3%
- Unclassified** **0.5%**

# Baltimore East



ZIP CODE	TOWN
21087	Kingsville
21128	Perry Hall
21156	Upper Falls
21162	White Marsh
21219	Sparrows Point
21220	Middle River
21221	Essex
21222	Dundalk
21236	Nottingham
21237	Rosedale

\*Zone coverage is approximate.

# Baltimore East

## Gender

Male	48%
Female	52%

## Age

Age 20-24	6%
Age 25-34	14%
Age 35-44	13%
Age 45-54	17%
Age 55-64	13%
Age 65+	15%
Median Age	39 yrs.

## Status

Married	51%
Single	49%
HH w/Children	32%
Avg. HH Size	2.4
Homeowner	62%
Renter	31%

## Income

\$15K- \$25k	15%
\$25,000-\$34,999	10%
\$35,000-\$49,999	16%
\$50,000-\$74,999	22%
\$75,000-\$99,999	14%
\$100k-\$150k	12%
\$150,000+	4%
Avg. HHI	\$66,606

## Race/Ethnicity

Black	17%
White	75%
Asian	3%
Other	1%
Hispanic	3%

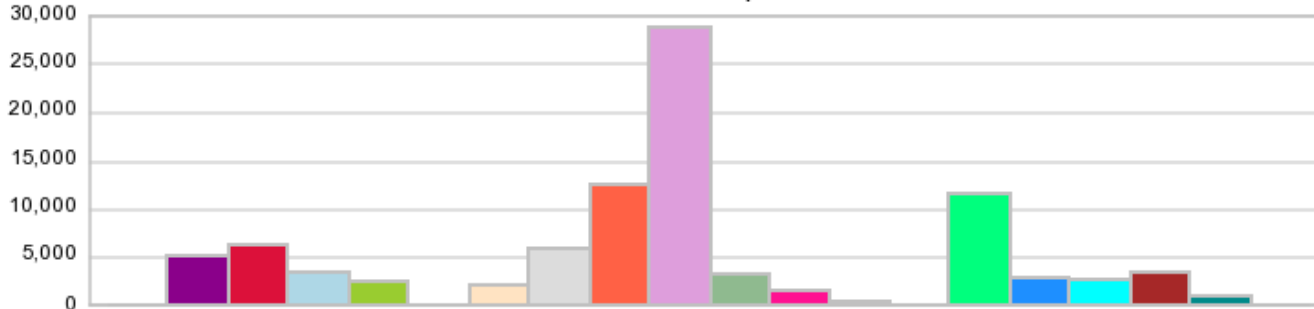
## Educational Attainment

H.S. Grad.	38%
Attended College	21%
College Grad.+	20%

<u>Consumer Expenditures (Average HH Exp/Yr)</u>	
Apparel	\$2,521
Cellular Phone Service	\$424
Education	\$1,214
Food & Beverage	\$8,172
Furniture	\$630
Legal & Accounting	\$108
Major Appliances	\$268
New Vehicle Purchase	\$1,257
Total Retail Expenditures	\$22,513
Total HH Expenditures	\$52,964

# Baltimore East

MOSAIC Groups



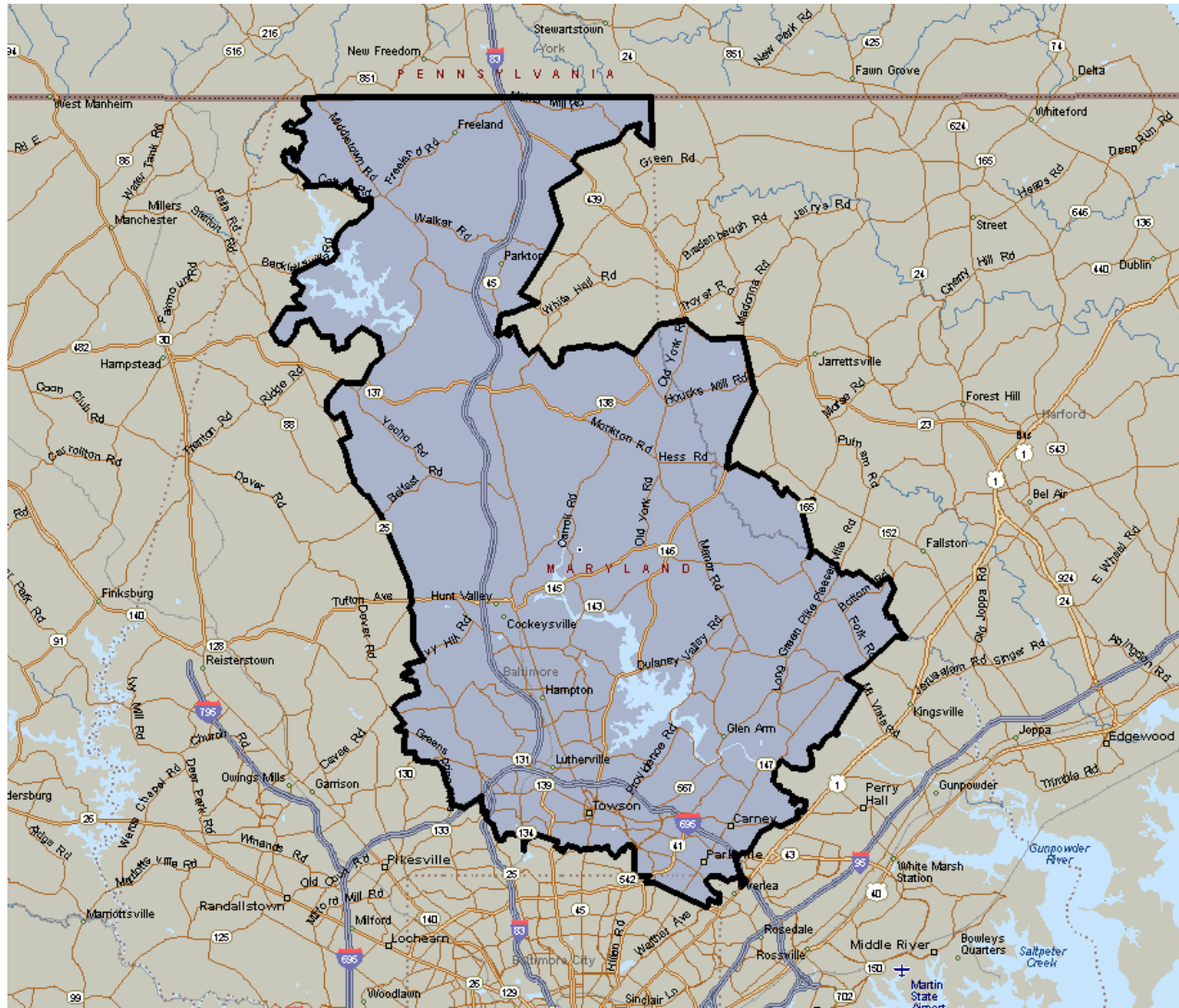
Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Power Elite(A)
- Flourishing Families (B)
- Booming with Confidence (C)
- Suburban Style (D)
- Thriving Boomers (E)
- Promising Families (F)
- Young, City Solos (G)
- Middle-class Melting Pot (H)
- Family Union (I)
- Autumn Years (J)
- Significant Singles (K)
- Blue Sky Boomers (L)
- Families in Motion (M)
- Pastoral Pride (N)
- Singles and Starters (O)
- Cultural Connections (P)
- Golden Year Guardians (Q)
- Aspirational Fusion (R)
- Struggling Societies (S)
- Unclassified (U)

<b>Flourishing Families (B)</b> -Babies and Bliss -Family Fun-tastic	<b>5.5%</b> 2.8% 2.8%	<b>Thriving Boomers (E)</b> -Unspoiled Splendor	<b>2.7%</b> 2.7%	<b>Significant Singles (K)</b> -Bohemian Groove	<b>3.2%</b> 3.2%	<b>Cultural Connections (P)</b> -Rolling the Dice	<b>3.4%</b> 3.4%
<b>Booming with Confidence (C)</b> -Aging of Aquarius -Boomers and Boomerangs	<b>7.1%</b> 0.9% 6.2%	<b>Young, City Solos (G)</b> -Status Seeking Singles	<b>2.1%</b> 2.1%	<b>Blue Sky Boomers (L)</b> -Booming and Consuming -Rooted Flower Power	<b>1.5%</b> 0.6% 0.9%	<b>Golden Year Guardians (Q)</b> -Town Elders -Senior Discounts	<b>2.4%</b> 1.2% 1.2%
<b>Suburban Style (D)</b> - Sports Utility Families -Settled in Suburbia -Soulful Spenders	<b>4.3%</b> 2.4% 0.6% 1.3%	<b>Middle-class Melting Pot (H)</b> -Everyday Moderates	<b>6.1%</b> 6.1%	<b>Families in Motion (M)</b> -Diapers and Debit Cards	<b>0.4%</b> 0.4%	<b>Aspirational Fusion (R)</b> -Dare to Dream - Hope for Tomorrow	<b>3.4%</b> 2.9% 0.4%
<b>Autumn Years (J)</b> -Aging in Place -Settled and Sensible	<b>31.1%</b> 7.4% 23.7%	<b>Family Union (I)</b> - Blue Collar Comfort	<b>13.5%</b> 13.5%	<b>Singles and Starters (O)</b> -Full Steam Ahead -Urban Ambition	<b>12.2%</b> 2.7% 9.6%	<b>Struggling Societies (S)</b> Soul Survivors	<b>0.9%</b> 0.9%



# Baltimore North



ZIP CODE	TOWN
21013	Baldwin
21030	Cockeysville
21031	Hunt Valley
21051	Fork
21053	Freeland
21057	Glen Arm
21082	Hydes
21093	Timonium
21093	Lutherville
21111	Monkton
21120	Parkton
21131	Phoenix
21152	Sparks Glencoe
21204	Towson
21234	Parkville
21236	Nottingham
21252	Towson
21286	Towson

\*Zone coverage is approximate.



# Baltimore North

## Gender

Male	47%
Female	53%

## Age

Age 20-24	7%
Age 25-34	13%
Age 35-44	12%
Age 45-54	15%
Age 55-64	12%
Age 65+	17%
Median Age	40 yrs.

## Status

Married	52%
Single	48%
HH w/Children	27%
Avg. HH Size	2.4
Homeowner	65%
Renter	31%

## Income

\$15K- \$25k	7%
\$25,000-\$34,999	8%
\$35,000-\$49,999	13%
\$50,000-\$74,999	19%
\$75,000-\$99,999	14%
\$100k-\$150k	18%
\$150,000+	13%
Avg. HHI	\$96,104

## Race/Ethnicity

Black	14%
White	76%
Asian	6%
Other	1%
Hispanic	3%

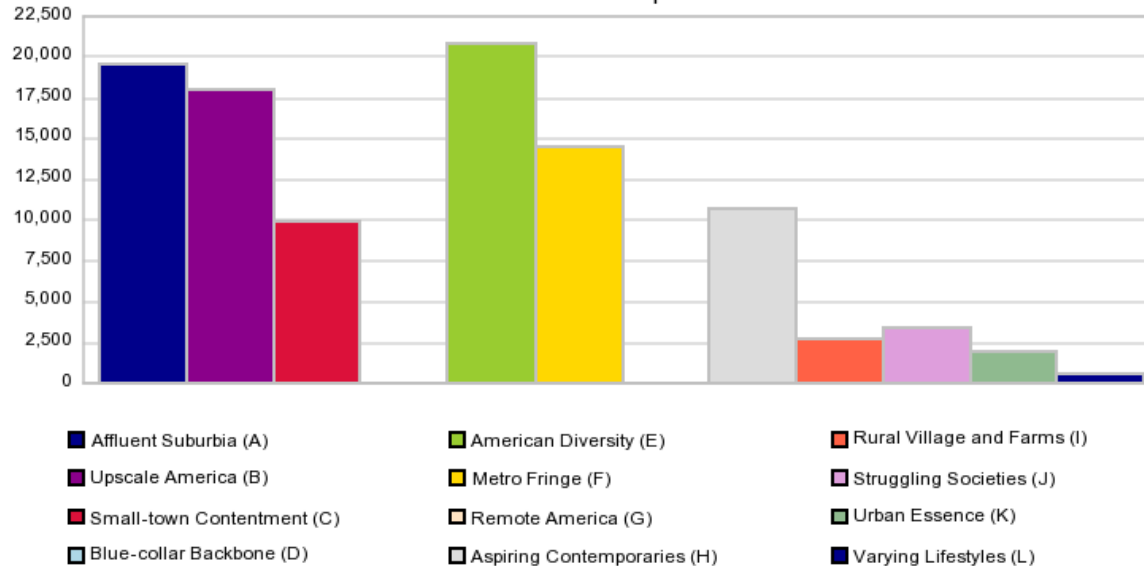
## Educational Attainment

H.S. Grad.	24%
Attended College	19%
College Grad.+	43%

<b>Consumer Expenditures (Average HH Exp/Yr)</b>	
Apparel	\$3,258
Cellular Phone Service	\$511
Education	\$1,787
Food & Beverage	\$10,126
Furniture	\$849
Legal & Accounting	\$134
Major Appliances	\$349
New Vehicle Purchase	\$1,642
Total Retail Expenditures	\$28,700
Total HH Expenditures	\$67,881

# Baltimore North

MOSAIC Groups



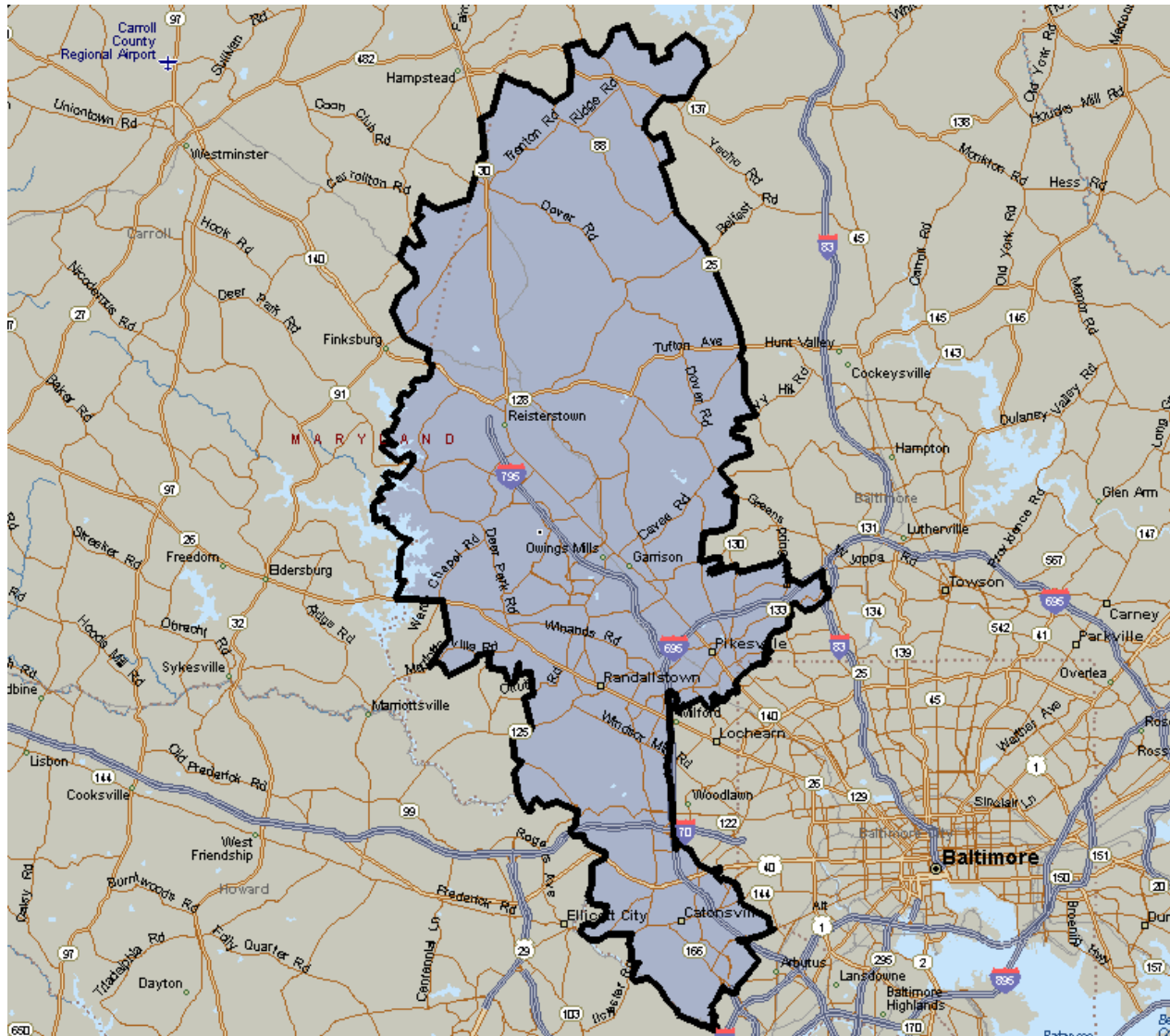
Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

<b>Affluent Suburbia (A)</b>	<b>19.2%</b>
- America's Wealthiest	1.4%
- Dream Weavers	6.0%
- White Collar Suburbia	2.7%
- Upscale Suburbanites	0.2%
- Enterprising Couples	5.9%
- Small Town Success	2.9%
<b>Upscale America (B)</b>	<b>17.6%</b>
- Status-conscious Consumers	8.7%
- Affluent Urban Professionals	2.5%
- Urban Commuter Families	3.9%
- Successful Urban Sprawl	2.6%
<b>Small Town Contentment (C)</b>	<b>9.7%</b>
- Urban Optimists	5.1%
- Family Convenience	0.9%
- Mid-market Enterprise	3.7%

<b>American Diversity (E)</b>	<b>20.4%</b>
- Ethnic Urban Mix	2.5%
- Professional Urbanites	8.3%
- Urban Advantage	4.8%
- American Great Outdoors	0.2%
- Mature Americas	4.6%
<b>Metro Fringe (F)</b>	<b>14.2%</b>
- Steadfast Conservative	2.3%
- Moderate Conventionalists	9.6%
- Southern Blues	1.2%
- Urban Grit	1.2%
<b>Aspiring Contemporaries (H)</b>	<b>10.5%</b>
- Young Cosmopolitans	6.5%
- Minority Metro Communities	0.5%
- Stable Careers	3.5%

<b>Rural Villages &amp; Farms (I)</b>	<b>2.6%</b>
- Comfy Country Living	1.7%
- Small Town Connections	0.9%
<b>Struggling Societies (J)</b>	<b>3.3%</b>
- Struggling City Centers	1.8%
- College Town Communities	1.5%
- Metro Beginnings	0.1%
<b>Urban Essence (K)</b>	<b>1.9%</b>
- Academic Necessities	0.7%
- Urban Diversity	0.2%
- New Generation Activist	1.1%
<b>Varying Lifestyles (L)</b>	<b>0.6%</b>
- Gray Perspectives	0.6%

# Baltimore West



ZIP CODE	TOWN
21071	Glyndon
21117	Owings Mills
21133	Randallstown
21136	Reisterstown
21155	Upperco
21208	Pikesville
21228	Catonsville
21244	Windsor Mill
21250	Baltimore

\*Zone coverage is approximate.

# Baltimore West

## Gender

Male	47%
Female	53%

## Age

Age 20-24	7%
Age 25-34	15%
Age 35-44	13%
Age 45-54	15%
Age 55-64	12%
Age 65+	13%
Median Age	37 yrs.

## Status

Married	51%
Single	49%
HH w/Children	32%
Avg. HH Size	2.5
Homeowner	62%
Renter	32%

## Income

\$15K- \$25k	6%
\$25,000-\$34,999	8%
\$35,000-\$49,999	14%
\$50,000-\$74,999	21%
\$75,000-\$99,999	16%
\$100k-\$150k	18%
\$150,000+	11%
Avg. HHI	\$91,041

## Race/Ethnicity

Black	39%
White	51%
Asian	5%
Other	2%
Hispanic	4%

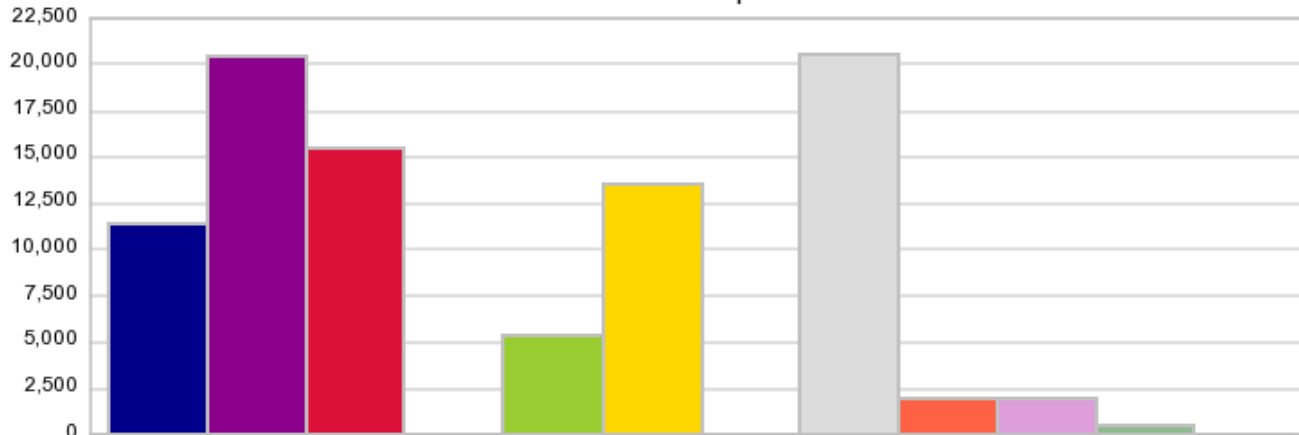
## Educational Attainment

H.S. Grad.	23%
Attended College	20%
College Grad.+	43%

<u>Consumer Expenditures (Average HH Exp/Yr)</u>	
Apparel	\$3,149
Cellular Phone Service	\$501
Education	\$1,683
Food & Beverage	\$9,868
Furniture	\$817
Legal & Accounting	\$131
Major Appliances	\$336
New Vehicle Purchase	\$3,500
Total Retail Expenditures	\$27,761
Total HH Expenditures	\$65,700

# Baltimore West

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

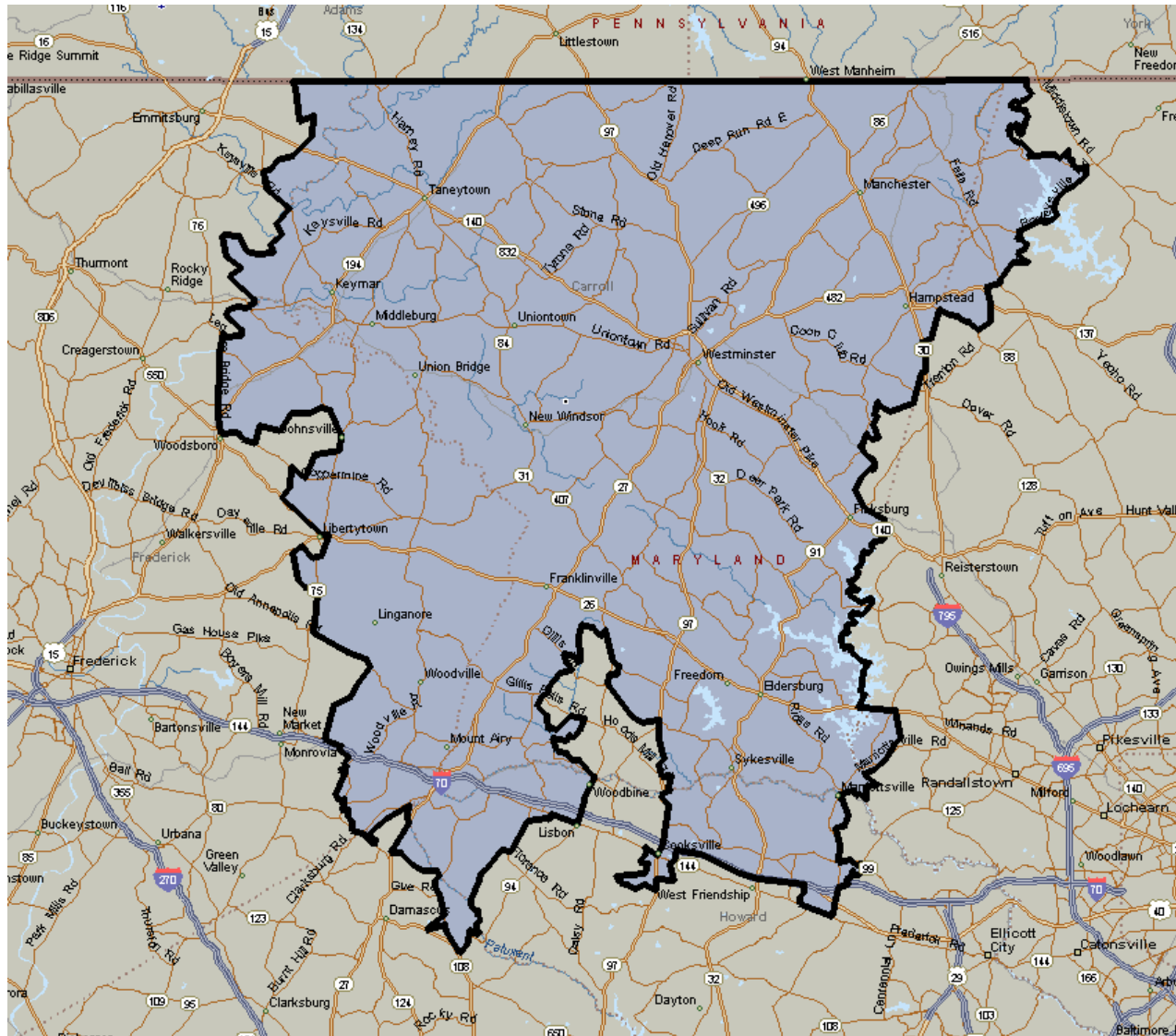
- Affluent Suburbia (A)
- American Diversity (E)
- Rural Village and Farms (I)
- Upscale America (B)
- Metro Fringe (F)
- Struggling Societies (J)
- Small-town Contentment (C)
- Remote America (G)
- Urban Essence (K)
- Blue-collar Backbone (D)
- Aspiring Contemporaries (H)
- Varying Lifestyles (L)

<b>Affluent Suburbia (A)</b>	<b>13.1%</b>
- America's Wealthiest	1.6%
- Dream Weavers	4.5%
- Upscale Suburbanites	0.9%
- Enterprising Couples	3.3%
- Small Town Success	2.1%
<b>Upscale America (B)</b>	<b>22.4%</b>
- Status-conscious Consumers	9.0%
- Urban Commuter Families	9.3%
- Solid Suburban Life	1.1%
- Successful Suburbia	3.0%

<b>Small Town Contentment (C)</b>	<b>17.0%</b>
- Second-City Homebodies	1.8%
- Family Convenience	0.3%
- Mid-market Enterprise	14.9%
<b>American Diversity (E)</b>	<b>5.9%</b>
- Ethnic Urban Mix	1.2%
- Professional Urbanites	1.0%
- Urban Advantage	1.6%
- Mature Americas	2.1%
<b>Metro Fringe (F)</b>	<b>14.8%</b>
- Steadfast Conservative	0.4%
- Moderate Conventionalists	12.1%
- Southern Blues	0.1%
- Urban Grit	2.1%

<b>Aspiring Contemporaries (H)</b>	<b>22.4%</b>
- Young Cosmopolitans	6.0%
- Minority Metro Communities	13.9%
- Stable Careers	2.5%
<b>Rural Villages &amp; Farms (I)</b>	<b>2.2%</b>
- Comfy Country Living	2.2%
<b>Struggling Societies (J)</b>	<b>2.2%</b>
- Struggling City Centers	2.2%
<b>Urban Essence (K)</b>	<b>0.5%</b>
- Urban Diversity	0.5%

# Carroll



ZIP CODE	TOWN
21048	Finksburg
21074	Hampstead
21102	Manchester
21104	Marriottsville
21136	Reisterstown
21155	Upperco
21157	Westminster
21158	Westminster
21757	Keymar
21771	Mount Airy
21776	New Windsor
21784	Sykesville
21787	Taneytown
21791	Union Bridge
21797	Woodbine

\*Zone coverage is approximate.

# Carroll

## Gender

Male	49%
Female	51%

## Age

Age 20-24	6%
Age 25-34	10%
Age 35-44	13%
Age 45-54	17%
Age 55-64	13%
Age 65+	13%
Median Age	41 yrs.

## Status

Married	63%
Single	37%
HH w/Children	39%
Avg. HH Size	2.8
Homeowner	79%
Renter	16%

## Income

\$15K- \$25k	6%
\$25,000-\$34,999	7%
\$35,000-\$49,999	11%
\$50,000-\$74,999	17%
\$75,000-\$99,999	16%
\$100k-\$150k	23%
\$150,000+	15%
Avg. HHI	\$100,501

## Race/Ethnicity

Black	7%
White	87%
Asian	2%
Other	1%
Hispanic	3%

## Educational Attainment

H.S. Grad.	30%
Attended College	20%
College Grad.+	34%

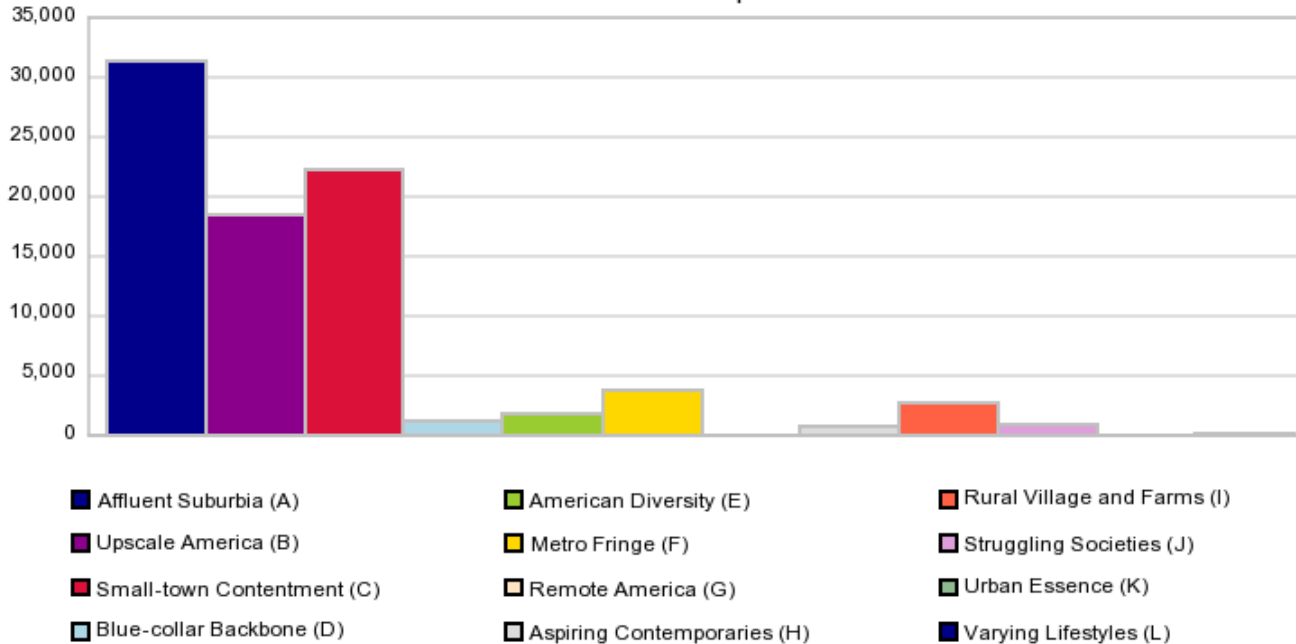
## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$3,402
Cellular Phone Service	\$525
Education	\$1,876
Food & Beverage	\$10,538
Furniture	\$897
Legal & Accounting	\$139
Major Appliances	\$366
New Vehicle Purchase	\$3,794
Total Retail Expenditures	\$29,848
Total HH Expenditures	\$70,821



# Carroll

MOSAIC Groups



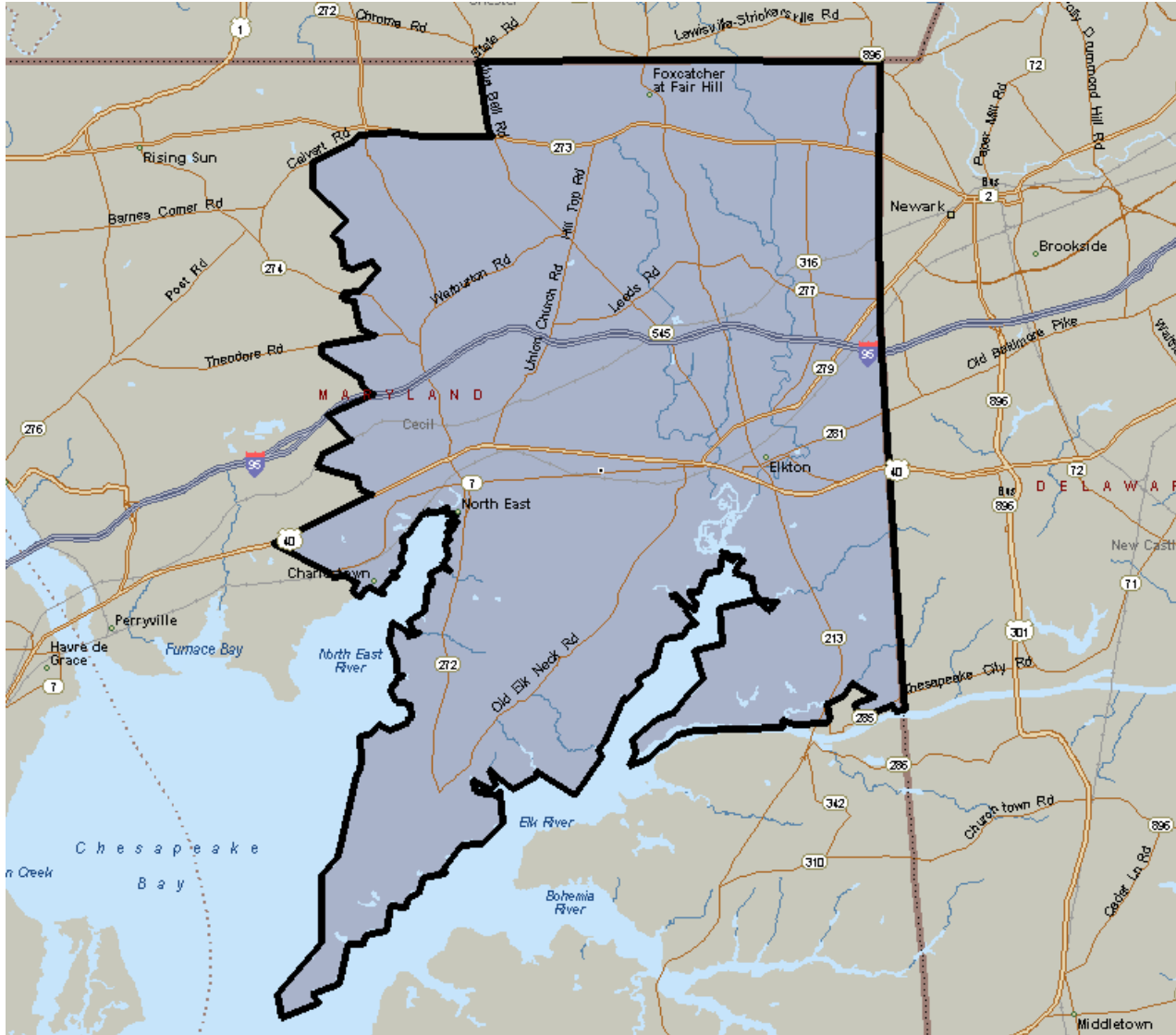
Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

<b>Affluent Suburbia (A)</b>	<b>37.4%</b>
- Dream Weavers	4.7%
- White Collar Suburbia	1.1%
- Upscale Suburbanites	0.4%
- Enterprising Couples	7.0%
- Small Town Success	20.0%
- New Suburbia Families	4.2%
<b>Upscale America (B)</b>	<b>22.2%</b>
- Status-conscious Consumers	4.3%
- Urban Commuter Families	7.9%
- Successful Urban Sprawl	10.0%

<b>Small Town Contentment (C)</b>	<b>26.7%</b>
- Second-City Homebodies	1.1%
- Prime Middle America	8.0%
- Family Convenience	11.6%
- Mid-market Enterprise	6.0%
<b>American Diversity (E)</b>	<b>2.1%</b>
- Ethnic Urban Mix	0.7%
- Urban Advantage	1.4%
<b>Metro Fringe (F)</b>	<b>4.6%</b>
- Steadfast Conservative	0.4%
- Moderate Conventionalist	4.2%

<b>Aspiring Contemporaries (H)</b>	<b>0.9%</b>
- Young Cosmopolitans	0.9%
<b>Rural Villages &amp; Farms (I)</b>	<b>3.4%</b>
- Industrious Country Living	1.8%
<b>Struggling Societies (J)</b>	<b>1.0%</b>
- New Beginnings	1.0%
<b>Varying Lifestyles (L)</b>	<b>0.2%</b>
- Major University Towns	0.2%

# Cecil East



ZIP CODE	TOWN
21901	North East
21914	Charlestown
21921	Elkton

\*Zone coverage is approximate.

# Cecil East

## Gender

Male	49%
Female	51%

## Age

Age 20-24	7%
Age 25-34	13%
Age 35-44	14%
Age 45-54	15%
Age 55-64	12%
Age 65+	12%
Median Age	37 yrs.

## Status

Married	57%
Single	43%
HH w/Children	36%
Avg. HH Size	2.7
Homeowner	64%
Renter	27%

## Income

\$15K- \$25k	8%
\$25,000-\$34,999	6%
\$35,000-\$49,999	13%
\$50,000-\$74,999	22%
\$75,000-\$99,999	15%
\$100k-\$150k	17%
\$150,000+	10%
Avg. HHI	\$80,481

## Race/Ethnicity

Black	7%
White	87%
Asian	2%
Other	1%
Hispanic	3%

## Educational Attainment

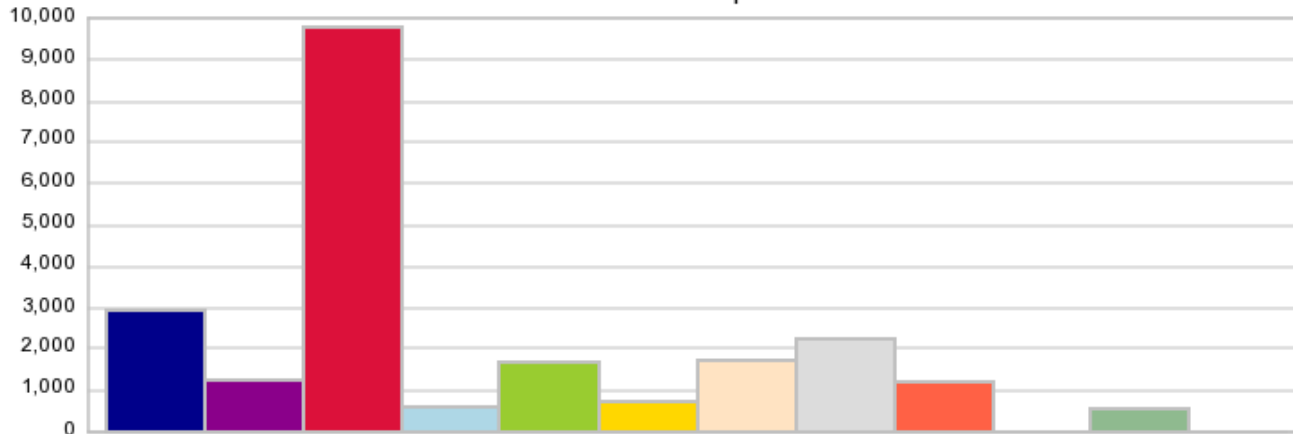
H.S. Grad.	37%
Attended College	19%
College Grad.+	24%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$2,902
Cellular Phone Service	\$466
Education	\$1,518
Food & Beverage	\$9,163
Furniture	\$746
Legal & Accounting	\$121
Major Appliances	\$309
New Vehicle Purchase	\$3,214
Total Retail Expenditures	\$25,602
Total HH Expenditures	\$60,582

# Cecil East

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Affluent Suburbia (A)
- Upscale America (B)
- Small-town Contentment (C)
- Blue-collar Backbone (D)
- American Diversity (E)
- Metro Fringe (F)
- Remote America (G)
- Aspiring Contemporaries (H)
- Rural Village and Farms (I)
- Struggling Societies (J)
- Urban Essence (K)
- Varying Lifestyles (L)

**Affluent Suburbia (A)**      **12.9%**  
 - Enterprising Couples      2.7%  
 - Small Town Success      10.2%

**Upscale America (B)**      **5.5%**  
 - Urban Commuter Families      1.6%  
 - Successful Suburbia      3.9%

**Small Town Contentment (C)**      **43.0%**  
 - Prime Middle America      20.7%  
 - Urban Optimists      2.7%  
 - Family Convenience      16.4%  
 - Mid-market Enterprise      3.2%

**Blue-collar Backbone (D)**      **2.5%**  
 - Small-city Endeavors      2.5%

**American Diversity (E)**      **7.4%**  
 - Ethnic Urban Mix      2.3%  
 - Professional Urbanites      1.3%  
 - Urban Advantage      1.7%  
 - American Great Outdoors      2.1%

**Metro Fringe (F)**      **3.4%**  
 - Urban Grit      3.4%

**Remote America (G)**      **7.6%**  
 - Rural Southern Living      7.6%

**Aspiring Contemporaries (H)**      **10.0%**  
 - Stable Careers      10.0%

**Rural Villages & Farms (I)**      **5.3%**  
 - Small Town Connections      5.3%

**Urban Essence (K)**      **2.5%**  
 - New Generation Activists      2.5%



# Cecil West

## Gender

Male	50%
Female	50%

## Age

Age 20-24	7%
Age 25-34	12%
Age 35-44	14%
Age 45-54	15%
Age 55-64	12%
Age 65+	12%
Median Age	37 yrs.

## Status

Married	59%
Single	41%
HH w/Children	39%
Avg. HH Size	2.8
Homeowner	71%
Renter	22%

## Income

\$15K- \$25k	8%
\$25,000-\$34,999	6%
\$35,000-\$49,999	13%
\$50,000-\$74,999	21%
\$75,000-\$99,999	16%
\$100k-\$150k	17%
\$150,000+	10%
Avg. HHI	\$85,394

## Race/Ethnicity

Black	6%
White	89%
Asian	1%
Other	2%
Hispanic	5%

## Educational Attainment

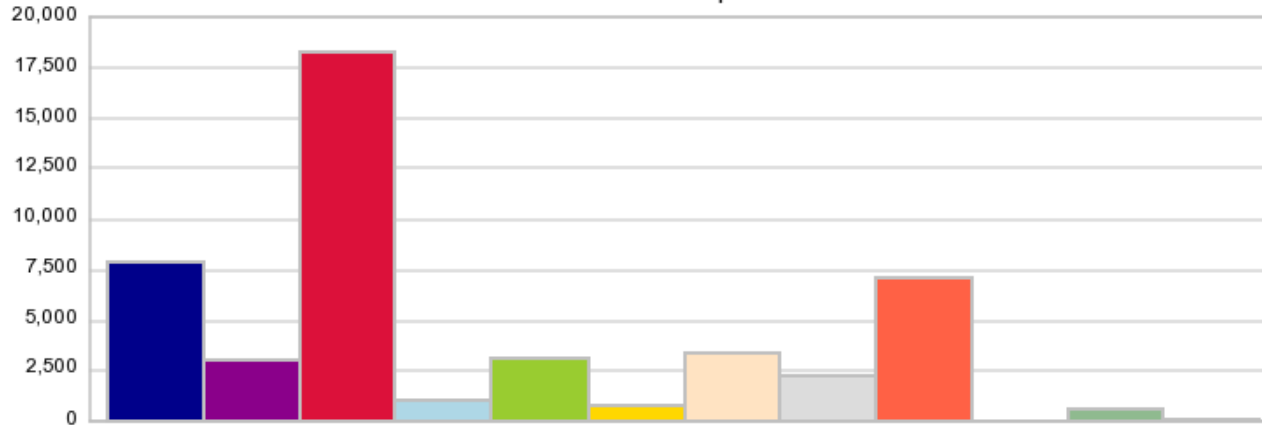
H.S. Grad.	36%
Attended College	18%
College Grad.+	27%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$3,022
Cellular Phone Service	\$480
Education	\$1,588
Food & Beverage	\$9,510
Furniture	\$782
Legal & Accounting	\$125
Major Appliances	\$324
New Vehicle Purchase	\$3,336
Total Retail Expenditures	\$26,609
Total HH Expenditures	\$63,024

# Cecil West

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

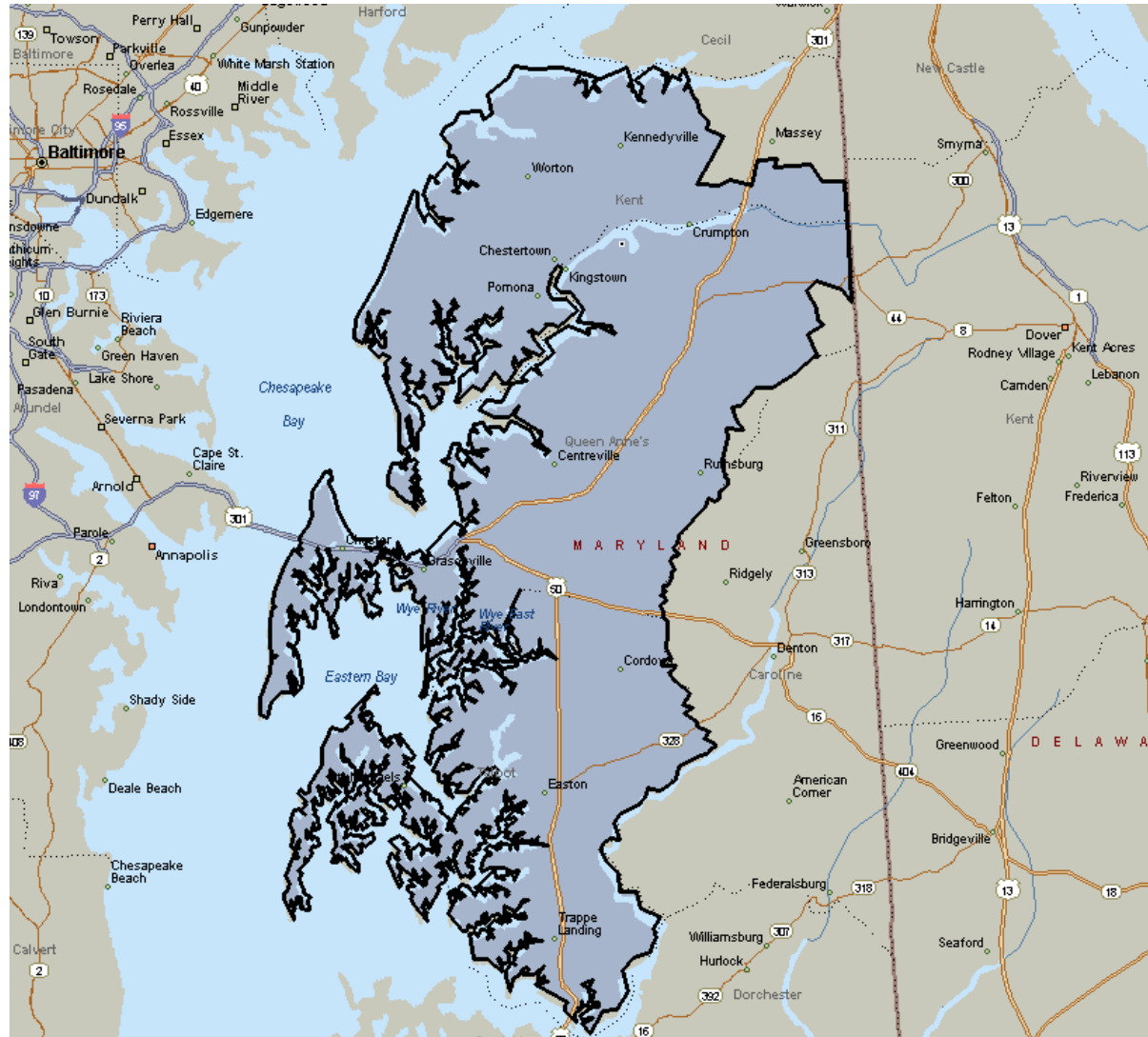
<b>Affluent Suburbia (A)</b>	<b>17.8%</b>
- Dream Weaver	2.3%
- White Collar Suburbia	6.1%
- Enterprising Couples	1.2%
- Small Town Success	8.1%
<b>Upscale America (B)</b>	<b>6.7%</b>
- Urban Commuter Families	0.7%
- Second Generation Success	0.5%
- Successful Suburbia	5.5%
<b>Small Town Contentment (C)</b>	<b>39.3%</b>
- Prime Middle America	12.4%
- Urban Optimists	1.4%
- Family Convenience	23.9%
-Mid-market Enterprise	1.7%

<b>Blue-collar Backbone (D)</b>	<b>1.9%</b>
- Working Rural Community	1.0%
- Small-town Endeavors	0.9%
<b>American Diversity (E)</b>	<b>6.0%</b>
- Ethnic Urban Mix	1.2%
- Professional Urbanites	0.5%
- Urban Advantage	0.8%
- American Great Outdoors	3.5%
<b>Metro Fringe (F)</b>	<b>1.5%</b>
- Urban Grit	1.5%
<b>Remote America (G)</b>	<b>6.5%</b>
- Rural Southern Living	6.5%

<b>Aspiring Contemporaries (H)</b>	<b>3.8%</b>
- Stable Careers	3.8%
<b>Rural Villages &amp; Farms (I)</b>	<b>14.3%</b>
- Industrious Country Living	10.6%
- America's Farmlands	0.6%
- Small Town Connections	3.1%
<b>Urban Essence (K)</b>	<b>1.0%</b>
-New Generation Activists	1.0%
<b>Varying Lifestyles (L)</b>	<b>1.2%</b>
- Major University Towns	1.2%



# Chesapeake Bay/Easton



Zip Code	Town	Zip Code	Town
21607	Barclay	21654	Oxford
21612	Betterton	21658	Queenstown
21612	Bozman	21661	Rock Hall
21617	Centreville	21662	Royal Oak
21619	Chester	21663	St. Michaels
21620	Chestertown	21665	Sherwood
21623	Church Hill	21666	Stevensville
21625	Cordova	21667	Still Pond
21628	Crumpton	21668	Sudlersville
21638	Grasonville	21671	Tilghman
21645	Kennedyville	21673	Trappe
21647	McDaniel	21678	Worton
21649	Marydel	21679	Wye Mills
21651	Millington	21676*	Wittman
21657*	Queen Anne	21601	Easton

\* Partial Coverage

# Chesapeake Bay/Easton

## Gender

Male	49%
Female	51%

## Age

Age 20-24	6%
Age 25-34	10%
Age 35-44	12%
Age 45-54	16%
Age 55-64	15%
Age 65+	20%
Median Age	45 yrs.

## Status

Married	54%
Single	46%
Avg. HH Size	2.5

Homeowner	63%
Renter	22%

## Income

\$15K- \$25k	9%
\$25,000-\$34,999	8%
\$35,000-\$49,999	11%
\$50,000-\$74,999	18%
\$75,000-\$99,999	16%
\$100k-\$150k	17%
\$150,000+	13%

Avg. HHI \$95,225

## Race/Ethnicity

Black	11%
White	84%
Asian	1%
Other	2%
Hispanic	4%

## Educational Attainment

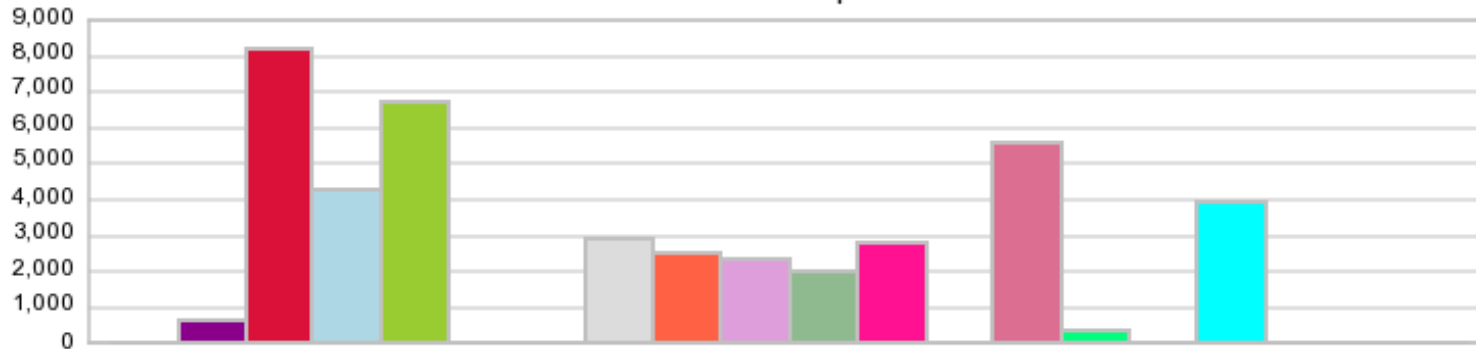
H.S. Grad.	29%
Attended College	21%
College Grad.+	34%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$1,711
Cellular Phone Service	\$739
Education	\$865
Food & Beverage	\$7,138
Furniture	\$374
Health Care	\$4,255
Major Appliances	\$251
New Vehicle Purchase	\$1,847
Total HH Expenditures	\$78,431

# Chesapeake Bay/Easton

MOSAIC Groups

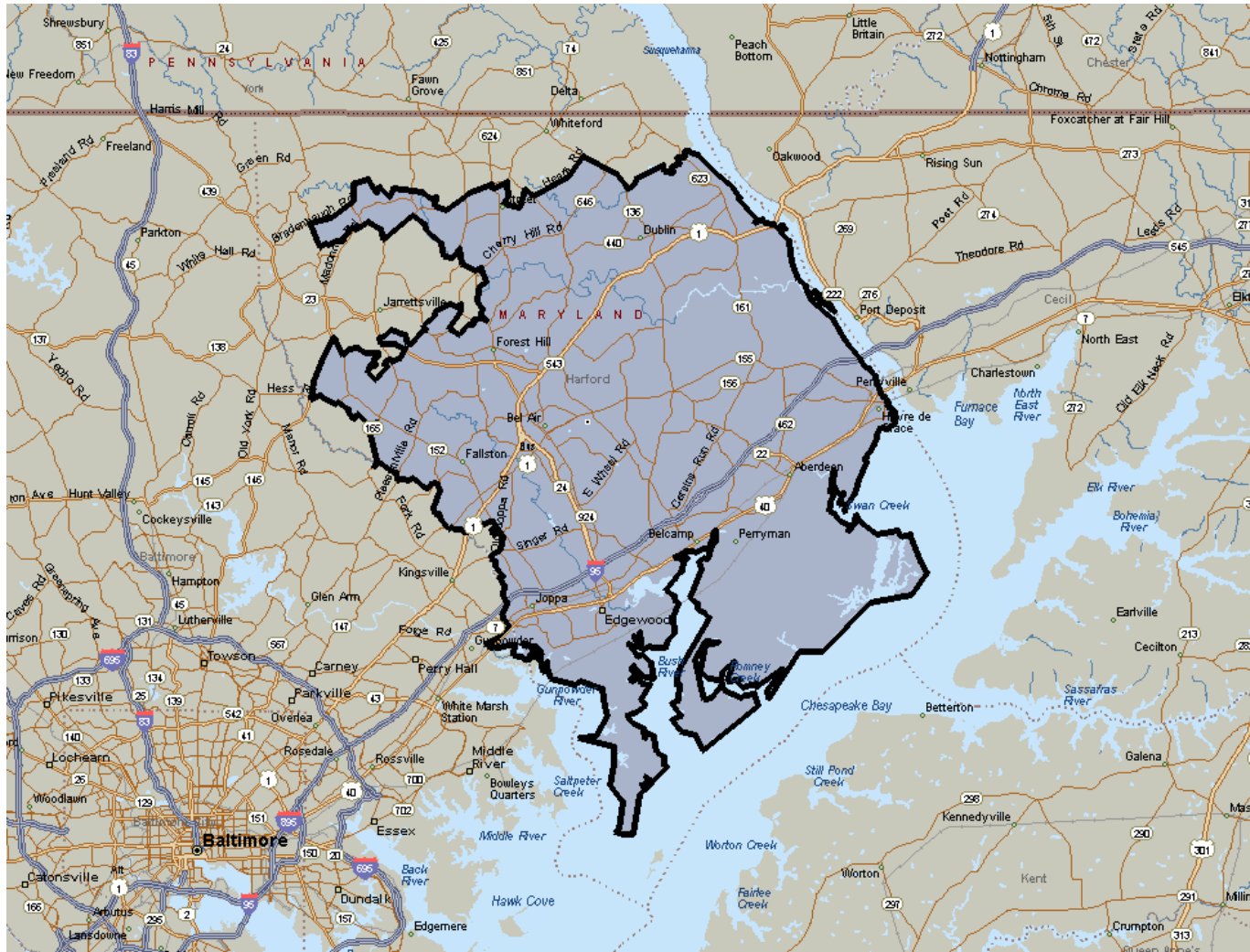


Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Power Elite (A)
- Middle-class Melting Pot (H)
- Singles and Starters (O)
- Flourishing Families (B)
- Family Union (I)
- Cultural Connections (P)
- Booming with Confidence (C)
- Autumn Years (J)
- Golden Year Guardians (Q)
- Suburban Style (D)
- Significant Singles (K)
- Aspirational Fusion (R)
- Thriving Boomers (E)
- Blue Sky Boomers (L)
- Struggling Societies (S)
- Promising Families (F)
- Families in Motion (M)
- Unclassified (U)
- Young, City Solos (G)
- Pastoral Pride (N)

<b>Flourishing Families (B)</b> - Generational Soup	1.2% 1.2%	<b>Thriving Boomers (E)</b> - Unspoiled Splendor	15.7% 15.7%	<b>Significant Singles (K)</b> - Bohemian Groove	4.1% 4.1%	<b>Singles and Starters (O)</b> - Colleges and Cafes	1.6% 1.6%
<b>Booming with Confidence (C)</b> - Aging of Aquarius - Golf Carts and Gourmets - Silver Sophisticates - Boomers and Boomerangs	19.3% 3.6% 5.3% 2.5% 7.9%	<b>Middle-class Melting Pot (H)</b> - Birkenstock and Beemers	6.4% 6.4%	<b>Blue Sky Boomers (L)</b> - Booming and Consuming - Homemade Happiness	6.8% 2.9% 3.7%	<b>Golden Year Guardians (Q)</b> - Reaping Rewards - Town Elders	8.2% 5.1% 3.1%
<b>Suburban Style (D)</b> - Sports Utility Families	11.6% 11.6%	<b>Family Union (I)</b> - Stockcars and State Parks	6.5% 6.5%	<b>Pastoral Pride (N)</b> - True Grit Americans - Countrified Pragmatics - Gospel and Grits	13.3% 3.9% 3.8% 5.5%		

# Harford



Zip Code	Town
21001	Aberdeen
21005	Aberdeen Proving Ground
21009	Abingdon
21010	Gunpowder
21014	Bel Air
21015	Bel Air
21017	Belcamp
21028	Churchville
21034	Darlington
21040	Edgewood
21047	Fallston
21050	Forest Hill
21078	Havre de Grace
21085	Joppa
21154*	Street

\* Partial Coverage

\*Zone coverage is approximate.

# Harford

## Gender

Male	49%
Female	51%

## Age

Age 20-24	6%
Age 25-34	12%
Age 35-44	13%
Age 45-54	16%
Age 55-64	12%
Age 65+	13%
Median Age	39 yrs.

## Status

Married	54%
Single	46%
HH w/Children	36%
Avg. HH Size	2.6
Homeowner	75%
Renter	19%

## Income

\$15K- \$25k	6%
\$25,000-\$34,999	8%
\$35,000-\$49,999	12%
\$50,000-\$74,999	19%
\$75,000-\$99,999	17%
\$100k-\$150k	20%
\$150,000+	11%
Avg. HHI	\$89,609

## Race/Ethnicity

Black	13%
White	79%
Asian	2%
Other	2%
Hispanic	3%

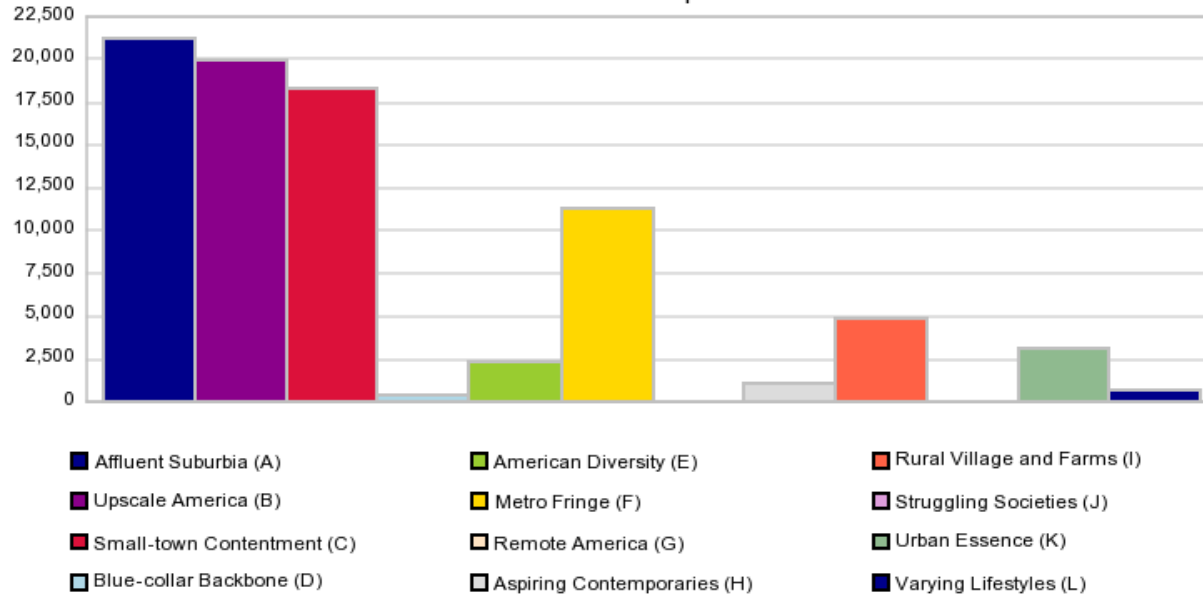
## Educational Attainment

H.S. Grad.	29%
Attended College	24%
College Grad.+	30%

<b>Consumer Expenditures (Average HH Exp/Yr)</b>	
Apparel	\$3,122
Cellular Phone Service	\$493
Education	\$1,665
Food & Beverage	\$9,784
Furniture	\$819
Legal & Accounting	\$129
Major Appliances	\$336
New Vehicle Purchase	\$3,506
Total Retail Expenditures	\$27,554
Total HH Expenditures	\$27,554

# Harford

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

<b>Affluent Suburbia (A)</b>	<b>25.5%</b>
- Dream Weavers	1.3%
- White Collar Suburbia	4.6%
- Enterprising Couples	10.7%
- Small Town Success	3.3%
- New Suburbia Families	5.6%

<b>Upscale America (B)</b>	<b>24.0%</b>
- Status-conscious Consumers	5.9%
- Urban Commuter Families	7.7%
- Successful Suburbia	10.4%

<b>Small Town Contentment (C)</b>	<b>22.1%</b>
- Second City Homebodies	1.6%
- Prime Middle America	1.7%
- Urban Optimists	5.5%
- Family Convenience	2.0%
- Mid-Market Enterprise	11.2%

<b>Blue-collar Backbone (D)</b>	<b>0.4%</b>
- Small-town Endeavors	0.4%

<b>American Diversity (E)</b>	<b>2.8%</b>
- Ethnic Urban Mix	0.7%
- Urban Advantage	2.2%

<b>Metro Fringe (F)</b>	<b>13.6%</b>
- Steadfast Conservative	1.2%
- Moderate Conventionalists	7.1%
- Southern Blues	0.6%
- Urban Grit	4.8%

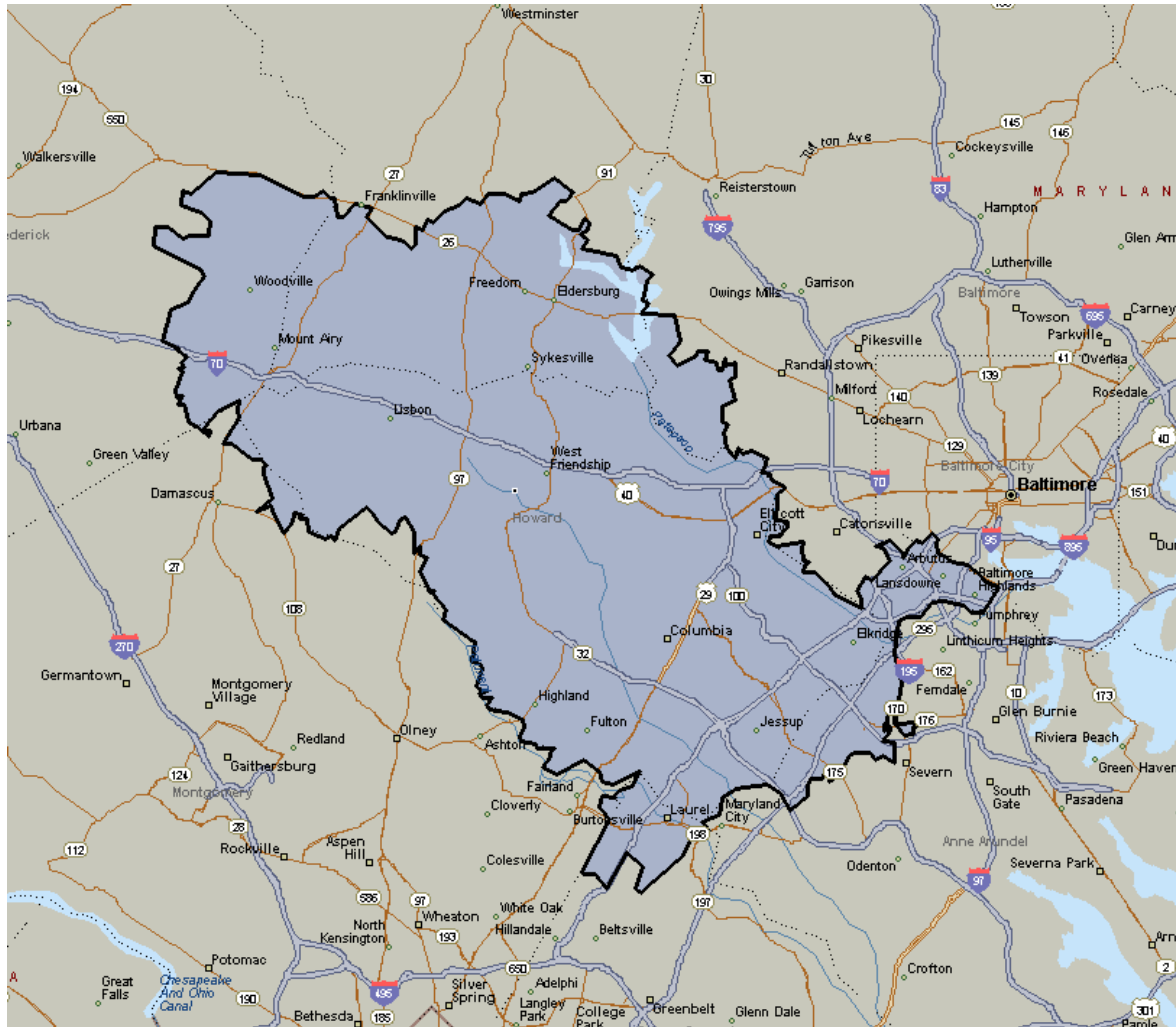
<b>Aspiring Contemporaries (H)</b>	<b>1.3%</b>
- Young Cosmopolitans	1.0%
- Minority Metro Communities	0.3%

<b>Rural Villages &amp; Farms (I)</b>	<b>5.9%</b>
- Industrious Country Living	2.2%
- Comfy Country Living	3.4%
- Small-town Connections	0.3%

<b>Urban Essence (K)</b>	<b>3.7%</b>
- Academic Necessities	0.4%
- African American Neighborhoods	0.3%
- New Generation Activists	2.0%
- Getting By	1.0%

<b>Varying Lifestyles (L)</b>	<b>0.8%</b>
- Military Family Life	0.8%

# Howard



Zip Code	Town	Zip Code	Town
20701	Annapolis Jct.	21076	Hanover
20707	Laurel	21104	Marriottsville
20723	Laurel	21163	Woodstock
20759	Fulton	21227	Halethorpe
20763	Savage	21737	Glenelg
20777	Highland	21765	Lisbon
20794	Jessup	21794	West Friendship
21029	Clarksville	21797	Woodbine
21036	Dayton	21076	Hanover
21042	Ellicott City	21104*	Marriottsville
21043	Ellicott City	21074*	Hampstead
21044	Columbia	21102*	Manchester
21045	Columbia	21771*	Mt. Airy
21046	Columbia	21784*	Sykesville
21075	Elkridge		

\* Partial Coverage

\*Zone coverage is approximate.



# Howard

## Gender

Male	50%
Female	50%

## Age

Age 20-24	7%
Age 25-34	13%
Age 35-44	14%
Age 45-54	16%
Age 55-64	12%
Age 65+	11%
Median Age	38 yrs.

## Status

Married	57%
Single	43%
HH w/Children	38%
Avg. HH Size	2.7
Homeowner	70%
Renter	25%

## Income

\$15K- \$25k	4%
\$25,000-\$34,999	6%
\$35,000-\$49,999	10%
\$50,000-\$74,999	18%
\$75,000-\$99,999	14%
\$100k-\$150k	21%
\$150,000+	23%
Avg. HHI	\$114,799

## Race/Ethnicity

Black	20%
White	63%
Asian	10%
Other	2%
Hispanic	6%

## Educational Attainment

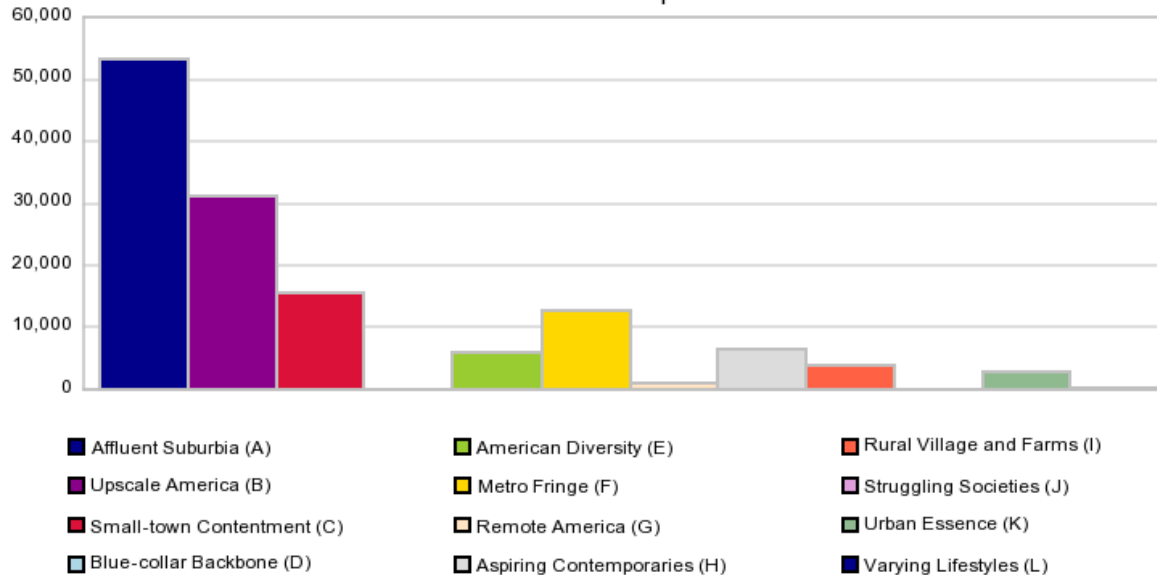
H.S. Grad.	19%
Attended College	17%
College Grad.+	51%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$3,755
Cellular Phone Service	\$557
Education	\$2,214
Food & Beverage	\$11,310
Furniture	\$999
Legal & Accounting	\$148
Major Appliances	\$404
New Vehicle Purchase	\$4,115
Total Retail Expenditures	\$32,543
Total HH Expenditures	\$77,410

# Howard

MOSAIC Groups



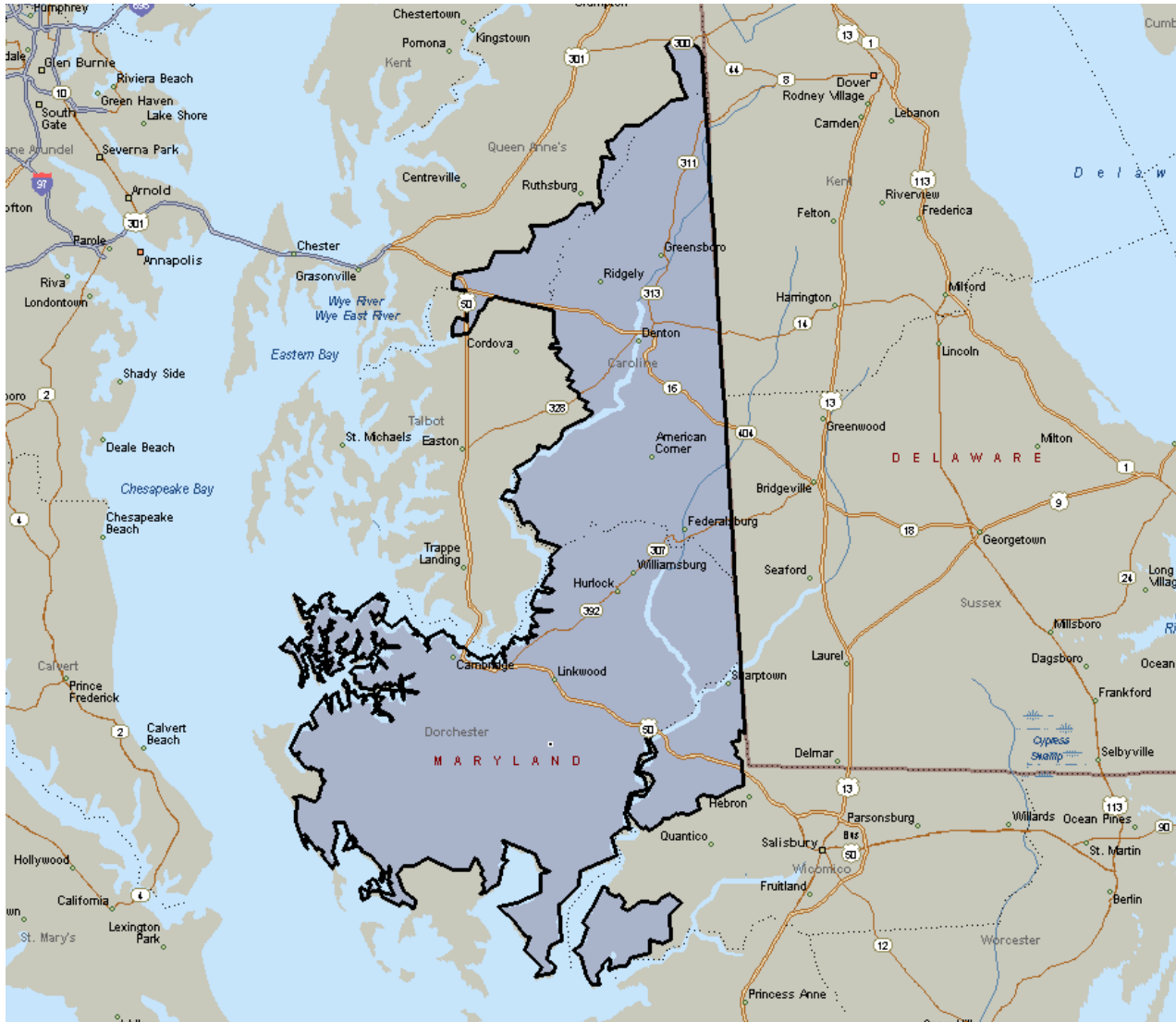
Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

<b>Affluent Suburbia (A)</b>	<b>39.7%</b>
- America's Wealthiest	0.7%
- Dream Weavers	13.9%
- White Collar Suburbia	9.5%
- Upscale Suburbanites	0.7%
- Enterprising Couples	9.4%
- Small Town Success	1.7%
- New Suburbia Families	3.8%
<b>Upscale America (B)</b>	<b>23.4%</b>
- Status-conscious Consumers	17.0%
- Urban Commuter Families	2.9%
- Solid Suburban Sprawl	2.0%
- Second Generation Success	0.6%
- Successful Suburbia	0.8%

<b>Small Town Contentment (C)</b>	<b>11.7%</b>
- Second City Homebodies	0.2%
- Urban Optimists	1.6%
- Family Convenience	0.4%
- Mid-market Enterprise	9.5%
<b>American Diversity (E)</b>	<b>4.5%</b>
- Ethnic Urban Mix	1.7%
- Professional Urbanites	1.1%
- Urban Advantage	1.7%
<b>Metro Fringe (F)</b>	<b>9.7%</b>
- Steadfast Conservative	2.3%
- Moderate Conventionalists	6.7%
- Southern Blues	0.2%
- Urban Grit	0.2%
- Grass-roots Living	0.3%
<b>Remote America (G)</b>	<b>0.8%</b>
- Rural Southern Living	0.8%

<b>Aspiring Contemporaries (H)</b>	<b>5.0%</b>
- Young Cosmopolitans	4.3%
- Minority Metro Communities	0.2%
- Stable Careers	0.4%
<b>Rural Villages &amp; Farms (I)</b>	<b>2.9%</b>
- Comfy Country Living	2.9%
<b>Struggling Societies (J)</b>	<b>0.1%</b>
- Struggling City Centers	0.1%
<b>Urban Essence (K)</b>	<b>2.1%</b>
- Urban Diversity	1.0%
- New Generation Activists	0.7%
- Getting By	0.4%
<b>Varying Lifestyles (L)</b>	<b>0.3%</b>
- Gray Perspectives	0.3%

# Lower Chesapeake



Zip Code	Town
21613	Cambridge
21662	Church Creek
21629	Denton
21631	East New Market
21632	Federalsburg
21636	Goldsboro
21640	Henderson
21643	Hurlock
21648	Madison
21649	Marydel
21655	Preston
21657	Queen Anne
21659	Rhodesdale
21660	Ridgely
21677	Woolford
21814	Bivalve
21835	Linkwood
21837	Mardela Springs
21840	Nanticoke
21865	Tyaskin
21869	Vienna

\*Zone coverage is approximate.

# Lower Chesapeake

## Gender

Male	48%
Female	52%

## Age

Age 20-24	6%
Age 25-34	12%
Age 35-44	12%
Age 45-54	15%
Age 55-64	13%
Age 65+	16%
Median Age	40 yrs.

## Status

Married	52%
Single	48%
HH w/Children	36%
Avg. HH Size	2.5
Homeowner	62%
Renter	22%

## Income

\$15K- \$25k	10%
\$25,000-\$34,999	10%
\$35,000-\$49,999	15%
\$50,000-\$74,999	20%
\$75,000-\$99,999	15%
\$100k-\$150k	11%
\$150,000+	5%

Avg. HHI \$65,039

## Race/Ethnicity

Black	21%
White	75%
Asian	1%
Other	1%
Hispanic	4%

## Educational Attainment

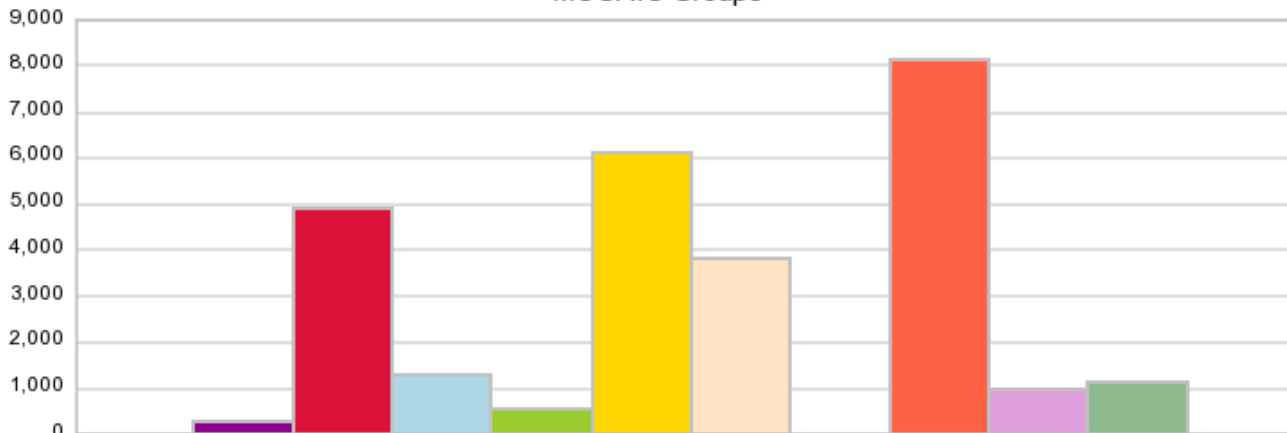
H.S. Grad.	39%
Attended College	18%
College Grad.+	17%

## Consumer Expenditures (Average HH Exp/Yr)

Apparel	\$2,473
Cellular Phone Service	\$410
Education	\$1,211
Food & Beverage	\$7,975
Furniture	\$620
Legal & Accounting	\$105
Major Appliances	\$265
New Vehicle Purchase	\$2,666
Total Retail Expenditures	\$22,051
Total HH Expenditures	\$51,862

# Lower Chesapeake

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

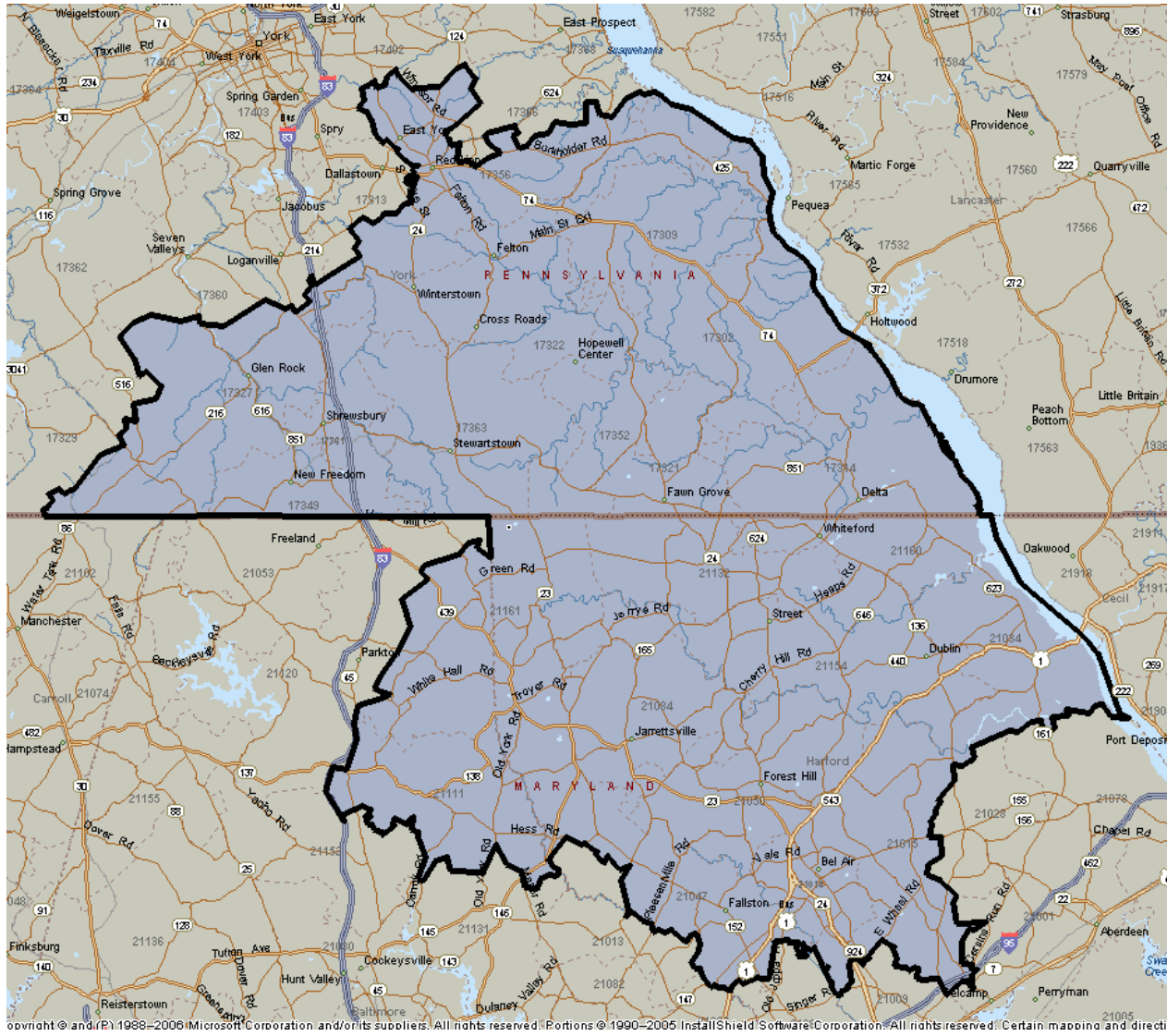
- Affluent Suburbia (A)
- American Diversity (E)
- Rural Village and Farms (I)
- Upscale America (B)
- Metro Fringe (F)
- Struggling Societies (J)
- Small-town Contentment (C)
- Remote America (G)
- Urban Essence (K)
- Blue-collar Backbone (D)
- Aspiring Contemporaries (H)
- Varying Lifestyles (L)

<b>Upscale America (B)</b>	<b>0.9%</b>
- Urban Commuter Families	0.9%
<b>Small Town Contentment (C)</b>	<b>18.1%</b>
- Prime Middle America	4.7%
- Family Convenience	11.5%
- Mid-market Enterprise	1.8%
<b>Blue-collar Backbone (D)</b>	<b>4.8%</b>
- Small-city Endeavors	4.7%
- Working Rural Suburbia	0.7%
<b>American Diversity (E)</b>	<b>2.0%</b>
- Urban Blues	2.0%

<b>Metro Fringe (F)</b>	<b>22.6%</b>
- Moderate Conventionalists	2.5%
- Southern Blues	2.1%
- Urban Grit	1.4%
- Grass-Roots Living	16.5%
<b>Remote America (G)</b>	<b>14.0%</b>
- Hardy Rural Families	4.0%
- Rural Southern Living	8.6%
- Coal & Crops	1.4%

<b>Rural Villages &amp; Farms (I)</b>	<b>29.8%</b>
- Industrious Country Living	21.7%
- America's Farmland	1.0%
- Comfy Country Living	2.5%
- Small Town Connections	4.6%
<b>Struggling Societies (J)</b>	<b>3.7%</b>
- Rugged Rural Style	2.6%
- Struggling City Centers	1.1%
<b>Urban Essence (K)</b>	<b>4.2%</b>
- Getting By	2.2%
- African American Neighborhoods	1.9%

# North Harford



ZIP CODE	TOWN
21014	Bel Air
21015	Bel Air
21034	Darlington
21047	Fallston
21050	Forest Hill
21084	Jarrettsville
21111	Monkton
21132	Pylesville
21154	Street
21160	Whiteford
21161	White Hall
17302	Airville PA
17309	Brogue PA
17314	Delta PA
17321	Fawn Grove PA
17322	Felton PA
17349	New Freedom PA
17352	New Park PA
17356	Red Lion PA
17363	Stewartville PA

\*Zone coverage is approximate.

# North Harford

## Gender

Male	50%
Female	50%

## Age

Age 20-24	5%
Age 25-34	10%
Age 35-44	14%
Age 45-54	17%
Age 55-64	13%
Age 65+	13%
Median Age	41 yrs.

## Status

Married	64%
Single	36%
HH w/Children	36%
Avg. HH Size	2.7
Homeowner	81%
Renter	14%

## Income

\$15K- \$25k	5%
\$25,000-\$34,999	7%
\$35,000-\$49,999	12%
\$50,000-\$74,999	19%
\$75,000-\$99,999	18%
\$100k-\$150k	23%
\$150,000+	12%
Avg. HHI	\$93,226

## Race/Ethnicity

Black	5%
White	91%
Asian	2%
Other	1%
Hispanic	2%

## Educational Attainment

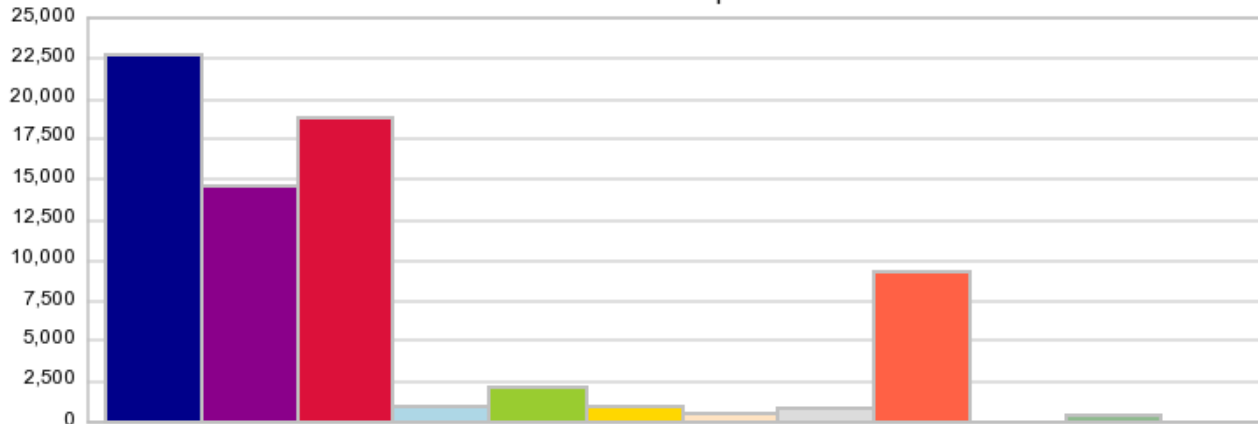
H.S. Grad.	32%
Attended College	20%
College Grad.+	30%

<u>Consumer Expenditures (Average HH Exp/Yr)</u>	
Apparel	\$3,213
Cellular Phone Service	\$502
Education	\$1,732
Food & Beverage	\$10,035
Furniture	\$850
Legal & Accounting	\$133
Major Appliances	\$347
New Vehicle Purchase	\$3,629
Total Retail Expenditures	\$28,348
Total HH Expenditures	\$67,223



# North Harford

MOSAIC Groups



Cable geographies can be broken down and clustered by the living habits, consumer trends and profiles of its residents. These are called MOSAIC groups.

- Affluent Suburbia (A)**
- American Diversity (E)**
- Rural Village and Farms (I)**
- Upscale America (B)**
- Metro Fringe (F)**
- Struggling Societies (J)**
- Small-town Contentment (C)**
- Remote America (G)**
- Urban Essence (K)**
- Blue-collar Backbone (D)**
- Aspiring Contemporaries (H)**
- Varying Lifestyles (L)**

<b>Affluent Suburbia (A)</b>	<b>31.7%</b>
- Dream Weavers	2.6%
- White Collar Suburbia	5.6%
- Enterprising Couples	11.5%
- Small Town Success	8.3%
- New Suburbia Families	3.7%
<b>Upscale America (B)</b>	<b>20.5%</b>
- Status-conscious Consumers	2.6%
- Urban Commuter Families	5.4%
- Successful Suburbia	12.5%
<b>Small Town Contentment (C)</b>	<b>26.4%</b>
- Second City Homebodies	1.9%
- Family Convenience	16.4%
- Mid-Market Enterprise	8.0%

<b>Blue Collar Backbone (D)</b>	<b>1.3%</b>
- Working Rural Communities	0.7%
- Small-city Endeavors	0.6%
<b>American Diversity (E)</b>	<b>3.1%</b>
- Ethnic Urban Mix	1.5%
- Professional Urbanites	0.2%
- Urban Advantage	1.4%
<b>Metro Fringe (F)</b>	<b>1.4%</b>
- Steadfast Conservative	0.2%
- Moderate Conventionalists	1.2%

<b>Remote America (G)</b>	<b>0.8%</b>
- Hardy Rural Families	0.8%
<b>Aspiring Contemporaries (H)</b>	<b>1.1%</b>
- Young Cosmopolitans	1.3%
<b>Rural Villages &amp; Farms (I)</b>	<b>13.1%</b>
- Industrious Country Living	10.5%
- Comfy Country Living	1.3%
- Small-town Connections	0.7%
- Hinterland Families	0.6%
<b>Urban Essence (K)</b>	<b>0.5%</b>
-Academic Influences	0.5%



## Baltimore HH Universe Estimates

Baltimore Interconnect	Syscode 6740	820,770
Baltimore County North	6597	69,989
Baltimore County East	6598	73,256
Baltimore County West	6596	100,159
Baltimore City	1307	129,735
Anne Arundel Central	1950	131,320
Anne Arundel South	1807	34,314
Anne Arundel North (Broadstripe)	8381	12,728
Howard	0017	101,284
Harford	0019	66,215
Carroll	8183	33,776
Cecil East	2672	14,445
Cecil West (Armstrong)	9051	12,484
Chesapeake Bay / Easton (ABB / Easton)	9326	20,710
North Harford (Armstrong)	5990	9,719
Lower Chesapeake	3804	10,636
Baltimore Plus	9547	318,026