

# Santa Rosa Zone Profile



## COMMUNITIES SERVED

- Fulton
- Kenwood
- Santa Rosa

## AGE GROUPS

Persons 17 and under	23.3%
Adults 18 – 34	23.7%
Adults 35 – 54	26.9%
Adults 55+	26.2%
Median Age	37

## EDUCATION

Attended/Graduated College/ Post Graduate	61.6%
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## MARITAL STATUS

Single	28.2%
Married	47.4%
Divorced/ Separated/ Widow	24.4%

## HOUSEHOLD INCOME

Average Household Income	\$76,192
Median Household Income	\$58,457

## HOUSING UNITS & FAMILY TYPE

% Owner Occupied Units	55.1%
% of HH with Children	32.4%

## RACE/ETHNICITY \*

White	71.6%
Hispanic (Ethnicity)	30.1%
Asian	5.2%
Black/ African American	2.2%
Other	21.0%

\* Sum of race/ethnicity may exceed 100%

# COMCAST SPOTLIGHT

## CABLE HOUSEHOLDS\*

34,380

## AVAILABLE NETWORKS



**Note:** Demographic percentages based on population bases as per the U.S. Census Bureau. Percentages may not add to 100% due to rounding. **Source:** AGS Demographic data © 2012 by Experian/Applied Geographic Solutions. Current Year data is for the year 2012. SpotKnowledge is brought to you by Alteryx LLC. © 2012 All Rights Reserved

\* DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts (Sep '13) by the Nielsen full footprint Interconnect Universe Estimate (Nov '13). Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.