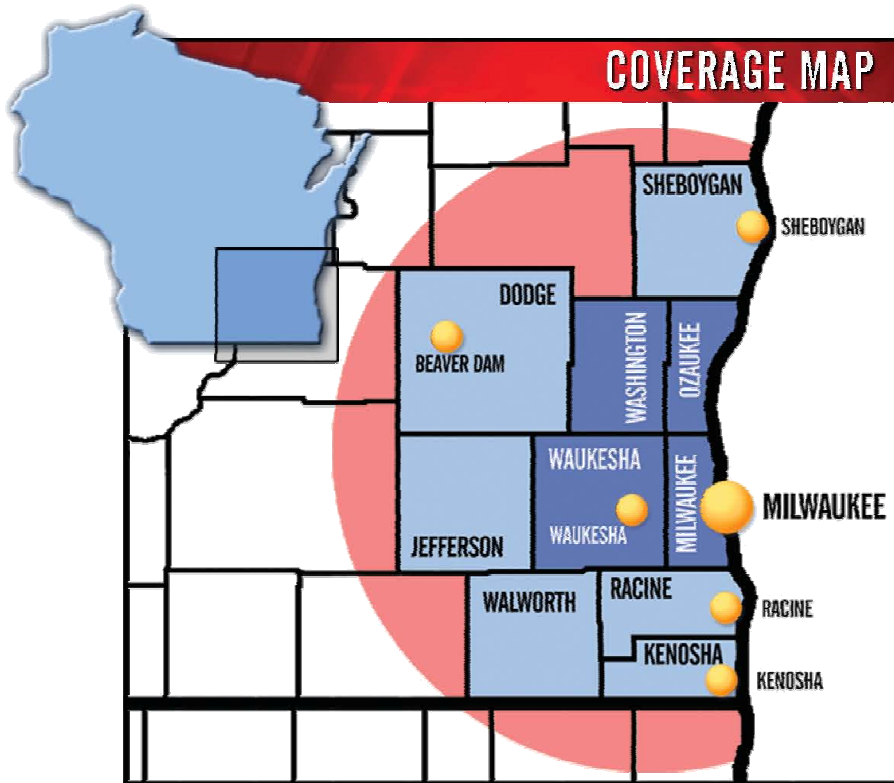




# WISN Coverage Map & Milwaukee Market Data

wisn.com



- **CONSOLIDATED METRO AREA**  
Counties having over 50% of their population in the Metro Milwaukee Area.
- **DMA (Designated Market Area)**  
The group of counties in which commercial television stations located in the Metro Area achieve the largest audience share.
- **NSA (Nielsen Station Index)**  
Additional sampling area outside of DMA.

## DMA HOUSEHOLDS

<b>TV Households</b>	<b>901,100</b>	<b>100%</b>
Total Cable HH	549,430	61%
Time Warner Cable HH	365,290	41%
Satellite HH (ADS)		18%
DVR HH		46%
HD Capable HH		64%
Black HH		11%
Hispanic HH		6%

## DEMOGRAPHICS

<b>Persons 2+</b>	<b>2,187,000</b>	<b>100%</b>
Persons 18+	1,692,000	77%
Women 18+	869,000	40%
Men 18+	824,000	38%
Persons 18-49	955,000	44%
Persons 25-54	917,000	42%
Persons 35-64	923,000	42%
Working Women	319,000	15%

Source: NSI, May 2011

## LIFESTYLE

<b>Persons 18+</b>	<b>100%</b>
Homeowners	71%
HHI \$50-\$75K	20%
HHI \$75-\$100K	36%
Education-High School	24%
Education-Some College/Vo Tech	27%
Education-College Graduate +	45%

Source: MMC, 2011 Milwaukee Area Consumer Survey