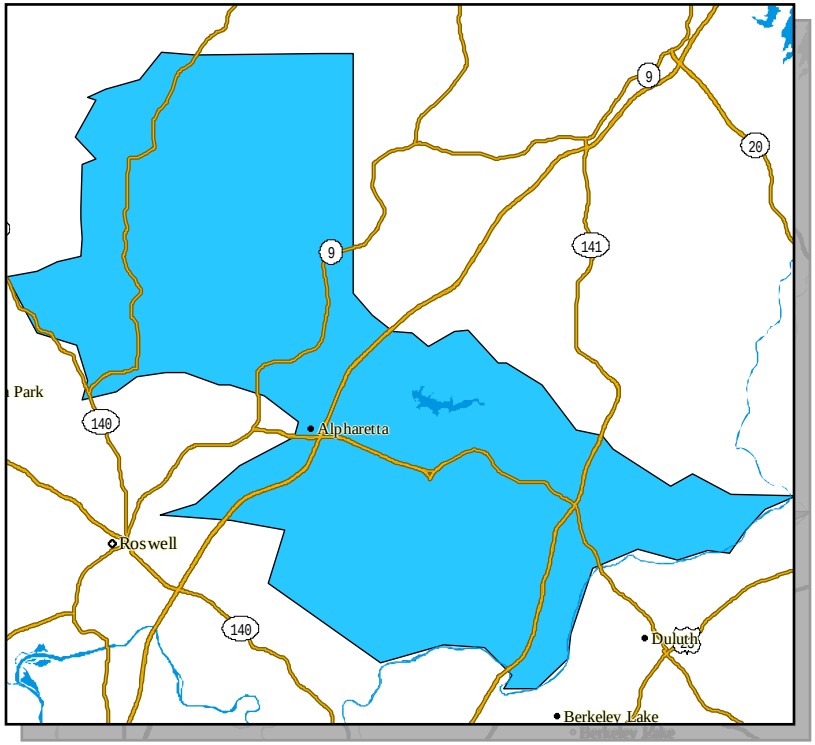
Alpharetta

Cable Subs: 40, 805



Counties Covered: Parts of FULTON, GWINNETT, DEKALB

Cities Covered: Alpharetta, John's Creek

Zip Codes Covered: 30004, 30005, 30022, 30075, 30024, 30097

Population Demographics	2007 Est	%
Total Population	137,749	
Total Households	44,940	
Male	68,349	49.6%
Female	69,400	50.4%
White	101,965	74.0%
Black	15,537	11.3%
Hispanic	6,509	4.7%
20 to 24	4,030	2.9%
25 to 34	17,247	12.5%
35 to 44	31,000	22.5%
45 to 54	22,267	16.2%
55 to 64	12,337	9.0%
Median Age	36.1	
$35,000 - $49,999 Income	3,070	6.8%
$50,000 - $74,999	6,071	13.5%
$100,000 - $149,999	10,692	23.8%
$150,000 +	15,299	34.0%
Average HH Income	$129,879	
Median Home Value	$241,769	
Employed	73,307	97.2%
Blue Collar Occupations	7,473	13.3%
White Collar Occupations	48,839	86.7%
Average Vehicles Per HH	2	
2+ Vehicles Available	34,151	76.0%
Some College, No Degree	13,500	15.1%
Bachelor's Degree	39,715	44.5%
Graduate Degree	19,473	21.8%

Source: Cable TV HHs from Nielsen Media Research, Demographic data provided by SRC Spotknowledge, 2007 Estimates based off 2000 U.S. Census except Median House Value and Blue Collar/White Collar (2000 U.S. Census only).

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