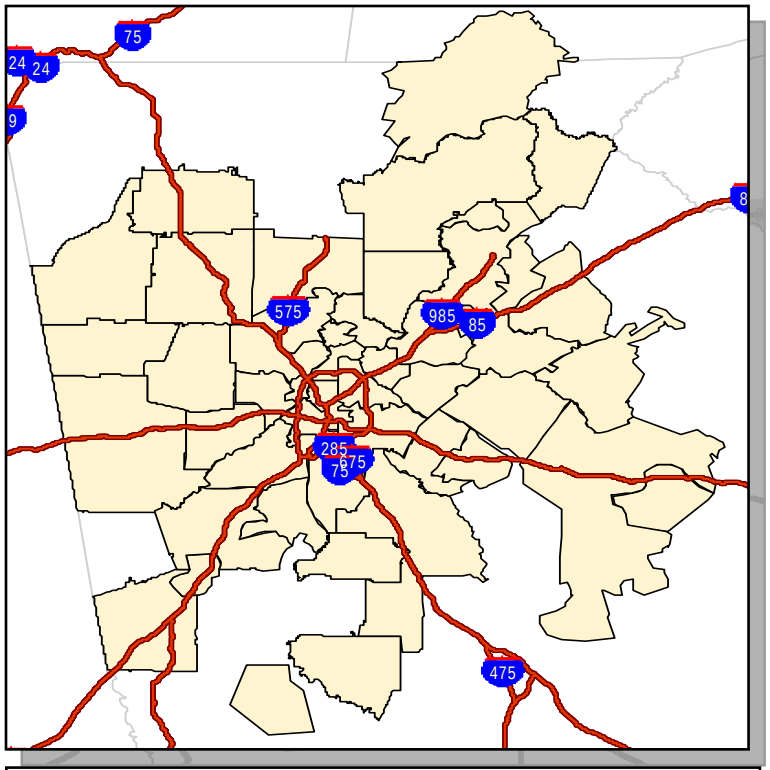
Interconnect

Cable Subs: 1,301,520



Counties Covered: Baldwin, Banks, Barrow, Bartow, Bibb, Butts, Carroll, Chattooga, Cherokee, Clarke, Clayton, Cobb, Coffee, Coweta, Dawson, DeKalb, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Haralson, Hart, Heard, Henry, Jackson, Jasper, Lamar, Lowndes, Lumpkin, Madison, Meriwether, Monroe, Morgan, Murray, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Putnam, Rabun, Stockdale, Stephens, Towns, Troup, Union, Upson, Walton, White, Whitfield

Population Demographics	2007 Est	%
Total Population	5,935,973	
Total Households	2,137,365	
Male	2,951,499	49.7%
Female	2,984,474	50.3%
White	3,586,912	60.4%
Black	1,679,670	28.3%
Hispanic	569,848	9.6%
20 to 24	408,266	6.9%
25 to 34	906,439	15.3%
35 to 44	969,199	16.3%
45 to 54	842,862	14.2%
55 to 64	584,189	9.8%
Median Age	34.5	
$35,000 - $49,999 Income	291,699	13.6%
$50,000 - $74,999	441,356	20.7%
$75,000 - $99,999	304,390	14.2%
$100,000 - $149,999	303,377	14.2%
$150,000 +	217,272	10.2%
Average HH Income	$70,335	
Median Home Value	$124,855	
Employed	2,990,553	92.3%
Blue Collar Occupations	889,939	36.2%
White Collar Occupations	1,571,587	63.9%
Average Vehicles Per HH	2	
2+ Vehicles Available	1,350,020	63.2%
Some College, No Degree	734,067	19.2%
Bachelor's Degree	846,601	22.1%
Graduate Degree	451,685	11.8%

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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