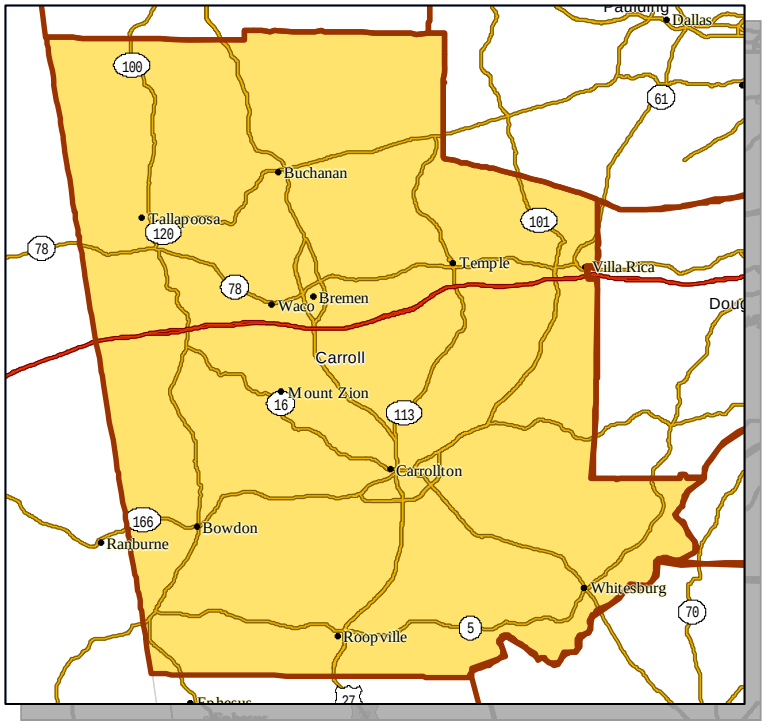
Carroll/Villa Rica

Cable Subs: 15,023



Counties Covered: parts Carroll, Haralson

Cities Covered: parts of Villa Rica, Buchanan, Tallapoosa, Temple, Bremen, Waco, Mount Zion, Carrollton, Bowdon, Roopville, Whitesburg

Zip Codes Covered: 30108, 30110, 30113, 30116, 30117, 30118, 30170, 30176, 30179, 30180, 30182, 30185

Population Demographics	2007 Est	%
Total Population	150,242	
Total Households	53,826	
Male	74,367	49.5%
Female	75,874	50.5%
White	121,327	80.8%
Black	20,662	13.8%
Hispanic	5,531	3.7%
20 to 24	11,676	7.8%
25 to 34	24,636	16.4%
35 to 44	22,165	14.8%
45 to 54	19,105	12.7%
55 to 64	14,433	9.6%
Median Age:	33.7	
$35,000 - $49,999	8,035	14.9%
$50,000 - $74,999	11,440	21.3%
$75,000 - $99,999	6,264	11.6%
$100,000 - $149,999	4,452	8.3%
$150,000 +	2,213	4.1%
Average Hhld Income	$53,783	
Median Home Value	$89,130	
Employed	72,079	91.1%
Blue Collar Occupations	27,553	50.4%
White Collar Occupations	27,112	49.6%
Average Vehicles Per Hhld	2.1	
2+ Vehicles Available	36,536	67.9%
High School Graduate	34,709	35.9%
Associates Degree	6,067	6.3%
Bachelor's Degree	11,315	11.7%
Graduate Degree	6,052	6.3%

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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