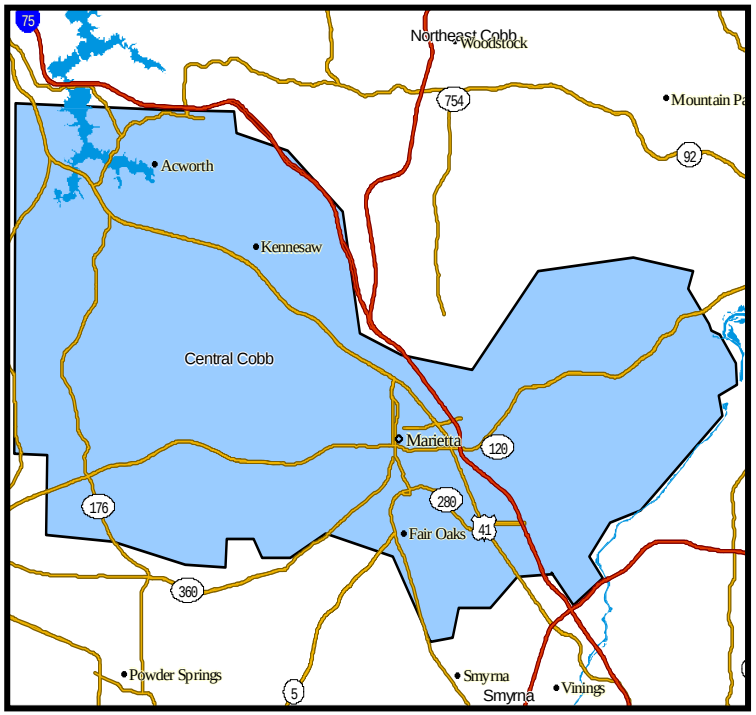
Central Cobb

Cable Subs: 94,541



Counties Covered: parts of Cobb

Cities Covered: Marietta, Smyrna, Acworth, Cartersville, Powder Springs, Dallas, Kennesaw, Porterdale

Zip Codes Covered: 30008, 30060,30064, 30067, 30080, 30102, 30127, 30144, 30152, 30339,30101

Population Demographics	2007 Est	%
Total Population	269,123	
Total Households	100,145	
Male	135,515	50.4%
Female	133,608	49.7%
White	160,325	59.6%
Black	63,033	23.4%
Hispanic Ethnicity	41,046	15.3%
Not Hispanic or Latino	228,077	84.8%
20 to 24	21,396	8.0%
25 to 34	44,499	16.5%
35 to 44	44,057	16.4%
45 to 54	36,609	13.6%
55 to 64	25,555	9.5%
Median Age:	34.1	
$35,000 - $49,999	13,876	13.9%
$50,000 - $74,999	22,301	22.3%
$75,000 - $99,999	15,248	15.2%
$100,000 - $149,999	15,547	15.5%
$150,000 +	10,568	10.6%
Average Hhld Income	$69,784	
Median Home Value	$170,979	
Employed	142,703	93.4%
Blue Collar Occupations	37,705	29.6%
White Collar Occupations	89,629	70.4%
Average Vehicles Per Hhld	1.8	
2+ Vehicles Available	59,623	59.5%
Some College, No Degree	32,610	18.7%
Bachelor's Degree	52,186	29.9%
Graduate Degree	26,646	15.3%

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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