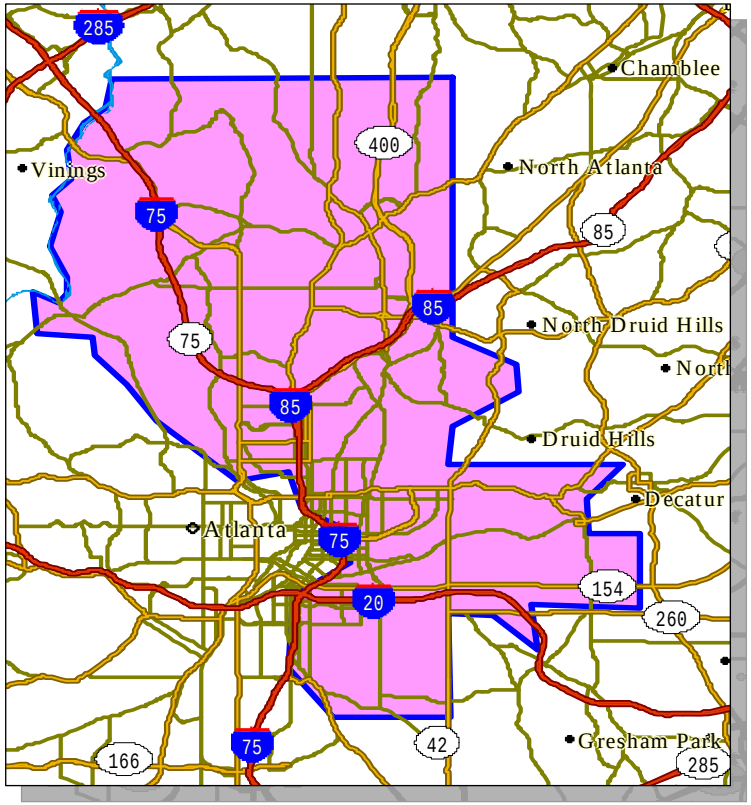
Central Fulton

Cable Subscribers: 79,835



Counties Covered: parts of Fulton

Cities Covered: Atlanta; Buckhead and Midtown Areas

Zip Codes Covered: 30305, 30306, 30307, 30308, 30309, 30312, 30313, 30319, 30324, 30326, 30327, 30342, 30303, 30318, 30315, 30316, 30317, 30030

Population Demographics	2007 Estimate	%
Total Population	243,004	
Total Households	109,793	
Male	126,745	52.2%
Female	116,259	47.8%
White	147,525	60.7%
Black	70,035	28.8%
Hispanic	20,384	8.4%
20 to 24	19,900	8.2%
25 to 34	49,935	20.5%
35 to 44	42,078	17.3%
45 to 54	34,116	14.0%
55 to 64	24,659	10.1%
Median Home Value:	$294,619	
$50,000 - $74,999 Income	17,177	15.6%
$100,000 - $149,999 Income	14,096	12.8%
$150,000 + Income	19,905	18.1%
Average HH Income:	$89,180	
Employed	140,682	90.8%
Emp. in Blue Collar Occupations*	24,991	21.9%
Emp. in White Collar Occupations*	89,324	78.1%
Average Vehicles Per HH:	1.5	
2+ Vehicles Available	47,718	43.5%
High School Graduate	22,745	13.0%
Bachelor's Degree	64,425	36.9%
Graduate Degree	44,201	25.3%

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 Occupations (2000 U.S. Census only).

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