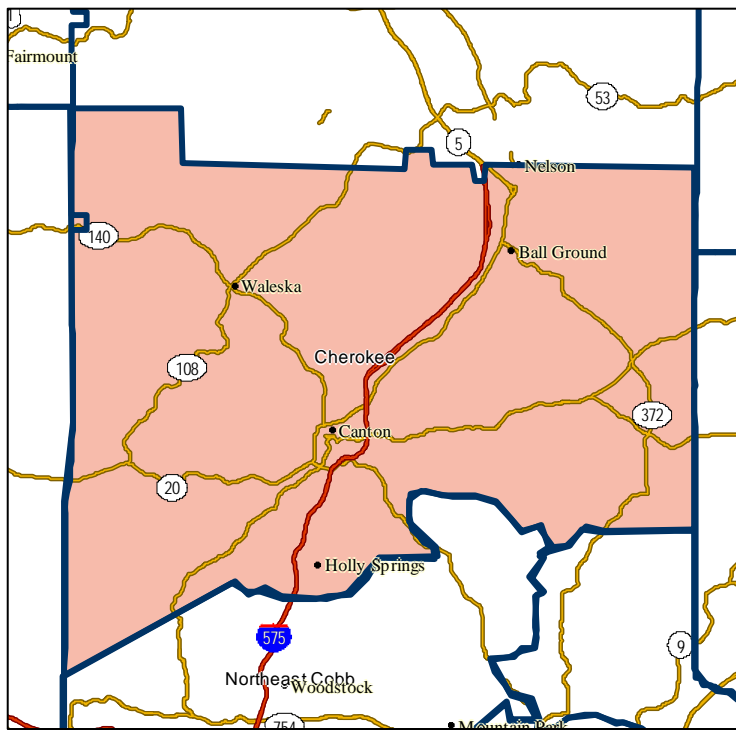


Cherokee

Cable Subs: 16,882



Counties Covered: parts Cherokee

Cities Covered: parts of Nelson, Ball Ground, Waleska, Canton, Holly Springs

Zip Codes Covered: 30107, 30114, 30115, 30183, 30041

Population Demographics	2007 Est	%
Total Population	80,181	
Total Households	28,204	
Male	40,741	50.8%
Female	39,440	49.2%
White	68,828	85.8%
Black	3,807	4.8%
Hispanic	7,472	9.3%
20 to 24	5,740	7.2%
25 to 34	11,848	14.8%
35 to 44	12,210	15.2%
45 to 54	11,647	14.5%
55 to 64	8,483	10.6%
Median Age:	35.3	
\$35,000 - \$49,999	3,535	12.5%
\$50,000 - \$74,999	6,354	22.5%
\$75,000 - \$99,999	4,632	16.4%
\$100,000 - \$149,999	4,471	15.9%
\$150,000 +	2,505	8.9%
Average Hhld Income:	\$73,156	
Median Home Value:	\$133,302	
Employed	41,024	94.2%
Blue Collar Occupations	11,377	41.3%
White Collar Occupations	16,151	58.7%
Average Vehicles Per Hhld:	2.1	
2+ Vehicles Available	21,529	76.3%
High School Graduate	14,523	27.8%
Bachelor's Degree	10,069	19.3%
Graduate Degree	3,463	6.6%

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).