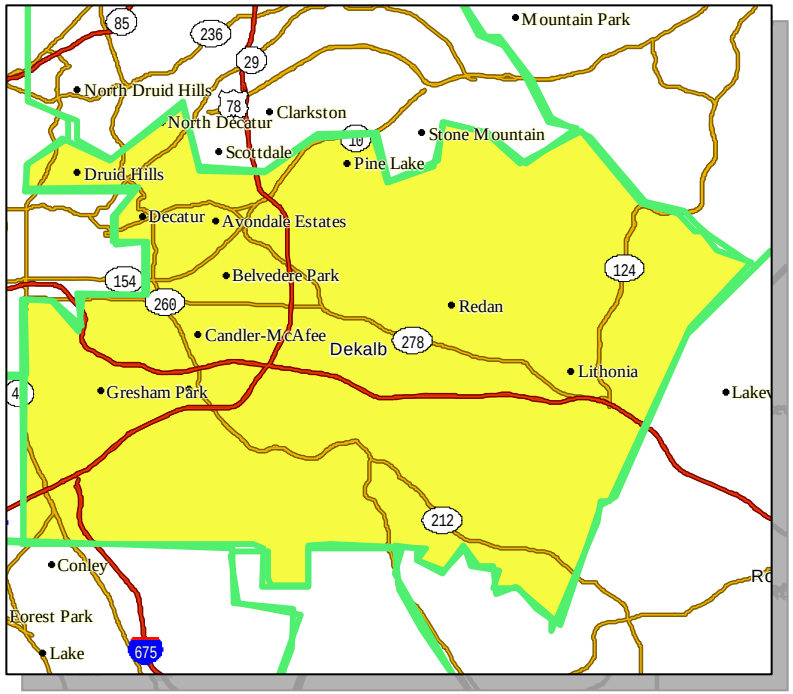
Dekalb

Cable Subs: 76,600



Counties Covered: parts of Dekalb

Cities Covered: parts of Decatur, Lithonia, Pine Lake, Avondale Estates

Zip Codes Covered: 30002, 30030, 30032, 30033, 30034, 30035, 30038, 30039,30058, 30072, 30079, 30087, 30088, 30288, 30294, 30306, 30307, 30316, 30317, 30322, 30329

Population Demographics	2007 Est	%
Total Population	374,230	
Total Households	136,250	
Male	176,004	47.0%
Female	198,225	53.0%
White	75,340	20.1%
Black	271,480	72.5%
Hispanic	13,460	3.6%
20 to 24	20,860	5.6%
25 to 34	51,067	13.6%
35 to 44	67,271	18.0%
45 to 54	57,294	15.3%
55 to 64	33,709	9.0%
Median Age:	34.4	
$35,000 - $49,999	20,557	15.1%
$50,000 - $74,999	32,352	23.7%
$75,000 - $99,999	21,467	15.8%
$100,000 - $149,999	18,393	13.5%
$150,000 +	9,481	7.0%
Average Hhld Income	$64,300	
Median Home Value	$107,223	
Employed	182,434	88.5%
Blue Collar Occupations	58,231	33.6%
White Collar Occupations	115,048	66.4%
Average Vehicles Per Hhld	1.7	
2+ Vehicles Available	75,020	55.1%
High School Graduate	67,047	28.6%
Associates Degree	22,637	9.7%
Bachelor's Degree	47,097	20.1%
Graduate Degree	28,529	12.2%

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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