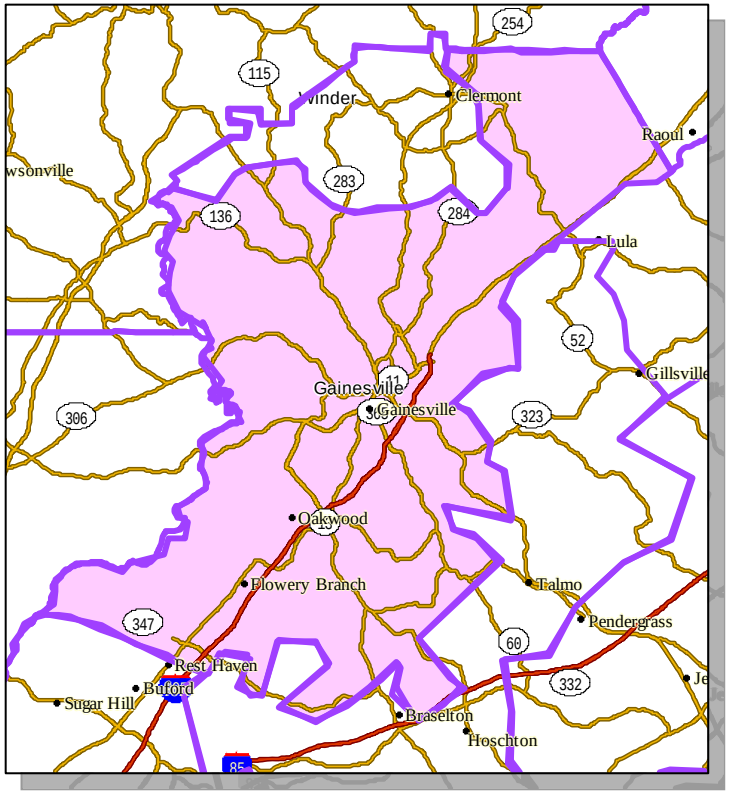
Gainesville

Cable Subs: 29,583



Counties Covered: parts of Hall, Gwinnett, Jackson

Cities Covered: Gainesville, Braselton, Buford, Chestnut Mt., Flowery Branch, Murrayville, Oakwood

Zip Codes Covered: 30501, 30504, 30506, 30507, 30510, 30517, 30518, 30527, 30531, 30542, 30554, 30564, 30566

Population Demographics	2007 Est	%
Total Population	181,504	
Total Households	57,173	
Male	93,127	51.3%
Female	88,377	48.7%
White	145,914	80.4%
Black	9,747	5.4%
Hispanic	45,599	25.1%
20 to 24	12,477	6.9%
25 to 34	29,868	16.5%
35 to 44	27,783	15.3%
45 to 54	22,800	12.6%
55 to 64	16,826	9.3%
Median Age:	33.1	
$35,000 - $49,999	8,768	15.3%
$50,000 - $74,999	12,509	21.9%
$75,000 - $99,999	7,936	13.9%
$100,000 - $149,999	6,996	12.2%
$150,000 +	3,815	6.7%
Average Hhld Income	$60,434	
Median Home Value	$117,946	
Employed	89,025	93.5%
Blue Collar Occupations	33,332	49.5%
White Collar Occupations	34,080	50.6%
Average Vehicles Per Hhld	2.1	
2+ Vehicles Available	38,941	68.1%
High School Graduate	35,693	31.0%
Associates Degree	8,449	7.4%
Bachelor's Degree	18,265	15.9%
Graduate Degree	6,689	5.8%

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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