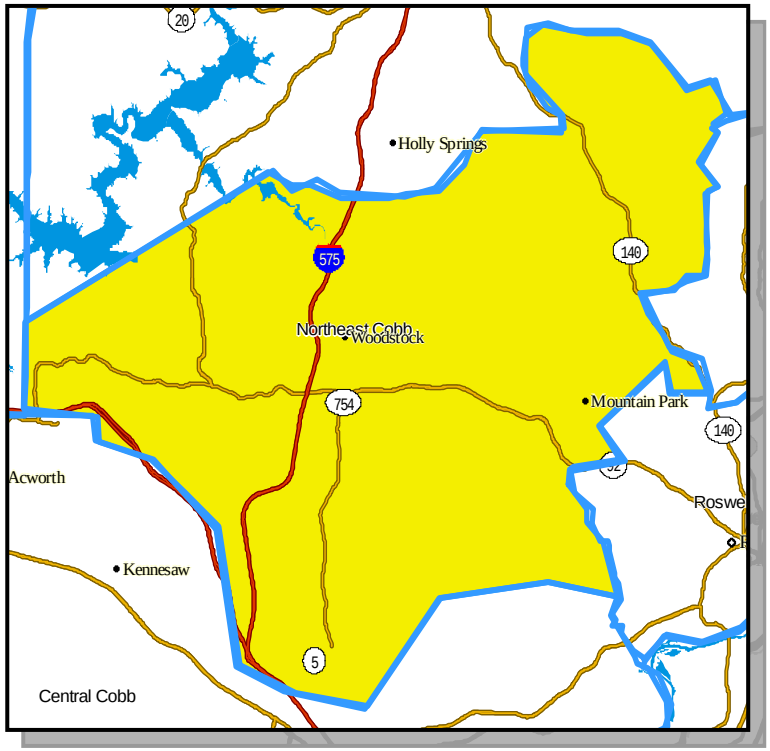
Northeast Cobb

Cable Subs: 58,232



Counties Covered: parts of Cobb, Cherokee, Fulton

Cities Covered: Woodstock, Mountain Park

Zip Codes Covered: 30066, 30102, 30115, 30144, 30188, 30189

Population Demographics	2007 Est	%
Total Population	428,274	
Total Households	151,426	
Male	214,412	50.10%
Female	213,862	49.90%
White	321,466	75.10%
Black	51,082	11.90%
Hispanic	34,723	8.10%
20 to 24	25,962	6.10%
25 to 34	59,676	13.90%
35 to 44	71,753	16.80%
45 to 54	70,831	16.50%
55 to 64	44,928	10.50%
Median Age:	35.7	
$35,000 - $49,999	17,429	11.50%
$50,000 - $74,999	29,914	19.80%
$75,000 - $99,999	25,538	16.90%
$100,000 - $149,999	30,572	20.20%
$150,000 +	24,285	16.00%
Average Hhld Income	$86,172	
Median Home Value	$147,458	
Employed	232,175	94.70%
Blue Collar Occupations	50,327	25.80%
White Collar Occupations	144,481	74.20%
Average Vehicles Per Hhld	2	
2+ Vehicles Available	110,071	72.70%
High School Graduate	52,825	19.00%
Associates Degree	20,504	7.40%
Bachelor's Degree	90,364	32.40%
Graduate Degree	39,856	14.30%

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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