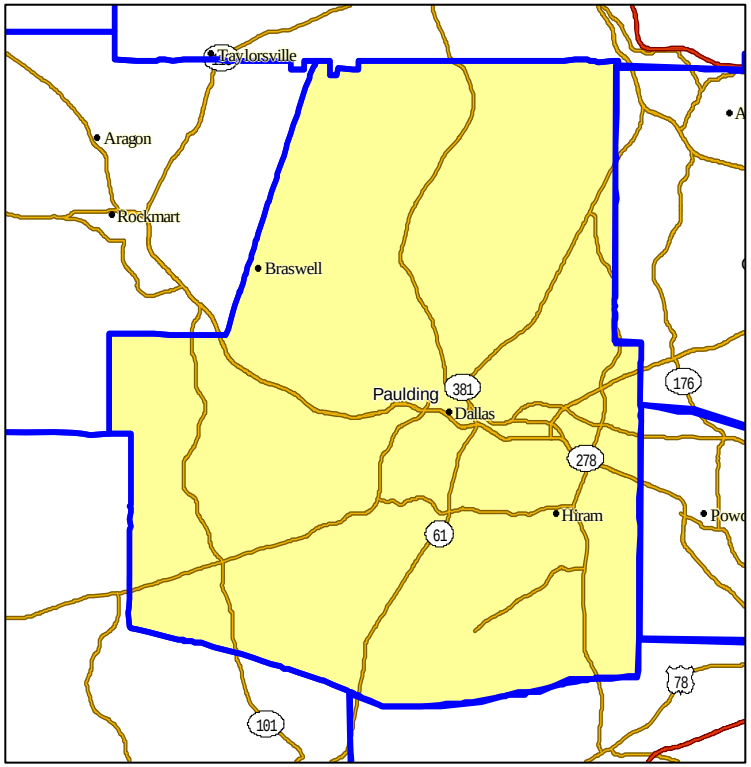
Paulding

Cable Subs: 30,701



Counties Covered: parts of Paulding, Cherokee, Douglas, Polk

Cities Covered: Braswell, Dallas, Hiram

Zip Codes Covered: 30101, 30127, 30134, 30132, 30141, 30153, 30157, 30179

Population Demographics	2007 Est	%
Total Population	86,216	
Total Households	30,884	
Male	43,218	50.1%
Female	42,998	49.9%
White	71,238	82.6%
Black	10,779	12.5%
Hispanic	3,547	4.1%
20 to 24	5,844	6.8%
25 to 34	14,048	16.3%
35 to 44	16,058	18.6%
45 to 54	11,245	13.0%
55 to 64	6,481	7.5%
Median Age:	32.6	
$35,000 - $49,999	4,497	14.6%
$50,000 - $74,999	8,265	26.8%
$75,000 - $99,999	5,736	18.6%
$100,000 - $149,999	4,102	13.3%
$150,000 +	1,056	3.4%
Average Hhld Income	$54,891	
Median Home Value	$104,209	
Employed	42,610	92.7%
Blue Collar Occupations	12,706	43.4%
White Collar Occupations	16,545	56.6%
Average Vehicles Per Hhld	2.7	
2+ Vehicles Available	24,375	78.9%
High School Graduate	17,840	33.4%
Associates Degree	4,463	8.4%
Bachelor's Degree	7,914	14.8%
Graduate Degree	3,579	6.7%

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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