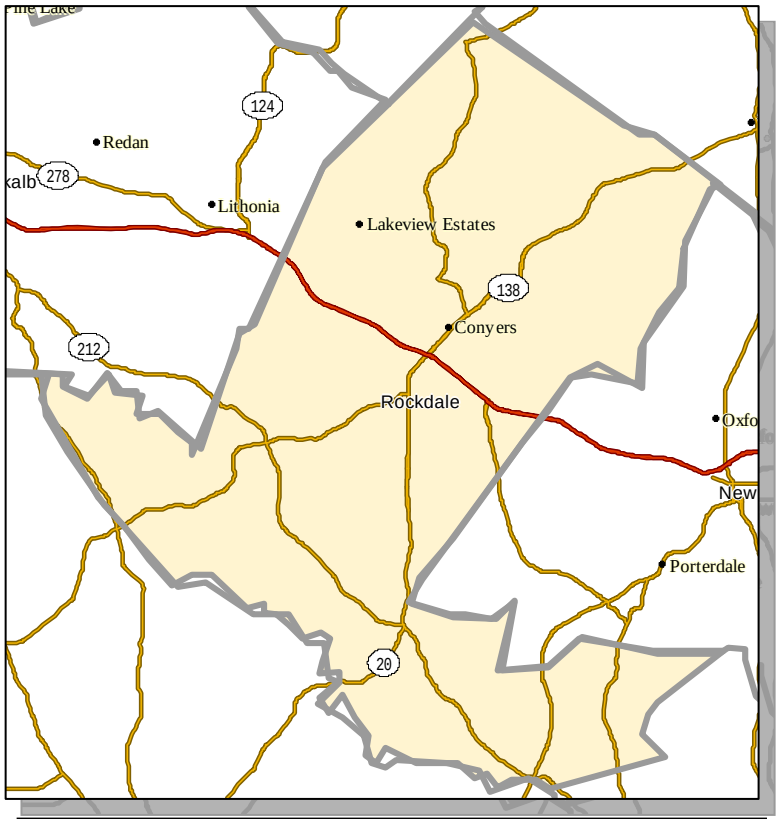
Rockdale

Cable Subs: 22,393



Counties Covered: ROCKDALE, NEWTON

Cities Covered: Lakeview Estates, Conyers

Zip Codes Covered: 30012, 30013, 30016, 30054, 30094, 30281

Population Demographics	2007 Est	%
Total Population	94,293	
Total Households	33,145	
Male	47,229	50.1%
Female	47,064	49.9%
White	51,333	54.4%
Black	33,222	35.2%
Hispanic	8,080	8.6%
20 to 24	6,821	7.2%
25 to 34	13,116	13.9%
35 to 44	13,897	14.7%
45 to 54	13,877	14.7%
55 to 64	10,284	10.9%
Median Age	35.1	
$35,000 - $49,999 Income	4,662	14.1%
$50,000 - $74,999	7,021	21.2%
$100,000 - $149,999	5,280	15.9%
$150,000 +	3,031	9.1%
Average HH Income	$71,913	
Median Home Value	$111,729	
Employed	44,477	92.4%
Blue Collar Occupations	15,294	40.8%
White Collar Occupations	22,158	59.2%
Average Vehicles Per HH	2.1	
2+ Vehicles Available	23,285	70.3%
Some College, No Degree	13,066	21.6%
Bachelor's Degree	11,056	18.3%
Graduate Degree	5,303	8.8%

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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