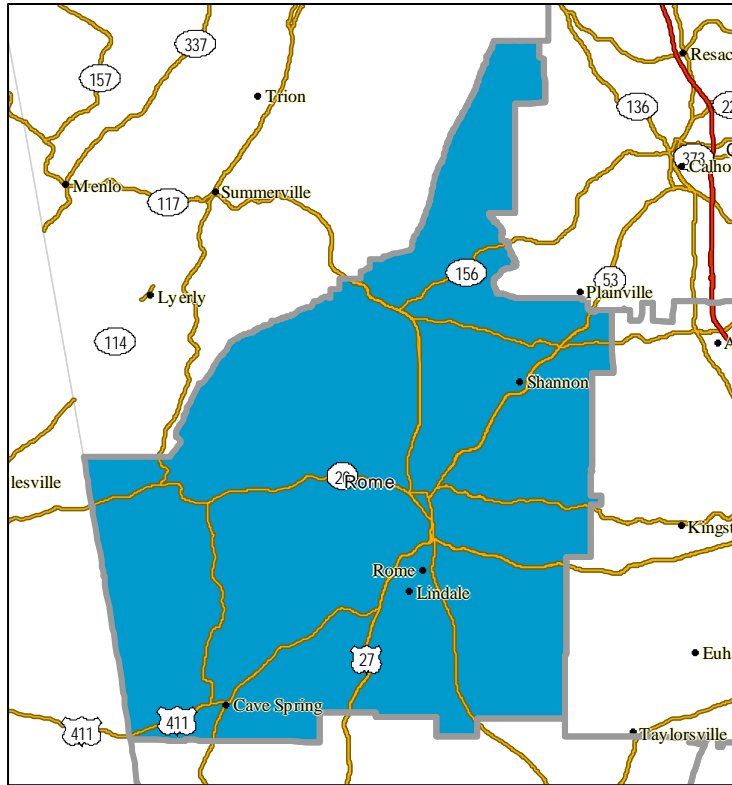


Rome

Cable Subs: 25,598



Counties Covered: Parts of Floyd

Cities Covered: Shannon, Rome, Lindale, Cave Spring

Zip Codes Covered: 30104, 30105, 30124, 30147, 30149, 30161, 30165, 30172, 30173

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).

Population Demographics	2007 Est	%
Total Population	95,975	
Total Households	35,600	
Male	47,147	49.1%
Female	48,828	50.9%
White	76,699	79.9%
Black	12,649	13.2%
Hispanic	7,130	7.4%
20 to 24	6,904	7.2%
25 to 34	13,367	13.9%
35 to 44	13,047	13.6%
45 to 54	12,820	13.4%
55 to 64	10,043	10.5%
Median Age	36.1	
\$35,000 - \$49,999 Income	5,631	15.8%
\$50,000 - \$74,999	7,286	20.5%
\$100,000 - \$149,999	2,887	8.1%
\$150,000 +	1,475	4.1%
Average HH Income	\$51,998	
Median Home Value	\$83,501	
Employed	42,238	90.4%
Blue Collar Occupations	19,867	49.2%
White Collar Occupations	20,491	50.8%
Average Vehicles Per HH	1.8	
2+ Vehicles Available	21,774	61.2%
Some College, No Degree	11,368	18.1%
Bachelor's Degree	5,006	8.0%
Graduate Degree	4,752	7.6%