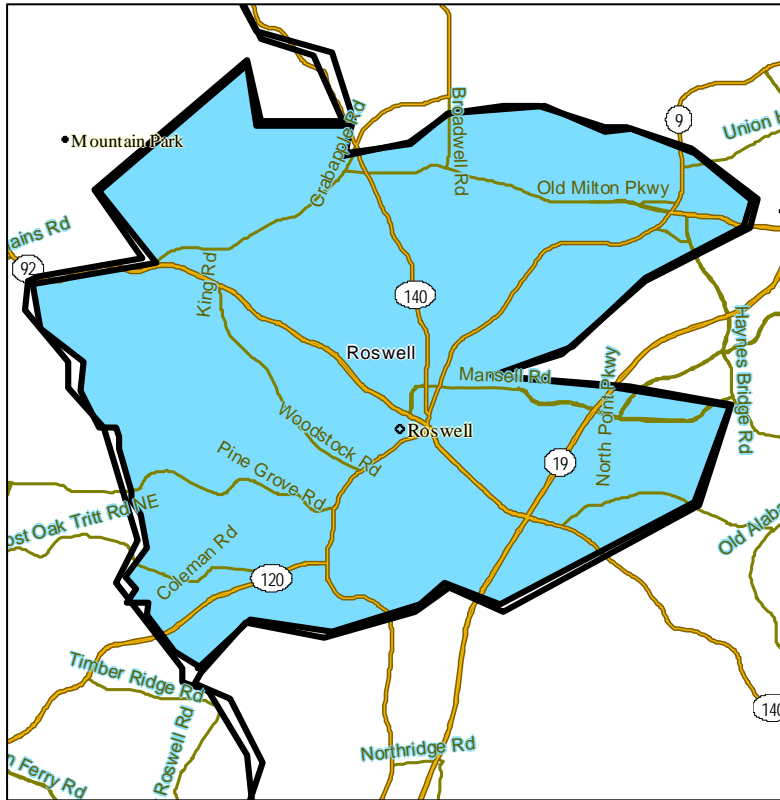


Roswell

Cable Subs: 14,642



Counties Covered: Parts of Fulton

Cities Covered: Roswell

Zip Codes Covered: 30075, 30076

Population Demographics 2007 Est %

Total Population	77,789	
Total Households	27,498	
Male	39,713	51.1%
Female	38,076	49.0%
White	56,285	72.4%
Black	10,406	13.4%
Hispanic	13,013	16.7%
20 to 24	4,188	5.4%
25 to 34	11,343	14.6%
35 to 44	14,172	18.2%
45 to 54	12,509	16.1%
55 to 64	8,514	10.9%
Median Age	36.8	
\$35,000 - \$49,999 Income	3,080	11.2%
\$50,000 - \$74,999	4,755	17.3%
\$100,000 - \$149,999	5,614	20.4%
\$150,000 +	5,548	20.2%
Average HH Income	\$89,799	
Median Home Value	\$194,996	
Employed	44,895	96.1%
Blue Collar Occupations	8,887	25.2%
White Collar Occupations	26,400	74.8%
Average Vehicles Per HH	1.9	
2+ Vehicles Available	18,412	67.0%
Some College, No Degree	9,167	17.4%
Bachelor's Degree	19,869	37.6%
Graduate Degree	9,962	18.9%

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).

