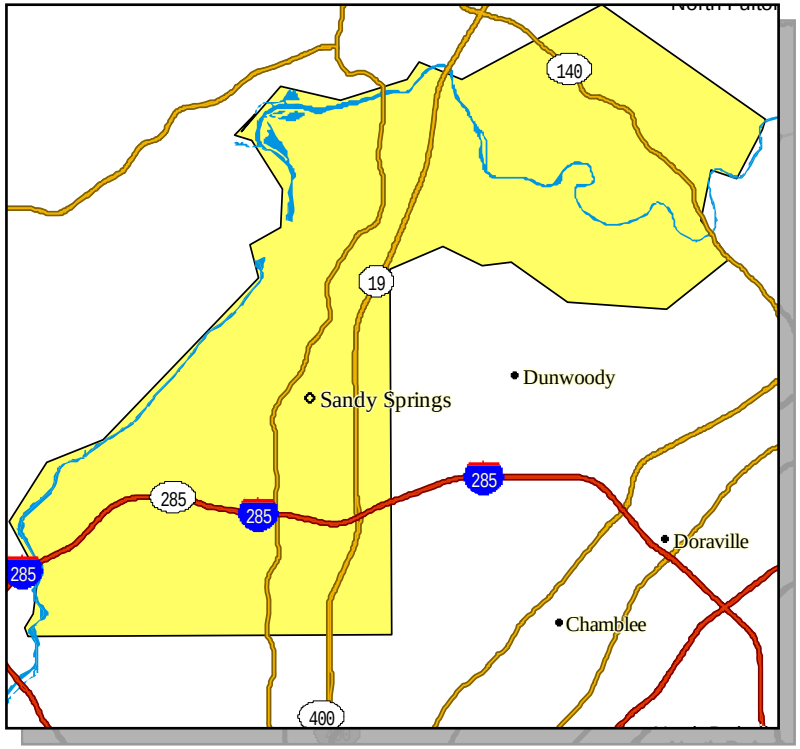
Sandy Springs

Cable Subs: 40,804



Counties Covered: FULTON

Cities Covered: Sandy Springs, Roswell

Zip Codes Covered: 30328, 30342, 30350, 30327, 30338, 30022, 30076

Population Demographics	2007 Est	%
Total Population	124,328	
Total Households	51,817	
Male	61,354	49.40%
Female	62,974	50.70%
White	88,200	70.90%
Black	19,867	16.00%
Hispanic	14,056	11.30%
20 to 24	8,271	6.70%
25 to 34	22,637	18.20%
35 to 44	20,399	16.40%
45 to 54	20,068	16.10%
55 to 64	14,972	12.00%
Median Age	36.9	
$35,000 - $49,999 Income	6,440	12.40%
$50,000 - $74,999	9,972	19.20%
$100,000 - $149,999	7,907	15.30%
$150,000 +	11,902	23.00%
Average HH Income	$110,783	
Median Home Value	$303,942	
Employed	76,148	96.80%
Blue Collar Occupations	12,154	18.80%
White Collar Occupations	52,491	81.20%
Average Vehicles Per HH	1.7	
2+ Vehicles Available	29,849	57.60%
Some College, No Degree	13,260	14.90%
Bachelor's Degree	36,837	41.50%
Graduate Degree	20,589	23.20%

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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