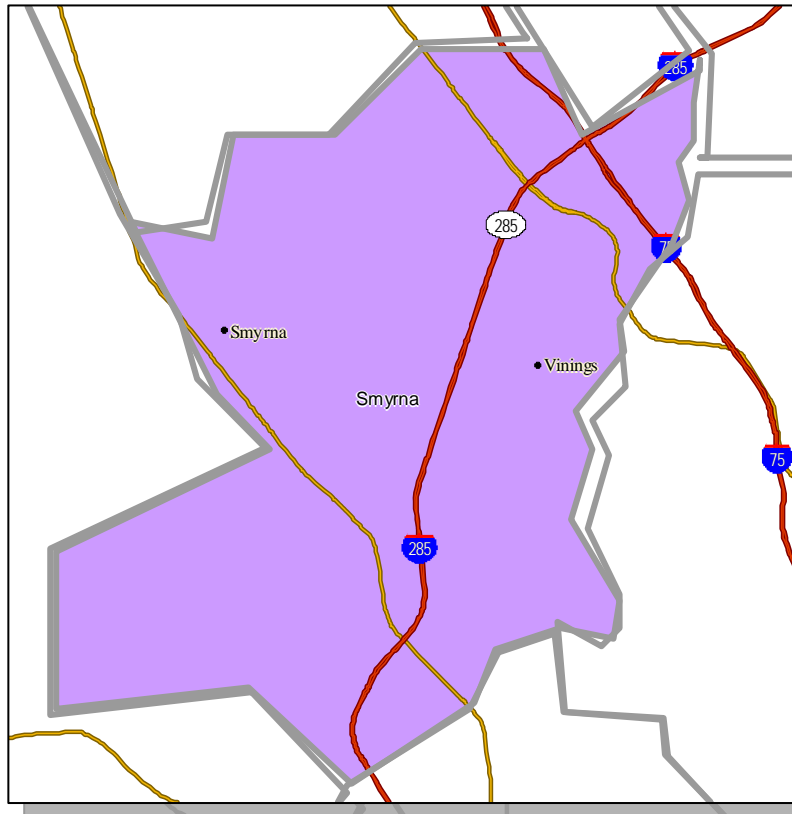


Smyrna

Cable Subs: 25, 038



Counties Covered: Parts of Cobb

Cities Covered: Smyrna, Vinings

Zip Codes Covered: 30080, 30082, 30126, 30339

Population Demographics	2007 Est	%
Total Population	60,047	
Total Households	28,869	
Male	29,375	48.9%
Female	30,672	51.1%
White	33,961	56.6%
Black	16,350	27.2%
Hispanic	6,769	11.3%
20 to 24	6,453	10.7%
25 to 34	14,753	24.6%
35 to 44	9,346	15.6%
45 to 54	7,737	12.9%
55 to 64	5,557	9.3%
Median Age	33.2	
\$35,000 - \$49,999 Income	4,315	14.9%
\$50,000 - \$74,999	6,866	23.8%
\$100,000 - \$149,999	4,081	14.1%
\$150,000 +	3,112	10.8%
Average HH Income	\$71,612	
Median Home Value	\$157,986	
Employed	37,768	93.9%
Blue Collar Occupations	7,137	21.1%
White Collar Occupations	26,621	78.9%
Average Vehicles Per HH	1.6	
2+ Vehicles Available	13,683	47.4%
Some College, No Degree	6,769	15.9%
Bachelor's Degree	16,189	38.1%
Graduate Degree	9,066	21.4%

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).

