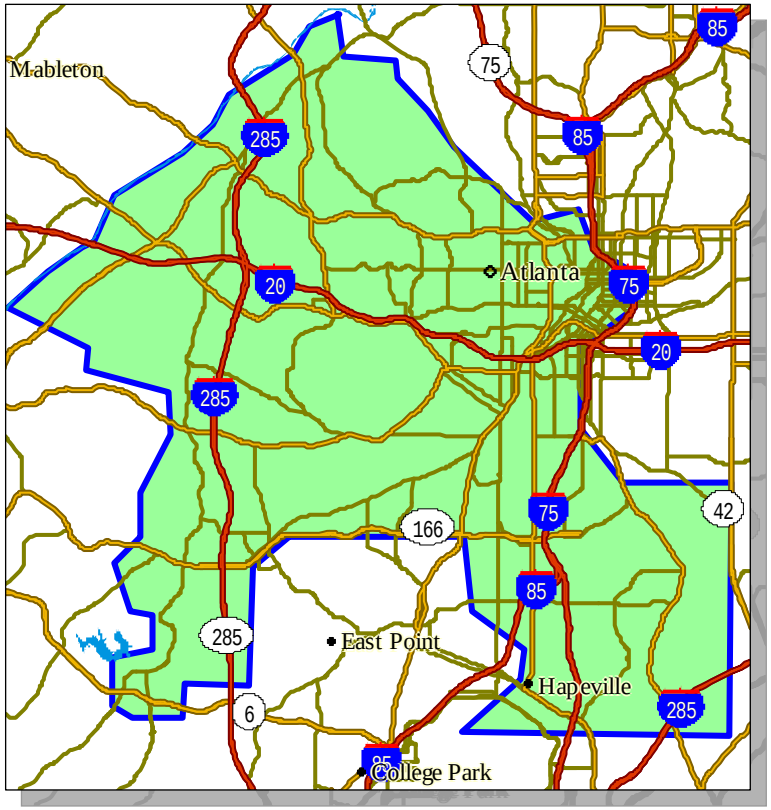
South Central Fulton

Cable Subs: 35,164



Counties Covered: Parts of Fulton

Cities Covered: Hapeville, Atlanta

Zip Codes Covered: 30310, 30311, 30312, 30313, 30314, 30315, 30318, 30330, 30331, 30336, 30344, 30354

Population Demographics	2007 Est	%
Total Population	251,233	
Total Households	81,664	
Male	119,392	47.5%
Female	131,841	52.5%
White	42,206	16.8%
Black	191,390	76.2%
Hispanic	12,145	4.8%
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	33.5	
$35,000 - $49,999 Income	11,256	13.8%
$50,000 - $74,999	10,830	13.3%
$100,000 - $149,999	4,145	5.1%
$150,000 +	2,329	2.9%
Average HH Income	$35,751	
Median Home Value	$75,742	
Employed	97,506	83.8%
Blue Collar Occupations	39,252	51.2%
White Collar Occupations	37,480	48.9%
Average Vehicles Per HH	1.3	
2+ Vehicles Available	29,635	36.3%
Some College, No Degree	28,192	18.7%
Bachelor's Degree	24,309	16.2%
Graduate Degree	15,791	10.5%

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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