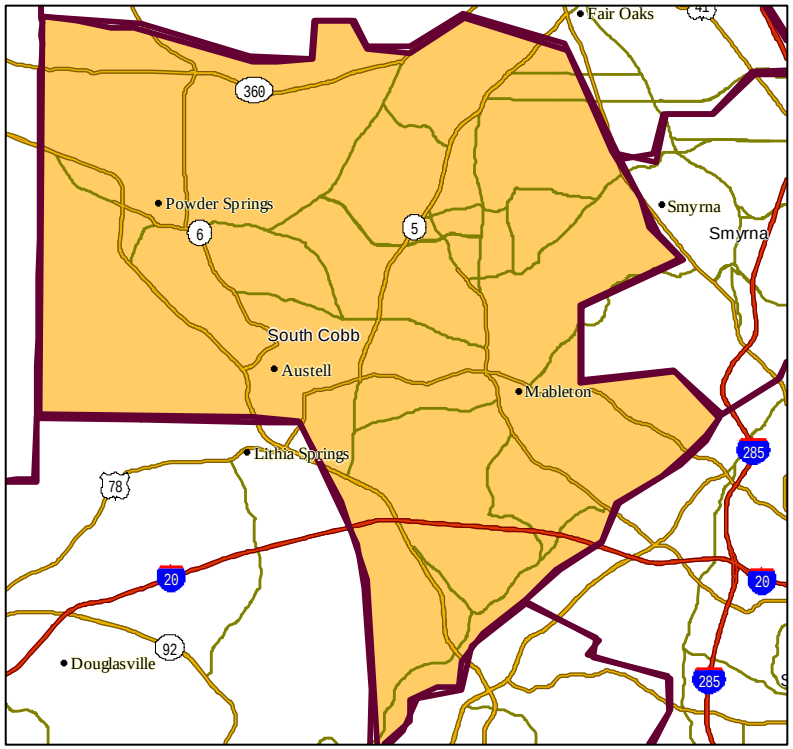
South Cobb

Cable Subs: 32,234



Counties Covered: part of Cobb

Cities Covered: Powder Springs, Mableton, Austell

Zip Codes Covered: 30008, 30060, 30064, 30082, 30106, 30122, 30126, 30127, 30141, 30168

Population Demographics	2007 Est	%
Total Population	175,095	
Total Households	58,824	
Male	86,563	49.4%
Female	88,532	50.6%
White	86,983	49.7%
Black	63,263	36.1%
Hispanic	23,217	13.3%
20 to 24	11,115	6.3%
25 to 34	24,632	14.1%
35 to 44	29,402	16.8%
45 to 54	22,872	13.1%
55 to 64	17,286	9.9%
Median Age	34.8	
$35,000 - $49,999 Income	8,798	15.0%
$50,000 - $74,999	14,175	24.1%
$100,000 - $149,999	8,430	14.3%
$150,000 +	3,454	5.9%
Average HH Income	$58,466	
Median Home Value	$110,660	
Employed	85,998	92.0%
Blue Collar Occupations	28,841	36.6%
White Collar Occupations	49,942	63.4%
Average Vehicles Per HH	2	
2+ Vehicles Available	38,310	65.1%
Some College, No Degree	22,264	20.0%
Bachelor's Degree	24,344	21.8%
Graduate Degree	12,462	11.2%

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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