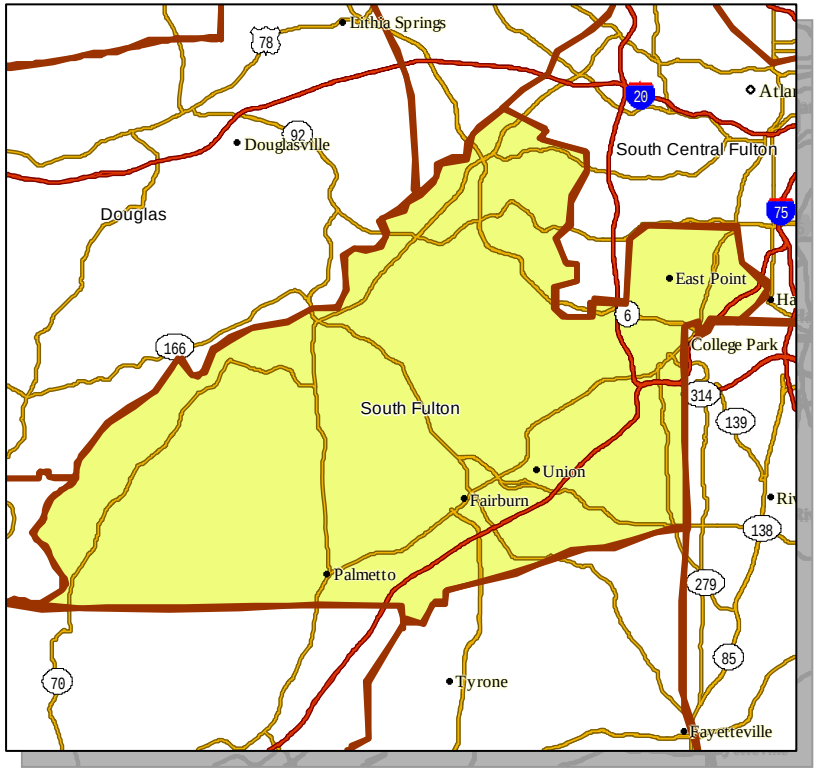
South Fulton

Cable Subs: 32,234



Counties Covered: parts of Fulton, Clayton

Cities Covered: Palmetto, Fairburn, Union, East Point

Zip Codes Covered: 30213, 30268, 30291, 30331, 30336, 30337, 30344, 30349

Population Demographics	2007 Est	%
Total Population	149,945	
Total Households	51,533	
Male	70,978	47.3%
Female	78,967	52.7%
White	39,003	26.0%
Black	100,265	66.9%
Hispanic	9,396	6.3%
20 to 24	9,562	6.4%
25 to 34	18,935	12.6%
35 to 44	23,191	15.5%
45 to 54	23,756	15.8%
55 to 64	16,328	10.9%
Median Age	35.2	
$35,000 - $49,999 Income	8,349	16.2%
$50,000 - $74,999	10,822	21.0%
$100,000 - $149,999	4,834	9.4%
$150,000 +	2,593	5.0%
Average HH Income	$49,748	
Median Home Value	$96,270	
Employed	74,834	93.0%
Blue Collar Occupations	24,622	40.8%
White Collar Occupations	35,711	59.2%
Average Vehicles Per HH	1.7	
2+ Vehicles Available	26,950	52.3%
Some College, No Degree	21,564	22.9%
Bachelor's Degree	19,857	21.1%
Graduate Degree	10,899	11.6%

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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