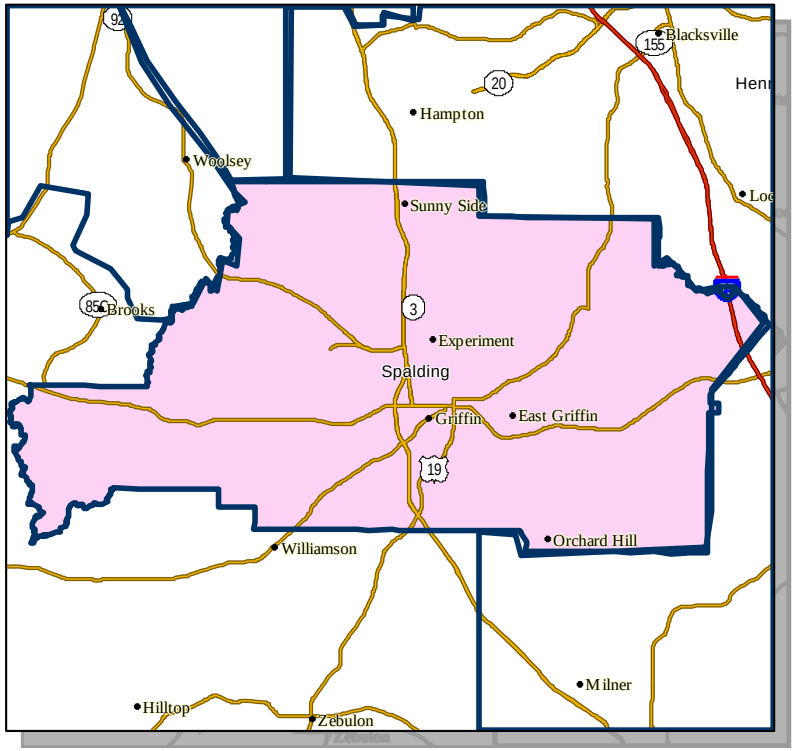
Spalding

Cable Subs: 13,415



Counties Covered: parts of Spalding

Cities Covered: Sunny Side, Experiment, East Griffin, Griffin, Orchard Hill

Zip Codes Covered: 30205, 30223, 30224, 30228, 30248

Population Demographics	2007 Est	%
Total Population	61,888	
Total Households	24,368	
Male	30,396	49.1%
Female	31,492	50.9%
White	41,301	66.7%
Black	18,985	30.7%
Hispanic	1,623	2.6%
20 to 24	4,036	6.5%
25 to 34	8,663	14.0%
35 to 44	8,647	14.0%
45 to 54	8,372	13.5%
55 to 64	6,500	10.5%
Median Age	35.0	
$35,000 - $49,999 Income	3,900	16.0%
$50,000 - $74,999	5,111	21.0%
$100,000 - $149,999	2,069	8.5%
$150,000 +	921	3.8%
Average HH Income	$49,431	
Median Home Value	$86,381	
Employed	27,232	92.7%
Blue Collar Occupations	13,381	52.6%
White Collar Occupations	12,041	47.4%
Average Vehicles Per HH	1.8	
2+ Vehicles Available	14,150	58.1%
Some College, No Degree	6,768	17.1%
Bachelor's Degree	3,523	8.9%
Graduate Degree	1,762	4.5%

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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