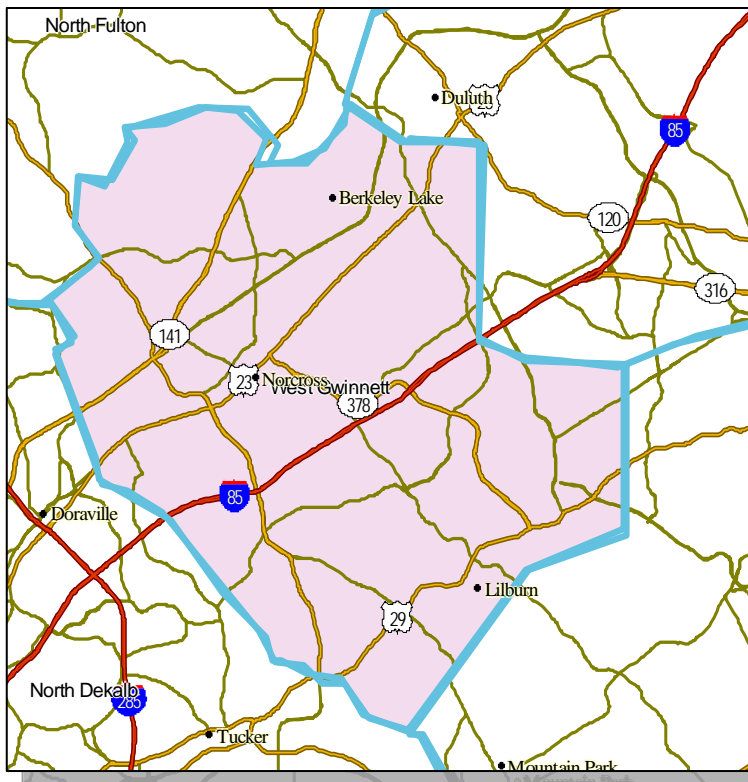


West Gwinnett

Cable Subs: 36,104



Counties Covered: parts of Gwinnett

Cities Covered: Norcross, Berkeley Lake, Lilburn

Zip Codes Covered: 30044, 30047, 30071, 30084, 30092, 30093

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).

Population Demographics	2007 Est	%
Total Population	315,831	
Total Households	108,367	
Male	161,483	51.1%
Female	154,348	48.9%
White	156,035	49.4%
Black	77,897	24.7%
Hispanic	79,615	25.2%
20 to 24	23,939	7.6%
25 to 34	51,279	16.2%
35 to 44	51,787	16.4%
45 to 54	46,755	14.8%
55 to 64	30,371	9.6%
Median Age:	33.4	
\$35,000 - \$49,999	15,635	14.4%
\$50,000 - \$74,999	24,582	22.7%
\$75,000 - \$99,999	17,556	16.2%
\$100,000 - \$149,999	18,644	17.2%
\$150,000 +	11,241	10.4%
Average Hhld Income	\$77,721	
Median Home Value	\$127,124	
Employed	165,868	92.1%
Blue Collar Occupations	45,213	33.0%
White Collar Occupations	91,823	67.0%
Average Vehicles Per Hhld	1.9	
2+ Vehicles Available	70,116	64.7%
Some College, No Degree	37,439	18.7%
Bachelor's Degree	48,357	24.1%
Graduate Degree	23,779	11.90%

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