



Zone Profile: ATLANTA INTERCONNECT



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TV Households

1,316,500

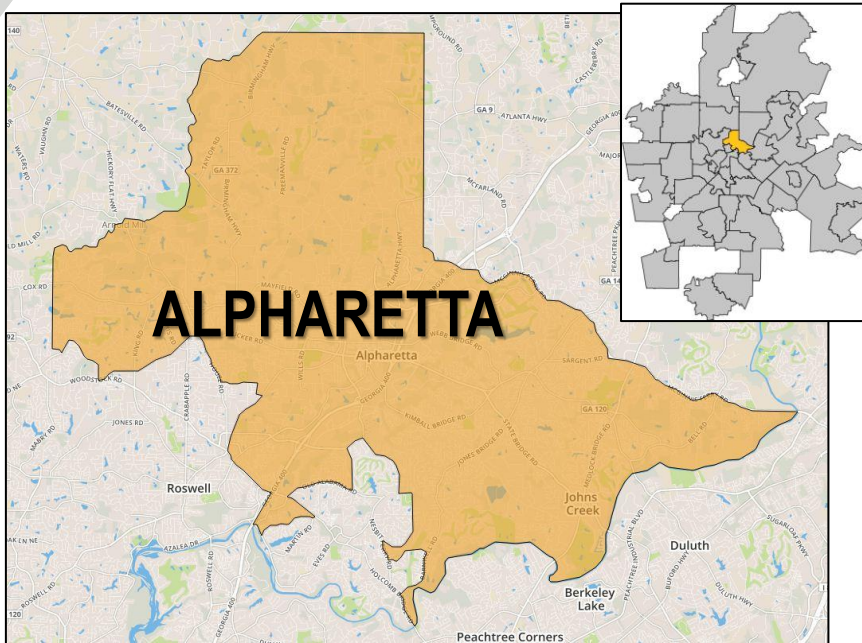
Market Ranks

#9 DMA, #2 African-American DMA

Total Population			Population Age			Household Income		
5,872,837								
White	3,584,144	62.5%	Under 19	1,674,983	28.5%	Less than \$35,000	672,380	32.0%
Black	1,671,011	29.1%	20 to 24	400,239	6.8%	\$35,000 - \$49,999	284,684	13.5%
Asian	267,454	4.7%	25 to 34	820,873	14.0%	\$50,000 - \$74,999	385,242	18.3%
Other	215,738	3.8%	35 to 44	884,727	15.1%	\$75,000 - \$99,999	258,780	12.3%
Hispanic Ethnicity	622,909	10.6%	45 to 54	849,195	14.5%	\$100,000 - \$149,999	279,751	13.3%
			55+	1,242,819	21.2%	\$150,000 +	223,591	10.6%
Employed	2,693,937	88.7%	Owner Occupied	1,387,838	57.5%	Bachelor's Degree	824,919	21.7%
Unemployed	336,231	11.1%	Renter Occupied	716,591	29.7%	Master's Degree	330,236	8.7%



Zone Profile: ALPHARETTA



TV Households
30,800
Counties Covered
Parts of FULTON, GWINNETT, DEKALB
Cities Covered
Alpharetta
Zip Codes Covered
30004, 30005, 30009 30022, 30097, <i>30024, 30075, 30076, 30115, 30188</i>

* Note: Boundary lines for zones are estimated

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
196,010								
White	133,047	70.1%	Under 19	63,485	32.4%	Less than \$35,000	10,171	15.3%
Black	21,930	11.5%	20 to 24	8,320	4.2%	\$35,000 - \$49,999	5,232	7.9%
Asian	30,723	16.2%	25 to 34	21,452	10.9%	\$50,000 - \$74,999	10,679	16.0%
Other	4,229	2.2%	35 to 44	33,746	17.2%	\$75,000 - \$99,999	8,095	12.2%
Hispanic Ethnicity	19,066	9.7%	45 to 54	34,266	17.5%	\$100,000 - \$149,999	13,168	19.8%
			55+	34,740	17.7%	\$150,000 +	19,275	28.9%
Employed	94,956	93.2%	Owner Occupied	47,331	66.9%	Bachelor's Degree	48,507	39.1%
Unemployed	6,886	6.8%	Renter Occupied	19,290	27.2%	Master's Degree	21,065	17.0%



Zone Profile: ATHENS



* Note: Boundary lines for zones are estimated

TV Households

24,734

Counties Covered

Parts of CLARKE, OCONEE, MADISON

Cities Covered

Athens, Colbert, Hull, Watkinsville, Winterville, Comer, Danielsville

Zip Codes Covered*

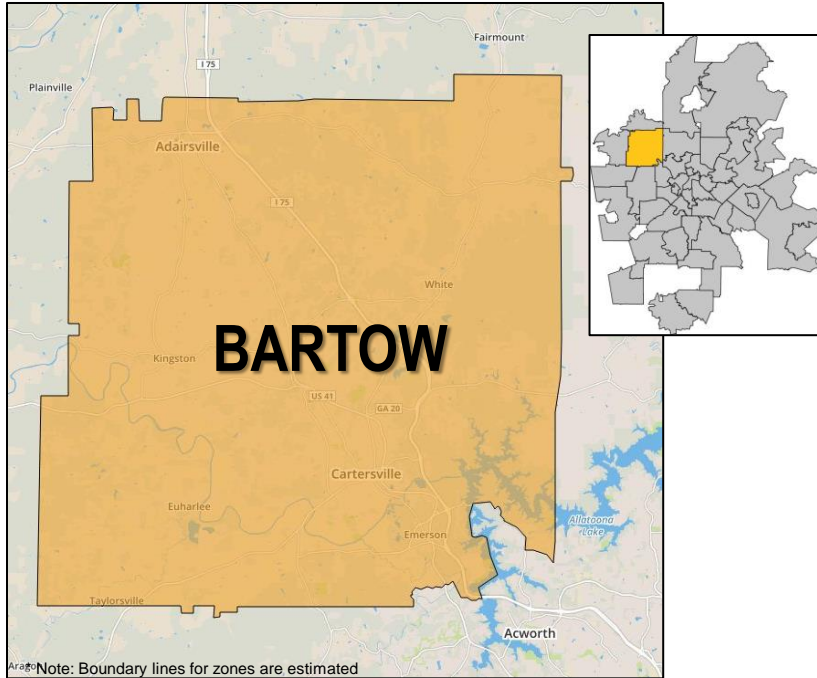
30601, 30602, 30605, 30606, 30607, 30609, 30621, 30622, 30628, 30629, 30646, 30677, 30683, 30619, *30633, 30666, 30677, 30680*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		168,400		Population Age		Household Income			
White	120,605	73.2%	Under 19	45,090	26.8%	Less than \$35,000	26,291	44.9%	
Black	34,830	21.2%	20 to 24	28,104	20.6%	\$35,000 - \$49,999	7,532	12.9%	
Asian	6,406	3.9%	25 to 34	25,130	18.5%	\$50,000 - \$74,999	8,951	15.3%	
Other	2,821	1.7%	35 to 44	19,443	14.3%	\$75,000 - \$99,999	2,628	10.1%	
Hispanic Ethnicity	14,993	8.9%	45 to 54	18,388	13.5%	\$100,000 - \$149,999	5,449	9.3%	
			55+	32,245	19.1%	\$150,000 +	4,470	7.6%	
Employed	73,593	91.2%	Owner Occupied	31,106	44.3%	Bachelor's Degree	18,311	19.2%	
Unemployed	6,833	8.5%	Renter Occupied	27,430	39.0%	Master's Degree	10,508	11.0%	



Zone Profile: BARTOW



TV Households

14,101

Counties Covered

Parts of BARTOW

Cities Covered

Parts of Adairsville, Kingston, Euharlee, Taylorsville, Cartersville, Emerson, White

Zip Codes Covered

30103, 30120, 30121, 30137, 30145, 30171, 30178, 30184, *30102, 30104, 30139, 30101, 30161, 30183*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	94,197							
White	78,110	84.8%	Under 19	27,202	28.9%	Less than \$35,000	11,099	34.3%
Black	9,868	10.7%	20 to 24	5,717	6.1%	\$35,000 - \$49,999	5,647	17.4%
Asian	730	0.8%	25 to 34	12,036	12.8%	\$50,000 - \$74,999	6,978	21.6%
Other	3,410	3.7%	35 to 44	13,869	14.7%	\$75,000 - \$99,999	4,092	12.6%
Hispanic Ethnicity	7,234	7.7%	45 to 54	13,941	14.8%	\$100,000 - \$149,999	3,331	10.3%
			55+	21,432	22.8%	\$150,000 +	1,222	3.8%
Employed	39,996	88.8%	Owner Occupied	21,773	58.7%	Bachelor's Degree	5,944	9.7%
Unemployed	4,959	11.0%	Renter Occupied	10,596	28.6%	Master's Degree	2,815	4.6%



Zone Profile: CALHOUN



* Note: Boundary lines for zones are estimated

TV Households

6,177

Counties Covered

Parts of GORDON

Cities Covered

Parts of Resaca, Ranger, Fairmont, Plainville, Calhoun

Zip Codes Covered

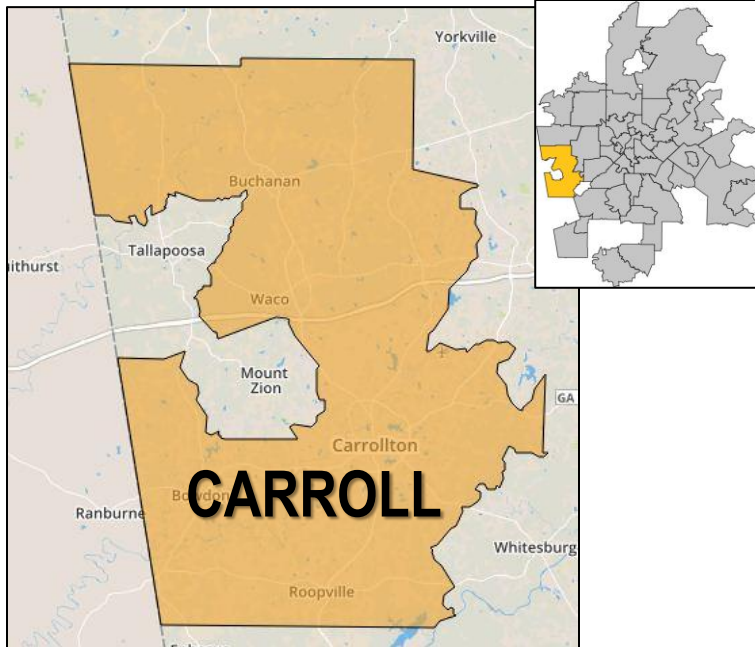
30139, 30733, *30701*, *30103*, *30171*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
White	35,404	87.0%	Under 19	12,117	29.1%	Less than \$35,000	6,722	46.3%
Black	2,047	5.0%	20 to 24	2,722	6.5%	\$35,000 - \$49,999	2,215	15.2%
Asian	515	1.3%	25 to 34	5,105	12.3%	\$50,000 - \$74,999	2,723	18.7%
Other	2,739	6.7%	35 to 44	5,894	14.2%	\$75,000 - \$99,999	1,245	8.6%
Hispanic Ethnicity	7,296	17.5%	45 to 54	5,980	14.4%	\$100,000 - \$149,999	1,112	7.7%
			55+	9,791	23.5%	\$150,000 +	514	3.5%
Employed	17,267	90.7%	Owner Occupied	9,188	54.1%	Bachelor's Degree	2,122	7.9%
Unemployed	1,755	9.2%	Renter Occupied	5,343	31.5%	Master's Degree	1,146	4.3%



Zone Profile: CARROLL



* Note: Boundary lines for zones are estimated

TV Households

9,285

Counties Covered

Parts CARROLL, HARALSON

Cities Covered

Parts of Villa Rica, Buchanan, Temple, Bremen, Waco, Carrollton, Bowdon, Roopville

Zip Codes Covered

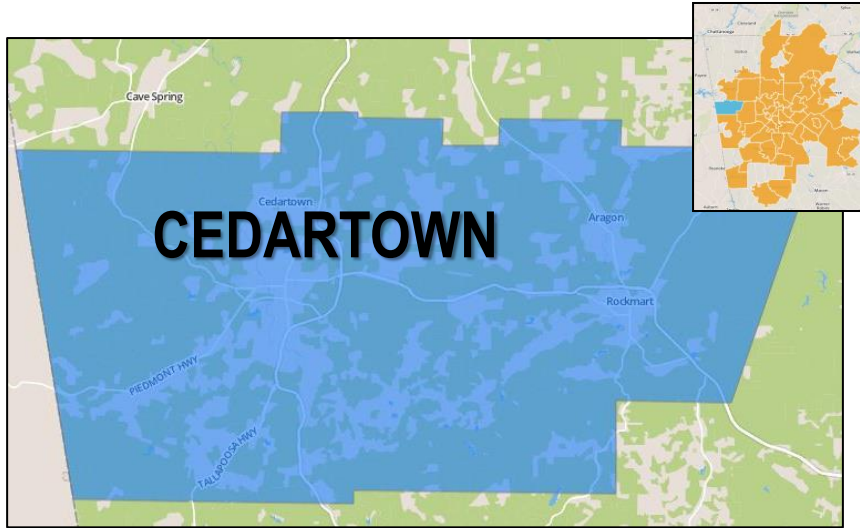
30108, 30110, 30113, 30116, 30118, *30170*, *30179*,
30117, *30153*, *30176*, *30182*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	96,356							
White	76,447	80.9%	Under 19	27,652	28.7%	Less than \$35,000	14,393	41.9%
Black	15,676	16.6%	20 to 24	9,051	9.4%	\$35,000 - \$49,999	5,163	15.0%
Asian	678	0.7%	25 to 34	11,965	12.4%	\$50,000 - \$74,999	6,225	18.1%
Other	1,732	1.8%	35 to 44	12,207	12.7%	\$75,000 - \$99,999	3,519	10.2%
Hispanic Ethnicity	5,515	5.7%	45 to 54	12,947	13.4%	\$100,000 - \$149,999	3,508	10.2%
			55+	22,534	23.4%	\$150,000 +	1,581	4.6%
Employed	38,980	85.8%	Owner Occupied	22,648	58.5%	Bachelor's Degree	6,582	11.0%
Unemployed	6,327	13.9%	Renter Occupied	11,741	30.3%	Master's Degree	2,787	4.7%



Zone Profile: CEDARTOWN



* Note: Boundary lines for zones are estimated

TV Households

6,767

Counties Covered

Parts of POLK, FLOYD

Cities Covered

Cedartown, Aragon, Rockmart

Zip Codes Covered

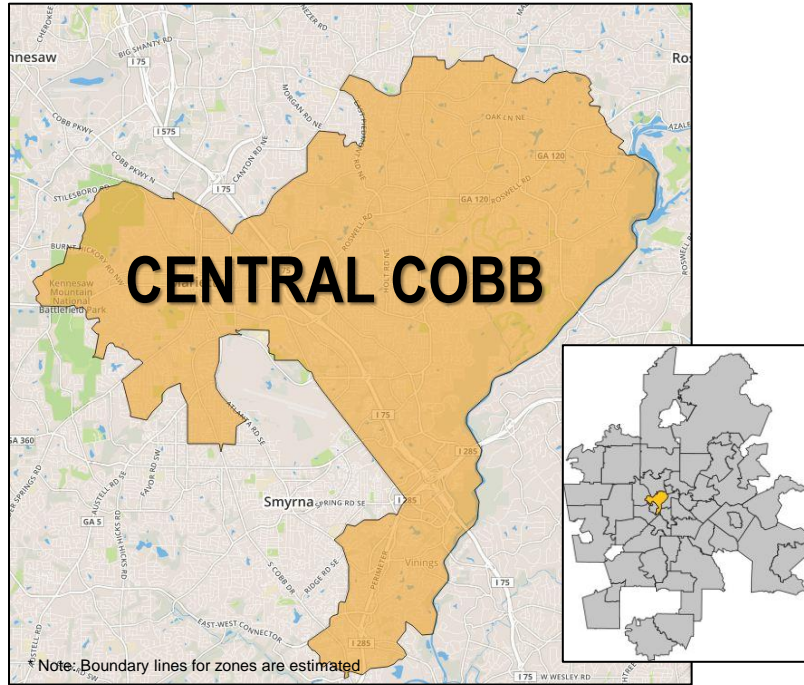
30104, 30125, 30153, *30124, 30113, 30147, 30173, 30178*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		41,304		Population Age		Household Income	
White	120,605	73.2%	Under 19	11,898	28.8%	Less than \$35,000	6,641 45.4%
Black	34,830	21.2%	20 to 24	2,777	9.0%	\$35,000 - \$49,999	2,159 14.7%
Asian	6,406	3.9%	25 to 34	4,977	16.1%	\$50,000 - \$74,999	3,023 20.6%
Other	2,821	1.7%	35 to 44	5,479	17.7%	\$75,000 - \$99,999	1,274 8.7%
Hispanic Ethnicity	14,993	8.9%	45 to 54	5,759	18.6%	\$100,000 - \$149,999	1,209 8.3%
			55+	10,414	25.2%	\$150,000 +	338 2.3%
Employed	15,877	85.7%	Owner Occupied	10,367	61.4%	Bachelor's Degree	1,972 7.4%
Unemployed	2,650	14.3%	Renter Occupied	4,277	25.3%	Master's Degree	1,047 3.9%



Zone Profile: CENTRAL COBB



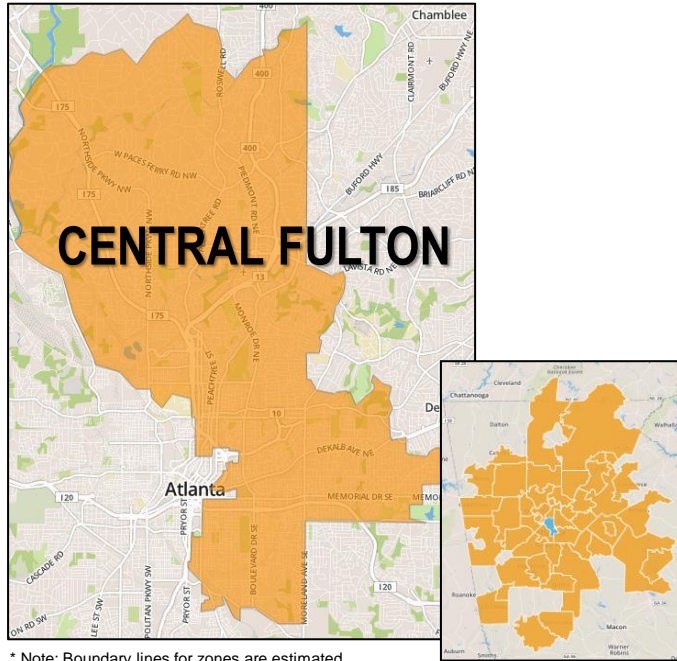
TV Households
38,657
Counties Covered
Parts of COBB
Cities Covered
Marietta, Fair Oaks, Kennesaw
Zip Codes Covered
30062, 30067, 30068, 30339, <i>30080</i> , <i>30060</i> , <i>30064</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		200,228		Population Age		Household Income		
White	131,312	65.6%	Under 19	15,585	23.5%	Less than \$35,000	11,038	42.4%
Black	39,410	19.7%	20 to 24	3,373	5.1%	\$35,000 - \$49,999	4,522	17.4%
Asian	14,062	7.0%	25 to 34	7,022	10.6%	\$50,000 - \$74,999	4,665	17.9%
Other	10,460	5.2%	35 to 44	8,091	12.2%	\$75,000 - \$99,999	2,628	10.1%
Hispanic Ethnicity	27,265	13.6%	45 to 54	9,780	14.8%	\$100,000 - \$149,999	2,237	8.6%
			55+	22,344	33.8%	\$150,000 +	936	3.6%
Employed	26,154	88.4%	Owner Occupied	19,715	53.7%	Bachelor's Degree	5,100	10.8%
Unemployed	3,390	11.5%	Renter Occupied	6,312	17.2%	Master's Degree	2,039	4.3%



Zone Profile: CENTRAL FULTON



* Note: Boundary lines for zones are estimated

TV Households
57,582
Counties Covered
Parts of FULTON
Cities Covered
Atlanta; Buckhead and Midtown Areas
Zip Codes Covered
30303, 30305, 30306, 30307, 30308, 30309, 30312, 30317, 30322, 30324, 30326, 30361, 30363, <i>30030, 30080, 30313, 30315, 30316, 30318, 30319, 30327, 30329, 30339, 30342</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		226,134		Population Age		Household Income		
White	155,699	70.6%	Under 19	42,030	18.6%	Less than \$35,000	30,192	28.0%
Black	48,246	21.9%	20 to 24	21,800	11.7%	\$35,000 - \$49,999	10,299	9.5%
Asian	12,958	5.9%	25 to 34	54,251	29.2%	\$50,000 - \$74,999	17,270	16.0%
Other	3,510	1.6%	35 to 44	40,025	21.5%	\$75,000 - \$99,999	11,970	11.1%
Hispanic Ethnicity	16,434	7.3%	45 to 54	27,794	15.0%	\$100,000 - \$149,999	15,932	14.8%
			55+	40,235	17.8%	\$150,000 +	22,196	20.6%
Employed	129,707	91.9%	Owner Occupied	53,577	41.6%	Bachelor's Degree	62,161	38.3%
Unemployed	11,272	8.0%	Renter Occupied	54,280	42.1%	Master's Degree	29,334	18.1%



Zone Profile: CENTRAL NEWNAN



* Note: Boundary lines for zones are estimated

TV Households
11,120
Counties Covered
Parts of COWETA
Cities Covered
Newnan, Sharpsburg
Zip Codes Covered*
<i>30263, 30265, 30277, 30290, 30269</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		49,431		Population Age		Household Income		
White	34,875	72.2%	Under 19	14,099	28.5%	Less than \$35,000	6,399	35.2%
Black	12,645	26.2%	20 to 24	2,791	7.5%	\$35,000 - \$49,999	3,014	16.6%
Asian	455	0.9%	25 to 34	6,745	18.0%	\$50,000 - \$74,999	3,200	17.6%
Other	302	0.6%	35 to 44	6,966	18.6%	\$75,000 - \$99,999	2,111	11.6%
Hispanic Ethnicity	3,175	6.4%	45 to 54	6,821	18.2%	\$100,000 - \$149,999	2,226	12.2%
			55+	12,009	24.3%	\$150,000 +	1,230	6.8%
Employed	20,601	90.4%	Owner Occupied	12,002	59.7%	Bachelor's Degree	4,031	12.4%
Unemployed	2,122	9.3%	Renter Occupied	6,177	30.7%	Master's Degree	2,003	6.2%



Zone Profile: CHEROKEE



* Note: Boundary lines for zones are estimated

TV Households

16,109

Counties Covered

Parts of CHEROKEE

Cities Covered

Parts of Nelson, Ball Ground, Waleska, Canton, Holly Springs

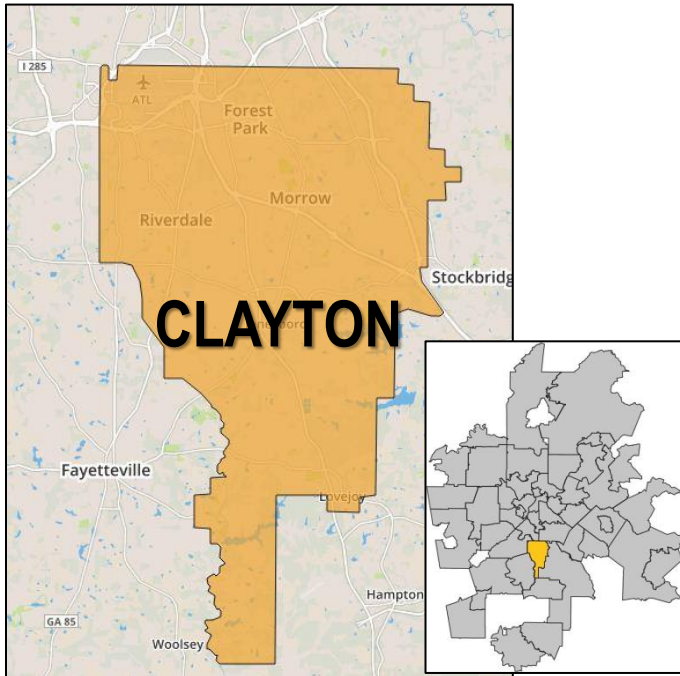
Zip Codes Covered

30107, 30114, 30115, 30183, *30004, 30028, 30040, 30184, 30189,*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	102,970							
White	90,196	89.3%	Under 19	30,909	30.0%	Less than \$35,000	9,155	26.0%
Black	5,204	5.2%	20 to 24	5,357	5.2%	\$35,000 - \$49,999	4,403	12.5%
Asian	1,526	1.5%	25 to 34	12,492	12.1%	\$50,000 - \$74,999	6,966	19.8%
Other	4,030	4.0%	35 to 44	16,775	16.3%	\$75,000 - \$99,999	5,238	14.9%
Hispanic Ethnicity	11,050	10.7%	45 to 54	14,991	14.6%	\$100,000 - \$149,999	5,275	15.0%
			55+	22,446	21.8%	\$150,000 +	4,162	11.8%
Employed	48,065	91.9%	Owner Occupied	27,622	70.8%	Bachelor's Degree	13,489	20.2%
Unemployed	4,239	8.1%	Renter Occupied	7,577	19.4%	Master's Degree	4,080	6.1%

Zone Profile: CLAYTON



* Note: Boundary lines for zones are estimated

TV Households

44,094

Counties Covered

Parts of CLAYTON, HENRY, FULTON

Cities Covered

Parts of College Park, Conley, Forest Park, Lake City, Morrow, Riverdale, Jonesboro, Irondale, Bonanza, Lovejoy

Zip Codes Covered

30236, 30238, 30260, 30273, 30274, 30294, 30296, 30297, *30228, 30281, 30288, 30337, 30349, 30354*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
265,824								
White	57,439	22.3%	Under 19	84,402	31.8%	Less than \$35,000	37,735	43.1%
Black	174,133	67.6%	20 to 24	20,354	7.7%	\$35,000 - \$49,999	14,637	16.7%
Asian	13,703	5.3%	25 to 34	39,982	15.0%	\$50,000 - \$74,999	17,922	20.5%
Other	12,370	4.8%	35 to 44	39,915	15.0%	\$75,000 - \$99,999	8,523	9.7%
Hispanic Ethnicity	35,181	13.2%	45 to 54	36,436	13.7%	\$100,000 - \$149,999	6,545	7.5%
			55+	44,736	16.8%	\$150,000 +	2,116	2.4%
Employed	111,767	82.9%	Owner Occupied	48,479	45.7%	Bachelor's Degree	20,149	12.5%
Unemployed	22,574	16.8%	Renter Occupied	38,999	36.8%	Master's Degree	6,709	4.2%

Zone Profile: DEKALB



* Note: Boundary lines for zones are estimated

TV Households

64,071

Counties Covered

Parts of DEKALB

Cities Covered

Avondale, Clarkston, Conley, Decatur, Scottdale, Conyers, Lithonia, Pine Lake, Ellenwood, Atlanta, Stone Mtn

Zip Codes Covered

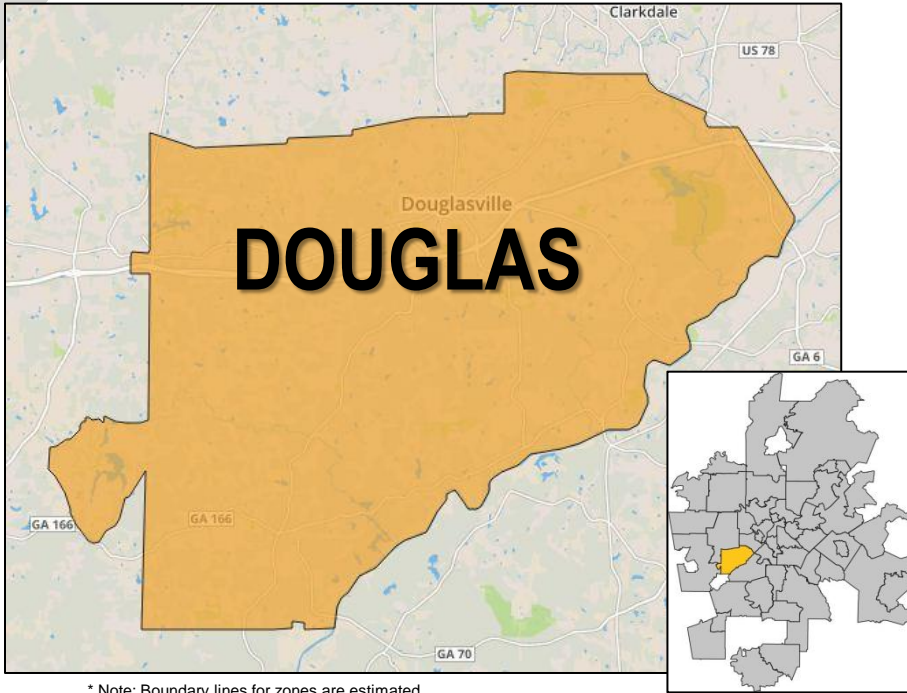
30002, 30030, 30032, 30034, 30035, 30038, 30058, 30072, 30083, 30087, 30088, 30288, 30316, *30012, 30021, 30033, 30039, 30079, 30094, 30306, 30307, 30317, 30281, 30294, 30315, 30322, 30329*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		361,239		Population Age		Household Income		
White	53,459	15.1%	Under 19	100,871	27.9%	Less than \$35,000	47,718	36.8%
Black	290,271	82.0%	20 to 24	26,447	9.2%	\$35,000 - \$49,999	21,107	16.3%
Asian	6,126	1.7%	25 to 34	52,943	18.5%	\$50,000 - \$74,999	24,575	19.0%
Other	3,982	1.1%	35 to 44	52,086	18.2%	\$75,000 - \$99,999	15,125	11.7%
Hispanic Ethnicity	10,445	2.9%	45 to 54	53,921	18.8%	\$100,000 - \$149,999	13,221	10.2%
			55+	74,971	20.8%	\$150,000 +	7,872	6.1%
Employed	156,601	82.0%	Owner Occupied	81,005	53.3%	Bachelor's Degree	44,967	19.2%
Unemployed	33,939	17.8%	Renter Occupied	48,613	32.0%	Master's Degree	18,379	7.9%



Zone Profile: DOUGLAS



* Note: Boundary lines for zones are estimated

Cable TV Households

21,902

Counties Covered

Parts of DOUGLAS, FULTON

Cities Covered

Douglasville, Lithia Springs, Winston, Villa Rica

Zip Codes Covered

30122, 30134, 30135, 30187, *30180*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	135,130							
White	75,276	57.1%	Under 19	41,627	30.8%	Less than \$35,000	14,179	30.5%
Black	52,130	39.5%	20 to 24	7,703	5.7%	\$35,000 - \$49,999	7,330	15.7%
Asian	2,246	1.7%	25 to 34	16,971	12.6%	\$50,000 - \$74,999	9,163	19.7%
Other	2,272	1.7%	35 to 44	21,627	16.0%	\$75,000 - \$99,999	6,585	14.1%
Hispanic Ethnicity	10,965	8.1%	45 to 54	19,915	14.7%	\$100,000 - \$149,999	5,976	12.8%
			55+	27,288	20.2%	\$150,000 +	3,311	7.1%
Employed	60,423	87.0%	Owner Occupied	33,614	64.6%	Bachelor's Degree	13,961	16.3%
Unemployed	8,949	12.9%	Renter Occupied	12,931	24.8%	Master's Degree	5,375	6.3%



Zone Profile: EAST GWINNETT



TV Households

44,784

Counties Covered

Parts of GWINNETT

Cities Covered

Lithonia, Stone Mtn, Grayson, Snellville, Lawrenceville, Lilburn, Norcross

Zip Codes Covered

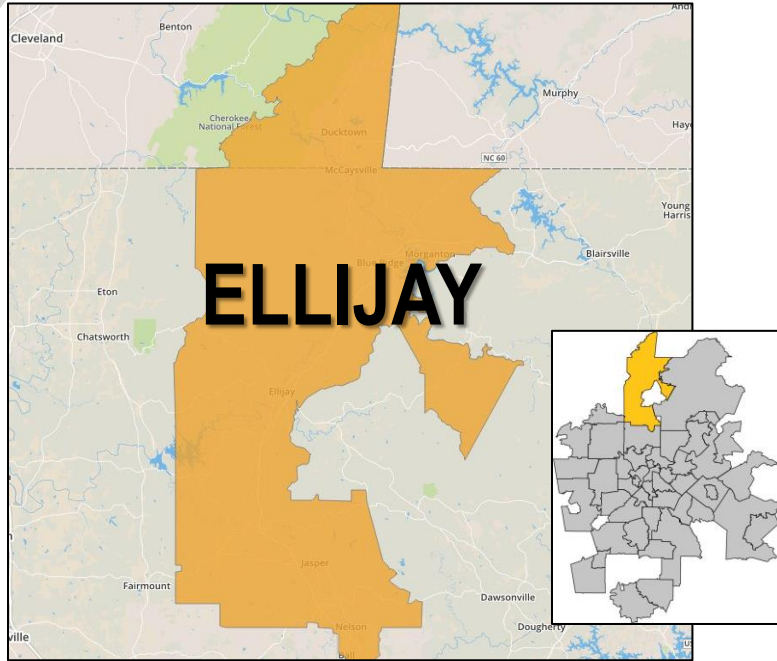
30017, 30039, 30045, 30047, 30078, *30012, 30019, 30044, 30046, 30052, 30058, 30087*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		247,204		Population Age		Household Income		
White	131,637	54.8%	Under 19	75,051	30.4%	Less than \$35,000	17,642	22.0%
Black	81,095	33.8%	20 to 24	14,120	7.3%	\$35,000 - \$49,999	10,459	13.1%
Asian	18,518	7.7%	25 to 34	28,465	14.6%	\$50,000 - \$74,999	15,726	19.6%
Other	8,758	3.6%	35 to 44	37,276	19.1%	\$75,000 - \$99,999	13,286	16.6%
Hispanic Ethnicity	27,859	11.3%	45 to 54	39,816	20.4%	\$100,000 - \$149,999	14,455	18.0%
			55+	52,476	21.2%	\$150,000 +	8,527	10.6%
Employed	117,050	89.3%	Owner Occupied	65,518	75.5%	Bachelor's Degree	37,364	23.6%
Unemployed	13,753	10.5%	Renter Occupied	14,577	16.8%	Master's Degree	14,989	9.5%



Zone Profile: Ellijay



Cable TV Households

14,950

Counties Covered

Pickens, Gilmer, Fannin, Polk County (TN)

Cities Covered

Ball Ground, Blue Ridge, Cherrylog, East Ellijay, Jasper, Epworth, Mineral Bluff, Talking Rock, Tate (Georgia); Copperhill, Ducktown, Farner, Turtletown (Tennessee)

Zip Codes Covered

37326, 30513, 30143, 30107, 30175, 37317, 30560, 30540, 37391, 30559, 30522, 37333, 30555, 30177, 30541

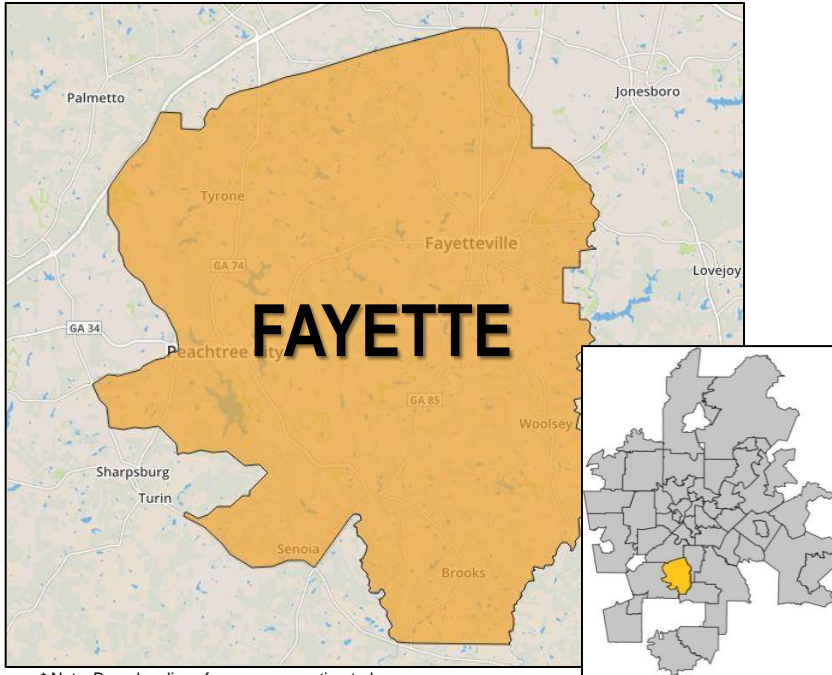
* Note: Boundary lines for zones are estimated

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		66,194		Population Age		Household Income		
White	62,470	95.9%	Under 19	15,585	23.5%	Less than \$35,000	11,038	42.4%
Black	562	0.9%	20 to 24	3,373	5.1%	\$35,000 - \$49,999	4,522	17.4%
Asian	239	0.4%	25 to 34	7,022	10.6%	\$50,000 - \$74,999	4,665	17.9%
Other	1,873	2.9%	35 to 44	8,091	12.2%	\$75,000 - \$99,999	2,628	10.1%
Hispanic Ethnicity	3,554	5.4%	45 to 54	9,780	14.8%	\$100,000 - \$149,999	2,237	8.6%
			55+	22,344	33.8%	\$150,000 +	936	3.6%
Employed	26,154	88.4%	Owner Occupied	19,715	53.7%	Bachelor's Degree	5,100	10.8%
Unemployed	3,390	11.5%	Renter Occupied	6,312	17.2%	Master's Degree	2,039	4.3%



Zone Profile: FAYETTE



* Note: Boundary lines for zones are estimated

Cable TV Households

20,944

Counties Covered

Parts of FAYETTE, COWETA

Cities Covered

Fayetteville, Sharpsburg, Tyrone, Senoia, Peachtree City

Zip Codes Covered

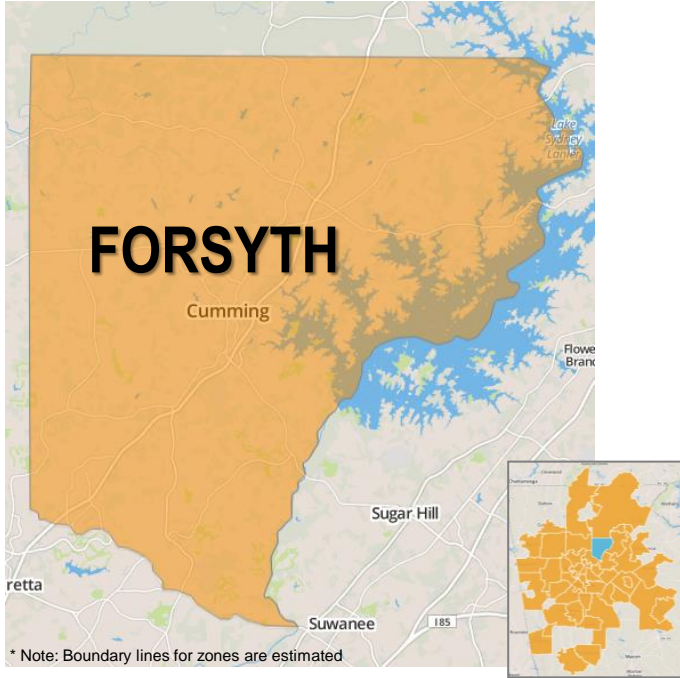
30214, 30215, 30269, 30277, 30290, 30205, 30268, 30276

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	121,228							
White	88,954	75.5%	Under 19	34,758	28.7%	Less than \$35,000	8,325	19.5%
Black	23,344	19.8%	20 to 24	5,563	4.6%	\$35,000 - \$49,999	4,520	10.6%
Asian	4,484	3.8%	25 to 34	9,384	7.7%	\$50,000 - \$74,999	7,147	16.7%
Other	998	0.8%	35 to 44	16,199	13.4%	\$75,000 - \$99,999	6,235	14.6%
Hispanic Ethnicity	7,567	6.2%	45 to 54	21,839	18.0%	\$100,000 - \$149,999	9,068	21.2%
			55+	33,486	27.6%	\$150,000 +	7,470	17.5%
Employed	55,914	91.0%	Owner Occupied	35,448	77.2%	Bachelor's Degree	21,963	27.1%
Unemployed	5,257	8.6%	Renter Occupied	7,317	15.9%	Master's Degree	8,355	10.3%



Zone Profile: FORSYTH



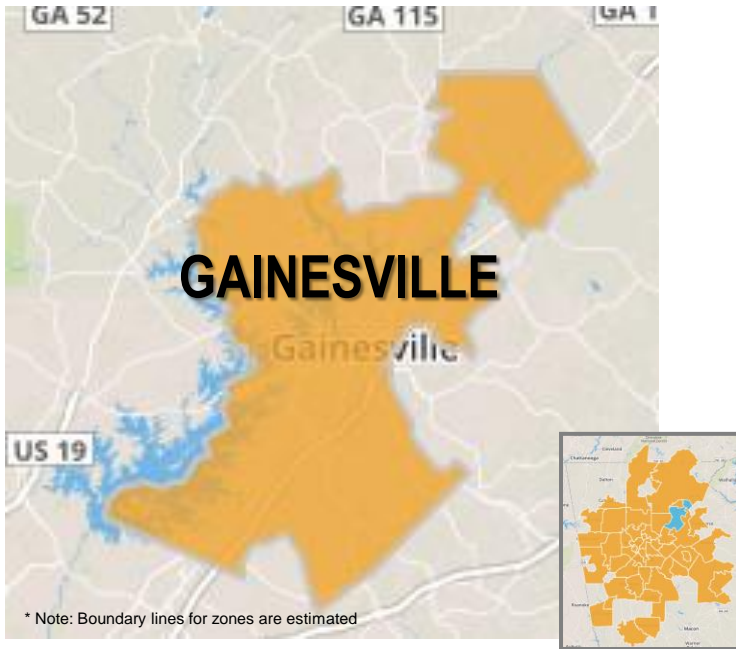
TV Households
29,494
Counties Covered
Parts of FORSYTH
Cities Covered
Alpharetta, Cumming, Gainesville, Dawsonville, Lebanon, BallGround, Duluth, Suwanee
Zip Codes Covered*
30028, 30040, 30041, <i>30004</i> , <i>30005</i> , 30024, 30097, 30107, 30504, 30506, 30518, 30534, 30542

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		183,085		Population Age		Household Income		
White	157,020	87.4%	Under 19	58,710	32.1%	Less than \$35,000	10,590	18.2%
Black	5,078	2.8%	20 to 24	7,818	5.3%	\$35,000 - \$49,999	5,763	9.9%
Asian	12,519	7.0%	25 to 34	18,778	12.7%	\$50,000 - \$74,999	8,676	14.9%
Other	5,115	2.8%	35 to 44	32,857	22.3%	\$75,000 - \$99,999	7,979	13.7%
Hispanic Ethnicity	17,349	9.5%	45 to 54	29,122	19.8%	\$100,000 - \$149,999	13,003	22.4%
			55+	35,801	19.6%	\$150,000 +	12,123	20.9%
Employed	84,719	91.7%	Owner Occupied	49,786	76.0%	Bachelor's Degree	35,431	30.4%
Unemployed	7,562	8.2%	Renter Occupied	8,349	12.7%	Master's Degree	12,228	10.5%



Zone Profile: GAINESVILLE



Cable TV Households

17,721

Counties Covered

Parts of HALL, GWINNETT, JACKSON

Cities Covered

Gainesville, Braselton, Chestnut Mtn.,
Flowery Branch, Murrayville, Oakwood

Zip Codes Covered

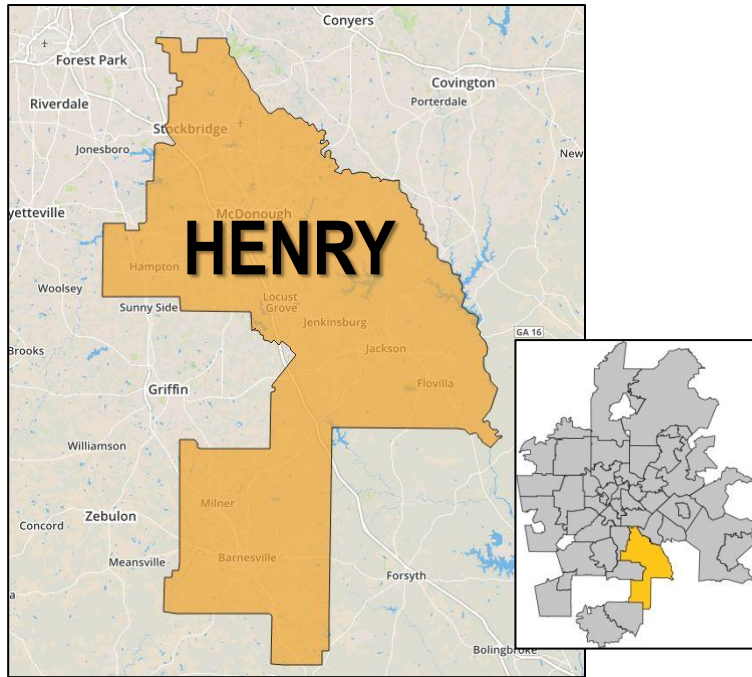
30501, 30504, 30506, 30507, 30517, 30542, 30554,
30566, *30510, 30518, 30519, 30527, 30528, 30531,*
30548, 30564, 30567

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		145,135		Population Age		Household Income		
White	119,926	82.6%	Under 19	43,374	Less than \$35,000	16,716	33.8%	
Black	10,169	7.0%	20 to 24	9,796	\$35,000 - \$49,999	7,327	14.8%	
Asian	3,051	2.1%	25 to 34	19,581	\$50,000 - \$74,999	9,510	19.3%	
Other	9,307	6.4%	35 to 44	20,119	\$75,000 - \$99,999	6,213	12.6%	
Hispanic Ethnicity	38,075	26.2%	45 to 54	19,311	\$100,000 - \$149,999	5,561	11.3%	
			55+	32,954	\$150,000 +	4,063	8.2%	
Employed	63,781	69.4%	Owner Occupied	32,586	66.0%	Bachelor's Degree	13,754	15.0%
Unemployed	6,515	7.1%	Renter Occupied	16,803	34.0%	Master's Degree	5,624	6.1%



Zone Profile: HENRY



* Note: Boundary lines for zones are estimated

Cable TV Households

26,742

Counties Covered

Parts of HENRY, BUTTS, LAMAR, SPALDING

Cities Covered

Hampton, McDonough, Locust Grove, Stockbridge, Barnesville, Jackson, Jenkinsburg, Milner

Zip Codes Covered

30204, 30216, 30228, 30233, 30234, 30248, 30252, 30253, 30257, 30281, *30223, 30224, 30256, 30294, 30295, 31016, 31097*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
244,679								
White	140,805	59.1%	Under 19	74,397	30.4%	Less than \$35,000	22,667	27.6%
Black	87,253	36.6%	20 to 24	15,216	6.2%	\$35,000 - \$49,999	11,721	14.3%
Asian	5,965	2.5%	25 to 34	29,188	11.9%	\$50,000 - \$74,999	17,963	21.9%
Other	4,324	1.8%	35 to 44	38,728	15.8%	\$75,000 - \$99,999	12,172	14.8%
Hispanic Ethnicity	13,293	5.4%	45 to 54	37,167	15.2%	\$100,000 - \$149,999	12,184	14.8%
			55+	49,984	20.4%	\$150,000 +	5,495	6.7%
Employed	106,768	87.2%	Owner Occupied	61,495	66.8%	Bachelor's Degree	24,368	15.7%
Unemployed	14,828	12.1%	Renter Occupied	20,707	22.5%	Master's Degree	8,710	5.6%



Zone Profile: HOGANSVILLE-GRANTVILLE



* Note: Boundary lines for zones are estimated

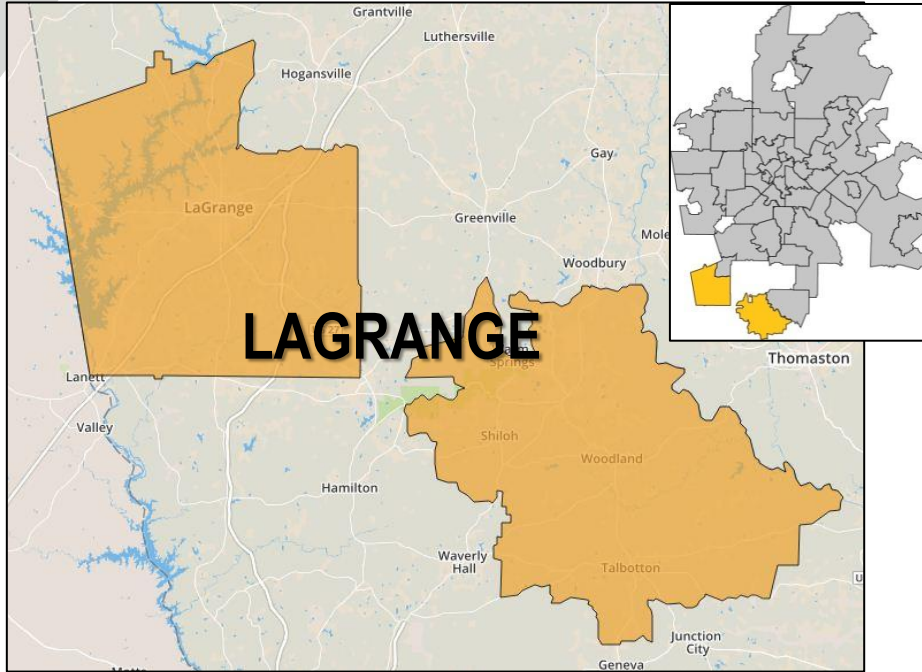
Cable TV Households
178
Counties Covered
Parts of COWETA, TROUP
Cities Covered
Grantville, Hogansville
Zip Codes Covered
30220, 30230, 30241

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		9,377		Population Age		Household Income		
White	6,603	72.2%	Under 19	3,070	32.7%	Less than \$35,000	1,359	43.4%
Black	2,339	25.6%	20 to 24	347	3.7%	\$35,000 - \$49,999	595	19.0%
Asian	152	1.7%	25 to 34	1,458	15.5%	\$50,000 - \$74,999	653	20.9%
Other	54	0.6%	35 to 44	1,127	12.0%	\$75,000 - \$99,999	174	5.6%
Hispanic Ethnicity	153	1.6%	45 to 54	1,182	12.6%	\$100,000 - \$149,999	163	5.2%
			55+	2,193	23.4%	\$150,000 +	187	6.0%
Employed	3,346	84.7%	Owner Occupied	2,284	60.2%	Bachelor's Degree	624	10.5%
Unemployed	605	15.3%	Renter Occupied	847	22.3%	Master's Degree	138	2.3%



Zone Profile: LAGRANGE



* Note: Boundary lines for zones are estimated

Cable TV Households

12,832

Counties Covered

Parts of TROUP, MERIWETHER, TALBOT

Cities Covered

West Point, LAGRANGE, Big Spring, Manchester, Shiloh, Woodland, Warm Springs

Zip Codes Covered

30240, 30241, 31816, 31826, 31827, 31830, *31833*,
31836, *30217*, *30222*, *30230*, *31822*, *31830*, *31831*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
75,446								
White	44,158	59.4%	Under 19	21,811	28.9%	Less than \$35,000	12,284	44.6%
Black	27,950	37.6%	20 to 24	5,428	7.2%	\$35,000 - \$49,999	3,803	13.8%
Asian	1,053	1.4%	25 to 34	8,640	11.5%	\$50,000 - \$74,999	4,747	17.3%
Other	1,220	1.6%	35 to 44	9,454	12.5%	\$75,000 - \$99,999	3,017	11.0%
Hispanic Ethnicity	2,353	3.1%	45 to 54	10,556	14.0%	\$100,000 - \$149,999	2,380	8.6%
			55+	19,557	25.9%	\$150,000 +	1,285	4.7%
Employed	30,264	85.9%	Owner Occupied	16,974	53.5%	Bachelor's Degree	5,293	11.0%
Unemployed	4,883	13.9%	Renter Occupied	10,542	33.2%	Master's Degree	2,269	4.7%

Zone Profile: LAKE OCONEE



Cable TV Households

4,200

Counties Covered

Parts of PUTNAM, GREENE

Cities Covered

Greensboro, Siloam, White Plains

Zip Codes Covered

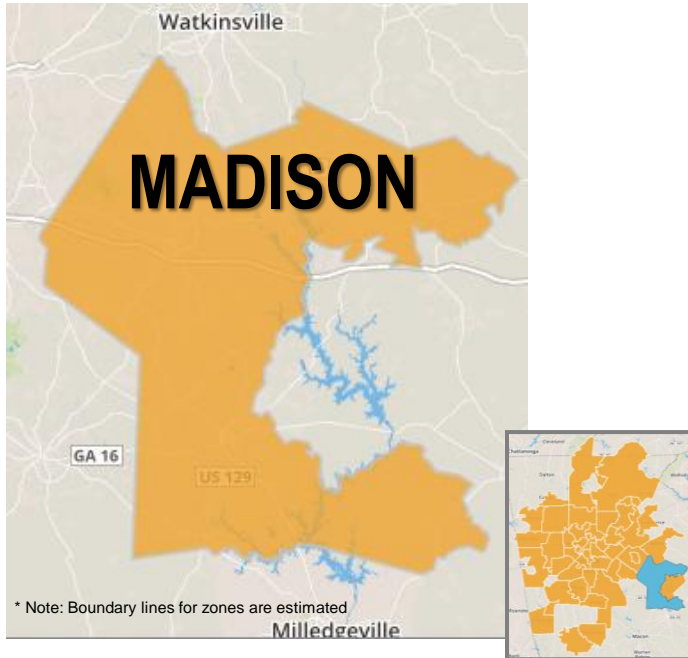
30625, 30642, 30678

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		Population Age		Household Income		
	15,489					
White	11,725 75.7%	Under 19	3,556 23.0%	Less than \$35,000	2,127	32.9%
Black	3,049 19.7%	20 to 24	807 5.2%	\$35,000 - \$49,999	1,017	15.7%
Asian	83 0.5%	25 to 34	1,247 8.1%	\$50,000 - \$74,999	1,067	16.5%
Other	527 3.4%	35 to 44	1,798 11.6%	\$75,000 - \$99,999	606	9.4%
Hispanic Ethnicity	866 5.6%	45 to 54	2,121 13.7%	\$100,000 - \$149,999	726	11.2%
		55+	6,767 43.7%	\$150,000 +	930	14.4%
Employed	6,237 52.3%	Owner Occupied	4,657 80.6%	Bachelor's Degree	2,199	18.4%
Unemployed	546 4.6%	Renter Occupied	1,505 19.4%	Master's Degree	941	7.9%



Zone Profile: MADISON



Cable TV Households
2,317

Counties Covered
Parts of GREENE, PUTNAM, MORGAN

Cities Covered
Bostwick, Rutledge, Madison, Woodville, Union Point, Eatonton, Gray

Zip Codes Covered
30056, 30625, 30650, 30663, 30669, 31024, *30025, 30055, 30621, 30641, 30642, 30677, 30678, 31064, 31087*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		41,482		Population Age		Household Income		
White	26,147	63.0%	Under 19	10,954	26.4%	Less than \$35,000	6,462	41.5%
Black	14,031	33.8%	20 to 24	2,016	4.9%	\$35,000 - \$49,999	2,690	17.3%
Asian	79	0.2%	25 to 34	4,603	11.1%	\$50,000 - \$74,999	2,667	17.1%
Other	665	1.6%	35 to 44	4,929	11.9%	\$75,000 - \$99,999	1,591	10.2%
Hispanic Ethnicity	1,975	4.8%	45 to 54	5,733	13.8%	\$100,000 - \$149,999	1,376	8.8%
			55+	13,247	31.9%	\$150,000 +	793	5.1%
Employed	17,013	59.7%	Owner Occupied	11,826	75.9%	Bachelor's Degree	2,932	10.3%
Unemployed	1,687	5.9%	Renter Occupied	3,752	24.1%	Master's Degree	1,285	4.5%



Zone Profile: MONROE



Cable TV Households
4,592
Counties Covered
Parts of WALTON, MORGAN
Cities Covered
Monroe
Zip Codes Covered
30655, 30656

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	19,895							
White	11,921	59.9%	Under 19	5,223	26.3%	Less than \$35,000	3,784	51.3%
Black	7,415	37.3%	20 to 24	1,422	7.1%	\$35,000 - \$49,999	1,063	14.4%
Asian	136	0.7%	25 to 34	2,927	14.7%	\$50,000 - \$74,999	1,532	20.8%
Other	213	1.1%	35 to 44	2,446	12.3%	\$75,000 - \$99,999	521	7.1%
Hispanic Ethnicity	538	2.7%	45 to 54	2,647	13.3%	\$100,000 - \$149,999	339	4.6%
			55+	5,220	26.2%	\$150,000 +	138	1.9%
Employed	7,631	57.6%	Owner Occupied	3,878	52.6%	Bachelor's Degree	1,333	10.1%
Unemployed	905	6.8%	Renter Occupied	3,500	47.4%	Master's Degree	264	2.0%



Zone Profile: NEWNAN



* Note: Boundary lines for zones are estimated

Cable TV Households

11,578

Counties Covered

Parts of COWETA

Cities Covered

Newnan, Sharpsburg, Moreland, Senoia, Turin

Zip Codes Covered

30259, 30263, 30265, 30276, *30220*, *30268*, *30277*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	112,012							
White	85,887	78.3%	Under 19	32,322	28.9%	Less than \$35,000	11,301	27.6%
Black	20,611	18.8%	20 to 24	6,759	6.0%	\$35,000 - \$49,999	5,928	14.5%
Asian	1,719	1.6%	25 to 34	14,289	12.8%	\$50,000 - \$74,999	8,200	20.0%
Other	1,421	1.3%	35 to 44	16,878	15.1%	\$75,000 - \$99,999	6,184	15.1%
Hispanic Ethnicity	8,048	7.2%	45 to 54	16,722	14.9%	\$100,000 - \$149,999	6,182	15.1%
			55+	25,042	22.4%	\$150,000 +	3,195	7.8%
Employed	51,063	91.0%	Owner Occupied	30,102	68.1%	Bachelor's Degree	12,390	17.0%
Unemployed	4,850	8.6%	Renter Occupied	10,888	24.6%	Master's Degree	5,163	7.1%



Zone Profile: NEWTON



Cable TV Households
8,977
Counties Covered
Parts of NEWTON
Cities Covered
Oxford, Covington, Porterdaie
Zip Codes Covered
30014, 30016, 30054, 30070, <i>30013, 30025, 30055</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	66,442							
White	33,774	50.8%	Under 19	21,079	31.7%	Less than \$35,000	7,841	34.9%
Black	29,898	45.0%	20 to 24	4,127	6.2%	\$35,000 - \$49,999	3,320	14.8%
Asian	651	1.0%	25 to 34	7,602	11.4%	\$50,000 - \$74,999	4,655	20.7%
Other	559	0.8%	35 to 44	10,265	15.4%	\$75,000 - \$99,999	2,787	12.4%
Hispanic Ethnicity	3,656	5.5%	45 to 54	9,434	14.2%	\$100,000 - \$149,999	2,817	12.5%
			55+	13,935	21.0%	\$150,000 +	1,057	4.7%
Employed	27,636	67.0%	Owner Occupied	15,481	68.9%	Bachelor's Degree	5,399	13.1%
Unemployed	4,253	10.3%	Renter Occupied	6,995	31.1%	Master's Degree	2,335	5.7%



Zone Profile: North DeKalb



Cable TV Households

53,776

Counties Covered

Parts of DEKALB

Cities Covered

Stone Mountain, Clarkston, Scottsdale, North Decatur, North Druid Hills, North Atlanta, Chamblee, Doraville, Dunwoody, Tucker

Zip Codes Covered

30021, 30033, 30079, 30084, 30319, 30329, 30338, 30340, 30341, 30345, 30346, 30360, *30030, 30083, 30087, 30088, 30307, 30319, 30324, 30328, 30350*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	307,136							
White	174,944	57.0%	Under 19	77,256	25.2%	Less than \$35,000	39,724	7.7%
Black	76,692	25.0%	20 to 24	22,167	7.2%	\$35,000 - \$49,999	16,221	13.4%
Asian	29,861	9.7%	25 to 34	60,264	19.6%	\$50,000 - \$74,999	19,435	16.1%
Other	17,332	5.6%	35 to 44	48,538	15.8%	\$75,000 - \$99,999	13,789	11.4%
Hispanic Ethnicity	54,025	17.6%	45 to 54	38,543	12.5%	\$100,000 - \$149,999	15,257	12.6%
			55+	60,368	19.7%	\$150,000 +	16,569	13.7%
Employed	155,846	75.0%	Owner Occupied	60,132	49.7%	Bachelor's Degree	57,786	27.8%
Unemployed	17,975	8.7%	Renter Occupied	60,863	50.3%	Master's Degree	26,838	12.9%



Zone Profile: NORTH GEORGIA



* Note: Boundary lines for zones are estimated

TV Households

17,716

Counties Covered

Parts of HABERSHAM, DAWSON, LUMPKIN, PICKENS, WHITE, CLAY, TOWN, UNION, JACKSON, BANKS

Cities Covered

Commerce, Homer, Nicholson, Jefferson, Arcade, Alto, Baldwin, Clarksville, Cornelia, Mt. Airy, Demorest, Big Canoe, Cleveland, Dahlonega, Helen, Skylake, Sautee-Nacoochee, Blairsville, Havesville, Hiawassee, Young Harris

Zip Codes Covered

30529, 30530, 30547, 30548, 30549, 30558, 30565, 30510, 30523, 30531, 30535, 30563, 30148, 30528, 30533, 30534, 30545, 30571, 30597, 28904, 28909, 30512, 30546, 30572, 20582, *30543, 30567, 30607, 30511, 30577, 30028, 30143, 30506, 30584, 28902, 30513, 30560*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population		205,637		Population Age		Household Income		
White	189,433	92.1%	Under 19	51,217	24.9%	Less than \$35,000	32,918	42.0%
Black	7,183	3.5%	20 to 24	13,405	6.5%	\$35,000 - \$49,999	11,950	15.2%
Asian	2,423	1.2%	25 to 34	22,201	10.8%	\$50,000 - \$74,999	14,319	18.3%
Other	3,890	1.9%	35 to 44	24,721	12.0%	\$75,000 - \$99,999	8,667	11.1%
Hispanic Ethnicity	11,326	5.5%	45 to 54	28,948	14.1%	\$100,000 - \$149,999	7,171	9.1%
			55+	65,146	31.7%	\$150,000 +	3,379	4.3%
Employed	82,435	58.5%	Owner Occupied	58,998	75.2%	Bachelor's Degree	18,316	13.0%
Unemployed	10,393	7.4%	Renter Occupied	19,405	24.8%	Master's Degree	7,167	5.1%



Zone Profile: NORTHEAST COBB



* Note: Boundary lines for zones are estimated

Cable TV Households

49,041

Counties Covered

Parts of COBB, CHEROKEE, FULTON

Cities Covered

Woodstock, Mountain Park

Zip Codes Covered

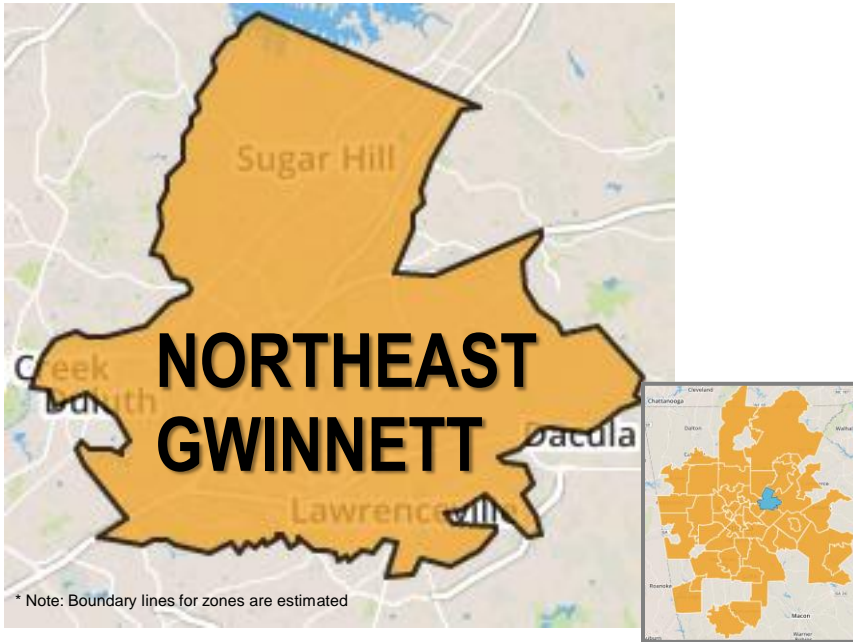
30066, 30102, 30188, 30189, *30004*, *30062*,
30075, *30114*, *30115*, *30144*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	227,292							
White	186,292	83.9%	Under 19	63,865	28.1%	Less than \$35,000	16,212	19.9%
Black	23,105	10.4%	20 to 24	14,420	6.3%	\$35,000 - \$49,999	9,098	11.2%
Asian	8,005	3.6%	25 to 34	27,644	12.2%	\$50,000 - \$74,999	14,776	18.2%
Other	4,656	2.1%	35 to 44	33,635	14.8%	\$75,000 - \$99,999	12,756	15.7%
Hispanic Ethnicity	17,914	7.9%	45 to 54	36,912	16.2%	\$100,000 - \$149,999	15,529	19.1%
			55+	50,816	22.4%	\$150,000 +	12,897	15.9%
Employed	114,882	92.1%	Owner Occupied	64,400	74.3%	Bachelor's Degree	44,898	30.1%
Unemployed	9,743	7.8%	Renter Occupied	16,868	19.4%	Master's Degree	15,508	10.4%



Zone Profile: NORTHEAST GWINNETT



Cable TV Households

35,151

Counties Covered

Parts of GWINNETT

Cities Covered

Rest Haven, Sugar Hill, Buford, Suwanee, Duluth, Dacula, Lawrenceville

Zip Codes Covered

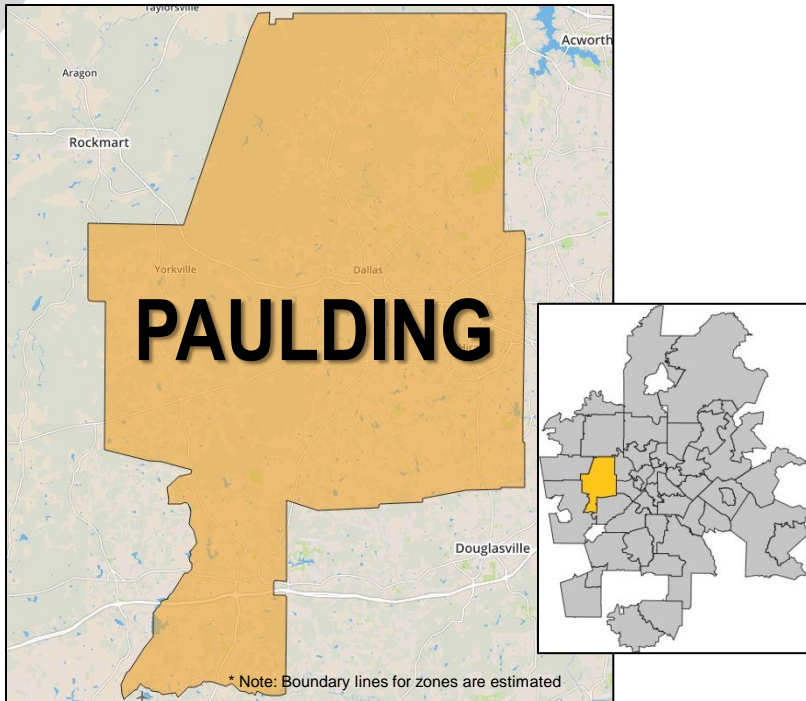
30019, 30024, 30043, 30046, 30518, 30519, *30011, 30041, 30044, 30045, 30096, 30097*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	298,686							
White	169,394	56.7%	Under 19	95,482	32.0%	Less than \$35,000	24,538	25.5%
Black	60,489	20.3%	20 to 24	17,912	6.0%	\$35,000 - \$49,999	11,924	33.7%
Asian	38,409	12.9%	25 to 34	41,586	13.9%	\$50,000 - \$74,999	19,251	25.9%
Other	20,454	6.8%	35 to 44	50,341	16.9%	\$75,000 - \$99,999	13,833	14.4%
Hispanic Ethnicity	52,807	17.7%	45 to 54	46,745	15.7%	\$100,000 - \$149,999	16,299	16.9%
			55+	46,621	15.6%	\$150,000 +	10,420	10.8%
Employed	140,648	75.9%	Owner Occupied	65,954	68.5%	Bachelor's Degree	46,802	25.3%
Unemployed	15,392	8.3%	Renter Occupied	30,310	31.5%	Master's Degree	14,401	7.8%



Zone Profile: PAULDING



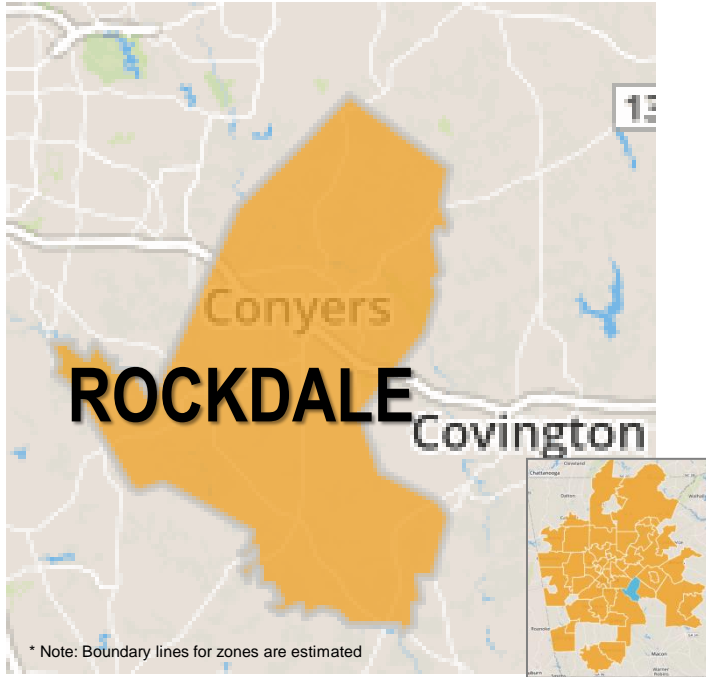
Cable TV Households
27,260
Counties Covered
Parts of PAULDING, CHEROKEE, DOUGLAS, POLK
Cities Covered
Braswell, Dallas, Hiram
Zip Codes Covered
30132, 30141, 30180, 30157, <i>30101, 30116, 30127, 30134, 30153, 30178, 30179</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	164,189							
White	128,928	80.3%	Under 19	52,211	31.8%	Less than \$35,000	14,595	26.4%
Black	29,311	18.3%	20 to 24	9,555	5.8%	\$35,000 - \$49,999	7,030	12.7%
Asian	1,371	0.9%	25 to 34	22,121	13.5%	\$50,000 - \$74,999	13,400	24.2%
Other	925	0.6%	35 to 44	27,877	17.0%	\$75,000 - \$99,999	9,302	16.8%
Hispanic Ethnicity	8,483	5.2%	45 to 54	23,761	14.5%	\$100,000 - \$149,999	7,674	13.9%
			55+	28,663	17.5%	\$150,000 +	3,318	6.0%
Employed	76,406	89.1%	Owner Occupied	44,329	73.4%	Bachelor's Degree	14,847	14.5%
Unemployed	9,176	10.7%	Renter Occupied	10,989	18.2%	Master's Degree	6,524	6.4%



Zone Profile: ROCKDALE



Cable TV Households

19,245

Counties Covered

Parts of ROCKDALE, NEWTON

Cities Covered

Lakeview Estates, Conyers

Zip Codes Covered

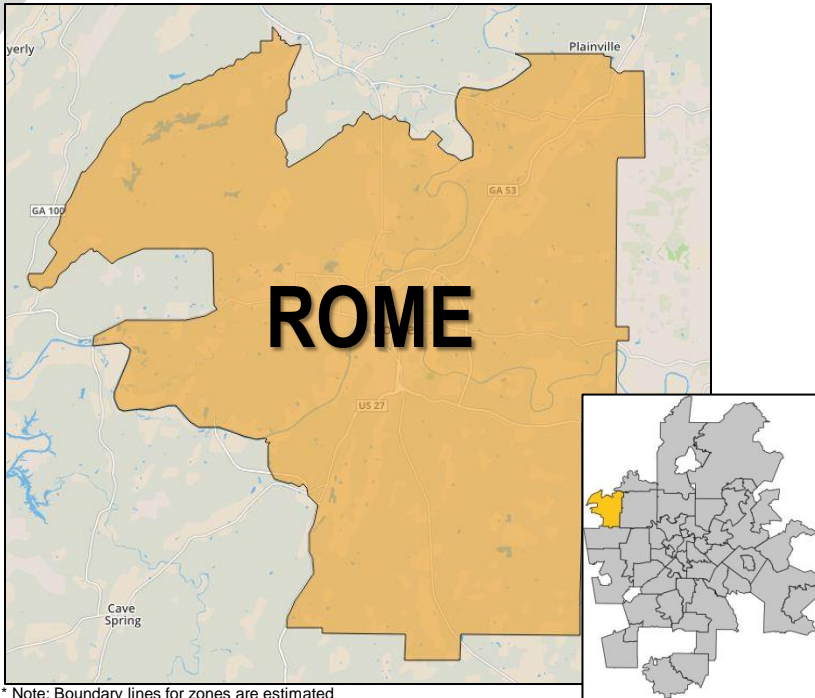
30012, 30013, 30094, *30016*, *30038*, *30039*,
30052, *30054*, *30058*, *30252*, *30281*, *30294*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	107,352							
White	50,941	47.5%	Under 19	31,817	29.6%	Less than \$35,000	11,486	31.4%
Black	49,317	45.9%	20 to 24	6,729	6.3%	\$35,000 - \$49,999	5,678	15.5%
Asian	2,048	1.9%	25 to 34	13,060	12.2%	\$50,000 - \$74,999	8,082	22.1%
Other	2,743	2.6%	35 to 44	14,866	13.8%	\$75,000 - \$99,999	4,998	13.7%
Hispanic Ethnicity	9,081	8.5%	45 to 54	16,071	15.0%	\$100,000 - \$149,999	4,253	11.6%
			55+	24,809	23.1%	\$150,000 +	2,109	5.8%
Employed	47,177	68.6%	Owner Occupied	26,359	72.0%	Bachelor's Degree	11,400	16.6%
Unemployed	7,328	10.7%	Renter Occupied	10,248	28.0%	Master's Degree	4,075	5.9%



Zone Profile: ROME



* Note: Boundary lines for zones are estimated

Cable TV Households

17,634

Counties Covered

Parts of FLOYD

Cities Covered

Rome, Sand Springs, Ridgewood Estates, Saddle Mountain

Zip Codes Covered

30147, 30161, 30165, 30173, *30103, 30104, 30125, 30145, 30733*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
White	64,678	77.9%	Under 19	23,717	27.9%	Less than \$35,000	13,656	44.7%
Black	13,602	16.4%	20 to 24	6,042	7.1%	\$35,000 - \$49,999	4,368	14.3%
Asian	1,148	1.4%	25 to 34	10,702	12.6%	\$50,000 - \$74,999	5,445	17.8%
Other	3,563	4.3%	35 to 44	10,886	12.8%	\$75,000 - \$99,999	2,924	9.6%
Hispanic Ethnicity	9,091	10.7%	45 to 54	11,421	13.4%	\$100,000 - \$149,999	2,940	9.6%
			55+	22,162	26.1%	\$150,000 +	1,230	4.0%
Employed	34,094	87.0%	Owner Occupied	19,082	53.4%	Bachelor's Degree	5,622	10.2%
Unemployed	5,010	12.8%	Renter Occupied	11,481	32.1%	Master's Degree	2,730	4.9%



Zone Profile: ROSWELL



* Note: Boundary lines for zones are estimated

Cable TV Households

7,080

Counties Covered

Parts of FULTON

Cities Covered

Roswell

Zip Codes Covered

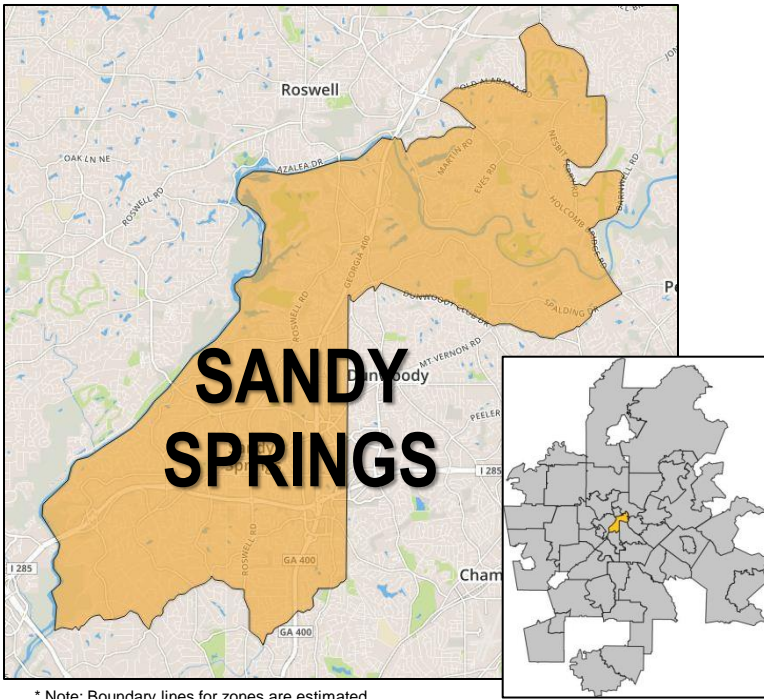
30075, 30076

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	36,779							
White	30,642	85.1%	Under 19	8,854	24.1%	Less than \$35,000	2,962	20.4%
Black	3,597	10.0%	20 to 24	1,534	4.2%	\$35,000 - \$49,999	1,607	11.1%
Asian	1,558	4.3%	25 to 34	4,347	11.8%	\$50,000 - \$74,999	2,137	14.7%
Other	211	0.6%	35 to 44	5,884	16.0%	\$75,000 - \$99,999	1,556	10.7%
Hispanic Ethnicity	2,700	7.3%	45 to 54	5,873	16.0%	\$100,000 - \$149,999	2,932	20.2%
			55+	10,287	28.0%	\$150,000 +	3,307	22.8%
Employed	18,047	92.0%	Owner Occupied	10,438	67.8%	Bachelor's Degree	9,746	36.9%
Unemployed	1,547	7.9%	Renter Occupied	4,063	26.4%	Master's Degree	4,362	16.5%



Zone Profile: SANDY SPRINGS



* Note: Boundary lines for zones are estimated

Cable TV Households

25,702

Counties Covered

Parts of FULTON

Cities Covered

Sandy Springs, Roswell

Zip Codes Covered

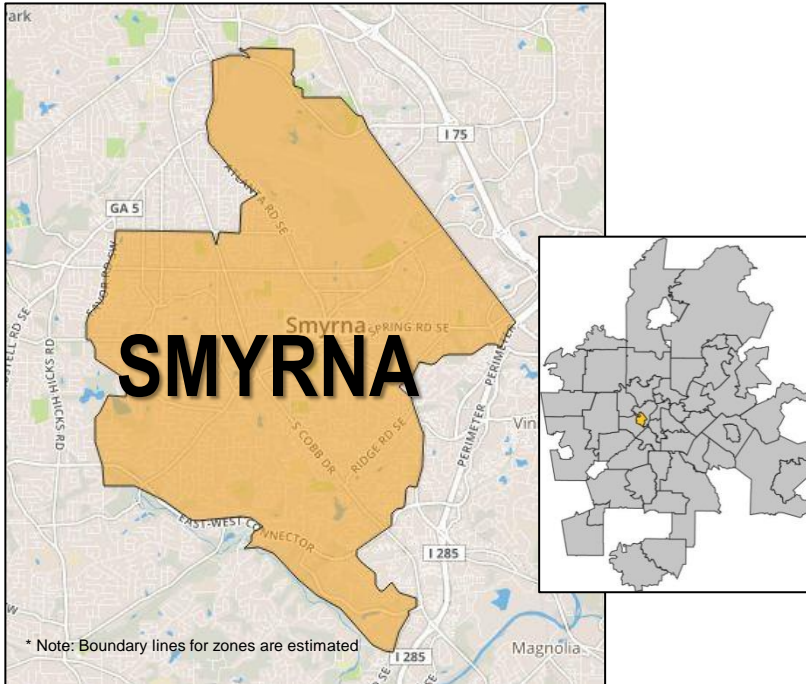
30328, 30342, 30350, *30022, 30076, 30092, 30327, 30339*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	123,029							
White	86,613	72.4%	Under 19	28,660	23.3%	Less than \$35,000	13,421	25.6%
Black	23,467	19.6%	20 to 24	7,593	6.2%	\$35,000 - \$49,999	6,461	12.3%
Asian	6,857	5.7%	25 to 34	23,427	19.0%	\$50,000 - \$74,999	8,767	16.7%
Other	2,693	2.3%	35 to 44	17,179	14.0%	\$75,000 - \$99,999	5,605	10.7%
Hispanic Ethnicity	15,268	12.4%	45 to 54	17,317	14.1%	\$100,000 - \$149,999	7,033	13.4%
			55+	28,853	23.5%	\$150,000 +	11,175	21.3%
Employed	66,841	92.5%	Owner Occupied	27,199	46.4%	Bachelor's Degree	31,773	36.6%
Unemployed	5,318	7.4%	Renter Occupied	25,263	43.1%	Master's Degree	13,016	15.0%



Zone Profile: SMYRNA



Cable TV Households

14,812

Counties Covered

Parts of COBB

Cities Covered

Smyrna

Zip Codes Covered

30080, 30082, 30069, *30060*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	65,958							
White	34,686	53.6%	Under 19	16,666	25.3%	Less than \$35,000	9,267	33.8%
Black	20,945	32.4%	20 to 24	4,759	7.2%	\$35,000 - \$49,999	3,789	13.8%
Asian	3,490	5.4%	25 to 34	13,154	19.9%	\$50,000 - \$74,999	4,456	16.3%
Other	5,597	8.6%	35 to 44	11,017	16.7%	\$75,000 - \$99,999	3,021	11.0%
Hispanic Ethnicity	12,449	18.9%	45 to 54	8,171	12.4%	\$100,000 - \$149,999	3,868	14.1%
			55+	12,191	18.5%	\$150,000 +	3,001	11.0%
Employed	33,979	89.0%	Owner Occupied	14,699	47.6%	Bachelor's Degree	11,944	26.8%
Unemployed	4,009	10.5%	Renter Occupied	12,703	41.1%	Master's Degree	4,527	10.2%



Zone Profile: SOUTH CENTRAL FULTON



Cable TV Households

39,840

Counties Covered

Parts of FULTON

Cities Covered

Hapeville, Atlanta

Zip Codes Covered

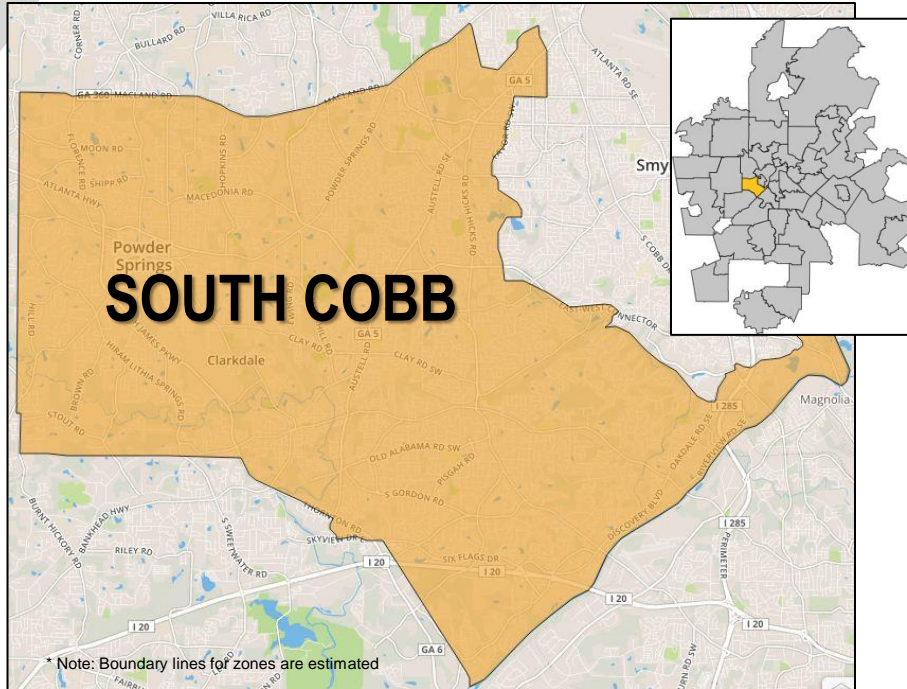
30310, 30311, 30313, 30314, 30315, 30318, 30330, 30331, 30336, 30354, *30303, 30308, 30312, 30344*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
212,939								
White	22,156	10.4%	Under 19	59,886	28.1%	Less than \$35,000	44,831	60.0%
Black	180,331	84.7%	20 to 24	23,084	10.8%	\$35,000 - \$49,999	9,571	12.8%
Asian	3,142	1.5%	25 to 34	31,588	14.8%	\$50,000 - \$74,999	9,707	13.0%
Other	3,930	1.8%	35 to 44	26,609	12.5%	\$75,000 - \$99,999	4,531	6.1%
Hispanic Ethnicity	9,445	4.4%	45 to 54	26,834	12.6%	\$100,000 - \$149,999	3,752	5.0%
			55+	44,938	21.1%	\$150,000 +	2,356	3.2%
Employed	75,314	58.0%	Owner Occupied	28,698	38.4%	Bachelor's Degree	18,243	14.0%
Unemployed	20,260	15.6%	Renter Occupied	46,049	61.6%	Master's Degree	7,061	5.4%



Zone Profile: SOUTH COBB



Cable TV Households

26,626

Counties Covered

Parts of COBB

Cities Covered

Powder Springs, Mableton, Austell

Zip Codes Covered

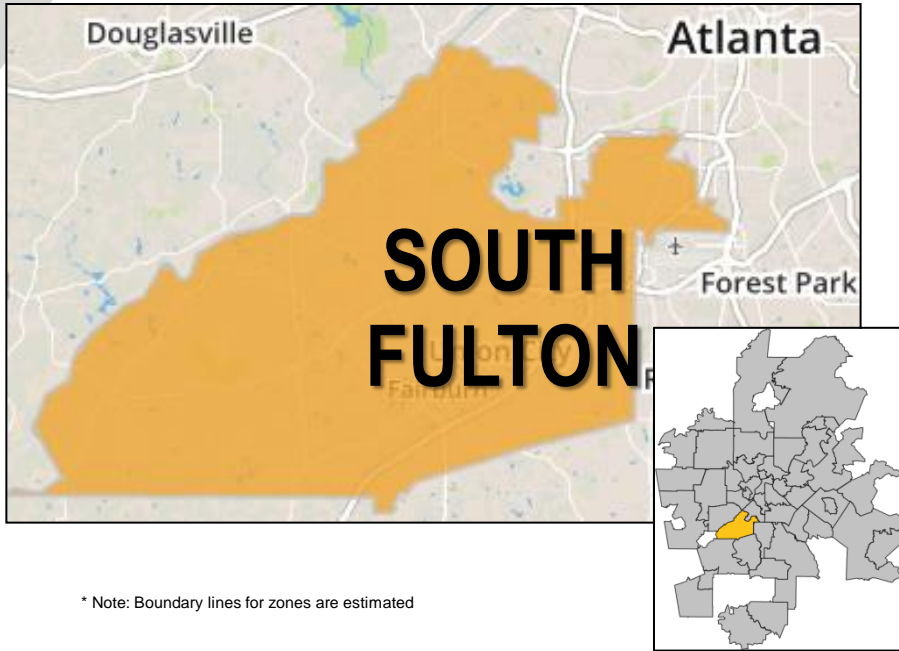
30008, 30106, 30126, 30127, 30168, *30060, 30064, 30082, 30122, 30141*

** Note: Zip Codes in italics indicate partial coverage of that zip code*

Total Population			Population Age			Household Income		
	161,868							
White	69,583	43.9%	Under 19	49,645	30.7%	Less than \$35,000	19,342	34.5%
Black	77,316	48.8%	20 to 24	9,808	6.1%	\$35,000 - \$49,999	7,273	13.0%
Asian	2,978	1.9%	25 to 34	23,762	14.7%	\$50,000 - \$74,999	10,581	18.9%
Other	8,462	5.3%	35 to 44	26,777	16.5%	\$75,000 - \$99,999	7,320	13.1%
Hispanic Ethnicity	26,764	16.5%	45 to 54	23,493	14.5%	\$100,000 - \$149,999	6,721	12.0%
			55+	28,383	17.5%	\$150,000 +	4,829	8.6%
Employed	74,432	87.2%	Owner Occupied	37,939	60.6%	Bachelor's Degree	20,340	19.9%
Unemployed	10,733	12.6%	Renter Occupied	18,127	29.0%	Master's Degree	8,406	8.2%



Zone Profile: SOUTH FULTON



* Note: Boundary lines for zones are estimated

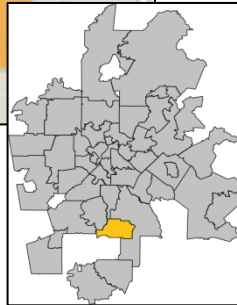
Cable TV Households
33,084
Counties Covered
Parts of FULTON, CLAYTON
Cities Covered
Palmetto, Fairburn, Union, East Point
Zip Codes Covered
30213, 30268, 30291, 30337, 30344, 30349, 30122, 30135, 30185, 30263, 30290, 30296, 30331, 30336, 30354

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
181,869								
White	21,809	12.0%	Under 19	57,034	31.4%	Less than \$35,000	24,510	38.0%
Black	150,775	82.9%	20 to 24	11,467	6.3%	\$35,000 - \$49,999	10,359	16.1%
Asian	1,141	0.6%	25 to 34	27,633	15.2%	\$50,000 - \$74,999	12,445	19.3%
Other	5,191	2.9%	35 to 44	27,638	15.2%	\$75,000 - \$99,999	7,841	12.2%
Hispanic Ethnicity	12,238	6.7%	45 to 54	24,007	12.2%	\$100,000 - \$149,999	6,301	9.8%
			55+	34,089	18.7%	\$150,000 +	3,042	4.7%
Employed	78,708	69.4%	Owner Occupied	38,726	60.0%	Bachelor's Degree	20,842	18.4%
Unemployed	14,751	13.0%	Renter Occupied	25,771	40.0%	Master's Degree	9,278	8.2%



Zone Profile: SPALDING



* Note: Boundary lines for zones are estimated

Cable TV Households

11,217

Counties Covered

Parts of SPALDING

Cities Covered

Sunny Side, Experiment, East Griffin, Griffin, Orchard Hill

Zip Codes Covered

30223, 30224, 30205, 30228, 30248, 30292

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	64,044							
White	40,410	63.1%	Under 19	17,581	27.5%	Less than \$35,000	9,742	42.3%
Black	21,142	33.0%	20 to 24	4,133	6.5%	\$35,000 - \$49,999	3,733	16.2%
Asian	585	0.9%	25 to 34	8,572	13.4%	\$50,000 - \$74,999	4,443	19.3%
Other	694	1.1%	35 to 44	8,121	12.7%	\$75,000 - \$99,999	2,450	10.7%
Hispanic Ethnicity	2,561	4.0%	45 to 54	8,850	13.8%	\$100,000 - \$149,999	1,766	7.7%
			55+	16,787	26.2%	\$150,000 +	872	3.8%
Employed	24,576	58.1%	Owner Occupied	14,523	63.1%	Bachelor's Degree	3,944	9.3%
Unemployed	4,036	9.5%	Renter Occupied	8,484	36.9%	Master's Degree	1,460	3.4%



Zone Profile: THOMASTON



Cable TV Households

5,127

Counties Covered

Parts of UPSON

Cities Covered

Hannah's Mill, Sunset Village, Salem, Thomaston, Lincoln Park, Yatesville

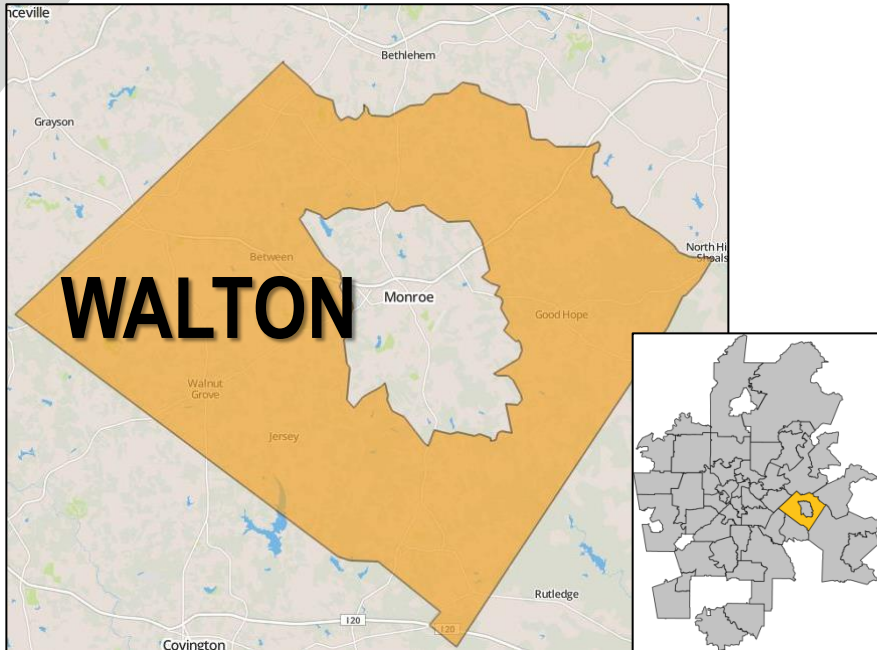
Zip Codes Covered

30285, 30286, 31016, 31097, *30204, 30256, 30258*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	26,918							
White	18,944	70.4%	Under 19	6,953	25.8%	Less than \$35,000	5,117	49.5%
Black	7,513	72.7%	20 to 24	1,680	6.2%	\$35,000 - \$49,999	1,719	16.6%
Asian	172	0.6%	25 to 34	2,705	10.1%	\$50,000 - \$74,999	1,789	17.3%
Other	0		35 to 44	3,461	12.9%	\$75,000 - \$99,999	1,030	10.0%
Hispanic Ethnicity	621	2.3%	45 to 54	4,028	15.0%	\$100,000 - \$149,999	551	5.3%
			55+	8,081	78.2%	\$150,000 +	135	1.3%
Employed	10,306	56.4%	Owner Occupied	6,927	67.0%	Bachelor's Degree	1,133	6.2%
Unemployed	1,821	10.0%	Renter Occupied	3,413	33.0%	Master's Degree	646	3.5%

Zone Profile: WALTON



* Note: Boundary lines for zones are estimated

Cable TV Households

10,505

Counties Covered

Parts of WALTON

Cities Covered

Loganville, Between, Good Hope, Walnut Grove, Jersey, Social Circle

Zip Codes Covered

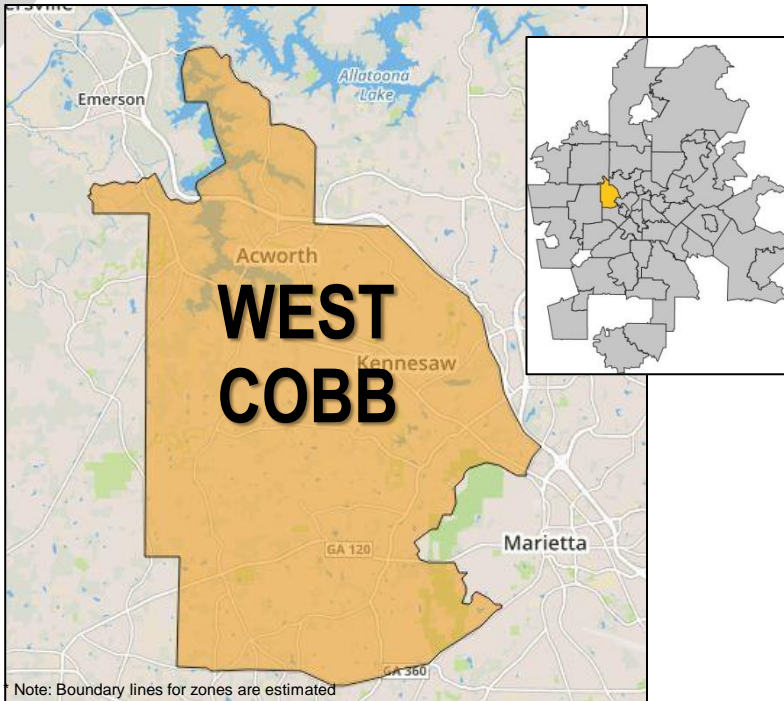
30025, 30052, 30641, *30012, 30014, 30019, 30054, 30620, 30621, 30622, 30650, 30655, 30656, 30663*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	64,502							
White	55,619	86.2%	Under 19	19,206	29.8%	Less than \$35,000	5,999	27.1%
Black	5,546	8.6%	20 to 24	3,472	5.4%	\$35,000 - \$49,999	3,280	14.8%
Asian	933	1.4%	25 to 34	6,983	10.8%	\$50,000 - \$74,999	4,640	21.0%
Other	769	1.2%	35 to 44	9,723	15.1%	\$75,000 - \$99,999	3,181	14.4%
Hispanic Ethnicity	2,435	3.8%	45 to 54	9,840	15.3%	\$100,000 - \$149,999	3,477	15.7%
			55+	15,278	23.7%	\$150,000 +	1,561	7.1%
Employed	29,454	70.4%	Owner Occupied	18,288	82.6%	Bachelor's Degree	5,812	13.9%
Unemployed	2,646	6.3%	Renter Occupied	3,850	17.4%	Master's Degree	1,746	4.2%



Zone Profile: WEST COBB



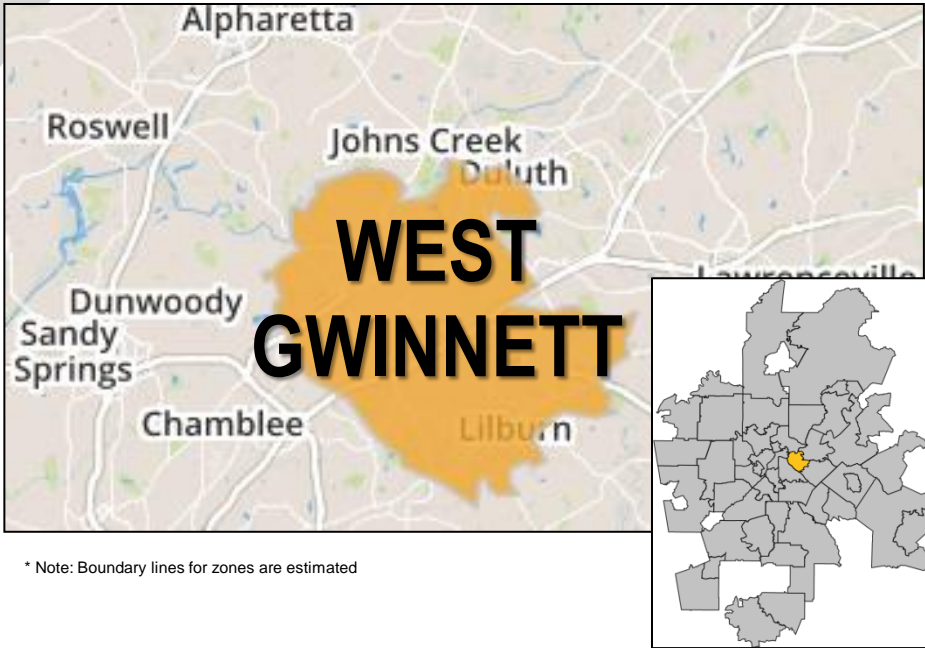
Cable TV Households
30,391
Counties Covered
Parts of COBB
Cities Covered
Parts of Powder Springs, Acworth, Kennesaw
Zip Codes Covered
30101, 30144, 30152, 30064, <i>30102, 30127, 30121</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	170,208							
White	126,085	76.3%	Under 19	51,120	30.0%	Less than \$35,000	12,631	21.1%
Black	28,998	17.5%	20 to 24	10,667	6.3%	\$35,000 - \$49,999	7,164	12.0%
Asian	6,126	3.7%	25 to 34	18,726	11.0%	\$50,000 - \$74,999	10,974	18.3%
Other	4,137	2.5%	35 to 44	26,709	15.7%	\$75,000 - \$99,999	8,415	14.0%
Hispanic Ethnicity	13,638	8.0%	45 to 54	28,773	16.9%	\$100,000 - \$149,999	10,922	18.2%
			55+	34,213	20.1%	\$150,000 +	9,806	16.4%
Employed	85,063	90.7%	Owner Occupied	46,695	71.9%	Bachelor's Degree	31,259	28.8%
Unemployed	8,461	9.0%	Renter Occupied	13,217	20.3%	Master's Degree	10,160	9.4%



Zone Profile: WEST GWINNETT



* Note: Boundary lines for zones are estimated

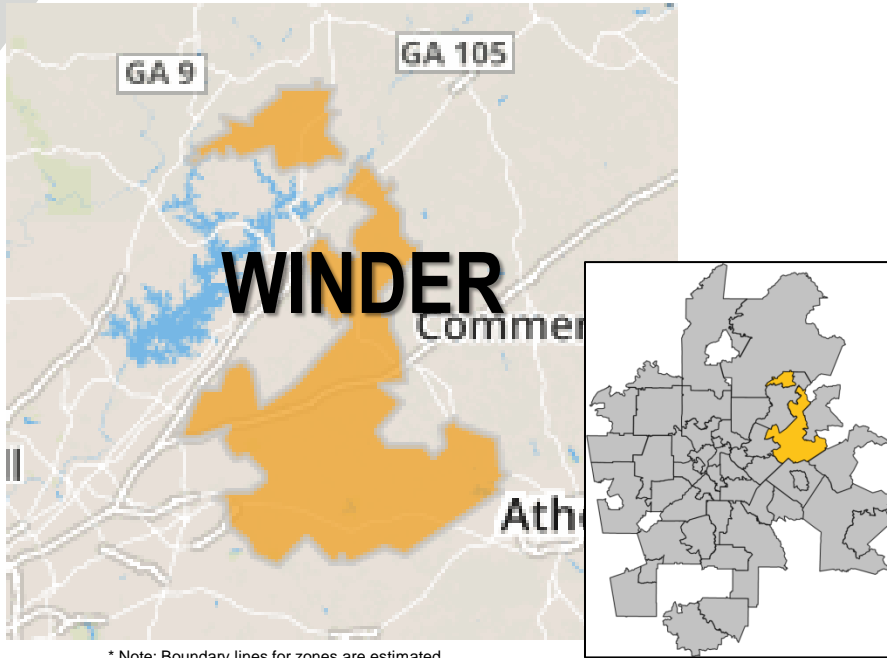
Cable TV Households
27,512
Counties Covered
Parts of GWINNETT
Cities Covered
Norcross, Berkeley Lake, Lilburn
Zip Codes Covered
30044, 30071, 30092, 30093, 30096, <i>30047, 30084, 30097, 30340, 30360, 30087</i>

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
213,943								
White	83,418	39.0%	Under 19	65,020	30.4%	Less than \$35,000	27,226	38.3%
Black	47,251	22.1%	20 to 24	15,630	7.3%	\$35,000 - \$49,999	11,765	16.5%
Asian	28,652	13.4%	25 to 34	39,475	18.5%	\$50,000 - \$74,999	13,322	18.7%
Other	48,620	22.7%	35 to 44	34,730	16.2%	\$75,000 - \$99,999	6,528	3.1%
Hispanic Ethnicity	78,807	39.0%	45 to 54	27,499	12.9%	\$100,000 - \$149,999	6,825	9.6%
			55+	31,590	14.8%	\$150,000 +	5,489	7.7%
Employed	104,404	78.3%	Owner Occupied	34,255		Bachelor's Degree	25,243	18.9%
Unemployed	13,181	9.9%	Renter Occupied	36,900		Master's Degree	8,532	6.4%



Zone Profile: WINDER



* Note: Boundary lines for zones are estimated

Cable TV Households

30,825

Counties Covered

Parts of BARROW, CHEROKEE, HALL, GWINNETT, JACKSON, OCONEE, WALTON

Cities Covered

Parts of Lula, Gillsville, Talmo, Braselton, Hoschton, Auburn, Winder, Bethlehem, Statham, Clemont

Zip Codes Covered

30011, 30527, 30543, 30548, 30564, 30567, 30575, 30620, 30666, 30680, *30019, 30506, 30507, 30517, 30519, 30533, 30542, 30549, 30554, 30558, 30607, 30622, 30656*

* Note: Zip Codes in italics indicate partial coverage of that zip code

Total Population			Population Age			Household Income		
	194,365							
White	154,028	79.2%	Under 19	61,900	31.8%	Less than \$35,000	16,048	25.9%
Black	22,995	11.8%	20 to 24	10,424	5.4%	\$35,000 - \$49,999	8,973	14.5%
Asian	6,505	3.3%	25 to 34	24,316	12.5%	\$50,000 - \$74,999	13,932	22.5%
Other	6,010	3.1%	35 to 44	30,749	15.8%	\$75,000 - \$99,999	8,812	14.2%
Hispanic Ethnicity	25,231	13.0%	45 to 54	28,307	14.6%	\$100,000 - \$149,999	9,089	14.7%
			55+	38,669	19.9%	\$150,000 +	5,029	8.1%
Employed	86,321	70.7%	Owner Occupied	50,121	81.0%	Bachelor's Degree	19,582	16.0%
Unemployed	9,797	8.0%	Renter Occupied	11,760	19.0%	Master's Degree	7,245	5.9%