



**CENSUS RECORDS TOTALS FOR  
THIS TV DESIGNATED MEDIA MARKET.**

**CHARLESTON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	763,657
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**Housing Status**

( in housing units unless noted )

Total	352,115
Occupied	299,642
Owner-occupied	200,948
Population in owner-occupied ( number of individuals )	507,722
Renter-occupied	98,694
Population in renter-occupied ( number of individuals )	238,900
Households with individuals under 18	97,372
Vacant	52,473
Vacant: for rent	18,030
Vacant: for sale	6,080

**Population by Sex/Age**

Male	372,376
Female	391,281
Under 18	177,158
18 & over	586,499
20 - 24	58,357
25 - 34	110,403
35 - 49	153,700
50 - 64	147,204
65 & over	94,362

**Population by Ethnicity**

Hispanic or Latino	38,668
Non Hispanic or Latino	724,989

**Population by Race**

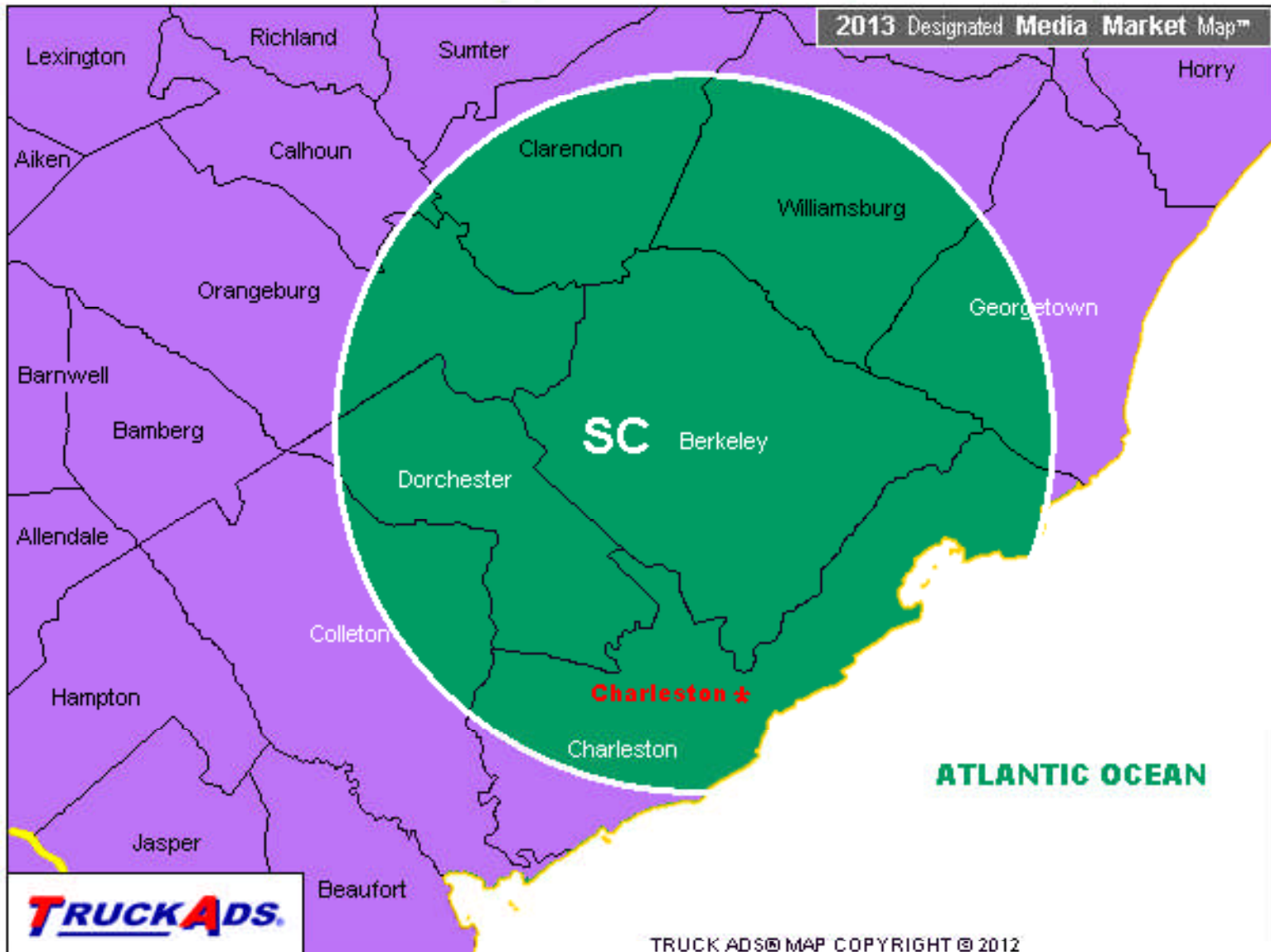
White	495,941
African American	219,411
Asian	11,214
American Indian and Alaska Native	3,497
Native Hawaiian and Pacific Islander	650
Other	17,913
Identified by two or more	15,031

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# CHARLESTON :::

BROADCAST TV MARKET AREA



## 5 COUNTIES IN THIS DESIGNATED MARKET

SOUTH CAROLINA: Berkeley, SC ~ Charleston, SC ~ Colleton, SC ~ Dorchester, SC ~ Georgetown, SC

## SC - Berkeley County

### Population

Total Population	177,843
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### Housing Status

( in housing units unless noted )

Total	73,372
Occupied	65,419
Owner-occupied	47,381
Population in owner-occupied ( number of individuals )	126,050
Renter-occupied	18,038
Population in renter-occupied ( number of individuals )	48,051
Households with individuals under 18	24,863
Vacant	7,953
Vacant: for rent	2,326
Vacant: for sale	1,328

### Population by Sex/Age

Male	88,729
Female	89,114
Under 18	44,962
18 & over	132,881
20 - 24	13,378
25 - 34	26,379
35 - 49	37,394
50 - 64	32,572
65 & over	17,794

### Population by Ethnicity

Hispanic or Latino	10,755
Non Hispanic or Latino	167,088

### Population by Race

White	118,232
African American	44,514
Asian	4,046
American Indian and Alaska Native	1,067
Native Hawaiian and Pacific Islander	184
Other	4,990
Identified by two or more	4,810

## SC - Charleston County

### Population

Total Population	350,209
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### Housing Status

( in housing units unless noted )

Total	169,984
Occupied	144,309
Owner-occupied	87,068
Population in owner-occupied ( number of individuals )	209,786
Renter-occupied	57,241
Population in renter-occupied ( number of individuals )	130,092
Households with individuals under 18	40,047
Vacant	25,675
Vacant: for rent	10,335
Vacant: for sale	2,883

### Population by Sex/Age

Male	169,871
Female	180,338
Under 18	72,658
18 & over	277,551
20 - 24	31,910
25 - 34	55,456
35 - 49	67,160
50 - 64	67,052
65 & over	44,721

### Population by Ethnicity

Hispanic or Latino	18,877
Non Hispanic or Latino	331,332

### Population by Race

White	224,910
African American	104,239
Asian	4,719
American Indian and Alaska Native	1,068
Native Hawaiian and Pacific Islander	299
Other	9,477
Identified by two or more	5,497

## SC - Colleton County

### Population

Total Population	38,892
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### Housing Status

( in housing units unless noted )

Total	19,901
Occupied	15,131
Owner-occupied	11,349
Population in owner-occupied ( number of individuals )	28,715
Renter-occupied	3,782
Population in renter-occupied ( number of individuals )	9,789
Households with individuals under 18	5,063
Vacant	4,770
Vacant: for rent	1,618
Vacant: for sale	264

### Population by Sex/Age

Male	18,747
Female	20,145
Under 18	9,492
18 & over	29,400
20 - 24	2,229
25 - 34	4,157
35 - 49	7,646
50 - 64	8,300
65 & over	6,078

### Population by Ethnicity

Hispanic or Latino	1,094
Non Hispanic or Latino	37,798

### Population by Race

White	22,173
African American	15,178
Asian	126
American Indian and Alaska Native	322
Native Hawaiian and Pacific Islander	7
Other	499
Identified by two or more	587

## SC - Dorchester County

### Population

Total Population	136,555
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### Housing Status

( in housing units unless noted )

Total	55,186
Occupied	50,259
Owner-occupied	36,073
Population in owner-occupied ( number of individuals )	97,296
Renter-occupied	14,186
Population in renter-occupied ( number of individuals )	37,244
Households with individuals under 18	20,255
Vacant	4,927
Vacant: for rent	1,766
Vacant: for sale	1,001

### Population by Sex/Age

Male	66,381
Female	70,174
Under 18	37,026
18 & over	99,529
20 - 24	8,027
25 - 34	18,582
35 - 49	30,664
50 - 64	24,879
65 & over	13,849

### Population by Ethnicity

Hispanic or Latino	6,075
Non Hispanic or Latino	130,480

### Population by Race

White	92,621
African American	35,266
Asian	2,052
American Indian and Alaska Native	904
Native Hawaiian and Pacific Islander	146
Other	1,978
Identified by two or more	3,588

## SC - Georgetown County

### Population

Total Population	60,158
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### Housing Status

( in housing units unless noted )

Total	33,672
Occupied	24,524
Owner-occupied	19,077
Population in owner-occupied ( number of individuals )	45,875
Renter-occupied	5,447
Population in renter-occupied ( number of individuals )	13,724
Households with individuals under 18	7,144
Vacant	9,148
Vacant: for rent	1,985
Vacant: for sale	604

### Population by Sex/Age

Male	28,648
Female	31,510
Under 18	13,020
18 & over	47,138
20 - 24	2,813
25 - 34	5,829
35 - 49	10,836
50 - 64	14,401
65 & over	11,920

### Population by Ethnicity

Hispanic or Latino	1,867
Non Hispanic or Latino	58,291

### Population by Race

White	38,005
African American	20,214
Asian	271
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	14
Other	969
Identified by two or more	549