



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

**COLUMBIA :::
BROADCAST TV MARKET AREA**

Population

Total Population	1,075,241
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Housing Status

(in housing units unless noted)

Total	470,865
Occupied	411,753
Owner-occupied	282,208
Population in owner-occupied (number of individuals)	709,709
Renter-occupied	129,545
Population in renter-occupied (number of individuals)	317,776
Households with individuals under 18	138,228
Vacant	59,112
Vacant: for rent	16,651
Vacant: for sale	7,582

Population by Sex/Age

Male	522,608
Female	552,633
Under 18	253,220
18 & over	822,021
20 - 24	87,508
25 - 34	142,374
35 - 49	214,372
50 - 64	206,937
65 & over	132,321

Population by Ethnicity

Hispanic or Latino	48,633
Non Hispanic or Latino	1,026,608

Population by Race

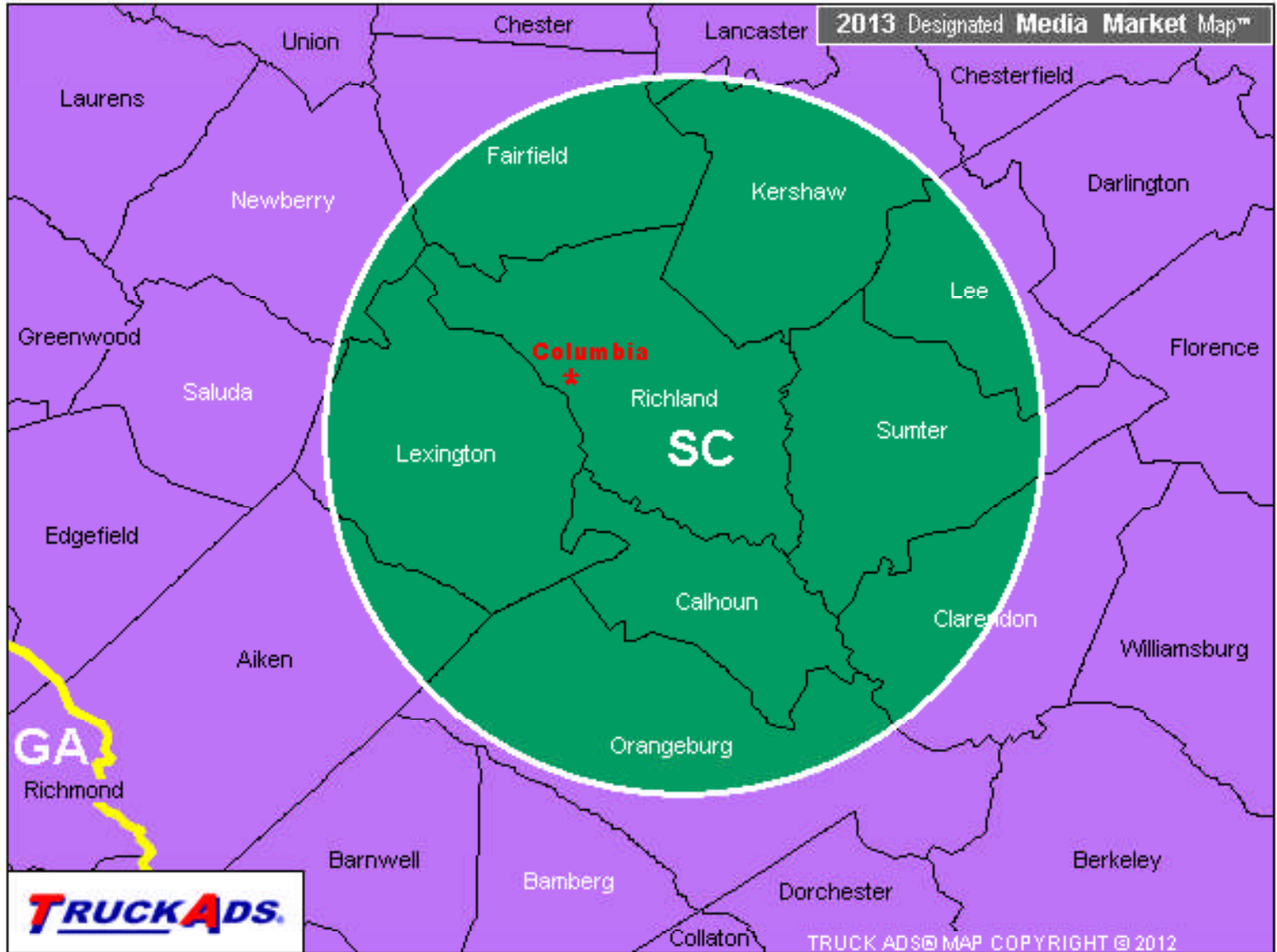
White	599,046
African American	414,379
Asian	15,118
American Indian and Alaska Native	3,935
Native Hawaiian and Pacific Islander	816
Other	22,777
Identified by two or more	19,170

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COLUMBIA :::

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

SOUTH CAROLINA: Bamberg, SC ~ Calhoun, SC ~ Clarendon, SC ~ Fairfield, SC ~ Kershaw, SC ~ Lee, SC ~ Lexington, SC ~ Newberry, SC ~ Orangeburg, SC ~ Richland, SC ~ Saluda, SC ~ Sumter, SC

SC - Bamberg County

Population

Total Population	15,987
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Housing Status

(in housing units unless noted)

Total	7,716
Occupied	6,048
Owner-occupied	4,292
Population in owner-occupied (number of individuals)	10,483
Renter-occupied	1,756
Population in renter-occupied (number of individuals)	4,263
Households with individuals under 18	1,899
Vacant	1,668
Vacant: for rent	242
Vacant: for sale	95

Population by Sex/Age

Male	7,605
Female	8,382
Under 18	3,573
18 & over	12,414
20 - 24	1,340
25 - 34	1,555
35 - 49	2,779
50 - 64	3,303
65 & over	2,565

Population by Ethnicity

Hispanic or Latino	258
Non Hispanic or Latino	15,729

Population by Race

White	5,770
African American	9,837
Asian	68
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	3
Other	112
Identified by two or more	155

SC - Calhoun County

Population

Total Population	15,175
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Housing Status

(in housing units unless noted)

Total	7,340
Occupied	6,080
Owner-occupied	4,783
Population in owner-occupied (number of individuals)	11,932
Renter-occupied	1,297
Population in renter-occupied (number of individuals)	3,090
Households with individuals under 18	1,844
Vacant	1,260
Vacant: for rent	125
Vacant: for sale	67

Population by Sex/Age

Male	7,397
Female	7,778
Under 18	3,295
18 & over	11,880
20 - 24	793
25 - 34	1,597
35 - 49	3,010
50 - 64	3,615
65 & over	2,470

Population by Ethnicity

Hispanic or Latino	458
Non Hispanic or Latino	14,717

Population by Race

White	8,177
African American	6,459
Asian	32
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	9
Other	267
Identified by two or more	179

SC - Clarendon County

Population

Total Population	34,971
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Housing Status

(in housing units unless noted)

Total	17,467
Occupied	13,132
Owner-occupied	9,802
Population in owner-occupied (number of individuals)	24,697
Renter-occupied	3,330
Population in renter-occupied (number of individuals)	8,613
Households with individuals under 18	4,160
Vacant	4,335
Vacant: for rent	345
Vacant: for sale	383

Population by Sex/Age

Male	17,271
Female	17,700
Under 18	7,809
18 & over	27,162
20 - 24	2,505
25 - 34	3,677
35 - 49	6,247
50 - 64	7,770
65 & over	5,867

Population by Ethnicity

Hispanic or Latino	899
Non Hispanic or Latino	34,072

Population by Race

White	16,445
African American	17,504
Asian	225
American Indian and Alaska Native	86
Native Hawaiian and Pacific Islander	4
Other	418
Identified by two or more	289

SC - Fairfield County

Population

Total Population	23,956
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Housing Status

(in housing units unless noted)

Total	11,681
Occupied	9,419
Owner-occupied	6,989
Population in owner-occupied (number of individuals)	17,486
Renter-occupied	2,430
Population in renter-occupied (number of individuals)	6,073
Households with individuals under 18	3,058
Vacant	2,262
Vacant: for rent	344
Vacant: for sale	144

Population by Sex/Age

Male	11,473
Female	12,483
Under 18	5,431
18 & over	18,525
20 - 24	1,373
25 - 34	2,488
35 - 49	4,787
50 - 64	5,719
65 & over	3,565

Population by Ethnicity

Hispanic or Latino	374
Non Hispanic or Latino	23,582

Population by Race

White	9,236
African American	14,167
Asian	55
American Indian and Alaska Native	50
Native Hawaiian and Pacific Islander	2
Other	182
Identified by two or more	264

SC - Kershaw County

Population

Total Population	61,697
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Housing Status

(in housing units unless noted)

Total	27,478
Occupied	23,928
Owner-occupied	18,749
Population in owner-occupied (number of individuals)	47,748
Renter-occupied	5,179
Population in renter-occupied (number of individuals)	13,423
Households with individuals under 18	8,339
Vacant	3,550
Vacant: for rent	482
Vacant: for sale	438

Population by Sex/Age

Male	30,017
Female	31,680
Under 18	15,139
18 & over	46,558
20 - 24	3,281
25 - 34	6,933
35 - 49	12,633
50 - 64	13,385
65 & over	8,797

Population by Ethnicity

Hispanic or Latino	2,298
Non Hispanic or Latino	59,399

Population by Race

White	43,965
African American	15,188
Asian	302
American Indian and Alaska Native	197
Native Hawaiian and Pacific Islander	29
Other	1,040
Identified by two or more	976

SC - Lee County

Population

Total Population	19,220
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Housing Status

(in housing units unless noted)

Total	7,775
Occupied	6,797
Owner-occupied	4,887
Population in owner-occupied (number of individuals)	12,460
Renter-occupied	1,910
Population in renter-occupied (number of individuals)	4,785
Households with individuals under 18	2,224
Vacant	978
Vacant: for rent	144
Vacant: for sale	87

Population by Sex/Age

Male	9,950
Female	9,270
Under 18	4,263
18 & over	14,957
20 - 24	1,376
25 - 34	2,550
35 - 49	3,721
50 - 64	4,158
65 & over	2,596

Population by Ethnicity

Hispanic or Latino	334
Non Hispanic or Latino	18,886

Population by Race

White	6,419
African American	12,359
Asian	59
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	3
Other	162
Identified by two or more	167

SC - Lexington County

Population

Total Population	262,391
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Housing Status

(in housing units unless noted)

Total	113,957
Occupied	102,733
Owner-occupied	75,791
Population in owner-occupied (number of individuals)	192,254
Renter-occupied	26,942
Population in renter-occupied (number of individuals)	67,817
Households with individuals under 18	35,466
Vacant	11,224
Vacant: for rent	3,604
Vacant: for sale	1,942

Population by Sex/Age

Male	128,134
Female	134,257
Under 18	64,162
18 & over	198,229
20 - 24	16,313
25 - 34	34,320
35 - 49	56,799
50 - 64	52,124
65 & over	32,111

Population by Ethnicity

Hispanic or Latino	14,529
Non Hispanic or Latino	247,862

Population by Race

White	208,023
African American	37,522
Asian	3,729
American Indian and Alaska Native	1,134
Native Hawaiian and Pacific Islander	130
Other	6,984
Identified by two or more	4,869

SC - Newberry County

Population

Total Population	37,508
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Housing Status

(in housing units unless noted)

Total	17,922
Occupied	14,709
Owner-occupied	10,667
Population in owner-occupied (number of individuals)	26,152
Renter-occupied	4,042
Population in renter-occupied (number of individuals)	10,188
Households with individuals under 18	4,715
Vacant	3,213
Vacant: for rent	485
Vacant: for sale	261

Population by Sex/Age

Male	18,255
Female	19,253
Under 18	8,544
18 & over	28,964
20 - 24	2,507
25 - 34	4,191
35 - 49	7,262
50 - 64	7,804
65 & over	5,959

Population by Ethnicity

Hispanic or Latino	2,690
Non Hispanic or Latino	34,818

Population by Race

White	23,301
African American	11,626
Asian	122
American Indian and Alaska Native	130
Native Hawaiian and Pacific Islander	35
Other	1,858
Identified by two or more	436

SC - Orangeburg County

Population

Total Population	92,501
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Housing Status

(in housing units unless noted)

Total	42,504
Occupied	35,788
Owner-occupied	24,566
Population in owner-occupied (number of individuals)	61,345
Renter-occupied	11,222
Population in renter-occupied (number of individuals)	27,856
Households with individuals under 18	11,633
Vacant	6,716
Vacant: for rent	1,330
Vacant: for sale	556

Population by Sex/Age

Male	43,455
Female	49,046
Under 18	21,439
18 & over	71,062
20 - 24	7,784
25 - 34	10,415
35 - 49	16,784
50 - 64	18,652
65 & over	13,734

Population by Ethnicity

Hispanic or Latino	1,767
Non Hispanic or Latino	90,734

Population by Race

White	31,770
African American	57,535
Asian	752
American Indian and Alaska Native	491
Native Hawaiian and Pacific Islander	14
Other	843
Identified by two or more	1,096

SC - Richland County

Population

Total Population	384,504
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Housing Status

(in housing units unless noted)

Total	161,725
Occupied	145,194
Owner-occupied	89,023
Population in owner-occupied (number of individuals)	221,298
Renter-occupied	56,171
Population in renter-occupied (number of individuals)	131,204
Households with individuals under 18	47,703
Vacant	16,531
Vacant: for rent	7,859
Vacant: for sale	2,854

Population by Sex/Age

Male	187,330
Female	197,174
Under 18	87,553
18 & over	296,951
20 - 24	40,822
25 - 34	57,978
35 - 49	75,961
50 - 64	66,597
65 & over	37,541

Population by Ethnicity

Hispanic or Latino	18,637
Non Hispanic or Latino	365,867

Population by Race

White	181,974
African American	176,538
Asian	8,548
American Indian and Alaska Native	1,230
Native Hawaiian and Pacific Islander	425
Other	7,358
Identified by two or more	8,431

SC - Saluda County

Population

Total Population	19,875
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Housing Status

(in housing units unless noted)

Total	9,289
Occupied	7,527
Owner-occupied	5,645
Population in owner-occupied (number of individuals)	14,080
Renter-occupied	1,882
Population in renter-occupied (number of individuals)	5,556
Households with individuals under 18	2,444
Vacant	1,762
Vacant: for rent	135
Vacant: for sale	84

Population by Sex/Age

Male	9,989
Female	9,886
Under 18	4,581
18 & over	15,294
20 - 24	1,196
25 - 34	2,472
35 - 49	3,907
50 - 64	3,965
65 & over	3,195

Population by Ethnicity

Hispanic or Latino	2,857
Non Hispanic or Latino	17,018

Population by Race

White	12,141
African American	5,230
Asian	38
American Indian and Alaska Native	83
Native Hawaiian and Pacific Islander	63
Other	2,042
Identified by two or more	278

SC - Sumter County

Population

Total Population	107,456
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Housing Status

(in housing units unless noted)

Total	46,011
Occupied	40,398
Owner-occupied	27,014
Population in owner-occupied (number of individuals)	69,774
Renter-occupied	13,384
Population in renter-occupied (number of individuals)	34,908
Households with individuals under 18	14,743
Vacant	5,613
Vacant: for rent	1,556
Vacant: for sale	671

Population by Sex/Age

Male	51,732
Female	55,724
Under 18	27,431
18 & over	80,025
20 - 24	8,218
25 - 34	14,198
35 - 49	20,482
50 - 64	19,845
65 & over	13,921

Population by Ethnicity

Hispanic or Latino	3,532
Non Hispanic or Latino	103,924

Population by Race

White	51,825
African American	50,414
Asian	1,188
American Indian and Alaska Native	389
Native Hawaiian and Pacific Islander	99
Other	1,511
Identified by two or more	2,030