



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

**COLUMBUS TUPELO WEST POINT :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	482,483
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**Housing Status**

( in housing units unless noted )

Total	215,439
Occupied	188,438
Owner-occupied	130,376
Population in owner-occupied ( number of individuals )	330,732
Renter-occupied	58,062
Population in renter-occupied ( number of individuals )	140,142
Households with individuals under 18	63,941
Vacant	27,001
Vacant: for rent	6,901
Vacant: for sale	2,586

**Population by Sex/Age**

Male	232,751
Female	249,732
Under 18	118,278
18 & over	364,205
20 - 24	37,508
25 - 34	58,966
35 - 49	92,860
50 - 64	90,385
65 & over	68,228

**Population by Ethnicity**

Hispanic or Latino	10,596
Non Hispanic or Latino	471,887

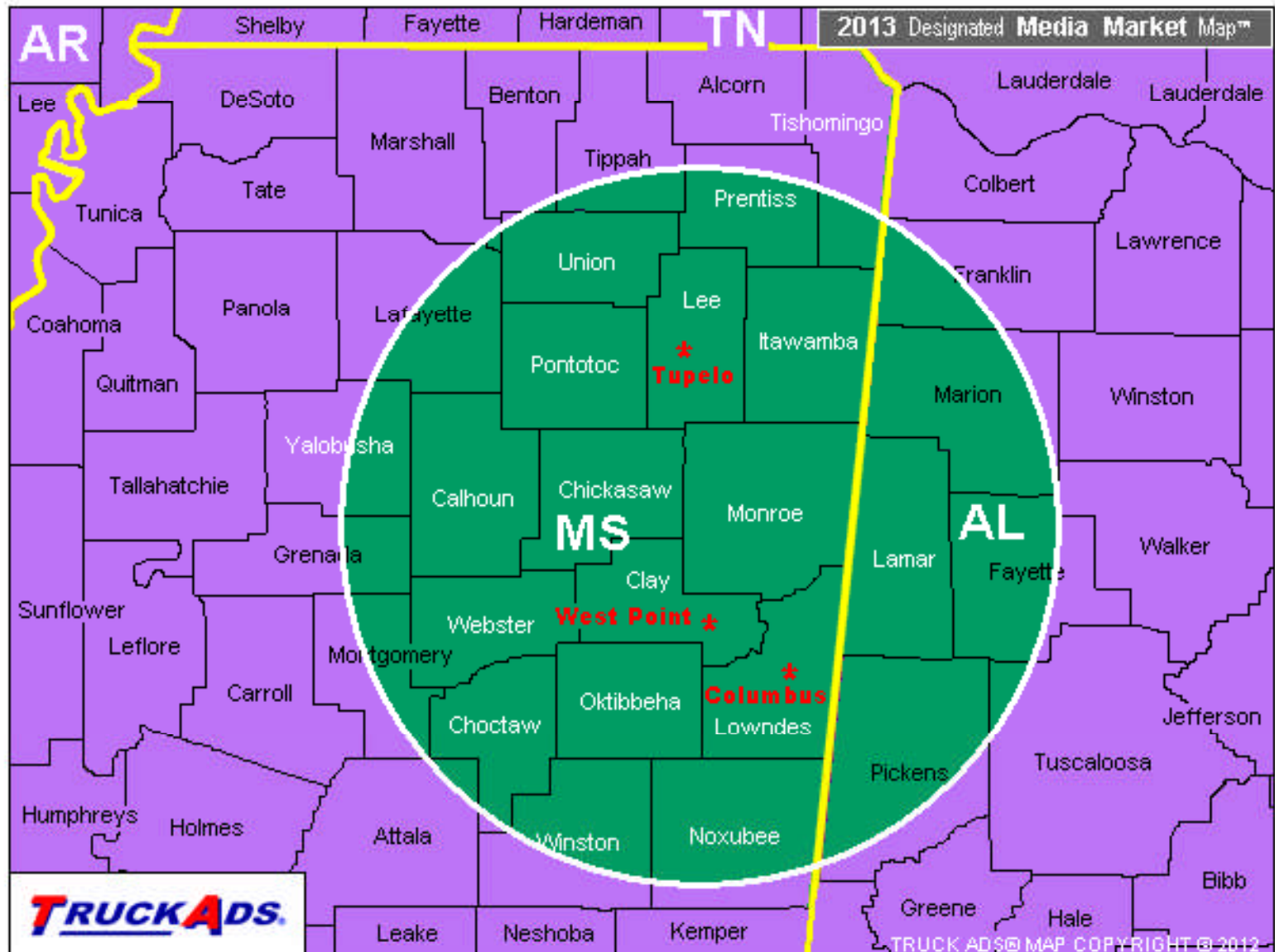
**Population by Race**

White	325,557
African American	142,489
Asian	2,568
American Indian and Alaska Native	1039
Native Hawaiian and Pacific Islander	116
Other	5,717
Identified by two or more	4,997



# COLUMBUS TUPELO WEST POINT :::

## BROADCAST TV MARKET AREA



## 18 COUNTIES IN THIS DESIGNATED MARKET

**MISSISSIPPI:** Calhoun, MS ~ Chickasaw, MS ~ Choctaw, MS ~ Clay, MS ~ Itawamba, MS ~ Lee, MS ~ Lowndes, MS ~ Monroe, MS ~ Noxubee, MS ~ Oktibbeha, MS ~ Pontotoc, MS ~ Prentiss, MS ~ Tishomingo, MS ~ Union, MS ~ Webster, MS ~ Winston, MS ~ Yalobusha, MS ~ **ALABAMA:** Lamar, AL

## MS - Calhoun County

### Population

Total Population	14,962
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### Housing Status

( in housing units unless noted )

Total	6,913
Occupied	5,988
Owner-occupied	4,262
Population in owner-occupied ( number of individuals )	10,367
Renter-occupied	1,726
Population in renter-occupied ( number of individuals )	4,380
Households with individuals under 18	2,008
Vacant	925
Vacant: for rent	225
Vacant: for sale	53

### Population by Sex/Age

Male	7,153
Female	7,809
Under 18	3,739
18 & over	11,223
20 - 24	821
25 - 34	1,704
35 - 49	2,940
50 - 64	2,939
65 & over	2,476

### Population by Ethnicity

Hispanic or Latino	805
Non Hispanic or Latino	14,157

### Population by Race

White	10,096
African American	4,149
Asian	16
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	2
Other	511
Identified by two or more	171

## MS - Chickasaw County

### Population

Total Population	17,392
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### Housing Status

( in housing units unless noted )

Total	7,514
Occupied	6,639
Owner-occupied	4,900
Population in owner-occupied ( number of individuals )	12,756
Renter-occupied	1,739
Population in renter-occupied ( number of individuals )	4,430
Households with individuals under 18	2,425
Vacant	875
Vacant: for rent	259
Vacant: for sale	98

### Population by Sex/Age

Male	8,267
Female	9,125
Under 18	4,572
18 & over	12,820
20 - 24	1,063
25 - 34	2,037
35 - 49	3,348
50 - 64	3,365
65 & over	2,512

### Population by Ethnicity

Hispanic or Latino	643
Non Hispanic or Latino	16,749

### Population by Race

White	9,386
African American	7,319
Asian	53
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	2
Other	442
Identified by two or more	167

## MS - Choctaw County

### Population

Total Population	8,547
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### Housing Status

( in housing units unless noted )

Total	4,150
Occupied	3,446
Owner-occupied	2,637
Population in owner-occupied ( number of individuals )	6,479
Renter-occupied	809
Population in renter-occupied ( number of individuals )	1,947
Households with individuals under 18	1,129
Vacant	704
Vacant: for rent	60
Vacant: for sale	29

### Population by Sex/Age

Male	4,094
Female	4,453
Under 18	2,077
18 & over	6,470
20 - 24	422
25 - 34	887
35 - 49	1,628
50 - 64	1,824
65 & over	1,486

### Population by Ethnicity

Hispanic or Latino	76
Non Hispanic or Latino	8,471

### Population by Race

White	5,846
African American	2,574
Asian	8
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	10
Identified by two or more	92

## MS - Clay County

### Population

Total Population	20,634
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### Housing Status

( in housing units unless noted )

Total	9,180
Occupied	8,029
Owner-occupied	5,558
Population in owner-occupied ( number of individuals )	14,011
Renter-occupied	2,471
Population in renter-occupied ( number of individuals )	6,320
Households with individuals under 18	2,824
Vacant	1,151
Vacant: for rent	243
Vacant: for sale	108

### Population by Sex/Age

Male	9,670
Female	10,964
Under 18	5,302
18 & over	15,332
20 - 24	1,246
25 - 34	2,451
35 - 49	3,782
50 - 64	4,254
65 & over	2,952

### Population by Ethnicity

Hispanic or Latino	199
Non Hispanic or Latino	20,435

### Population by Race

White	8,350
African American	12,017
Asian	46
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	2
Other	72
Identified by two or more	120

## MS - Itawamba County

### Population

Total Population	23,401
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### Housing Status

( in housing units unless noted )

Total	10,126
Occupied	8,881
Owner-occupied	6,847
Population in owner-occupied ( number of individuals )	17,464
Renter-occupied	2,034
Population in renter-occupied ( number of individuals )	5,003
Households with individuals under 18	3,043
Vacant	1,245
Vacant: for rent	285
Vacant: for sale	83

### Population by Sex/Age

Male	11,442
Female	11,959
Under 18	5,400
18 & over	18,001
20 - 24	1,531
25 - 34	2,610
35 - 49	4,748
50 - 64	4,323
65 & over	3,701

### Population by Ethnicity

Hispanic or Latino	300
Non Hispanic or Latino	23,101

### Population by Race

White	21,623
African American	1,391
Asian	52
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	3
Other	145
Identified by two or more	140

## MS - Lee County

### Population

Total Population	82,910
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### Housing Status

( in housing units unless noted )

Total	35,872
Occupied	32,086
Owner-occupied	21,588
Population in owner-occupied ( number of individuals )	56,232
Renter-occupied	10,498
Population in renter-occupied ( number of individuals )	25,613
Households with individuals under 18	11,861
Vacant	3,786
Vacant: for rent	1,526
Vacant: for sale	644

### Population by Sex/Age

Male	39,709
Female	43,201
Under 18	22,106
18 & over	60,804
20 - 24	4,727
25 - 34	10,976
35 - 49	17,198
50 - 64	14,996
65 & over	10,749

### Population by Ethnicity

Hispanic or Latino	1,991
Non Hispanic or Latino	80,919

### Population by Race

White	57,497
African American	22,619
Asian	517
American Indian and Alaska Native	132
Native Hawaiian and Pacific Islander	20
Other	1,091
Identified by two or more	1,034



## MS - Lowndes County

### Population

Total Population	59,779
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### Housing Status

( in housing units unless noted )

Total	26,556
Occupied	23,487
Owner-occupied	14,853
Population in owner-occupied ( number of individuals )	37,712
Renter-occupied	8,634
Population in renter-occupied ( number of individuals )	20,749
Households with individuals under 18	8,173
Vacant	3,069
Vacant: for rent	1,072
Vacant: for sale	391

### Population by Sex/Age

Male	28,341
Female	31,438
Under 18	15,055
18 & over	44,724
20 - 24	4,613
25 - 34	7,644
35 - 49	11,548
50 - 64	11,378
65 & over	7,704

### Population by Ethnicity

Hispanic or Latino	914
Non Hispanic or Latino	58,865

### Population by Race

White	32,259
African American	25,993
Asian	399
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	31
Other	332
Identified by two or more	652

## MS - Monroe County

### Population

Total Population	36,989
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### Housing Status

( in housing units unless noted )

Total	16,455
Occupied	14,485
Owner-occupied	10,950
Population in owner-occupied ( number of individuals )	27,734
Renter-occupied	3,535
Population in renter-occupied ( number of individuals )	8,847
Households with individuals under 18	4,982
Vacant	1,970
Vacant: for rent	318
Vacant: for sale	205

### Population by Sex/Age

Male	17,582
Female	19,407
Under 18	9,082
18 & over	27,907
20 - 24	2,139
25 - 34	4,192
35 - 49	7,274
50 - 64	7,442
65 & over	5,830

### Population by Ethnicity

Hispanic or Latino	355
Non Hispanic or Latino	36,634

### Population by Race

White	25,035
African American	11,420
Asian	71
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	4
Other	105
Identified by two or more	291

## MS - Noxubee County

### Population

Total Population	11,545
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### Housing Status

( in housing units unless noted )

Total	5,170
Occupied	4,305
Owner-occupied	3,282
Population in owner-occupied ( number of individuals )	8,818
Renter-occupied	1,023
Population in renter-occupied ( number of individuals )	2,554
Households with individuals under 18	1,576
Vacant	865
Vacant: for rent	79
Vacant: for sale	48

### Population by Sex/Age

Male	5,526
Female	6,019
Under 18	3,129
18 & over	8,416
20 - 24	818
25 - 34	1,342
35 - 49	2,132
50 - 64	2,253
65 & over	1,552

### Population by Ethnicity

Hispanic or Latino	92
Non Hispanic or Latino	11,453

### Population by Race

White	3,133
African American	8,262
Asian	22
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	1
Other	48
Identified by two or more	59

## MS - Oktibbeha County

### Population

Total Population	47,671
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### Housing Status

( in housing units unless noted )

Total	20,947
Occupied	18,820
Owner-occupied	9,244
Population in owner-occupied ( number of individuals )	22,793
Renter-occupied	9,576
Population in renter-occupied ( number of individuals )	20,511
Households with individuals under 18	4,814
Vacant	2,127
Vacant: for rent	946
Vacant: for sale	203

### Population by Sex/Age

Male	23,752
Female	23,919
Under 18	8,706
18 & over	38,965
20 - 24	10,790
25 - 34	6,705
35 - 49	6,666
50 - 64	6,544
65 & over	4,391

### Population by Ethnicity

Hispanic or Latino	683
Non Hispanic or Latino	46,988

### Population by Race

White	28,224
African American	17,431
Asian	1,156
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	16
Other	186
Identified by two or more	567

## MS - Pontotoc County

### Population

Total Population	29,957
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### Housing Status

( in housing units unless noted )

Total	12,440
Occupied	11,172
Owner-occupied	8,197
Population in owner-occupied ( number of individuals )	21,713
Renter-occupied	2,975
Population in renter-occupied ( number of individuals )	8,008
Households with individuals under 18	4,234
Vacant	1,268
Vacant: for rent	360
Vacant: for sale	127

### Population by Sex/Age

Male	14,771
Female	15,186
Under 18	8,080
18 & over	21,877
20 - 24	1,799
25 - 34	3,797
35 - 49	6,299
50 - 64	5,397
65 & over	3,831

### Population by Ethnicity

Hispanic or Latino	1,849
Non Hispanic or Latino	28,108

### Population by Race

White	23,984
African American	4,131
Asian	56
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	12
Other	1,300
Identified by two or more	407

## MS - Prentiss County

### Population

Total Population	25,276
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### Housing Status

( in housing units unless noted )

Total	11,054
Occupied	9,812
Owner-occupied	7,296
Population in owner-occupied ( number of individuals )	18,454
Renter-occupied	2,516
Population in renter-occupied ( number of individuals )	5,958
Households with individuals under 18	3,300
Vacant	1,242
Vacant: for rent	268
Vacant: for sale	84

### Population by Sex/Age

Male	12,353
Female	12,923
Under 18	5,885
18 & over	19,391
20 - 24	1,907
25 - 34	2,905
35 - 49	4,901
50 - 64	4,787
65 & over	3,972

### Population by Ethnicity

Hispanic or Latino	307
Non Hispanic or Latino	24,969

### Population by Race

White	21,312
African American	3,488
Asian	33
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	3
Other	135
Identified by two or more	261

## MS - Tishomingo County

### Population

Total Population	19,593
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### Housing Status

( in housing units unless noted )

Total	10,295
Occupied	8,148
Owner-occupied	6,100
Population in owner-occupied ( number of individuals )	14,625
Renter-occupied	2,048
Population in renter-occupied ( number of individuals )	4,688
Households with individuals under 18	2,527
Vacant	2,147
Vacant: for rent	258
Vacant: for sale	114

### Population by Sex/Age

Male	9,462
Female	10,131
Under 18	4,538
18 & over	15,055
20 - 24	985
25 - 34	2,052
35 - 49	4,025
50 - 64	3,971
65 & over	3,534

### Population by Ethnicity

Hispanic or Latino	553
Non Hispanic or Latino	19,040

### Population by Race

White	18,509
African American	519
Asian	21
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	1
Other	342
Identified by two or more	164

## MS - Union County

### Population

Total Population	27,134
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### Housing Status

( in housing units unless noted )

Total	11,520
Occupied	10,317
Owner-occupied	7,611
Population in owner-occupied ( number of individuals )	19,738
Renter-occupied	2,706
Population in renter-occupied ( number of individuals )	7,113
Households with individuals under 18	3,733
Vacant	1,203
Vacant: for rent	370
Vacant: for sale	127

### Population by Sex/Age

Male	13,255
Female	13,879
Under 18	6,990
18 & over	20,144
20 - 24	1,616
25 - 34	3,355
35 - 49	5,516
50 - 64	5,048
65 & over	3,923

### Population by Ethnicity

Hispanic or Latino	1,210
Non Hispanic or Latino	25,924

### Population by Race

White	21,973
African American	3,935
Asian	46
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	11
Other	792
Identified by two or more	331



## MS - Webster County

### Population

Total Population	10,253
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### Housing Status

( in housing units unless noted )

Total	4,804
Occupied	4,060
Owner-occupied	3,076
Population in owner-occupied ( number of individuals )	7,790
Renter-occupied	984
Population in renter-occupied ( number of individuals )	2,407
Households with individuals under 18	1,383
Vacant	744
Vacant: for rent	135
Vacant: for sale	40

### Population by Sex/Age

Male	4,985
Female	5,268
Under 18	2,579
18 & over	7,674
20 - 24	552
25 - 34	1,175
35 - 49	2,064
50 - 64	2,029
65 & over	1,614

### Population by Ethnicity

Hispanic or Latino	104
Non Hispanic or Latino	10,149

### Population by Race

White	8,065
African American	2,040
Asian	11
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	0
Other	38
Identified by two or more	78

## MS - Winston County

### Population

Total Population	19,198
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### Housing Status

( in housing units unless noted )

Total	8,745
Occupied	7,494
Owner-occupied	5,594
Population in owner-occupied ( number of individuals )	13,670
Renter-occupied	1,900
Population in renter-occupied ( number of individuals )	5,120
Households with individuals under 18	2,487
Vacant	1,251
Vacant: for rent	181
Vacant: for sale	80

### Population by Sex/Age

Male	9,239
Female	9,959
Under 18	4,789
18 & over	14,409
20 - 24	1,079
25 - 34	2,258
35 - 49	3,532
50 - 64	3,889
65 & over	3,171

### Population by Ethnicity

Hispanic or Latino	184
Non Hispanic or Latino	19,014

### Population by Race

White	9,972
African American	8,753
Asian	37
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	4
Other	47
Identified by two or more	166

## MS - Yalobusha County

### Population

Total Population	12,678
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### Housing Status

( in housing units unless noted )

Total	6,344
Occupied	5,166
Owner-occupied	3,912
Population in owner-occupied ( number of individuals )	9,522
Renter-occupied	1,254
Population in renter-occupied ( number of individuals )	3,001
Households with individuals under 18	1,632
Vacant	1,178
Vacant: for rent	135
Vacant: for sale	103

### Population by Sex/Age

Male	6,053
Female	6,625
Under 18	3,022
18 & over	9,656
20 - 24	669
25 - 34	1,410
35 - 49	2,379
50 - 64	2,742
65 & over	2,098

### Population by Ethnicity

Hispanic or Latino	151
Non Hispanic or Latino	12,527

### Population by Race

White	7,667
African American	4,805
Asian	20
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	1
Other	39
Identified by two or more	114

## AL - Lamar County

### Population

Total Population	14,564
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### Housing Status

( in housing units unless noted )

Total	7,354
Occupied	6,103
Owner-occupied	4,469
Population in owner-occupied ( number of individuals )	10,854
Renter-occupied	1,634
Population in renter-occupied ( number of individuals )	3,493
Households with individuals under 18	1,810
Vacant	1,251
Vacant: for rent	181
Vacant: for sale	49

### Population by Sex/Age

Male	7,097
Female	7,467
Under 18	3,227
18 & over	11,337
20 - 24	731
25 - 34	1,466
35 - 49	2,880
50 - 64	3,204
65 & over	2,732

### Population by Ethnicity

Hispanic or Latino	180
Non Hispanic or Latino	14,384

### Population by Race

White	12,626
African American	1,643
Asian	4
American Indian and Alaska Native	24
Native Hawaiian and Pacific Islander	2
Other	82
Identified by two or more	183