



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

COLUMBUS ZANESVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	2,511,574
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Housing Status

(in housing units unless noted)

Total	1,087,712
Occupied	985,375
Owner-occupied	636,691
Population in owner-occupied (number of individuals)	1,635,492
Renter-occupied	348,684
Population in renter-occupied (number of individuals)	800,904
Households with individuals under 18	323,248
Vacant	102,337
Vacant: for rent	37,340
Vacant: for sale	16,463

Population by Sex/Age

Male	1,239,687
Female	1,271,887
Under 18	613,338
18 & over	1,898,236
20 - 24	177,021
25 - 34	348,121
35 - 49	531,137
50 - 64	473,085
65 & over	297,503

Population by Ethnicity

Hispanic or Latino	74,208
Non Hispanic or Latino	2,437,366

Population by Race

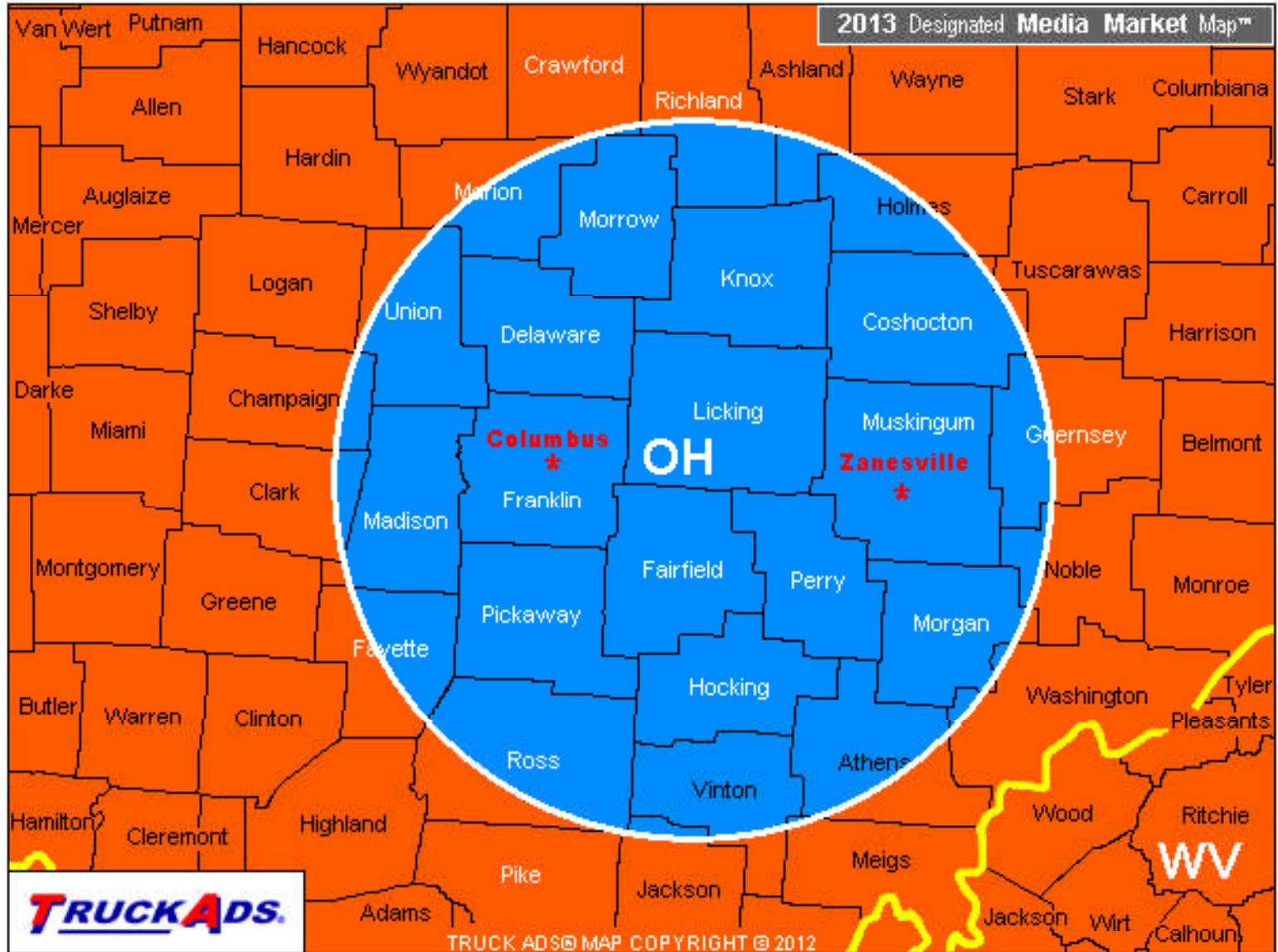
White	2,052,830
African American	300,617
Asian	60,036
American Indian and Alaska Native	5,840
Native Hawaiian and Pacific Islander	1,080
Other	32,851
Identified by two or more	58,320

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COLUMBUS ZANESVILLE :::

BROADCAST TV MARKET AREA



21 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Coshocton, OH ~ Crawford, OH ~ Delaware, OH ~ Fairfield, OH ~ Fayette, OH ~ Franklin, OH ~ Guernsey, OH ~ Hocking, OH ~ Knox, OH ~ Licking, OH ~ Madison, OH ~ Marion, OH ~ Morgan, OH ~ Morrow, OH ~ Muskingum, OH ~ Perry, OH ~ Pickaway, OH ~ Pike, OH ~ Richland, OH ~ Ross, OH ~ Union, OH

OH - Coshocton County

Population

Total Population	36,901
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Housing Status

(in housing units unless noted)

Total	16,545
Occupied	14,658
Owner-occupied	10,735
Population in owner-occupied (number of individuals)	27,200
Renter-occupied	3,923
Population in renter-occupied (number of individuals)	9,273
Households with individuals under 18	4,518
Vacant	1,887
Vacant: for rent	378
Vacant: for sale	199

Population by Sex/Age

Male	18,225
Female	18,676
Under 18	8,879
18 & over	28,022
20 - 24	1,940
25 - 34	4,115
35 - 49	7,237
50 - 64	7,811
65 & over	5,992

Population by Ethnicity

Hispanic or Latino	279
Non Hispanic or Latino	36,622

Population by Race

White	35,810
African American	395
Asian	103
American Indian and Alaska Native	81
Native Hawaiian and Pacific Islander	3
Other	81
Identified by two or more	428

OH - Crawford County

Population

Total Population	43,784
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Housing Status

(in housing units unless noted)

Total	20,167
Occupied	18,099
Owner-occupied	12,541
Population in owner-occupied (number of individuals)	30,244
Renter-occupied	5,558
Population in renter-occupied (number of individuals)	12,961
Households with individuals under 18	5,411
Vacant	2,068
Vacant: for rent	631
Vacant: for sale	324

Population by Sex/Age

Male	21,260
Female	22,524
Under 18	10,133
18 & over	33,651
20 - 24	2,190
25 - 34	4,789
35 - 49	8,535
50 - 64	9,255
65 & over	7,796

Population by Ethnicity

Hispanic or Latino	533
Non Hispanic or Latino	43,251

Population by Race

White	42,556
African American	378
Asian	156
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	7
Other	139
Identified by two or more	488

OH - Delaware County

Population

Total Population	174,214
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Housing Status

(in housing units unless noted)

Total	66,378
Occupied	62,760
Owner-occupied	51,354
Population in owner-occupied (number of individuals)	146,136
Renter-occupied	11,406
Population in renter-occupied (number of individuals)	25,710
Households with individuals under 18	26,287
Vacant	3,618
Vacant: for rent	959
Vacant: for sale	1,051

Population by Sex/Age

Male	85,925
Female	88,289
Under 18	50,504
18 & over	123,710
20 - 24	7,210
25 - 34	19,042
35 - 49	44,478
50 - 64	32,653
65 & over	16,517

Population by Ethnicity

Hispanic or Latino	3,669
Non Hispanic or Latino	170,545

Population by Race

White	156,328
African American	5,837
Asian	7,436
American Indian and Alaska Native	252
Native Hawaiian and Pacific Islander	51
Other	1,097
Identified by two or more	3,213

OH - Fairfield County

Population

Total Population	146,156
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Housing Status

(in housing units unless noted)

Total	58,687
Occupied	54,310
Owner-occupied	40,238
Population in owner-occupied (number of individuals)	109,446
Renter-occupied	14,072
Population in renter-occupied (number of individuals)	33,838
Households with individuals under 18	20,239
Vacant	4,377
Vacant: for rent	1,321
Vacant: for sale	902

Population by Sex/Age

Male	72,450
Female	73,706
Under 18	38,409
18 & over	107,747
20 - 24	7,785
25 - 34	17,381
35 - 49	32,358
50 - 64	28,540
65 & over	18,075

Population by Ethnicity

Hispanic or Latino	2,510
Non Hispanic or Latino	143,646

Population by Race

White	131,830
African American	8,702
Asian	1,645
American Indian and Alaska Native	309
Native Hawaiian and Pacific Islander	45
Other	812
Identified by two or more	2,813

OH - Fayette County

Population

Total Population	29,030
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Housing Status

(in housing units unless noted)

Total	12,693
Occupied	11,436
Owner-occupied	7,231
Population in owner-occupied (number of individuals)	18,023
Renter-occupied	4,205
Population in renter-occupied (number of individuals)	10,414
Households with individuals under 18	3,815
Vacant	1,257
Vacant: for rent	385
Vacant: for sale	257

Population by Sex/Age

Male	14,271
Female	14,759
Under 18	7,163
18 & over	21,867
20 - 24	1,593
25 - 34	3,440
35 - 49	5,917
50 - 64	5,878
65 & over	4,345

Population by Ethnicity

Hispanic or Latino	520
Non Hispanic or Latino	28,510

Population by Race

White	27,471
African American	586
Asian	157
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	8
Other	237
Identified by two or more	504

OH - Franklin County

Population

Total Population	1,163,414
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Housing Status

(in housing units unless noted)

Total	527,186
Occupied	477,235
Owner-occupied	264,583
Population in owner-occupied (number of individuals)	660,610
Renter-occupied	212,652
Population in renter-occupied (number of individuals)	477,580
Households with individuals under 18	147,714
Vacant	49,951
Vacant: for rent	23,227
Vacant: for sale	7,885

Population by Sex/Age

Male	566,499
Female	596,915
Under 18	278,542
18 & over	884,872
20 - 24	102,648
25 - 34	190,763
35 - 49	238,341
50 - 64	201,301
65 & over	115,706

Population by Ethnicity

Hispanic or Latino	55,718
Non Hispanic or Latino	1,107,696

Population by Race

White	805,617
African American	247,225
Asian	44,996
American Indian and Alaska Native	2,852
Native Hawaiian and Pacific Islander	746
Other	27,272
Identified by two or more	34,706

OH - Guernsey County

Population

Total Population	40,087
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Housing Status

(in housing units unless noted)

Total	19,193
Occupied	16,210
Owner-occupied	11,624
Population in owner-occupied (number of individuals)	29,141
Renter-occupied	4,586
Population in renter-occupied (number of individuals)	10,436
Households with individuals under 18	5,042
Vacant	2,983
Vacant: for rent	426
Vacant: for sale	231

Population by Sex/Age

Male	19,644
Female	20,443
Under 18	9,615
18 & over	30,472
20 - 24	2,181
25 - 34	4,406
35 - 49	7,931
50 - 64	8,570
65 & over	6,426

Population by Ethnicity

Hispanic or Latino	349
Non Hispanic or Latino	39,738

Population by Race

White	38,486
African American	590
Asian	110
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	10
Other	76
Identified by two or more	715

OH - Hocking County

Population

Total Population	29,380
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Housing Status

(in housing units unless noted)

Total	13,417
Occupied	11,369
Owner-occupied	8,345
Population in owner-occupied (number of individuals)	21,204
Renter-occupied	3,024
Population in renter-occupied (number of individuals)	7,458
Households with individuals under 18	3,670
Vacant	2,048
Vacant: for rent	221
Vacant: for sale	328

Population by Sex/Age

Male	14,685
Female	14,695
Under 18	7,005
18 & over	22,375
20 - 24	1,496
25 - 34	3,230
35 - 49	6,034
50 - 64	6,347
65 & over	4,491

Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	29,182

Population by Race

White	28,639
African American	217
Asian	47
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	3
Other	49
Identified by two or more	329

OH - Knox County

Population

Total Population	60,921
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Housing Status

(in housing units unless noted)

Total	25,118
Occupied	22,607
Owner-occupied	16,390
Population in owner-occupied (number of individuals)	42,816
Renter-occupied	6,217
Population in renter-occupied (number of individuals)	14,620
Households with individuals under 18	7,315
Vacant	2,511
Vacant: for rent	536
Vacant: for sale	335

Population by Sex/Age

Male	29,751
Female	31,170
Under 18	14,701
18 & over	46,220
20 - 24	4,814
25 - 34	6,471
35 - 49	11,397
50 - 64	12,204
65 & over	8,987

Population by Ethnicity

Hispanic or Latino	737
Non Hispanic or Latino	60,184

Population by Race

White	58,933
African American	496
Asian	350
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	16
Other	262
Identified by two or more	741

OH - Licking County

Population

Total Population	166,492
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Housing Status

(in housing units unless noted)

Total	69,291
Occupied	63,989
Owner-occupied	46,908
Population in owner-occupied (number of individuals)	122,513
Renter-occupied	17,081
Population in renter-occupied (number of individuals)	40,531
Households with individuals under 18	21,912
Vacant	5,302
Vacant: for rent	1,628
Vacant: for sale	994

Population by Sex/Age

Male	81,524
Female	84,968
Under 18	41,125
18 & over	125,367
20 - 24	9,650
25 - 34	18,723
35 - 49	35,784
50 - 64	34,068
65 & over	22,087

Population by Ethnicity

Hispanic or Latino	2,312
Non Hispanic or Latino	164,180

Population by Race

White	155,190
African American	5,701
Asian	1,237
American Indian and Alaska Native	462
Native Hawaiian and Pacific Islander	36
Other	698
Identified by two or more	3,168

OH - Madison County

Population

Total Population	43,435
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Housing Status

(in housing units unless noted)

Total	15,939
Occupied	14,734
Owner-occupied	10,641
Population in owner-occupied (number of individuals)	28,053
Renter-occupied	4,093
Population in renter-occupied (number of individuals)	10,144
Households with individuals under 18	5,020
Vacant	1,205
Vacant: for rent	373
Vacant: for sale	237

Population by Sex/Age

Male	23,732
Female	19,703
Under 18	9,807
18 & over	33,628
20 - 24	2,510
25 - 34	5,599
35 - 49	10,453
50 - 64	8,538
65 & over	5,389

Population by Ethnicity

Hispanic or Latino	622
Non Hispanic or Latino	42,813

Population by Race

White	39,364
African American	2,862
Asian	232
American Indian and Alaska Native	105
Native Hawaiian and Pacific Islander	10
Other	214
Identified by two or more	648

OH - Marion County

Population

Total Population	66,501
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Housing Status

(in housing units unless noted)

Total	27,834
Occupied	24,691
Owner-occupied	16,960
Population in owner-occupied (number of individuals)	42,020
Renter-occupied	7,731
Population in renter-occupied (number of individuals)	19,024
Households with individuals under 18	7,856
Vacant	3,143
Vacant: for rent	1,069
Vacant: for sale	446

Population by Sex/Age

Male	34,875
Female	31,626
Under 18	14,729
18 & over	51,772
20 - 24	4,229
25 - 34	8,373
35 - 49	13,997
50 - 64	14,037
65 & over	9,468

Population by Ethnicity

Hispanic or Latino	1,503
Non Hispanic or Latino	64,998

Population by Race

White	60,565
African American	3,807
Asian	335
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	34
Other	516
Identified by two or more	1,131

OH - Morgan County

Population

Total Population	15,054
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Housing Status

(in housing units unless noted)

Total	7,892
Occupied	6,034
Owner-occupied	4,640
Population in owner-occupied (number of individuals)	11,549
Renter-occupied	1,394
Population in renter-occupied (number of individuals)	3,317
Households with individuals under 18	1,794
Vacant	1,858
Vacant: for rent	121
Vacant: for sale	73

Population by Sex/Age

Male	7,500
Female	7,554
Under 18	3,520
18 & over	11,534
20 - 24	749
25 - 34	1,607
35 - 49	2,896
50 - 64	3,293
65 & over	2,611

Population by Ethnicity

Hispanic or Latino	97
Non Hispanic or Latino	14,957

Population by Race

White	14,030
African American	432
Asian	17
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	0
Other	33
Identified by two or more	490

OH - Morrow County

Population

Total Population	34,827
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Housing Status

(in housing units unless noted)

Total	14,155
Occupied	12,855
Owner-occupied	10,231
Population in owner-occupied (number of individuals)	27,617
Renter-occupied	2,624
Population in renter-occupied (number of individuals)	6,844
Households with individuals under 18	4,515
Vacant	1,300
Vacant: for rent	283
Vacant: for sale	226

Population by Sex/Age

Male	17,454
Female	17,373
Under 18	8,993
18 & over	25,834
20 - 24	1,627
25 - 34	3,827
35 - 49	7,481
50 - 64	7,312
65 & over	4,680

Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	34,447

Population by Race

White	34,025
African American	121
Asian	88
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	9
Other	85
Identified by two or more	454

OH - Muskingum County

Population

Total Population	86,074
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Housing Status

(in housing units unless noted)

Total	38,074
Occupied	34,271
Owner-occupied	23,712
Population in owner-occupied (number of individuals)	59,428
Renter-occupied	10,559
Population in renter-occupied (number of individuals)	24,748
Households with individuals under 18	11,069
Vacant	3,803
Vacant: for rent	1,011
Vacant: for sale	622

Population by Sex/Age

Male	41,637
Female	44,437
Under 18	20,651
18 & over	65,423
20 - 24	5,486
25 - 34	9,833
35 - 49	17,095
50 - 64	17,420
65 & over	13,184

Population by Ethnicity

Hispanic or Latino	650
Non Hispanic or Latino	85,424

Population by Race

White	80,020
African American	3,256
Asian	287
American Indian and Alaska Native	187
Native Hawaiian and Pacific Islander	15
Other	199
Identified by two or more	2,110

OH - Perry County

Population

Total Population	36,058
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Housing Status

(in housing units unless noted)

Total	15,211
Occupied	13,576
Owner-occupied	10,227
Population in owner-occupied (number of individuals)	27,212
Renter-occupied	3,349
Population in renter-occupied (number of individuals)	8,539
Households with individuals under 18	4,842
Vacant	1,635
Vacant: for rent	267
Vacant: for sale	195

Population by Sex/Age

Male	17,975
Female	18,083
Under 18	9,431
18 & over	26,627
20 - 24	1,937
25 - 34	4,138
35 - 49	7,493
50 - 64	7,446
65 & over	4,658

Population by Ethnicity

Hispanic or Latino	195
Non Hispanic or Latino	35,863

Population by Race

White	35,290
African American	93
Asian	37
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	7
Other	52
Identified by two or more	492

OH - Pickaway County

Population

Total Population	55,698
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Housing Status

(in housing units unless noted)

Total	21,275
Occupied	19,624
Owner-occupied	14,557
Population in owner-occupied (number of individuals)	38,563
Renter-occupied	5,067
Population in renter-occupied (number of individuals)	12,680
Households with individuals under 18	6,946
Vacant	1,651
Vacant: for rent	608
Vacant: for sale	327

Population by Sex/Age

Male	29,231
Female	26,467
Under 18	13,157
18 & over	42,541
20 - 24	3,291
25 - 34	7,220
35 - 49	12,449
50 - 64	10,896
65 & over	7,156

Population by Ethnicity

Hispanic or Latino	588
Non Hispanic or Latino	55,110

Population by Race

White	52,655
African American	1,881
Asian	212
American Indian and Alaska Native	108
Native Hawaiian and Pacific Islander	11
Other	156
Identified by two or more	675

OH - Pike County

Population

Total Population	28,709
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Housing Status

(in housing units unless noted)

Total	12,481
Occupied	11,012
Owner-occupied	7,541
Population in owner-occupied (number of individuals)	19,630
Renter-occupied	3,471
Population in renter-occupied (number of individuals)	8,583
Households with individuals under 18	3,814
Vacant	1,469
Vacant: for rent	443
Vacant: for sale	119

Population by Sex/Age

Male	14,254
Female	14,455
Under 18	7,120
18 & over	21,589
20 - 24	1,600
25 - 34	3,325
35 - 49	5,926
50 - 64	5,772
65 & over	4,212

Population by Ethnicity

Hispanic or Latino	207
Non Hispanic or Latino	28,502

Population by Race

White	27,729
African American	258
Asian	55
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	4
Other	44
Identified by two or more	469

OH - Richland County

Population

Total Population	124,475
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Housing Status

(in housing units unless noted)

Total	54,599
Occupied	48,921
Owner-occupied	33,842
Population in owner-occupied (number of individuals)	83,347
Renter-occupied	15,079
Population in renter-occupied (number of individuals)	33,865
Households with individuals under 18	14,616
Vacant	5,678
Vacant: for rent	2,282
Vacant: for sale	821

Population by Sex/Age

Male	62,927
Female	61,548
Under 18	28,019
18 & over	96,456
20 - 24	7,192
25 - 34	14,758
35 - 49	24,720
50 - 64	26,209
65 & over	20,260

Population by Ethnicity

Hispanic or Latino	1,732
Non Hispanic or Latino	122,743

Population by Race

White	108,870
African American	11,709
Asian	808
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	37
Other	439
Identified by two or more	2,372

OH - Ross County

Population

Total Population	78,064
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Housing Status

(in housing units unless noted)

Total	32,148
Occupied	28,919
Owner-occupied	20,404
Population in owner-occupied (number of individuals)	51,228
Renter-occupied	8,515
Population in renter-occupied (number of individuals)	20,483
Households with individuals under 18	9,488
Vacant	3,229
Vacant: for rent	822
Vacant: for sale	540

Population by Sex/Age

Male	41,167
Female	36,897
Under 18	17,585
18 & over	60,479
20 - 24	4,329
25 - 34	10,073
35 - 49	17,546
50 - 64	16,227
65 & over	10,520

Population by Ethnicity

Hispanic or Latino	748
Non Hispanic or Latino	77,316

Population by Race

White	70,835
African American	4,840
Asian	300
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	9
Other	216
Identified by two or more	1,632

OH - Union County

Population

Total Population	52,300
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Housing Status

(in housing units unless noted)

Total	19,429
Occupied	18,065
Owner-occupied	13,987
Population in owner-occupied (number of individuals)	39,512
Renter-occupied	4,078
Population in renter-occupied (number of individuals)	9,856
Households with individuals under 18	7,365
Vacant	1,364
Vacant: for rent	349
Vacant: for sale	351

Population by Sex/Age

Male	24,701
Female	27,599
Under 18	14,250
18 & over	38,050
20 - 24	2,564
25 - 34	7,008
35 - 49	13,069
50 - 64	9,308
65 & over	4,943

Population by Ethnicity

Hispanic or Latino	661
Non Hispanic or Latino	51,639

Population by Race

White	48,587
African American	1,231
Asian	1,428
American Indian and Alaska Native	119
Native Hawaiian and Pacific Islander	19
Other	174
Identified by two or more	742