



CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.

JACKSONVILLE BRUNSWICK :::

BROADCAST TV MARKET AREA

Population

Total Population	1,718,817
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Housing Status

(in housing units unless noted)

Total	767,674
Occupied	663,914
Owner-occupied	448,957
Population in owner-occupied (number of individuals)	1,148,133
Renter-occupied	214,957
Population in renter-occupied (number of individuals)	525,234
Households with individuals under 18	223,483
Vacant	103,760
Vacant: for rent	33,534
Vacant: for sale	15,582

Population by Sex/Age

Male	844,258
Female	874,559
Under 18	409,360
18 & over	1,309,457
20 - 24	117,370
25 - 34	226,322
35 - 49	361,367
50 - 64	339,319
65 & over	217,629

Population by Ethnicity

Hispanic or Latino	114,067
Non Hispanic or Latino	1,604,750

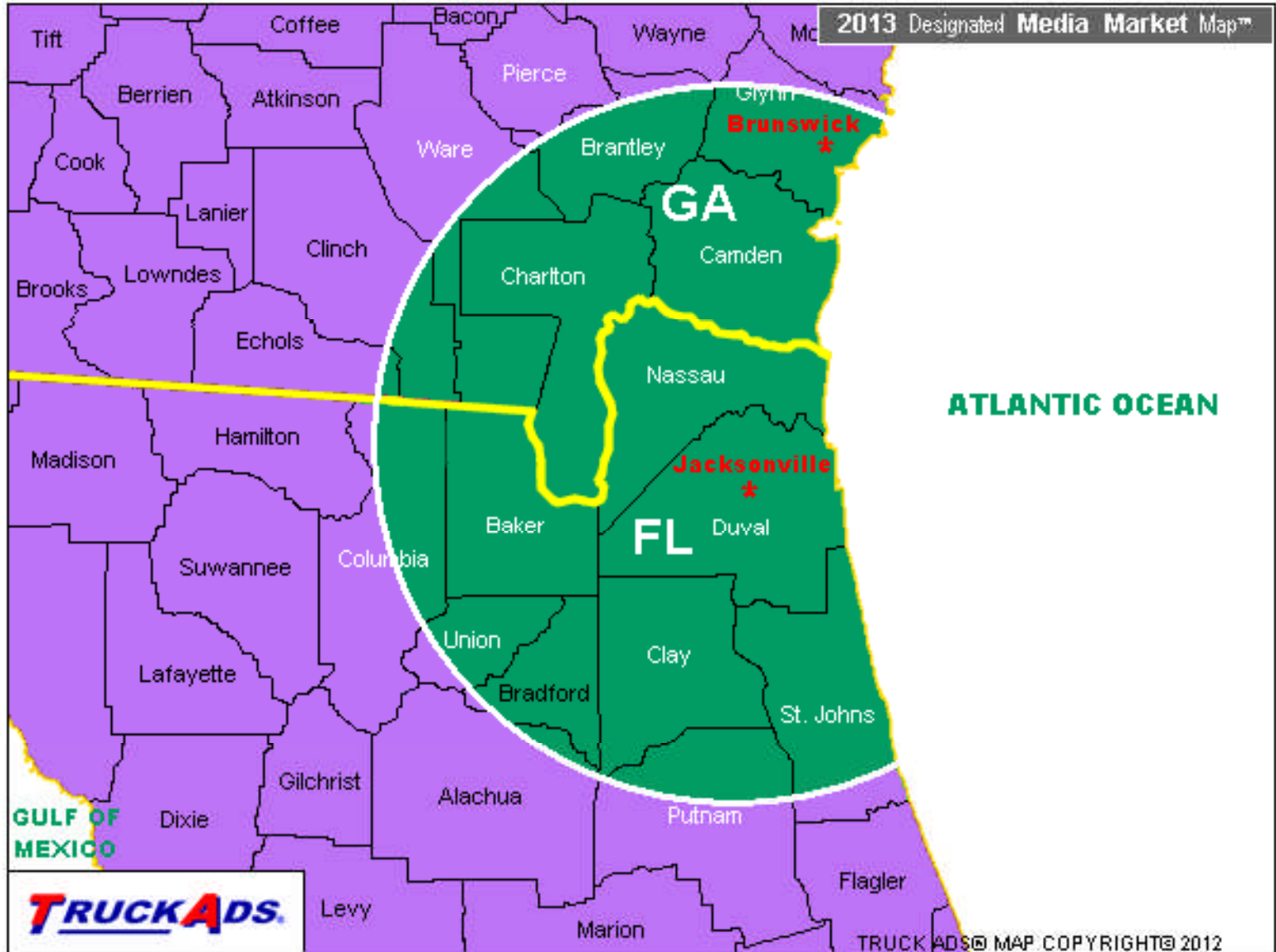
Population by Race

White	1,219,662
African American	367,092
Asian	49,389
American Indian and Alaska Native	6,775
Native Hawaiian and Pacific Islander	1,510
Other	32,109
Identified by two or more	42,280



JACKSONVILLE BRUNSWICK :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Baker, FL ~ Clay, FL ~ Columbia, FL ~ Duval, FL ~ Nassau, FL ~ Putnam, FL ~ St. Johns, FL ~ Union, FL ~ **GEORGIA:** Brantley, GA ~ Camden, GA ~ Charlton, GA ~ Glynn, GA ~ Pierce, GA ~ Ware, GA

FL - Baker County

Population

Total Population	27,115
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Housing Status

(in housing units unless noted)

Total	9,687
Occupied	8,772
Owner-occupied	6,813
Population in owner-occupied (number of individuals)	19,231
Renter-occupied	1,959
Population in renter-occupied (number of individuals)	5,540
Households with individuals under 18	3,627
Vacant	915
Vacant: for rent	206
Vacant: for sale	143

Population by Sex/Age

Male	14,160
Female	12,955
Under 18	7,047
18 & over	20,068
20 - 24	1,766
25 - 34	3,675
35 - 49	5,872
50 - 64	5,083
65 & over	2,956

Population by Ethnicity

Hispanic or Latino	520
Non Hispanic or Latino	26,595

Population by Race

White	22,686
African American	3,680
Asian	132
American Indian and Alaska Native	76
Native Hawaiian and Pacific Islander	5
Other	111
Identified by two or more	425

FL - Clay County

Population

Total Population	190,865
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Housing Status

(in housing units unless noted)

Total	75,478
Occupied	68,792
Owner-occupied	52,567
Population in owner-occupied (number of individuals)	145,070
Renter-occupied	16,225
Population in renter-occupied (number of individuals)	44,544
Households with individuals under 18	27,274
Vacant	6,686
Vacant: for rent	1,687
Vacant: for sale	1,560

Population by Sex/Age

Male	93,491
Female	97,374
Under 18	50,170
18 & over	140,695
20 - 24	10,835
25 - 34	21,693
35 - 49	43,329
50 - 64	37,159
65 & over	22,292

Population by Ethnicity

Hispanic or Latino	14,609
Non Hispanic or Latino	176,256

Population by Race

White	156,087
African American	18,831
Asian	5,589
American Indian and Alaska Native	871
Native Hawaiian and Pacific Islander	214
Other	3,645
Identified by two or more	5,628

FL - Columbia County

Population

Total Population	67,531
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Housing Status

(in housing units unless noted)

Total	28,636
Occupied	24,941
Owner-occupied	18,213
Population in owner-occupied (number of individuals)	45,674
Renter-occupied	6,728
Population in renter-occupied (number of individuals)	17,251
Households with individuals under 18	8,105
Vacant	3,695
Vacant: for rent	1,040
Vacant: for sale	542

Population by Sex/Age

Male	34,951
Female	32,580
Under 18	15,193
18 & over	52,338
20 - 24	4,725
25 - 34	8,200
35 - 49	13,010
50 - 64	14,099
65 & over	10,390

Population by Ethnicity

Hispanic or Latino	3,276
Non Hispanic or Latino	64,255

Population by Race

White	52,611
African American	11,818
Asian	622
American Indian and Alaska Native	346
Native Hawaiian and Pacific Islander	42
Other	787
Identified by two or more	1,305

FL - Duval County

Population

Total Population	864,263
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Housing Status

(in housing units unless noted)

Total	388,486
Occupied	342,450
Owner-occupied	211,077
Population in owner-occupied (number of individuals)	533,629
Renter-occupied	131,373
Population in renter-occupied (number of individuals)	310,649
Households with individuals under 18	112,281
Vacant	46,036
Vacant: for rent	20,792
Vacant: for sale	7,442

Population by Sex/Age

Male	419,425
Female	444,838
Under 18	203,514
18 & over	660,749
20 - 24	66,043
25 - 34	128,855
35 - 49	182,242
50 - 64	162,839
65 & over	96,169

Population by Ethnicity

Hispanic or Latino	65,398
Non Hispanic or Latino	798,865

Population by Race

White	526,044
African American	255,018
Asian	35,901
American Indian and Alaska Native	3,413
Native Hawaiian and Pacific Islander	794
Other	18,427
Identified by two or more	24,666

FL - Nassau County

Population

Total Population	73,314
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Housing Status

(in housing units unless noted)

Total	35,009
Occupied	28,794
Owner-occupied	22,449
Population in owner-occupied (number of individuals)	56,886
Renter-occupied	6,345
Population in renter-occupied (number of individuals)	15,885
Households with individuals under 18	8,859
Vacant	6,215
Vacant: for rent	1,147
Vacant: for sale	850

Population by Sex/Age

Male	36,146
Female	37,168
Under 18	15,919
18 & over	57,395
20 - 24	3,895
25 - 34	7,613
35 - 49	15,200
50 - 64	16,946
65 & over	11,908

Population by Ethnicity

Hispanic or Latino	2,380
Non Hispanic or Latino	70,934

Population by Race

White	65,809
African American	4,668
Asian	639
American Indian and Alaska Native	308
Native Hawaiian and Pacific Islander	50
Other	685
Identified by two or more	1,155

FL - Putnam County

Population

Total Population	74,364
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Housing Status

(in housing units unless noted)

Total	37,337
Occupied	29,409
Owner-occupied	22,333
Population in owner-occupied (number of individuals)	54,132
Renter-occupied	7,076
Population in renter-occupied (number of individuals)	18,825
Households with individuals under 18	8,582
Vacant	7,928
Vacant: for rent	1,090
Vacant: for sale	909

Population by Sex/Age

Male	36,884
Female	37,480
Under 18	16,785
18 & over	57,579
20 - 24	4,046
25 - 34	7,747
35 - 49	13,287
50 - 64	16,414
65 & over	14,070

Population by Ethnicity

Hispanic or Latino	6,706
Non Hispanic or Latino	67,658

Population by Race

White	57,468
African American	12,030
Asian	455
American Indian and Alaska Native	359
Native Hawaiian and Pacific Islander	53
Other	2,705
Identified by two or more	1,294

FL - St. Johns County

Population

Total Population	190,039
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Housing Status

(in housing units unless noted)

Total	89,830
Occupied	75,338
Owner-occupied	57,862
Population in owner-occupied (number of individuals)	146,408
Renter-occupied	17,476
Population in renter-occupied (number of individuals)	40,833
Households with individuals under 18	24,276
Vacant	14,492
Vacant: for rent	2,677
Vacant: for sale	2,233

Population by Sex/Age

Male	92,425
Female	97,614
Under 18	43,851
18 & over	146,188
20 - 24	9,871
25 - 34	18,603
35 - 49	41,408
50 - 64	41,736
65 & over	29,793

Population by Ethnicity

Hispanic or Latino	9,972
Non Hispanic or Latino	180,067

Population by Race

White	169,794
African American	10,684
Asian	3,920
American Indian and Alaska Native	551
Native Hawaiian and Pacific Islander	149
Other	1,576
Identified by two or more	3,365

FL - Union County

Population

Total Population	15,535
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Housing Status

(in housing units unless noted)

Total	4,508
Occupied	4,048
Owner-occupied	2,885
Population in owner-occupied (number of individuals)	7,611
Renter-occupied	1,163
Population in renter-occupied (number of individuals)	3,146
Households with individuals under 18	1,550
Vacant	460
Vacant: for rent	199
Vacant: for sale	46

Population by Sex/Age

Male	10,045
Female	5,490
Under 18	3,010
18 & over	12,525
20 - 24	1,075
25 - 34	2,415
35 - 49	3,436
50 - 64	3,683
65 & over	1,554

Population by Ethnicity

Hispanic or Latino	743
Non Hispanic or Latino	14,792

Population by Race

White	11,655
African American	3,449
Asian	34
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	2
Other	113
Identified by two or more	225

GA - Brantley County

Population

Total Population	18,411
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Housing Status

(in housing units unless noted)

Total	8,086
Occupied	6,885
Owner-occupied	5,548
Population in owner-occupied (number of individuals)	14,812
Renter-occupied	1,337
Population in renter-occupied (number of individuals)	3,533
Households with individuals under 18	2,627
Vacant	1,201
Vacant: for rent	151
Vacant: for sale	73

Population by Sex/Age

Male	9,189
Female	9,222
Under 18	4,893
18 & over	13,518
20 - 24	1,099
25 - 34	2,125
35 - 49	3,937
50 - 64	3,652
65 & over	2,260

Population by Ethnicity

Hispanic or Latino	343
Non Hispanic or Latino	18,068

Population by Race

White	17,380
African American	538
Asian	38
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	2
Other	123
Identified by two or more	272

GA - Camden County

Population

Total Population	50,513
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Housing Status

(in housing units unless noted)

Total	21,114
Occupied	18,047
Owner-occupied	11,810
Population in owner-occupied (number of individuals)	31,992
Renter-occupied	6,237
Population in renter-occupied (number of individuals)	16,644
Households with individuals under 18	7,362
Vacant	3,067
Vacant: for rent	1,048
Vacant: for sale	480

Population by Sex/Age

Male	25,569
Female	24,944
Under 18	13,652
18 & over	36,861
20 - 24	4,943
25 - 34	7,277
35 - 49	10,107
50 - 64	8,362
65 & over	4,556

Population by Ethnicity

Hispanic or Latino	2,590
Non Hispanic or Latino	47,923

Population by Race

White	37,557
African American	9,799
Asian	724
American Indian and Alaska Native	259
Native Hawaiian and Pacific Islander	76
Other	567
Identified by two or more	1,531

GA - Charlton County

Population

Total Population	12,171
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Housing Status

(in housing units unless noted)

Total	4,475
Occupied	3,927
Owner-occupied	2,955
Population in owner-occupied (number of individuals)	7,818
Renter-occupied	972
Population in renter-occupied (number of individuals)	2,562
Households with individuals under 18	1,385
Vacant	548
Vacant: for rent	89
Vacant: for sale	47

Population by Sex/Age

Male	6,847
Female	5,324
Under 18	2,642
18 & over	9,529
20 - 24	819
25 - 34	1,723
35 - 49	2,831
50 - 64	2,279
65 & over	1,543

Population by Ethnicity

Hispanic or Latino	310
Non Hispanic or Latino	11,861

Population by Race

White	8,352
African American	3,464
Asian	76
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	3
Other	39
Identified by two or more	192

GA - Glynn County

Population

Total Population	79,626
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Housing Status

(in housing units unless noted)

Total	40,716
Occupied	31,774
Owner-occupied	20,177
Population in owner-occupied (number of individuals)	48,916
Renter-occupied	11,597
Population in renter-occupied (number of individuals)	29,257
Households with individuals under 18	10,337
Vacant	8,942
Vacant: for rent	2,715
Vacant: for sale	970

Population by Sex/Age

Male	37,855
Female	41,771
Under 18	19,231
18 & over	60,395
20 - 24	4,823
25 - 34	9,493
35 - 49	15,757
50 - 64	16,362
65 & over	11,976

Population by Ethnicity

Hispanic or Latino	5,126
Non Hispanic or Latino	74,500

Population by Race

White	53,823
African American	20,726
Asian	921
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	95
Other	2,399
Identified by two or more	1,430

GA - Pierce County

Population

Total Population	18,758
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Housing Status

(in housing units unless noted)

Total	7,986
Occupied	7,083
Owner-occupied	5,403
Population in owner-occupied (number of individuals)	14,123
Renter-occupied	1,680
Population in renter-occupied (number of individuals)	4,493
Households with individuals under 18	2,668
Vacant	903
Vacant: for rent	177
Vacant: for sale	93

Population by Sex/Age

Male	9,202
Female	9,556
Under 18	4,896
18 & over	13,862
20 - 24	956
25 - 34	2,222
35 - 49	3,933
50 - 64	3,644
65 & over	2,631

Population by Ethnicity

Hispanic or Latino	887
Non Hispanic or Latino	17,871

Population by Race

White	16,293
African American	1,666
Asian	59
American Indian and Alaska Native	80
Native Hawaiian and Pacific Islander	12
Other	389
Identified by two or more	259

GA - Ware County

Population

Total Population	36,312
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Housing Status

(in housing units unless noted)

Total	16,326
Occupied	13,654
Owner-occupied	8,865
Population in owner-occupied (number of individuals)	21,831
Renter-occupied	4,789
Population in renter-occupied (number of individuals)	12,072
Households with individuals under 18	4,550
Vacant	2,672
Vacant: for rent	516
Vacant: for sale	194

Population by Sex/Age

Male	18,069
Female	18,243
Under 18	8,557
18 & over	27,755
20 - 24	2,474
25 - 34	4,681
35 - 49	7,018
50 - 64	7,061
65 & over	5,531

Population by Ethnicity

Hispanic or Latino	1,207
Non Hispanic or Latino	35,105

Population by Race

White	24,103
African American	10,721
Asian	279
American Indian and Alaska Native	120
Native Hawaiian and Pacific Islander	13
Other	543
Identified by two or more	533