



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

AUGUSTA :::

BROADCAST TV MARKET AREA

Population

Total Population	677,240
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Housing Status

(in housing units unless noted)

Total	294,322
Occupied	258,558
Owner-occupied	175,197
Population in owner-occupied (number of individuals)	446,757
Renter-occupied	83,361
Population in renter-occupied (number of individuals)	208,194
Households with individuals under 18	89,174
Vacant	35,764
Vacant: for rent	8,521
Vacant: for sale	4,678

Population by Sex/Age

Male	330,071
Female	347,169
Under 18	166,374
18 & over	510,866
20 - 24	45,969
25 - 34	87,283
35 - 49	134,107
50 - 64	134,905
65 & over	88,438

Population by Ethnicity

Hispanic or Latino	27,796
Non Hispanic or Latino	649,444

Population by Race

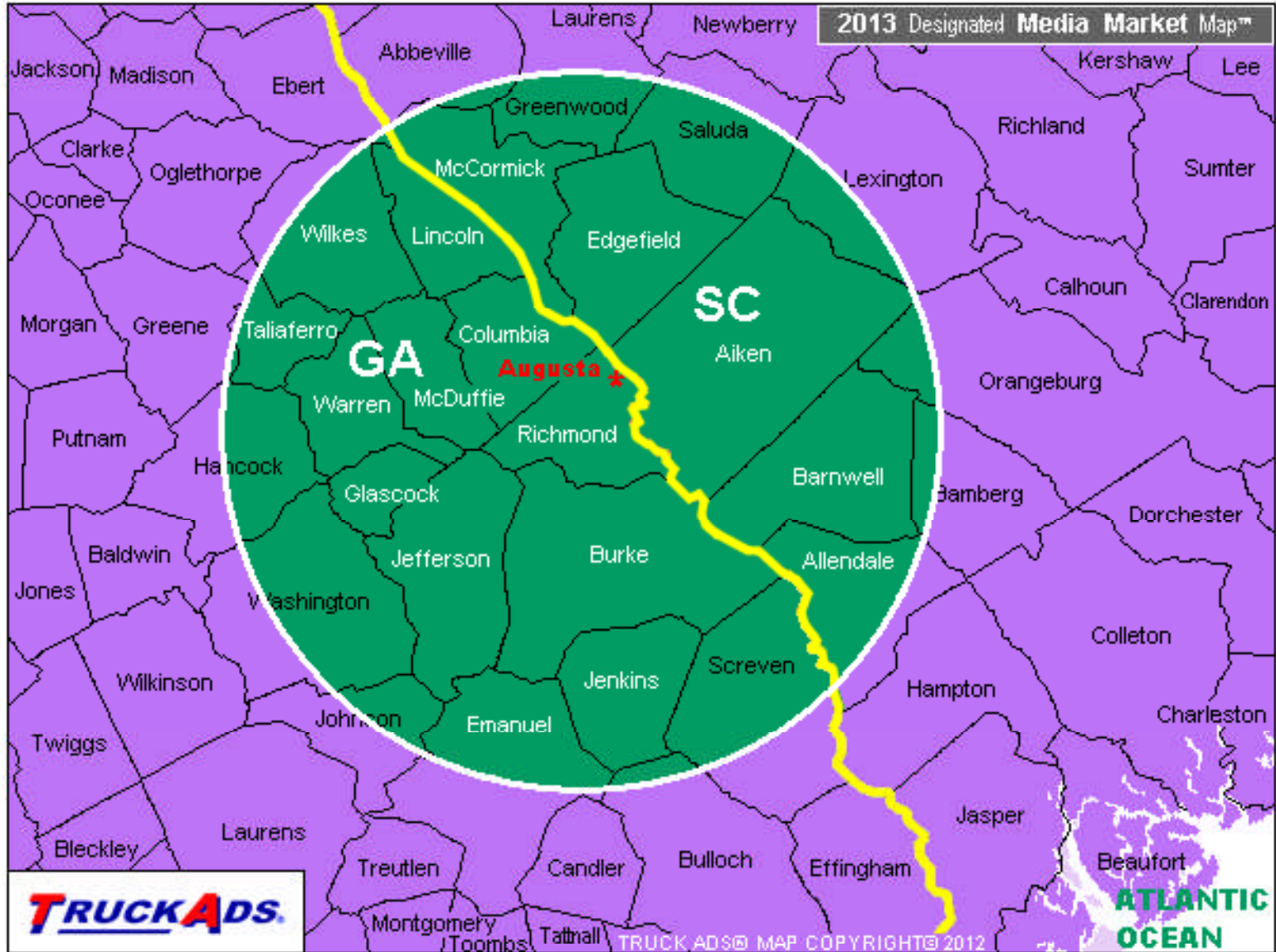
White	386,855
African American	251,604
Asian	10,246
American Indian and Alaska Native	2,223
Native Hawaiian and Pacific Islander	732
Other	11,519
Identified by two or more	14,061

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AUGUSTA :::

BROADCAST TV MARKET AREA



17 COUNTIES IN THIS DESIGNATED MARKET

GEORGIA: Burke, GA ~ Columbia, GA ~ Emanuel, GA ~ Glascock, GA ~ Jefferson, GA ~ Jenkins, GA ~ Lincoln, GA ~ McDuffie, GA ~ Richmond, GA ~ Taliaferro, GA ~ Warren, GA ~ Wilkes, GA ~ **SOUTH CAROLINA:** Aiken, SC ~ Allendale, SC ~ Barnwell, SC ~ Edgefield, SC ~ McCormick, SC

~ Lake, SD ~ Lincoln, SD ~ Lyman, SD ~ Marshall, SD ~ McCook, SD ~ McPherson, SD ~ Mellette, SD ~ Miner, SD ~ Minnehaha, SD ~ Moody, SD ~ Potter, SD ~ Roberts, SD ~ Sanborn, SD ~ Spink, SD ~ Stanley, SD ~ Sully, SD ~ Todd, SD ~ Tripp, SD ~ Turner, SD ~ Walworth, SD ~ Yankton, SD ~ **MINNESOTA:** Lincoln, MN ~ Murray, MN ~ Nobles, MN ~ Pipestone, MN ~ Rock, MN ~ **IOWA:** Lyon, IA ~ Osceola, IA ~ **NEBRASKA:** ~ Boyd, NE ~ Cherry, NE

GA - Burke County

Population

Total Population	23,316
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Housing Status

(in housing units unless noted)

Total	9,865
Occupied	8,533
Owner-occupied	5,940
Population in owner-occupied (number of individuals)	15,958
Renter-occupied	2,593
Population in renter-occupied (number of individuals)	7,075
Households with individuals under 18	3,330
Vacant	1,332
Vacant: for rent	202
Vacant: for sale	77

Population by Sex/Age

Male	11,186
Female	12,130
Under 18	6,585
18 & over	16,731
20 - 24	1,481
25 - 34	2,672
35 - 49	4,524
50 - 64	4,614
65 & over	2,767

Population by Ethnicity

Hispanic or Latino	617
Non Hispanic or Latino	22,699

Population by Race

White	11,070
African American	11,533
Asian	77
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	20
Other	260
Identified by two or more	307

GA - Columbia County

Population

Total Population	124,053
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Housing Status

(in housing units unless noted)

Total	48,626
Occupied	44,898
Owner-occupied	35,475
Population in owner-occupied (number of individuals)	97,975
Renter-occupied	9,423
Population in renter-occupied (number of individuals)	25,438
Households with individuals under 18	18,648
Vacant	3,728
Vacant: for rent	949
Vacant: for sale	1,126

Population by Sex/Age

Male	60,328
Female	63,725
Under 18	33,810
18 & over	90,243
20 - 24	6,745
25 - 34	15,208
35 - 49	28,049
50 - 64	24,186
65 & over	12,700

Population by Ethnicity

Hispanic or Latino	6,175
Non Hispanic or Latino	117,878

Population by Race

White	94,867
African American	18,439
Asian	4,761
American Indian and Alaska Native	393
Native Hawaiian and Pacific Islander	201
Other	1,903
Identified by two or more	3,489

GA - Emanuel County

Population

Total Population	22,598
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Housing Status

(in housing units unless noted)

Total	9,968
Occupied	8,430
Owner-occupied	5,532
Population in owner-occupied (number of individuals)	14,157
Renter-occupied	2,898
Population in renter-occupied (number of individuals)	7,525
Households with individuals under 18	3,025
Vacant	1,538
Vacant: for rent	325
Vacant: for sale	64

Population by Sex/Age

Male	11,038
Female	11,560
Under 18	5,748
18 & over	16,850
20 - 24	1,471
25 - 34	2,964
35 - 49	4,288
50 - 64	4,347
65 & over	3,162

Population by Ethnicity

Hispanic or Latino	921
Non Hispanic or Latino	21,677

Population by Race

White	13,928
African American	7,562
Asian	154
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	3
Other	681
Identified by two or more	212

GA - Glascock County

Population

Total Population	3,082
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Housing Status

(in housing units unless noted)

Total	1,519
Occupied	1,162
Owner-occupied	845
Population in owner-occupied (number of individuals)	2,197
Renter-occupied	317
Population in renter-occupied (number of individuals)	796
Households with individuals under 18	433
Vacant	357
Vacant: for rent	28
Vacant: for sale	10

Population by Sex/Age

Male	1,487
Female	1,595
Under 18	813
18 & over	2,269
20 - 24	151
25 - 34	354
35 - 49	626
50 - 64	606
65 & over	465

Population by Ethnicity

Hispanic or Latino	33
Non Hispanic or Latino	3,049

Population by Race

White	2,767
African American	253
Asian	1
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	35

GA - Jefferson County

Population

Total Population	16,930
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Housing Status

(in housing units unless noted)

Total	7,298
Occupied	6,241
Owner-occupied	4,274
Population in owner-occupied (number of individuals)	11,130
Renter-occupied	1,967
Population in renter-occupied (number of individuals)	5,273
Households with individuals under 18	2,248
Vacant	1,057
Vacant: for rent	211
Vacant: for sale	86

Population by Sex/Age

Male	8,183
Female	8,747
Under 18	4,271
18 & over	12,659
20 - 24	1,032
25 - 34	1,962
35 - 49	3,326
50 - 64	3,404
65 & over	2,498

Population by Ethnicity

Hispanic or Latino	517
Non Hispanic or Latino	16,413

Population by Race

White	7,206
African American	9,213
Asian	68
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	275
Identified by two or more	148

GA - Jenkins County

Population

Total Population	8,340
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Housing Status

(in housing units unless noted)

Total	4,221
Occupied	3,192
Owner-occupied	2,175
Population in owner-occupied (number of individuals)	5,491
Renter-occupied	1,017
Population in renter-occupied (number of individuals)	2,765
Households with individuals under 18	1,109
Vacant	1,029
Vacant: for rent	141
Vacant: for sale	43

Population by Sex/Age

Male	3,959
Female	4,381
Under 18	2,236
18 & over	6,104
20 - 24	482
25 - 34	894
35 - 49	1,535
50 - 64	1,675
65 & over	1,256

Population by Ethnicity

Hispanic or Latino	334
Non Hispanic or Latino	8,006

Population by Race

White	4,579
African American	3,380
Asian	36
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	4
Other	219
Identified by two or more	96

GA - Lincoln County

Population

Total Population	7,996
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Housing Status

(in housing units unless noted)

Total	4,786
Occupied	3,281
Owner-occupied	2,485
Population in owner-occupied (number of individuals)	6,075
Renter-occupied	796
Population in renter-occupied (number of individuals)	1,854
Households with individuals under 18	934
Vacant	1,505
Vacant: for rent	50
Vacant: for sale	73

Population by Sex/Age

Male	3,896
Female	4,100
Under 18	1,651
18 & over	6,345
20 - 24	432
25 - 34	714
35 - 49	1,620
50 - 64	1,978
65 & over	1,396

Population by Ethnicity

Hispanic or Latino	98
Non Hispanic or Latino	7,898

Population by Race

White	5,257
African American	2,570
Asian	32
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	33
Identified by two or more	75

GA - McDuffie County

Population

Total Population	21,875
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Housing Status

(in housing units unless noted)

Total	9,319
Occupied	8,289
Owner-occupied	5,651
Population in owner-occupied (number of individuals)	14,637
Renter-occupied	2,638
Population in renter-occupied (number of individuals)	6,920
Households with individuals under 18	3,042
Vacant	1,030
Vacant: for rent	314
Vacant: for sale	107

Population by Sex/Age

Male	10,250
Female	11,625
Under 18	5,698
18 & over	16,177
20 - 24	1,332
25 - 34	2,473
35 - 49	4,388
50 - 64	4,431
65 & over	2,972

Population by Ethnicity

Hispanic or Latino	475
Non Hispanic or Latino	21,400

Population by Race

White	12,518
African American	8,706
Asian	76
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	15
Other	191
Identified by two or more	304

GA - Richmond County

Population

Total Population	200,549
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Housing Status

(in housing units unless noted)

Total	86,331
Occupied	76,924
Owner-occupied	41,682
Population in owner-occupied (number of individuals)	103,848
Renter-occupied	35,242
Population in renter-occupied (number of individuals)	86,193
Households with individuals under 18	25,857
Vacant	9,407
Vacant: for rent	3,537
Vacant: for sale	1,432

Population by Sex/Age

Male	97,015
Female	103,534
Under 18	49,305
18 & over	151,244
20 - 24	17,802
25 - 34	30,312
35 - 49	36,612
50 - 64	36,539
65 & over	22,712

Population by Ethnicity

Hispanic or Latino	8,207
Non Hispanic or Latino	192,342

Population by Race

White	79,624
African American	108,633
Asian	3,331
American Indian and Alaska Native	685
Native Hawaiian and Pacific Islander	400
Other	2,646
Identified by two or more	5,230

GA - Taliaferro County

Population

Total Population	1,717
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Housing Status

(in housing units unless noted)

Total	1,015
Occupied	759
Owner-occupied	561
Population in owner-occupied (number of individuals)	1,277
Renter-occupied	198
Population in renter-occupied (number of individuals)	433
Households with individuals under 18	189
Vacant	256
Vacant: for rent	19
Vacant: for sale	10

Population by Sex/Age

Male	841
Female	876
Under 18	323
18 & over	1,394
20 - 24	107
25 - 34	154
35 - 49	325
50 - 64	404
65 & over	352

Population by Ethnicity

Hispanic or Latino	35
Non Hispanic or Latino	1,682

Population by Race

White	640
African American	1,024
Asian	11
American Indian and Alaska Native	2
Native Hawaiian and Pacific Islander	0
Other	16
Identified by two or more	24

GA - Warren County

Population

Total Population	5,834
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Housing Status

(in housing units unless noted)

Total	2,985
Occupied	2,315
Owner-occupied	1,656
Population in owner-occupied (number of individuals)	4,083
Renter-occupied	659
Population in renter-occupied (number of individuals)	1,662
Households with individuals under 18	708
Vacant	670
Vacant: for rent	65
Vacant: for sale	37

Population by Sex/Age

Male	2,694
Female	3,140
Under 18	1,373
18 & over	4,461
20 - 24	308
25 - 34	582
35 - 49	1,098
50 - 64	1,276
65 & over	1,047

Population by Ethnicity

Hispanic or Latino	54
Non Hispanic or Latino	5,780

Population by Race

White	2,152
African American	3,602
Asian	22
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	12
Identified by two or more	36

GA - Wilkes County

Population

Total Population	10,593
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Housing Status

(in housing units unless noted)

Total	5,158
Occupied	4,263
Owner-occupied	2,961
Population in owner-occupied (number of individuals)	7,143
Renter-occupied	1,302
Population in renter-occupied (number of individuals)	3,106
Households with individuals under 18	1,281
Vacant	895
Vacant: for rent	76
Vacant: for sale	64

Population by Sex/Age

Male	5,169
Female	5,424
Under 18	2,356
18 & over	8,237
20 - 24	524
25 - 34	1,139
35 - 49	2,029
50 - 64	2,332
65 & over	1,971

Population by Ethnicity

Hispanic or Latino	361
Non Hispanic or Latino	10,232

Population by Race

White	5,616
African American	4,535
Asian	52
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	1
Other	217
Identified by two or more	154

SC - Aiken County

Population

Total Population	160,099
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Housing Status

(in housing units unless noted)

Total	72,249
Occupied	64,253
Owner-occupied	46,956
Population in owner-occupied (number of individuals)	115,913
Renter-occupied	17,297
Population in renter-occupied (number of individuals)	41,747
Households with individuals under 18	20,185
Vacant	7,996
Vacant: for rent	1,742
Vacant: for sale	1,177

Population by Sex/Age

Male	77,550
Female	82,549
Under 18	36,828
18 & over	123,271
20 - 24	10,080
25 - 34	19,324
35 - 49	31,257
50 - 64	33,555
65 & over	24,619

Population by Ethnicity

Hispanic or Latino	7,824
Non Hispanic or Latino	152,275

Population by Race

White	111,457
African American	39,354
Asian	1,329
American Indian and Alaska Native	682
Native Hawaiian and Pacific Islander	61
Other	4,126
Identified by two or more	3,090

SC - Allendale County

Population

Total Population	10,419
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Housing Status

(in housing units unless noted)

Total	4,486
Occupied	3,706
Owner-occupied	2,395
Population in owner-occupied (number of individuals)	5,760
Renter-occupied	1,311
Population in renter-occupied (number of individuals)	3,317
Households with individuals under 18	1,194
Vacant	780
Vacant: for rent	156
Vacant: for sale	64

Population by Sex/Age

Male	5,540
Female	4,879
Under 18	2,326
18 & over	8,093
20 - 24	683
25 - 34	1,418
35 - 49	2,109
50 - 64	2,221
65 & over	1,375

Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	10,180

Population by Race

White	2,465
African American	7,672
Asian	41
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	2
Other	134
Identified by two or more	85

SC - Barnwell County

Population

Total Population	22,621
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Housing Status

(in housing units unless noted)

Total	10,484
Occupied	8,937
Owner-occupied	6,280
Population in owner-occupied (number of individuals)	15,557
Renter-occupied	2,657
Population in renter-occupied (number of individuals)	6,779
Households with individuals under 18	3,036
Vacant	1,547
Vacant: for rent	348
Vacant: for sale	121

Population by Sex/Age

Male	10,809
Female	11,812
Under 18	5,798
18 & over	16,823
20 - 24	1,325
25 - 34	2,537
35 - 49	4,426
50 - 64	4,719
65 & over	3,173

Population by Ethnicity

Hispanic or Latino	411
Non Hispanic or Latino	22,210

Population by Race

White	11,899
African American	10,015
Asian	126
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	5
Other	160
Identified by two or more	331

SC - Edgefield County

Population

Total Population	26,985
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Housing Status

(in housing units unless noted)

Total	10,559
Occupied	9,348
Owner-occupied	7,112
Population in owner-occupied (number of individuals)	18,400
Renter-occupied	2,236
Population in renter-occupied (number of individuals)	5,540
Households with individuals under 18	3,109
Vacant	1,211
Vacant: for rent	197
Vacant: for sale	109

Population by Sex/Age

Male	14,568
Female	12,417
Under 18	5,771
18 & over	21,214
20 - 24	1,566
25 - 34	3,451
35 - 49	5,985
50 - 64	5,956
65 & over	3,524

Population by Ethnicity

Hispanic or Latino	1,414
Non Hispanic or Latino	25,571

Population by Race

White	15,825
African American	10,030
Asian	95
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	11
Other	604
Identified by two or more	353

SC - McCormick County

Population

Total Population	10,233
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Housing Status

(in housing units unless noted)

Total	5,453
Occupied	4,027
Owner-occupied	3,217
Population in owner-occupied (number of individuals)	7,156
Renter-occupied	810
Population in renter-occupied (number of individuals)	1,771
Households with individuals under 18	846
Vacant	1,426
Vacant: for rent	161
Vacant: for sale	78

Population by Sex/Age

Male	5,558
Female	4,675
Under 18	1,482
18 & over	8,751
20 - 24	448
25 - 34	1,125
35 - 49	1,910
50 - 64	2,662
65 & over	2,449

Population by Ethnicity

Hispanic or Latino	81
Non Hispanic or Latino	10,152

Population by Race

White	4,985
African American	5,083
Asian	34
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	6
Other	23
Identified by two or more	92