



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

**BALTIMORE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	2,248,615
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**Housing Status**

( in housing units unless noted )

Total	906,795
Occupied	850,051
Owner-occupied	617,038
Population in owner-occupied ( number of individuals )	1,655,757
Renter-occupied	233,013
Population in renter-occupied ( number of individuals )	545,674
Households with individuals under 18	290,804
Vacant	56,744
Vacant: for rent	17,450
Vacant: for sale	11,203

**Population by Sex/Age**

Male	1,090,671
Female	1,157,944
Under 18	525,774
18 & over	1,722,841
20 - 24	142,894
25 - 34	275,576
35 - 49	490,649
50 - 64	458,992
65 & over	294,929

**Population by Ethnicity**

Hispanic or Latino	104,181
Non Hispanic or Latino	2,144,434

**Population by Race**

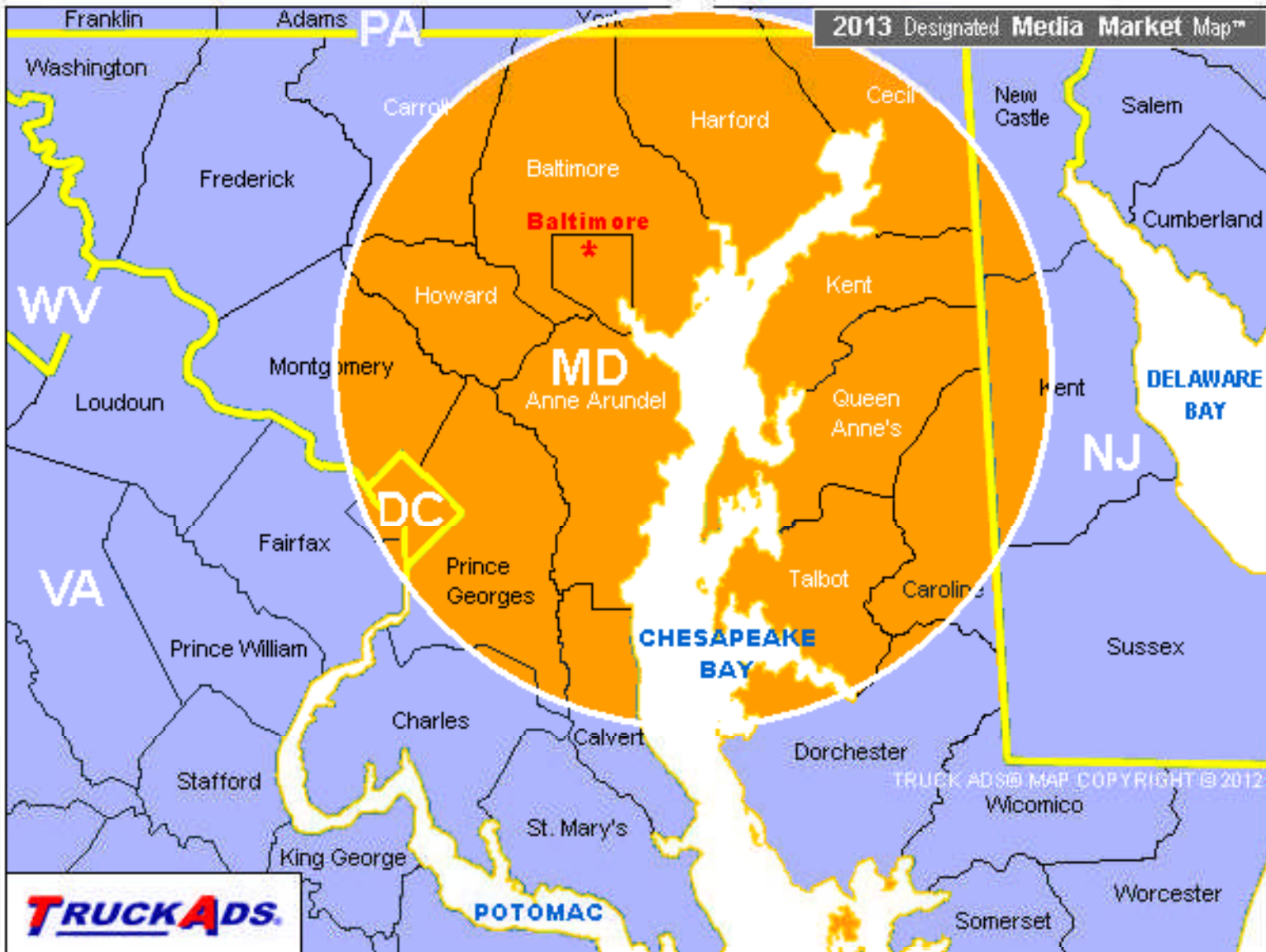
White	1,637,710
African American	397,267
Asian	11,097
American Indian and Alaska Native	6,648
Native Hawaiian and Pacific Islander	1,269
Other	37,762
Identified by two or more	57,862

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# BALTIMORE :::

## BROADCAST TV MARKET AREA



### 9 COUNTIES IN THIS DESIGNATED MARKET

**MARYLAND:** Anne Arundel, MD ~ Baltimore, MD ~ Carroll, MD ~ Cecil, MD ~ Harford, MD ~ Howard, MD ~ Kent, MD ~ Queen Annes, MD ~ Talbot, MD

## MD - Anne Arundel County

### Population

Total Population	537,656
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### Housing Status

( in housing units unless noted )

Total	212,562
Occupied	199,378
Owner-occupied	148,006
Population in owner-occupied ( number of individuals )	395,413
Renter-occupied	51,372
Population in renter-occupied ( number of individuals )	128,110
Households with individuals under 18	68,992
Vacant	13,184
Vacant: for rent	3,589
Vacant: for sale	2,758

### Population by Sex/Age

Male	265,763
Female	271,893
Under 18	125,061
18 & over	412,595
20 - 24	35,462
25 - 34	71,801
35 - 49	120,452
50 - 64	108,009
65 & over	63,664

### Population by Ethnicity

Hispanic or Latino	32,902
Non Hispanic or Latino	504,754

### Population by Race

White	405,456
African American	83,484
Asian	18,352
American Indian and Alaska Native	1,665
Native Hawaiian and Pacific Islander	484
Other	12,642
Identified by two or more	15,573

## MD - Baltimore County

### Population

Total Population	805,029
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### Housing Status

( in housing units unless noted )

Total	335,622
Occupied	316,715
Owner-occupied	211,571
Population in owner-occupied ( number of individuals )	548,341
Renter-occupied	105,144
Population in renter-occupied ( number of individuals )	235,907
Households with individuals under 18	99,474
Vacant	18,907
Vacant: for rent	8,112
Vacant: for sale	3,897

### Population by Sex/Age

Male	380,409
Female	424,620
Under 18	176,750
18 & over	628,279
20 - 24	57,772
25 - 34	103,555
35 - 49	162,434
50 - 64	162,739
65 & over	117,476

### Population by Ethnicity

Hispanic or Latino	33,735
Non Hispanic or Latino	771,294

### Population by Race

White	520,185
African American	209,738
Asian	40,077
American Indian and Alaska Native	2,625
Native Hawaiian and Pacific Islander	319
Other	12,801
Identified by two or more	19,284

## MD - Carroll County

### Population

Total Population	167,134
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### Housing Status

( in housing units unless noted )

Total	62,406
Occupied	59,786
Owner-occupied	49,028
Population in owner-occupied ( number of individuals )	139,437
Renter-occupied	10,758
Population in renter-occupied ( number of individuals )	24,378
Households with individuals under 18	22,253
Vacant	2,620
Vacant: for rent	644
Vacant: for sale	645

### Population by Sex/Age

Male	82,510
Female	84,624
Under 18	41,237
18 & over	125,897
20 - 24	9,398
25 - 34	15,417
35 - 49	39,380
50 - 64	35,376
65 & over	21,809

### Population by Ethnicity

Hispanic or Latino	4,363
Non Hispanic or Latino	162,771

### Population by Race

White	155,282
African American	5,332
Asian	2,418
American Indian and Alaska Native	328
Native Hawaiian and Pacific Islander	56
Other	1,199
Identified by two or more	2,519

## MD - Cecil County

### Population

Total Population	101,108
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### Housing Status

( in housing units unless noted )

Total	41,103
Occupied	36,867
Owner-occupied	27,023
Population in owner-occupied ( number of individuals )	74,519
Renter-occupied	9,844
Population in renter-occupied ( number of individuals )	25,038
Households with individuals under 18	13,578
Vacant	4,236
Vacant: for rent	732
Vacant: for sale	611

### Population by Sex/Age

Male	50,301
Female	50,807
Under 18	25,355
18 & over	75,753
20 - 24	5,973
25 - 34	11,606
35 - 49	22,760
50 - 64	20,844
65 & over	11,875

### Population by Ethnicity

Hispanic or Latino	3,407
Non Hispanic or Latino	97,701

### Population by Race

White	90,189
African American	6,284
Asian	1,097
American Indian and Alaska Native	294
Native Hawaiian and Pacific Islander	48
Other	1,019
Identified by two or more	2,177

## MD - Harford County

### Population

Total Population	244,826
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### Housing Status

( in housing units unless noted )

Total	95,554
Occupied	90,218
Owner-occupied	71,831
Population in owner-occupied ( number of individuals )	197,557
Renter-occupied	18,387
Population in renter-occupied ( number of individuals )	44,526
Households with individuals under 18	33,010
Vacant	5,336
Vacant: for rent	1,648
Vacant: for sale	1,286

### Population by Sex/Age

Male	119,693
Female	125,133
Under 18	60,410
18 & over	184,416
20 - 24	13,906
25 - 34	28,206
35 - 49	55,065
50 - 64	50,409
65 & over	30,564

### Population by Ethnicity

Hispanic or Latino	8,613
Non Hispanic or Latino	236,213

### Population by Race

White	198,763
African American	31,058
Asian	5,826
American Indian and Alaska Native	614
Native Hawaiian and Pacific Islander	199
Other	2,318
Identified by two or more	6,048

## MD - Howard County

### Population

Total Population	287,085
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### Housing Status

( in housing units unless noted )

Total	109,282
Occupied	104,749
Owner-occupied	77,193
Population in owner-occupied ( number of individuals )	220,400
Renter-occupied	27,556
Population in renter-occupied ( number of individuals )	64,363
Households with individuals under 18	41,154
Vacant	4,533
Vacant: for rent	1,779
Vacant: for sale	949

### Population by Sex/Age

Male	140,593
Female	146,492
Under 18	74,664
18 & over	212,421
20 - 24	14,727
25 - 34	35,361
35 - 49	69,037
50 - 64	58,192
65 & over	29,045

### Population by Ethnicity

Hispanic or Latino	16,729
Non Hispanic or Latino	270,356

### Population by Race

White	178,523
African American	50,188
Asian	41,221
American Indian and Alaska Native	866
Native Hawaiian and Pacific Islander	123
Other	5,709
Identified by two or more	10,455



## MD - Kent County

### Population

Total Population	20,197
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### Housing Status

( in housing units unless noted )

Total	10,549
Occupied	8,165
Owner-occupied	5,808
Population in owner-occupied ( number of individuals )	13,367
Renter-occupied	2,357
Population in renter-occupied ( number of individuals )	5,304
Households with individuals under 18	1,994
Vacant	2,384
Vacant: for rent	279
Vacant: for sale	244

### Population by Sex/Age

Male	9,640
Female	10,557
Under 18	3,548
18 & over	16,649
20 - 24	1,654
25 - 34	1,830
35 - 49	3,423
50 - 64	4,462
65 & over	4,397

### Population by Ethnicity

Hispanic or Latino	907
Non Hispanic or Latino	19,290

### Population by Race

White	16,169
African American	3,056
Asian	165
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	6
Other	393
Identified by two or more	366

## MD - Queen Anne's County

### Population

Total Population	47,798
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### Housing Status

( in housing units unless noted )

Total	20,140
Occupied	18,016
Owner-occupied	14,928
Population in owner-occupied ( number of individuals )	39,574
Renter-occupied	3,088
Population in renter-occupied ( number of individuals )	7,798
Households with individuals under 18	6,192
Vacant	2,124
Vacant: for rent	202
Vacant: for sale	416

### Population by Sex/Age

Male	23,743
Female	24,055
Under 18	11,374
18 & over	36,424
20 - 24	2,256
25 - 34	4,341
35 - 49	11,108
50 - 64	10,469
65 & over	7,141

### Population by Ethnicity

Hispanic or Latino	1,452
Non Hispanic or Latino	46,346

### Population by Race

White	42,397
African American	3,298
Asian	469
American Indian and Alaska Native	149
Native Hawaiian and Pacific Islander	12
Other	651
Identified by two or more	822

## MD - Talbot County

### Population

Total Population	37,782
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### Housing Status

( in housing units unless noted )

Total	19,577
Occupied	16,157
Owner-occupied	11,650
Population in owner-occupied ( number of individuals )	27,149
Renter-occupied	4,507
Population in renter-occupied ( number of individuals )	10,250
Households with individuals under 18	4,157
Vacant	3,420
Vacant: for rent	465
Vacant: for sale	397

### Population by Sex/Age

Male	18,019
Female	19,763
Under 18	7,375
18 & over	30,407
20 - 24	1,746
25 - 34	3,459
35 - 49	6,990
50 - 64	8,492
65 & over	8,958

### Population by Ethnicity

Hispanic or Latino	2,073
Non Hispanic or Latino	35,709

### Population by Race

White	30,746
African American	4,829
Asian	472
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	22
Other	1,030
Identified by two or more	618