



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

CHATTANOOGA :::

BROADCAST TV MARKET AREA

Population

Total Population	936,009
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Housing Status

(in housing units unless noted)

Total	412,668
Occupied	364,409
Owner-occupied	251,653
Population in owner-occupied (number of individuals)	642,089
Renter-occupied	112,756
Population in renter-occupied (number of individuals)	272,972
Households with individuals under 18	118,336
Vacant	48,259
Vacant: for rent	13,861
Vacant: for sale	7,446

Population by Sex/Age

Male	456,993
Female	479,016
Under 18	217,266
18 & over	718,743
20 - 24	60,019
25 - 34	114,397
35 - 49	192,731
50 - 64	188,118
65 & over	136,421

Population by Ethnicity

Hispanic or Latino	65,113
Non Hispanic or Latino	870,896

Population by Race

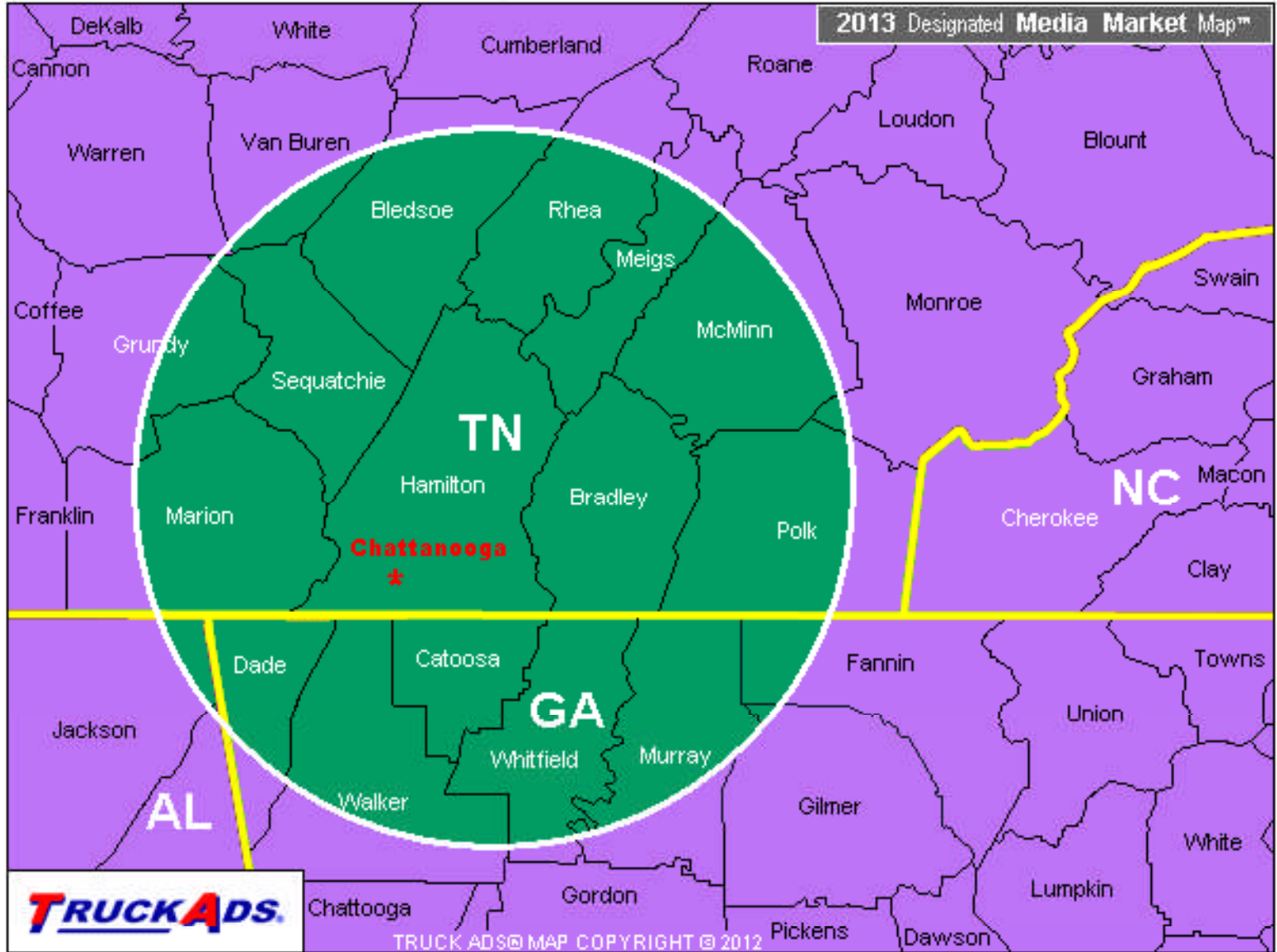
White	788,354
African American	85,313
Asian	10,277
American Indian and Alaska Native	3,877
Native Hawaiian and Pacific Islander	570
Other	31,145
Identified by two or more	16,473

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CHATTANOOGA :::

BROADCAST TV MARKET AREA



16 COUNTIES IN THIS DESIGNATED MARKET

TENNESSEE: Bledsoe, TN ~ Bradley, TN ~ Grundy, TN ~ Hamilton, TN ~ Marion, TN ~ McMinn, TN ~ Meigs, TN ~ Polk, TN ~ Rhea, TN ~ Sequatchie, TN ~ **GEORGIA:** Catoosa, GA ~ Dade, GA ~ Murray, GA ~ Walker, GA ~ Whitfield, GA ~ **NORTH CAROLINA:** Cherokee, NC

TN - Bledsoe County

Population

Total Population	12,876
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Housing Status

(in housing units unless noted)

Total	5,718
Occupied	4,697
Owner-occupied	3,725
Population in owner-occupied (number of individuals)	9,403
Renter-occupied	972
Population in renter-occupied (number of individuals)	2,372
Households with individuals under 18	1,461
Vacant	1,021
Vacant: for rent	120
Vacant: for sale	74

Population by Sex/Age

Male	6,964
Female	5,912
Under 18	2,768
18 & over	10,108
20 - 24	632
25 - 34	1,439
35 - 49	2,886
50 - 64	2,843
65 & over	1,977

Population by Ethnicity

Hispanic or Latino	255
Non Hispanic or Latino	12,621

Population by Race

White	12,048
African American	470
Asian	17
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	3
Other	126
Identified by two or more	157

TN - Bradley County

Population

Total Population	98,963
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Housing Status

(in housing units unless noted)

Total	41,395
Occupied	37,947
Owner-occupied	25,253
Population in owner-occupied (number of individuals)	65,490
Renter-occupied	12,694
Population in renter-occupied (number of individuals)	30,729
Households with individuals under 18	12,624
Vacant	3,448
Vacant: for rent	1,306
Vacant: for sale	590

Population by Sex/Age

Male	48,176
Female	50,787
Under 18	22,736
18 & over	76,227
20 - 24	7,268
25 - 34	12,154
35 - 49	20,654
50 - 64	18,933
65 & over	13,999

Population by Ethnicity

Hispanic or Latino	4,664
Non Hispanic or Latino	94,299

Population by Race

White	89,386
African American	4,219
Asian	837
American Indian and Alaska Native	330
Native Hawaiian and Pacific Islander	57
Other	2,368
Identified by two or more	1,766

TN - Grundy County

Population

Total Population	13,703
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Housing Status

(in housing units unless noted)

Total	6,397
Occupied	5,405
Owner-occupied	4,303
Population in owner-occupied (number of individuals)	10,910
Renter-occupied	1,102
Population in renter-occupied (number of individuals)	2,613
Households with individuals under 18	1,759
Vacant	992
Vacant: for rent	196
Vacant: for sale	69

Population by Sex/Age

Male	6,785
Female	6,918
Under 18	3,168
18 & over	10,535
20 - 24	721
25 - 34	1,520
35 - 49	2,699
50 - 64	2,883
65 & over	2,401

Population by Ethnicity

Hispanic or Latino	113
Non Hispanic or Latino	13,590

Population by Race

White	13,394
African American	37
Asian	24
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	1
Other	30
Identified by two or more	152

TN - Hamilton County

Population

Total Population	336,463
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Housing Status

(in housing units unless noted)

Total	151,107
Occupied	136,682
Owner-occupied	87,928
Population in owner-occupied (number of individuals)	217,269
Renter-occupied	48,754
Population in renter-occupied (number of individuals)	109,416
Households with individuals under 18	40,169
Vacant	14,425
Vacant: for rent	5,273
Vacant: for sale	2,836

Population by Sex/Age

Male	161,906
Female	174,557
Under 18	72,611
18 & over	263,852
20 - 24	24,107
25 - 34	43,323
35 - 49	67,145
50 - 64	69,540
65 & over	49,415

Population by Ethnicity

Hispanic or Latino	14,993
Non Hispanic or Latino	321,470

Population by Race

White	248,716
African American	67,900
Asian	5,912
American Indian and Alaska Native	1,165
Native Hawaiian and Pacific Islander	296
Other	6,797
Identified by two or more	5,677

TN - Marion County

Population

Total Population	28,237
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Housing Status

(in housing units unless noted)

Total	12,954
Occupied	11,403
Owner-occupied	8,753
Population in owner-occupied (number of individuals)	21,578
Renter-occupied	2,650
Population in renter-occupied (number of individuals)	6,409
Households with individuals under 18	3,489
Vacant	1,551
Vacant: for rent	395
Vacant: for sale	178

Population by Sex/Age

Male	13,871
Female	14,366
Under 18	6,157
18 & over	22,080
20 - 24	1,559
25 - 34	3,121
35 - 49	5,811
50 - 64	6,450
65 & over	4,493

Population by Ethnicity

Hispanic or Latino	361
Non Hispanic or Latino	27,876

Population by Race

White	26,501
African American	1,012
Asian	111
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	1
Other	158
Identified by two or more	340

TN - McMinn County

Population

Total Population	52,266
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Housing Status

(in housing units unless noted)

Total	23,341
Occupied	20,865
Owner-occupied	15,225
Population in owner-occupied (number of individuals)	38,072
Renter-occupied	5,640
Population in renter-occupied (number of individuals)	13,252
Households with individuals under 18	6,561
Vacant	2,476
Vacant: for rent	568
Vacant: for sale	447

Population by Sex/Age

Male	25,387
Female	26,879
Under 18	11,795
18 & over	40,471
20 - 24	2,771
25 - 34	5,691
35 - 49	10,696
50 - 64	11,063
65 & over	8,813

Population by Ethnicity

Hispanic or Latino	1,482
Non Hispanic or Latino	50,784

Population by Race

White	47,954
African American	2,066
Asian	388
American Indian and Alaska Native	178
Native Hawaiian and Pacific Islander	11
Other	628
Identified by two or more	1,041

TN - Meigs County

Population

Total Population	11,753
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Housing Status

(in housing units unless noted)

Total	5,628
Occupied	4,686
Owner-occupied	3,717
Population in owner-occupied (number of individuals)	9,162
Renter-occupied	969
Population in renter-occupied (number of individuals)	2,463
Households with individuals under 18	1,446
Vacant	942
Vacant: for rent	103
Vacant: for sale	103

Population by Sex/Age

Male	5,847
Female	5,906
Under 18	2,526
18 & over	9,227
20 - 24	548
25 - 34	1,240
35 - 49	2,537
50 - 64	2,730
65 & over	1,885

Population by Ethnicity

Hispanic or Latino	176
Non Hispanic or Latino	11,577

Population by Race

White	11,341
African American	116
Asian	18
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	0
Other	67
Identified by two or more	147

TN - Polk County

Population

Total Population	16,825
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Housing Status

(in housing units unless noted)

Total	7,991
Occupied	6,653
Owner-occupied	5,272
Population in owner-occupied (number of individuals)	13,073
Renter-occupied	1,381
Population in renter-occupied (number of individuals)	3,508
Households with individuals under 18	2,058
Vacant	1,338
Vacant: for rent	207
Vacant: for sale	130

Population by Sex/Age

Male	8,371
Female	8,454
Under 18	3,725
18 & over	13,100
20 - 24	842
25 - 34	1,713
35 - 49	3,628
50 - 64	3,651
65 & over	2,872

Population by Ethnicity

Hispanic or Latino	233
Non Hispanic or Latino	16,592

Population by Race

White	16,397
African American	50
Asian	24
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	4
Other	71
Identified by two or more	215

TN - Rhea County

Population

Total Population	31,809
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Housing Status

(in housing units unless noted)

Total	14,365
Occupied	12,276
Owner-occupied	8,714
Population in owner-occupied (number of individuals)	21,877
Renter-occupied	3,562
Population in renter-occupied (number of individuals)	9,008
Households with individuals under 18	3,939
Vacant	2,089
Vacant: for rent	441
Vacant: for sale	239

Population by Sex/Age

Male	15,568
Female	16,241
Under 18	7,456
18 & over	24,353
20 - 24	2,018
25 - 34	3,551
35 - 49	6,296
50 - 64	6,537
65 & over	4,996

Population by Ethnicity

Hispanic or Latino	1,187
Non Hispanic or Latino	30,622

Population by Race

White	29,695
African American	616
Asian	130
American Indian and Alaska Native	141
Native Hawaiian and Pacific Islander	15
Other	710
Identified by two or more	502

TN - Sequatchie County

Population

Total Population	14,112
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Housing Status

(in housing units unless noted)

Total	6,368
Occupied	5,519
Owner-occupied	4,104
Population in owner-occupied (number of individuals)	10,295
Renter-occupied	1,415
Population in renter-occupied (number of individuals)	3,629
Households with individuals under 18	1,847
Vacant	849
Vacant: for rent	201
Vacant: for sale	121

Population by Sex/Age

Male	7,006
Female	7,106
Under 18	3,324
18 & over	10,788
20 - 24	727
25 - 34	1,551
35 - 49	2,981
50 - 64	2,963
65 & over	2,200

Population by Ethnicity

Hispanic or Latino	462
Non Hispanic or Latino	13,650

Population by Race

White	13,543
African American	21
Asian	40
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	5
Other	275
Identified by two or more	175

GA - Catoosa County

Population

Total Population	63,942
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Housing Status

(in housing units unless noted)

Total	26,606
Occupied	24,475
Owner-occupied	17,871
Population in owner-occupied (number of individuals)	46,894
Renter-occupied	6,604
Population in renter-occupied (number of individuals)	16,587
Households with individuals under 18	8,888
Vacant	2,131
Vacant: for rent	583
Vacant: for sale	451

Population by Sex/Age

Male	31,028
Female	32,914
Under 18	15,940
18 & over	48,002
20 - 24	3,567
25 - 34	7,861
35 - 49	14,099
50 - 64	12,175
65 & over	8,656

Population by Ethnicity

Hispanic or Latino	1,469
Non Hispanic or Latino	62,473

Population by Race

White	59,845
African American	1,392
Asian	783
American Indian and Alaska Native	212
Native Hawaiian and Pacific Islander	34
Other	621
Identified by two or more	1,055

GA - Dade County

Population

Total Population	16,633
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Housing Status

(in housing units unless noted)

Total	7,305
Occupied	6,291
Owner-occupied	4,735
Population in owner-occupied (number of individuals)	11,915
Renter-occupied	1,556
Population in renter-occupied (number of individuals)	3,725
Households with individuals under 18	1,987
Vacant	1,014
Vacant: for rent	191
Vacant: for sale	114

Population by Sex/Age

Male	8,192
Female	8,441
Under 18	3,586
18 & over	13,047
20 - 24	1,343
25 - 34	1,835
35 - 49	3,232
50 - 64	3,488
65 & over	2,397

Population by Ethnicity

Hispanic or Latino	292
Non Hispanic or Latino	16,341

Population by Race

White	15,973
African American	145
Asian	118
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	9
Other	96
Identified by two or more	218

GA - Murray County

Population

Total Population	39,628
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Housing Status

(in housing units unless noted)

Total	15,979
Occupied	14,080
Owner-occupied	9,969
Population in owner-occupied (number of individuals)	27,753
Renter-occupied	4,111
Population in renter-occupied (number of individuals)	11,621
Households with individuals under 18	5,615
Vacant	1,899
Vacant: for rent	747
Vacant: for sale	271

Population by Sex/Age

Male	19,652
Female	19,976
Under 18	10,648
18 & over	28,980
20 - 24	2,446
25 - 34	4,940
35 - 49	8,990
50 - 64	7,168
65 & over	4,286

Population by Ethnicity

Hispanic or Latino	5,154
Non Hispanic or Latino	34,474

Population by Race

White	35,320
African American	245
Asian	116
American Indian and Alaska Native	159
Native Hawaiian and Pacific Islander	25
Other	3,133
Identified by two or more	630

GA - Walker County

Population

Total Population	68,756
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Housing Status

(in housing units unless noted)

Total	30,100
Occupied	26,497
Owner-occupied	19,610
Population in owner-occupied (number of individuals)	49,752
Renter-occupied	6,887
Population in renter-occupied (number of individuals)	17,681
Households with individuals under 18	8,943
Vacant	3,603
Vacant: for rent	914
Vacant: for sale	541

Population by Sex/Age

Male	33,781
Female	34,975
Under 18	16,256
18 & over	52,500
20 - 24	3,641
25 - 34	8,432
35 - 49	14,485
50 - 64	13,964
65 & over	10,302

Population by Ethnicity

Hispanic or Latino	1,113
Non Hispanic or Latino	67,643

Population by Race

White	63,918
African American	2,829
Asian	297
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	30
Other	421
Identified by two or more	1,079

GA - Whitfield County

Population

Total Population	102,599
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Housing Status

(in housing units unless noted)

Total	39,899
Occupied	35,180
Owner-occupied	23,093
Population in owner-occupied (number of individuals)	67,066
Renter-occupied	12,087
Population in renter-occupied (number of individuals)	34,531
Households with individuals under 18	14,574
Vacant	4,719
Vacant: for rent	2,248
Vacant: for sale	735

Population by Sex/Age

Male	51,118
Female	51,481
Under 18	29,283
18 & over	73,316
20 - 24	6,765
25 - 34	13,506
35 - 49	21,624
50 - 64	16,964
65 & over	11,445

Population by Ethnicity

Hispanic or Latino	32,471
Non Hispanic or Latino	70,128

Population by Race

White	78,623
African American	3,845
Asian	1,330
American Indian and Alaska Native	658
Native Hawaiian and Pacific Islander	70
Other	15,429
Identified by two or more	2,644

NC - Cherokee County

Population

Total Population	27,444
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Housing Status

(in housing units unless noted)

Total	17,515
Occupied	11,753
Owner-occupied	9,381
Population in owner-occupied (number of individuals)	21,580
Renter-occupied	2,372
Population in renter-occupied (number of individuals)	5,428
Households with individuals under 18	2,976
Vacant	5,762
Vacant: for rent	368
Vacant: for sale	547

Population by Sex/Age

Male	13,341
Female	14,103
Under 18	5,287
18 & over	22,157
20 - 24	1,064
25 - 34	2,520
35 - 49	4,968
50 - 64	6,766
65 & over	6,284

Population by Ethnicity

Hispanic or Latino	688
Non Hispanic or Latino	26,756

Population by Race

White	25,700
African American	350
Asian	132
American Indian and Alaska Native	363
Native Hawaiian and Pacific Islander	9
Other	215
Identified by two or more	675