



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

COLUMBUS :::

BROADCAST TV MARKET AREA

Population

Total Population	561,754
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Housing Status

(in housing units unless noted)

Total	249,470
Occupied	217,057
Owner-occupied	131,565
Population in owner-occupied (number of individuals)	332,728
Renter-occupied	85,492
Population in renter-occupied (number of individuals)	205,665
Households with individuals under 18	73,380
Vacant	32,413
Vacant: for rent	11,557
Vacant: for sale	3,971

Population by Sex/Age

Male	275,365
Female	286,389
Under 18	135,792
18 & over	425,962
20 - 24	53,043
25 - 34	76,594
35 - 49	108,656
50 - 64	100,550
65 & over	66,087

Population by Ethnicity

Hispanic or Latino	27,109
Non Hispanic or Latino	534,645

Population by Race

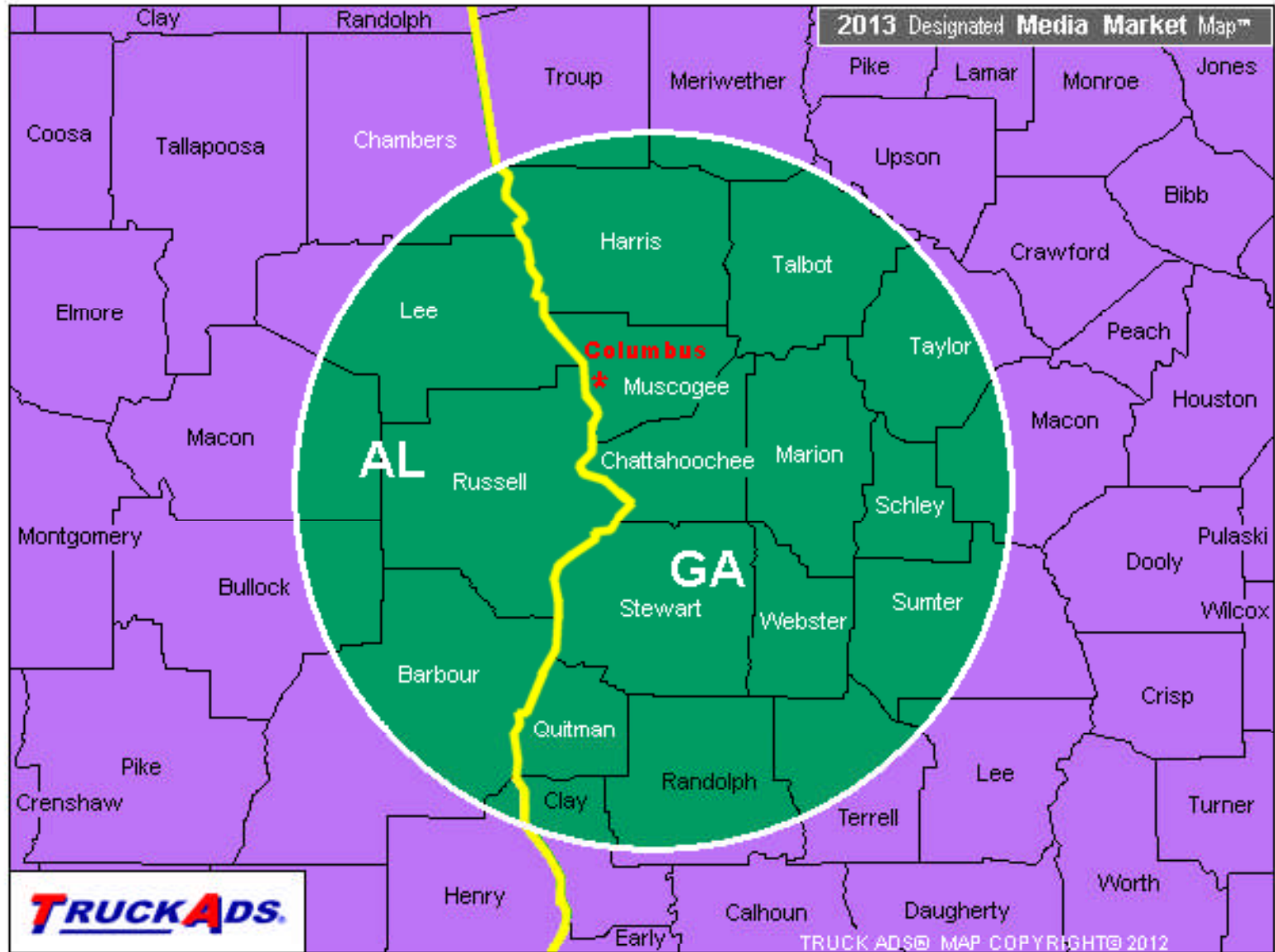
White	317,911
African American	208,047
Asian	9,484
American Indian and Alaska Native	1,958
Native Hawaiian and Pacific Islander	812
Other	11,986
Identified by two or more	11,556

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COLUMBUS :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

GEORGIA: Chattahoochee, GA ~ Harris, GA ~ Marion, GA ~ Muscogee, GA ~ Quitman, GA ~ Schley, GA ~ Stewart, GA ~ Sumter, GA ~ Talbot, GA ~ Taylor, GA ~ Webster, GA ~ **ALABAMA:** Barbour, AL ~ Chambers, AL ~ Lee, AL ~ Russell, AL

GA - Chattahoochee County

Population

Total Population	11,267
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Housing Status

(in housing units unless noted)

Total	3,376
Occupied	2,686
Owner-occupied	904
Population in owner-occupied (number of individuals)	2,275
Renter-occupied	1,782
Population in renter-occupied (number of individuals)	5,725
Households with individuals under 18	1,443
Vacant	690
Vacant: for rent	315
Vacant: for sale	28

Population by Sex/Age

Male	7,039
Female	4,228
Under 18	3,053
18 & over	8,214
20 - 24	2,222
25 - 34	2,401
35 - 49	1,678
50 - 64	751
65 & over	420

Population by Ethnicity

Hispanic or Latino	1,398
Non Hispanic or Latino	9,869

Population by Race

White	7,753
African American	2,123
Asian	246
American Indian and Alaska Native	81
Native Hawaiian and Pacific Islander	72
Other	494
Identified by two or more	498

GA - Harris County

Population

Total Population	32,024
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Housing Status

(in housing units unless noted)

Total	13,397
Occupied	11,823
Owner-occupied	10,147
Population in owner-occupied (number of individuals)	27,238
Renter-occupied	1,676
Population in renter-occupied (number of individuals)	4,344
Households with individuals under 18	4,227
Vacant	1,574
Vacant: for rent	155
Vacant: for sale	218

Population by Sex/Age

Male	15,975
Female	16,049
Under 18	7,618
18 & over	24,406
20 - 24	1,493
25 - 34	2,944
35 - 49	7,358
50 - 64	7,535
65 & over	4,238

Population by Ethnicity

Hispanic or Latino	872
Non Hispanic or Latino	31,152

Population by Race

White	25,392
African American	5,506
Asian	287
American Indian and Alaska Native	108
Native Hawaiian and Pacific Islander	17
Other	238
Identified by two or more	476

GA - Marion County

Population

Total Population	8,742
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Housing Status

(in housing units unless noted)

Total	4,156
Occupied	3,420
Owner-occupied	2,517
Population in owner-occupied (number of individuals)	6,334
Renter-occupied	903
Population in renter-occupied (number of individuals)	2,329
Households with individuals under 18	1,167
Vacant	736
Vacant: for rent	94
Vacant: for sale	63

Population by Sex/Age

Male	4,305
Female	4,437
Under 18	2,096
18 & over	6,646
20 - 24	535
25 - 34	876
35 - 49	1,812
50 - 64	1,929
65 & over	1,215

Population by Ethnicity

Hispanic or Latino	570
Non Hispanic or Latino	8,172

Population by Race

White	5,254
African American	2,856
Asian	78
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	13
Other	358
Identified by two or more	139

GA - Muscogee County

Population

Total Population	189,885
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Housing Status

(in housing units unless noted)

Total	82,690
Occupied	74,081
Owner-occupied	38,584
Population in owner-occupied (number of individuals)	96,748
Renter-occupied	35,497
Population in renter-occupied (number of individuals)	86,120
Households with individuals under 18	25,922
Vacant	8,609
Vacant: for rent	4,631
Vacant: for sale	1,050

Population by Sex/Age

Male	90,870
Female	99,015
Under 18	48,598
18 & over	141,287
20 - 24	15,433
25 - 34	28,231
35 - 49	36,146
50 - 64	33,166
65 & over	22,082

Population by Ethnicity

Hispanic or Latino	12,110
Non Hispanic or Latino	177,775

Population by Race

White	87,870
African American	86,403
Asian	4,128
American Indian and Alaska Native	731
Native Hawaiian and Pacific Islander	431
Other	4,554
Identified by two or more	5,768

GA - Quitman County

Population

Total Population	2,513
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Housing Status

(in housing units unless noted)

Total	2,047
Occupied	1,053
Owner-occupied	826
Population in owner-occupied (number of individuals)	1,932
Renter-occupied	227
Population in renter-occupied (number of individuals)	581
Households with individuals under 18	260
Vacant	994
Vacant: for rent	38
Vacant: for sale	74

Population by Sex/Age

Male	1,200
Female	1,313
Under 18	514
18 & over	1,999
20 - 24	128
25 - 34	217
35 - 49	433
50 - 64	600
65 & over	554

Population by Ethnicity

Hispanic or Latino	34
Non Hispanic or Latino	2,479

Population by Race

White	1,290
African American	1,204
Asian	2
American Indian and Alaska Native	4
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	11

GA - Schley County

Population

Total Population	5,010
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Housing Status

(in housing units unless noted)

Total	2,208
Occupied	1,872
Owner-occupied	1,362
Population in owner-occupied (number of individuals)	3,709
Renter-occupied	510
Population in renter-occupied (number of individuals)	1,301
Households with individuals under 18	753
Vacant	336
Vacant: for rent	48
Vacant: for sale	36

Population by Sex/Age

Male	2,407
Female	2,603
Under 18	1,503
18 & over	3,507
20 - 24	247
25 - 34	485
35 - 49	1,134
50 - 64	846
65 & over	657

Population by Ethnicity

Hispanic or Latino	161
Non Hispanic or Latino	4,849

Population by Race

White	3,658
African American	1,169
Asian	36
American Indian and Alaska Native	2
Native Hawaiian and Pacific Islander	0
Other	96
Identified by two or more	49

GA - Stewart County

Population

Total Population	6,058
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Housing Status

(in housing units unless noted)

Total	2,383
Occupied	1,862
Owner-occupied	1,341
Population in owner-occupied (number of individuals)	3,177
Renter-occupied	521
Population in renter-occupied (number of individuals)	1,206
Households with individuals under 18	525
Vacant	521
Vacant: for rent	77
Vacant: for sale	40

Population by Sex/Age

Male	3,682
Female	2,376
Under 18	949
18 & over	5,109
20 - 24	540
25 - 34	1,160
35 - 49	1,353
50 - 64	1,056
65 & over	858

Population by Ethnicity

Hispanic or Latino	1,454
Non Hispanic or Latino	4,604

Population by Race

White	1,696
African American	2,864
Asian	44
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	1
Other	1,382
Identified by two or more	60

GA - Sumter County

Population

Total Population	32,819
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Housing Status

(in housing units unless noted)

Total	13,909
Occupied	12,123
Owner-occupied	6,927
Population in owner-occupied (number of individuals)	17,610
Renter-occupied	5,196
Population in renter-occupied (number of individuals)	13,302
Households with individuals under 18	4,245
Vacant	1,786
Vacant: for rent	497
Vacant: for sale	170

Population by Sex/Age

Male	15,627
Female	17,192
Under 18	8,301
18 & over	24,518
20 - 24	2,984
25 - 34	4,162
35 - 49	5,980
50 - 64	5,866
65 & over	4,143

Population by Ethnicity

Hispanic or Latino	1,717
Non Hispanic or Latino	31,102

Population by Race

White	13,852
African American	17,001
Asian	421
American Indian and Alaska Native	106
Native Hawaiian and Pacific Islander	21
Other	1,040
Identified by two or more	378

GA - Talbot County

Population

Total Population	6,865
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Housing Status

(in housing units unless noted)

Total	3,399
Occupied	2,832
Owner-occupied	2,251
Population in owner-occupied (number of individuals)	5,507
Renter-occupied	581
Population in renter-occupied (number of individuals)	1,341
Households with individuals under 18	805
Vacant	567
Vacant: for rent	51
Vacant: for sale	61

Population by Sex/Age

Male	3,245
Female	3,620
Under 18	1,464
18 & over	5,401
20 - 24	339
25 - 34	614
35 - 49	1,356
50 - 64	1,796
65 & over	1,119

Population by Ethnicity

Hispanic or Latino	91
Non Hispanic or Latino	6,774

Population by Race

White	2,679
African American	4,065
Asian	9
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	0
Other	26
Identified by two or more	68

GA - Taylor County

Population

Total Population	8,906
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Housing Status

(in housing units unless noted)

Total	4,563
Occupied	3,522
Owner-occupied	2,485
Population in owner-occupied (number of individuals)	6,078
Renter-occupied	1,037
Population in renter-occupied (number of individuals)	2,506
Households with individuals under 18	1,148
Vacant	1,041
Vacant: for rent	193
Vacant: for sale	48

Population by Sex/Age

Male	4,301
Female	4,605
Under 18	2,178
18 & over	6,728
20 - 24	500
25 - 34	958
35 - 49	1,835
50 - 64	1,837
65 & over	1,330

Population by Ethnicity

Hispanic or Latino	164
Non Hispanic or Latino	8,742

Population by Race

White	5,208
African American	3,503
Asian	57
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	0
Other	58
Identified by two or more	74

GA - Webster County

Population

Total Population	2,799
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Housing Status

(in housing units unless noted)

Total	1,523
Occupied	1,119
Owner-occupied	884
Population in owner-occupied (number of individuals)	2,262
Renter-occupied	235
Population in renter-occupied (number of individuals)	537
Households with individuals under 18	385
Vacant	404
Vacant: for rent	46
Vacant: for sale	15

Population by Sex/Age

Male	1,362
Female	1,437
Under 18	710
18 & over	2,089
20 - 24	147
25 - 34	270
35 - 49	607
50 - 64	584
65 & over	420

Population by Ethnicity

Hispanic or Latino	98
Non Hispanic or Latino	2,701

Population by Race

White	1,512
African American	1,185
Asian	7
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	0
Other	66
Identified by two or more	29

AL - Barbour County

Population

Total Population	27,457
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Housing Status

(in housing units unless noted)

Total	11,829
Occupied	9,820
Owner-occupied	6,556
Population in owner-occupied (number of individuals)	16,020
Renter-occupied	3,264
Population in renter-occupied (number of individuals)	8,244
Households with individuals under 18	3,264
Vacant	2,009
Vacant: for rent	311
Vacant: for sale	130

Population by Sex/Age

Male	14,576
Female	12,881
Under 18	6,015
18 & over	21,442
20 - 24	1,794
25 - 34	3,818
35 - 49	5,736
50 - 64	5,526
65 & over	3,909

Population by Ethnicity

Hispanic or Latino	1,387
Non Hispanic or Latino	26,070

Population by Race

White	13,180
African American	12,875
Asian	107
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	29
Other	894
Identified by two or more	258

AL - Chambers County

Population

Total Population	34,215
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Housing Status

(in housing units unless noted)

Total	17,004
Occupied	13,933
Owner-occupied	9,843
Population in owner-occupied (number of individuals)	23,979
Renter-occupied	4,090
Population in renter-occupied (number of individuals)	9,778
Households with individuals under 18	4,295
Vacant	3,071
Vacant: for rent	1,336
Vacant: for sale	283

Population by Sex/Age

Male	16,363
Female	17,852
Under 18	7,703
18 & over	26,512
20 - 24	1,925
25 - 34	3,801
35 - 49	6,834
50 - 64	7,416
65 & over	5,706

Population by Ethnicity

Hispanic or Latino	536
Non Hispanic or Latino	33,679

Population by Race

White	20,112
African American	13,257
Asian	168
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	10
Other	214
Identified by two or more	385

AL - Lee County

Population

Total Population	140,247
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Housing Status

(in housing units unless noted)

Total	62,391
Occupied	55,682
Owner-occupied	34,202
Population in owner-occupied (number of individuals)	88,214
Renter-occupied	21,480
Population in renter-occupied (number of individuals)	47,623
Households with individuals under 18	17,547
Vacant	6,709
Vacant: for rent	2,646
Vacant: for sale	1,354

Population by Sex/Age

Male	69,126
Female	71,121
Under 18	31,591
18 & over	108,656
20 - 24	21,095
25 - 34	19,347
35 - 49	26,053
50 - 64	21,721
65 & over	12,716

Population by Ethnicity

Hispanic or Latino	4,571
Non Hispanic or Latino	135,676

Population by Race

White	100,006
African American	31,901
Asian	3,658
American Indian and Alaska Native	445
Native Hawaiian and Pacific Islander	105
Other	1,873
Identified by two or more	2,259

AL - Russell County

Population

Total Population	52,947
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Housing Status

(in housing units unless noted)

Total	24,595
Occupied	21,229
Owner-occupied	12,736
Population in owner-occupied (number of individuals)	31,645
Renter-occupied	8,493
Population in renter-occupied (number of individuals)	20,728
Households with individuals under 18	7,394
Vacant	3,366
Vacant: for rent	1,119
Vacant: for sale	401

Population by Sex/Age

Male	25,287
Female	27,660
Under 18	13,499
18 & over	39,448
20 - 24	3,661
25 - 34	7,310
35 - 49	10,341
50 - 64	9,921
65 & over	6,720

Population by Ethnicity

Hispanic or Latino	1,946
Non Hispanic or Latino	51,001

Population by Race

White	28,449
African American	22,135
Asian	236
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	113
Other	691
Identified by two or more	1,104