



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

COLUMBUS TUPELO WEST POINT :::

BROADCAST TV MARKET AREA

Population

Total Population	482,483
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Housing Status

(in housing units unless noted)

Total	215,439
Occupied	188,438
Owner-occupied	130,376
Population in owner-occupied (number of individuals)	330,732
Renter-occupied	58,062
Population in renter-occupied (number of individuals)	140,142
Households with individuals under 18	63,941
Vacant	27,001
Vacant: for rent	6,901
Vacant: for sale	2,586

Population by Sex/Age

Male	232,751
Female	249,732
Under 18	118,278
18 & over	364,205
20 - 24	37,508
25 - 34	58,966
35 - 49	92,860
50 - 64	90,385
65 & over	68,228

Population by Ethnicity

Hispanic or Latino	10,596
Non Hispanic or Latino	471,887

Population by Race

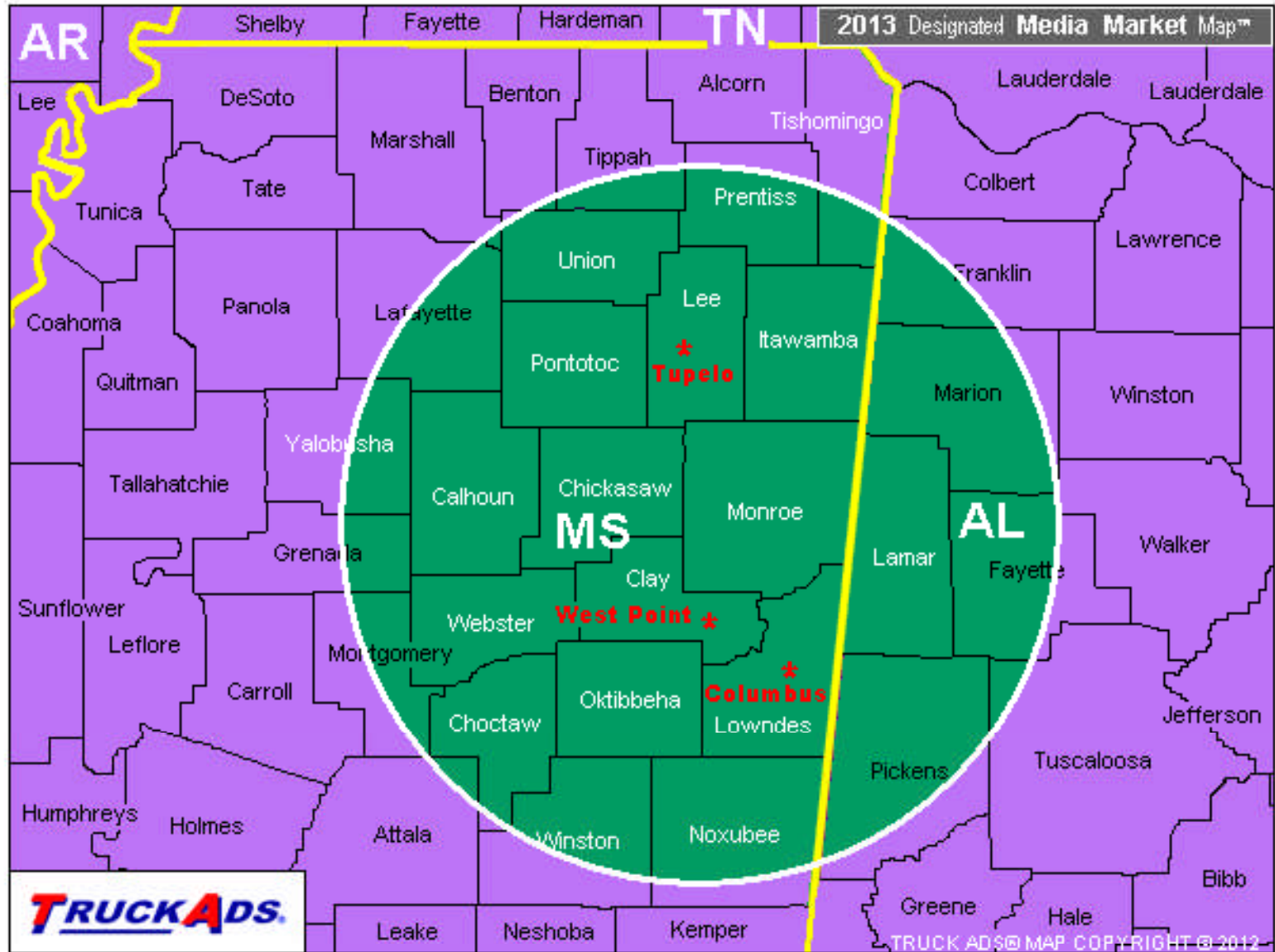
White	325,557
African American	142,489
Asian	2,568
American Indian and Alaska Native	1039
Native Hawaiian and Pacific Islander	116
Other	5,717
Identified by two or more	4,997

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COLUMBUS TUPELO WEST POINT :::

BROADCAST TV MARKET AREA



18 COUNTIES IN THIS DESIGNATED MARKET

MISSISSIPPI: Calhoun, MS ~ Chickasaw, MS ~ Choctaw, MS ~ Clay, MS ~ Itawamba, MS ~ Lee, MS ~ Lowndes, MS ~ Monroe, MS ~ Noxubee, MS ~ Oktibbeha, MS ~ Pontotoc, MS ~ Prentiss, MS ~ Tishomingo, MS ~ Union, MS ~ Webster, MS ~ Winston, MS ~ Yalobusha, MS ~ **ALABAMA:** Lamar, AL

MS - Calhoun County

Population

Total Population	14,962
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Housing Status

(in housing units unless noted)

Total	6,913
Occupied	5,988
Owner-occupied	4,262
Population in owner-occupied (number of individuals)	10,367
Renter-occupied	1,726
Population in renter-occupied (number of individuals)	4,380
Households with individuals under 18	2,008
Vacant	925
Vacant: for rent	225
Vacant: for sale	53

Population by Sex/Age

Male	7,153
Female	7,809
Under 18	3,739
18 & over	11,223
20 - 24	821
25 - 34	1,704
35 - 49	2,940
50 - 64	2,939
65 & over	2,476

Population by Ethnicity

Hispanic or Latino	805
Non Hispanic or Latino	14,157

Population by Race

White	10,096
African American	4,149
Asian	16
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	2
Other	511
Identified by two or more	171

MS - Chickasaw County

Population

Total Population	17,392
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Housing Status

(in housing units unless noted)

Total	7,514
Occupied	6,639
Owner-occupied	4,900
Population in owner-occupied (number of individuals)	12,756
Renter-occupied	1,739
Population in renter-occupied (number of individuals)	4,430
Households with individuals under 18	2,425
Vacant	875
Vacant: for rent	259
Vacant: for sale	98

Population by Sex/Age

Male	8,267
Female	9,125
Under 18	4,572
18 & over	12,820
20 - 24	1,063
25 - 34	2,037
35 - 49	3,348
50 - 64	3,365
65 & over	2,512

Population by Ethnicity

Hispanic or Latino	643
Non Hispanic or Latino	16,749

Population by Race

White	9,386
African American	7,319
Asian	53
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	2
Other	442
Identified by two or more	167

MS - Choctaw County

Population

Total Population	8,547
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Housing Status

(in housing units unless noted)

Total	4,150
Occupied	3,446
Owner-occupied	2,637
Population in owner-occupied (number of individuals)	6,479
Renter-occupied	809
Population in renter-occupied (number of individuals)	1,947
Households with individuals under 18	1,129
Vacant	704
Vacant: for rent	60
Vacant: for sale	29

Population by Sex/Age

Male	4,094
Female	4,453
Under 18	2,077
18 & over	6,470
20 - 24	422
25 - 34	887
35 - 49	1,628
50 - 64	1,824
65 & over	1,486

Population by Ethnicity

Hispanic or Latino	76
Non Hispanic or Latino	8,471

Population by Race

White	5,846
African American	2,574
Asian	8
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	10
Identified by two or more	92

MS - Clay County

Population

Total Population	20,634
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Housing Status

(in housing units unless noted)

Total	9,180
Occupied	8,029
Owner-occupied	5,558
Population in owner-occupied (number of individuals)	14,011
Renter-occupied	2,471
Population in renter-occupied (number of individuals)	6,320
Households with individuals under 18	2,824
Vacant	1,151
Vacant: for rent	243
Vacant: for sale	108

Population by Sex/Age

Male	9,670
Female	10,964
Under 18	5,302
18 & over	15,332
20 - 24	1,246
25 - 34	2,451
35 - 49	3,782
50 - 64	4,254
65 & over	2,952

Population by Ethnicity

Hispanic or Latino	199
Non Hispanic or Latino	20,435

Population by Race

White	8,350
African American	12,017
Asian	46
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	2
Other	72
Identified by two or more	120

MS - Itawamba County

Population

Total Population	23,401
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Housing Status

(in housing units unless noted)

Total	10,126
Occupied	8,881
Owner-occupied	6,847
Population in owner-occupied (number of individuals)	17,464
Renter-occupied	2,034
Population in renter-occupied (number of individuals)	5,003
Households with individuals under 18	3,043
Vacant	1,245
Vacant: for rent	285
Vacant: for sale	83

Population by Sex/Age

Male	11,442
Female	11,959
Under 18	5,400
18 & over	18,001
20 - 24	1,531
25 - 34	2,610
35 - 49	4,748
50 - 64	4,323
65 & over	3,701

Population by Ethnicity

Hispanic or Latino	300
Non Hispanic or Latino	23,101

Population by Race

White	21,623
African American	1,391
Asian	52
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	3
Other	145
Identified by two or more	140

MS - Lee County

Population

Total Population	82,910
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Housing Status

(in housing units unless noted)

Total	35,872
Occupied	32,086
Owner-occupied	21,588
Population in owner-occupied (number of individuals)	56,232
Renter-occupied	10,498
Population in renter-occupied (number of individuals)	25,613
Households with individuals under 18	11,861
Vacant	3,786
Vacant: for rent	1,526
Vacant: for sale	644

Population by Sex/Age

Male	39,709
Female	43,201
Under 18	22,106
18 & over	60,804
20 - 24	4,727
25 - 34	10,976
35 - 49	17,198
50 - 64	14,996
65 & over	10,749

Population by Ethnicity

Hispanic or Latino	1,991
Non Hispanic or Latino	80,919

Population by Race

White	57,497
African American	22,619
Asian	517
American Indian and Alaska Native	132
Native Hawaiian and Pacific Islander	20
Other	1,091
Identified by two or more	1,034

MS - Lowndes County

Population

Total Population	59,779
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Housing Status

(in housing units unless noted)

Total	26,556
Occupied	23,487
Owner-occupied	14,853
Population in owner-occupied (number of individuals)	37,712
Renter-occupied	8,634
Population in renter-occupied (number of individuals)	20,749
Households with individuals under 18	8,173
Vacant	3,069
Vacant: for rent	1,072
Vacant: for sale	391

Population by Sex/Age

Male	28,341
Female	31,438
Under 18	15,055
18 & over	44,724
20 - 24	4,613
25 - 34	7,644
35 - 49	11,548
50 - 64	11,378
65 & over	7,704

Population by Ethnicity

Hispanic or Latino	914
Non Hispanic or Latino	58,865

Population by Race

White	32,259
African American	25,993
Asian	399
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	31
Other	332
Identified by two or more	652

MS - Monroe County

Population

Total Population	36,989
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Housing Status

(in housing units unless noted)

Total	16,455
Occupied	14,485
Owner-occupied	10,950
Population in owner-occupied (number of individuals)	27,734
Renter-occupied	3,535
Population in renter-occupied (number of individuals)	8,847
Households with individuals under 18	4,982
Vacant	1,970
Vacant: for rent	318
Vacant: for sale	205

Population by Sex/Age

Male	17,582
Female	19,407
Under 18	9,082
18 & over	27,907
20 - 24	2,139
25 - 34	4,192
35 - 49	7,274
50 - 64	7,442
65 & over	5,830

Population by Ethnicity

Hispanic or Latino	355
Non Hispanic or Latino	36,634

Population by Race

White	25,035
African American	11,420
Asian	71
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	4
Other	105
Identified by two or more	291

MS - Noxubee County

Population

Total Population	11,545
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Housing Status

(in housing units unless noted)

Total	5,170
Occupied	4,305
Owner-occupied	3,282
Population in owner-occupied (number of individuals)	8,818
Renter-occupied	1,023
Population in renter-occupied (number of individuals)	2,554
Households with individuals under 18	1,576
Vacant	865
Vacant: for rent	79
Vacant: for sale	48

Population by Sex/Age

Male	5,526
Female	6,019
Under 18	3,129
18 & over	8,416
20 - 24	818
25 - 34	1,342
35 - 49	2,132
50 - 64	2,253
65 & over	1,552

Population by Ethnicity

Hispanic or Latino	92
Non Hispanic or Latino	11,453

Population by Race

White	3,133
African American	8,262
Asian	22
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	1
Other	48
Identified by two or more	59

MS - Oktibbeha County

Population

Total Population	47,671
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Housing Status

(in housing units unless noted)

Total	20,947
Occupied	18,820
Owner-occupied	9,244
Population in owner-occupied (number of individuals)	22,793
Renter-occupied	9,576
Population in renter-occupied (number of individuals)	20,511
Households with individuals under 18	4,814
Vacant	2,127
Vacant: for rent	946
Vacant: for sale	203

Population by Sex/Age

Male	23,752
Female	23,919
Under 18	8,706
18 & over	38,965
20 - 24	10,790
25 - 34	6,705
35 - 49	6,666
50 - 64	6,544
65 & over	4,391

Population by Ethnicity

Hispanic or Latino	683
Non Hispanic or Latino	46,988

Population by Race

White	28,224
African American	17,431
Asian	1,156
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	16
Other	186
Identified by two or more	567

MS - Pontotoc County

Population

Total Population	29,957
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Housing Status

(in housing units unless noted)

Total	12,440
Occupied	11,172
Owner-occupied	8,197
Population in owner-occupied (number of individuals)	21,713
Renter-occupied	2,975
Population in renter-occupied (number of individuals)	8,008
Households with individuals under 18	4,234
Vacant	1,268
Vacant: for rent	360
Vacant: for sale	127

Population by Sex/Age

Male	14,771
Female	15,186
Under 18	8,080
18 & over	21,877
20 - 24	1,799
25 - 34	3,797
35 - 49	6,299
50 - 64	5,397
65 & over	3,831

Population by Ethnicity

Hispanic or Latino	1,849
Non Hispanic or Latino	28,108

Population by Race

White	23,984
African American	4,131
Asian	56
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	12
Other	1,300
Identified by two or more	407

MS - Prentiss County

Population

Total Population	25,276
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Housing Status

(in housing units unless noted)

Total	11,054
Occupied	9,812
Owner-occupied	7,296
Population in owner-occupied (number of individuals)	18,454
Renter-occupied	2,516
Population in renter-occupied (number of individuals)	5,958
Households with individuals under 18	3,300
Vacant	1,242
Vacant: for rent	268
Vacant: for sale	84

Population by Sex/Age

Male	12,353
Female	12,923
Under 18	5,885
18 & over	19,391
20 - 24	1,907
25 - 34	2,905
35 - 49	4,901
50 - 64	4,787
65 & over	3,972

Population by Ethnicity

Hispanic or Latino	307
Non Hispanic or Latino	24,969

Population by Race

White	21,312
African American	3,488
Asian	33
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	3
Other	135
Identified by two or more	261

MS - Tishomingo County

Population

Total Population	19,593
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Housing Status

(in housing units unless noted)

Total	10,295
Occupied	8,148
Owner-occupied	6,100
Population in owner-occupied (number of individuals)	14,625
Renter-occupied	2,048
Population in renter-occupied (number of individuals)	4,688
Households with individuals under 18	2,527
Vacant	2,147
Vacant: for rent	258
Vacant: for sale	114

Population by Sex/Age

Male	9,462
Female	10,131
Under 18	4,538
18 & over	15,055
20 - 24	985
25 - 34	2,052
35 - 49	4,025
50 - 64	3,971
65 & over	3,534

Population by Ethnicity

Hispanic or Latino	553
Non Hispanic or Latino	19,040

Population by Race

White	18,509
African American	519
Asian	21
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	1
Other	342
Identified by two or more	164

MS - Union County

Population

Total Population	27,134
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Housing Status

(in housing units unless noted)

Total	11,520
Occupied	10,317
Owner-occupied	7,611
Population in owner-occupied (number of individuals)	19,738
Renter-occupied	2,706
Population in renter-occupied (number of individuals)	7,113
Households with individuals under 18	3,733
Vacant	1,203
Vacant: for rent	370
Vacant: for sale	127

Population by Sex/Age

Male	13,255
Female	13,879
Under 18	6,990
18 & over	20,144
20 - 24	1,616
25 - 34	3,355
35 - 49	5,516
50 - 64	5,048
65 & over	3,923

Population by Ethnicity

Hispanic or Latino	1,210
Non Hispanic or Latino	25,924

Population by Race

White	21,973
African American	3,935
Asian	46
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	11
Other	792
Identified by two or more	331

MS - Webster County

Population

Total Population	10,253
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Housing Status

(in housing units unless noted)

Total	4,804
Occupied	4,060
Owner-occupied	3,076
Population in owner-occupied (number of individuals)	7,790
Renter-occupied	984
Population in renter-occupied (number of individuals)	2,407
Households with individuals under 18	1,383
Vacant	744
Vacant: for rent	135
Vacant: for sale	40

Population by Sex/Age

Male	4,985
Female	5,268
Under 18	2,579
18 & over	7,674
20 - 24	552
25 - 34	1,175
35 - 49	2,064
50 - 64	2,029
65 & over	1,614

Population by Ethnicity

Hispanic or Latino	104
Non Hispanic or Latino	10,149

Population by Race

White	8,065
African American	2,040
Asian	11
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	0
Other	38
Identified by two or more	78

MS - Winston County

Population

Total Population	19,198
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Housing Status

(in housing units unless noted)

Total	8,745
Occupied	7,494
Owner-occupied	5,594
Population in owner-occupied (number of individuals)	13,670
Renter-occupied	1,900
Population in renter-occupied (number of individuals)	5,120
Households with individuals under 18	2,487
Vacant	1,251
Vacant: for rent	181
Vacant: for sale	80

Population by Sex/Age

Male	9,239
Female	9,959
Under 18	4,789
18 & over	14,409
20 - 24	1,079
25 - 34	2,258
35 - 49	3,532
50 - 64	3,889
65 & over	3,171

Population by Ethnicity

Hispanic or Latino	184
Non Hispanic or Latino	19,014

Population by Race

White	9,972
African American	8,753
Asian	37
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	4
Other	47
Identified by two or more	166

MS - Yalobusha County

Population

Total Population	12,678
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Housing Status

(in housing units unless noted)

Total	6,344
Occupied	5,166
Owner-occupied	3,912
Population in owner-occupied (number of individuals)	9,522
Renter-occupied	1,254
Population in renter-occupied (number of individuals)	3,001
Households with individuals under 18	1,632
Vacant	1,178
Vacant: for rent	135
Vacant: for sale	103

Population by Sex/Age

Male	6,053
Female	6,625
Under 18	3,022
18 & over	9,656
20 - 24	669
25 - 34	1,410
35 - 49	2,379
50 - 64	2,742
65 & over	2,098

Population by Ethnicity

Hispanic or Latino	151
Non Hispanic or Latino	12,527

Population by Race

White	7,667
African American	4,805
Asian	20
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	1
Other	39
Identified by two or more	114

AL - Lamar County

Population

Total Population	14,564
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Housing Status

(in housing units unless noted)

Total	7,354
Occupied	6,103
Owner-occupied	4,469
Population in owner-occupied (number of individuals)	10,854
Renter-occupied	1,634
Population in renter-occupied (number of individuals)	3,493
Households with individuals under 18	1,810
Vacant	1,251
Vacant: for rent	181
Vacant: for sale	49

Population by Sex/Age

Male	7,097
Female	7,467
Under 18	3,227
18 & over	11,337
20 - 24	731
25 - 34	1,466
35 - 49	2,880
50 - 64	3,204
65 & over	2,732

Population by Ethnicity

Hispanic or Latino	180
Non Hispanic or Latino	14,384

Population by Race

White	12,626
African American	1,643
Asian	4
American Indian and Alaska Native	24
Native Hawaiian and Pacific Islander	2
Other	82
Identified by two or more	183