



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

**COLUMBUS ZANESVILLE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	2,511,574
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**Housing Status**

( in housing units unless noted )

Total	1,087,712
Occupied	985,375
Owner-occupied	636,691
Population in owner-occupied ( number of individuals )	1,635,492
Renter-occupied	348,684
Population in renter-occupied ( number of individuals )	800,904
Households with individuals under 18	323,248
Vacant	102,337
Vacant: for rent	37,340
Vacant: for sale	16,463

**Population by Sex/Age**

Male	1,239,687
Female	1,271,887
Under 18	613,338
18 & over	1,898,236
20 - 24	177,021
25 - 34	348,121
35 - 49	531,137
50 - 64	473,085
65 & over	297,503

**Population by Ethnicity**

Hispanic or Latino	74,208
Non Hispanic or Latino	2,437,366

**Population by Race**

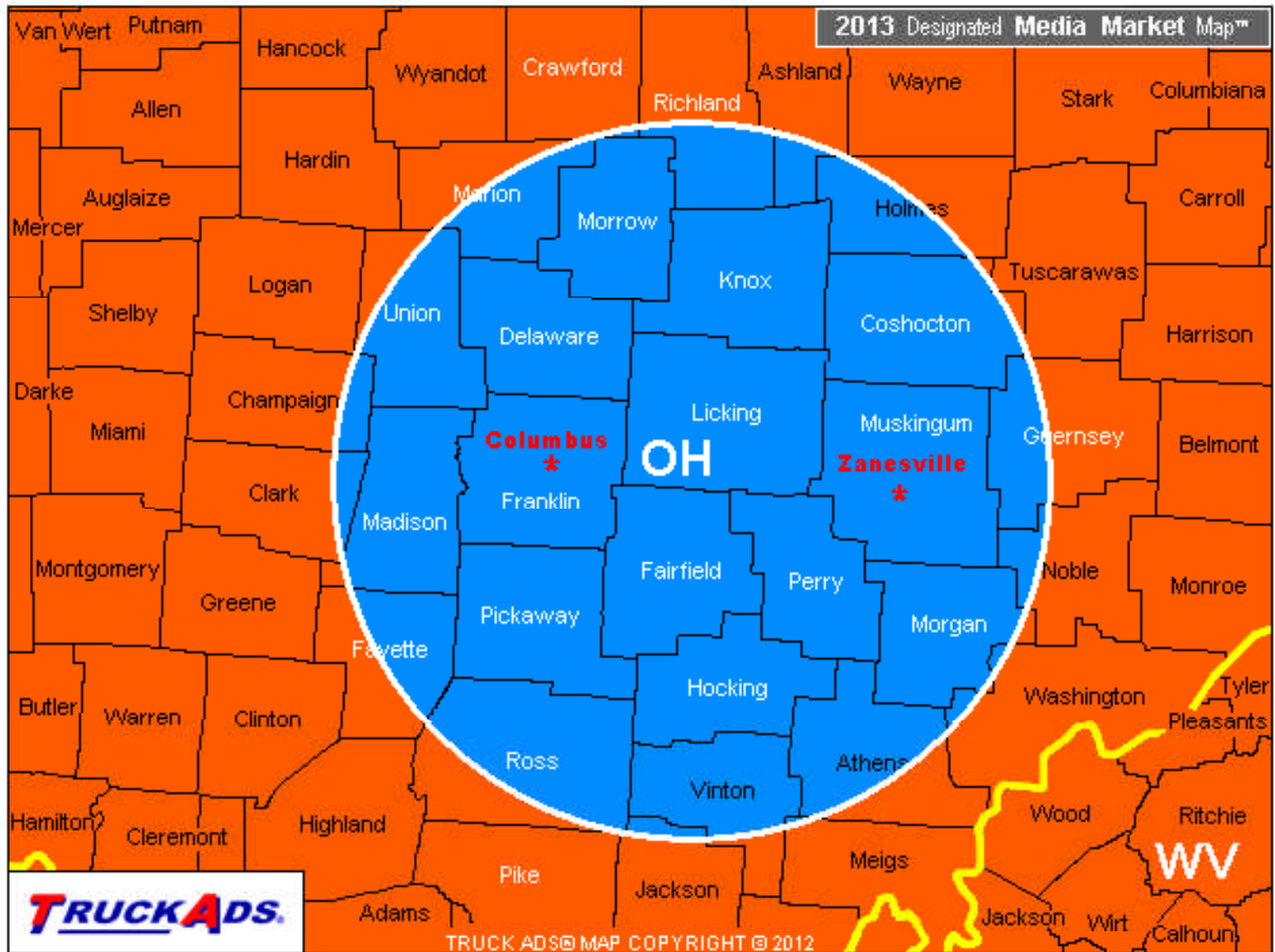
White	2,052,830
African American	300,617
Asian	60,036
American Indian and Alaska Native	5,840
Native Hawaiian and Pacific Islander	1,080
Other	32,851
Identified by two or more	58,320

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# COLUMBUS ZANESVILLE :::

## BROADCAST TV MARKET AREA



### 21 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Coshocton, OH ~ Crawford, OH ~ Delaware, OH ~ Fairfield, OH ~ Fayette, OH ~ Franklin, OH ~ Guernsey, OH ~ Hocking, OH ~ Knox, OH ~ Licking, OH ~ Madison, OH ~ Marion, OH ~ Morgan, OH ~ Morrow, OH ~ Muskingum, OH ~ Perry, OH ~ Pickaway, OH ~ Pike, OH ~ Richland, OH ~ Ross, OH ~ Union, OH

## OH - Coshocton County

### Population

Total Population	36,901
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### Housing Status

( in housing units unless noted )

Total	16,545
Occupied	14,658
Owner-occupied	10,735
Population in owner-occupied ( number of individuals )	27,200
Renter-occupied	3,923
Population in renter-occupied ( number of individuals )	9,273
Households with individuals under 18	4,518
Vacant	1,887
Vacant: for rent	378
Vacant: for sale	199

### Population by Sex/Age

Male	18,225
Female	18,676
Under 18	8,879
18 & over	28,022
20 - 24	1,940
25 - 34	4,115
35 - 49	7,237
50 - 64	7,811
65 & over	5,992

### Population by Ethnicity

Hispanic or Latino	279
Non Hispanic or Latino	36,622

### Population by Race

White	35,810
African American	395
Asian	103
American Indian and Alaska Native	81
Native Hawaiian and Pacific Islander	3
Other	81
Identified by two or more	428

## OH - Crawford County

### Population

Total Population	43,784
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### Housing Status

( in housing units unless noted )

Total	20,167
Occupied	18,099
Owner-occupied	12,541
Population in owner-occupied ( number of individuals )	30,244
Renter-occupied	5,558
Population in renter-occupied ( number of individuals )	12,961
Households with individuals under 18	5,411
Vacant	2,068
Vacant: for rent	631
Vacant: for sale	324

### Population by Sex/Age

Male	21,260
Female	22,524
Under 18	10,133
18 & over	33,651
20 - 24	2,190
25 - 34	4,789
35 - 49	8,535
50 - 64	9,255
65 & over	7,796

### Population by Ethnicity

Hispanic or Latino	533
Non Hispanic or Latino	43,251

### Population by Race

White	42,556
African American	378
Asian	156
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	7
Other	139
Identified by two or more	488

## OH - Delaware County

### Population

Total Population	174,214
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### Housing Status

( in housing units unless noted )

Total	66,378
Occupied	62,760
Owner-occupied	51,354
Population in owner-occupied ( number of individuals )	146,136
Renter-occupied	11,406
Population in renter-occupied ( number of individuals )	25,710
Households with individuals under 18	26,287
Vacant	3,618
Vacant: for rent	959
Vacant: for sale	1,051

### Population by Sex/Age

Male	85,925
Female	88,289
Under 18	50,504
18 & over	123,710
20 - 24	7,210
25 - 34	19,042
35 - 49	44,478
50 - 64	32,653
65 & over	16,517

### Population by Ethnicity

Hispanic or Latino	3,669
Non Hispanic or Latino	170,545

### Population by Race

White	156,328
African American	5,837
Asian	7,436
American Indian and Alaska Native	252
Native Hawaiian and Pacific Islander	51
Other	1,097
Identified by two or more	3,213

## OH - Fairfield County

### Population

Total Population	146,156
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### Housing Status

( in housing units unless noted )

Total	58,687
Occupied	54,310
Owner-occupied	40,238
Population in owner-occupied ( number of individuals )	109,446
Renter-occupied	14,072
Population in renter-occupied ( number of individuals )	33,838
Households with individuals under 18	20,239
Vacant	4,377
Vacant: for rent	1,321
Vacant: for sale	902

### Population by Sex/Age

Male	72,450
Female	73,706
Under 18	38,409
18 & over	107,747
20 - 24	7,785
25 - 34	17,381
35 - 49	32,358
50 - 64	28,540
65 & over	18,075

### Population by Ethnicity

Hispanic or Latino	2,510
Non Hispanic or Latino	143,646

### Population by Race

White	131,830
African American	8,702
Asian	1,645
American Indian and Alaska Native	309
Native Hawaiian and Pacific Islander	45
Other	812
Identified by two or more	2,813

## OH - Fayette County

### Population

Total Population	29,030
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### Housing Status

( in housing units unless noted )

Total	12,693
Occupied	11,436
Owner-occupied	7,231
Population in owner-occupied ( number of individuals )	18,023
Renter-occupied	4,205
Population in renter-occupied ( number of individuals )	10,414
Households with individuals under 18	3,815
Vacant	1,257
Vacant: for rent	385
Vacant: for sale	257

### Population by Sex/Age

Male	14,271
Female	14,759
Under 18	7,163
18 & over	21,867
20 - 24	1,593
25 - 34	3,440
35 - 49	5,917
50 - 64	5,878
65 & over	4,345

### Population by Ethnicity

Hispanic or Latino	520
Non Hispanic or Latino	28,510

### Population by Race

White	27,471
African American	586
Asian	157
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	8
Other	237
Identified by two or more	504

## OH - Franklin County

### Population

Total Population	1,163,414
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### Housing Status

( in housing units unless noted )

Total	527,186
Occupied	477,235
Owner-occupied	264,583
Population in owner-occupied ( number of individuals )	660,610
Renter-occupied	212,652
Population in renter-occupied ( number of individuals )	477,580
Households with individuals under 18	147,714
Vacant	49,951
Vacant: for rent	23,227
Vacant: for sale	7,885

### Population by Sex/Age

Male	566,499
Female	596,915
Under 18	278,542
18 & over	884,872
20 - 24	102,648
25 - 34	190,763
35 - 49	238,341
50 - 64	201,301
65 & over	115,706

### Population by Ethnicity

Hispanic or Latino	55,718
Non Hispanic or Latino	1,107,696

### Population by Race

White	805,617
African American	247,225
Asian	44,996
American Indian and Alaska Native	2,852
Native Hawaiian and Pacific Islander	746
Other	27,272
Identified by two or more	34,706



## OH - Guernsey County

### Population

Total Population	40,087
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### Housing Status

( in housing units unless noted )

Total	19,193
Occupied	16,210
Owner-occupied	11,624
Population in owner-occupied ( number of individuals )	29,141
Renter-occupied	4,586
Population in renter-occupied ( number of individuals )	10,436
Households with individuals under 18	5,042
Vacant	2,983
Vacant: for rent	426
Vacant: for sale	231

### Population by Sex/Age

Male	19,644
Female	20,443
Under 18	9,615
18 & over	30,472
20 - 24	2,181
25 - 34	4,406
35 - 49	7,931
50 - 64	8,570
65 & over	6,426

### Population by Ethnicity

Hispanic or Latino	349
Non Hispanic or Latino	39,738

### Population by Race

White	38,486
African American	590
Asian	110
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	10
Other	76
Identified by two or more	715

## OH - Hocking County

### Population

Total Population	29,380
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### Housing Status

( in housing units unless noted )

Total	13,417
Occupied	11,369
Owner-occupied	8,345
Population in owner-occupied ( number of individuals )	21,204
Renter-occupied	3,024
Population in renter-occupied ( number of individuals )	7,458
Households with individuals under 18	3,670
Vacant	2,048
Vacant: for rent	221
Vacant: for sale	328

### Population by Sex/Age

Male	14,685
Female	14,695
Under 18	7,005
18 & over	22,375
20 - 24	1,496
25 - 34	3,230
35 - 49	6,034
50 - 64	6,347
65 & over	4,491

### Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	29,182

### Population by Race

White	28,639
African American	217
Asian	47
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	3
Other	49
Identified by two or more	329

## OH - Knox County

### Population

Total Population	60,921
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### Housing Status

( in housing units unless noted )

Total	25,118
Occupied	22,607
Owner-occupied	16,390
Population in owner-occupied ( number of individuals )	42,816
Renter-occupied	6,217
Population in renter-occupied ( number of individuals )	14,620
Households with individuals under 18	7,315
Vacant	2,511
Vacant: for rent	536
Vacant: for sale	335

### Population by Sex/Age

Male	29,751
Female	31,170
Under 18	14,701
18 & over	46,220
20 - 24	4,814
25 - 34	6,471
35 - 49	11,397
50 - 64	12,204
65 & over	8,987

### Population by Ethnicity

Hispanic or Latino	737
Non Hispanic or Latino	60,184

### Population by Race

White	58,933
African American	496
Asian	350
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	16
Other	262
Identified by two or more	741

## OH - Licking County

### Population

Total Population	166,492
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### Housing Status

( in housing units unless noted )

Total	69,291
Occupied	63,989
Owner-occupied	46,908
Population in owner-occupied ( number of individuals )	122,513
Renter-occupied	17,081
Population in renter-occupied ( number of individuals )	40,531
Households with individuals under 18	21,912
Vacant	5,302
Vacant: for rent	1,628
Vacant: for sale	994

### Population by Sex/Age

Male	81,524
Female	84,968
Under 18	41,125
18 & over	125,367
20 - 24	9,650
25 - 34	18,723
35 - 49	35,784
50 - 64	34,068
65 & over	22,087

### Population by Ethnicity

Hispanic or Latino	2,312
Non Hispanic or Latino	164,180

### Population by Race

White	155,190
African American	5,701
Asian	1,237
American Indian and Alaska Native	462
Native Hawaiian and Pacific Islander	36
Other	698
Identified by two or more	3,168

## OH - Madison County

### Population

Total Population	43,435
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### Housing Status

( in housing units unless noted )

Total	15,939
Occupied	14,734
Owner-occupied	10,641
Population in owner-occupied ( number of individuals )	28,053
Renter-occupied	4,093
Population in renter-occupied ( number of individuals )	10,144
Households with individuals under 18	5,020
Vacant	1,205
Vacant: for rent	373
Vacant: for sale	237

### Population by Sex/Age

Male	23,732
Female	19,703
Under 18	9,807
18 & over	33,628
20 - 24	2,510
25 - 34	5,599
35 - 49	10,453
50 - 64	8,538
65 & over	5,389

### Population by Ethnicity

Hispanic or Latino	622
Non Hispanic or Latino	42,813

### Population by Race

White	39,364
African American	2,862
Asian	232
American Indian and Alaska Native	105
Native Hawaiian and Pacific Islander	10
Other	214
Identified by two or more	648

## OH - Marion County

### Population

Total Population	66,501
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### Housing Status

( in housing units unless noted )

Total	27,834
Occupied	24,691
Owner-occupied	16,960
Population in owner-occupied ( number of individuals )	42,020
Renter-occupied	7,731
Population in renter-occupied ( number of individuals )	19,024
Households with individuals under 18	7,856
Vacant	3,143
Vacant: for rent	1,069
Vacant: for sale	446

### Population by Sex/Age

Male	34,875
Female	31,626
Under 18	14,729
18 & over	51,772
20 - 24	4,229
25 - 34	8,373
35 - 49	13,997
50 - 64	14,037
65 & over	9,468

### Population by Ethnicity

Hispanic or Latino	1,503
Non Hispanic or Latino	64,998

### Population by Race

White	60,565
African American	3,807
Asian	335
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	34
Other	516
Identified by two or more	1,131

## OH - Morgan County

### Population

Total Population	15,054
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### Housing Status

( in housing units unless noted )

Total	7,892
Occupied	6,034
Owner-occupied	4,640
Population in owner-occupied ( number of individuals )	11,549
Renter-occupied	1,394
Population in renter-occupied ( number of individuals )	3,317
Households with individuals under 18	1,794
Vacant	1,858
Vacant: for rent	121
Vacant: for sale	73

### Population by Sex/Age

Male	7,500
Female	7,554
Under 18	3,520
18 & over	11,534
20 - 24	749
25 - 34	1,607
35 - 49	2,896
50 - 64	3,293
65 & over	2,611

### Population by Ethnicity

Hispanic or Latino	97
Non Hispanic or Latino	14,957

### Population by Race

White	14,030
African American	432
Asian	17
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	0
Other	33
Identified by two or more	490

## OH - Morrow County

### Population

Total Population	34,827
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### Housing Status

( in housing units unless noted )

Total	14,155
Occupied	12,855
Owner-occupied	10,231
Population in owner-occupied ( number of individuals )	27,617
Renter-occupied	2,624
Population in renter-occupied ( number of individuals )	6,844
Households with individuals under 18	4,515
Vacant	1,300
Vacant: for rent	283
Vacant: for sale	226

### Population by Sex/Age

Male	17,454
Female	17,373
Under 18	8,993
18 & over	25,834
20 - 24	1,627
25 - 34	3,827
35 - 49	7,481
50 - 64	7,312
65 & over	4,680

### Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	34,447

### Population by Race

White	34,025
African American	121
Asian	88
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	9
Other	85
Identified by two or more	454



## OH - Muskingum County

### Population

Total Population	86,074
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### Housing Status

( in housing units unless noted )

Total	38,074
Occupied	34,271
Owner-occupied	23,712
Population in owner-occupied ( number of individuals )	59,428
Renter-occupied	10,559
Population in renter-occupied ( number of individuals )	24,748
Households with individuals under 18	11,069
Vacant	3,803
Vacant: for rent	1,011
Vacant: for sale	622

### Population by Sex/Age

Male	41,637
Female	44,437
Under 18	20,651
18 & over	65,423
20 - 24	5,486
25 - 34	9,833
35 - 49	17,095
50 - 64	17,420
65 & over	13,184

### Population by Ethnicity

Hispanic or Latino	650
Non Hispanic or Latino	85,424

### Population by Race

White	80,020
African American	3,256
Asian	287
American Indian and Alaska Native	187
Native Hawaiian and Pacific Islander	15
Other	199
Identified by two or more	2,110

## OH - Perry County

### Population

Total Population	36,058
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### Housing Status

( in housing units unless noted )

Total	15,211
Occupied	13,576
Owner-occupied	10,227
Population in owner-occupied ( number of individuals )	27,212
Renter-occupied	3,349
Population in renter-occupied ( number of individuals )	8,539
Households with individuals under 18	4,842
Vacant	1,635
Vacant: for rent	267
Vacant: for sale	195

### Population by Sex/Age

Male	17,975
Female	18,083
Under 18	9,431
18 & over	26,627
20 - 24	1,937
25 - 34	4,138
35 - 49	7,493
50 - 64	7,446
65 & over	4,658

### Population by Ethnicity

Hispanic or Latino	195
Non Hispanic or Latino	35,863

### Population by Race

White	35,290
African American	93
Asian	37
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	7
Other	52
Identified by two or more	492

## OH - Pickaway County

### Population

Total Population	55,698
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### Housing Status

( in housing units unless noted )

Total	21,275
Occupied	19,624
Owner-occupied	14,557
Population in owner-occupied ( number of individuals )	38,563
Renter-occupied	5,067
Population in renter-occupied ( number of individuals )	12,680
Households with individuals under 18	6,946
Vacant	1,651
Vacant: for rent	608
Vacant: for sale	327

### Population by Sex/Age

Male	29,231
Female	26,467
Under 18	13,157
18 & over	42,541
20 - 24	3,291
25 - 34	7,220
35 - 49	12,449
50 - 64	10,896
65 & over	7,156

### Population by Ethnicity

Hispanic or Latino	588
Non Hispanic or Latino	55,110

### Population by Race

White	52,655
African American	1,881
Asian	212
American Indian and Alaska Native	108
Native Hawaiian and Pacific Islander	11
Other	156
Identified by two or more	675

## OH - Pike County

### Population

Total Population	28,709
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### Housing Status

( in housing units unless noted )

Total	12,481
Occupied	11,012
Owner-occupied	7,541
Population in owner-occupied ( number of individuals )	19,630
Renter-occupied	3,471
Population in renter-occupied ( number of individuals )	8,583
Households with individuals under 18	3,814
Vacant	1,469
Vacant: for rent	443
Vacant: for sale	119

### Population by Sex/Age

Male	14,254
Female	14,455
Under 18	7,120
18 & over	21,589
20 - 24	1,600
25 - 34	3,325
35 - 49	5,926
50 - 64	5,772
65 & over	4,212

### Population by Ethnicity

Hispanic or Latino	207
Non Hispanic or Latino	28,502

### Population by Race

White	27,729
African American	258
Asian	55
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	4
Other	44
Identified by two or more	469

## OH - Richland County

### Population

Total Population	124,475
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### Housing Status

( in housing units unless noted )

Total	54,599
Occupied	48,921
Owner-occupied	33,842
Population in owner-occupied ( number of individuals )	83,347
Renter-occupied	15,079
Population in renter-occupied ( number of individuals )	33,865
Households with individuals under 18	14,616
Vacant	5,678
Vacant: for rent	2,282
Vacant: for sale	821

### Population by Sex/Age

Male	62,927
Female	61,548
Under 18	28,019
18 & over	96,456
20 - 24	7,192
25 - 34	14,758
35 - 49	24,720
50 - 64	26,209
65 & over	20,260

### Population by Ethnicity

Hispanic or Latino	1,732
Non Hispanic or Latino	122,743

### Population by Race

White	108,870
African American	11,709
Asian	808
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	37
Other	439
Identified by two or more	2,372

## OH - Ross County

### Population

Total Population	78,064
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### Housing Status

( in housing units unless noted )

Total	32,148
Occupied	28,919
Owner-occupied	20,404
Population in owner-occupied ( number of individuals )	51,228
Renter-occupied	8,515
Population in renter-occupied ( number of individuals )	20,483
Households with individuals under 18	9,488
Vacant	3,229
Vacant: for rent	822
Vacant: for sale	540

### Population by Sex/Age

Male	41,167
Female	36,897
Under 18	17,585
18 & over	60,479
20 - 24	4,329
25 - 34	10,073
35 - 49	17,546
50 - 64	16,227
65 & over	10,520

### Population by Ethnicity

Hispanic or Latino	748
Non Hispanic or Latino	77,316

### Population by Race

White	70,835
African American	4,840
Asian	300
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	9
Other	216
Identified by two or more	1,632

## OH - Union County

### Population

Total Population	52,300
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### Housing Status

( in housing units unless noted )

Total	19,429
Occupied	18,065
Owner-occupied	13,987
Population in owner-occupied ( number of individuals )	39,512
Renter-occupied	4,078
Population in renter-occupied ( number of individuals )	9,856
Households with individuals under 18	7,365
Vacant	1,364
Vacant: for rent	349
Vacant: for sale	351

### Population by Sex/Age

Male	24,701
Female	27,599
Under 18	14,250
18 & over	38,050
20 - 24	2,564
25 - 34	7,008
35 - 49	13,069
50 - 64	9,308
65 & over	4,943

### Population by Ethnicity

Hispanic or Latino	661
Non Hispanic or Latino	51,639

### Population by Race

White	48,587
African American	1,231
Asian	1,428
American Indian and Alaska Native	119
Native Hawaiian and Pacific Islander	19
Other	174
Identified by two or more	742