



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

**GREENSBORO HIGH POINT WINSTON SALEM !!!  
BROADCAST TV MARKET AREA**

**Population**

Total Population	1,711,904
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**Housing Status**

( in housing units unless noted )

Total	771,888
Occupied	687,802
Owner-occupied	463,933
Population in owner-occupied ( number of individuals )	1,148,108
Renter-occupied	223,869
Population in renter-occupied ( number of individuals )	525,536
Households with individuals under 18	221,701
Vacant	84,086
Vacant: for rent	30,443
Vacant: for sale	12,657

**Population by Sex/Age**

Male	824,661
Female	887,243
Under 18	402,355
18 & over	1,309,549
20 - 24	111,580
25 - 34	203,868
35 - 49	365,471
50 - 64	337,362
65 & over	240,929

**Population by Ethnicity**

Hispanic or Latino	144,123
Non Hispanic or Latino	1,567,781

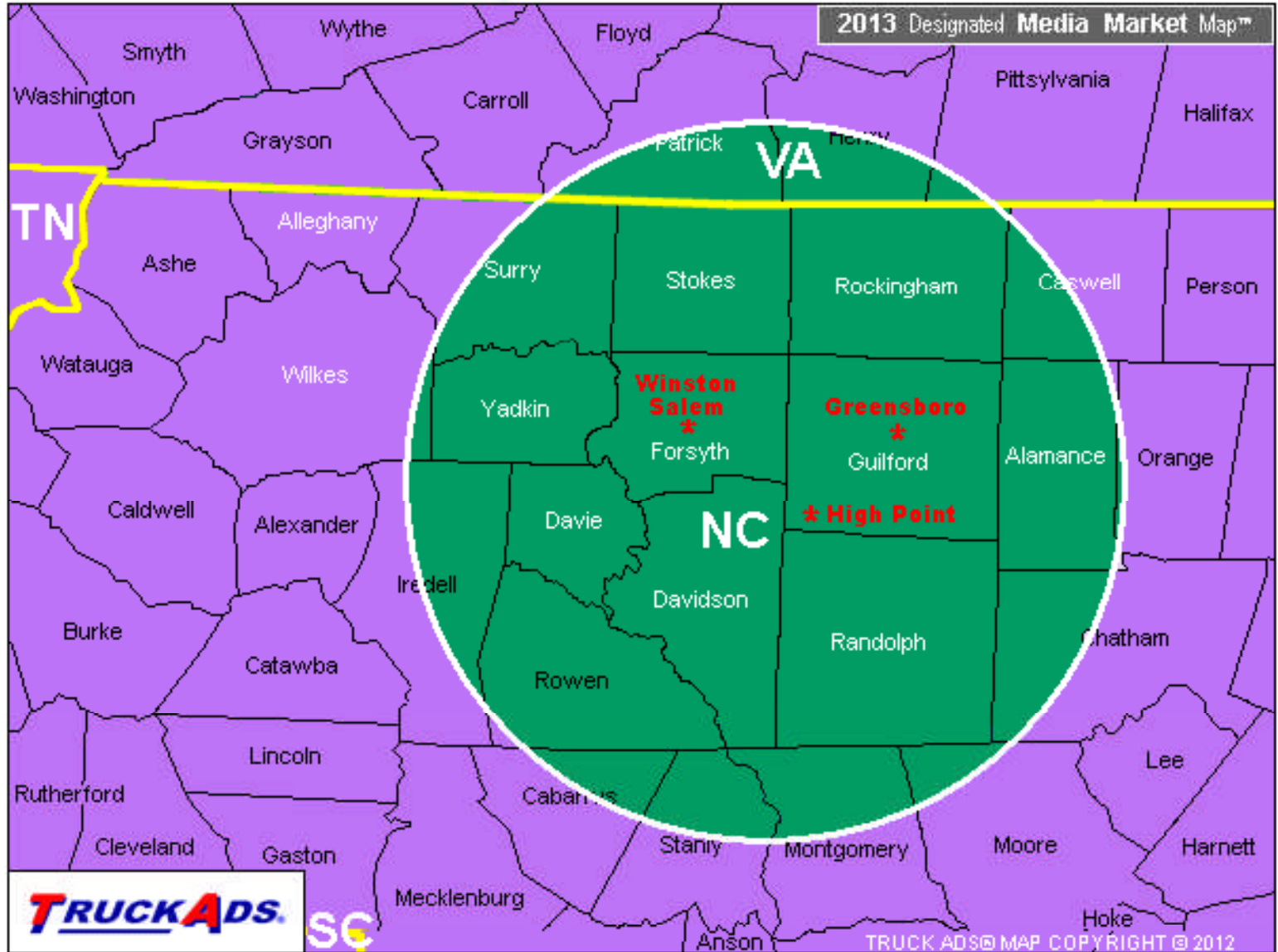
**Population by Race**

White	1,217,697
African American	339,272
Asian	32,604
American Indian and Alaska Native	8,062
Native Hawaiian and Pacific Islander	706
Other	80,621
Identified by two or more	32,942



# GREENSBORO HIGH POINT WINSTON SALEM :::

## BROADCAST TV MARKET AREA



### 14 COUNTIES IN THIS DESIGNATED MARKET

**NORTH CAROLINA:** Alamance, NC ~ Alleghany, NC ~ Caswell, NC ~ Davidson, NC ~ Davie, NC ~ Forsyth, NC ~ Guilford, NC ~ Randolph, NC ~ Rockingham, NC ~ Stokes, NC ~ Surry, NC ~ Wilkes, NC ~ Yadkin, NC ~ **VIRGINIA:** Patrick, VA

## NC - Alamance County

### Population

Total Population	151,131
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### Housing Status

( in housing units unless noted )

Total	66,576
Occupied	59,960
Owner-occupied	40,104
Population in owner-occupied ( number of individuals )	99,517
Renter-occupied	19,856
Population in renter-occupied ( number of individuals )	47,385
Households with individuals under 18	19,640
Vacant	6,616
Vacant: for rent	2,515
Vacant: for sale	1,205

### Population by Sex/Age

Male	71,890
Female	79,241
Under 18	35,443
18 & over	115,688
20 - 24	10,882
25 - 34	17,164
35 - 49	31,866
50 - 64	28,617
65 & over	22,081

### Population by Ethnicity

Hispanic or Latino	16,639
Non Hispanic or Latino	134,492

### Population by Race

White	107,420
African American	28,369
Asian	1,837
American Indian and Alaska Native	1,020
Native Hawaiian and Pacific Islander	58
Other	9,291
Identified by two or more	3,136

## NC - Alleghany County

### Population

Total Population	11,155
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### Housing Status

( in housing units unless noted )

Total	8,094
Occupied	4,778
Owner-occupied	3,576
Population in owner-occupied ( number of individuals )	8,201
Renter-occupied	1,202
Population in renter-occupied ( number of individuals )	2,843
Households with individuals under 18	1,250
Vacant	3,316
Vacant: for rent	210
Vacant: for sale	175

### Population by Sex/Age

Male	5,532
Female	5,623
Under 18	2,235
18 & over	8,920
20 - 24	504
25 - 34	1,084
35 - 49	2,126
50 - 64	2,641
65 & over	2,304

### Population by Ethnicity

Hispanic or Latino	1,004
Non Hispanic or Latino	10,151

### Population by Race

White	10,288
African American	140
Asian	54
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	3
Other	515
Identified by two or more	128

## NC - Caswell County

### Population

Total Population	23,719
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### Housing Status

( in housing units unless noted )

Total	10,619
Occupied	9,190
Owner-occupied	6,988
Population in owner-occupied ( number of individuals )	17,129
Renter-occupied	2,202
Population in renter-occupied ( number of individuals )	5,222
Households with individuals under 18	2,733
Vacant	1,429
Vacant: for rent	260
Vacant: for sale	134

### Population by Sex/Age

Male	12,074
Female	11,645
Under 18	4,889
18 & over	18,830
20 - 24	1,220
25 - 34	2,539
35 - 49	5,133
50 - 64	5,661
65 & over	3,755

### Population by Ethnicity

Hispanic or Latino	744
Non Hispanic or Latino	22,975

### Population by Race

White	14,819
African American	8,020
Asian	60
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	4
Other	350
Identified by two or more	381



## NC - Davidson County

### Population

Total Population	162,878
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### Housing Status

( in housing units unless noted )

Total	72,655
Occupied	64,515
Owner-occupied	46,832
Population in owner-occupied ( number of individuals )	117,082
Renter-occupied	17,683
Population in renter-occupied ( number of individuals )	44,105
Households with individuals under 18	21,841
Vacant	8,140
Vacant: for rent	2,691
Vacant: for sale	1,121

### Population by Sex/Age

Male	79,797
Female	83,081
Under 18	38,872
18 & over	124,006
20 - 24	8,348
25 - 34	18,260
35 - 49	36,857
50 - 64	33,320
65 & over	23,388

### Population by Ethnicity

Hispanic or Latino	10,408
Non Hispanic or Latino	152,470

### Population by Race

White	137,359
African American	14,421
Asian	1,994
American Indian and Alaska Native	794
Native Hawaiian and Pacific Islander	27
Other	5,871
Identified by two or more	2,412

## NC - Davie County

### Population

Total Population	41,240
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### Housing Status

( in housing units unless noted )

Total	18,238
Occupied	16,245
Owner-occupied	13,185
Population in owner-occupied ( number of individuals )	32,928
Renter-occupied	3,060
Population in renter-occupied ( number of individuals )	7,947
Households with individuals under 18	5,421
Vacant	1,993
Vacant: for rent	405
Vacant: for sale	369

### Population by Sex/Age

Male	20,136
Female	21,104
Under 18	9,751
18 & over	31,489
20 - 24	1,689
25 - 34	4,026
35 - 49	9,025
50 - 64	8,974
65 & over	6,829

### Population by Ethnicity

Hispanic or Latino	2,496
Non Hispanic or Latino	38,744

### Population by Race

White	36,100
African American	2,593
Asian	239
American Indian and Alaska Native	149
Native Hawaiian and Pacific Islander	6
Other	1,458
Identified by two or more	695

## NC - Forsyth County

### Population

Total Population	350,670
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### Housing Status

( in housing units unless noted )

Total	156,872
Occupied	141,163
Owner-occupied	90,188
Population in owner-occupied ( number of individuals )	221,548
Renter-occupied	50,975
Population in renter-occupied ( number of individuals )	119,271
Households with individuals under 18	45,964
Vacant	15,709
Vacant: for rent	7,384
Vacant: for sale	2,939

### Population by Sex/Age

Male	166,419
Female	184,251
Under 18	85,401
18 & over	265,269
20 - 24	24,447
25 - 34	44,931
35 - 49	73,004
50 - 64	66,560
65 & over	45,511

### Population by Ethnicity

Hispanic or Latino	41,775
Non Hispanic or Latino	308,895

### Population by Race

White	218,517
African American	91,227
Asian	6,495
American Indian and Alaska Native	1,457
Native Hawaiian and Pacific Islander	223
Other	25,167
Identified by two or more	7,584



## NC - Guilford County

### Population

Total Population	488,406
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### Housing Status

( in housing units unless noted )

Total	218,017
Occupied	196,628
Owner-occupied	119,569
Population in owner-occupied ( number of individuals )	297,833
Renter-occupied	77,059
Population in renter-occupied ( number of individuals )	175,081
Households with individuals under 18	62,816
Vacant	21,389
Vacant: for rent	10,362
Vacant: for sale	3,731

### Population by Sex/Age

Male	232,483
Female	255,923
Under 18	114,483
18 & over	373,923
20 - 24	39,642
25 - 34	64,326
35 - 49	102,355
50 - 64	89,996
65 & over	60,123

### Population by Ethnicity

Hispanic or Latino	34,826
Non Hispanic or Latino	453,580

### Population by Race

White	278,525
African American	158,899
Asian	19,176
American Indian and Alaska Native	2,594
Native Hawaiian and Pacific Islander	235
Other	17,675
Identified by two or more	11,302

## NC - Randolph County

### Population

Total Population	141,752
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### Housing Status

( in housing units unless noted )

Total	61,041
Occupied	55,373
Owner-occupied	40,410
Population in owner-occupied ( number of individuals )	102,974
Renter-occupied	14,963
Population in renter-occupied ( number of individuals )	37,480
Households with individuals under 18	19,009
Vacant	5,668
Vacant: for rent	1,900
Vacant: for sale	824

### Population by Sex/Age

Male	69,838
Female	71,914
Under 18	34,714
18 & over	107,038
20 - 24	7,818
25 - 34	16,064
35 - 49	31,509
50 - 64	28,220
65 & over	19,949

### Population by Ethnicity

Hispanic or Latino	14,698
Non Hispanic or Latino	127,054

### Population by Race

White	121,169
African American	8,176
Asian	1,431
American Indian and Alaska Native	952
Native Hawaiian and Pacific Islander	33
Other	7,561
Identified by two or more	2,430

## NC - Rockingham County

### Population

Total Population	93,643
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### Housing Status

( in housing units unless noted )

Total	43,696
Occupied	38,693
Owner-occupied	27,020
Population in owner-occupied ( number of individuals )	65,405
Renter-occupied	11,673
Population in renter-occupied ( number of individuals )	27,183
Households with individuals under 18	11,901
Vacant	5,003
Vacant: for rent	1,618
Vacant: for sale	673

### Population by Sex/Age

Male	45,166
Female	48,477
Under 18	20,789
18 & over	72,854
20 - 24	4,939
25 - 34	9,818
35 - 49	20,150
50 - 64	20,601
65 & over	15,171

### Population by Ethnicity

Hispanic or Latino	5,159
Non Hispanic or Latino	88,484

### Population by Race

White	70,875
African American	17,655
Asian	430
American Indian and Alaska Native	345
Native Hawaiian and Pacific Islander	60
Other	2,608
Identified by two or more	1,670

## NC - Stokes County

### Population

Total Population	47,401
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### Housing Status

( in housing units unless noted )

Total	21,924
Occupied	19,416
Owner-occupied	15,148
Population in owner-occupied ( number of individuals )	37,218
Renter-occupied	4,268
Population in renter-occupied ( number of individuals )	9,727
Households with individuals under 18	6,035
Vacant	2,508
Vacant: for rent	423
Vacant: for sale	341

### Population by Sex/Age

Male	23,124
Female	24,277
Under 18	10,521
18 & over	36,880
20 - 24	2,271
25 - 34	4,688
35 - 49	10,723
50 - 64	10,497
65 & over	7,575

### Population by Ethnicity

Hispanic or Latino	1,254
Non Hispanic or Latino	46,147

### Population by Race

White	44,021
African American	1,916
Asian	125
American Indian and Alaska Native	156
Native Hawaiian and Pacific Islander	7
Other	589
Identified by two or more	587

## NC - Surry County

### Population

Total Population	73,673
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### Housing Status

( in housing units unless noted )

Total	33,667
Occupied	29,914
Owner-occupied	21,746
Population in owner-occupied ( number of individuals )	53,650
Renter-occupied	8,168
Population in renter-occupied ( number of individuals )	19,153
Households with individuals under 18	9,458
Vacant	3,753
Vacant: for rent	894
Vacant: for sale	460

### Population by Sex/Age

Male	35,971
Female	37,702
Under 18	17,217
18 & over	56,456
20 - 24	3,680
25 - 34	7,866
35 - 49	15,716
50 - 64	15,134
65 & over	12,250

### Population by Ethnicity

Hispanic or Latino	7,155
Non Hispanic or Latino	66,518

### Population by Race

White	64,926
African American	2,749
Asian	347
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	18
Other	4,410
Identified by two or more	1,004

## NC - Wilkes County

### Population

Total Population	69,340
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### Housing Status

( in housing units unless noted )

Total	33,065
Occupied	28,360
Owner-occupied	21,103
Population in owner-occupied ( number of individuals )	51,262
Renter-occupied	7,257
Population in renter-occupied ( number of individuals )	17,111
Households with individuals under 18	8,648
Vacant	4,705
Vacant: for rent	1,031
Vacant: for sale	365

### Population by Sex/Age

Male	34,264
Female	35,076
Under 18	15,536
18 & over	53,804
20 - 24	3,440
25 - 34	7,416
35 - 49	14,653
50 - 64	14,994
65 & over	11,778

### Population by Ethnicity

Hispanic or Latino	3,772
Non Hispanic or Latino	65,568

### Population by Race

White	62,824
African American	2,830
Asian	296
American Indian and Alaska Native	133
Native Hawaiian and Pacific Islander	20
Other	2,312
Identified by two or more	925



## NC - Yadkin County

### Population

Total Population	38,406
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### Housing Status

( in housing units unless noted )

Total	17,341
Occupied	15,486
Owner-occupied	11,794
Population in owner-occupied ( number of individuals )	28,909
Renter-occupied	3,692
Population in renter-occupied ( number of individuals )	9,193
Households with individuals under 18	4,973
Vacant	1,855
Vacant: for rent	462
Vacant: for sale	183

### Population by Sex/Age

Male	18,877
Female	19,529
Under 18	8,938
18 & over	29,468
20 - 24	1,935
25 - 34	4,005
35 - 49	8,504
50 - 64	7,860
65 & over	6,241

### Population by Ethnicity

Hispanic or Latino	3,749
Non Hispanic or Latino	34,657

### Population by Race

White	34,007
African American	1,192
Asian	78
American Indian and Alaska Native	79
Native Hawaiian and Pacific Islander	12
Other	2,560
Identified by two or more	478

## VA - Patrick County

### Population

Total Population	18,490
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### Housing Status

( in housing units unless noted )

Total	10,083
Occupied	8,081
Owner-occupied	6,270
Population in owner-occupied ( number of individuals )	14,452
Renter-occupied	1,811
Population in renter-occupied ( number of individuals )	3,835
Households with individuals under 18	2,012
Vacant	2,002
Vacant: for rent	288
Vacant: for sale	137

### Population by Sex/Age

Male	9,090
Female	9,400
Under 18	3,566
18 & over	14,924
20 - 24	765
25 - 34	1,681
35 - 49	3,850
50 - 64	4,287
65 & over	3,974

### Population by Ethnicity

Hispanic or Latino	444
Non Hispanic or Latino	18,046

### Population by Race

White	16,847
African American	1,085
Asian	42
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	0
Other	254
Identified by two or more	210