



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

GREENVILLE NEW BERN WASHINGTON :::

BROADCAST TV MARKET AREA

Population

Total Population	737,039
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Housing Status

(in housing units unless noted)

Total	342,539
Occupied	285,993
Owner-occupied	179,718
Population in owner-occupied (number of individuals)	442,878
Renter-occupied	106,275
Population in renter-occupied (number of individuals)	255,950
Households with individuals under 18	93,624
Vacant	56,546
Vacant: for rent	12,135
Vacant: for sale	4,955

Population by Sex/Age

Male	367,333
Female	369,706
Under 18	168,672
18 & over	568,367
20 - 24	79,121
25 - 34	98,500
35 - 49	132,558
50 - 64	135,143
65 & over	95,908

Population by Ethnicity

Hispanic or Latino	48,711
Non Hispanic or Latino	688,328

Population by Race

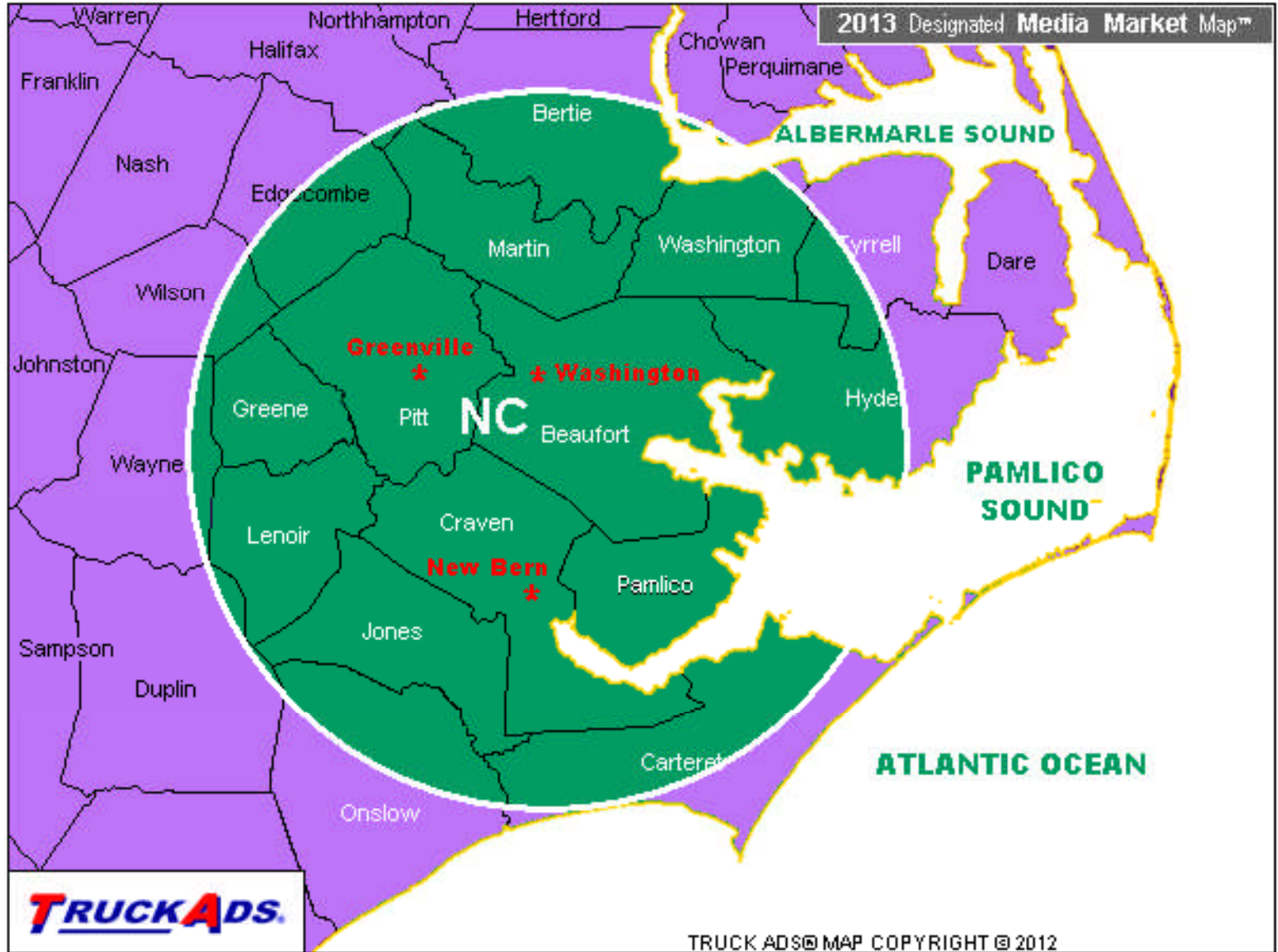
White	486,750
African American	196,445
Asian	9,536
American Indian and Alaska Native	3,596
Native Hawaiian and Pacific Islander	891
Other	21,801
Identified by two or more	18,020

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GREENVILLE NEW BERN WASHINGTON :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

NORTH CAROLINA: Beaufort, NC ~ Bertie, NC ~ Carteret, NC ~ Craven, NC ~ Greene, NC ~ Hyde, NC ~ Jones, NC ~ Lenoir, NC ~ Martin, NC ~ Onslow, NC ~ Pamlico, NC ~ Pitt, NC ~ Tyrrell, NC ~ Washington, NC

NC - Beaufort County

Population

Total Population	47,759
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Housing Status

(in housing units unless noted)

Total	24,688
Occupied	19,941
Owner-occupied	14,176
Population in owner-occupied (number of individuals)	33,732
Renter-occupied	5,765
Population in renter-occupied (number of individuals)	13,524
Households with individuals under 18	5,789
Vacant	4,747
Vacant: for rent	476
Vacant: for sale	469

Population by Sex/Age

Male	23,008
Female	24,751
Under 18	10,527
18 & over	37,232
20 - 24	2,288
25 - 34	5,050
35 - 49	8,874
50 - 64	11,133
65 & over	8,782

Population by Ethnicity

Hispanic or Latino	3,166
Non Hispanic or Latino	44,593

Population by Race

White	32,551
African American	12,223
Asian	165
American Indian and Alaska Native	208
Native Hawaiian and Pacific Islander	19
Other	1,986
Identified by two or more	607

NC - Bertie County

Population

Total Population	21,282
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Housing Status

(in housing units unless noted)

Total	9,822
Occupied	8,359
Owner-occupied	6,093
Population in owner-occupied (number of individuals)	14,517
Renter-occupied	2,266
Population in renter-occupied (number of individuals)	5,441
Households with individuals under 18	2,468
Vacant	1,463
Vacant: for rent	297
Vacant: for sale	79

Population by Sex/Age

Male	10,534
Female	10,748
Under 18	4,436
18 & over	16,846
20 - 24	1,329
25 - 34	2,437
35 - 49	4,185
50 - 64	4,728
65 & over	3,656

Population by Ethnicity

Hispanic or Latino	267
Non Hispanic or Latino	21,015

Population by Race

White	7,488
African American	13,296
Asian	103
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	6
Other	96
Identified by two or more	197

NC - Carteret County

Population

Total Population	66,469
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Housing Status

(in housing units unless noted)

Total	48,179
Occupied	28,870
Owner-occupied	20,602
Population in owner-occupied (number of individuals)	47,172
Renter-occupied	8,268
Population in renter-occupied (number of individuals)	18,310
Households with individuals under 18	7,500
Vacant	19,309
Vacant: for rent	1,740
Vacant: for sale	850

Population by Sex/Age

Male	32,829
Female	33,640
Under 18	12,575
18 & over	53,894
20 - 24	3,394
25 - 34	7,154
35 - 49	13,073
50 - 64	16,254
65 & over	12,659

Population by Ethnicity

Hispanic or Latino	2,241
Non Hispanic or Latino	64,228

Population by Race

White	59,346
African American	4,041
Asian	580
American Indian and Alaska Native	316
Native Hawaiian and Pacific Islander	67
Other	812
Identified by two or more	1,307

NC - Craven County

Population

Total Population	103,505
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Housing Status

(in housing units unless noted)

Total	45,002
Occupied	40,299
Owner-occupied	26,328
Population in owner-occupied (number of individuals)	63,951
Renter-occupied	13,971
Population in renter-occupied (number of individuals)	34,615
Households with individuals under 18	13,364
Vacant	4,703
Vacant: for rent	1,493
Vacant: for sale	824

Population by Sex/Age

Male	51,492
Female	52,013
Under 18	24,203
18 & over	79,302
20 - 24	9,727
25 - 34	13,667
35 - 49	17,974
50 - 64	19,344
65 & over	15,810

Population by Ethnicity

Hispanic or Latino	6,272
Non Hispanic or Latino	97,233

Population by Race

White	72,441
African American	23,193
Asian	2,099
American Indian and Alaska Native	504
Native Hawaiian and Pacific Islander	135
Other	2,361
Identified by two or more	2,772

NC - Greene County

Population

Total Population	21,362
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Housing Status

(in housing units unless noted)

Total	8,213
Occupied	7,313
Owner-occupied	5,081
Population in owner-occupied (number of individuals)	13,092
Renter-occupied	2,232
Population in renter-occupied (number of individuals)	5,950
Households with individuals under 18	2,599
Vacant	900
Vacant: for rent	196
Vacant: for sale	74

Population by Sex/Age

Male	11,457
Female	9,905
Under 18	4,952
18 & over	16,410
20 - 24	1,323
25 - 34	3,031
35 - 49	4,574
50 - 64	4,305
65 & over	2,665

Population by Ethnicity

Hispanic or Latino	3,054
Non Hispanic or Latino	18,308

Population by Race

White	10,850
African American	7,964
Asian	72
American Indian and Alaska Native	154
Native Hawaiian and Pacific Islander	6
Other	2,002
Identified by two or more	314

NC - Hyde County

Population

Total Population	5,810
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Housing Status

(in housing units unless noted)

Total	3,347
Occupied	2,119
Owner-occupied	1,557
Population in owner-occupied (number of individuals)	3,626
Renter-occupied	562
Population in renter-occupied (number of individuals)	1,354
Households with individuals under 18	584
Vacant	1,228
Vacant: for rent	407
Vacant: for sale	30

Population by Sex/Age

Male	3,226
Female	2,584
Under 18	1,076
18 & over	4,734
20 - 24	304
25 - 34	870
35 - 49	1,255
50 - 64	1,325
65 & over	875

Population by Ethnicity

Hispanic or Latino	411
Non Hispanic or Latino	5,399

Population by Race

White	3,718
African American	1,836
Asian	16
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	142
Identified by two or more	69

NC - Jones County

Population

Total Population	10,153
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Housing Status

(in housing units unless noted)

Total	4,838
Occupied	4,167
Owner-occupied	3,124
Population in owner-occupied (number of individuals)	7,614
Renter-occupied	1,043
Population in renter-occupied (number of individuals)	2,448
Households with individuals under 18	1,224
Vacant	671
Vacant: for rent	92
Vacant: for sale	58

Population by Sex/Age

Male	4,883
Female	5,270
Under 18	2,208
18 & over	7,945
20 - 24	593
25 - 34	1,035
35 - 49	1,910
50 - 64	2,413
65 & over	1,756

Population by Ethnicity

Hispanic or Latino	398
Non Hispanic or Latino	9,755

Population by Race

White	6,395
African American	3,289
Asian	32
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	2
Other	190
Identified by two or more	188

NC - Lenoir County

Population

Total Population	59,495
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Housing Status

(in housing units unless noted)

Total	27,437
Occupied	24,327
Owner-occupied	15,157
Population in owner-occupied (number of individuals)	36,372
Renter-occupied	9,170
Population in renter-occupied (number of individuals)	21,881
Households with individuals under 18	7,755
Vacant	3,110
Vacant: for rent	986
Vacant: for sale	352

Population by Sex/Age

Male	28,397
Female	31,098
Under 18	14,332
18 & over	45,163
20 - 24	3,243
25 - 34	6,533
35 - 49	11,421
50 - 64	12,937
65 & over	9,514

Population by Ethnicity

Hispanic or Latino	3,917
Non Hispanic or Latino	55,578

Population by Race

White	31,758
African American	24,121
Asian	262
American Indian and Alaska Native	222
Native Hawaiian and Pacific Islander	48
Other	2,299
Identified by two or more	785

NC - Martin County

Population

Total Population	24,505
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Housing Status

(in housing units unless noted)

Total	11,704
Occupied	10,318
Owner-occupied	7,019
Population in owner-occupied (number of individuals)	16,511
Renter-occupied	3,299
Population in renter-occupied (number of individuals)	7,838
Households with individuals under 18	3,041
Vacant	1,386
Vacant: for rent	342
Vacant: for sale	109

Population by Sex/Age

Male	11,433
Female	13,072
Under 18	5,435
18 & over	19,070
20 - 24	1,251
25 - 34	2,343
35 - 49	4,686
50 - 64	5,870
65 & over	4,297

Population by Ethnicity

Hispanic or Latino	769
Non Hispanic or Latino	23,736

Population by Race

White	13,019
African American	10,651
Asian	71
American Indian and Alaska Native	73
Native Hawaiian and Pacific Islander	10
Other	434
Identified by two or more	247

NC - Onslow County

Population

Total Population	177,772
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Housing Status

(in housing units unless noted)

Total	68,226
Occupied	60,092
Owner-occupied	34,332
Population in owner-occupied (number of individuals)	92,016
Renter-occupied	25,760
Population in renter-occupied (number of individuals)	67,951
Households with individuals under 18	24,981
Vacant	8,134
Vacant: for rent	1,633
Vacant: for sale	742

Population by Sex/Age

Male	95,349
Female	82,423
Under 18	44,938
18 & over	132,834
20 - 24	32,545
25 - 34	28,996
35 - 49	27,916
50 - 64	21,798
65 & over	13,262

Population by Ethnicity

Hispanic or Latino	17,896
Non Hispanic or Latino	159,876

Population by Race

White	131,590
African American	27,672
Asian	3,355
American Indian and Alaska Native	1,238
Native Hawaiian and Pacific Islander	487
Other	5,679
Identified by two or more	7,751

NC - Pamlico County

Population

Total Population	13,144
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Housing Status

(in housing units unless noted)

Total	7,534
Occupied	5,490
Owner-occupied	4,337
Population in owner-occupied (number of individuals)	9,682
Renter-occupied	1,153
Population in renter-occupied (number of individuals)	2,757
Households with individuals under 18	1,359
Vacant	2,044
Vacant: for rent	177
Vacant: for sale	158

Population by Sex/Age

Male	6,710
Female	6,434
Under 18	2,354
18 & over	10,790
20 - 24	638
25 - 34	1,285
35 - 49	2,397
50 - 64	3,342
65 & over	2,857

Population by Ethnicity

Hispanic or Latino	412
Non Hispanic or Latino	12,732

Population by Race

White	10,032
African American	2,632
Asian	50
American Indian and Alaska Native	77
Native Hawaiian and Pacific Islander	11
Other	163
Identified by two or more	179

NC - Pitt County

Population

Total Population	168,148
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Housing Status

(in housing units unless noted)

Total	74,990
Occupied	67,577
Owner-occupied	36,904
Population in owner-occupied (number of individuals)	92,904
Renter-occupied	30,673
Population in renter-occupied (number of individuals)	68,718
Households with individuals under 18	20,840
Vacant	7,413
Vacant: for rent	4,042
Vacant: for sale	1,092

Population by Sex/Age

Male	79,360
Female	88,788
Under 18	37,798
18 & over	130,350
20 - 24	21,567
25 - 34	24,165
35 - 49	30,954
50 - 64	27,699
65 & over	16,619

Population by Ethnicity

Hispanic or Latino	9,202
Non Hispanic or Latino	158,946

Population by Race

White	99,075
African American	57,257
Asian	2,613
American Indian and Alaska Native	582
Native Hawaiian and Pacific Islander	97
Other	5,136
Identified by two or more	3,388

NC - Tyrrell County

Population

Total Population	4,407
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Housing Status

(in housing units unless noted)

Total	2,068
Occupied	1,595
Owner-occupied	1,155
Population in owner-occupied (number of individuals)	2,709
Renter-occupied	440
Population in renter-occupied (number of individuals)	1,066
Households with individuals under 18	452
Vacant	473
Vacant: for rent	33
Vacant: for sale	32

Population by Sex/Age

Male	2,434
Female	1,973
Under 18	795
18 & over	3,612
20 - 24	267
25 - 34	658
35 - 49	926
50 - 64	904
65 & over	742

Population by Ethnicity

Hispanic or Latino	240
Non Hispanic or Latino	4,167

Population by Race

White	2,403
African American	1,683
Asian	80
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	1
Other	161
Identified by two or more	62

NC - Washington County

Population

Total Population	13,228
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Housing Status

(in housing units unless noted)

Total	6,491
Occupied	5,526
Owner-occupied	3,853
Population in owner-occupied (number of individuals)	8,980
Renter-occupied	1,673
Population in renter-occupied (number of individuals)	4,097
Households with individuals under 18	1,668
Vacant	965
Vacant: for rent	221
Vacant: for sale	86

Population by Sex/Age

Male	6,221
Female	7,007
Under 18	3,043
18 & over	10,185
20 - 24	652
25 - 34	1,276
35 - 49	2,413
50 - 64	3,091
65 & over	2,414

Population by Ethnicity

Hispanic or Latino	466
Non Hispanic or Latino	12,762

Population by Race

White	6,084
African American	6,587
Asian	38
American Indian and Alaska Native	24
Native Hawaiian and Pacific Islander	1
Other	340
Identified by two or more	154