



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

HATTIESBURG LAUREL :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 267,980 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 116,223 |
| Occupied | 102,541 |
| Owner-occupied | 72,041 |
| Population in owner-occupied (number of individuals) | 186,351 |
| Renter-occupied | 30,500 |
| Population in renter-occupied (number of individuals) | 75,314 |
| Households with individuals under 18 | 36,023 |
| Vacant | 13,682 |
| Vacant: for rent | 3,664 |
| Vacant: for sale | 1,268 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 129,478 |
| Female | 138,502 |
| Under 18 | 67,417 |
| 18 & over | 200,563 |
| 20 - 24 | 21,799 |
| 25 - 34 | 36,701 |
| 35 - 49 | 50,414 |
| 50 - 64 | 47,888 |
| 65 & over | 34,728 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 7,911 |
| Non Hispanic or Latino | 260,069 |

Population by Race

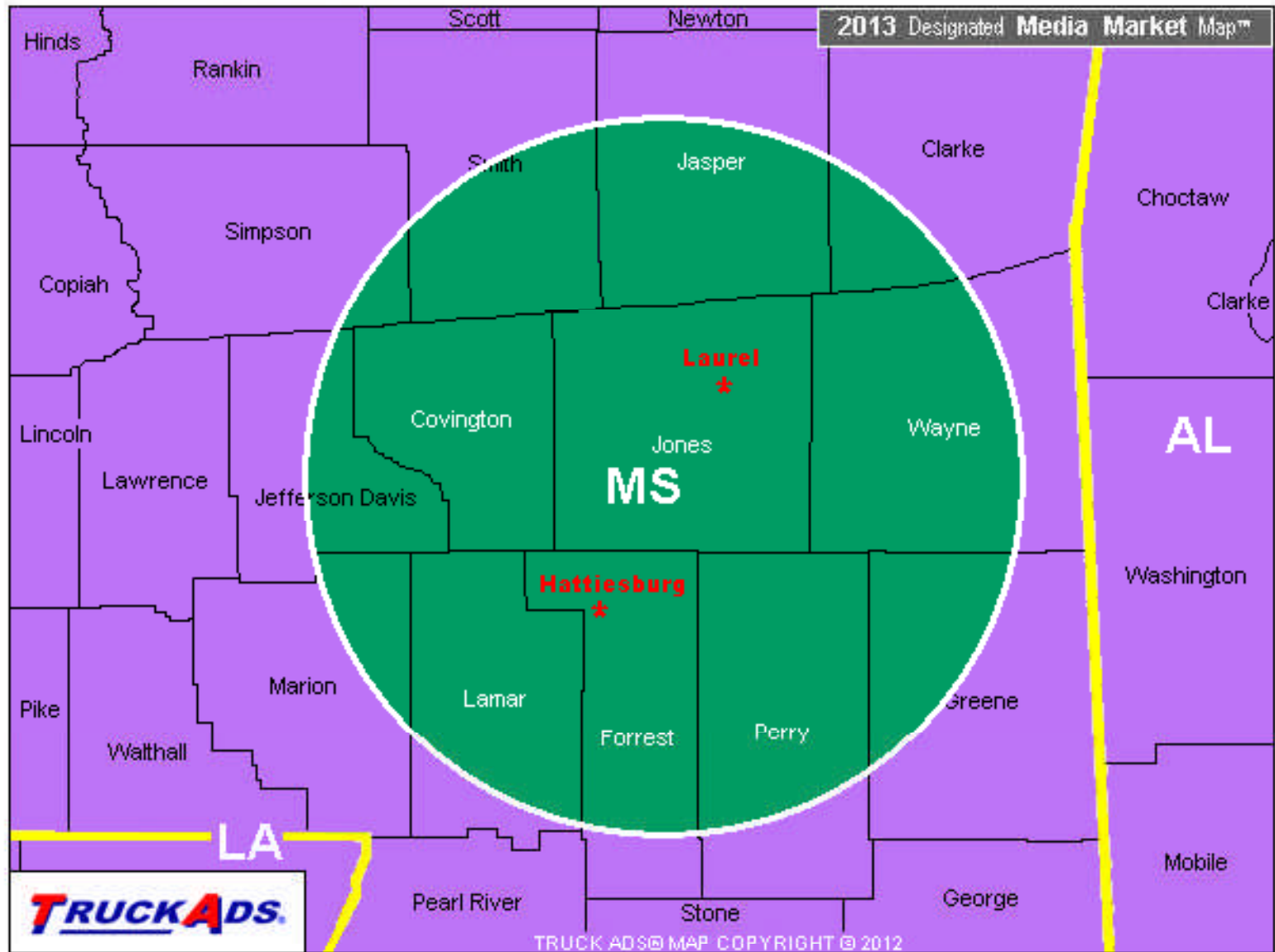
| | |
|--------------------------------------|---------|
| White | 175,356 |
| African American | 83,435 |
| Asian | 1,572 |
| American Indian and Alaska Native | 753 |
| Native Hawaiian and Pacific Islander | 99 |
| Other | 3,964 |
| Identified by two or more | 2,801 |

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HATTIESBURG LAUREL :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

MISSISSIPPI: Covington, MS ~ Forrest, MS ~ Jasper, MS ~ Jones, MS ~ Lamar, MS ~ Perry, MS ~ Wayne, MS

MS - Covington County

Population

| | |
|------------------|--------|
| Total Population | 19,568 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,496 |
| Occupied | 7,430 |
| Owner-occupied | 6,143 |
| Population in owner-occupied (number of individuals) | 16,082 |
| Renter-occupied | 1,287 |
| Population in renter-occupied (number of individuals) | 3,246 |
| Households with individuals under 18 | 2,672 |
| Vacant | 1,066 |
| Vacant: for rent | 90 |
| Vacant: for sale | 48 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,517 |
| Female | 10,051 |
| Under 18 | 5,087 |
| 18 & over | 14,481 |
| 20 - 24 | 1,189 |
| 25 - 34 | 2,370 |
| 35 - 49 | 3,671 |
| 50 - 64 | 3,695 |
| 65 & over | 2,957 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 369 |
| Non Hispanic or Latino | 19,199 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 12,319 |
| African American | 6,825 |
| Asian | 43 |
| American Indian and Alaska Native | 24 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 187 |
| Identified by two or more | 166 |

MS - Forrest County

Population

| | |
|------------------|--------|
| Total Population | 74,934 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 32,289 |
| Occupied | 28,746 |
| Owner-occupied | 16,789 |
| Population in owner-occupied (number of individuals) | 42,816 |
| Renter-occupied | 11,957 |
| Population in renter-occupied (number of individuals) | 28,517 |
| Households with individuals under 18 | 9,523 |
| Vacant | 3,543 |
| Vacant: for rent | 1,503 |
| Vacant: for sale | 413 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 35,850 |
| Female | 39,084 |
| Under 18 | 17,703 |
| 18 & over | 57,231 |
| 20 - 24 | 8,646 |
| 25 - 34 | 11,410 |
| 35 - 49 | 13,271 |
| 50 - 64 | 12,011 |
| 65 & over | 8,664 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,637 |
| Non Hispanic or Latino | 72,297 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 44,726 |
| African American | 27,082 |
| Asian | 498 |
| American Indian and Alaska Native | 185 |
| Native Hawaiian and Pacific Islander | 45 |
| Other | 1,384 |
| Identified by two or more | 1,014 |

MS - Jasper County

Population

| | |
|------------------|--------|
| Total Population | 17,062 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,212 |
| Occupied | 6,798 |
| Owner-occupied | 5,817 |
| Population in owner-occupied (number of individuals) | 14,650 |
| Renter-occupied | 981 |
| Population in renter-occupied (number of individuals) | 2,325 |
| Households with individuals under 18 | 2,242 |
| Vacant | 1,414 |
| Vacant: for rent | 102 |
| Vacant: for sale | 58 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 8,230 |
| Female | 8,832 |
| Under 18 | 4,123 |
| 18 & over | 12,939 |
| 20 - 24 | 904 |
| 25 - 34 | 1,906 |
| 35 - 49 | 3,257 |
| 50 - 64 | 3,643 |
| 65 & over | 2,735 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 136 |
| Non Hispanic or Latino | 16,926 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 7,894 |
| African American | 8,970 |
| Asian | 16 |
| American Indian and Alaska Native | 17 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 62 |
| Identified by two or more | 102 |

MS - Jones County

Population

| | |
|------------------|--------|
| Total Population | 67,761 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 28,424 |
| Occupied | 25,247 |
| Owner-occupied | 18,478 |
| Population in owner-occupied (number of individuals) | 47,320 |
| Renter-occupied | 6,769 |
| Population in renter-occupied (number of individuals) | 18,631 |
| Households with individuals under 18 | 9,011 |
| Vacant | 3,177 |
| Vacant: for rent | 829 |
| Vacant: for sale | 303 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 33,020 |
| Female | 34,741 |
| Under 18 | 17,348 |
| 18 & over | 50,413 |
| 20 - 24 | 4,434 |
| 25 - 34 | 8,484 |
| 35 - 49 | 12,581 |
| 50 - 64 | 12,900 |
| 65 & over | 9,748 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,199 |
| Non Hispanic or Latino | 64,562 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 45,531 |
| African American | 19,153 |
| Asian | 303 |
| American Indian and Alaska Native | 328 |
| Native Hawaiian and Pacific Islander | 19 |
| Other | 1,810 |
| Identified by two or more | 617 |

MS - Lamar County

Population

| | |
|------------------|--------|
| Total Population | 55,658 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 24,070 |
| Occupied | 21,542 |
| Owner-occupied | 14,396 |
| Population in owner-occupied (number of individuals) | 38,602 |
| Renter-occupied | 7,146 |
| Population in renter-occupied (number of individuals) | 16,718 |
| Households with individuals under 18 | 7,907 |
| Vacant | 2,528 |
| Vacant: for rent | 892 |
| Vacant: for sale | 343 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 26,919 |
| Female | 28,739 |
| Under 18 | 14,608 |
| 18 & over | 41,050 |
| 20 - 24 | 4,694 |
| 25 - 34 | 8,509 |
| 35 - 49 | 11,226 |
| 50 - 64 | 9,098 |
| 65 & over | 6,008 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,205 |
| Non Hispanic or Latino | 54,453 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 43,011 |
| African American | 10,883 |
| Asian | 656 |
| American Indian and Alaska Native | 124 |
| Native Hawaiian and Pacific Islander | 20 |
| Other | 345 |
| Identified by two or more | 619 |

MS - Perry County

Population

| | |
|------------------|--------|
| Total Population | 12,250 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 5,519 |
| Occupied | 4,674 |
| Owner-occupied | 3,876 |
| Population in owner-occupied (number of individuals) | 10,118 |
| Renter-occupied | 798 |
| Population in renter-occupied (number of individuals) | 2,030 |
| Households with individuals under 18 | 1,726 |
| Vacant | 845 |
| Vacant: for rent | 89 |
| Vacant: for sale | 30 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,984 |
| Female | 6,266 |
| Under 18 | 3,114 |
| 18 & over | 9,136 |
| 20 - 24 | 671 |
| 25 - 34 | 1,456 |
| 35 - 49 | 2,447 |
| 50 - 64 | 2,489 |
| 65 & over | 1,732 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 119 |
| Non Hispanic or Latino | 12,131 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 9,575 |
| African American | 2,451 |
| Asian | 22 |
| American Indian and Alaska Native | 36 |
| Native Hawaiian and Pacific Islander | 3 |
| Other | 41 |
| Identified by two or more | 122 |

MS - Wayne County

Population

| | |
|------------------|--------|
| Total Population | 20,747 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,213 |
| Occupied | 8,104 |
| Owner-occupied | 6,542 |
| Population in owner-occupied (number of individuals) | 16,763 |
| Renter-occupied | 1,562 |
| Population in renter-occupied (number of individuals) | 3,847 |
| Households with individuals under 18 | 2,942 |
| Vacant | 1,109 |
| Vacant: for rent | 159 |
| Vacant: for sale | 73 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,958 |
| Female | 10,789 |
| Under 18 | 5,434 |
| 18 & over | 15,313 |
| 20 - 24 | 1,261 |
| 25 - 34 | 2,566 |
| 35 - 49 | 3,961 |
| 50 - 64 | 4,052 |
| 65 & over | 2,884 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 246 |
| Non Hispanic or Latino | 20,501 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 12,300 |
| African American | 8,071 |
| Asian | 34 |
| American Indian and Alaska Native | 39 |
| Native Hawaiian and Pacific Islander | 7 |
| Other | 135 |
| Identified by two or more | 161 |