



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

HUNTSVILLE DECATUR FLORENCE :::

BROADCAST TV MARKET AREA

Population

Total Population	1,030,464
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Housing Status

(in housing units unless noted)

Total	456,739
Occupied	409,991
Owner-occupied	293,492
Population in owner-occupied (number of individuals)	739,033
Renter-occupied	116,499
Population in renter-occupied (number of individuals)	272,096
Households with individuals under 18	134,886
Vacant	46,748
Vacant: for rent	12,803
Vacant: for sale	6,935

Population by Sex/Age

Male	506,015
Female	524,449
Under 18	243,725
18 & over	786,739
20 - 24	65,708
25 - 34	127,194
35 - 49	216,406
50 - 64	202,599
65 & over	145,741

Population by Ethnicity

Hispanic or Latino	61,233
Non Hispanic or Latino	969,231

Population by Race

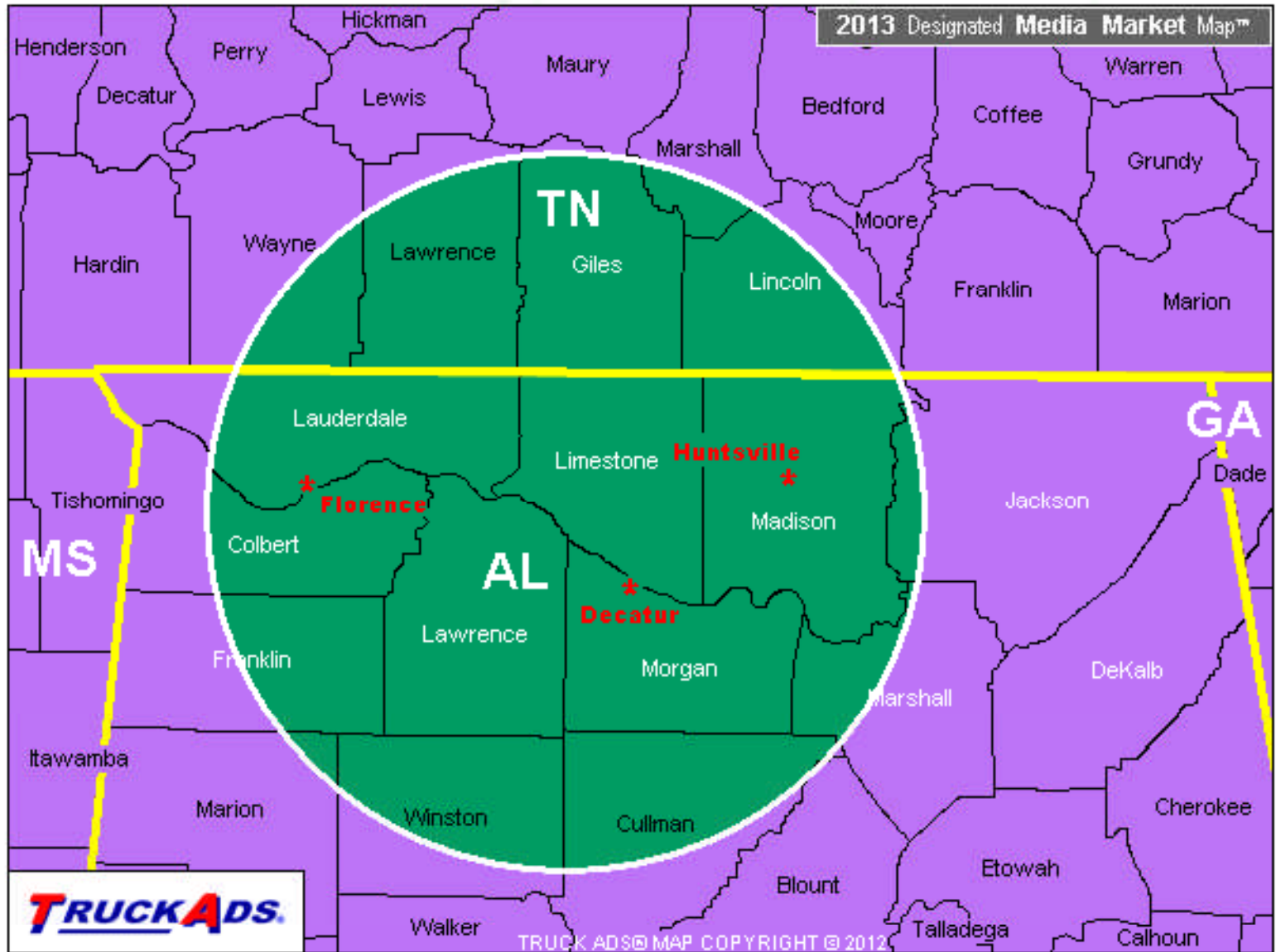
White	812,278
African American	137,815
Asian	12,000
American Indian and Alaska Native	9,560
Native Hawaiian and Pacific Islander	913
Other	35,955
Identified by two or more	21,943

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HUNTSVILLE DECATUR FLORENCE :::

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

ALABAMA: Colbert, AL ~ DeKalb, AL ~ Franklin, AL ~ Jackson, AL ~ Lauderdale, AL ~ Lawrence, AL ~ Limestone, AL ~ Madison, AL ~ Marshall, AL ~ Morgan, AL ~ **TENNESSEE:** Giles, TN ~ Lincoln, TN

AL - Colbert County

Population

Total Population	54,428
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Housing Status

(in housing units unless noted)

Total	25,758
Occupied	22,773
Owner-occupied	16,573
Population in owner-occupied (number of individuals)	40,036
Renter-occupied	6,200
Population in renter-occupied (number of individuals)	13,918
Households with individuals under 18	6,915
Vacant	2,985
Vacant: for rent	696
Vacant: for sale	418

Population by Sex/Age

Male	26,159
Female	28,269
Under 18	12,034
18 & over	42,394
20 - 24	3,010
25 - 34	6,091
35 - 49	10,975
50 - 64	11,438
65 & over	9,463

Population by Ethnicity

Hispanic or Latino	1,093
Non Hispanic or Latino	53,335

Population by Race

White	43,789
African American	8,768
Asian	229
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	20
Other	510
Identified by two or more	845

AL - DeKalb County

Population

Total Population	71,109
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Housing Status

(in housing units unless noted)

Total	31,109
Occupied	26,842
Owner-occupied	20,184
Population in owner-occupied (number of individuals)	53,149
Renter-occupied	6,658
Population in renter-occupied (number of individuals)	17,178
Households with individuals under 18	9,532
Vacant	4,267
Vacant: for rent	892
Vacant: for sale	448

Population by Sex/Age

Male	35,113
Female	35,996
Under 18	18,366
18 & over	52,743
20 - 24	3,883
25 - 34	9,043
35 - 49	14,518
50 - 64	13,481
65 & over	9,875

Population by Ethnicity

Hispanic or Latino	9,690
Non Hispanic or Latino	61,419

Population by Race

White	60,087
African American	1,078
Asian	203
American Indian and Alaska Native	969
Native Hawaiian and Pacific Islander	147
Other	7,051
Identified by two or more	1,574

AL - Franklin County

Population

Total Population	31,704
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Housing Status

(in housing units unless noted)

Total	14,022
Occupied	12,286
Owner-occupied	8,581
Population in owner-occupied (number of individuals)	22,006
Renter-occupied	3,705
Population in renter-occupied (number of individuals)	9,426
Households with individuals under 18	4,197
Vacant	1,736
Vacant: for rent	449
Vacant: for sale	190

Population by Sex/Age

Male	15,828
Female	15,876
Under 18	7,867
18 & over	23,837
20 - 24	1,946
25 - 34	3,994
35 - 49	6,338
50 - 64	5,858
65 & over	4,825

Population by Ethnicity

Hispanic or Latino	4,710
Non Hispanic or Latino	26,994

Population by Race

White	26,320
African American	1,228
Asian	63
American Indian and Alaska Native	215
Native Hawaiian and Pacific Islander	10
Other	3,338
Identified by two or more	530

AL - Jackson County

Population

Total Population	53,227
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Housing Status

(in housing units unless noted)

Total	24,786
Occupied	21,513
Owner-occupied	16,276
Population in owner-occupied (number of individuals)	40,406
Renter-occupied	5,237
Population in renter-occupied (number of individuals)	12,224
Households with individuals under 18	6,723
Vacant	3,273
Vacant: for rent	614
Vacant: for sale	315

Population by Sex/Age

Male	26,139
Female	27,088
Under 18	11,985
18 & over	41,242
20 - 24	2,718
25 - 34	5,903
35 - 49	10,932
50 - 64	11,499
65 & over	8,773

Population by Ethnicity

Hispanic or Latino	1,339
Non Hispanic or Latino	51,888

Population by Race

White	48,348
African American	1,781
Asian	185
American Indian and Alaska Native	719
Native Hawaiian and Pacific Islander	48
Other	768
Identified by two or more	1,378

AL - Lauderdale County

Population

Total Population	92,709
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Housing Status

(in housing units unless noted)

Total	43,791
Occupied	38,680
Owner-occupied	26,926
Population in owner-occupied (number of individuals)	65,688
Renter-occupied	11,754
Population in renter-occupied (number of individuals)	25,130
Households with individuals under 18	11,352
Vacant	5,111
Vacant: for rent	1,209
Vacant: for sale	582

Population by Sex/Age

Male	44,379
Female	48,330
Under 18	19,982
18 & over	72,727
20 - 24	7,088
25 - 34	10,224
35 - 49	17,935
50 - 64	18,868
65 & over	15,553

Population by Ethnicity

Hispanic or Latino	2,082
Non Hispanic or Latino	90,627

Population by Race

White	80,112
African American	9,257
Asian	685
American Indian and Alaska Native	338
Native Hawaiian and Pacific Islander	34
Other	977
Identified by two or more	1,306

AL - Lawrence County

Population

Total Population	34,339
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Housing Status

(in housing units unless noted)

Total	15,229
Occupied	13,654
Owner-occupied	10,972
Population in owner-occupied (number of individuals)	27,658
Renter-occupied	2,682
Population in renter-occupied (number of individuals)	6,452
Households with individuals under 18	4,680
Vacant	1,575
Vacant: for rent	221
Vacant: for sale	155

Population by Sex/Age

Male	16,791
Female	17,548
Under 18	7,964
18 & over	26,375
20 - 24	1,963
25 - 34	3,795
35 - 49	7,578
50 - 64	7,131
65 & over	4,999

Population by Ethnicity

Hispanic or Latino	574
Non Hispanic or Latino	33,765

Population by Race

White	26,647
African American	3,938
Asian	42
American Indian and Alaska Native	1,953
Native Hawaiian and Pacific Islander	6
Other	275
Identified by two or more	1,478

AL - Limestone County

Population

Total Population	82,782
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Housing Status

(in housing units unless noted)

Total	34,977
Occupied	31,446
Owner-occupied	24,187
Population in owner-occupied (number of individuals)	61,955
Renter-occupied	7,259
Population in renter-occupied (number of individuals)	17,920
Households with individuals under 18	11,027
Vacant	3,531
Vacant: for rent	938
Vacant: for sale	664

Population by Sex/Age

Male	41,910
Female	40,872
Under 18	19,859
18 & over	62,923
20 - 24	4,707
25 - 34	11,051
35 - 49	18,977
50 - 64	16,091
65 & over	10,187

Population by Ethnicity

Hispanic or Latino	4,591
Non Hispanic or Latino	78,191

Population by Race

White	66,506
African American	10,429
Asian	924
American Indian and Alaska Native	547
Native Hawaiian and Pacific Islander	42
Other	2,866
Identified by two or more	1,468

AL - Madison County

Population

Total Population	334,811
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Housing Status

(in housing units unless noted)

Total	146,447
Occupied	134,700
Owner-occupied	92,153
Population in owner-occupied (number of individuals)	232,521
Renter-occupied	42,547
Population in renter-occupied (number of individuals)	94,248
Households with individuals under 18	44,245
Vacant	11,747
Vacant: for rent	4,809
Vacant: for sale	2,293

Population by Sex/Age

Male	164,320
Female	170,491
Under 18	79,490
18 & over	255,321
20 - 24	24,321
25 - 34	43,958
35 - 49	72,483
50 - 64	63,411
65 & over	40,873

Population by Ethnicity

Hispanic or Latino	15,404
Non Hispanic or Latino	319,407

Population by Race

White	228,280
African American	80,376
Asian	8,265
American Indian and Alaska Native	2,551
Native Hawaiian and Pacific Islander	365
Other	6,719
Identified by two or more	8,255

AL - Marshall County

Population

Total Population	93,019
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Housing Status

(in housing units unless noted)

Total	40,342
Occupied	35,810
Owner-occupied	25,318
Population in owner-occupied (number of individuals)	64,506
Renter-occupied	10,492
Population in renter-occupied (number of individuals)	27,466
Households with individuals under 18	12,438
Vacant	4,532
Vacant: for rent	994
Vacant: for sale	661

Population by Sex/Age

Male	45,843
Female	47,176
Under 18	23,259
18 & over	69,760
20 - 24	5,584
25 - 34	11,364
35 - 49	18,785
50 - 64	17,607
65 & over	13,862

Population by Ethnicity

Hispanic or Latino	11,238
Non Hispanic or Latino	81,781

Population by Race

White	81,464
African American	1,494
Asian	478
American Indian and Alaska Native	706
Native Hawaiian and Pacific Islander	103
Other	7,210
Identified by two or more	1,564

AL - Morgan County

Population

Total Population	119,490
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Housing Status

(in housing units unless noted)

Total	51,193
Occupied	47,030
Owner-occupied	33,635
Population in owner-occupied (number of individuals)	84,911
Renter-occupied	13,395
Population in renter-occupied (number of individuals)	32,446
Households with individuals under 18	15,940
Vacant	4,163
Vacant: for rent	1,171
Vacant: for sale	732

Population by Sex/Age

Male	58,886
Female	60,604
Under 18	28,624
18 & over	90,866
20 - 24	6,944
25 - 34	15,061
35 - 49	25,275
50 - 64	23,656
65 & over	16,871

Population by Ethnicity

Hispanic or Latino	9,156
Non Hispanic or Latino	110,334

Population by Race

White	95,404
African American	14,185
Asian	691
American Indian and Alaska Native	1,042
Native Hawaiian and Pacific Islander	107
Other	5,697
Identified by two or more	2,364

TN - Giles County

Population

Total Population	29,485
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Housing Status

(in housing units unless noted)

Total	13,844
Occupied	11,875
Owner-occupied	8,638
Population in owner-occupied (number of individuals)	21,217
Renter-occupied	3,237
Population in renter-occupied (number of individuals)	7,590
Households with individuals under 18	3,598
Vacant	1,969
Vacant: for rent	490
Vacant: for sale	238

Population by Sex/Age

Male	14,379
Female	15,106
Under 18	6,509
18 & over	22,976
20 - 24	1,763
25 - 34	3,130
35 - 49	5,895
50 - 64	6,422
65 & over	4,910

Population by Ethnicity

Hispanic or Latino	471
Non Hispanic or Latino	29,014

Population by Race

White	25,480
African American	3,012
Asian	113
American Indian and Alaska Native	102
Native Hawaiian and Pacific Islander	11
Other	177
Identified by two or more	590

TN - Lincoln County

Population

Total Population	33,361
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Housing Status

(in housing units unless noted)

Total	15,241
Occupied	13,382
Owner-occupied	10,049
Population in owner-occupied (number of individuals)	24,980
Renter-occupied	3,333
Population in renter-occupied (number of individuals)	8,098
Households with individuals under 18	4,239
Vacant	1,859
Vacant: for rent	320
Vacant: for sale	239

Population by Sex/Age

Male	16,268
Female	17,093
Under 18	7,786
18 & over	25,575
20 - 24	1,781
25 - 34	3,580
35 - 49	6,715
50 - 64	7,137
65 & over	5,550

Population by Ethnicity

Hispanic or Latino	885
Non Hispanic or Latino	32,476

Population by Race

White	29,841
African American	2,269
Asian	122
American Indian and Alaska Native	151
Native Hawaiian and Pacific Islander	20
Other	367
Identified by two or more	591