



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

**JACKSON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	273,500
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**Housing Status**

( in housing units unless noted )

Total	122,695
Occupied	107,671
Owner-occupied	76,110
Population in owner-occupied ( number of individuals )	188,643
Renter-occupied	31,561
Population in renter-occupied ( number of individuals )	76,310
Households with individuals under 18	35,189
Vacant	15,024
Vacant: for rent	3,836
Vacant: for sale	2,033

**Population by Sex/Age**

Male	131,209
Female	142,291
Under 18	64,796
18 & over	208,704
20 - 24	17,318
25 - 34	31,604
35 - 49	54,199
50 - 64	54,719
65 & over	42,150

**Population by Ethnicity**

Hispanic or Latino	6,681
Non Hispanic or Latino	266,819

**Population by Race**

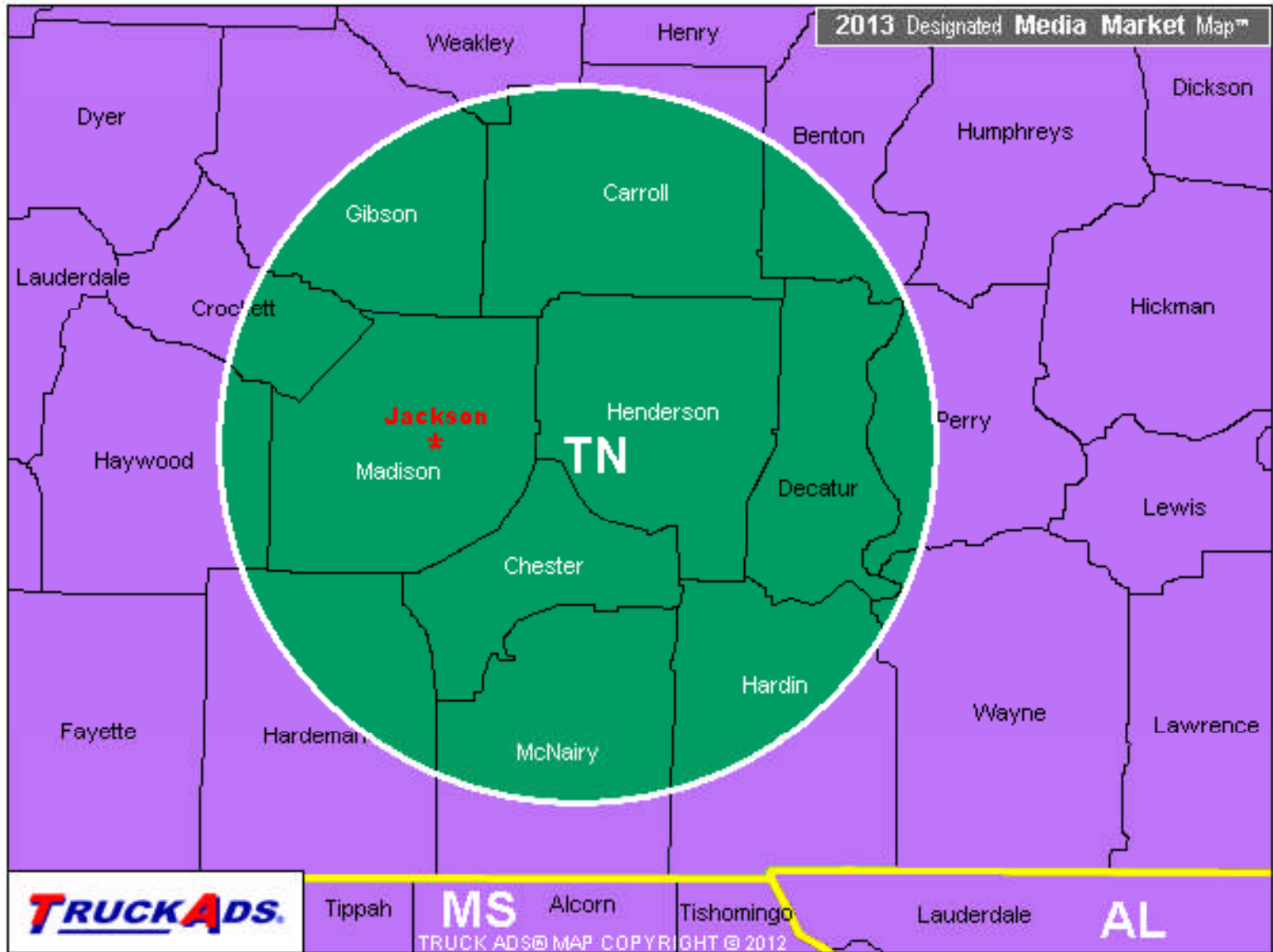
White	210,063
African American	54,057
Asian	1,367
American Indian and Alaska Native	663
Native Hawaiian and Pacific Islander	63
Other	3,221
Identified by two or more	4,066

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# JACKSON :::

## BROADCAST TV MARKET AREA



## 7 COUNTIES IN THIS DESIGNATED MARKET

TENNESSEE: Carroll, TN ~ Chester, TN ~ Gibson, TN ~ ~ Hardin, TN ~ Henderson, TN ~ Madison, TN ~ McNairy, TN

## TN - Carroll County

### Population

Total Population	28,522
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### Housing Status

( in housing units unless noted )

Total	13,184
Occupied	11,507
Owner-occupied	8,686
Population in owner-occupied ( number of individuals )	20,885
Renter-occupied	2,821
Population in renter-occupied ( number of individuals )	6,663
Households with individuals under 18	3,468
Vacant	1,677
Vacant: for rent	459
Vacant: for sale	243

### Population by Sex/Age

Male	13,776
Female	14,746
Under 18	6,253
18 & over	22,269
20 - 24	1,786
25 - 34	2,842
35 - 49	5,676
50 - 64	5,905
65 & over	5,103

### Population by Ethnicity

Hispanic or Latino	595
Non Hispanic or Latino	27,927

### Population by Race

White	24,755
African American	2,879
Asian	56
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	12
Other	243
Identified by two or more	464

## TN - Chester County

### Population

Total Population	17,131
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### Housing Status

( in housing units unless noted )

Total	6,980
Occupied	6,208
Owner-occupied	4,534
Population in owner-occupied ( number of individuals )	11,613
Renter-occupied	1,674
Population in renter-occupied ( number of individuals )	4,256
Households with individuals under 18	2,163
Vacant	772
Vacant: for rent	147
Vacant: for sale	110

### Population by Sex/Age

Male	8,273
Female	8,858
Under 18	3,990
18 & over	13,141
20 - 24	1,569
25 - 34	1,889
35 - 49	3,271
50 - 64	3,067
65 & over	2,500

### Population by Ethnicity

Hispanic or Latino	343
Non Hispanic or Latino	16,788

### Population by Race

White	15,021
African American	1,569
Asian	60
American Indian and Alaska Native	72
Native Hawaiian and Pacific Islander	2
Other	136
Identified by two or more	271

## TN - Gibson County

### Population

Total Population	49,683
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### Housing Status

( in housing units unless noted )

Total	21,999
Occupied	19,690
Owner-occupied	13,892
Population in owner-occupied ( number of individuals )	34,470
Renter-occupied	5,798
Population in renter-occupied ( number of individuals )	14,222
Households with individuals under 18	6,658
Vacant	2,309
Vacant: for rent	645
Vacant: for sale	336

### Population by Sex/Age

Male	23,668
Female	26,015
Under 18	12,399
18 & over	37,284
20 - 24	2,493
25 - 34	5,709
35 - 49	10,010
50 - 64	9,710
65 & over	8,187

### Population by Ethnicity

Hispanic or Latino	1,012
Non Hispanic or Latino	48,671

### Population by Race

White	38,988
African American	9,340
Asian	106
American Indian and Alaska Native	107
Native Hawaiian and Pacific Islander	6
Other	469
Identified by two or more	667

## TN - Hardin County

### Population

Total Population	26,026
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### Housing Status

( in housing units unless noted )

Total	13,946
Occupied	10,643
Owner-occupied	7,997
Population in owner-occupied ( number of individuals )	19,310
Renter-occupied	2,646
Population in renter-occupied ( number of individuals )	6,345
Households with individuals under 18	3,149
Vacant	3,303
Vacant: for rent	358
Vacant: for sale	274

### Population by Sex/Age

Male	12,678
Female	13,348
Under 18	5,645
18 & over	20,381
20 - 24	1,280
25 - 34	2,641
35 - 49	5,171
50 - 64	5,808
65 & over	4,809

### Population by Ethnicity

Hispanic or Latino	497
Non Hispanic or Latino	25,529

### Population by Race

White	24,384
African American	896
Asian	102
American Indian and Alaska Native	79
Native Hawaiian and Pacific Islander	7
Other	166
Identified by two or more	392

## TN - Henderson County

### Population

Total Population	27,769
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### Housing Status

( in housing units unless noted )

Total	12,776
Occupied	11,224
Owner-occupied	8,420
Population in owner-occupied ( number of individuals )	20,816
Renter-occupied	2,804
Population in renter-occupied ( number of individuals )	6,735
Households with individuals under 18	3,768
Vacant	1,552
Vacant: for rent	426
Vacant: for sale	212

### Population by Sex/Age

Male	13,362
Female	14,407
Under 18	6,757
18 & over	21,012
20 - 24	1,484
25 - 34	3,330
35 - 49	5,834
50 - 64	5,580
65 & over	4,112

### Population by Ethnicity

Hispanic or Latino	532
Non Hispanic or Latino	27,237

### Population by Race

White	24,764
African American	2,187
Asian	76
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	3
Other	206
Identified by two or more	485

## TN - Madison County

### Population

Total Population	98,294
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### Housing Status

( in housing units unless noted )

Total	41,877
Occupied	38,073
Owner-occupied	24,777
Population in owner-occupied ( number of individuals )	62,018
Renter-occupied	13,296
Population in renter-occupied ( number of individuals )	31,858
Households with individuals under 18	12,681
Vacant	3,804
Vacant: for rent	1,555
Vacant: for sale	663

### Population by Sex/Age

Male	46,648
Female	51,646
Under 18	23,634
18 & over	74,660
20 - 24	7,408
25 - 34	12,327
35 - 49	19,099
50 - 64	19,154
65 & over	12,932

### Population by Ethnicity

Hispanic or Latino	3,306
Non Hispanic or Latino	94,988

### Population by Race

White	58,226
African American	35,636
Asian	918
American Indian and Alaska Native	184
Native Hawaiian and Pacific Islander	31
Other	1,851
Identified by two or more	1,448



## TN - McNairy County

### Population

Total Population	26,075
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### Housing Status

( in housing units unless noted )

Total	11,933
Occupied	10,326
Owner-occupied	7,804
Population in owner-occupied ( number of individuals )	19,531
Renter-occupied	2,522
Population in renter-occupied ( number of individuals )	6,231
Households with individuals under 18	3,302
Vacant	1,607
Vacant: for rent	246
Vacant: for sale	195

### Population by Sex/Age

Male	12,804
Female	13,271
Under 18	6,118
18 & over	19,957
20 - 24	1,298
25 - 34	2,866
35 - 49	5,138
50 - 64	5,495
65 & over	4,507

### Population by Ethnicity

Hispanic or Latino	396
Non Hispanic or Latino	25,679

### Population by Race

White	23,925
African American	1,550
Asian	49
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	2
Other	150
Identified by two or more	339