



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

KNOXVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	1,308,014
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Housing Status

(in housing units unless noted)

Total	614,285
Occupied	528,842
Owner-occupied	375,726
Population in owner-occupied (number of individuals)	927,759
Renter-occupied	153,116
Population in renter-occupied (number of individuals)	352,066
Households with individuals under 18	160,323
Vacant	85,443
Vacant: for rent	18,539
Vacant: for sale	10,899

Population by Sex/Age

Male	639,660
Female	668,354
Under 18	286,638
18 & over	1,021,376
20 - 24	84,513
25 - 34	155,221
35 - 49	268,813
50 - 64	271,425
65 & over	206,031

Population by Ethnicity

Hispanic or Latino	43,247
Non Hispanic or Latino	1,264,767

Population by Race

White	1,194,591
African American	54,968
Asian	12,903
American Indian and Alaska Native	4,052
Native Hawaiian and Pacific Islander	719
Other	20,062
Identified by two or more	20,719

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TN - Anderson County

Population

Total Population	75,129
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Housing Status

(in housing units unless noted)

Total	34,717
Occupied	31,253
Owner-occupied	21,876
Population in owner-occupied (number of individuals)	53,111
Renter-occupied	9,377
Population in renter-occupied (number of individuals)	20,835
Households with individuals under 18	9,251
Vacant	3,464
Vacant: for rent	1,087
Vacant: for sale	523

Population by Sex/Age

Male	36,308
Female	38,821
Under 18	16,464
18 & over	58,665
20 - 24	3,948
25 - 34	8,291
35 - 49	15,117
50 - 64	16,436
65 & over	13,064

Population by Ethnicity

Hispanic or Latino	1,768
Non Hispanic or Latino	73,361

Population by Race

White	69,065
African American	2,847
Asian	803
American Indian and Alaska Native	239
Native Hawaiian and Pacific Islander	18
Other	699
Identified by two or more	1,458

TN - Blount County

Population

Total Population	123,010
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Housing Status

(in housing units unless noted)

Total	55,266
Occupied	49,265
Owner-occupied	36,531
Population in owner-occupied (number of individuals)	91,052
Renter-occupied	12,734
Population in renter-occupied (number of individuals)	29,931
Households with individuals under 18	15,585
Vacant	6,001
Vacant: for rent	1,638
Vacant: for sale	929

Population by Sex/Age

Male	59,559
Female	63,451
Under 18	27,376
18 & over	95,634
20 - 24	6,925
25 - 34	13,607
35 - 49	26,323
50 - 64	25,984
65 & over	19,770

Population by Ethnicity

Hispanic or Latino	3,441
Non Hispanic or Latino	119,569

Population by Race

White	114,993
African American	3,380
Asian	875
American Indian and Alaska Native	429
Native Hawaiian and Pacific Islander	32
Other	1,375
Identified by two or more	1,926

TN - Campbell County

Population

Total Population	40,716
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Housing Status

(in housing units unless noted)

Total	19,966
Occupied	16,354
Owner-occupied	11,621
Population in owner-occupied (number of individuals)	29,107
Renter-occupied	4,733
Population in renter-occupied (number of individuals)	11,090
Households with individuals under 18	5,083
Vacant	3,612
Vacant: for rent	650
Vacant: for sale	320

Population by Sex/Age

Male	19,861
Female	20,855
Under 18	8,949
18 & over	31,767
20 - 24	2,121
25 - 34	4,517
35 - 49	8,555
50 - 64	8,565
65 & over	7,011

Population by Ethnicity

Hispanic or Latino	472
Non Hispanic or Latino	40,244

Population by Race

White	39,778
African American	125
Asian	103
American Indian and Alaska Native	106
Native Hawaiian and Pacific Islander	20
Other	151
Identified by two or more	433

TN - Claiborne County

Population

Total Population	32,213
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Housing Status

(in housing units unless noted)

Total	14,859
Occupied	12,853
Owner-occupied	9,726
Population in owner-occupied (number of individuals)	23,966
Renter-occupied	3,127
Population in renter-occupied (number of individuals)	6,990
Households with individuals under 18	3,874
Vacant	2,006
Vacant: for rent	417
Vacant: for sale	268

Population by Sex/Age

Male	15,779
Female	16,434
Under 18	6,775
18 & over	25,438
20 - 24	2,185
25 - 34	3,599
35 - 49	6,565
50 - 64	6,954
65 & over	5,142

Population by Ethnicity

Hispanic or Latino	265
Non Hispanic or Latino	31,948

Population by Race

White	31,224
African American	282
Asian	166
American Indian and Alaska Native	94
Native Hawaiian and Pacific Islander	5
Other	69
Identified by two or more	373

TN - Cocke County

Population

Total Population	35,662
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Housing Status

(in housing units unless noted)

Total	17,459
Occupied	14,788
Owner-occupied	10,661
Population in owner-occupied (number of individuals)	25,633
Renter-occupied	4,127
Population in renter-occupied (number of individuals)	9,735
Households with individuals under 18	4,438
Vacant	2,671
Vacant: for rent	434
Vacant: for sale	236

Population by Sex/Age

Male	17,308
Female	18,354
Under 18	7,651
18 & over	28,011
20 - 24	1,810
25 - 34	3,803
35 - 49	7,459
50 - 64	8,094
65 & over	5,965

Population by Ethnicity

Hispanic or Latino	628
Non Hispanic or Latino	35,034

Population by Race

White	33,911
African American	669
Asian	110
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	24
Other	209
Identified by two or more	603

TN - Cumberland County

Population

Total Population	56,053
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Housing Status

(in housing units unless noted)

Total	28,151
Occupied	23,791
Owner-occupied	18,716
Population in owner-occupied (number of individuals)	43,221
Renter-occupied	5,075
Population in renter-occupied (number of individuals)	12,196
Households with individuals under 18	5,874
Vacant	4,360
Vacant: for rent	730
Vacant: for sale	669

Population by Sex/Age

Male	27,381
Female	28,672
Under 18	10,679
18 & over	45,374
20 - 24	2,511
25 - 34	5,073
35 - 49	9,795
50 - 64	12,242
65 & over	14,553

Population by Ethnicity

Hispanic or Latino	1,307
Non Hispanic or Latino	54,746

Population by Race

White	54,266
African American	161
Asian	238
American Indian and Alaska Native	173
Native Hawaiian and Pacific Islander	37
Other	617
Identified by two or more	561

TN - Fentress County

Population

Total Population	17,959
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Housing Status

(in housing units unless noted)

Total	8,961
Occupied	7,250
Owner-occupied	5,611
Population in owner-occupied (number of individuals)	13,966
Renter-occupied	1,639
Population in renter-occupied (number of individuals)	3,861
Households with individuals under 18	2,259
Vacant	1,711
Vacant: for rent	203
Vacant: for sale	150

Population by Sex/Age

Male	8,853
Female	9,106
Under 18	4,154
18 & over	13,805
20 - 24	846
25 - 34	1,855
35 - 49	3,682
50 - 64	3,942
65 & over	3,047

Population by Ethnicity

Hispanic or Latino	189
Non Hispanic or Latino	17,770

Population by Race

White	17,623
African American	31
Asian	38
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	60
Identified by two or more	159

TN - Grainger County

Population

Total Population	22,657
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Housing Status

(in housing units unless noted)

Total	10,894
Occupied	9,029
Owner-occupied	7,302
Population in owner-occupied (number of individuals)	18,234
Renter-occupied	1,727
Population in renter-occupied (number of individuals)	4,272
Households with individuals under 18	2,843
Vacant	1,865
Vacant: for rent	193
Vacant: for sale	170

Population by Sex/Age

Male	11,286
Female	11,371
Under 18	5,048
18 & over	17,609
20 - 24	1,168
25 - 34	2,367
35 - 49	4,936
50 - 64	4,989
65 & over	3,625

Population by Ethnicity

Hispanic or Latino	530
Non Hispanic or Latino	22,127

Population by Race

White	21,978
African American	107
Asian	24
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	3
Other	274
Identified by two or more	225

TN - Hamblen County

Population

Total Population	62,544
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Housing Status

(in housing units unless noted)

Total	26,963
Occupied	24,560
Owner-occupied	17,004
Population in owner-occupied (number of individuals)	42,315
Renter-occupied	7,556
Population in renter-occupied (number of individuals)	19,311
Households with individuals under 18	8,179
Vacant	2,403
Vacant: for rent	759
Vacant: for sale	475

Population by Sex/Age

Male	30,453
Female	32,091
Under 18	14,740
18 & over	47,804
20 - 24	3,558
25 - 34	7,547
35 - 49	12,992
50 - 64	12,244
65 & over	9,918

Population by Ethnicity

Hispanic or Latino	6,711
Non Hispanic or Latino	55,833

Population by Race

White	54,163
African American	2,527
Asian	466
American Indian and Alaska Native	209
Native Hawaiian and Pacific Islander	71
Other	3,863
Identified by two or more	1,245

TN - Jefferson County

Population

Total Population	51,407
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Housing Status

(in housing units unless noted)

Total	23,499
Occupied	19,864
Owner-occupied	14,973
Population in owner-occupied (number of individuals)	37,352
Renter-occupied	4,891
Population in renter-occupied (number of individuals)	12,461
Households with individuals under 18	6,306
Vacant	3,635
Vacant: for rent	605
Vacant: for sale	534

Population by Sex/Age

Male	25,245
Female	26,162
Under 18	11,359
18 & over	40,048
20 - 24	3,391
25 - 34	5,337
35 - 49	10,733
50 - 64	10,535
65 & over	8,334

Population by Ethnicity

Hispanic or Latino	1,619
Non Hispanic or Latino	49,788

Population by Race

White	48,571
African American	1,048
Asian	213
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	13
Other	698
Identified by two or more	694

TN - Knox County

Population

Total Population	432,226
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Housing Status

(in housing units unless noted)

Total	194,949
Occupied	177,249
Owner-occupied	117,412
Population in owner-occupied (number of individuals)	290,636
Renter-occupied	59,837
Population in renter-occupied (number of individuals)	129,242
Households with individuals under 18	52,614
Vacant	17,700
Vacant: for rent	6,777
Vacant: for sale	3,747

Population by Sex/Age

Male	210,085
Female	222,141
Under 18	94,490
18 & over	337,736
20 - 24	36,532
25 - 34	59,327
35 - 49	88,675
50 - 64	83,068
65 & over	56,491

Population by Ethnicity

Hispanic or Latino	15,012
Non Hispanic or Latino	417,214

Population by Race

White	369,794
African American	38,045
Asian	8,095
American Indian and Alaska Native	1,251
Native Hawaiian and Pacific Islander	359
Other	6,432
Identified by two or more	8,250

TN - Loudon County

Population

Total Population	48,556
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Housing Status

(in housing units unless noted)

Total	21,725
Occupied	19,826
Owner-occupied	15,535
Population in owner-occupied (number of individuals)	37,472
Renter-occupied	4,291
Population in renter-occupied (number of individuals)	10,604
Households with individuals under 18	5,384
Vacant	1,899
Vacant: for rent	360
Vacant: for sale	431

Population by Sex/Age

Male	23,828
Female	24,728
Under 18	9,868
18 & over	38,688
20 - 24	2,230
25 - 34	4,648
35 - 49	9,179
50 - 64	11,205
65 & over	10,434

Population by Ethnicity

Hispanic or Latino	3,395
Non Hispanic or Latino	45,161

Population by Race

White	45,339
African American	533
Asian	287
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	48
Other	1,690
Identified by two or more	523

TN - Monroe County

Population

Total Population	44,519
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Housing Status

(in housing units unless noted)

Total	20,787
Occupied	17,711
Owner-occupied	13,306
Population in owner-occupied (number of individuals)	33,291
Renter-occupied	4,405
Population in renter-occupied (number of individuals)	10,728
Households with individuals under 18	5,588
Vacant	3,076
Vacant: for rent	568
Vacant: for sale	368

Population by Sex/Age

Male	22,021
Female	22,498
Under 18	10,178
18 & over	34,341
20 - 24	2,332
25 - 34	4,852
35 - 49	9,061
50 - 64	9,680
65 & over	7,318

Population by Ethnicity

Hispanic or Latino	1,448
Non Hispanic or Latino	43,071

Population by Race

White	41,661
African American	926
Asian	152
American Indian and Alaska Native	220
Native Hawaiian and Pacific Islander	13
Other	802
Identified by two or more	745

TN - Morgan County

Population

Total Population	21,987
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Housing Status

(in housing units unless noted)

Total	8,920
Occupied	7,692
Owner-occupied	6,031
Population in owner-occupied (number of individuals)	15,435
Renter-occupied	1,661
Population in renter-occupied (number of individuals)	4,025
Households with individuals under 18	2,551
Vacant	1,228
Vacant: for rent	171
Vacant: for sale	139

Population by Sex/Age

Male	12,107
Female	9,880
Under 18	4,623
18 & over	17,364
20 - 24	1,299
25 - 34	2,984
35 - 49	5,056
50 - 64	4,510
65 & over	3,015

Population by Ethnicity

Hispanic or Latino	188
Non Hispanic or Latino	21,799

Population by Race

White	20,761
African American	806
Asian	41
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	6
Other	40
Identified by two or more	264

TN - Roane County

Population

Total Population	54,181
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Housing Status

(in housing units unless noted)

Total	25,716
Occupied	22,376
Owner-occupied	16,829
Population in owner-occupied (number of individuals)	40,993
Renter-occupied	5,547
Population in renter-occupied (number of individuals)	12,542
Households with individuals under 18	6,345
Vacant	3,340
Vacant: for rent	760
Vacant: for sale	419

Population by Sex/Age

Male	26,628
Female	27,553
Under 18	11,285
18 & over	42,896
20 - 24	2,552
25 - 34	5,261
35 - 49	10,980
50 - 64	12,840
65 & over	10,055

Population by Ethnicity

Hispanic or Latino	710
Non Hispanic or Latino	53,471

Population by Race

White	51,157
African American	1,440
Asian	278
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	18
Other	219
Identified by two or more	889

TN - Scott County

Population

Total Population	22,228
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Housing Status

(in housing units unless noted)

Total	9,910
Occupied	8,671
Owner-occupied	6,417
Population in owner-occupied (number of individuals)	16,655
Renter-occupied	2,254
Population in renter-occupied (number of individuals)	5,309
Households with individuals under 18	3,077
Vacant	1,239
Vacant: for rent	211
Vacant: for sale	88

Population by Sex/Age

Male	10,911
Female	11,317
Under 18	5,630
18 & over	16,598
20 - 24	1,238
25 - 34	2,800
35 - 49	4,656
50 - 64	4,267
65 & over	3,053

Population by Ethnicity

Hispanic or Latino	120
Non Hispanic or Latino	22,108

Population by Race

White	21,853
African American	21
Asian	43
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	1
Other	56
Identified by two or more	197

TN - Sevier County

Population

Total Population	89,889
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Housing Status

(in housing units unless noted)

Total	55,918
Occupied	35,343
Owner-occupied	24,283
Population in owner-occupied (number of individuals)	61,095
Renter-occupied	11,060
Population in renter-occupied (number of individuals)	27,812
Households with individuals under 18	11,150
Vacant	20,575
Vacant: for rent	1,932
Vacant: for sale	1,015

Population by Sex/Age

Male	44,313
Female	45,576
Under 18	19,892
18 & over	69,997
20 - 24	5,249
25 - 34	10,431
35 - 49	19,071
50 - 64	19,138
65 & over	13,917

Population by Ethnicity

Hispanic or Latino	4,787
Non Hispanic or Latino	85,102

Population by Race

White	84,217
African American	711
Asian	774
American Indian and Alaska Native	342
Native Hawaiian and Pacific Islander	20
Other	2,616
Identified by two or more	1,209

TN - Union County

Population

Total Population	19,109
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Housing Status

(in housing units unless noted)

Total	8,958
Occupied	7,391
Owner-occupied	5,745
Population in owner-occupied (number of individuals)	14,825
Renter-occupied	1,646
Population in renter-occupied (number of individuals)	4,132
Households with individuals under 18	2,547
Vacant	1,567
Vacant: for rent	246
Vacant: for sale	167

Population by Sex/Age

Male	9,524
Female	9,585
Under 18	4,563
18 & over	14,546
20 - 24	1,133
25 - 34	2,166
35 - 49	4,086
50 - 64	4,065
65 & over	2,632

Population by Ethnicity

Hispanic or Latino	249
Non Hispanic or Latino	18,860

Population by Race

White	18,678
African American	22
Asian	19
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	12
Other	72
Identified by two or more	246

KY - Bell County

Population

Total Population	28,691
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Housing Status

(in housing units unless noted)

Total	13,154
Occupied	11,787
Owner-occupied	7,726
Population in owner-occupied (number of individuals)	18,687
Renter-occupied	4,061
Population in renter-occupied (number of individuals)	9,052
Households with individuals under 18	3,584
Vacant	1,367
Vacant: for rent	375
Vacant: for sale	130

Population by Sex/Age

Male	13,937
Female	14,754
Under 18	6,229
18 & over	22,462
20 - 24	1,764
25 - 34	3,334
35 - 49	6,016
50 - 64	6,049
65 & over	4,508

Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	28,493

Population by Race

White	27,415
African American	644
Asian	78
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	13
Other	55
Identified by two or more	437

KY - Harlan County

Population

Total Population	29,278
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Housing Status

(in housing units unless noted)

Total	13,513
Occupied	11,789
Owner-occupied	8,421
Population in owner-occupied (number of individuals)	20,713
Renter-occupied	3,368
Population in renter-occupied (number of individuals)	7,938
Households with individuals under 18	3,791
Vacant	1,724
Vacant: for rent	423
Vacant: for sale	121

Population by Sex/Age

Male	14,273
Female	15,005
Under 18	6,685
18 & over	22,593
20 - 24	1,721
25 - 34	3,422
35 - 49	5,876
50 - 64	6,618
65 & over	4,179

Population by Ethnicity

Hispanic or Latino	210
Non Hispanic or Latino	29,068

Population by Race

White	28,144
African American	643
Asian	100
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	2
Other	65
Identified by two or more	282