



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

**MOBILE PENSACOLA :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,344,271
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**Housing Status**

( in housing units unless noted )

Total	630,114
Occupied	521,914
Owner-occupied	359,834
Population in owner-occupied ( number of individuals )	906,008
Renter-occupied	162,080
Population in renter-occupied ( number of individuals )	395,164
Households with individuals under 18	172,009
Vacant	108,200
Vacant: for rent	33,934
Vacant: for sale	11,582

**Population by Sex/Age**

Male	662,209
Female	682,062
Under 18	314,779
18 & over	1,029,492
20 - 24	94,099
25 - 34	170,986
35 - 49	268,072
50 - 64	266,501
65 & over	189,307

**Population by Ethnicity**

Hispanic or Latino	52,285
Non Hispanic or Latino	1,291,986

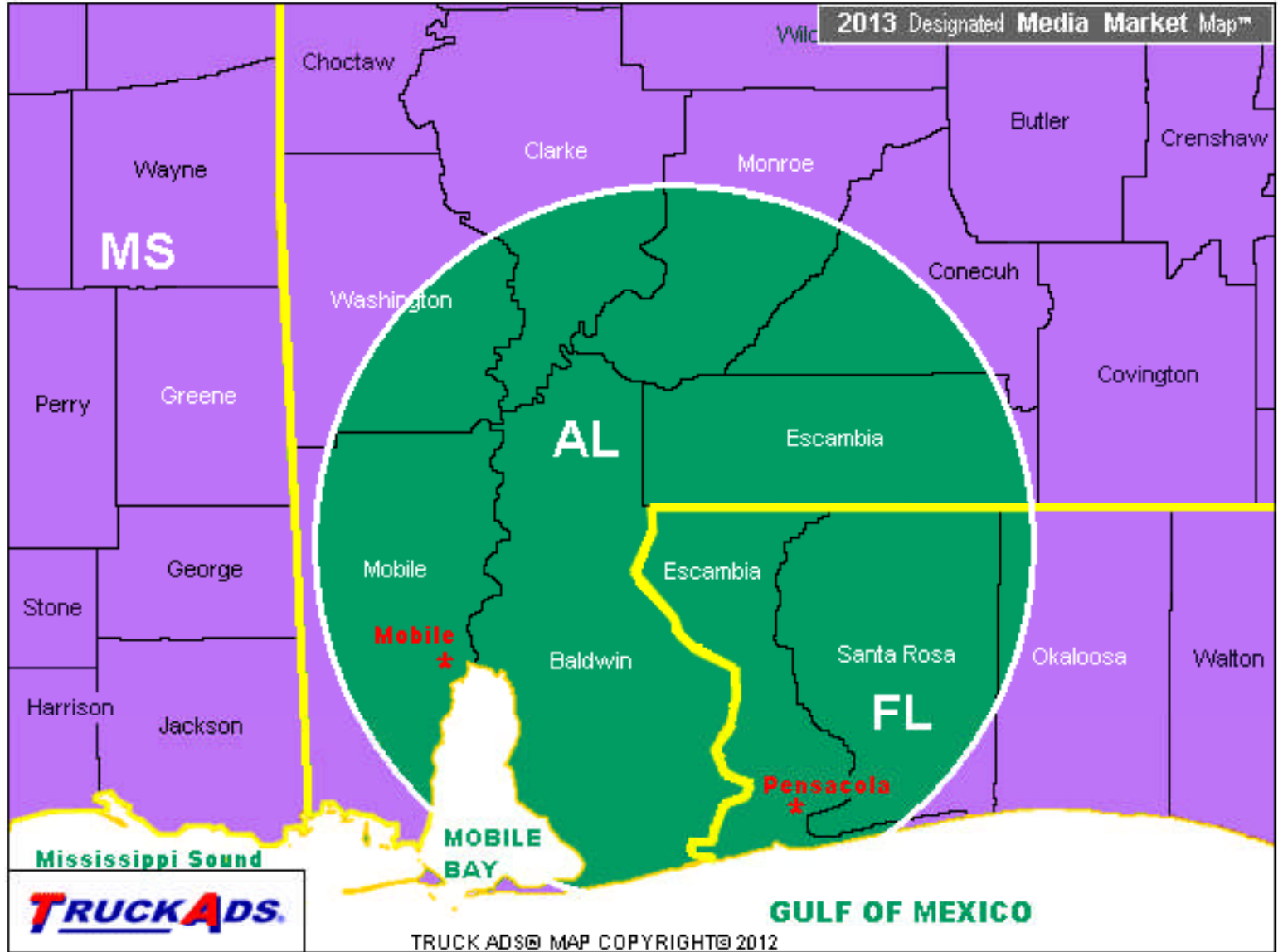
**Population by Race**

White	961,816
African American	294,680
Asian	25,445
American Indian and Alaska Native	12,996
Native Hawaiian and Pacific Islander	1,332
Other	16,853
Identified by two or more	31,149



# MOBILE PENSACOLA :::

## BROADCAST TV MARKET AREA



### 10 COUNTIES IN THIS DESIGNATED MARKET

**FLORIDA:** Escambia, FL ~ Okaloosa, FL ~ Santa Rosa, FL ~ **ALABAMA:** Baldwin, AL ~ Clarke, AL ~ Escambia, AL ~ Mobile, AL ~ Monroe, AL ~ Washington, AL ~ **MISSISSIPPI:** Greene, MS

## FL - Escambia County

### Population

Total Population	297,619
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### Housing Status

( in housing units unless noted )

Total	136,703
Occupied	116,238
Owner-occupied	75,418
Population in owner-occupied ( number of individuals )	182,224
Renter-occupied	40,820
Population in renter-occupied ( number of individuals )	97,436
Households with individuals under 18	34,807
Vacant	20,465
Vacant: for rent	7,990
Vacant: for sale	2,319

### Population by Sex/Age

Male	147,119
Female	150,500
Under 18	64,154
18 & over	233,465
20 - 24	26,402
25 - 34	38,116
35 - 49	55,206
50 - 64	58,661
65 & over	42,929

### Population by Ethnicity

Hispanic or Latino	14,061
Non Hispanic or Latino	283,558

### Population by Race

White	204,993
African American	68,282
Asian	8,174
American Indian and Alaska Native	2,623
Native Hawaiian and Pacific Islander	430
Other	3,740
Identified by two or more	9,377

## FL - Santa Rosa County

### Population

Total Population	151,372
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### Housing Status

( in housing units unless noted )

Total	64,760
Occupied	56,910
Owner-occupied	43,453
Population in owner-occupied ( number of individuals )	112,114
Renter-occupied	13,457
Population in renter-occupied ( number of individuals )	35,014
Households with individuals under 18	20,099
Vacant	7,850
Vacant: for rent	2,279
Vacant: for sale	1,315

### Population by Sex/Age

Male	76,422
Female	74,950
Under 18	36,209
18 & over	115,163
20 - 24	8,875
25 - 34	18,591
35 - 49	33,918
50 - 64	30,391
65 & over	19,460

### Population by Ethnicity

Hispanic or Latino	6,507
Non Hispanic or Latino	144,865

### Population by Race

White	132,920
African American	8,205
Asian	2,759
American Indian and Alaska Native	1,306
Native Hawaiian and Pacific Islander	217
Other	1,463
Identified by two or more	4,502

## FL - Okaloosa County

### Population

Total Population	180,822
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### Housing Status

( in housing units unless noted )

Total	92,407
Occupied	72,379
Owner-occupied	47,095
Population in owner-occupied ( number of individuals )	114,776
Renter-occupied	25,284
Population in renter-occupied ( number of individuals )	61,163
Households with individuals under 18	22,607
Vacant	20,028
Vacant: for rent	7,619
Vacant: for sale	1,635

### Population by Sex/Age

Male	90,843
Female	89,979
Under 18	40,388
18 & over	140,434
20 - 24	13,678
25 - 34	24,995
35 - 49	36,456
50 - 64	35,370
65 & over	25,218

### Population by Ethnicity

Hispanic or Latino	12,296
Non Hispanic or Latino	168,526

### Population by Race

White	146,582
African American	16,797
Asian	5,328
American Indian and Alaska Native	1,068
Native Hawaiian and Pacific Islander	354
Other	3,592
Identified by two or more	7,101

## AL - Baldwin County

### Population

Total Population	182,265
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### Housing Status

( in housing units unless noted )

Total	104,061
Occupied	73,180
Owner-occupied	53,071
Population in owner-occupied ( number of individuals )	131,251
Renter-occupied	20,109
Population in renter-occupied ( number of individuals )	48,707
Households with individuals under 18	23,224
Vacant	30,881
Vacant: for rent	7,822
Vacant: for sale	2,837

### Population by Sex/Age

Male	89,196
Female	93,069
Under 18	41,898
18 & over	140,367
20 - 24	9,449
25 - 34	20,956
35 - 49	36,984
50 - 64	38,025
65 & over	30,568

### Population by Ethnicity

Hispanic or Latino	7,992
Non Hispanic or Latino	174,273

### Population by Race

White	156,153
African American	17,105
Asian	1,348
American Indian and Alaska Native	1,216
Native Hawaiian and Pacific Islander	89
Other	3,631
Identified by two or more	2,723



## AL - Clarke County

### Population

Total Population	25,833
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### Housing Status

( in housing units unless noted )

Total	12,638
Occupied	10,337
Owner-occupied	7,996
Population in owner-occupied ( number of individuals )	20,038
Renter-occupied	2,341
Population in renter-occupied ( number of individuals )	5,515
Households with individuals under 18	3,563
Vacant	2,301
Vacant: for rent	406
Vacant: for sale	91

### Population by Sex/Age

Male	12,214
Female	13,619
Under 18	6,389
18 & over	19,444
20 - 24	1,264
25 - 34	2,874
35 - 49	5,214
50 - 64	5,196
65 & over	4,174

### Population by Ethnicity

Hispanic or Latino	271
Non Hispanic or Latino	25,562

### Population by Race

White	14,070
African American	11,336
Asian	77
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	4
Other	67
Identified by two or more	176

## AL - Escambia County

### Population

Total Population	38,319
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### Housing Status

( in housing units unless noted )

Total	16,486
Occupied	14,157
Owner-occupied	10,285
Population in owner-occupied ( number of individuals )	25,686
Renter-occupied	3,872
Population in renter-occupied ( number of individuals )	9,434
Households with individuals under 18	4,770
Vacant	2,329
Vacant: for rent	549
Vacant: for sale	229

### Population by Sex/Age

Male	19,766
Female	18,553
Under 18	8,679
18 & over	29,640
20 - 24	2,227
25 - 34	5,019
35 - 49	7,967
50 - 64	7,586
65 & over	5,812

### Population by Ethnicity

Hispanic or Latino	718
Non Hispanic or Latino	37,601

### Population by Race

White	23,784
African American	12,220
Asian	92
American Indian and Alaska Native	1,288
Native Hawaiian and Pacific Islander	12
Other	343
Identified by two or more	580



## AL - Mobile County

### Population

Total Population	412,992
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### Housing Status

( in housing units unless noted )

Total	178,196
Occupied	158,435
Owner-occupied	106,079
Population in owner-occupied ( number of individuals )	277,667
Renter-occupied	52,356
Population in renter-occupied ( number of individuals )	128,517
Households with individuals under 18	55,627
Vacant	19,761
Vacant: for rent	6,733
Vacant: for sale	2,934

### Population by Sex/Age

Male	198,374
Female	214,618
Under 18	103,581
18 & over	309,411
20 - 24	29,130
25 - 34	53,631
35 - 49	80,963
50 - 64	80,219
65 & over	53,321

### Population by Ethnicity

Hispanic or Latino	9,936
Non Hispanic or Latino	403,056

### Population by Race

White	248,647
African American	142,992
Asian	7,561
American Indian and Alaska Native	3,681
Native Hawaiian and Pacific Islander	204
Other	3,885
Identified by two or more	6,022

## AL - Monroe County

### Population

Total Population	23,068
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### Housing Status

( in housing units unless noted )

Total	11,333
Occupied	9,214
Owner-occupied	7,077
Population in owner-occupied ( number of individuals )	17,705
Renter-occupied	2,137
Population in renter-occupied ( number of individuals )	5,133
Households with individuals under 18	3,203
Vacant	2,119
Vacant: for rent	319
Vacant: for sale	134

### Population by Sex/Age

Male	11,109
Female	11,959
Under 18	5,841
18 & over	17,227
20 - 24	1,172
25 - 34	2,418
35 - 49	4,553
50 - 64	4,790
65 & over	3,618

### Population by Ethnicity

Hispanic or Latino	220
Non Hispanic or Latino	22,848

### Population by Race

White	12,718
African American	9,614
Asian	67
American Indian and Alaska Native	260
Native Hawaiian and Pacific Islander	9
Other	66
Identified by two or more	334

## AL - Washington County

### Population

Total Population	17,581
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### Housing Status

( in housing units unless noted )

Total	8,407
Occupied	6,758
Owner-occupied	5,718
Population in owner-occupied ( number of individuals )	14,879
Renter-occupied	1,040
Population in renter-occupied ( number of individuals )	2,555
Households with individuals under 18	2,457
Vacant	1,649
Vacant: for rent	154
Vacant: for sale	54

### Population by Sex/Age

Male	8,656
Female	8,925
Under 18	4,484
18 & over	13,097
20 - 24	928
25 - 34	1,916
35 - 49	3,536
50 - 64	3,639
65 & over	2,590

### Population by Ethnicity

Hispanic or Latino	151
Non Hispanic or Latino	17,430

### Population by Race

White	11,508
African American	4,380
Asian	20
American Indian and Alaska Native	1,411
Native Hawaiian and Pacific Islander	12
Other	43
Identified by two or more	207

## MS - Greene County

### Population

Total Population	14,400
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### Housing Status

( in housing units unless noted )

Total	5,123
Occupied	4,306
Owner-occupied	3,642
Population in owner-occupied ( number of individuals )	9,668
Renter-occupied	664
Population in renter-occupied ( number of individuals )	1,690
Households with individuals under 18	1,652
Vacant	817
Vacant: for rent	63
Vacant: for sale	34

### Population by Sex/Age

Male	8,510
Female	5,890
Under 18	3,156
18 & over	11,244
20 - 24	974
25 - 34	2,470
35 - 49	3,275
50 - 64	2,624
65 & over	1,617

### Population by Ethnicity

Hispanic or Latino	133
Non Hispanic or Latino	14,267

### Population by Race

White	10,441
African American	3,749
Asian	19
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	1
Other	23
Identified by two or more	127