



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

MONTGOMERY SELMA :::

BROADCAST TV MARKET AREA

Population

Total Population	665,910
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Housing Status

(in housing units unless noted)

Total	303,633
Occupied	259,417
Owner-occupied	177,078
Population in owner-occupied (number of individuals)	440,747
Renter-occupied	82,339
Population in renter-occupied (number of individuals)	200,968
Households with individuals under 18	87,169
Vacant	44,216
Vacant: for rent	10,989
Vacant: for sale	4,319

Population by Sex/Age

Male	318,976
Female	346,934
Under 18	159,758
18 & over	506,152
20 - 24	48,335
25 - 34	83,174
35 - 49	132,457
50 - 64	129,475
65 & over	91,042

Population by Ethnicity

Hispanic or Latino	16,737
Non Hispanic or Latino	649,173

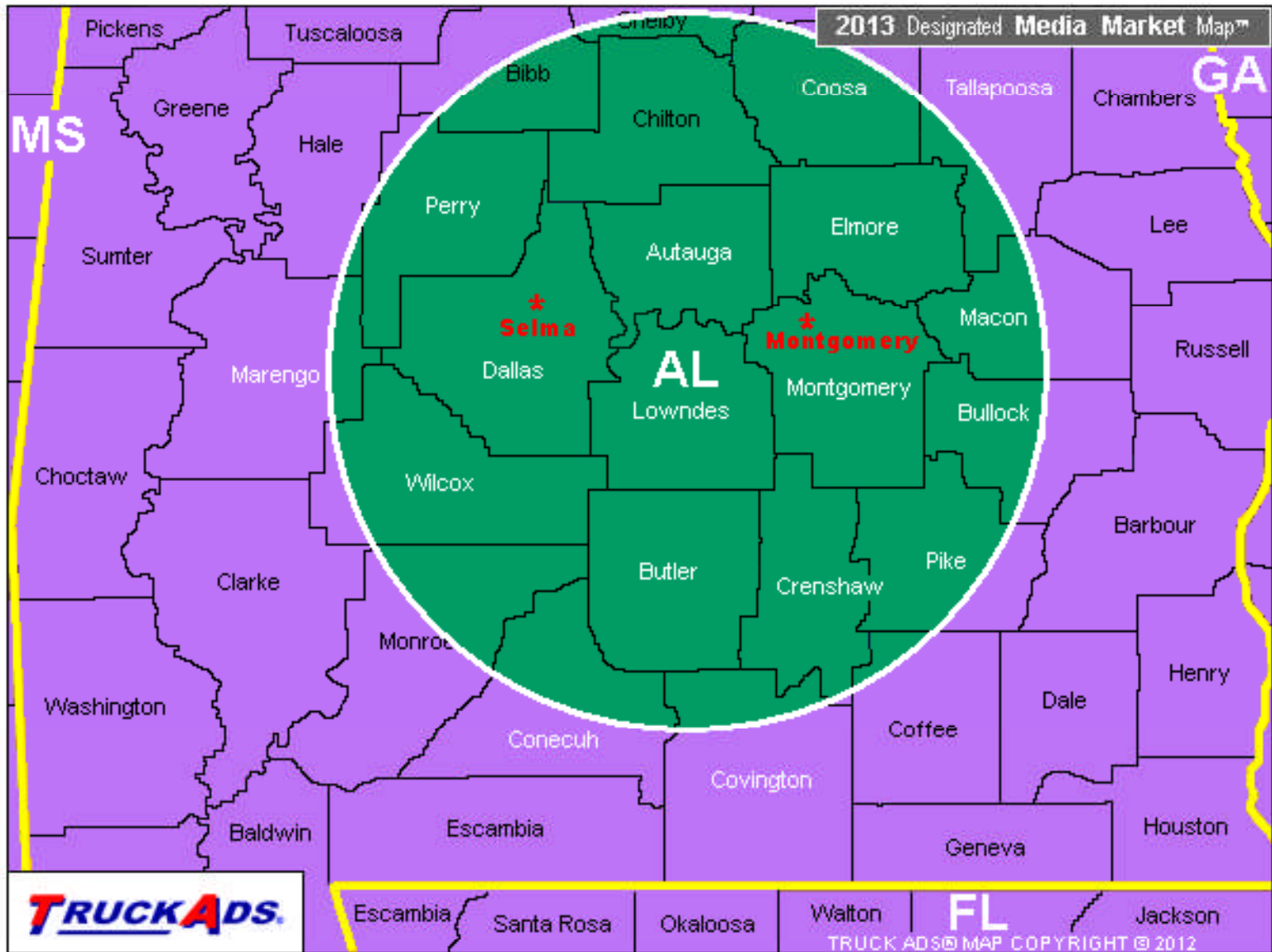
Population by Race

White	347,686
African American	291,694
Asian	7,564
American Indian and Alaska Native	2,061
Native Hawaiian and Pacific Islander	405
Other	8,633
Identified by two or more	7,867



MONTGOMERY SELMA :::

BROADCAST TV MARKET AREA



17 COUNTIES IN THIS DESIGNATED MARKET

ALABAMA: Autauga, AL ~ Bullock, AL ~ Butler, AL ~ Conecuh, AL ~ Coosa, AL ~ Covington, AL ~ Crenshaw, AL ~ Dallas, AL ~ Elmore, AL ~ Lowndes, AL ~ Macon, AL ~ Marengo, AL ~ Montgomery, AL ~ Perry, AL ~ Pike, AL ~ Tallapoosa, AL ~ Wilcox, AL



AL - Autauga County



Population

Total Population	54,571
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Housing Status

(in housing units unless noted)

Total	22,135
Occupied	20,221
Owner-occupied	15,248
Population in owner-occupied (number of individuals)	40,942
Renter-occupied	4,973
Population in renter-occupied (number of individuals)	13,174
Households with individuals under 18	7,972
Vacant	1,914
Vacant: for rent	429
Vacant: for sale	305

Population by Sex/Age

Male	26,569
Female	28,002
Under 18	14,613
18 & over	39,958
20 - 24	3,080
25 - 34	6,487
35 - 49	12,575
50 - 64	9,733
65 & over	6,546

Population by Ethnicity

Hispanic or Latino	1,310
Non Hispanic or Latino	53,261

Population by Race

White	42,855
African American	9,643
Asian	474
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	32
Other	466
Identified by two or more	869



AL - Bullock County



Population

Total Population	10,914
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Housing Status

(in housing units unless noted)

Total	4,493
Occupied	3,745
Owner-occupied	2,576
Population in owner-occupied (number of individuals)	6,122
Renter-occupied	1,169
Population in renter-occupied (number of individuals)	3,102
Households with individuals under 18	1,287
Vacant	748
Vacant: for rent	99
Vacant: for sale	30

Population by Sex/Age

Male	5,912
Female	5,002
Under 18	2,430
18 & over	8,484
20 - 24	711
25 - 34	1,555
35 - 49	2,207
50 - 64	2,259
65 & over	1,469

Population by Ethnicity

Hispanic or Latino	777
Non Hispanic or Latino	10,137

Population by Race

White	2,507
African American	7,666
Asian	20
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	43
Other	569
Identified by two or more	86

 **AL - Butler County**



Population

Total Population	20,947
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Housing Status

(in housing units unless noted)

Total	9,964
Occupied	8,491
Owner-occupied	5,967
Population in owner-occupied (number of individuals)	14,641
Renter-occupied	2,524
Population in renter-occupied (number of individuals)	5,973
Households with individuals under 18	2,831
Vacant	1,473
Vacant: for rent	258
Vacant: for sale	147

Population by Sex/Age

Male	9,838
Female	11,109
Under 18	5,056
18 & over	15,891
20 - 24	1,170
25 - 34	2,527
35 - 49	3,805
50 - 64	4,377
65 & over	3,489

Population by Ethnicity

Hispanic or Latino	191
Non Hispanic or Latino	20,756

Population by Race

White	11,399
African American	9,095
Asian	177
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	7
Other	48
Identified by two or more	161

AL - Conecuh County

Population

Total Population	13,228
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Housing Status

(in housing units unless noted)

Total	7,093
Occupied	5,625
Owner-occupied	4,238
Population in owner-occupied (number of individuals)	9,877
Renter-occupied	1,387
Population in renter-occupied (number of individuals)	3,306
Households with individuals under 18	1,698
Vacant	1,468
Vacant: for rent	177
Vacant: for sale	47

Population by Sex/Age

Male	6,412
Female	6,816
Under 18	3,042
18 & over	10,186
20 - 24	640
25 - 34	1,331
35 - 49	2,478
50 - 64	2,996
65 & over	2,362

Population by Ethnicity

Hispanic or Latino	161
Non Hispanic or Latino	13,067

Population by Race

White	6,788
African American	6,149
Asian	17
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	1
Other	97
Identified by two or more	132

AL - Coosa County

Population

Total Population	11,539
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Housing Status

(in housing units unless noted)

Total	6,478
Occupied	4,794
Owner-occupied	3,846
Population in owner-occupied (number of individuals)	9,278
Renter-occupied	948
Population in renter-occupied (number of individuals)	2,137
Households with individuals under 18	1,365
Vacant	1,684
Vacant: for rent	186
Vacant: for sale	73

Population by Sex/Age

Male	5,727
Female	5,812
Under 18	2,370
18 & over	9,169
20 - 24	555
25 - 34	1,149
35 - 49	2,396
50 - 64	2,802
65 & over	1,970

Population by Ethnicity

Hispanic or Latino	230
Non Hispanic or Latino	11,309

Population by Race

White	7,648
African American	3,582
Asian	16
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	15
Other	135
Identified by two or more	103

AL - Covington County

Population

Total Population	37,765
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Housing Status

(in housing units unless noted)

Total	18,829
Occupied	15,531
Owner-occupied	11,480
Population in owner-occupied (number of individuals)	27,427
Renter-occupied	4,051
Population in renter-occupied (number of individuals)	9,763
Households with individuals under 18	4,763
Vacant	3,298
Vacant: for rent	500
Vacant: for sale	277

Population by Sex/Age

Male	18,288
Female	19,477
Under 18	8,523
18 & over	29,242
20 - 24	1,961
25 - 34	4,110
35 - 49	7,249
50 - 64	8,004
65 & over	6,939

Population by Ethnicity

Hispanic or Latino	483
Non Hispanic or Latino	37,282

Population by Race

White	32,022
African American	4,716
Asian	155
American Indian and Alaska Native	214
Native Hawaiian and Pacific Islander	1
Other	135
Identified by two or more	522

AL - Crenshaw County

Population

Total Population	13,906
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Housing Status

(in housing units unless noted)

Total	6,735
Occupied	5,652
Owner-occupied	4,141
Population in owner-occupied (number of individuals)	10,192
Renter-occupied	1,511
Population in renter-occupied (number of individuals)	3,582
Households with individuals under 18	1,819
Vacant	1,083
Vacant: for rent	136
Vacant: for sale	65

Population by Sex/Age

Male	6,714
Female	7,192
Under 18	3,308
18 & over	10,598
20 - 24	734
25 - 34	1,495
35 - 49	2,840
50 - 64	2,942
65 & over	2,210

Population by Ethnicity

Hispanic or Latino	204
Non Hispanic or Latino	13,702

Population by Race

White	10,097
African American	3,254
Asian	189
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	8
Other	99
Identified by two or more	202

AL - Dallas County

Population

Total Population	43,820
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Housing Status

(in housing units unless noted)

Total	20,208
Occupied	17,064
Owner-occupied	10,653
Population in owner-occupied (number of individuals)	26,622
Renter-occupied	6,411
Population in renter-occupied (number of individuals)	16,412
Households with individuals under 18	6,042
Vacant	3,144
Vacant: for rent	875
Vacant: for sale	220

Population by Sex/Age

Male	20,244
Female	23,576
Under 18	11,595
18 & over	32,225
20 - 24	2,705
25 - 34	4,989
35 - 49	8,166
50 - 64	8,887
65 & over	6,165

Population by Ethnicity

Hispanic or Latino	309
Non Hispanic or Latino	43,511

Population by Race

White	12,769
African American	30,423
Asian	149
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	11
Other	84
Identified by two or more	299

AL - Elmore County

Population

Total Population	79,303
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Housing Status

(in housing units unless noted)

Total	32,657
Occupied	28,301
Owner-occupied	21,882
Population in owner-occupied (number of individuals)	57,551
Renter-occupied	6,419
Population in renter-occupied (number of individuals)	16,269
Households with individuals under 18	10,430
Vacant	4,356
Vacant: for rent	843
Vacant: for sale	590

Population by Sex/Age

Male	38,689
Female	40,614
Under 18	18,707
18 & over	60,596
20 - 24	5,144
25 - 34	10,488
35 - 49	17,991
50 - 64	15,344
65 & over	9,436

Population by Ethnicity

Hispanic or Latino	2,129
Non Hispanic or Latino	77,174

Population by Race

White	60,455
African American	15,900
Asian	518
American Indian and Alaska Native	285
Native Hawaiian and Pacific Islander	63
Other	938
Identified by two or more	1,144

AL - Lowndes County

Population

Total Population	11,299
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Housing Status

(in housing units unless noted)

Total	5,140
Occupied	4,352
Owner-occupied	3,413
Population in owner-occupied (number of individuals)	8,850
Renter-occupied	939
Population in renter-occupied (number of individuals)	2,353
Households with individuals under 18	1,497
Vacant	788
Vacant: for rent	142
Vacant: for sale	56

Population by Sex/Age

Male	5,289
Female	6,010
Under 18	2,732
18 & over	8,567
20 - 24	699
25 - 34	1,177
35 - 49	2,259
50 - 64	2,427
65 & over	1,655

Population by Ethnicity

Hispanic or Latino	87
Non Hispanic or Latino	11,212

Population by Race

White	2,859
African American	8,310
Asian	14
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	0
Other	31
Identified by two or more	60

AL - Macon County

Population

Total Population	21,452
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Housing Status

(in housing units unless noted)

Total	10,259
Occupied	8,499
Owner-occupied	5,393
Population in owner-occupied (number of individuals)	12,712
Renter-occupied	3,106
Population in renter-occupied (number of individuals)	6,968
Households with individuals under 18	2,436
Vacant	1,760
Vacant: for rent	437
Vacant: for sale	124

Population by Sex/Age

Male	9,826
Female	11,626
Under 18	4,420
18 & over	17,032
20 - 24	2,450
25 - 34	2,227
35 - 49	3,622
50 - 64	4,347
65 & over	3,031

Population by Ethnicity

Hispanic or Latino	232
Non Hispanic or Latino	21,220

Population by Race

White	3,319
African American	17,729
Asian	76
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	2
Other	69
Identified by two or more	228

AL - Marengo County

Population

Total Population	21,027
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Housing Status

(in housing units unless noted)

Total	10,237
Occupied	8,535
Owner-occupied	6,402
Population in owner-occupied (number of individuals)	15,908
Renter-occupied	2,133
Population in renter-occupied (number of individuals)	4,865
Households with individuals under 18	2,843
Vacant	1,702
Vacant: for rent	213
Vacant: for sale	96

Population by Sex/Age

Male	9,913
Female	11,114
Under 18	5,191
18 & over	15,836
20 - 24	1,161
25 - 34	2,171
35 - 49	4,093
50 - 64	4,374
65 & over	3,424

Population by Ethnicity

Hispanic or Latino	352
Non Hispanic or Latino	20,675

Population by Race

White	9,751
African American	10,872
Asian	53
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	13
Other	140
Identified by two or more	164

AL - Montgomery County

Population

Total Population	229,363
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Housing Status

(in housing units unless noted)

Total	101,641
Occupied	89,981
Owner-occupied	55,279
Population in owner-occupied (number of individuals)	136,094
Renter-occupied	34,702
Population in renter-occupied (number of individuals)	84,187
Households with individuals under 18	30,368
Vacant	11,660
Vacant: for rent	5,245
Vacant: for sale	1,590

Population by Sex/Age

Male	109,167
Female	120,196
Under 18	56,167
18 & over	173,196
20 - 24	18,836
25 - 34	32,753
35 - 49	45,286
50 - 64	41,607
65 & over	27,421

Population by Ethnicity

Hispanic or Latino	8,314
Non Hispanic or Latino	221,049

Population by Race

White	90,656
African American	125,477
Asian	4,821
American Indian and Alaska Native	589
Native Hawaiian and Pacific Islander	171
Other	4,743
Identified by two or more	2,906

AL - Perry County

Population

Total Population	10,591
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Housing Status

(in housing units unless noted)

Total	4,737
Occupied	3,947
Owner-occupied	2,742
Population in owner-occupied (number of individuals)	6,767
Renter-occupied	1,205
Population in renter-occupied (number of individuals)	3,103
Households with individuals under 18	1,326
Vacant	790
Vacant: for rent	101
Vacant: for sale	40

Population by Sex/Age

Male	4,980
Female	5,611
Under 18	2,553
18 & over	8,038
20 - 24	812
25 - 34	1,111
35 - 49	1,733
50 - 64	2,030
65 & over	1,769

Population by Ethnicity

Hispanic or Latino	114
Non Hispanic or Latino	10,477

Population by Race

White	3,204
African American	7,276
Asian	30
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	5
Other	16
Identified by two or more	43

AL - Pike County

Population

Total Population	32,899
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Housing Status

(in housing units unless noted)

Total	15,267
Occupied	13,210
Owner-occupied	7,905
Population in owner-occupied (number of individuals)	18,855
Renter-occupied	5,305
Population in renter-occupied (number of individuals)	12,081
Households with individuals under 18	3,658
Vacant	2,057
Vacant: for rent	662
Vacant: for sale	173

Population by Sex/Age

Male	15,700
Female	17,199
Under 18	6,682
18 & over	26,217
20 - 24	4,833
25 - 34	3,969
35 - 49	5,404
50 - 64	5,646
65 & over	4,211

Population by Ethnicity

Hispanic or Latino	730
Non Hispanic or Latino	32,169

Population by Race

White	19,144
African American	12,054
Asian	654
American Indian and Alaska Native	192
Native Hawaiian and Pacific Islander	24
Other	341
Identified by two or more	490

AL - Tallapoosa County

Population

Total Population	41,616
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Housing Status

(in housing units unless noted)

Total	22,111
Occupied	16,985
Owner-occupied	12,330
Population in owner-occupied (number of individuals)	29,639
Renter-occupied	4,655
Population in renter-occupied (number of individuals)	11,401
Households with individuals under 18	5,198
Vacant	5,126
Vacant: for rent	589
Vacant: for sale	435

Population by Sex/Age

Male	20,190
Female	21,426
Under 18	9,219
18 & over	32,397
20 - 24	2,237
25 - 34	4,396
35 - 49	8,236
50 - 64	9,233
65 & over	7,193

Population by Ethnicity

Hispanic or Latino	1,042
Non Hispanic or Latino	40,574

Population by Race

White	29,087
African American	11,083
Asian	197
American Indian and Alaska Native	121
Native Hawaiian and Pacific Islander	8
Other	713
Identified by two or more	407

AL - Wilcox County

Population

Total Population	11,670
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Housing Status

(in housing units unless noted)

Total	5,649
Occupied	4,484
Owner-occupied	3,583
Population in owner-occupied (number of individuals)	9,270
Renter-occupied	901
Population in renter-occupied (number of individuals)	2,292
Households with individuals under 18	1,636
Vacant	1,165
Vacant: for rent	97
Vacant: for sale	51

Population by Sex/Age

Male	5,518
Female	6,152
Under 18	3,150
18 & over	8,520
20 - 24	607
25 - 34	1,239
35 - 49	2,117
50 - 64	2,467
65 & over	1,752

Population by Ethnicity

Hispanic or Latino	72
Non Hispanic or Latino	11,598

Population by Race

White	3,126
African American	8,465
Asian	4
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	1
Other	9
Identified by two or more	51