



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

MYRTLE BEACH FLORENCE :::

BROADCAST TV MARKET AREA

Population

Total Population	737,505
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Housing Status

(in housing units unless noted)

Total	383,832
Occupied	287,777
Owner-occupied	196,325
Population in owner-occupied (number of individuals)	488,036
Renter-occupied	91,452
Population in renter-occupied (number of individuals)	232,418
Households with individuals under 18	93,561
Vacant	96,055
Vacant: for rent	21,250
Vacant: for sale	6,268

Population by Sex/Age

Male	356,002
Female	381,503
Under 18	171,617
18 & over	565,888
20 - 24	49,590
25 - 34	91,656
35 - 49	145,255
50 - 64	150,875
65 & over	106,787

Population by Ethnicity

Hispanic or Latino	34,898
Non Hispanic or Latino	702,607

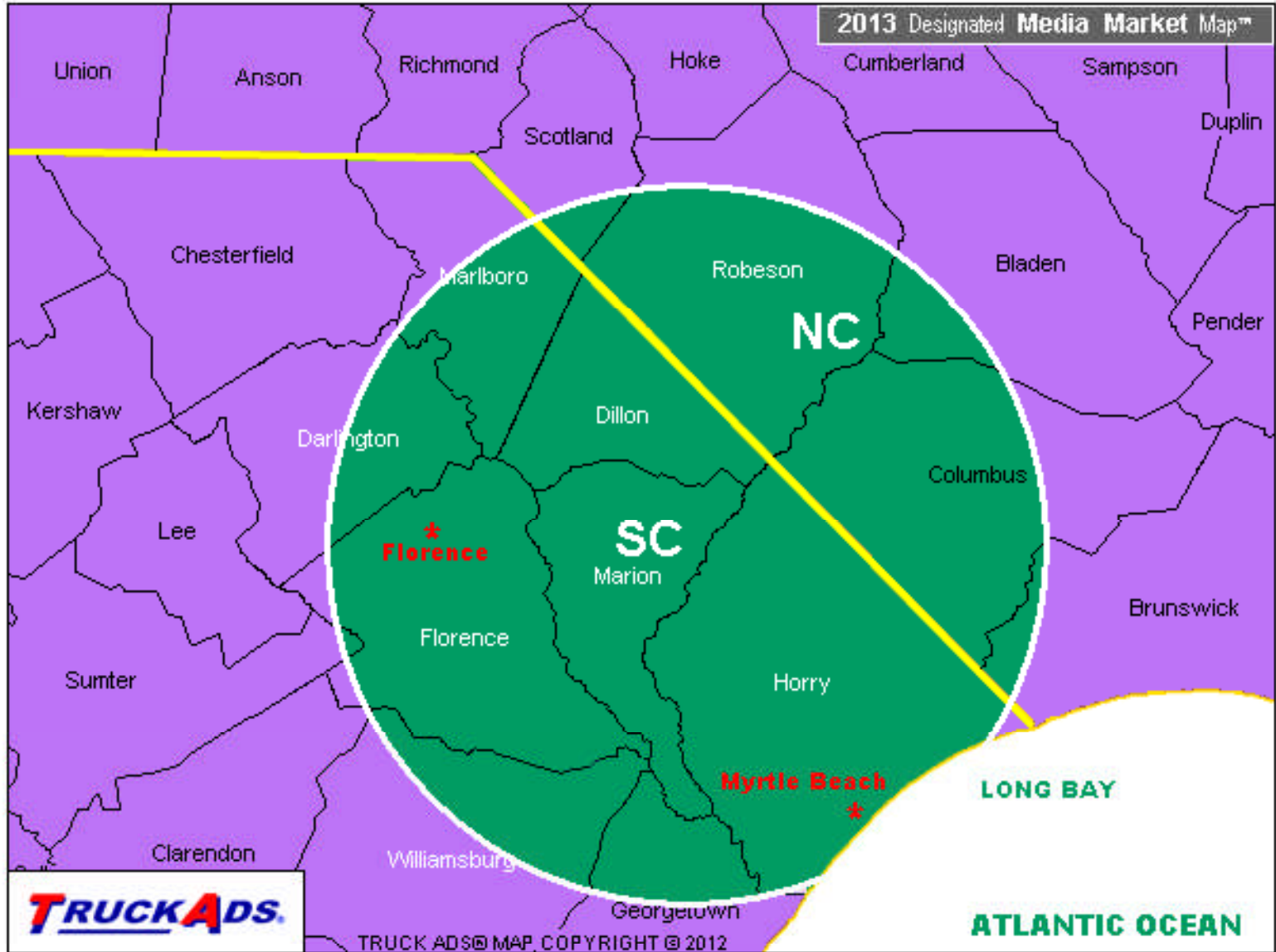
Population by Race

White	419,189
African American	224,542
Asian	6,150
American Indian and Alaska Native	55,795
Native Hawaiian and Pacific Islander	439
Other	18,723
Identified by two or more	12,667



MYRTLE BEACH FLORENCE :::

BROADCAST TV MARKET AREA



8 COUNTIES IN THIS DESIGNATED MARKET

SOUTH CAROLINA: Darlington, SC ~ Dillon, SC ~ Florence, SC ~ Horry, SC ~ Marion, SC ~ Marlboro, SC ~ Williamsburg, SC ~ **NORTH CAROLINA:** Robeson, NC

SC - Darlington County

Population

Total Population	68,681
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Housing Status

(in housing units unless noted)

Total	30,297
Occupied	26,531
Owner-occupied	19,000
Population in owner-occupied (number of individuals)	47,895
Renter-occupied	7,531
Population in renter-occupied (number of individuals)	19,441
Households with individuals under 18	9,044
Vacant	3,766
Vacant: for rent	1,008
Vacant: for sale	480

Population by Sex/Age

Male	32,555
Female	36,126
Under 18	16,658
18 & over	52,023
20 - 24	4,013
25 - 34	7,592
35 - 49	13,807
50 - 64	14,755
65 & over	9,793

Population by Ethnicity

Hispanic or Latino	1,140
Non Hispanic or Latino	67,541

Population by Race

White	38,366
African American	28,573
Asian	203
American Indian and Alaska Native	194
Native Hawaiian and Pacific Islander	8
Other	603
Identified by two or more	734

SC - Dillon County

Population

Total Population	32,062
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Housing Status

(in housing units unless noted)

Total	13,742
Occupied	11,923
Owner-occupied	7,908
Population in owner-occupied (number of individuals)	20,695
Renter-occupied	4,015
Population in renter-occupied (number of individuals)	10,916
Households with individuals under 18	4,350
Vacant	1,819
Vacant: for rent	487
Vacant: for sale	153

Population by Sex/Age

Male	15,084
Female	16,978
Under 18	8,574
18 & over	23,488
20 - 24	1,988
25 - 34	3,907
35 - 49	6,168
50 - 64	6,344
65 & over	4,159

Population by Ethnicity

Hispanic or Latino	833
Non Hispanic or Latino	31,229

Population by Race

White	15,399
African American	14,782
Asian	78
American Indian and Alaska Native	790
Native Hawaiian and Pacific Islander	8
Other	481
Identified by two or more	524

SC - Florence County

Population

Total Population	136,885
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Housing Status

(in housing units unless noted)

Total	58,666
Occupied	52,653
Owner-occupied	35,526
Population in owner-occupied (number of individuals)	90,852
Renter-occupied	17,127
Population in renter-occupied (number of individuals)	42,805
Households with individuals under 18	18,531
Vacant	6,013
Vacant: for rent	2,143
Vacant: for sale	860

Population by Sex/Age

Male	64,319
Female	72,566
Under 18	33,700
18 & over	103,185
20 - 24	9,580
25 - 34	17,062
35 - 49	27,577
50 - 64	27,289
65 & over	18,017

Population by Ethnicity

Hispanic or Latino	3,030
Non Hispanic or Latino	133,855

Population by Race

White	75,116
African American	56,506
Asian	1,671
American Indian and Alaska Native	464
Native Hawaiian and Pacific Islander	23
Other	1,548
Identified by two or more	1,557

SC - Horry County

Population

Total Population	269,291
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Housing Status

(in housing units unless noted)

Total	185,992
Occupied	112,225
Owner-occupied	76,997
Population in owner-occupied (number of individuals)	179,211
Renter-occupied	35,228
Population in renter-occupied (number of individuals)	87,128
Households with individuals under 18	30,625
Vacant	73,767
Vacant: for rent	14,732
Vacant: for sale	3,983

Population by Sex/Age

Male	131,691
Female	137,600
Under 18	54,242
18 & over	215,049
20 - 24	18,432
25 - 34	33,834
35 - 49	52,280
50 - 64	56,786
65 & over	46,070

Population by Ethnicity

Hispanic or Latino	16,683
Non Hispanic or Latino	252,608

Population by Race

White	215,071
African American	36,202
Asian	2,816
American Indian and Alaska Native	1,279
Native Hawaiian and Pacific Islander	305
Other	8,366
Identified by two or more	5,252

SC - Marion County

Population

Total Population	33,062
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Housing Status

(in housing units unless noted)

Total	14,953
Occupied	13,058
Owner-occupied	8,980
Population in owner-occupied (number of individuals)	22,318
Renter-occupied	4,078
Population in renter-occupied (number of individuals)	10,541
Households with individuals under 18	4,360
Vacant	1,895
Vacant: for rent	375
Vacant: for sale	187

Population by Sex/Age

Male	15,116
Female	17,946
Under 18	8,071
18 & over	24,991
20 - 24	1,887
25 - 34	3,815
35 - 49	6,136
50 - 64	7,412
65 & over	4,852

Population by Ethnicity

Hispanic or Latino	791
Non Hispanic or Latino	32,271

Population by Race

White	13,434
African American	18,476
Asian	176
American Indian and Alaska Native	144
Native Hawaiian and Pacific Islander	2
Other	417
Identified by two or more	413

SC - Marlboro County

Population

Total Population	28,933
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Housing Status

(in housing units unless noted)

Total	12,072
Occupied	10,383
Owner-occupied	6,797
Population in owner-occupied (number of individuals)	16,833
Renter-occupied	3,586
Population in renter-occupied (number of individuals)	8,809
Households with individuals under 18	3,481
Vacant	1,689
Vacant: for rent	493
Vacant: for sale	95

Population by Sex/Age

Male	15,260
Female	13,673
Under 18	6,323
18 & over	22,610
20 - 24	1,769
25 - 34	4,173
35 - 49	6,301
50 - 64	5,920
65 & over	3,779

Population by Ethnicity

Hispanic or Latino	800
Non Hispanic or Latino	28,133

Population by Race

White	11,987
African American	14,729
Asian	75
American Indian and Alaska Native	1,308
Native Hawaiian and Pacific Islander	4
Other	306
Identified by two or more	524

SC - Williamsburg County

Population

Total Population	34,423
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Housing Status

(in housing units unless noted)

Total	15,359
Occupied	13,007
Owner-occupied	9,781
Population in owner-occupied (number of individuals)	25,026
Renter-occupied	3,226
Population in renter-occupied (number of individuals)	7,921
Households with individuals under 18	4,316
Vacant	2,352
Vacant: for rent	252
Vacant: for sale	97

Population by Sex/Age

Male	16,734
Female	17,689
Under 18	8,122
18 & over	26,301
20 - 24	1,978
25 - 34	3,984
35 - 49	6,692
50 - 64	7,694
65 & over	5,039

Population by Ethnicity

Hispanic or Latino	689
Non Hispanic or Latino	33,734

Population by Race

White	10,939
African American	22,637
Asian	138
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	3
Other	330
Identified by two or more	262

NC - Robeson County

Population

Total Population	134,168
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Housing Status

(in housing units unless noted)

Total	52,751
Occupied	47,997
Owner-occupied	31,336
Population in owner-occupied (number of individuals)	85,206
Renter-occupied	16,661
Population in renter-occupied (number of individuals)	44,857
Households with individuals under 18	18,854
Vacant	4,754
Vacant: for rent	1,760
Vacant: for sale	413

Population by Sex/Age

Male	65,243
Female	68,925
Under 18	35,927
18 & over	98,241
20 - 24	9,943
25 - 34	17,289
35 - 49	26,294
50 - 64	24,675
65 & over	15,078

Population by Ethnicity

Hispanic or Latino	10,932
Non Hispanic or Latino	123,236

Population by Race

White	38,877
African American	32,637
Asian	993
American Indian and Alaska Native	51,502
Native Hawaiian and Pacific Islander	86
Other	6,672
Identified by two or more	3,401