



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

PANAMA CITY :::

BROADCAST TV MARKET AREA

Population

Total Population	377,595
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Housing Status

(in housing units unless noted)

Total	217,137
Occupied	145,058
Owner-occupied	100,518
Population in owner-occupied (number of individuals)	240,824
Renter-occupied	44,540
Population in renter-occupied (number of individuals)	109,318
Households with individuals under 18	43,849
Vacant	72,079
Vacant: for rent	16,819
Vacant: for sale	4,342

Population by Sex/Age

Male	196,580
Female	181,015
Under 18	79,322
18 & over	298,273
20 - 24	24,085
25 - 34	49,396
35 - 49	79,729
50 - 64	77,727
65 & over	57,960

Population by Ethnicity

Hispanic or Latino	17,032
Non Hispanic or Latino	360,563

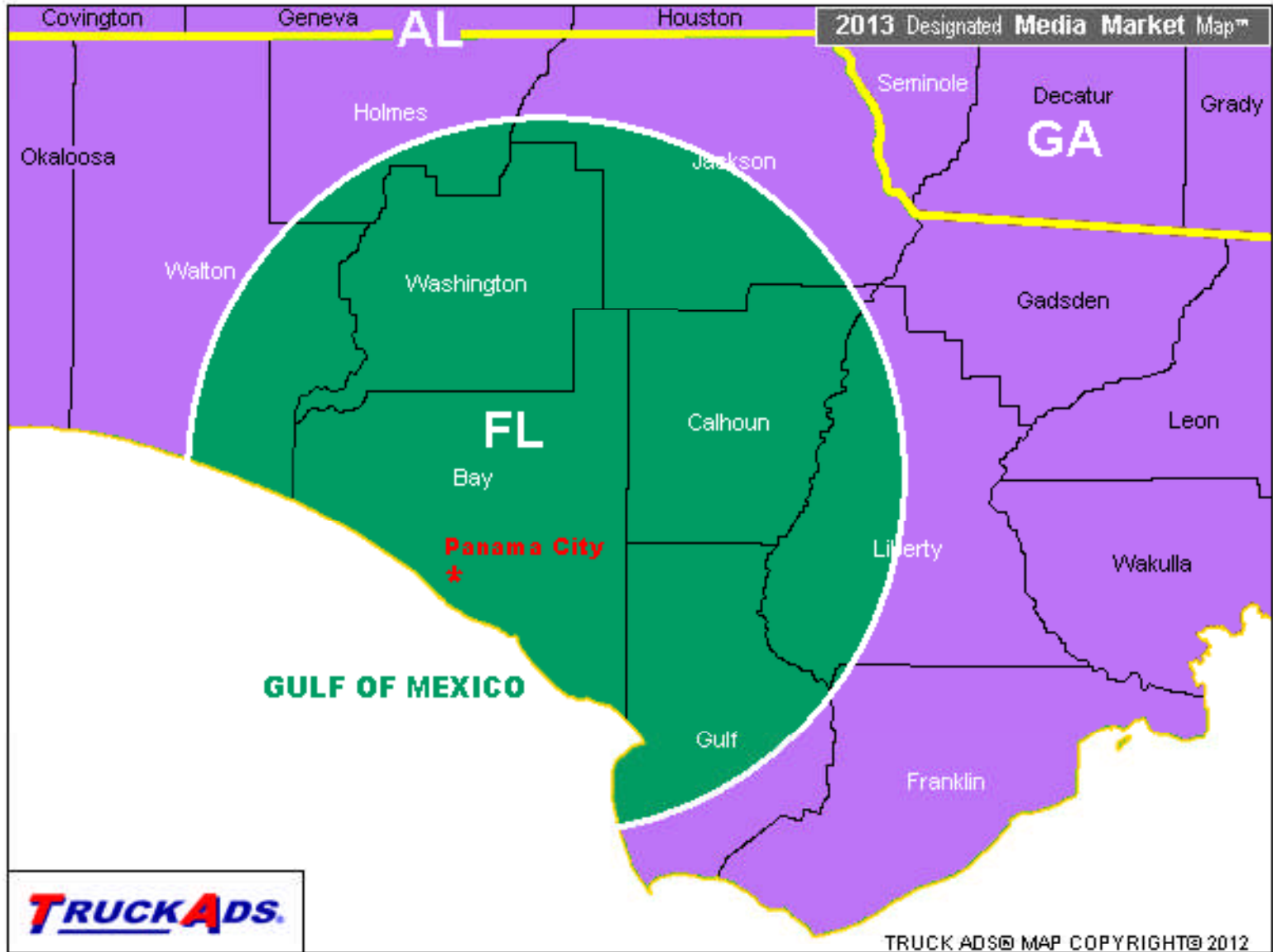
Population by Race

White	305,310
African American	50,456
Asian	4,511
American Indian and Alaska Native	2,842
Native Hawaiian and Pacific Islander	335
Other	4,720
Identified by two or more	9,421



PANAMA CITY :::

BROADCAST TV MARKET AREA



10 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Bay, FL ~ Calhoun, FL ~ Franklin, FL ~ Gulf, FL ~ Holmes, FL ~ Jackson, FL ~ Liberty, FL ~ Walton, FL ~ Washington, FL ~ **GEORGIA:** Seminole, GA

FL - Bay County

Population

Total Population	168,852
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Housing Status

(in housing units unless noted)

Total	99,650
Occupied	68,438
Owner-occupied	43,207
Population in owner-occupied (number of individuals)	103,997
Renter-occupied	25,231
Population in renter-occupied (number of individuals)	61,038
Households with individuals under 18	20,950
Vacant	31,212
Vacant: for rent	10,387
Vacant: for sale	1,906

Population by Sex/Age

Male	83,656
Female	85,196
Under 18	37,076
18 & over	131,776
20 - 24	11,624
25 - 34	22,150
35 - 49	35,160
50 - 64	33,830
65 & over	24,559

Population by Ethnicity

Hispanic or Latino	8,107
Non Hispanic or Latino	160,745

Population by Race

White	138,731
African American	18,180
Asian	3,353
American Indian and Alaska Native	1,153
Native Hawaiian and Pacific Islander	161
Other	2,039
Identified by two or more	5,235

FL - Calhoun County

Population

Total Population	14,625
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Housing Status

(in housing units unless noted)

Total	5,999
Occupied	5,061
Owner-occupied	3,887
Population in owner-occupied (number of individuals)	9,721
Renter-occupied	1,174
Population in renter-occupied (number of individuals)	3,013
Households with individuals under 18	1,693
Vacant	938
Vacant: for rent	135
Vacant: for sale	67

Population by Sex/Age

Male	7,955
Female	6,670
Under 18	3,132
18 & over	11,493
20 - 24	895
25 - 34	1,992
35 - 49	3,118
50 - 64	2,884
65 & over	2,258

Population by Ethnicity

Hispanic or Latino	755
Non Hispanic or Latino	13,870

Population by Race

White	11,818
African American	2,011
Asian	75
American Indian and Alaska Native	165
Native Hawaiian and Pacific Islander	12
Other	198
Identified by two or more	346

FL - Franklin County

Population

Total Population	11,549
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Housing Status

(in housing units unless noted)

Total	8,652
Occupied	4,254
Owner-occupied	3,164
Population in owner-occupied (number of individuals)	7,113
Renter-occupied	1,090
Population in renter-occupied (number of individuals)	2,608
Households with individuals under 18	1,105
Vacant	4,398
Vacant: for rent	439
Vacant: for sale	297

Population by Sex/Age

Male	6,656
Female	4,893
Under 18	1,970
18 & over	9,579
20 - 24	692
25 - 34	1,799
35 - 49	2,366
50 - 64	2,506
65 & over	2,015

Population by Ethnicity

Hispanic or Latino	529
Non Hispanic or Latino	11,020

Population by Race

White	9,540
African American	1,589
Asian	26
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	7
Other	133
Identified by two or more	196

FL - Gulf County

Population

Total Population	15,863
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Housing Status

(in housing units unless noted)

Total	9,110
Occupied	5,335
Owner-occupied	3,988
Population in owner-occupied (number of individuals)	9,212
Renter-occupied	1,347
Population in renter-occupied (number of individuals)	3,201
Households with individuals under 18	1,460
Vacant	3,775
Vacant: for rent	727
Vacant: for sale	249

Population by Sex/Age

Male	9,484
Female	6,379
Under 18	2,574
18 & over	13,289
20 - 24	926
25 - 34	2,360
35 - 49	3,724
50 - 64	3,408
65 & over	2,587

Population by Ethnicity

Hispanic or Latino	678
Non Hispanic or Latino	15,185

Population by Race

White	12,384
African American	2,962
Asian	46
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	4
Other	119
Identified by two or more	285

FL - Holmes County

Population

Total Population	19,927
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Housing Status

(in housing units unless noted)

Total	8,641
Occupied	7,354
Owner-occupied	5,710
Population in owner-occupied (number of individuals)	13,998
Renter-occupied	1,644
Population in renter-occupied (number of individuals)	4,197
Households with individuals under 18	2,321
Vacant	1,287
Vacant: for rent	236
Vacant: for sale	106

Population by Sex/Age

Male	10,594
Female	9,333
Under 18	4,282
18 & over	15,645
20 - 24	1,280
25 - 34	2,346
35 - 49	4,017
50 - 64	4,097
65 & over	3,425

Population by Ethnicity

Hispanic or Latino	444
Non Hispanic or Latino	19,483

Population by Race

White	18,043
African American	1,147
Asian	87
American Indian and Alaska Native	160
Native Hawaiian and Pacific Islander	27
Other	74
Identified by two or more	389

FL - Jackson County

Population

Total Population	49,746
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Housing Status

(in housing units unless noted)

Total	21,003
Occupied	17,417
Owner-occupied	12,880
Population in owner-occupied (number of individuals)	30,742
Renter-occupied	4,537
Population in renter-occupied (number of individuals)	11,010
Households with individuals under 18	5,333
Vacant	3,586
Vacant: for rent	786
Vacant: for sale	312

Population by Sex/Age

Male	27,252
Female	22,494
Under 18	9,907
18 & over	39,839
20 - 24	3,237
25 - 34	6,344
35 - 49	10,870
50 - 64	10,248
65 & over	7,801

Population by Ethnicity

Hispanic or Latino	2,143
Non Hispanic or Latino	47,603

Population by Race

White	34,373
African American	13,231
Asian	239
American Indian and Alaska Native	335
Native Hawaiian and Pacific Islander	51
Other	596
Identified by two or more	921

FL - Liberty County

Population

Total Population	8,365
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Housing Status

(in housing units unless noted)

Total	3,357
Occupied	2,525
Owner-occupied	1,909
Population in owner-occupied (number of individuals)	4,823
Renter-occupied	616
Population in renter-occupied (number of individuals)	1,660
Households with individuals under 18	923
Vacant	832
Vacant: for rent	135
Vacant: for sale	44

Population by Sex/Age

Male	5,092
Female	3,273
Under 18	1,777
18 & over	6,588
20 - 24	548
25 - 34	1,387
35 - 49	2,032
50 - 64	1,545
65 & over	888

Population by Ethnicity

Hispanic or Latino	518
Non Hispanic or Latino	7,847

Population by Race

White	6,462
African American	1,497
Asian	17
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	0
Other	158
Identified by two or more	142

FL - Walton County

Population

Total Population	55,043
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Housing Status

(in housing units unless noted)

Total	45,132
Occupied	22,301
Owner-occupied	16,194
Population in owner-occupied (number of individuals)	37,638
Renter-occupied	6,107
Population in renter-occupied (number of individuals)	15,340
Households with individuals under 18	6,189
Vacant	22,831
Vacant: for rent	3,605
Vacant: for sale	1,057

Population by Sex/Age

Male	28,177
Female	26,866
Under 18	11,330
18 & over	43,713
20 - 24	2,945
25 - 34	6,938
35 - 49	11,410
50 - 64	12,253
65 & over	8,943

Population by Ethnicity

Hispanic or Latino	2,921
Non Hispanic or Latino	52,122

Population by Race

White	48,351
African American	3,178
Asian	499
American Indian and Alaska Native	488
Native Hawaiian and Pacific Islander	58
Other	1,169
Identified by two or more	1,300

FL - Washington County

Population

Total Population	24,896
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Housing Status

(in housing units unless noted)

Total	10,796
Occupied	8,864
Owner-occupied	6,894
Population in owner-occupied (number of individuals)	17,073
Renter-occupied	1,970
Population in renter-occupied (number of individuals)	5,129
Households with individuals under 18	2,808
Vacant	1,932
Vacant: for rent	213
Vacant: for sale	199

Population by Sex/Age

Male	13,575
Female	11,321
Under 18	5,270
18 & over	19,626
20 - 24	1,528
25 - 34	3,209
35 - 49	5,401
50 - 64	5,022
65 & over	3,827

Population by Ethnicity

Hispanic or Latino	733
Non Hispanic or Latino	24,163

Population by Race

White	20,014
African American	3,745
Asian	134
American Indian and Alaska Native	319
Native Hawaiian and Pacific Islander	15
Other	149
Identified by two or more	520

GA - Seminole County

Population

Total Population	8,729
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Housing Status

(in housing units unless noted)

Total	4,797
Occupied	3,509
Owner-occupied	2,685
Population in owner-occupied (number of individuals)	6,507
Renter-occupied	824
Population in renter-occupied (number of individuals)	2,122
Households with individuals under 18	1,067
Vacant	1,288
Vacant: for rent	156
Vacant: for sale	105

Population by Sex/Age

Male	4,139
Female	4,590
Under 18	2,004
18 & over	6,725
20 - 24	410
25 - 34	871
35 - 49	1,631
50 - 64	1,934
65 & over	1,657

Population by Ethnicity

Hispanic or Latino	204
Non Hispanic or Latino	8,525

Population by Race

White	5,594
African American	2,916
Asian	35
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	85
Identified by two or more	87