



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

SAVANNAH :::

BROADCAST TV MARKET AREA

Population

Total Population	882,011
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Housing Status

(in housing units unless noted)

Total	404,569
Occupied	331,341
Owner-occupied	213,235
Population in owner-occupied (number of individuals)	539,907
Renter-occupied	118,106
Population in renter-occupied (number of individuals)	302,893
Households with individuals under 18	112,694
Vacant	73,228
Vacant: for rent	24,827
Vacant: for sale	7,303

Population by Sex/Age

Male	436,078
Female	445,933
Under 18	211,945
18 & over	670,066
20 - 24	77,046
25 - 34	122,097
35 - 49	166,914
50 - 64	158,487
65 & over	114,525

Population by Ethnicity

Hispanic or Latino	66,069
Non Hispanic or Latino	815,942

Population by Race

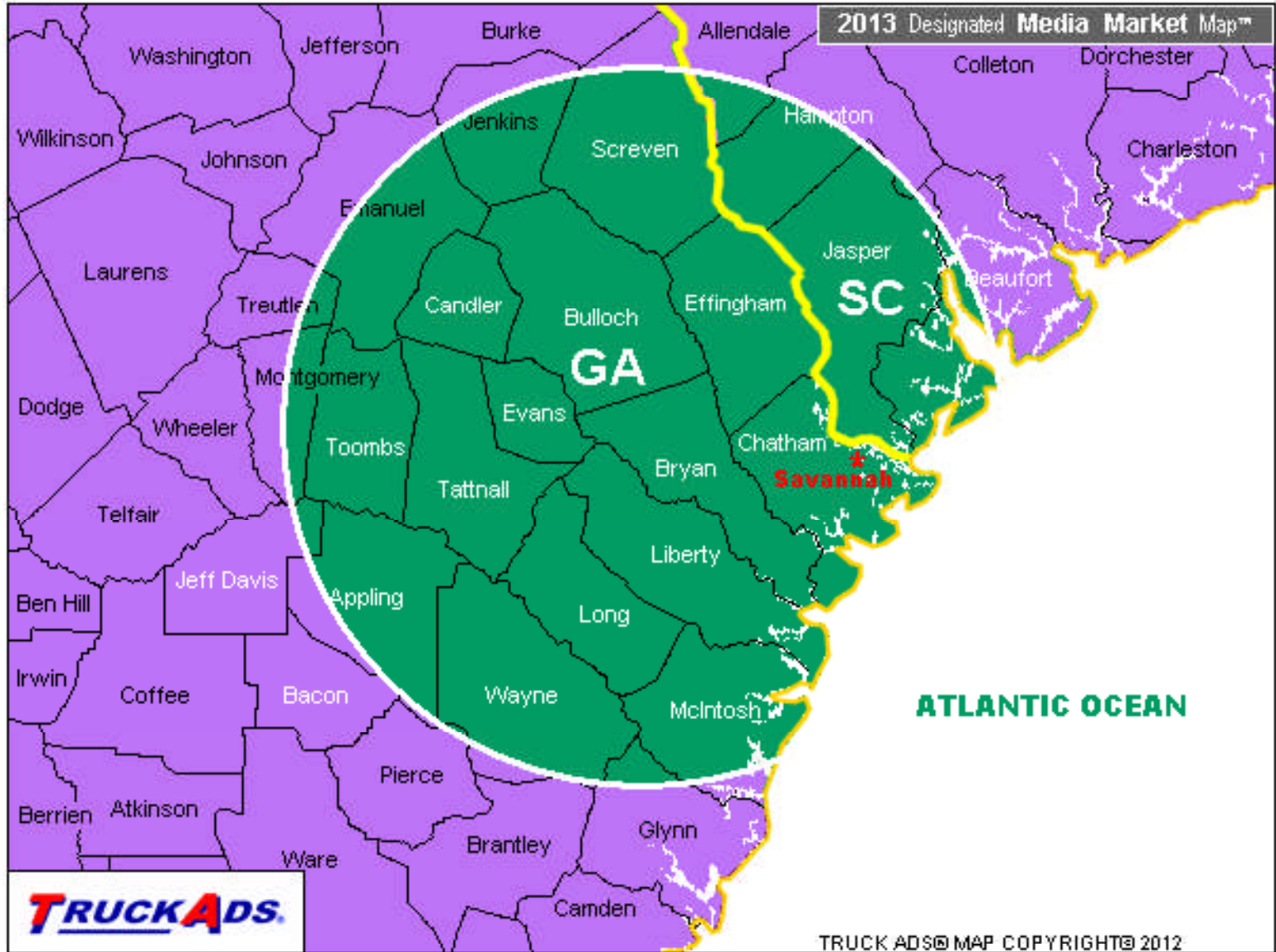
White	550,181
African American	266,545
Asian	12,711
American Indian and Alaska Native	2,783
Native Hawaiian and Pacific Islander	1,060
Other	30,279
Identified by two or more	18,452

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SAVANNAH :::

BROADCAST TV MARKET AREA



19 COUNTIES IN THIS DESIGNATED MARKET

GEORGIA: Appling, GA ~ Bacon, GA ~ Bryan, GA ~ Bulloch, GA ~ Candler, GA ~ Chatham, GA ~ Effingham, GA ~ Evans, GA ~ Jeff Davis, GA ~ Liberty, GA ~ Long, GA ~ McIntosh, GA ~ Screven, GA ~ Tattnall, GA ~ Toombs, GA ~ Wayne, GA ~ **SOUTH CAROLINA:** Beaufort, SC ~ Hampton, SC ~ Jasper, SC

GA - Appling County

Population

Total Population	18,236
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Housing Status

(in housing units unless noted)

Total	8,512
Occupied	6,969
Owner-occupied	5,111
Population in owner-occupied (number of individuals)	12,916
Renter-occupied	1,858
Population in renter-occupied (number of individuals)	4,894
Households with individuals under 18	2,436
Vacant	1,543
Vacant: for rent	291
Vacant: for sale	58

Population by Sex/Age

Male	9,159
Female	9,077
Under 18	4,694
18 & over	13,542
20 - 24	1,017
25 - 34	2,193
35 - 49	3,690
50 - 64	3,703
65 & over	2,456

Population by Ethnicity

Hispanic or Latino	1,704
Non Hispanic or Latino	16,532

Population by Race

White	13,385
African American	3,392
Asian	126
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	23
Other	1,047
Identified by two or more	195

GA - Bacon County

Population

Total Population	11,096
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Housing Status

(in housing units unless noted)

Total	4,801
Occupied	4,214
Owner-occupied	2,973
Population in owner-occupied (number of individuals)	7,486
Renter-occupied	1,241
Population in renter-occupied (number of individuals)	3,285
Households with individuals under 18	1,514
Vacant	587
Vacant: for rent	144
Vacant: for sale	44

Population by Sex/Age

Male	5,491
Female	5,605
Under 18	2,826
18 & over	8,270
20 - 24	689
25 - 34	1,483
35 - 49	2,216
50 - 64	2,147
65 & over	1,480

Population by Ethnicity

Hispanic or Latino	791
Non Hispanic or Latino	10,305

Population by Race

White	8,725
African American	1,704
Asian	38
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	10
Other	456
Identified by two or more	143

GA - Bryan County

Population

Total Population	30,233
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Housing Status

(in housing units unless noted)

Total	11,842
Occupied	10,738
Owner-occupied	8,057
Population in owner-occupied (number of individuals)	22,795
Renter-occupied	2,681
Population in renter-occupied (number of individuals)	7,340
Households with individuals under 18	4,792
Vacant	1,104
Vacant: for rent	324
Vacant: for sale	229

Population by Sex/Age

Male	14,852
Female	15,381
Under 18	8,857
18 & over	21,376
20 - 24	1,562
25 - 34	3,647
35 - 49	7,057
50 - 64	5,618
65 & over	2,715

Population by Ethnicity

Hispanic or Latino	1,336
Non Hispanic or Latino	28,897

Population by Race

White	24,254
African American	4,286
Asian	486
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	25
Other	326
Identified by two or more	758

GA - Bulloch County

Population

Total Population	70,217
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Housing Status

(in housing units unless noted)

Total	28,794
Occupied	25,575
Owner-occupied	13,522
Population in owner-occupied (number of individuals)	35,331
Renter-occupied	12,053
Population in renter-occupied (number of individuals)	30,068
Households with individuals under 18	7,771
Vacant	3,219
Vacant: for rent	1,562
Vacant: for sale	359

Population by Sex/Age

Male	35,030
Female	35,187
Under 18	14,393
18 & over	55,824
20 - 24	13,396
25 - 34	8,758
35 - 49	11,134
50 - 64	9,952
65 & over	6,401

Population by Ethnicity

Hispanic or Latino	2,439
Non Hispanic or Latino	67,778

Population by Race

White	47,215
African American	19,409
Asian	1,020
American Indian and Alaska Native	183
Native Hawaiian and Pacific Islander	64
Other	1,165
Identified by two or more	1,161

GA - Candler County

Population

Total Population	10,998
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Housing Status

(in housing units unless noted)

Total	4,761
Occupied	4,041
Owner-occupied	2,681
Population in owner-occupied (number of individuals)	6,976
Renter-occupied	1,360
Population in renter-occupied (number of individuals)	3,735
Households with individuals under 18	1,421
Vacant	720
Vacant: for rent	173
Vacant: for sale	75

Population by Sex/Age

Male	5,437
Female	5,561
Under 18	2,819
18 & over	8,179
20 - 24	754
25 - 34	1,298
35 - 49	2,083
50 - 64	2,170
65 & over	1,584

Population by Ethnicity

Hispanic or Latino	1,227
Non Hispanic or Latino	9,771

Population by Race

White	7,253
African American	2,683
Asian	57
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	5
Other	877
Identified by two or more	114

GA - Chatham County

Population

Total Population	265,128
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Housing Status

(in housing units unless noted)

Total	119,323
Occupied	103,038
Owner-occupied	59,466
Population in owner-occupied (number of individuals)	148,133
Renter-occupied	43,572
Population in renter-occupied (number of individuals)	104,104
Households with individuals under 18	32,240
Vacant	16,285
Vacant: for rent	6,902
Vacant: for sale	2,432

Population by Sex/Age

Male	127,704
Female	137,424
Under 18	60,007
18 & over	205,121
20 - 24	25,441
25 - 34	40,919
35 - 49	48,949
50 - 64	47,574
65 & over	32,864

Population by Ethnicity

Hispanic or Latino	14,370
Non Hispanic or Latino	250,758

Population by Race

White	140,010
African American	106,392
Asian	6,311
American Indian and Alaska Native	691
Native Hawaiian and Pacific Islander	254
Other	5,771
Identified by two or more	5,699

GA - Effingham County

Population

Total Population	52,250
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Housing Status

(in housing units unless noted)

Total	19,884
Occupied	18,092
Owner-occupied	13,967
Population in owner-occupied (number of individuals)	39,750
Renter-occupied	4,125
Population in renter-occupied (number of individuals)	11,893
Households with individuals under 18	7,896
Vacant	1,792
Vacant: for rent	502
Vacant: for sale	443

Population by Sex/Age

Male	26,017
Female	26,233
Under 18	14,906
18 & over	37,344
20 - 24	2,848
25 - 34	6,761
35 - 49	12,175
50 - 64	9,281
65 & over	4,763

Population by Ethnicity

Hispanic or Latino	1,501
Non Hispanic or Latino	50,749

Population by Race

White	43,182
African American	7,048
Asian	427
American Indian and Alaska Native	156
Native Hawaiian and Pacific Islander	26
Other	431
Identified by two or more	980

GA - Evans County

Population

Total Population	11,000
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Housing Status

(in housing units unless noted)

Total	4,664
Occupied	4,033
Owner-occupied	2,637
Population in owner-occupied (number of individuals)	6,779
Renter-occupied	1,396
Population in renter-occupied (number of individuals)	3,817
Households with individuals under 18	1,455
Vacant	631
Vacant: for rent	213
Vacant: for sale	63

Population by Sex/Age

Male	5,387
Female	5,613
Under 18	2,837
18 & over	8,163
20 - 24	756
25 - 34	1,489
35 - 49	2,166
50 - 64	1,950
65 & over	1,505

Population by Ethnicity

Hispanic or Latino	1,441
Non Hispanic or Latino	9,559

Population by Race

White	6,471
African American	3,205
Asian	74
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	17
Other	1,097
Identified by two or more	117

GA - Jeff Davis County

Population

Total Population	15,068
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Housing Status

(in housing units unless noted)

Total	6,488
Occupied	5,689
Owner-occupied	3,970
Population in owner-occupied (number of individuals)	10,416
Renter-occupied	1,719
Population in renter-occupied (number of individuals)	4,541
Households with individuals under 18	2,191
Vacant	799
Vacant: for rent	228
Vacant: for sale	52

Population by Sex/Age

Male	7,464
Female	7,604
Under 18	4,166
18 & over	10,902
20 - 24	916
25 - 34	1,882
35 - 49	2,979
50 - 64	2,860
65 & over	1,874

Population by Ethnicity

Hispanic or Latino	1,577
Non Hispanic or Latino	13,491

Population by Race

White	11,463
African American	2,224
Asian	70
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	0
Other	1,097
Identified by two or more	180

GA - Liberty County

Population

Total Population	63,453
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Housing Status

(in housing units unless noted)

Total	26,731
Occupied	22,155
Owner-occupied	12,018
Population in owner-occupied (number of individuals)	32,339
Renter-occupied	10,137
Population in renter-occupied (number of individuals)	28,535
Households with individuals under 18	10,162
Vacant	4,576
Vacant: for rent	2,450
Vacant: for sale	419

Population by Sex/Age

Male	30,962
Female	32,491
Under 18	19,191
18 & over	44,262
20 - 24	6,695
25 - 34	10,472
35 - 49	11,872
50 - 64	9,110
65 & over	3,971

Population by Ethnicity

Hispanic or Latino	6,159
Non Hispanic or Latino	57,294

Population by Race

White	29,881
African American	26,805
Asian	1,247
American Indian and Alaska Native	358
Native Hawaiian and Pacific Islander	392
Other	1,810
Identified by two or more	2,960

GA - Long County

Population

Total Population	14,464
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Housing Status

(in housing units unless noted)

Total	6,039
Occupied	5,023
Owner-occupied	3,254
Population in owner-occupied (number of individuals)	9,133
Renter-occupied	1,769
Population in renter-occupied (number of individuals)	5,003
Households with individuals under 18	2,221
Vacant	1,016
Vacant: for rent	574
Vacant: for sale	75

Population by Sex/Age

Male	7,162
Female	7,302
Under 18	4,419
18 & over	10,045
20 - 24	1,087
25 - 34	2,271
35 - 49	2,992
50 - 64	2,221
65 & over	1,055

Population by Ethnicity

Hispanic or Latino	1,778
Non Hispanic or Latino	12,686

Population by Race

White	9,026
African American	3,647
Asian	115
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	56
Other	1,039
Identified by two or more	490

GA - McIntosh County

Population

Total Population	14,333
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Housing Status

(in housing units unless noted)

Total	9,220
Occupied	5,971
Owner-occupied	4,684
Population in owner-occupied (number of individuals)	11,255
Renter-occupied	1,287
Population in renter-occupied (number of individuals)	3,007
Households with individuals under 18	1,686
Vacant	3,249
Vacant: for rent	423
Vacant: for sale	257

Population by Sex/Age

Male	6,989
Female	7,344
Under 18	3,078
18 & over	11,255
20 - 24	713
25 - 34	1,348
35 - 49	2,876
50 - 64	3,459
65 & over	2,478

Population by Ethnicity

Hispanic or Latino	227
Non Hispanic or Latino	14,106

Population by Race

White	8,811
African American	5,149
Asian	45
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	10
Other	88
Identified by two or more	177

GA - Screven County

Population

Total Population	14,593
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Housing Status

(in housing units unless noted)

Total	6,739
Occupied	5,596
Owner-occupied	4,091
Population in owner-occupied (number of individuals)	10,404
Renter-occupied	1,505
Population in renter-occupied (number of individuals)	3,769
Households with individuals under 18	1,900
Vacant	1,143
Vacant: for rent	136
Vacant: for sale	87

Population by Sex/Age

Male	7,116
Female	7,477
Under 18	3,690
18 & over	10,903
20 - 24	841
25 - 34	1,612
35 - 49	2,760
50 - 64	3,077
65 & over	2,174

Population by Ethnicity

Hispanic or Latino	180
Non Hispanic or Latino	14,413

Population by Race

White	7,965
African American	6,318
Asian	57
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	1
Other	41
Identified by two or more	165

GA - Tattnall County

Population

Total Population	25,520
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Housing Status

(in housing units unless noted)

Total	9,966
Occupied	8,210
Owner-occupied	5,575
Population in owner-occupied (number of individuals)	14,022
Renter-occupied	2,635
Population in renter-occupied (number of individuals)	6,639
Households with individuals under 18	2,807
Vacant	1,756
Vacant: for rent	572
Vacant: for sale	154

Population by Sex/Age

Male	14,860
Female	10,660
Under 18	5,406
18 & over	20,114
20 - 24	1,959
25 - 34	4,192
35 - 49	5,873
50 - 64	4,511
65 & over	2,971

Population by Ethnicity

Hispanic or Latino	2,502
Non Hispanic or Latino	23,018

Population by Race

White	15,991
African American	7,465
Asian	99
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	17
Other	1,527
Identified by two or more	334

GA - Toombs County

Population

Total Population	27,223
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Housing Status

(in housing units unless noted)

Total	12,144
Occupied	10,375
Owner-occupied	6,503
Population in owner-occupied (number of individuals)	16,716
Renter-occupied	3,872
Population in renter-occupied (number of individuals)	10,120
Households with individuals under 18	3,878
Vacant	1,769
Vacant: for rent	644
Vacant: for sale	134

Population by Sex/Age

Male	12,928
Female	14,295
Under 18	7,615
18 & over	19,608
20 - 24	1,641
25 - 34	3,339
35 - 49	5,240
50 - 64	4,953
65 & over	3,742

Population by Ethnicity

Hispanic or Latino	3,055
Non Hispanic or Latino	24,168

Population by Race

White	17,728
African American	6,767
Asian	200
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	14
Other	2,019
Identified by two or more	421

GA - Wayne County

Population

Total Population	30,099
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Housing Status

(in housing units unless noted)

Total	12,199
Occupied	10,562
Owner-occupied	7,387
Population in owner-occupied (number of individuals)	19,235
Renter-occupied	3,175
Population in renter-occupied (number of individuals)	8,548
Households with individuals under 18	3,966
Vacant	1,637
Vacant: for rent	424
Vacant: for sale	169

Population by Sex/Age

Male	15,719
Female	14,380
Under 18	7,461
18 & over	22,638
20 - 24	1,777
25 - 34	3,963
35 - 49	6,576
50 - 64	5,703
65 & over	3,862

Population by Ethnicity

Hispanic or Latino	1,719
Non Hispanic or Latino	28,380

Population by Race

White	22,558
African American	5,996
Asian	161
American Indian and Alaska Native	127
Native Hawaiian and Pacific Islander	6
Other	649
Identified by two or more	602

SC - Beaufort County

Population

Total Population	162,233
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Housing Status

(in housing units unless noted)

Total	93,023
Occupied	64,945
Owner-occupied	45,868
Population in owner-occupied (number of individuals)	106,130
Renter-occupied	19,077
Population in renter-occupied (number of individuals)	50,838
Households with individuals under 18	18,499
Vacant	28,078
Vacant: for rent	8,548
Vacant: for sale	1,965

Population by Sex/Age

Male	80,089
Female	82,144
Under 18	34,348
18 & over	127,885
20 - 24	11,756
25 - 34	20,137
35 - 49	26,823
50 - 64	31,450
65 & over	33,032

Population by Ethnicity

Hispanic or Latino	19,567
Non Hispanic or Latino	142,666

Population by Race

White	116,606
African American	31,290
Asian	1,889
American Indian and Alaska Native	481
Native Hawaiian and Pacific Islander	119
Other	8,515
Identified by two or more	3,333

SC - Hampton County

Population

Total Population	21,090
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Housing Status

(in housing units unless noted)

Total	9,140
Occupied	7,598
Owner-occupied	5,600
Population in owner-occupied (number of individuals)	14,457
Renter-occupied	1,998
Population in renter-occupied (number of individuals)	5,102
Households with individuals under 18	2,719
Vacant	1,542
Vacant: for rent	259
Vacant: for sale	102

Population by Sex/Age

Male	10,807
Female	10,283
Under 18	5,091
18 & over	15,999
20 - 24	1,229
25 - 34	2,648
35 - 49	4,443
50 - 64	4,271
65 & over	2,829

Population by Ethnicity

Hispanic or Latino	744
Non Hispanic or Latino	20,346

Population by Race

White	8,999
African American	11,359
Asian	113
American Indian and Alaska Native	66
Native Hawaiian and Pacific Islander	8
Other	274
Identified by two or more	271

SC - Jasper County

Population

Total Population	24,777
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Housing Status

(in housing units unless noted)

Total	10,299
Occupied	8,517
Owner-occupied	5,871
Population in owner-occupied (number of individuals)	15,634
Renter-occupied	2,646
Population in renter-occupied (number of individuals)	7,655
Households with individuals under 18	3,140
Vacant	1,782
Vacant: for rent	458
Vacant: for sale	186

Population by Sex/Age

Male	12,905
Female	11,872
Under 18	6,141
18 & over	18,636
20 - 24	1,969
25 - 34	3,685
35 - 49	5,010
50 - 64	4,477
65 & over	2,769

Population by Ethnicity

Hispanic or Latino	3,752
Non Hispanic or Latino	21,025

Population by Race

White	10,658
African American	11,406
Asian	176
American Indian and Alaska Native	122
Native Hawaiian and Pacific Islander	13
Other	2,050
Identified by two or more	352