



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

**TALLAHASSEE THOMASVILLE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	714,433
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**Housing Status**

( in housing units unless noted )

Total	312,878
Occupied	272,000
Owner-occupied	170,252
Population in owner-occupied ( number of individuals )	424,640
Renter-occupied	101,748
Population in renter-occupied ( number of individuals )	247,283
Households with individuals under 18	84,690
Vacant	40,878
Vacant: for rent	12,657
Vacant: for sale	4,624

**Population by Sex/Age**

Male	352,605
Female	361,828
Under 18	157,558
18 & over	556,875
20 - 24	77,499
25 - 34	96,531
35 - 49	133,929
50 - 64	131,307
65 & over	85,324

**Population by Ethnicity**

Hispanic or Latino	41,778
Non Hispanic or Latino	672,655

**Population by Race**

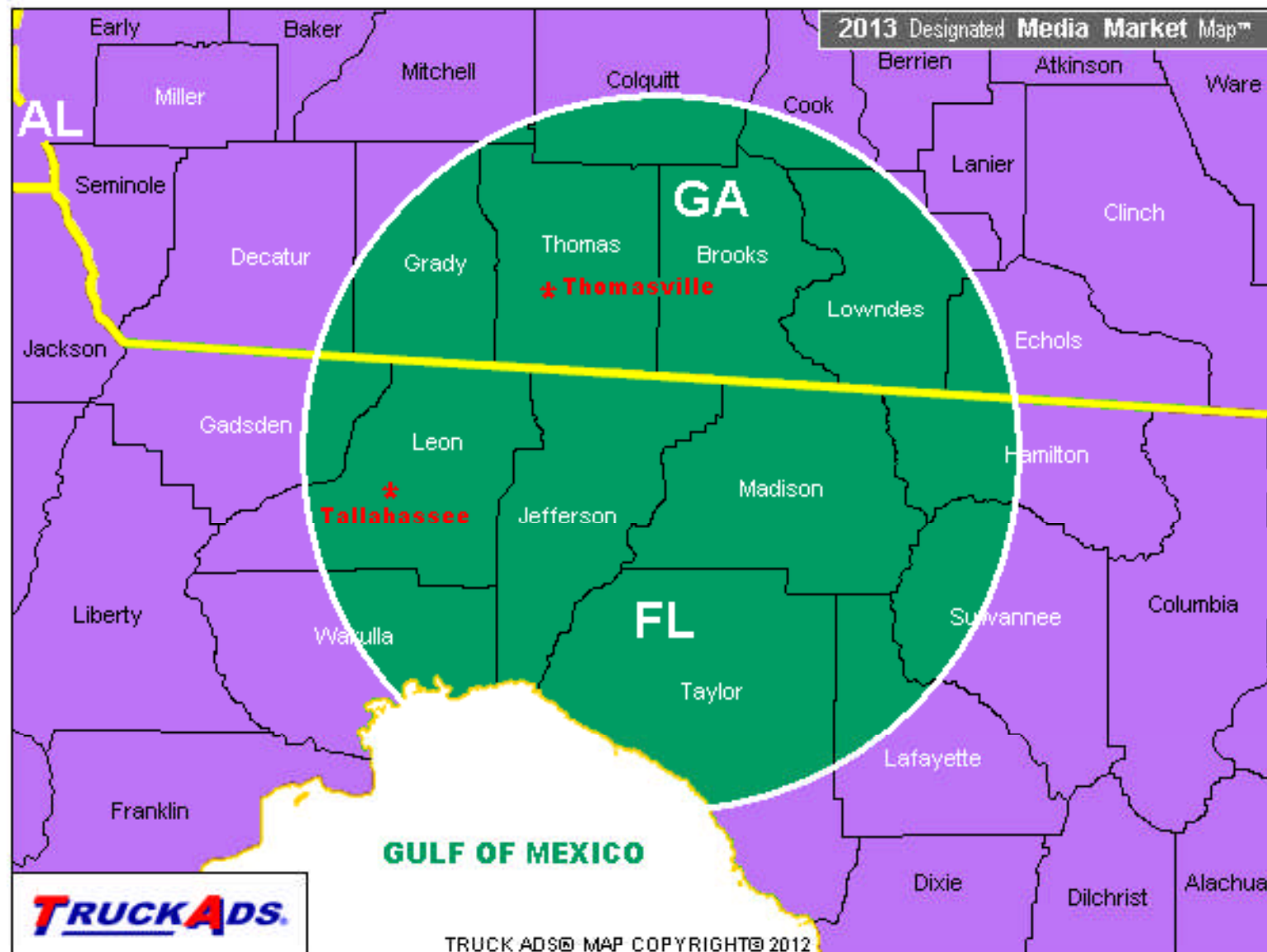
White	444,848
African American	226,475
Asian	11,283
American Indian and Alaska Native	2,846
Native Hawaiian and Pacific Islander	381
Other	15,260
Identified by two or more	13,340

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# TALLAHASSEE THOMASVILLE :::

## BROADCAST TV MARKET AREA



### 17 COUNTIES IN THIS DESIGNATED MARKET

**FLORIDA:** Gadsden, FL ~ Hamilton, FL ~ Jefferson, FL ~ Lafayette, FL ~ Leon, FL ~ Madison, FL ~ Suwannee, FL ~ Taylor, FL ~ Wakulla, FL ~ **GEORGIA:** Brooks, GA ~ Clinch, GA ~ Decatur, GA ~ Echols, GA ~ Grady, GA ~ Lowndes, GA ~ Miller, GA ~ Thomas, GA

## FL - Gadsden County

### Population

Total Population	46,389
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### Housing Status

( in housing units unless noted )

Total	19,506
Occupied	16,952
Owner-occupied	12,437
Population in owner-occupied ( number of individuals )	31,583
Renter-occupied	4,515
Population in renter-occupied ( number of individuals )	12,645
Households with individuals under 18	5,819
Vacant	2,554
Vacant: for rent	560
Vacant: for sale	279

### Population by Sex/Age

Male	22,647
Female	23,742
Under 18	11,205
18 & over	35,184
20 - 24	2,691
25 - 34	5,800
35 - 49	9,180
50 - 64	9,936
65 & over	6,323

### Population by Ethnicity

Hispanic or Latino	4,419
Non Hispanic or Latino	41,970

### Population by Race

White	16,646
African American	25,996
Asian	227
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	19
Other	2,757
Identified by two or more	607

## FL - Hamilton County

### Population

Total Population	14,799
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### Housing Status

( in housing units unless noted )

Total	5,778
Occupied	4,617
Owner-occupied	3,434
Population in owner-occupied ( number of individuals )	8,565
Renter-occupied	1,183
Population in renter-occupied ( number of individuals )	3,170
Households with individuals under 18	1,476
Vacant	1,161
Vacant: for rent	101
Vacant: for sale	86

### Population by Sex/Age

Male	8,721
Female	6,078
Under 18	2,913
18 & over	11,886
20 - 24	1,519
25 - 34	1,962
35 - 49	2,964
50 - 64	3,058
65 & over	1,946

### Population by Ethnicity

Hispanic or Latino	1,306
Non Hispanic or Latino	13,493

### Population by Race

White	8,851
African American	5,102
Asian	76
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	0
Other	420
Identified by two or more	257

## FL - Jefferson County

### Population

Total Population	14,761
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### Housing Status

( in housing units unless noted )

Total	6,632
Occupied	5,646
Owner-occupied	4,366
Population in owner-occupied ( number of individuals )	10,311
Renter-occupied	1,280
Population in renter-occupied ( number of individuals )	3,111
Households with individuals under 18	1,517
Vacant	986
Vacant: for rent	133
Vacant: for sale	97

### Population by Sex/Age

Male	7,727
Female	7,034
Under 18	2,748
18 & over	12,013
20 - 24	810
25 - 34	1,769
35 - 49	3,072
50 - 64	3,614
65 & over	2,432

### Population by Ethnicity

Hispanic or Latino	546
Non Hispanic or Latino	14,215

### Population by Race

White	8,912
African American	5,340
Asian	57
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	5
Other	221
Identified by two or more	189

## FL - Lafayette County

### Population

Total Population	8,870
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### Housing Status

( in housing units unless noted )

Total	3,328
Occupied	2,580
Owner-occupied	1,955
Population in owner-occupied ( number of individuals )	4,976
Renter-occupied	625
Population in renter-occupied ( number of individuals )	1,800
Households with individuals under 18	930
Vacant	748
Vacant: for rent	78
Vacant: for sale	34

### Population by Sex/Age

Male	5,481
Female	3,389
Under 18	1,785
18 & over	7,085
20 - 24	813
25 - 34	1,424
35 - 49	2,028
50 - 64	1,486
65 & over	1,084

### Population by Ethnicity

Hispanic or Latino	1,076
Non Hispanic or Latino	7,794

### Population by Race

White	6,868
African American	1,411
Asian	13
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	2
Other	418
Identified by two or more	120

## FL - Leon County

### Population

Total Population	275,487
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### Housing Status

( in housing units unless noted )

Total	124,136
Occupied	110,945
Owner-occupied	60,393
Population in owner-occupied ( number of individuals )	147,264
Renter-occupied	50,552
Population in renter-occupied ( number of individuals )	113,229
Households with individuals under 18	30,094
Vacant	13,191
Vacant: for rent	6,738
Vacant: for sale	1,682

### Population by Sex/Age

Male	131,134
Female	144,353
Under 18	53,973
18 & over	221,514
20 - 24	43,722
25 - 34	39,954
35 - 49	46,797
50 - 64	46,886
65 & over	25,980

### Population by Ethnicity

Hispanic or Latino	15,361
Non Hispanic or Latino	260,126

### Population by Race

White	173,480
African American	83,520
Asian	8,053
American Indian and Alaska Native	775
Native Hawaiian and Pacific Islander	140
Other	3,397
Identified by two or more	6,122

## FL - Madison County

### Population

Total Population	19,224
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### Housing Status

( in housing units unless noted )

Total	8,481
Occupied	6,985
Owner-occupied	5,187
Population in owner-occupied ( number of individuals )	12,664
Renter-occupied	1,798
Population in renter-occupied ( number of individuals )	4,627
Households with individuals under 18	2,168
Vacant	1,496
Vacant: for rent	198
Vacant: for sale	85

### Population by Sex/Age

Male	10,035
Female	9,189
Under 18	4,187
18 & over	15,037
20 - 24	1,279
25 - 34	2,393
35 - 49	3,783
50 - 64	3,988
65 & over	3,045

### Population by Ethnicity

Hispanic or Latino	899
Non Hispanic or Latino	18,325

### Population by Race

White	11,070
African American	7,460
Asian	47
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	0
Other	302
Identified by two or more	252



## FL - Suwannee County

### Population

Total Population	41,551
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### Housing Status

( in housing units unless noted )

Total	19,164
Occupied	15,953
Owner-occupied	12,003
Population in owner-occupied ( number of individuals )	29,591
Renter-occupied	3,950
Population in renter-occupied ( number of individuals )	10,567
Households with individuals under 18	4,942
Vacant	3,211
Vacant: for rent	477
Vacant: for sale	342

### Population by Sex/Age

Male	20,945
Female	20,606
Under 18	9,449
18 & over	32,102
20 - 24	2,267
25 - 34	4,680
35 - 49	7,703
50 - 64	8,616
65 & over	7,850

### Population by Ethnicity

Hispanic or Latino	3,596
Non Hispanic or Latino	37,955

### Population by Race

White	34,299
African American	4,754
Asian	228
American Indian and Alaska Native	211
Native Hawaiian and Pacific Islander	15
Other	1,271
Identified by two or more	773

## FL - Taylor County

### Population

Total Population	22,570
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### Housing Status

( in housing units unless noted )

Total	11,004
Occupied	7,920
Owner-occupied	6,059
Population in owner-occupied ( number of individuals )	14,547
Renter-occupied	1,861
Population in renter-occupied ( number of individuals )	4,769
Households with individuals under 18	2,400
Vacant	3,084
Vacant: for rent	378
Vacant: for sale	216

### Population by Sex/Age

Male	12,554
Female	10,016
Under 18	4,445
18 & over	18,125
20 - 24	1,458
25 - 34	3,013
35 - 49	4,801
50 - 64	4,834
65 & over	3,528

### Population by Ethnicity

Hispanic or Latino	777
Non Hispanic or Latino	21,793

### Population by Race

White	16,964
African American	4,669
Asian	153
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	6
Other	205
Identified by two or more	393

## FL - Wakulla County

### Population

Total Population	30,776
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### Housing Status

( in housing units unless noted )

Total	12,804
Occupied	10,490
Owner-occupied	8,469
Population in owner-occupied ( number of individuals )	21,730
Renter-occupied	2,021
Population in renter-occupied ( number of individuals )	5,618
Households with individuals under 18	3,792
Vacant	2,314
Vacant: for rent	337
Vacant: for sale	326

### Population by Sex/Age

Male	16,992
Female	13,784
Under 18	6,925
18 & over	23,851
20 - 24	1,770
25 - 34	4,276
35 - 49	7,459
50 - 64	6,336
65 & over	3,339

### Population by Ethnicity

Hispanic or Latino	1,016
Non Hispanic or Latino	29,760

### Population by Race

White	25,224
African American	4,464
Asian	172
American Indian and Alaska Native	191
Native Hawaiian and Pacific Islander	18
Other	148
Identified by two or more	559

## GA - Brooks County

### Population

Total Population	16,243
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### Housing Status

( in housing units unless noted )

Total	7,706
Occupied	6,457
Owner-occupied	4,601
Population in owner-occupied ( number of individuals )	11,580
Renter-occupied	1,856
Population in renter-occupied ( number of individuals )	4,663
Households with individuals under 18	2,035
Vacant	1,249
Vacant: for rent	208
Vacant: for sale	95

### Population by Sex/Age

Male	7,901
Female	8,342
Under 18	3,850
18 & over	12,393
20 - 24	963
25 - 34	1,805
35 - 49	3,187
50 - 64	3,440
65 & over	2,560

### Population by Ethnicity

Hispanic or Latino	853
Non Hispanic or Latino	15,390

### Population by Race

White	9,722
African American	5,729
Asian	51
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	14
Other	477
Identified by two or more	201

## GA - Clinch County

### Population

Total Population	6,798
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### Housing Status

( in housing units unless noted )

Total	3,007
Occupied	2,572
Owner-occupied	1,814
Population in owner-occupied ( number of individuals )	4,680
Renter-occupied	758
Population in renter-occupied ( number of individuals )	1,963
Households with individuals under 18	987
Vacant	435
Vacant: for rent	79
Vacant: for sale	23

### Population by Sex/Age

Male	3,315
Female	3,483
Under 18	1,843
18 & over	4,955
20 - 24	453
25 - 34	778
35 - 49	1,332
50 - 64	1,359
65 & over	868

### Population by Ethnicity

Hispanic or Latino	236
Non Hispanic or Latino	6,562

### Population by Race

White	4,581
African American	1,886
Asian	13
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	176
Identified by two or more	94

## GA - Decatur County

### Population

Total Population	27,842
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### Housing Status

( in housing units unless noted )

Total	12,125
Occupied	10,390
Owner-occupied	6,849
Population in owner-occupied ( number of individuals )	17,363
Renter-occupied	3,541
Population in renter-occupied ( number of individuals )	9,410
Households with individuals under 18	3,682
Vacant	1,735
Vacant: for rent	452
Vacant: for sale	165

### Population by Sex/Age

Male	13,605
Female	14,237
Under 18	7,082
18 & over	20,760
20 - 24	1,738
25 - 34	3,351
35 - 49	5,613
50 - 64	5,325
65 & over	3,879

### Population by Ethnicity

Hispanic or Latino	1,404
Non Hispanic or Latino	26,438

### Population by Race

White	15,096
African American	11,438
Asian	144
American Indian and Alaska Native	117
Native Hawaiian and Pacific Islander	6
Other	703
Identified by two or more	338

## GA - Echols County

### Population

Total Population	4,034
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### Housing Status

( in housing units unless noted )

Total	1,558
Occupied	1,329
Owner-occupied	903
Population in owner-occupied ( number of individuals )	2,557
Renter-occupied	426
Population in renter-occupied ( number of individuals )	1,477
Households with individuals under 18	579
Vacant	229
Vacant: for rent	44
Vacant: for sale	2

### Population by Sex/Age

Male	2,040
Female	1,994
Under 18	1,183
18 & over	2,851
20 - 24	295
25 - 34	634
35 - 49	810
50 - 64	605
65 & over	398

### Population by Ethnicity

Hispanic or Latino	1,183
Non Hispanic or Latino	2,851

### Population by Race

White	3,023
African American	171
Asian	13
American Indian and Alaska Native	72
Native Hawaiian and Pacific Islander	2
Other	639
Identified by two or more	114

## GA - Grady County

### Population

Total Population	25,011
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### Housing Status

( in housing units unless noted )

Total	10,760
Occupied	9,418
Owner-occupied	6,312
Population in owner-occupied ( number of individuals )	15,929
Renter-occupied	3,106
Population in renter-occupied ( number of individuals )	8,882
Households with individuals under 18	3,382
Vacant	1,342
Vacant: for rent	265
Vacant: for sale	126

### Population by Sex/Age

Male	12,115
Female	12,896
Under 18	6,427
18 & over	18,584
20 - 24	1,516
25 - 34	3,155
35 - 49	4,926
50 - 64	4,840
65 & over	3,536

### Population by Ethnicity

Hispanic or Latino	2,500
Non Hispanic or Latino	22,511

### Population by Race

White	15,716
African American	7,176
Asian	106
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	21
Other	1,417
Identified by two or more	393



## GA - Lowndes County

### Population

Total Population	109,233
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### Housing Status

( in housing units unless noted )

Total	43,921
Occupied	39,747
Owner-occupied	22,448
Population in owner-occupied ( number of individuals )	58,831
Renter-occupied	17,299
Population in renter-occupied ( number of individuals )	43,992
Households with individuals under 18	14,163
Vacant	4,174
Vacant: for rent	1,774
Vacant: for sale	666

### Population by Sex/Age

Male	53,285
Female	55,948
Under 18	26,970
18 & over	82,263
20 - 24	13,350
25 - 34	15,729
35 - 49	20,049
50 - 64	16,776
65 & over	10,693

### Population by Ethnicity

Hispanic or Latino	5,238
Non Hispanic or Latino	103,995

### Population by Race

White	63,485
African American	39,142
Asian	1,591
American Indian and Alaska Native	416
Native Hawaiian and Pacific Islander	122
Other	2,165
Identified by two or more	2,312

## GA - Miller County

### Population

Total Population	6,125
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### Housing Status

( in housing units unless noted )

Total	2,791
Occupied	2,426
Owner-occupied	1,697
Population in owner-occupied ( number of individuals )	4,180
Renter-occupied	729
Population in renter-occupied ( number of individuals )	1,777
Households with individuals under 18	782
Vacant	365
Vacant: for rent	108
Vacant: for sale	22

### Population by Sex/Age

Male	2,929
Female	3,196
Under 18	1,436
18 & over	4,689
20 - 24	335
25 - 34	674
35 - 49	1,197
50 - 64	1,207
65 & over	1,123

### Population by Ethnicity

Hispanic or Latino	93
Non Hispanic or Latino	6,032

### Population by Race

White	4,266
African American	1,720
Asian	28
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	0
Other	25
Identified by two or more	71

## GA - Thomas County

### Population

Total Population	44,720
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### Housing Status

( in housing units unless noted )

Total	20,177
Occupied	17,573
Owner-occupied	11,325
Population in owner-occupied ( number of individuals )	28,289
Renter-occupied	6,248
Population in renter-occupied ( number of individuals )	15,583
Households with individuals under 18	5,942
Vacant	2,604
Vacant: for rent	727
Vacant: for sale	378

### Population by Sex/Age

Male	21,179
Female	23,541
Under 18	11,137
18 & over	33,583
20 - 24	2,520
25 - 34	5,134
35 - 49	9,028
50 - 64	9,001
65 & over	6,740

### Population by Ethnicity

Hispanic or Latino	1,275
Non Hispanic or Latino	43,445

### Population by Race

White	26,645
African American	16,497
Asian	311
American Indian and Alaska Native	196
Native Hawaiian and Pacific Islander	7
Other	519
Identified by two or more	545