



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

# AUGUSTA :::

## BROADCAST TV MARKET AREA

### Population

Total Population	677,240
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### Housing Status

( in housing units unless noted )

Total	294,322
Occupied	258,558
Owner-occupied	175,197
Population in owner-occupied ( number of individuals )	446,757
Renter-occupied	83,361
Population in renter-occupied ( number of individuals )	208,194
Households with individuals under 18	89,174
Vacant	35,764
Vacant: for rent	8,521
Vacant: for sale	4,678

### Population by Sex/Age

Male	330,071
Female	347,169
Under 18	166,374
18 & over	510,866
20 - 24	45,969
25 - 34	87,283
35 - 49	134,107
50 - 64	134,905
65 & over	88,438

### Population by Ethnicity

Hispanic or Latino	27,796
Non Hispanic or Latino	649,444

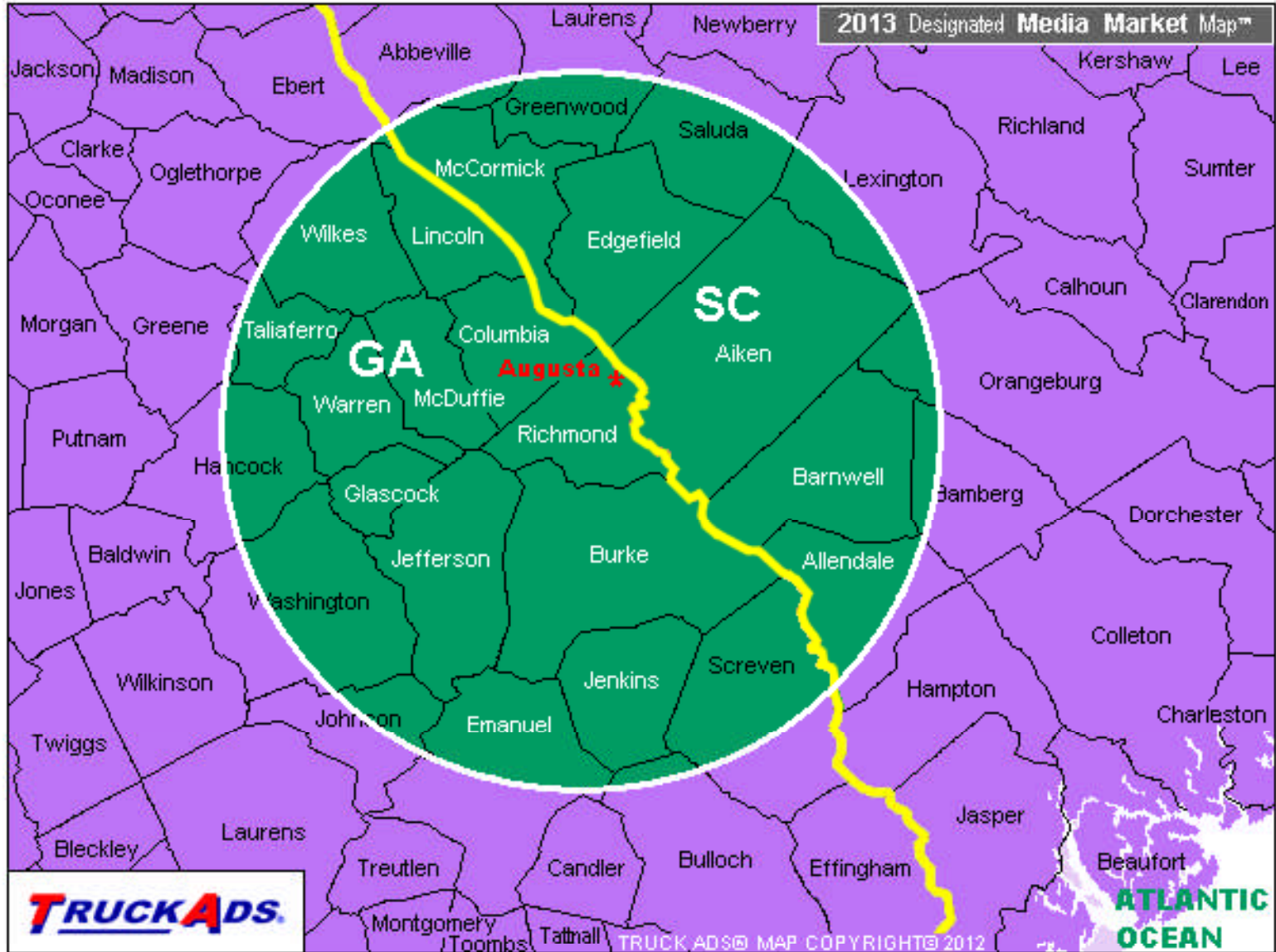
### Population by Race

White	386,855
African American	251,604
Asian	10,246
American Indian and Alaska Native	2,223
Native Hawaiian and Pacific Islander	732
Other	11,519
Identified by two or more	14,061



# AUGUSTA :::

## BROADCAST TV MARKET AREA



### 17 COUNTIES IN THIS DESIGNATED MARKET

**GEORGIA:** Burke, GA ~ Columbia, GA ~ Emanuel, GA ~ Glascock, GA ~ Jefferson, GA ~ Jenkins, GA ~ Lincoln, GA ~ McDuffie, GA ~ Richmond, GA ~ Taliaferro, GA ~ Warren, GA ~ Wilkes, GA ~ **SOUTH CAROLINA:** Aiken, SC ~ Allendale, SC ~ Barnwell, SC ~ Edgefield, SC ~ McCormick, SC

~ Lake, SD ~ Lincoln, SD ~ Lyman, SD ~ Marshall, SD ~ McCook, SD ~ McPherson, SD ~ Mellette, SD ~ Miner, SD ~ Minnehaha, SD ~ Moody, SD ~ Potter, SD ~ Roberts, SD ~ Sanborn, SD ~ Spink, SD ~ Stanley, SD ~ Sully, SD ~ Todd, SD ~ Tripp, SD ~ Turner, SD ~ Walworth, SD ~ Yankton, SD ~ **MINNESOTA:** Lincoln, MN ~ Murray, MN ~ Nobles, MN ~ Pipestone, MN ~ Rock, MN ~ **IOWA:** Lyon, IA ~ Osceola, IA ~ **NEBRASKA:** ~ Boyd, NE ~ Cherry, NE

## GA - Burke County

### Population

Total Population	23,316
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### Housing Status

( in housing units unless noted )

Total	9,865
Occupied	8,533
Owner-occupied	5,940
Population in owner-occupied ( number of individuals )	15,958
Renter-occupied	2,593
Population in renter-occupied ( number of individuals )	7,075
Households with individuals under 18	3,330
Vacant	1,332
Vacant: for rent	202
Vacant: for sale	77

### Population by Sex/Age

Male	11,186
Female	12,130
Under 18	6,585
18 & over	16,731
20 - 24	1,481
25 - 34	2,672
35 - 49	4,524
50 - 64	4,614
65 & over	2,767

### Population by Ethnicity

Hispanic or Latino	617
Non Hispanic or Latino	22,699

### Population by Race

White	11,070
African American	11,533
Asian	77
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	20
Other	260
Identified by two or more	307

## GA - Columbia County

### Population

Total Population	124,053
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### Housing Status

( in housing units unless noted )

Total	48,626
Occupied	44,898
Owner-occupied	35,475
Population in owner-occupied ( number of individuals )	97,975
Renter-occupied	9,423
Population in renter-occupied ( number of individuals )	25,438
Households with individuals under 18	18,648
Vacant	3,728
Vacant: for rent	949
Vacant: for sale	1,126

### Population by Sex/Age

Male	60,328
Female	63,725
Under 18	33,810
18 & over	90,243
20 - 24	6,745
25 - 34	15,208
35 - 49	28,049
50 - 64	24,186
65 & over	12,700

### Population by Ethnicity

Hispanic or Latino	6,175
Non Hispanic or Latino	117,878

### Population by Race

White	94,867
African American	18,439
Asian	4,761
American Indian and Alaska Native	393
Native Hawaiian and Pacific Islander	201
Other	1,903
Identified by two or more	3,489

## GA - Emanuel County

### Population

Total Population	22,598
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### Housing Status

( in housing units unless noted )

Total	9,968
Occupied	8,430
Owner-occupied	5,532
Population in owner-occupied ( number of individuals )	14,157
Renter-occupied	2,898
Population in renter-occupied ( number of individuals )	7,525
Households with individuals under 18	3,025
Vacant	1,538
Vacant: for rent	325
Vacant: for sale	64

### Population by Sex/Age

Male	11,038
Female	11,560
Under 18	5,748
18 & over	16,850
20 - 24	1,471
25 - 34	2,964
35 - 49	4,288
50 - 64	4,347
65 & over	3,162

### Population by Ethnicity

Hispanic or Latino	921
Non Hispanic or Latino	21,677

### Population by Race

White	13,928
African American	7,562
Asian	154
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	3
Other	681
Identified by two or more	212



## GA - Glascock County

### Population

Total Population	3,082
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### Housing Status

( in housing units unless noted )

Total	1,519
Occupied	1,162
Owner-occupied	845
Population in owner-occupied ( number of individuals )	2,197
Renter-occupied	317
Population in renter-occupied ( number of individuals )	796
Households with individuals under 18	433
Vacant	357
Vacant: for rent	28
Vacant: for sale	10

### Population by Sex/Age

Male	1,487
Female	1,595
Under 18	813
18 & over	2,269
20 - 24	151
25 - 34	354
35 - 49	626
50 - 64	606
65 & over	465

### Population by Ethnicity

Hispanic or Latino	33
Non Hispanic or Latino	3,049

### Population by Race

White	2,767
African American	253
Asian	1
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	35

## GA - Jefferson County

### Population

Total Population	16,930
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### Housing Status

( in housing units unless noted )

Total	7,298
Occupied	6,241
Owner-occupied	4,274
Population in owner-occupied ( number of individuals )	11,130
Renter-occupied	1,967
Population in renter-occupied ( number of individuals )	5,273
Households with individuals under 18	2,248
Vacant	1,057
Vacant: for rent	211
Vacant: for sale	86

### Population by Sex/Age

Male	8,183
Female	8,747
Under 18	4,271
18 & over	12,659
20 - 24	1,032
25 - 34	1,962
35 - 49	3,326
50 - 64	3,404
65 & over	2,498

### Population by Ethnicity

Hispanic or Latino	517
Non Hispanic or Latino	16,413

### Population by Race

White	7,206
African American	9,213
Asian	68
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	275
Identified by two or more	148

## GA - Jenkins County

### Population

Total Population	8,340
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### Housing Status

( in housing units unless noted )

Total	4,221
Occupied	3,192
Owner-occupied	2,175
Population in owner-occupied ( number of individuals )	5,491
Renter-occupied	1,017
Population in renter-occupied ( number of individuals )	2,765
Households with individuals under 18	1,109
Vacant	1,029
Vacant: for rent	141
Vacant: for sale	43

### Population by Sex/Age

Male	3,959
Female	4,381
Under 18	2,236
18 & over	6,104
20 - 24	482
25 - 34	894
35 - 49	1,535
50 - 64	1,675
65 & over	1,256

### Population by Ethnicity

Hispanic or Latino	334
Non Hispanic or Latino	8,006

### Population by Race

White	4,579
African American	3,380
Asian	36
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	4
Other	219
Identified by two or more	96



## GA - Lincoln County

### Population

Total Population	7,996
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### Housing Status

( in housing units unless noted )

Total	4,786
Occupied	3,281
Owner-occupied	2,485
Population in owner-occupied ( number of individuals )	6,075
Renter-occupied	796
Population in renter-occupied ( number of individuals )	1,854
Households with individuals under 18	934
Vacant	1,505
Vacant: for rent	50
Vacant: for sale	73

### Population by Sex/Age

Male	3,896
Female	4,100
Under 18	1,651
18 & over	6,345
20 - 24	432
25 - 34	714
35 - 49	1,620
50 - 64	1,978
65 & over	1,396

### Population by Ethnicity

Hispanic or Latino	98
Non Hispanic or Latino	7,898

### Population by Race

White	5,257
African American	2,570
Asian	32
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	33
Identified by two or more	75

## GA - McDuffie County

### Population

Total Population	21,875
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### Housing Status

( in housing units unless noted )

Total	9,319
Occupied	8,289
Owner-occupied	5,651
Population in owner-occupied ( number of individuals )	14,637
Renter-occupied	2,638
Population in renter-occupied ( number of individuals )	6,920
Households with individuals under 18	3,042
Vacant	1,030
Vacant: for rent	314
Vacant: for sale	107

### Population by Sex/Age

Male	10,250
Female	11,625
Under 18	5,698
18 & over	16,177
20 - 24	1,332
25 - 34	2,473
35 - 49	4,388
50 - 64	4,431
65 & over	2,972

### Population by Ethnicity

Hispanic or Latino	475
Non Hispanic or Latino	21,400

### Population by Race

White	12,518
African American	8,706
Asian	76
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	15
Other	191
Identified by two or more	304

## GA - Richmond County

### Population

Total Population	200,549
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### Housing Status

( in housing units unless noted )

Total	86,331
Occupied	76,924
Owner-occupied	41,682
Population in owner-occupied ( number of individuals )	103,848
Renter-occupied	35,242
Population in renter-occupied ( number of individuals )	86,193
Households with individuals under 18	25,857
Vacant	9,407
Vacant: for rent	3,537
Vacant: for sale	1,432

### Population by Sex/Age

Male	97,015
Female	103,534
Under 18	49,305
18 & over	151,244
20 - 24	17,802
25 - 34	30,312
35 - 49	36,612
50 - 64	36,539
65 & over	22,712

### Population by Ethnicity

Hispanic or Latino	8,207
Non Hispanic or Latino	192,342

### Population by Race

White	79,624
African American	108,633
Asian	3,331
American Indian and Alaska Native	685
Native Hawaiian and Pacific Islander	400
Other	2,646
Identified by two or more	5,230

## GA - Taliaferro County

### Population

Total Population	1,717
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### Housing Status

( in housing units unless noted )

Total	1,015
Occupied	759
Owner-occupied	561
Population in owner-occupied ( number of individuals )	1,277
Renter-occupied	198
Population in renter-occupied ( number of individuals )	433
Households with individuals under 18	189
Vacant	256
Vacant: for rent	19
Vacant: for sale	10

### Population by Sex/Age

Male	841
Female	876
Under 18	323
18 & over	1,394
20 - 24	107
25 - 34	154
35 - 49	325
50 - 64	404
65 & over	352

### Population by Ethnicity

Hispanic or Latino	35
Non Hispanic or Latino	1,682

### Population by Race

White	640
African American	1,024
Asian	11
American Indian and Alaska Native	2
Native Hawaiian and Pacific Islander	0
Other	16
Identified by two or more	24

## GA - Warren County

### Population

Total Population	5,834
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### Housing Status

( in housing units unless noted )

Total	2,985
Occupied	2,315
Owner-occupied	1,656
Population in owner-occupied ( number of individuals )	4,083
Renter-occupied	659
Population in renter-occupied ( number of individuals )	1,662
Households with individuals under 18	708
Vacant	670
Vacant: for rent	65
Vacant: for sale	37

### Population by Sex/Age

Male	2,694
Female	3,140
Under 18	1,373
18 & over	4,461
20 - 24	308
25 - 34	582
35 - 49	1,098
50 - 64	1,276
65 & over	1,047

### Population by Ethnicity

Hispanic or Latino	54
Non Hispanic or Latino	5,780

### Population by Race

White	2,152
African American	3,602
Asian	22
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	12
Identified by two or more	36

## GA - Wilkes County

### Population

Total Population	10,593
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### Housing Status

( in housing units unless noted )

Total	5,158
Occupied	4,263
Owner-occupied	2,961
Population in owner-occupied ( number of individuals )	7,143
Renter-occupied	1,302
Population in renter-occupied ( number of individuals )	3,106
Households with individuals under 18	1,281
Vacant	895
Vacant: for rent	76
Vacant: for sale	64

### Population by Sex/Age

Male	5,169
Female	5,424
Under 18	2,356
18 & over	8,237
20 - 24	524
25 - 34	1,139
35 - 49	2,029
50 - 64	2,332
65 & over	1,971

### Population by Ethnicity

Hispanic or Latino	361
Non Hispanic or Latino	10,232

### Population by Race

White	5,616
African American	4,535
Asian	52
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	1
Other	217
Identified by two or more	154



## SC - Aiken County

### Population

Total Population	160,099
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### Housing Status

( in housing units unless noted )

Total	72,249
Occupied	64,253
Owner-occupied	46,956
Population in owner-occupied ( number of individuals )	115,913
Renter-occupied	17,297
Population in renter-occupied ( number of individuals )	41,747
Households with individuals under 18	20,185
Vacant	7,996
Vacant: for rent	1,742
Vacant: for sale	1,177

### Population by Sex/Age

Male	77,550
Female	82,549
Under 18	36,828
18 & over	123,271
20 - 24	10,080
25 - 34	19,324
35 - 49	31,257
50 - 64	33,555
65 & over	24,619

### Population by Ethnicity

Hispanic or Latino	7,824
Non Hispanic or Latino	152,275

### Population by Race

White	111,457
African American	39,354
Asian	1,329
American Indian and Alaska Native	682
Native Hawaiian and Pacific Islander	61
Other	4,126
Identified by two or more	3,090

## SC - Allendale County

### Population

Total Population	10,419
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### Housing Status

( in housing units unless noted )

Total	4,486
Occupied	3,706
Owner-occupied	2,395
Population in owner-occupied ( number of individuals )	5,760
Renter-occupied	1,311
Population in renter-occupied ( number of individuals )	3,317
Households with individuals under 18	1,194
Vacant	780
Vacant: for rent	156
Vacant: for sale	64

### Population by Sex/Age

Male	5,540
Female	4,879
Under 18	2,326
18 & over	8,093
20 - 24	683
25 - 34	1,418
35 - 49	2,109
50 - 64	2,221
65 & over	1,375

### Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	10,180

### Population by Race

White	2,465
African American	7,672
Asian	41
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	2
Other	134
Identified by two or more	85

## SC - Barnwell County

### Population

Total Population	22,621
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### Housing Status

( in housing units unless noted )

Total	10,484
Occupied	8,937
Owner-occupied	6,280
Population in owner-occupied ( number of individuals )	15,557
Renter-occupied	2,657
Population in renter-occupied ( number of individuals )	6,779
Households with individuals under 18	3,036
Vacant	1,547
Vacant: for rent	348
Vacant: for sale	121

### Population by Sex/Age

Male	10,809
Female	11,812
Under 18	5,798
18 & over	16,823
20 - 24	1,325
25 - 34	2,537
35 - 49	4,426
50 - 64	4,719
65 & over	3,173

### Population by Ethnicity

Hispanic or Latino	411
Non Hispanic or Latino	22,210

### Population by Race

White	11,899
African American	10,015
Asian	126
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	5
Other	160
Identified by two or more	331

## SC - Edgefield County

### Population

Total Population	26,985
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### Housing Status

( in housing units unless noted )

Total	10,559
Occupied	9,348
Owner-occupied	7,112
Population in owner-occupied ( number of individuals )	18,400
Renter-occupied	2,236
Population in renter-occupied ( number of individuals )	5,540
Households with individuals under 18	3,109
Vacant	1,211
Vacant: for rent	197
Vacant: for sale	109

### Population by Sex/Age

Male	14,568
Female	12,417
Under 18	5,771
18 & over	21,214
20 - 24	1,566
25 - 34	3,451
35 - 49	5,985
50 - 64	5,956
65 & over	3,524

### Population by Ethnicity

Hispanic or Latino	1,414
Non Hispanic or Latino	25,571

### Population by Race

White	15,825
African American	10,030
Asian	95
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	11
Other	604
Identified by two or more	353

## SC - McCormick County

### Population

Total Population	10,233
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### Housing Status

( in housing units unless noted )

Total	5,453
Occupied	4,027
Owner-occupied	3,217
Population in owner-occupied ( number of individuals )	7,156
Renter-occupied	810
Population in renter-occupied ( number of individuals )	1,771
Households with individuals under 18	846
Vacant	1,426
Vacant: for rent	161
Vacant: for sale	78

### Population by Sex/Age

Male	5,558
Female	4,675
Under 18	1,482
18 & over	8,751
20 - 24	448
25 - 34	1,125
35 - 49	1,910
50 - 64	2,662
65 & over	2,449

### Population by Ethnicity

Hispanic or Latino	81
Non Hispanic or Latino	10,152

### Population by Race

White	4,985
African American	5,083
Asian	34
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	6
Other	23
Identified by two or more	92