



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

BIRMINGHAM ANNISTON TUSCALOOSA :::

BROADCAST TV MARKET AREA

Population

Total Population	1,856,330
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Housing Status

(in housing units unless noted)

Total	836,606
Occupied	731,681
Owner-occupied	513,474
Population in owner-occupied (number of individuals)	1,301,166
Renter-occupied	218,207
Population in renter-occupied (number of individuals)	508,578
Households with individuals under 18	239,473
Vacant	104,925
Vacant: for rent	30,183
Vacant: for sale	14,684

Population by Sex/Age

Male	898,647
Female	957,683
Under 18	433,541
18 & over	1,422,789
20 - 24	132,038
25 - 34	243,231
35 - 49	375,270
50 - 64	365,433
65 & over	250,956

Population by Ethnicity

Hispanic or Latino	69,591
Non Hispanic or Latino	1,786,739

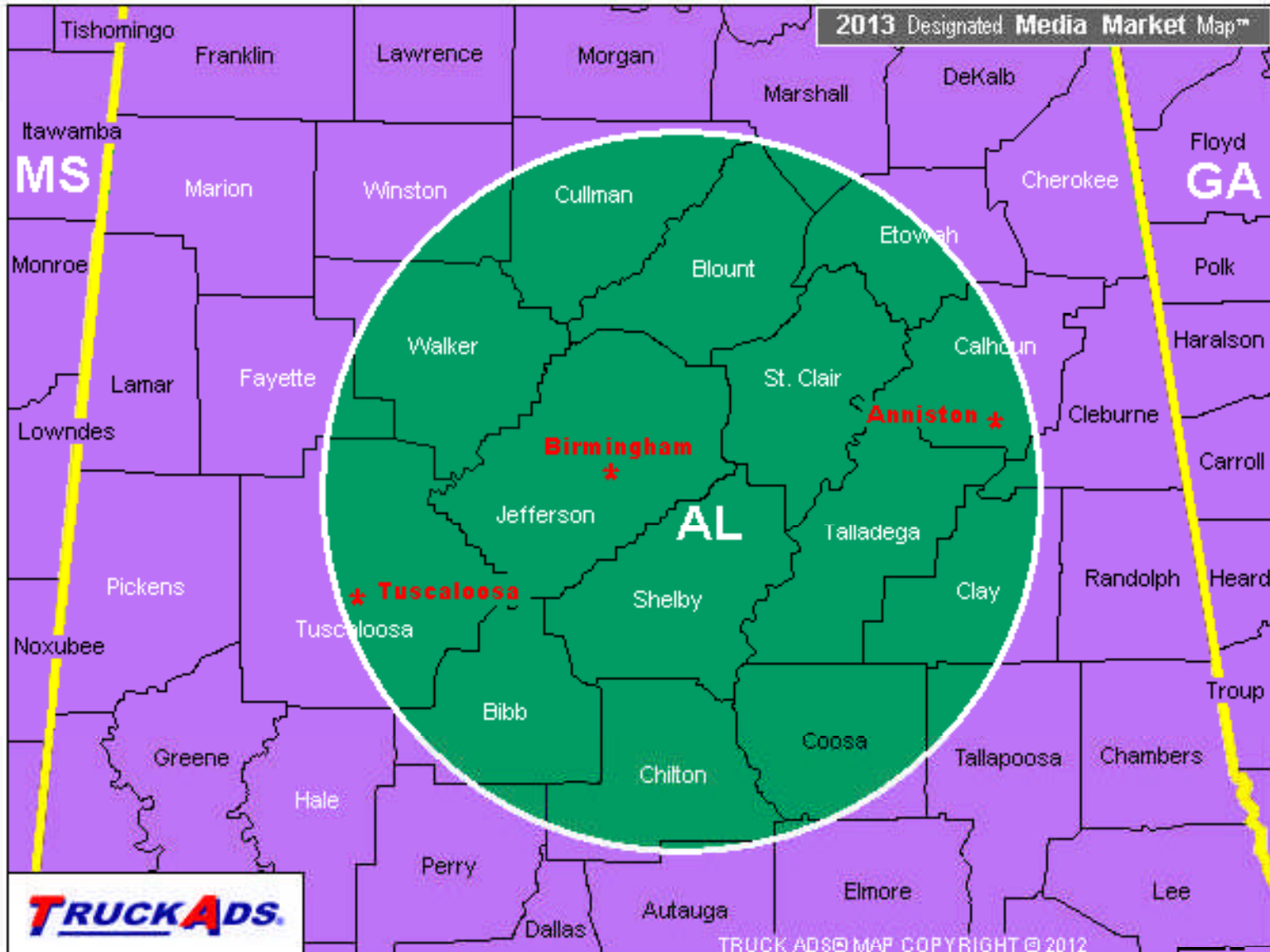
Population by Race

White	1,304,644
African American	467,127
Asian	18,671
American Indian and Alaska Native	6,096
Native Hawaiian and Pacific Islander	959
Other	36,114
Identified by two or more	22,719

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BIRMINGHAM ANNISTON TUSCALOOSA :: BROADCAST TV MARKET AREA



19 COUNTIES IN THIS DESIGNATED MARKET

ALABAMA: Bibb, AL ~ Blount, AL ~ Calhoun, AL ~ Cherokee, AL ~ Chilton, AL ~ Clay, AL ~ Cullman, AL ~ Etowah, AL ~ Fayette, AL ~ Hale, AL ~ Jefferson, AL ~ Marion, AL ~ Pickens, AL ~ Shelby, AL ~ St. Clair, AL ~ Talladega, AL ~ Tuscaloosa, AL ~ Walker, AL ~ Winston, AL

AL - Bibb County

Population

Total Population	22,915
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Housing Status

(in housing units unless noted)

Total	8,981
Occupied	7,953
Owner-occupied	6,011
Population in owner-occupied (number of individuals)	16,003
Renter-occupied	1,942
Population in renter-occupied (number of individuals)	4,688
Households with individuals under 18	2,780
Vacant	1,028
Vacant: for rent	144
Vacant: for sale	120

Population by Sex/Age

Male	12,301
Female	10,614
Under 18	5,201
18 & over	17,714
20 - 24	1,491
25 - 34	3,249
35 - 49	5,187
50 - 64	4,316
65 & over	2,906

Population by Ethnicity

Hispanic or Latino	406
Non Hispanic or Latino	22,509

Population by Race

White	17,381
African American	5,047
Asian	22
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	13
Other	185
Identified by two or more	203

AL - Blount County

Population

Total Population	57,322
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Housing Status

(in housing units unless noted)

Total	23,887
Occupied	21,578
Owner-occupied	17,384
Population in owner-occupied (number of individuals)	46,335
Renter-occupied	4,194
Population in renter-occupied (number of individuals)	10,498
Households with individuals under 18	7,711
Vacant	2,309
Vacant: for rent	489
Vacant: for sale	391

Population by Sex/Age

Male	28,362
Female	28,960
Under 18	14,106
18 & over	43,216
20 - 24	3,107
25 - 34	6,877
35 - 49	12,088
50 - 64	11,198
65 & over	8,439

Population by Ethnicity

Hispanic or Latino	4,626
Non Hispanic or Latino	52,696

Population by Race

White	53,068
African American	761
Asian	117
American Indian and Alaska Native	307
Native Hawaiian and Pacific Islander	38
Other	2,347
Identified by two or more	684

AL - Calhoun County

Population

Total Population	118,572
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Housing Status

(in housing units unless noted)

Total	53,289
Occupied	47,331
Owner-occupied	32,552
Population in owner-occupied (number of individuals)	80,747
Renter-occupied	14,779
Population in renter-occupied (number of individuals)	34,906
Households with individuals under 18	14,970
Vacant	5,958
Vacant: for rent	1,779
Vacant: for sale	900

Population by Sex/Age

Male	57,176
Female	61,396
Under 18	27,126
18 & over	91,446
20 - 24	9,022
25 - 34	14,787
35 - 49	22,918
50 - 64	23,804
65 & over	16,990

Population by Ethnicity

Hispanic or Latino	3,893
Non Hispanic or Latino	114,679

Population by Race

White	88,840
African American	24,382
Asian	845
American Indian and Alaska Native	540
Native Hawaiian and Pacific Islander	96
Other	1,894
Identified by two or more	1,975

AL - Cherokee County

Population

Total Population	25,989
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Housing Status

(in housing units unless noted)

Total	16,267
Occupied	10,626
Owner-occupied	8,345
Population in owner-occupied (number of individuals)	20,341
Renter-occupied	2,281
Population in renter-occupied (number of individuals)	5,358
Households with individuals under 18	3,153
Vacant	5,641
Vacant: for rent	331
Vacant: for sale	244

Population by Sex/Age

Male	12,888
Female	13,101
Under 18	5,566
18 & over	20,423
20 - 24	1,258
25 - 34	2,543
35 - 49	5,299
50 - 64	6,024
65 & over	4,651

Population by Ethnicity

Hispanic or Latino	320
Non Hispanic or Latino	25,669

Population by Race

White	24,081
African American	1,208
Asian	54
American Indian and Alaska Native	135
Native Hawaiian and Pacific Islander	1
Other	123
Identified by two or more	387

AL - Chilton County

Population

Total Population	43,643
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Housing Status

(in housing units unless noted)

Total	19,278
Occupied	16,558
Owner-occupied	12,678
Population in owner-occupied (number of individuals)	32,809
Renter-occupied	3,880
Population in renter-occupied (number of individuals)	10,441
Households with individuals under 18	5,995
Vacant	2,720
Vacant: for rent	507
Vacant: for sale	343

Population by Sex/Age

Male	21,608
Female	22,035
Under 18	10,960
18 & over	32,683
20 - 24	2,573
25 - 34	5,696
35 - 49	8,927
50 - 64	8,474
65 & over	5,921

Population by Ethnicity

Hispanic or Latino	3,420
Non Hispanic or Latino	40,223

Population by Race

White	36,713
African American	4,230
Asian	130
American Indian and Alaska Native	155
Native Hawaiian and Pacific Islander	55
Other	1,854
Identified by two or more	506

AL - Clay County

Population

Total Population	13,932
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Housing Status

(in housing units unless noted)

Total	6,776
Occupied	5,670
Owner-occupied	4,266
Population in owner-occupied (number of individuals)	10,459
Renter-occupied	1,404
Population in renter-occupied (number of individuals)	3,218
Households with individuals under 18	1,780
Vacant	1,106
Vacant: for rent	184
Vacant: for sale	82

Population by Sex/Age

Male	6,833
Female	7,099
Under 18	3,144
18 & over	10,788
20 - 24	747
25 - 34	1,480
35 - 49	2,908
50 - 64	2,862
65 & over	2,449

Population by Ethnicity

Hispanic or Latino	399
Non Hispanic or Latino	13,533

Population by Race

White	11,380
African American	2,066
Asian	24
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	0
Other	172
Identified by two or more	235

AL - Cullman County

Population

Total Population	80,406
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Housing Status

(in housing units unless noted)

Total	37,054
Occupied	31,864
Owner-occupied	23,894
Population in owner-occupied (number of individuals)	60,331
Renter-occupied	7,970
Population in renter-occupied (number of individuals)	19,019
Households with individuals under 18	10,332
Vacant	5,190
Vacant: for rent	992
Vacant: for sale	637

Population by Sex/Age

Male	39,719
Female	40,687
Under 18	18,641
18 & over	61,765
20 - 24	4,769
25 - 34	9,578
35 - 49	16,300
50 - 64	16,157
65 & over	12,810

Population by Ethnicity

Hispanic or Latino	3,454
Non Hispanic or Latino	76,952

Population by Race

White	76,133
African American	856
Asian	343
American Indian and Alaska Native	408
Native Hawaiian and Pacific Islander	18
Other	1,759
Identified by two or more	889

AL - Etowah County

Population

Total Population	104,430
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Housing Status

(in housing units unless noted)

Total	47,454
Occupied	42,036
Owner-occupied	30,348
Population in owner-occupied (number of individuals)	75,231
Renter-occupied	11,688
Population in renter-occupied (number of individuals)	27,114
Households with individuals under 18	13,303
Vacant	5,418
Vacant: for rent	1,542
Vacant: for sale	812

Population by Sex/Age

Male	50,626
Female	53,804
Under 18	23,986
18 & over	80,444
20 - 24	6,070
25 - 34	12,046
35 - 49	21,216
50 - 64	21,781
65 & over	16,508

Population by Ethnicity

Hispanic or Latino	3,447
Non Hispanic or Latino	100,983

Population by Race

White	83,823
African American	15,796
Asian	672
American Indian and Alaska Native	448
Native Hawaiian and Pacific Islander	171
Other	1,975
Identified by two or more	1,545

AL - Fayette County

Population

Total Population	17,241
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Housing Status

(in housing units unless noted)

Total	8,437
Occupied	7,100
Owner-occupied	5,271
Population in owner-occupied (number of individuals)	12,919
Renter-occupied	1,829
Population in renter-occupied (number of individuals)	4,031
Households with individuals under 18	2,148
Vacant	1,337
Vacant: for rent	183
Vacant: for sale	102

Population by Sex/Age

Male	8,507
Female	8,734
Under 18	3,837
18 & over	13,404
20 - 24	924
25 - 34	1,783
35 - 49	3,400
50 - 64	3,697
65 & over	3,084

Population by Ethnicity

Hispanic or Latino	204
Non Hispanic or Latino	17,037

Population by Race

White	14,910
African American	1,969
Asian	37
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	0
Other	102
Identified by two or more	171

AL - Hale County

Population

Total Population	15,760
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Housing Status

(in housing units unless noted)

Total	7,655
Occupied	6,273
Owner-occupied	4,836
Population in owner-occupied (number of individuals)	12,083
Renter-occupied	1,437
Population in renter-occupied (number of individuals)	3,343
Households with individuals under 18	2,139
Vacant	1,382
Vacant: for rent	81
Vacant: for sale	43

Population by Sex/Age

Male	7,466
Female	8,294
Under 18	3,915
18 & over	11,845
20 - 24	898
25 - 34	1,720
35 - 49	3,053
50 - 64	3,341
65 & over	2,370

Population by Ethnicity

Hispanic or Latino	140
Non Hispanic or Latino	15,620

Population by Race

White	6,266
African American	9,301
Asian	35
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	1
Other	44
Identified by two or more	88

AL - Jefferson County

Population

Total Population	658,466
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Housing Status

(in housing units unless noted)

Total	300,552
Occupied	263,568
Owner-occupied	171,158
Population in owner-occupied (number of individuals)	428,582
Renter-occupied	92,410
Population in renter-occupied (number of individuals)	214,110
Households with individuals under 18	84,541
Vacant	36,984
Vacant: for rent	14,308
Vacant: for sale	6,054

Population by Sex/Age

Male	311,813
Female	346,653
Under 18	154,528
18 & over	503,938
20 - 24	46,405
25 - 34	93,297
35 - 49	130,053
50 - 64	129,434
65 & over	86,443

Population by Ethnicity

Hispanic or Latino	25,488
Non Hispanic or Latino	632,978

Population by Race

White	349,166
African American	276,525
Asian	9,158
American Indian and Alaska Native	1,740
Native Hawaiian and Pacific Islander	244
Other	14,358
Identified by two or more	7,275

AL - Marion County

Population

Total Population	30,776
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Housing Status

(in housing units unless noted)

Total	14,737
Occupied	12,651
Owner-occupied	9,222
Population in owner-occupied (number of individuals)	22,369
Renter-occupied	3,429
Population in renter-occupied (number of individuals)	7,539
Households with individuals under 18	3,840
Vacant	2,086
Vacant: for rent	415
Vacant: for sale	230

Population by Sex/Age

Male	15,293
Female	15,483
Under 18	6,665
18 & over	24,111
20 - 24	1,626
25 - 34	3,246
35 - 49	6,418
50 - 64	6,447
65 & over	5,645

Population by Ethnicity

Hispanic or Latino	632
Non Hispanic or Latino	30,144

Population by Race

White	28,791
African American	1,184
Asian	54
American Indian and Alaska Native	101
Native Hawaiian and Pacific Islander	14
Other	291
Identified by two or more	341

AL - Pickens County

Population

Total Population	19,746
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Housing Status

(in housing units unless noted)

Total	9,483
Occupied	8,012
Owner-occupied	6,098
Population in owner-occupied (number of individuals)	15,045
Renter-occupied	1,914
Population in renter-occupied (number of individuals)	4,367
Households with individuals under 18	2,542
Vacant	1,471
Vacant: for rent	139
Vacant: for sale	66

Population by Sex/Age

Male	9,428
Female	10,318
Under 18	4,601
18 & over	15,145
20 - 24	1,147
25 - 34	2,094
35 - 49	3,820
50 - 64	4,202
65 & over	3,336

Population by Ethnicity

Hispanic or Latino	313
Non Hispanic or Latino	19,433

Population by Race

White	11,110
African American	8,211
Asian	36
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	128
Identified by two or more	232

AL - Shelby County

Population

Total Population	195,085
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Housing Status

(in housing units unless noted)

Total	80,970
Occupied	74,072
Owner-occupied	59,129
Population in owner-occupied (number of individuals)	157,687
Renter-occupied	14,943
Population in renter-occupied (number of individuals)	34,824
Households with individuals under 18	27,577
Vacant	6,898
Vacant: for rent	2,176
Vacant: for sale	1,662

Population by Sex/Age

Male	95,557
Female	99,528
Under 18	49,962
18 & over	145,123
20 - 24	10,697
25 - 34	27,125
35 - 49	44,955
50 - 64	37,286
65 & over	20,627

Population by Ethnicity

Hispanic or Latino	11,567
Non Hispanic or Latino	183,518

Population by Race

White	161,943
African American	20,732
Asian	3,726
American Indian and Alaska Native	553
Native Hawaiian and Pacific Islander	74
Other	5,373
Identified by two or more	2,684

AL - St. Clair County

Population

Total Population	83,593
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Housing Status

(in housing units unless noted)

Total	35,541
Occupied	31,624
Owner-occupied	25,510
Population in owner-occupied (number of individuals)	66,323
Renter-occupied	6,114
Population in renter-occupied (number of individuals)	15,303
Households with individuals under 18	11,184
Vacant	3,917
Vacant: for rent	687
Vacant: for sale	603

Population by Sex/Age

Male	41,904
Female	41,689
Under 18	19,826
18 & over	63,767
20 - 24	4,530
25 - 34	11,353
35 - 49	18,353
50 - 64	16,616
65 & over	10,909

Population by Ethnicity

Hispanic or Latino	1,716
Non Hispanic or Latino	81,877

Population by Race

White	73,741
African American	7,150
Asian	518
American Indian and Alaska Native	281
Native Hawaiian and Pacific Islander	46
Other	734
Identified by two or more	1,123

AL - Talladega County

Population

Total Population	82,291
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Housing Status

(in housing units unless noted)

Total	37,088
Occupied	31,890
Owner-occupied	23,161
Population in owner-occupied (number of individuals)	58,266
Renter-occupied	8,729
Population in renter-occupied (number of individuals)	20,882
Households with individuals under 18	10,764
Vacant	5,198
Vacant: for rent	1,285
Vacant: for sale	684

Population by Sex/Age

Male	40,077
Female	42,214
Under 18	19,285
18 & over	63,006
20 - 24	4,857
25 - 34	9,980
35 - 49	17,209
50 - 64	17,122
65 & over	11,591

Population by Ethnicity

Hispanic or Latino	1,671
Non Hispanic or Latino	80,620

Population by Race

White	53,739
African American	26,055
Asian	339
American Indian and Alaska Native	264
Native Hawaiian and Pacific Islander	6
Other	787
Identified by two or more	1,101

AL - Tuscaloosa County

Population

Total Population	194,656
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Housing Status

(in housing units unless noted)

Total	84,872
Occupied	76,141
Owner-occupied	45,659
Population in owner-occupied (number of individuals)	116,128
Renter-occupied	30,482
Population in renter-occupied (number of individuals)	68,105
Households with individuals under 18	23,004
Vacant	8,731
Vacant: for rent	3,711
Vacant: for sale	1,110

Population by Sex/Age

Male	94,400
Female	100,256
Under 18	41,786
18 & over	152,870
20 - 24	26,934
25 - 34	26,174
35 - 49	34,379
50 - 64	33,011
65 & over	21,050

Population by Ethnicity

Hispanic or Latino	5,949
Non Hispanic or Latino	188,707

Population by Race

White	129,004
African American	57,611
Asian	2,306
American Indian and Alaska Native	526
Native Hawaiian and Pacific Islander	117
Other	2,993
Identified by two or more	2,099

AL - Walker County

Population

Total Population	67,023
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Housing Status

(in housing units unless noted)

Total	30,816
Occupied	26,571
Owner-occupied	20,134
Population in owner-occupied (number of individuals)	50,707
Renter-occupied	6,437
Population in renter-occupied (number of individuals)	15,450
Households with individuals under 18	8,645
Vacant	4,245
Vacant: for rent	909
Vacant: for sale	393

Population by Sex/Age

Male	32,668
Female	34,355
Under 18	15,107
18 & over	51,916
20 - 24	3,737
25 - 34	7,667
35 - 49	13,632
50 - 64	14,321
65 & over	10,894

Population by Ethnicity

Hispanic or Latino	1,307
Non Hispanic or Latino	65,716

Population by Race

White	61,146
African American	3,928
Asian	195
American Indian and Alaska Native	251
Native Hawaiian and Pacific Islander	36
Other	639
Identified by two or more	828

AL - Winston County

Population

Total Population	24,484
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Housing Status

(in housing units unless noted)

Total	13,469
Occupied	10,163
Owner-occupied	7,818
Population in owner-occupied (number of individuals)	18,801
Renter-occupied	2,345
Population in renter-occupied (number of individuals)	5,382
Households with individuals under 18	3,065
Vacant	3,306
Vacant: for rent	321
Vacant: for sale	208

Population by Sex/Age

Male	12,021
Female	12,463
Under 18	5,299
18 & over	19,185
20 - 24	1,246
25 - 34	2,536
35 - 49	5,155
50 - 64	5,340
65 & over	4,333

Population by Ethnicity

Hispanic or Latino	639
Non Hispanic or Latino	23,845

Population by Race

White	23,409
African American	115
Asian	60
American Indian and Alaska Native	163
Native Hawaiian and Pacific Islander	28
Other	356
Identified by two or more	353