



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

**CHATTANOOGA :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	936,009
------------------	---------

**Housing Status**

( in housing units unless noted )

Total	412,668
Occupied	364,409
Owner-occupied	251,653
Population in owner-occupied ( number of individuals )	642,089
Renter-occupied	112,756
Population in renter-occupied ( number of individuals )	272,972
Households with individuals under 18	118,336
Vacant	48,259
Vacant: for rent	13,861
Vacant: for sale	7,446

**Population by Sex/Age**

Male	456,993
Female	479,016
Under 18	217,266
18 & over	718,743
20 - 24	60,019
25 - 34	114,397
35 - 49	192,731
50 - 64	188,118
65 & over	136,421

**Population by Ethnicity**

Hispanic or Latino	65,113
Non Hispanic or Latino	870,896

**Population by Race**

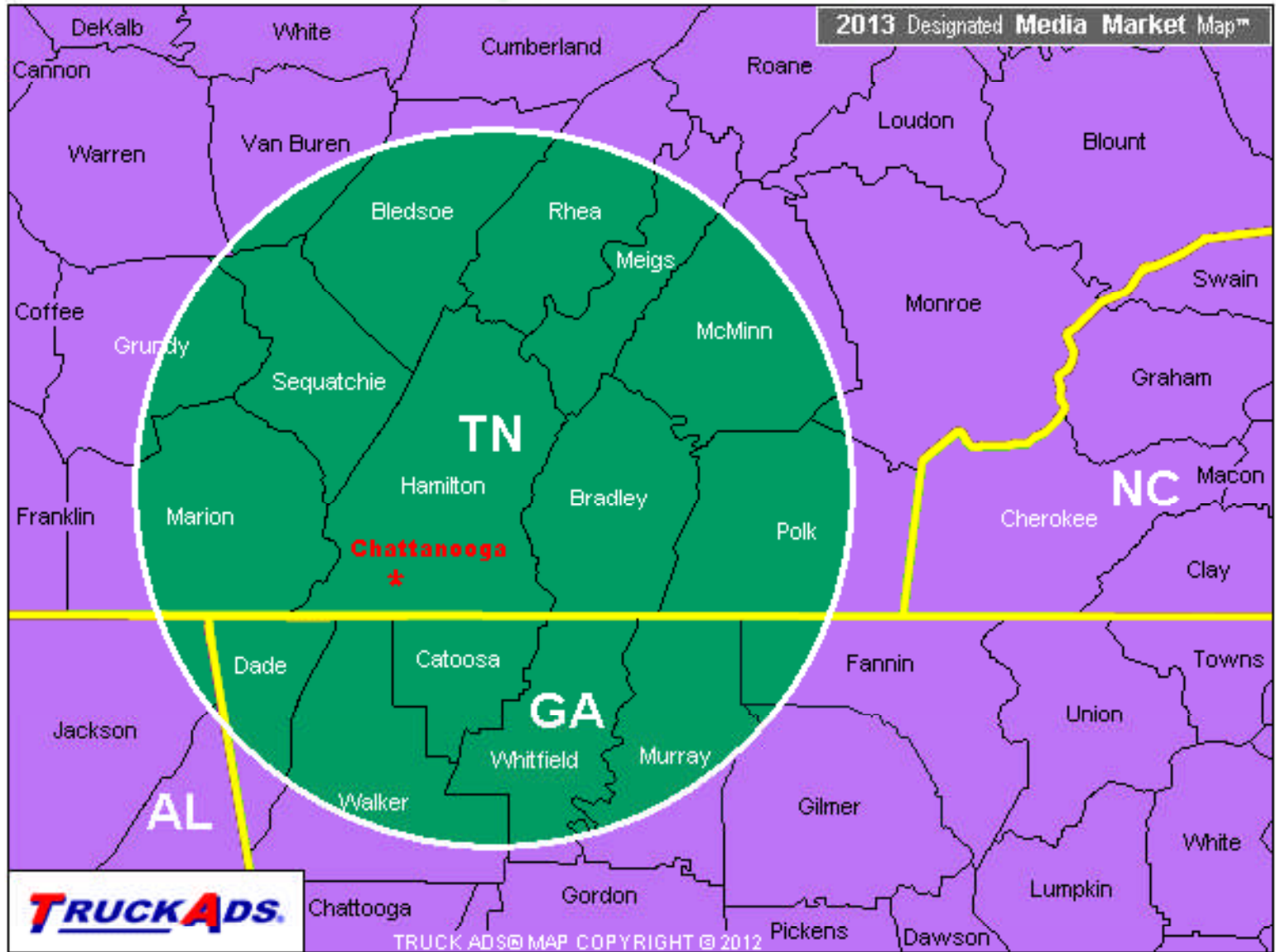
White	788,354
African American	85,313
Asian	10,277
American Indian and Alaska Native	3,877
Native Hawaiian and Pacific Islander	570
Other	31,145
Identified by two or more	16,473

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



# CHATTANOOGA :::

## BROADCAST TV MARKET AREA



### 16 COUNTIES IN THIS DESIGNATED MARKET

**TENNESSEE:** Bledsoe, TN ~ Bradley, TN ~ Grundy, TN ~ Hamilton, TN ~ Marion, TN ~ McMinn, TN ~ Meigs, TN ~ Polk, TN ~ Rhea, TN ~ Sequatchie, TN ~ **GEORGIA:** Catoosa, GA ~ Dade, GA ~ Murray, GA ~ Walker, GA ~ Whitfield, GA ~ **NORTH CAROLINA:** Cherokee, NC

## TN - Bledsoe County

### Population

Total Population	12,876
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,718
Occupied	4,697
Owner-occupied	3,725
Population in owner-occupied ( number of individuals )	9,403
Renter-occupied	972
Population in renter-occupied ( number of individuals )	2,372
Households with individuals under 18	1,461
Vacant	1,021
Vacant: for rent	120
Vacant: for sale	74

### Population by Sex/Age

Male	6,964
Female	5,912
Under 18	2,768
18 & over	10,108
20 - 24	632
25 - 34	1,439
35 - 49	2,886
50 - 64	2,843
65 & over	1,977

### Population by Ethnicity

Hispanic or Latino	255
Non Hispanic or Latino	12,621

### Population by Race

White	12,048
African American	470
Asian	17
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	3
Other	126
Identified by two or more	157

## TN - Bradley County

### Population

Total Population	98,963
------------------	--------

### Housing Status

( in housing units unless noted )

Total	41,395
Occupied	37,947
Owner-occupied	25,253
Population in owner-occupied ( number of individuals )	65,490
Renter-occupied	12,694
Population in renter-occupied ( number of individuals )	30,729
Households with individuals under 18	12,624
Vacant	3,448
Vacant: for rent	1,306
Vacant: for sale	590

### Population by Sex/Age

Male	48,176
Female	50,787
Under 18	22,736
18 & over	76,227
20 - 24	7,268
25 - 34	12,154
35 - 49	20,654
50 - 64	18,933
65 & over	13,999

### Population by Ethnicity

Hispanic or Latino	4,664
Non Hispanic or Latino	94,299

### Population by Race

White	89,386
African American	4,219
Asian	837
American Indian and Alaska Native	330
Native Hawaiian and Pacific Islander	57
Other	2,368
Identified by two or more	1,766

## TN - Grundy County

### Population

Total Population	13,703
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,397
Occupied	5,405
Owner-occupied	4,303
Population in owner-occupied ( number of individuals )	10,910
Renter-occupied	1,102
Population in renter-occupied ( number of individuals )	2,613
Households with individuals under 18	1,759
Vacant	992
Vacant: for rent	196
Vacant: for sale	69

### Population by Sex/Age

Male	6,785
Female	6,918
Under 18	3,168
18 & over	10,535
20 - 24	721
25 - 34	1,520
35 - 49	2,699
50 - 64	2,883
65 & over	2,401

### Population by Ethnicity

Hispanic or Latino	113
Non Hispanic or Latino	13,590

### Population by Race

White	13,394
African American	37
Asian	24
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	1
Other	30
Identified by two or more	152

## TN - Hamilton County

### Population

Total Population	336,463
------------------	---------

### Housing Status

( in housing units unless noted )

Total	151,107
Occupied	136,682
Owner-occupied	87,928
Population in owner-occupied ( number of individuals )	217,269
Renter-occupied	48,754
Population in renter-occupied ( number of individuals )	109,416
Households with individuals under 18	40,169
Vacant	14,425
Vacant: for rent	5,273
Vacant: for sale	2,836

### Population by Sex/Age

Male	161,906
Female	174,557
Under 18	72,611
18 & over	263,852
20 - 24	24,107
25 - 34	43,323
35 - 49	67,145
50 - 64	69,540
65 & over	49,415

### Population by Ethnicity

Hispanic or Latino	14,993
Non Hispanic or Latino	321,470

### Population by Race

White	248,716
African American	67,900
Asian	5,912
American Indian and Alaska Native	1,165
Native Hawaiian and Pacific Islander	296
Other	6,797
Identified by two or more	5,677

## TN - Marion County

### Population

Total Population	28,237
------------------	--------

### Housing Status

( in housing units unless noted )

Total	12,954
Occupied	11,403
Owner-occupied	8,753
Population in owner-occupied ( number of individuals )	21,578
Renter-occupied	2,650
Population in renter-occupied ( number of individuals )	6,409
Households with individuals under 18	3,489
Vacant	1,551
Vacant: for rent	395
Vacant: for sale	178

### Population by Sex/Age

Male	13,871
Female	14,366
Under 18	6,157
18 & over	22,080
20 - 24	1,559
25 - 34	3,121
35 - 49	5,811
50 - 64	6,450
65 & over	4,493

### Population by Ethnicity

Hispanic or Latino	361
Non Hispanic or Latino	27,876

### Population by Race

White	26,501
African American	1,012
Asian	111
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	1
Other	158
Identified by two or more	340

## TN - McMinn County

### Population

Total Population	52,266
------------------	--------

### Housing Status

( in housing units unless noted )

Total	23,341
Occupied	20,865
Owner-occupied	15,225
Population in owner-occupied ( number of individuals )	38,072
Renter-occupied	5,640
Population in renter-occupied ( number of individuals )	13,252
Households with individuals under 18	6,561
Vacant	2,476
Vacant: for rent	568
Vacant: for sale	447

### Population by Sex/Age

Male	25,387
Female	26,879
Under 18	11,795
18 & over	40,471
20 - 24	2,771
25 - 34	5,691
35 - 49	10,696
50 - 64	11,063
65 & over	8,813

### Population by Ethnicity

Hispanic or Latino	1,482
Non Hispanic or Latino	50,784

### Population by Race

White	47,954
African American	2,066
Asian	388
American Indian and Alaska Native	178
Native Hawaiian and Pacific Islander	11
Other	628
Identified by two or more	1,041



## TN - Meigs County

### Population

Total Population	11,753
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,628
Occupied	4,686
Owner-occupied	3,717
Population in owner-occupied ( number of individuals )	9,162
Renter-occupied	969
Population in renter-occupied ( number of individuals )	2,463
Households with individuals under 18	1,446
Vacant	942
Vacant: for rent	103
Vacant: for sale	103

### Population by Sex/Age

Male	5,847
Female	5,906
Under 18	2,526
18 & over	9,227
20 - 24	548
25 - 34	1,240
35 - 49	2,537
50 - 64	2,730
65 & over	1,885

### Population by Ethnicity

Hispanic or Latino	176
Non Hispanic or Latino	11,577

### Population by Race

White	11,341
African American	116
Asian	18
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	0
Other	67
Identified by two or more	147

## TN - Polk County

### Population

Total Population	16,825
------------------	--------

### Housing Status

( in housing units unless noted )

Total	7,991
Occupied	6,653
Owner-occupied	5,272
Population in owner-occupied ( number of individuals )	13,073
Renter-occupied	1,381
Population in renter-occupied ( number of individuals )	3,508
Households with individuals under 18	2,058
Vacant	1,338
Vacant: for rent	207
Vacant: for sale	130

### Population by Sex/Age

Male	8,371
Female	8,454
Under 18	3,725
18 & over	13,100
20 - 24	842
25 - 34	1,713
35 - 49	3,628
50 - 64	3,651
65 & over	2,872

### Population by Ethnicity

Hispanic or Latino	233
Non Hispanic or Latino	16,592

### Population by Race

White	16,397
African American	50
Asian	24
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	4
Other	71
Identified by two or more	215

## TN - Rhea County

### Population

Total Population	31,809
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,365
Occupied	12,276
Owner-occupied	8,714
Population in owner-occupied ( number of individuals )	21,877
Renter-occupied	3,562
Population in renter-occupied ( number of individuals )	9,008
Households with individuals under 18	3,939
Vacant	2,089
Vacant: for rent	441
Vacant: for sale	239

### Population by Sex/Age

Male	15,568
Female	16,241
Under 18	7,456
18 & over	24,353
20 - 24	2,018
25 - 34	3,551
35 - 49	6,296
50 - 64	6,537
65 & over	4,996

### Population by Ethnicity

Hispanic or Latino	1,187
Non Hispanic or Latino	30,622

### Population by Race

White	29,695
African American	616
Asian	130
American Indian and Alaska Native	141
Native Hawaiian and Pacific Islander	15
Other	710
Identified by two or more	502

## TN - Sequatchie County

### Population

Total Population	14,112
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,368
Occupied	5,519
Owner-occupied	4,104
Population in owner-occupied ( number of individuals )	10,295
Renter-occupied	1,415
Population in renter-occupied ( number of individuals )	3,629
Households with individuals under 18	1,847
Vacant	849
Vacant: for rent	201
Vacant: for sale	121

### Population by Sex/Age

Male	7,006
Female	7,106
Under 18	3,324
18 & over	10,788
20 - 24	727
25 - 34	1,551
35 - 49	2,981
50 - 64	2,963
65 & over	2,200

### Population by Ethnicity

Hispanic or Latino	462
Non Hispanic or Latino	13,650

### Population by Race

White	13,543
African American	21
Asian	40
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	5
Other	275
Identified by two or more	175

## GA - Catoosa County

### Population

Total Population	63,942
------------------	--------

### Housing Status

( in housing units unless noted )

Total	26,606
Occupied	24,475
Owner-occupied	17,871
Population in owner-occupied ( number of individuals )	46,894
Renter-occupied	6,604
Population in renter-occupied ( number of individuals )	16,587
Households with individuals under 18	8,888
Vacant	2,131
Vacant: for rent	583
Vacant: for sale	451

### Population by Sex/Age

Male	31,028
Female	32,914
Under 18	15,940
18 & over	48,002
20 - 24	3,567
25 - 34	7,861
35 - 49	14,099
50 - 64	12,175
65 & over	8,656

### Population by Ethnicity

Hispanic or Latino	1,469
Non Hispanic or Latino	62,473

### Population by Race

White	59,845
African American	1,392
Asian	783
American Indian and Alaska Native	212
Native Hawaiian and Pacific Islander	34
Other	621
Identified by two or more	1,055

## GA - Dade County

### Population

Total Population	16,633
------------------	--------

### Housing Status

( in housing units unless noted )

Total	7,305
Occupied	6,291
Owner-occupied	4,735
Population in owner-occupied ( number of individuals )	11,915
Renter-occupied	1,556
Population in renter-occupied ( number of individuals )	3,725
Households with individuals under 18	1,987
Vacant	1,014
Vacant: for rent	191
Vacant: for sale	114

### Population by Sex/Age

Male	8,192
Female	8,441
Under 18	3,586
18 & over	13,047
20 - 24	1,343
25 - 34	1,835
35 - 49	3,232
50 - 64	3,488
65 & over	2,397

### Population by Ethnicity

Hispanic or Latino	292
Non Hispanic or Latino	16,341

### Population by Race

White	15,973
African American	145
Asian	118
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	9
Other	96
Identified by two or more	218

## GA - Murray County

### Population

Total Population	39,628
------------------	--------

### Housing Status

( in housing units unless noted )

Total	15,979
Occupied	14,080
Owner-occupied	9,969
Population in owner-occupied ( number of individuals )	27,753
Renter-occupied	4,111
Population in renter-occupied ( number of individuals )	11,621
Households with individuals under 18	5,615
Vacant	1,899
Vacant: for rent	747
Vacant: for sale	271

### Population by Sex/Age

Male	19,652
Female	19,976
Under 18	10,648
18 & over	28,980
20 - 24	2,446
25 - 34	4,940
35 - 49	8,990
50 - 64	7,168
65 & over	4,286

### Population by Ethnicity

Hispanic or Latino	5,154
Non Hispanic or Latino	34,474

### Population by Race

White	35,320
African American	245
Asian	116
American Indian and Alaska Native	159
Native Hawaiian and Pacific Islander	25
Other	3,133
Identified by two or more	630

## GA - Walker County

### Population

Total Population	68,756
------------------	--------

### Housing Status

( in housing units unless noted )

Total	30,100
Occupied	26,497
Owner-occupied	19,610
Population in owner-occupied ( number of individuals )	49,752
Renter-occupied	6,887
Population in renter-occupied ( number of individuals )	17,681
Households with individuals under 18	8,943
Vacant	3,603
Vacant: for rent	914
Vacant: for sale	541

### Population by Sex/Age

Male	33,781
Female	34,975
Under 18	16,256
18 & over	52,500
20 - 24	3,641
25 - 34	8,432
35 - 49	14,485
50 - 64	13,964
65 & over	10,302

### Population by Ethnicity

Hispanic or Latino	1,113
Non Hispanic or Latino	67,643

### Population by Race

White	63,918
African American	2,829
Asian	297
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	30
Other	421
Identified by two or more	1,079



## GA - Whitfield County

### Population

Total Population	102,599
------------------	---------

### Housing Status

( in housing units unless noted )

Total	39,899
Occupied	35,180
Owner-occupied	23,093
Population in owner-occupied ( number of individuals )	67,066
Renter-occupied	12,087
Population in renter-occupied ( number of individuals )	34,531
Households with individuals under 18	14,574
Vacant	4,719
Vacant: for rent	2,248
Vacant: for sale	735

### Population by Sex/Age

Male	51,118
Female	51,481
Under 18	29,283
18 & over	73,316
20 - 24	6,765
25 - 34	13,506
35 - 49	21,624
50 - 64	16,964
65 & over	11,445

### Population by Ethnicity

Hispanic or Latino	32,471
Non Hispanic or Latino	70,128

### Population by Race

White	78,623
African American	3,845
Asian	1,330
American Indian and Alaska Native	658
Native Hawaiian and Pacific Islander	70
Other	15,429
Identified by two or more	2,644

## NC - Cherokee County

### Population

Total Population	27,444
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,515
Occupied	11,753
Owner-occupied	9,381
Population in owner-occupied ( number of individuals )	21,580
Renter-occupied	2,372
Population in renter-occupied ( number of individuals )	5,428
Households with individuals under 18	2,976
Vacant	5,762
Vacant: for rent	368
Vacant: for sale	547

### Population by Sex/Age

Male	13,341
Female	14,103
Under 18	5,287
18 & over	22,157
20 - 24	1,064
25 - 34	2,520
35 - 49	4,968
50 - 64	6,766
65 & over	6,284

### Population by Ethnicity

Hispanic or Latino	688
Non Hispanic or Latino	26,756

### Population by Race

White	25,700
African American	350
Asian	132
American Indian and Alaska Native	363
Native Hawaiian and Pacific Islander	9
Other	215
Identified by two or more	675