



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

GAINESVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	350,018
------------------	---------

Housing Status

(in housing units unless noted)

Total	160,526
Occupied	138,836
Owner-occupied	85,482
Population in owner-occupied (number of individuals)	206,858
Renter-occupied	53,354
Population in renter-occupied (number of individuals)	121,555
Households with individuals under 18	36,302
Vacant	21,690
Vacant: for rent	7,547
Vacant: for sale	2,836

Population by Sex/Age

Male	173,552
Female	176,466
Under 18	65,324
18 & over	284,694
20 - 24	47,830
25 - 34	48,891
35 - 49	59,834
50 - 64	64,974
65 & over	44,680

Population by Ethnicity

Hispanic or Latino	26,176
Non Hispanic or Latino	323,842

Population by Race

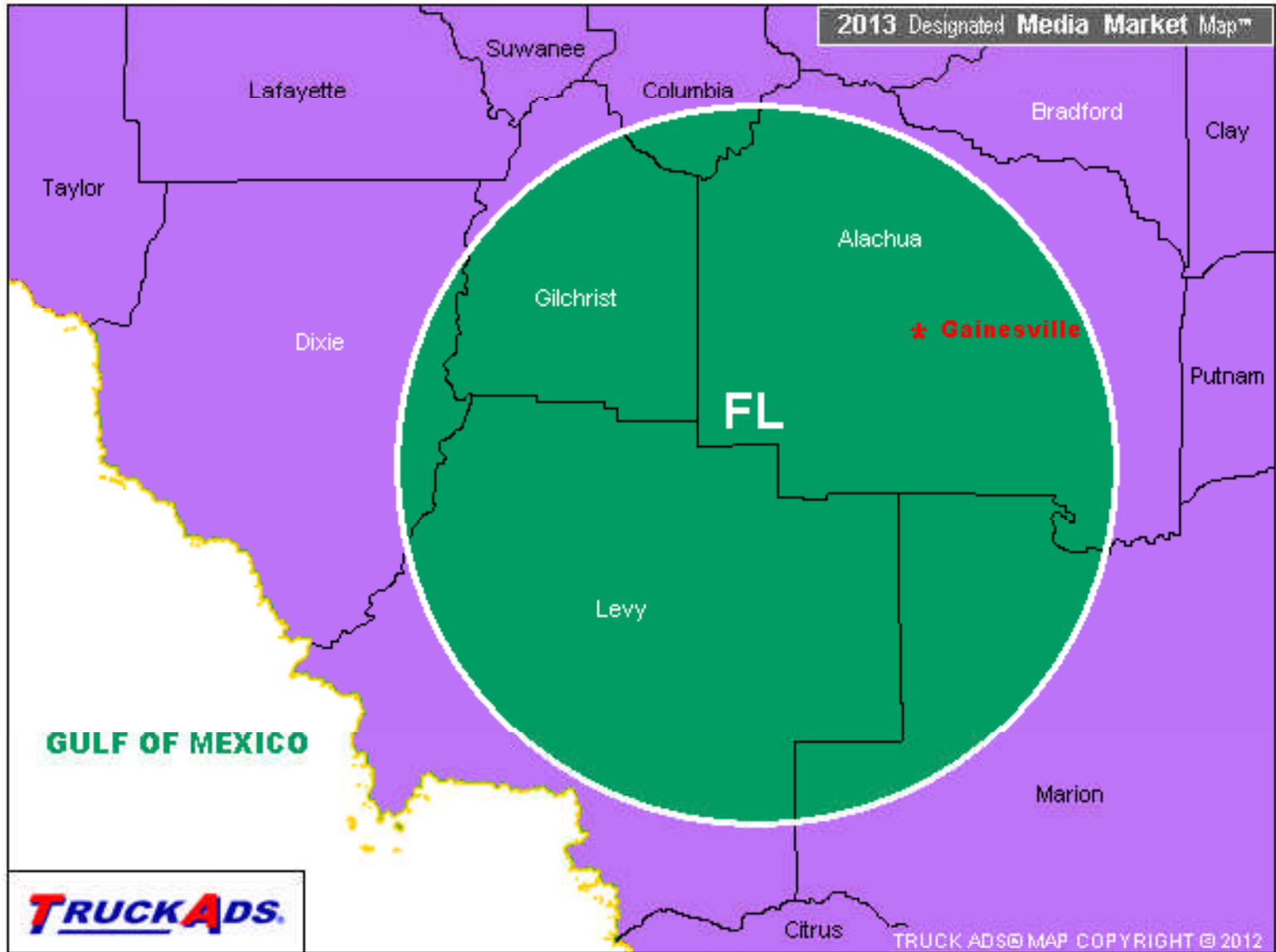
White	258,813
African American	62,220
Asian	13,723
American Indian and Alaska Native	1,186
Native Hawaiian and Pacific Islander	185
Other	5,608
Identified by two or more	8,283

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



GAINESVILLE :::

BROADCAST TV MARKET AREA



5 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Alachua, FL ~ Bradford, FL ~ Dixie, FL ~ Gilchrist, FL ~ Levy, FL

FL - Alachua County

Population

Total Population	247,336
------------------	---------

Housing Status

(in housing units unless noted)

Total	112,766
Occupied	100,516
Owner-occupied	54,768
Population in owner-occupied (number of individuals)	131,732
Renter-occupied	45,748
Population in renter-occupied (number of individuals)	101,684
Households with individuals under 18	24,967
Vacant	12,250
Vacant: for rent	6,477
Vacant: for sale	1,783

Population by Sex/Age

Male	119,786
Female	127,550
Under 18	44,285
18 & over	203,051
20 - 24	41,515
25 - 34	36,980
35 - 49	39,770
50 - 64	42,379
65 & over	26,627

Population by Ethnicity

Hispanic or Latino	20,752
Non Hispanic or Latino	226,584

Population by Race

White	172,156
African American	50,282
Asian	13,235
American Indian and Alaska Native	772
Native Hawaiian and Pacific Islander	134
Other	4,211
Identified by two or more	6,546

FL - Bradford County

Population

Total Population	28,520
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,011
Occupied	9,479
Owner-occupied	7,235
Population in owner-occupied (number of individuals)	18,312
Renter-occupied	2,244
Population in renter-occupied (number of individuals)	5,716
Households with individuals under 18	3,014
Vacant	1,532
Vacant: for rent	426
Vacant: for sale	197

Population by Sex/Age

Male	16,010
Female	12,510
Under 18	5,635
18 & over	22,885
20 - 24	1,877
25 - 34	4,349
35 - 49	6,121
50 - 64	5,751
65 & over	4,113

Population by Ethnicity

Hispanic or Latino	1,020
Non Hispanic or Latino	27,500

Population by Race

White	21,801
African American	5,823
Asian	151
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	13
Other	189
Identified by two or more	452

FL - Dixie County

Population

Total Population	16,422
------------------	--------

Housing Status

(in housing units unless noted)

Total	9,319
Occupied	6,316
Owner-occupied	5,193
Population in owner-occupied (number of individuals)	12,103
Renter-occupied	1,123
Population in renter-occupied (number of individuals)	2,889
Households with individuals under 18	1,698
Vacant	3,003
Vacant: for rent	209
Vacant: for sale	219

Population by Sex/Age

Male	8,842
Female	7,580
Under 18	3,144
18 & over	13,278
20 - 24	872
25 - 34	1,852
35 - 49	3,167
50 - 64	3,872
65 & over	3,170

Population by Ethnicity

Hispanic or Latino	512
Non Hispanic or Latino	15,910

Population by Race

White	14,584
African American	1,386
Asian	48
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	2
Other	87
Identified by two or more	246

FL - Gilchrist County

Population

Total Population	16,939
------------------	--------

Housing Status

(in housing units unless noted)

Total	7,307
Occupied	6,121
Owner-occupied	5,131
Population in owner-occupied (number of individuals)	13,076
Renter-occupied	990
Population in renter-occupied (number of individuals)	2,735
Households with individuals under 18	1,937
Vacant	1,186
Vacant: for rent	125
Vacant: for sale	165

Population by Sex/Age

Male	8,836
Female	8,103
Under 18	3,631
18 & over	13,308
20 - 24	1,480
25 - 34	1,613
35 - 49	3,127
50 - 64	3,533
65 & over	2,856

Population by Ethnicity

Hispanic or Latino	845
Non Hispanic or Latino	16,094

Population by Race

White	15,396
African American	897
Asian	60
American Indian and Alaska Native	84
Native Hawaiian and Pacific Islander	12
Other	242
Identified by two or more	248

FL - Levy County

Population

Total Population	40,801
------------------	--------

Housing Status

(in housing units unless noted)

Total	20,123
Occupied	16,404
Owner-occupied	13,155
Population in owner-occupied (number of individuals)	31,635
Renter-occupied	3,249
Population in renter-occupied (number of individuals)	8,531
Households with individuals under 18	4,686
Vacant	3,719
Vacant: for rent	310
Vacant: for sale	472

Population by Sex/Age

Male	20,078
Female	20,723
Under 18	8,629
18 & over	32,172
20 - 24	2,086
25 - 34	4,097
35 - 49	7,649
50 - 64	9,439
65 & over	7,914

Population by Ethnicity

Hispanic or Latino	3,047
Non Hispanic or Latino	37,754

Population by Race

White	34,876
African American	3,832
Asian	229
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	24
Other	879
Identified by two or more	791