



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

**GREENSBORO HIGH POINT WINSTON SALEM !!!
BROADCAST TV MARKET AREA**

Population

| | |
|------------------|-----------|
| Total Population | 1,711,904 |
|------------------|-----------|

**Housing Status
(in housing units unless noted)**

| | |
|------------------------------------------------------------|-----------|
| Total | 771,888 |
| Occupied | 687,802 |
| Owner-occupied | 463,933 |
| Population in owner-occupied (number of individuals) | 1,148,108 |
| Renter-occupied | 223,869 |
| Population in renter-occupied (number of individuals) | 525,536 |
| Households with individuals under 18 | 221,701 |
| Vacant | 84,086 |
| Vacant: for rent | 30,443 |
| Vacant: for sale | 12,657 |

Population by Sex/Age

| | |
|-----------|-----------|
| Male | 824,661 |
| Female | 887,243 |
| Under 18 | 402,355 |
| 18 & over | 1,309,549 |
| 20 - 24 | 111,580 |
| 25 - 34 | 203,868 |
| 35 - 49 | 365,471 |
| 50 - 64 | 337,362 |
| 65 & over | 240,929 |

Population by Ethnicity

| | |
|------------------------|-----------|
| Hispanic or Latino | 144,123 |
| Non Hispanic or Latino | 1,567,781 |

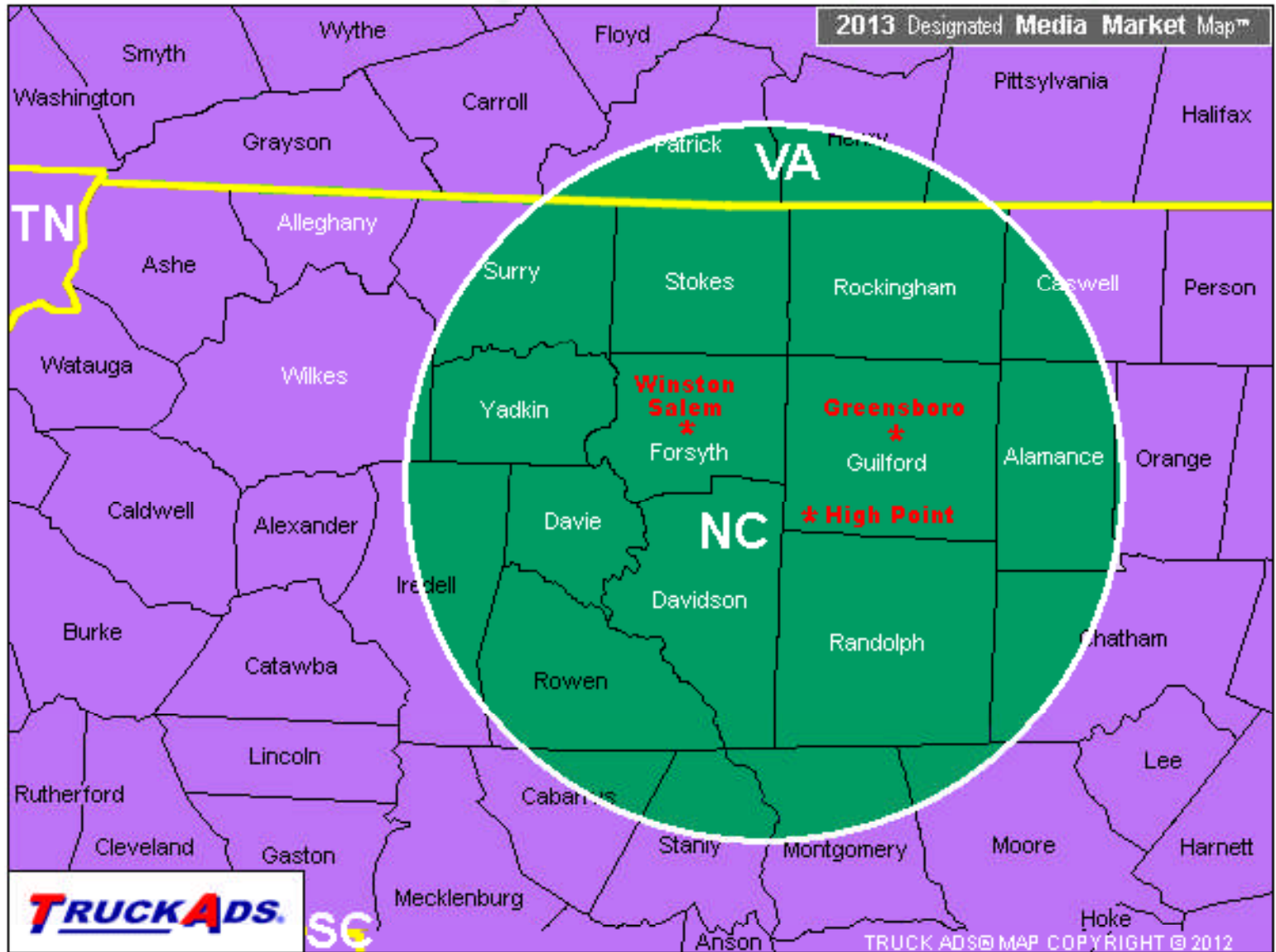
Population by Race

| | |
|--------------------------------------|-----------|
| White | 1,217,697 |
| African American | 339,272 |
| Asian | 32,604 |
| American Indian and Alaska Native | 8,062 |
| Native Hawaiian and Pacific Islander | 706 |
| Other | 80,621 |
| Identified by two or more | 32,942 |



GREENSBORO HIGH POINT WINSTON SALEM :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

NORTH CAROLINA: Alamance, NC ~ Alleghany, NC ~ Caswell, NC ~ Davidson, NC ~ Davie, NC ~ Forsyth, NC ~ Guilford, NC ~ Randolph, NC ~ Rockingham, NC ~ Stokes, NC ~ Surry, NC ~ Wilkes, NC ~ Yadkin, NC ~ **VIRGINIA:** Patrick, VA

NC - Alamance County

Population

| | |
|------------------|---------|
| Total Population | 151,131 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 66,576 |
| Occupied | 59,960 |
| Owner-occupied | 40,104 |
| Population in owner-occupied (number of individuals) | 99,517 |
| Renter-occupied | 19,856 |
| Population in renter-occupied (number of individuals) | 47,385 |
| Households with individuals under 18 | 19,640 |
| Vacant | 6,616 |
| Vacant: for rent | 2,515 |
| Vacant: for sale | 1,205 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 71,890 |
| Female | 79,241 |
| Under 18 | 35,443 |
| 18 & over | 115,688 |
| 20 - 24 | 10,882 |
| 25 - 34 | 17,164 |
| 35 - 49 | 31,866 |
| 50 - 64 | 28,617 |
| 65 & over | 22,081 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 16,639 |
| Non Hispanic or Latino | 134,492 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 107,420 |
| African American | 28,369 |
| Asian | 1,837 |
| American Indian and Alaska Native | 1,020 |
| Native Hawaiian and Pacific Islander | 58 |
| Other | 9,291 |
| Identified by two or more | 3,136 |

NC - Alleghany County

Population

| | |
|------------------|--------|
| Total Population | 11,155 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|-------|
| Total | 8,094 |
| Occupied | 4,778 |
| Owner-occupied | 3,576 |
| Population in owner-occupied (number of individuals) | 8,201 |
| Renter-occupied | 1,202 |
| Population in renter-occupied (number of individuals) | 2,843 |
| Households with individuals under 18 | 1,250 |
| Vacant | 3,316 |
| Vacant: for rent | 210 |
| Vacant: for sale | 175 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,532 |
| Female | 5,623 |
| Under 18 | 2,235 |
| 18 & over | 8,920 |
| 20 - 24 | 504 |
| 25 - 34 | 1,084 |
| 35 - 49 | 2,126 |
| 50 - 64 | 2,641 |
| 65 & over | 2,304 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,004 |
| Non Hispanic or Latino | 10,151 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,288 |
| African American | 140 |
| Asian | 54 |
| American Indian and Alaska Native | 27 |
| Native Hawaiian and Pacific Islander | 3 |
| Other | 515 |
| Identified by two or more | 128 |

NC - Caswell County

Population

| | |
|------------------|--------|
| Total Population | 23,719 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 10,619 |
| Occupied | 9,190 |
| Owner-occupied | 6,988 |
| Population in owner-occupied (number of individuals) | 17,129 |
| Renter-occupied | 2,202 |
| Population in renter-occupied (number of individuals) | 5,222 |
| Households with individuals under 18 | 2,733 |
| Vacant | 1,429 |
| Vacant: for rent | 260 |
| Vacant: for sale | 134 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 12,074 |
| Female | 11,645 |
| Under 18 | 4,889 |
| 18 & over | 18,830 |
| 20 - 24 | 1,220 |
| 25 - 34 | 2,539 |
| 35 - 49 | 5,133 |
| 50 - 64 | 5,661 |
| 65 & over | 3,755 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 744 |
| Non Hispanic or Latino | 22,975 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 14,819 |
| African American | 8,020 |
| Asian | 60 |
| American Indian and Alaska Native | 85 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 350 |
| Identified by two or more | 381 |

NC - Davidson County

Population

| | |
|------------------|---------|
| Total Population | 162,878 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|---------|
| Total | 72,655 |
| Occupied | 64,515 |
| Owner-occupied | 46,832 |
| Population in owner-occupied (number of individuals) | 117,082 |
| Renter-occupied | 17,683 |
| Population in renter-occupied (number of individuals) | 44,105 |
| Households with individuals under 18 | 21,841 |
| Vacant | 8,140 |
| Vacant: for rent | 2,691 |
| Vacant: for sale | 1,121 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 79,797 |
| Female | 83,081 |
| Under 18 | 38,872 |
| 18 & over | 124,006 |
| 20 - 24 | 8,348 |
| 25 - 34 | 18,260 |
| 35 - 49 | 36,857 |
| 50 - 64 | 33,320 |
| 65 & over | 23,388 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 10,408 |
| Non Hispanic or Latino | 152,470 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 137,359 |
| African American | 14,421 |
| Asian | 1,994 |
| American Indian and Alaska Native | 794 |
| Native Hawaiian and Pacific Islander | 27 |
| Other | 5,871 |
| Identified by two or more | 2,412 |

NC - Davie County

Population

| | |
|------------------|--------|
| Total Population | 41,240 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 18,238 |
| Occupied | 16,245 |
| Owner-occupied | 13,185 |
| Population in owner-occupied (number of individuals) | 32,928 |
| Renter-occupied | 3,060 |
| Population in renter-occupied (number of individuals) | 7,947 |
| Households with individuals under 18 | 5,421 |
| Vacant | 1,993 |
| Vacant: for rent | 405 |
| Vacant: for sale | 369 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 20,136 |
| Female | 21,104 |
| Under 18 | 9,751 |
| 18 & over | 31,489 |
| 20 - 24 | 1,689 |
| 25 - 34 | 4,026 |
| 35 - 49 | 9,025 |
| 50 - 64 | 8,974 |
| 65 & over | 6,829 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,496 |
| Non Hispanic or Latino | 38,744 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 36,100 |
| African American | 2,593 |
| Asian | 239 |
| American Indian and Alaska Native | 149 |
| Native Hawaiian and Pacific Islander | 6 |
| Other | 1,458 |
| Identified by two or more | 695 |

NC - Forsyth County

Population

| | |
|------------------|---------|
| Total Population | 350,670 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|---------|
| Total | 156,872 |
| Occupied | 141,163 |
| Owner-occupied | 90,188 |
| Population in owner-occupied (number of individuals) | 221,548 |
| Renter-occupied | 50,975 |
| Population in renter-occupied (number of individuals) | 119,271 |
| Households with individuals under 18 | 45,964 |
| Vacant | 15,709 |
| Vacant: for rent | 7,384 |
| Vacant: for sale | 2,939 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 166,419 |
| Female | 184,251 |
| Under 18 | 85,401 |
| 18 & over | 265,269 |
| 20 - 24 | 24,447 |
| 25 - 34 | 44,931 |
| 35 - 49 | 73,004 |
| 50 - 64 | 66,560 |
| 65 & over | 45,511 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 41,775 |
| Non Hispanic or Latino | 308,895 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 218,517 |
| African American | 91,227 |
| Asian | 6,495 |
| American Indian and Alaska Native | 1,457 |
| Native Hawaiian and Pacific Islander | 223 |
| Other | 25,167 |
| Identified by two or more | 7,584 |

NC - Guilford County

Population

| | |
|------------------|---------|
| Total Population | 488,406 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|---------|
| Total | 218,017 |
| Occupied | 196,628 |
| Owner-occupied | 119,569 |
| Population in owner-occupied (number of individuals) | 297,833 |
| Renter-occupied | 77,059 |
| Population in renter-occupied (number of individuals) | 175,081 |
| Households with individuals under 18 | 62,816 |
| Vacant | 21,389 |
| Vacant: for rent | 10,362 |
| Vacant: for sale | 3,731 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 232,483 |
| Female | 255,923 |
| Under 18 | 114,483 |
| 18 & over | 373,923 |
| 20 - 24 | 39,642 |
| 25 - 34 | 64,326 |
| 35 - 49 | 102,355 |
| 50 - 64 | 89,996 |
| 65 & over | 60,123 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 34,826 |
| Non Hispanic or Latino | 453,580 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 278,525 |
| African American | 158,899 |
| Asian | 19,176 |
| American Indian and Alaska Native | 2,594 |
| Native Hawaiian and Pacific Islander | 235 |
| Other | 17,675 |
| Identified by two or more | 11,302 |

NC - Randolph County

Population

| | |
|------------------|---------|
| Total Population | 141,752 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|---------|
| Total | 61,041 |
| Occupied | 55,373 |
| Owner-occupied | 40,410 |
| Population in owner-occupied (number of individuals) | 102,974 |
| Renter-occupied | 14,963 |
| Population in renter-occupied (number of individuals) | 37,480 |
| Households with individuals under 18 | 19,009 |
| Vacant | 5,668 |
| Vacant: for rent | 1,900 |
| Vacant: for sale | 824 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 69,838 |
| Female | 71,914 |
| Under 18 | 34,714 |
| 18 & over | 107,038 |
| 20 - 24 | 7,818 |
| 25 - 34 | 16,064 |
| 35 - 49 | 31,509 |
| 50 - 64 | 28,220 |
| 65 & over | 19,949 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 14,698 |
| Non Hispanic or Latino | 127,054 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 121,169 |
| African American | 8,176 |
| Asian | 1,431 |
| American Indian and Alaska Native | 952 |
| Native Hawaiian and Pacific Islander | 33 |
| Other | 7,561 |
| Identified by two or more | 2,430 |

NC - Rockingham County

Population

| | |
|------------------|--------|
| Total Population | 93,643 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 43,696 |
| Occupied | 38,693 |
| Owner-occupied | 27,020 |
| Population in owner-occupied (number of individuals) | 65,405 |
| Renter-occupied | 11,673 |
| Population in renter-occupied (number of individuals) | 27,183 |
| Households with individuals under 18 | 11,901 |
| Vacant | 5,003 |
| Vacant: for rent | 1,618 |
| Vacant: for sale | 673 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 45,166 |
| Female | 48,477 |
| Under 18 | 20,789 |
| 18 & over | 72,854 |
| 20 - 24 | 4,939 |
| 25 - 34 | 9,818 |
| 35 - 49 | 20,150 |
| 50 - 64 | 20,601 |
| 65 & over | 15,171 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 5,159 |
| Non Hispanic or Latino | 88,484 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 70,875 |
| African American | 17,655 |
| Asian | 430 |
| American Indian and Alaska Native | 345 |
| Native Hawaiian and Pacific Islander | 60 |
| Other | 2,608 |
| Identified by two or more | 1,670 |

NC - Stokes County

Population

| | |
|------------------|--------|
| Total Population | 47,401 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 21,924 |
| Occupied | 19,416 |
| Owner-occupied | 15,148 |
| Population in owner-occupied (number of individuals) | 37,218 |
| Renter-occupied | 4,268 |
| Population in renter-occupied (number of individuals) | 9,727 |
| Households with individuals under 18 | 6,035 |
| Vacant | 2,508 |
| Vacant: for rent | 423 |
| Vacant: for sale | 341 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 23,124 |
| Female | 24,277 |
| Under 18 | 10,521 |
| 18 & over | 36,880 |
| 20 - 24 | 2,271 |
| 25 - 34 | 4,688 |
| 35 - 49 | 10,723 |
| 50 - 64 | 10,497 |
| 65 & over | 7,575 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,254 |
| Non Hispanic or Latino | 46,147 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 44,021 |
| African American | 1,916 |
| Asian | 125 |
| American Indian and Alaska Native | 156 |
| Native Hawaiian and Pacific Islander | 7 |
| Other | 589 |
| Identified by two or more | 587 |

NC - Surry County

Population

| | |
|------------------|--------|
| Total Population | 73,673 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 33,667 |
| Occupied | 29,914 |
| Owner-occupied | 21,746 |
| Population in owner-occupied (number of individuals) | 53,650 |
| Renter-occupied | 8,168 |
| Population in renter-occupied (number of individuals) | 19,153 |
| Households with individuals under 18 | 9,458 |
| Vacant | 3,753 |
| Vacant: for rent | 894 |
| Vacant: for sale | 460 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 35,971 |
| Female | 37,702 |
| Under 18 | 17,217 |
| 18 & over | 56,456 |
| 20 - 24 | 3,680 |
| 25 - 34 | 7,866 |
| 35 - 49 | 15,716 |
| 50 - 64 | 15,134 |
| 65 & over | 12,250 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 7,155 |
| Non Hispanic or Latino | 66,518 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 64,926 |
| African American | 2,749 |
| Asian | 347 |
| American Indian and Alaska Native | 219 |
| Native Hawaiian and Pacific Islander | 18 |
| Other | 4,410 |
| Identified by two or more | 1,004 |

NC - Wilkes County

Population

| | |
|------------------|--------|
| Total Population | 69,340 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 33,065 |
| Occupied | 28,360 |
| Owner-occupied | 21,103 |
| Population in owner-occupied (number of individuals) | 51,262 |
| Renter-occupied | 7,257 |
| Population in renter-occupied (number of individuals) | 17,111 |
| Households with individuals under 18 | 8,648 |
| Vacant | 4,705 |
| Vacant: for rent | 1,031 |
| Vacant: for sale | 365 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 34,264 |
| Female | 35,076 |
| Under 18 | 15,536 |
| 18 & over | 53,804 |
| 20 - 24 | 3,440 |
| 25 - 34 | 7,416 |
| 35 - 49 | 14,653 |
| 50 - 64 | 14,994 |
| 65 & over | 11,778 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,772 |
| Non Hispanic or Latino | 65,568 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 62,824 |
| African American | 2,830 |
| Asian | 296 |
| American Indian and Alaska Native | 133 |
| Native Hawaiian and Pacific Islander | 20 |
| Other | 2,312 |
| Identified by two or more | 925 |

NC - Yadkin County

Population

| | |
|------------------|--------|
| Total Population | 38,406 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 17,341 |
| Occupied | 15,486 |
| Owner-occupied | 11,794 |
| Population in owner-occupied (number of individuals) | 28,909 |
| Renter-occupied | 3,692 |
| Population in renter-occupied (number of individuals) | 9,193 |
| Households with individuals under 18 | 4,973 |
| Vacant | 1,855 |
| Vacant: for rent | 462 |
| Vacant: for sale | 183 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 18,877 |
| Female | 19,529 |
| Under 18 | 8,938 |
| 18 & over | 29,468 |
| 20 - 24 | 1,935 |
| 25 - 34 | 4,005 |
| 35 - 49 | 8,504 |
| 50 - 64 | 7,860 |
| 65 & over | 6,241 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,749 |
| Non Hispanic or Latino | 34,657 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 34,007 |
| African American | 1,192 |
| Asian | 78 |
| American Indian and Alaska Native | 79 |
| Native Hawaiian and Pacific Islander | 12 |
| Other | 2,560 |
| Identified by two or more | 478 |

VA - Patrick County

Population

| | |
|------------------|--------|
| Total Population | 18,490 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|------------------------------------------------------------|--------|
| Total | 10,083 |
| Occupied | 8,081 |
| Owner-occupied | 6,270 |
| Population in owner-occupied (number of individuals) | 14,452 |
| Renter-occupied | 1,811 |
| Population in renter-occupied (number of individuals) | 3,835 |
| Households with individuals under 18 | 2,012 |
| Vacant | 2,002 |
| Vacant: for rent | 288 |
| Vacant: for sale | 137 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,090 |
| Female | 9,400 |
| Under 18 | 3,566 |
| 18 & over | 14,924 |
| 20 - 24 | 765 |
| 25 - 34 | 1,681 |
| 35 - 49 | 3,850 |
| 50 - 64 | 4,287 |
| 65 & over | 3,974 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 444 |
| Non Hispanic or Latino | 18,046 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 16,847 |
| African American | 1,085 |
| Asian | 42 |
| American Indian and Alaska Native | 52 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 254 |
| Identified by two or more | 210 |