



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

GREENVILLE NEW BERN WASHINGTON :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 737,039 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 342,539 |
| Occupied | 285,993 |
| Owner-occupied | 179,718 |
| Population in owner-occupied (number of individuals) | 442,878 |
| Renter-occupied | 106,275 |
| Population in renter-occupied (number of individuals) | 255,950 |
| Households with individuals under 18 | 93,624 |
| Vacant | 56,546 |
| Vacant: for rent | 12,135 |
| Vacant: for sale | 4,955 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 367,333 |
| Female | 369,706 |
| Under 18 | 168,672 |
| 18 & over | 568,367 |
| 20 - 24 | 79,121 |
| 25 - 34 | 98,500 |
| 35 - 49 | 132,558 |
| 50 - 64 | 135,143 |
| 65 & over | 95,908 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 48,711 |
| Non Hispanic or Latino | 688,328 |

Population by Race

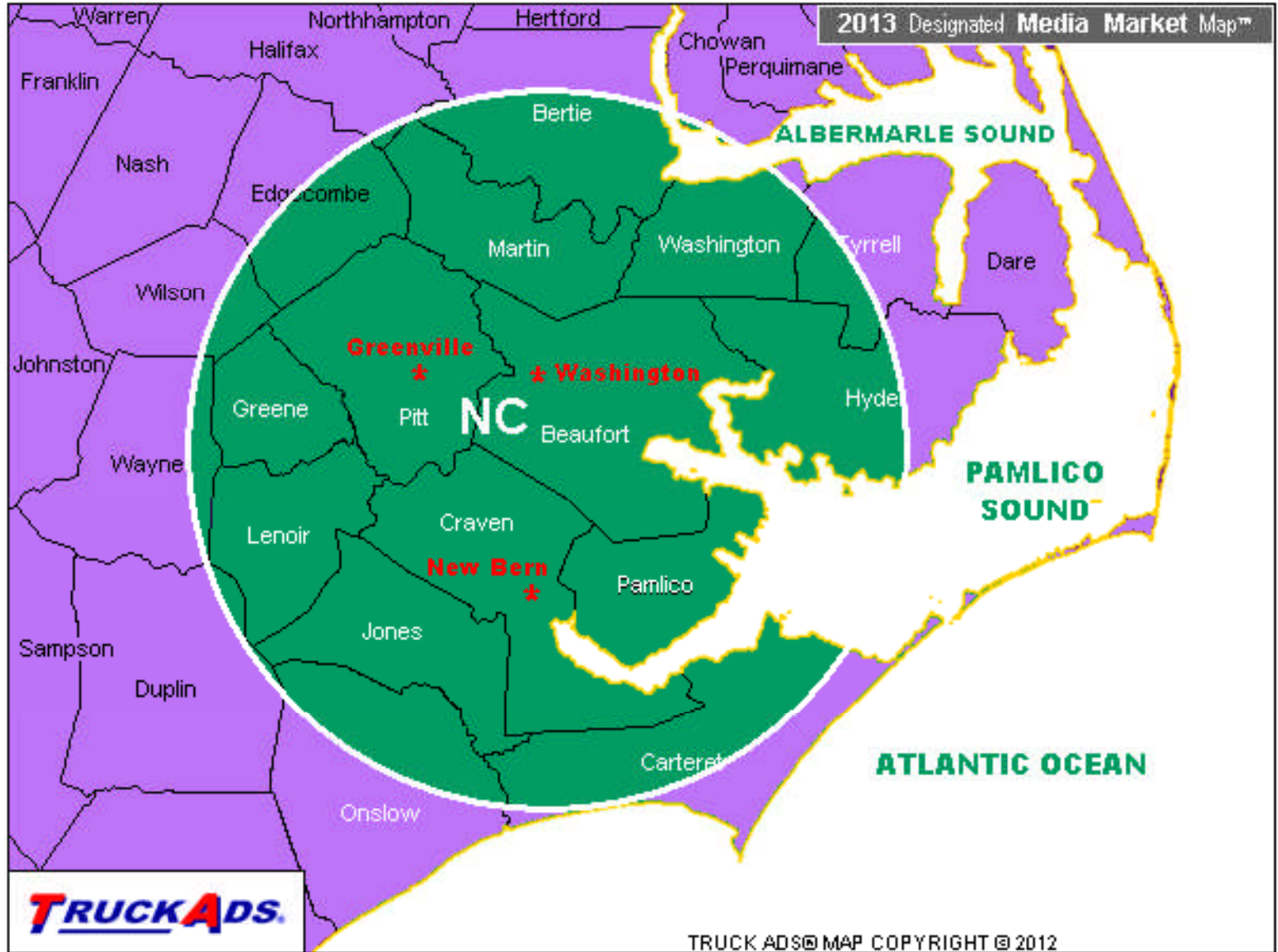
| | |
|--------------------------------------|---------|
| White | 486,750 |
| African American | 196,445 |
| Asian | 9,536 |
| American Indian and Alaska Native | 3,596 |
| Native Hawaiian and Pacific Islander | 891 |
| Other | 21,801 |
| Identified by two or more | 18,020 |

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GREENVILLE NEW BERN WASHINGTON :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

NORTH CAROLINA: Beaufort, NC ~ Bertie, NC ~ Carteret, NC ~ Craven, NC ~ Greene, NC ~ Hyde, NC ~ Jones, NC ~ Lenoir, NC ~ Martin, NC ~ Onslow, NC ~ Pamlico, NC ~ Pitt, NC ~ Tyrrell, NC ~ Washington, NC

NC - Beaufort County

Population

| | |
|------------------|--------|
| Total Population | 47,759 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 24,688 |
| Occupied | 19,941 |
| Owner-occupied | 14,176 |
| Population in owner-occupied (number of individuals) | 33,732 |
| Renter-occupied | 5,765 |
| Population in renter-occupied (number of individuals) | 13,524 |
| Households with individuals under 18 | 5,789 |
| Vacant | 4,747 |
| Vacant: for rent | 476 |
| Vacant: for sale | 469 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 23,008 |
| Female | 24,751 |
| Under 18 | 10,527 |
| 18 & over | 37,232 |
| 20 - 24 | 2,288 |
| 25 - 34 | 5,050 |
| 35 - 49 | 8,874 |
| 50 - 64 | 11,133 |
| 65 & over | 8,782 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,166 |
| Non Hispanic or Latino | 44,593 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 32,551 |
| African American | 12,223 |
| Asian | 165 |
| American Indian and Alaska Native | 208 |
| Native Hawaiian and Pacific Islander | 19 |
| Other | 1,986 |
| Identified by two or more | 607 |

NC - Bertie County

Population

| | |
|------------------|--------|
| Total Population | 21,282 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,822 |
| Occupied | 8,359 |
| Owner-occupied | 6,093 |
| Population in owner-occupied (number of individuals) | 14,517 |
| Renter-occupied | 2,266 |
| Population in renter-occupied (number of individuals) | 5,441 |
| Households with individuals under 18 | 2,468 |
| Vacant | 1,463 |
| Vacant: for rent | 297 |
| Vacant: for sale | 79 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,534 |
| Female | 10,748 |
| Under 18 | 4,436 |
| 18 & over | 16,846 |
| 20 - 24 | 1,329 |
| 25 - 34 | 2,437 |
| 35 - 49 | 4,185 |
| 50 - 64 | 4,728 |
| 65 & over | 3,656 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 267 |
| Non Hispanic or Latino | 21,015 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 7,488 |
| African American | 13,296 |
| Asian | 103 |
| American Indian and Alaska Native | 96 |
| Native Hawaiian and Pacific Islander | 6 |
| Other | 96 |
| Identified by two or more | 197 |

NC - Carteret County

Population

| | |
|------------------|--------|
| Total Population | 66,469 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 48,179 |
| Occupied | 28,870 |
| Owner-occupied | 20,602 |
| Population in owner-occupied (number of individuals) | 47,172 |
| Renter-occupied | 8,268 |
| Population in renter-occupied (number of individuals) | 18,310 |
| Households with individuals under 18 | 7,500 |
| Vacant | 19,309 |
| Vacant: for rent | 1,740 |
| Vacant: for sale | 850 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 32,829 |
| Female | 33,640 |
| Under 18 | 12,575 |
| 18 & over | 53,894 |
| 20 - 24 | 3,394 |
| 25 - 34 | 7,154 |
| 35 - 49 | 13,073 |
| 50 - 64 | 16,254 |
| 65 & over | 12,659 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,241 |
| Non Hispanic or Latino | 64,228 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 59,346 |
| African American | 4,041 |
| Asian | 580 |
| American Indian and Alaska Native | 316 |
| Native Hawaiian and Pacific Islander | 67 |
| Other | 812 |
| Identified by two or more | 1,307 |

NC - Craven County

Population

| | |
|------------------|---------|
| Total Population | 103,505 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 45,002 |
| Occupied | 40,299 |
| Owner-occupied | 26,328 |
| Population in owner-occupied (number of individuals) | 63,951 |
| Renter-occupied | 13,971 |
| Population in renter-occupied (number of individuals) | 34,615 |
| Households with individuals under 18 | 13,364 |
| Vacant | 4,703 |
| Vacant: for rent | 1,493 |
| Vacant: for sale | 824 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 51,492 |
| Female | 52,013 |
| Under 18 | 24,203 |
| 18 & over | 79,302 |
| 20 - 24 | 9,727 |
| 25 - 34 | 13,667 |
| 35 - 49 | 17,974 |
| 50 - 64 | 19,344 |
| 65 & over | 15,810 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 6,272 |
| Non Hispanic or Latino | 97,233 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 72,441 |
| African American | 23,193 |
| Asian | 2,099 |
| American Indian and Alaska Native | 504 |
| Native Hawaiian and Pacific Islander | 135 |
| Other | 2,361 |
| Identified by two or more | 2,772 |

NC - Greene County

Population

| | |
|------------------|--------|
| Total Population | 21,362 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,213 |
| Occupied | 7,313 |
| Owner-occupied | 5,081 |
| Population in owner-occupied (number of individuals) | 13,092 |
| Renter-occupied | 2,232 |
| Population in renter-occupied (number of individuals) | 5,950 |
| Households with individuals under 18 | 2,599 |
| Vacant | 900 |
| Vacant: for rent | 196 |
| Vacant: for sale | 74 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 11,457 |
| Female | 9,905 |
| Under 18 | 4,952 |
| 18 & over | 16,410 |
| 20 - 24 | 1,323 |
| 25 - 34 | 3,031 |
| 35 - 49 | 4,574 |
| 50 - 64 | 4,305 |
| 65 & over | 2,665 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,054 |
| Non Hispanic or Latino | 18,308 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,850 |
| African American | 7,964 |
| Asian | 72 |
| American Indian and Alaska Native | 154 |
| Native Hawaiian and Pacific Islander | 6 |
| Other | 2,002 |
| Identified by two or more | 314 |

NC - Hyde County

Population

| | |
|------------------|-------|
| Total Population | 5,810 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 3,347 |
| Occupied | 2,119 |
| Owner-occupied | 1,557 |
| Population in owner-occupied (number of individuals) | 3,626 |
| Renter-occupied | 562 |
| Population in renter-occupied (number of individuals) | 1,354 |
| Households with individuals under 18 | 584 |
| Vacant | 1,228 |
| Vacant: for rent | 407 |
| Vacant: for sale | 30 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 3,226 |
| Female | 2,584 |
| Under 18 | 1,076 |
| 18 & over | 4,734 |
| 20 - 24 | 304 |
| 25 - 34 | 870 |
| 35 - 49 | 1,255 |
| 50 - 64 | 1,325 |
| 65 & over | 875 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 411 |
| Non Hispanic or Latino | 5,399 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 3,718 |
| African American | 1,836 |
| Asian | 16 |
| American Indian and Alaska Native | 28 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 142 |
| Identified by two or more | 69 |

NC - Jones County

Population

| | |
|------------------|--------|
| Total Population | 10,153 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,838 |
| Occupied | 4,167 |
| Owner-occupied | 3,124 |
| Population in owner-occupied (number of individuals) | 7,614 |
| Renter-occupied | 1,043 |
| Population in renter-occupied (number of individuals) | 2,448 |
| Households with individuals under 18 | 1,224 |
| Vacant | 671 |
| Vacant: for rent | 92 |
| Vacant: for sale | 58 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 4,883 |
| Female | 5,270 |
| Under 18 | 2,208 |
| 18 & over | 7,945 |
| 20 - 24 | 593 |
| 25 - 34 | 1,035 |
| 35 - 49 | 1,910 |
| 50 - 64 | 2,413 |
| 65 & over | 1,756 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 398 |
| Non Hispanic or Latino | 9,755 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 6,395 |
| African American | 3,289 |
| Asian | 32 |
| American Indian and Alaska Native | 57 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 190 |
| Identified by two or more | 188 |

NC - Lenoir County

Population

| | |
|------------------|--------|
| Total Population | 59,495 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 27,437 |
| Occupied | 24,327 |
| Owner-occupied | 15,157 |
| Population in owner-occupied (number of individuals) | 36,372 |
| Renter-occupied | 9,170 |
| Population in renter-occupied (number of individuals) | 21,881 |
| Households with individuals under 18 | 7,755 |
| Vacant | 3,110 |
| Vacant: for rent | 986 |
| Vacant: for sale | 352 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 28,397 |
| Female | 31,098 |
| Under 18 | 14,332 |
| 18 & over | 45,163 |
| 20 - 24 | 3,243 |
| 25 - 34 | 6,533 |
| 35 - 49 | 11,421 |
| 50 - 64 | 12,937 |
| 65 & over | 9,514 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,917 |
| Non Hispanic or Latino | 55,578 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 31,758 |
| African American | 24,121 |
| Asian | 262 |
| American Indian and Alaska Native | 222 |
| Native Hawaiian and Pacific Islander | 48 |
| Other | 2,299 |
| Identified by two or more | 785 |

NC - Martin County

Population

| | |
|------------------|--------|
| Total Population | 24,505 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 11,704 |
| Occupied | 10,318 |
| Owner-occupied | 7,019 |
| Population in owner-occupied (number of individuals) | 16,511 |
| Renter-occupied | 3,299 |
| Population in renter-occupied (number of individuals) | 7,838 |
| Households with individuals under 18 | 3,041 |
| Vacant | 1,386 |
| Vacant: for rent | 342 |
| Vacant: for sale | 109 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 11,433 |
| Female | 13,072 |
| Under 18 | 5,435 |
| 18 & over | 19,070 |
| 20 - 24 | 1,251 |
| 25 - 34 | 2,343 |
| 35 - 49 | 4,686 |
| 50 - 64 | 5,870 |
| 65 & over | 4,297 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 769 |
| Non Hispanic or Latino | 23,736 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 13,019 |
| African American | 10,651 |
| Asian | 71 |
| American Indian and Alaska Native | 73 |
| Native Hawaiian and Pacific Islander | 10 |
| Other | 434 |
| Identified by two or more | 247 |

NC - Onslow County

Population

| | |
|------------------|---------|
| Total Population | 177,772 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 68,226 |
| Occupied | 60,092 |
| Owner-occupied | 34,332 |
| Population in owner-occupied (number of individuals) | 92,016 |
| Renter-occupied | 25,760 |
| Population in renter-occupied (number of individuals) | 67,951 |
| Households with individuals under 18 | 24,981 |
| Vacant | 8,134 |
| Vacant: for rent | 1,633 |
| Vacant: for sale | 742 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 95,349 |
| Female | 82,423 |
| Under 18 | 44,938 |
| 18 & over | 132,834 |
| 20 - 24 | 32,545 |
| 25 - 34 | 28,996 |
| 35 - 49 | 27,916 |
| 50 - 64 | 21,798 |
| 65 & over | 13,262 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 17,896 |
| Non Hispanic or Latino | 159,876 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 131,590 |
| African American | 27,672 |
| Asian | 3,355 |
| American Indian and Alaska Native | 1,238 |
| Native Hawaiian and Pacific Islander | 487 |
| Other | 5,679 |
| Identified by two or more | 7,751 |

NC - Pamlico County

Population

| | |
|------------------|--------|
| Total Population | 13,144 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 7,534 |
| Occupied | 5,490 |
| Owner-occupied | 4,337 |
| Population in owner-occupied (number of individuals) | 9,682 |
| Renter-occupied | 1,153 |
| Population in renter-occupied (number of individuals) | 2,757 |
| Households with individuals under 18 | 1,359 |
| Vacant | 2,044 |
| Vacant: for rent | 177 |
| Vacant: for sale | 158 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 6,710 |
| Female | 6,434 |
| Under 18 | 2,354 |
| 18 & over | 10,790 |
| 20 - 24 | 638 |
| 25 - 34 | 1,285 |
| 35 - 49 | 2,397 |
| 50 - 64 | 3,342 |
| 65 & over | 2,857 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 412 |
| Non Hispanic or Latino | 12,732 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,032 |
| African American | 2,632 |
| Asian | 50 |
| American Indian and Alaska Native | 77 |
| Native Hawaiian and Pacific Islander | 11 |
| Other | 163 |
| Identified by two or more | 179 |

NC - Pitt County

Population

| | |
|------------------|---------|
| Total Population | 168,148 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 74,990 |
| Occupied | 67,577 |
| Owner-occupied | 36,904 |
| Population in owner-occupied (number of individuals) | 92,904 |
| Renter-occupied | 30,673 |
| Population in renter-occupied (number of individuals) | 68,718 |
| Households with individuals under 18 | 20,840 |
| Vacant | 7,413 |
| Vacant: for rent | 4,042 |
| Vacant: for sale | 1,092 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 79,360 |
| Female | 88,788 |
| Under 18 | 37,798 |
| 18 & over | 130,350 |
| 20 - 24 | 21,567 |
| 25 - 34 | 24,165 |
| 35 - 49 | 30,954 |
| 50 - 64 | 27,699 |
| 65 & over | 16,619 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 9,202 |
| Non Hispanic or Latino | 158,946 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 99,075 |
| African American | 57,257 |
| Asian | 2,613 |
| American Indian and Alaska Native | 582 |
| Native Hawaiian and Pacific Islander | 97 |
| Other | 5,136 |
| Identified by two or more | 3,388 |

NC - Tyrrell County

Population

| | |
|------------------|-------|
| Total Population | 4,407 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 2,068 |
| Occupied | 1,595 |
| Owner-occupied | 1,155 |
| Population in owner-occupied (number of individuals) | 2,709 |
| Renter-occupied | 440 |
| Population in renter-occupied (number of individuals) | 1,066 |
| Households with individuals under 18 | 452 |
| Vacant | 473 |
| Vacant: for rent | 33 |
| Vacant: for sale | 32 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 2,434 |
| Female | 1,973 |
| Under 18 | 795 |
| 18 & over | 3,612 |
| 20 - 24 | 267 |
| 25 - 34 | 658 |
| 35 - 49 | 926 |
| 50 - 64 | 904 |
| 65 & over | 742 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 240 |
| Non Hispanic or Latino | 4,167 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 2,403 |
| African American | 1,683 |
| Asian | 80 |
| American Indian and Alaska Native | 17 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 161 |
| Identified by two or more | 62 |

NC - Washington County

Population

| | |
|------------------|--------|
| Total Population | 13,228 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 6,491 |
| Occupied | 5,526 |
| Owner-occupied | 3,853 |
| Population in owner-occupied (number of individuals) | 8,980 |
| Renter-occupied | 1,673 |
| Population in renter-occupied (number of individuals) | 4,097 |
| Households with individuals under 18 | 1,668 |
| Vacant | 965 |
| Vacant: for rent | 221 |
| Vacant: for sale | 86 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 6,221 |
| Female | 7,007 |
| Under 18 | 3,043 |
| 18 & over | 10,185 |
| 20 - 24 | 652 |
| 25 - 34 | 1,276 |
| 35 - 49 | 2,413 |
| 50 - 64 | 3,091 |
| 65 & over | 2,414 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 466 |
| Non Hispanic or Latino | 12,762 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 6,084 |
| African American | 6,587 |
| Asian | 38 |
| American Indian and Alaska Native | 24 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 340 |
| Identified by two or more | 154 |