



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

JACKSON :::

BROADCAST TV MARKET AREA

Population

Total Population	931,761
------------------	---------

Housing Status

(in housing units unless noted)

Total	393,265
Occupied	347,576
Owner-occupied	244,075
Population in owner-occupied (number of individuals)	636,083
Renter-occupied	103,501
Population in renter-occupied (number of individuals)	264,543
Households with individuals under 18	126,914
Vacant	45,689
Vacant: for rent	10,851
Vacant: for sale	4,707

Population by Sex/Age

Male	448,606
Female	483,155
Under 18	243,318
18 & over	688,443
20 - 24	61,573
25 - 34	124,439
35 - 49	182,848
50 - 64	176,589
65 & over	115,537

Population by Ethnicity

Hispanic or Latino	22,545
Non Hispanic or Latino	909,216

Population by Race

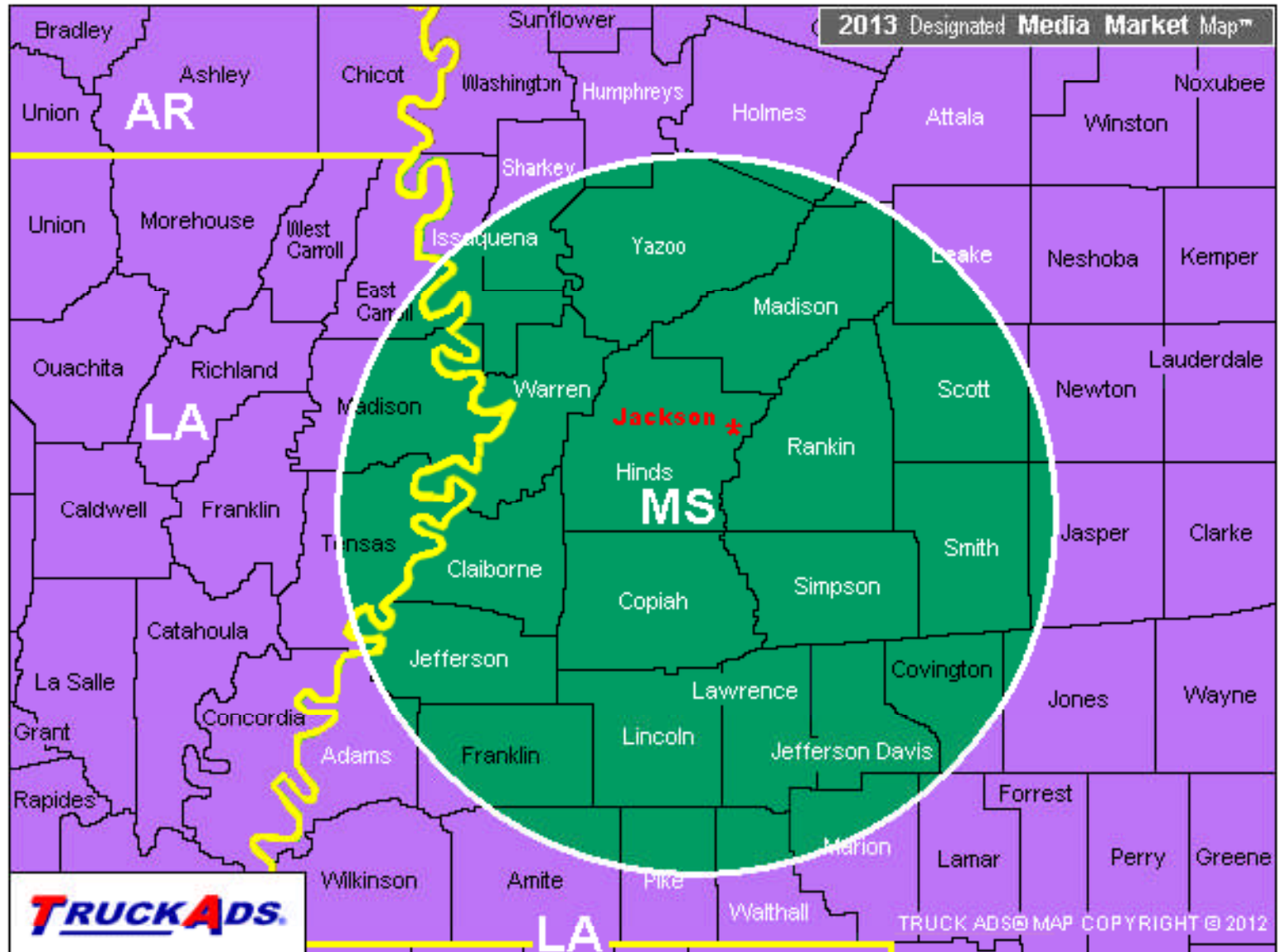
White	455,975
African American	445,921
Asian	7,115
American Indian and Alaska Native	3,200
Native Hawaiian and Pacific Islander	333
Other	10,765
Identified by two or more	8,452

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



JACKSON :::

BROADCAST TV MARKET AREA



24 COUNTIES IN THIS DESIGNATED MARKET

MISSISSIPPI: Adams, MS ~ Attala, MS ~ Claiborne, MS ~ Copiah, MS ~ Hinds, MS ~ Holmes, MS ~ Humphreys, MS ~ Issaquena, MS ~ Jefferson, MS ~ Jefferson Davis, MS ~ Lawrence, MS ~ Leake, MS ~ Lincoln, MS ~ Madison, MS ~ Marion, MS ~ Pike, MS ~ Rankin, MS ~ Scott, MS ~ Sharkey, MS ~ Simpson, MS ~ Smith, MS ~ Walthall, MS ~ Warren, MS ~ Yazoo, MS

MS - Adams County

Population

Total Population	32,297
------------------	--------

Housing Status

(in housing units unless noted)

Total	14,656
Occupied	12,643
Owner-occupied	8,623
Population in owner-occupied (number of individuals)	20,445
Renter-occupied	4,020
Population in renter-occupied (number of individuals)	9,532
Households with individuals under 18	3,945
Vacant	2,013
Vacant: for rent	419
Vacant: for sale	179

Population by Sex/Age

Male	16,129
Female	16,168
Under 18	7,195
18 & over	25,102
20 - 24	1,870
25 - 34	3,957
35 - 49	6,256
50 - 64	7,127
65 & over	5,116

Population by Ethnicity

Hispanic or Latino	2,150
Non Hispanic or Latino	30,147

Population by Race

White	13,793
African American	17,287
Asian	127
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	4
Other	536
Identified by two or more	446

MS - Attala County

Population

Total Population	19,564
------------------	--------

Housing Status

(in housing units unless noted)

Total	9,126
Occupied	7,619
Owner-occupied	5,787
Population in owner-occupied (number of individuals)	14,558
Renter-occupied	1,832
Population in renter-occupied (number of individuals)	4,663
Households with individuals under 18	2,676
Vacant	1,507
Vacant: for rent	154
Vacant: for sale	72

Population by Sex/Age

Male	9,303
Female	10,261
Under 18	5,086
18 & over	14,478
20 - 24	1,064
25 - 34	2,141
35 - 49	3,606
50 - 64	3,811
65 & over	3,369

Population by Ethnicity

Hispanic or Latino	323
Non Hispanic or Latino	19,241

Population by Race

White	11,000
African American	8,208
Asian	54
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	133
Identified by two or more	121

MS - Claiborne County

Population

Total Population	9,604
------------------	-------

Housing Status

(in housing units unless noted)

Total	4,223
Occupied	3,440
Owner-occupied	2,545
Population in owner-occupied (number of individuals)	6,541
Renter-occupied	895
Population in renter-occupied (number of individuals)	2,164
Households with individuals under 18	1,182
Vacant	783
Vacant: for rent	129
Vacant: for sale	18

Population by Sex/Age

Male	4,519
Female	5,085
Under 18	2,269
18 & over	7,335
20 - 24	1,056
25 - 34	1,067
35 - 49	1,547
50 - 64	1,920
65 & over	1,165

Population by Ethnicity

Hispanic or Latino	74
Non Hispanic or Latino	9,530

Population by Race

White	1,367
African American	8,104
Asian	40
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	29
Identified by two or more	55

MS - Copiah County

Population

Total Population	29,449
------------------	--------

Housing Status

(in housing units unless noted)

Total	12,184
Occupied	10,708
Owner-occupied	8,295
Population in owner-occupied (number of individuals)	21,848
Renter-occupied	2,413
Population in renter-occupied (number of individuals)	6,574
Households with individuals under 18	3,793
Vacant	1,476
Vacant: for rent	179
Vacant: for sale	98

Population by Sex/Age

Male	14,238
Female	15,211
Under 18	7,384
18 & over	22,065
20 - 24	2,113
25 - 34	3,473
35 - 49	5,401
50 - 64	5,843
65 & over	4,029

Population by Ethnicity

Hispanic or Latino	773
Non Hispanic or Latino	28,676

Population by Race

White	13,627
African American	14,983
Asian	90
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	4
Other	462
Identified by two or more	225

MS - Hinds County

Population

Total Population	245,285
------------------	---------

Housing Status

(in housing units unless noted)

Total	103,421
Occupied	91,351
Owner-occupied	55,313
Population in owner-occupied (number of individuals)	144,883
Renter-occupied	36,038
Population in renter-occupied (number of individuals)	92,559
Households with individuals under 18	33,404
Vacant	12,070
Vacant: for rent	4,668
Vacant: for sale	1,502

Population by Sex/Age

Male	115,203
Female	130,082
Under 18	65,043
18 & over	180,242
20 - 24	20,050
25 - 34	34,692
35 - 49	46,339
50 - 64	43,908
65 & over	26,551

Population by Ethnicity

Hispanic or Latino	3,630
Non Hispanic or Latino	241,655

Population by Race

White	69,769
African American	169,370
Asian	1,874
American Indian and Alaska Native	375
Native Hawaiian and Pacific Islander	56
Other	1,707
Identified by two or more	2,134

MS - Holmes County

Population

Total Population	19,198
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,415
Occupied	6,926
Owner-occupied	4,768
Population in owner-occupied (number of individuals)	12,721
Renter-occupied	2,158
Population in renter-occupied (number of individuals)	5,886
Households with individuals under 18	2,702
Vacant	1,489
Vacant: for rent	227
Vacant: for sale	81

Population by Sex/Age

Male	8,983
Female	10,215
Under 18	5,577
18 & over	13,621
20 - 24	1,474
25 - 34	2,212
35 - 49	3,313
50 - 64	3,392
65 & over	2,422

Population by Ethnicity

Hispanic or Latino	134
Non Hispanic or Latino	19,064

Population by Race

White	3,001
African American	16,018
Asian	30
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	1
Other	20
Identified by two or more	109

MS - Humphreys County

Population

Total Population	9,375
------------------	-------

Housing Status

(in housing units unless noted)

Total	3,855
Occupied	3,373
Owner-occupied	2,060
Population in owner-occupied (number of individuals)	5,480
Renter-occupied	1,313
Population in renter-occupied (number of individuals)	3,812
Households with individuals under 18	1,334
Vacant	482
Vacant: for rent	122
Vacant: for sale	33

Population by Sex/Age

Male	4,390
Female	4,985
Under 18	2,702
18 & over	6,673
20 - 24	599
25 - 34	1,174
35 - 49	1,691
50 - 64	1,771
65 & over	1,169

Population by Ethnicity

Hispanic or Latino	202
Non Hispanic or Latino	9,173

Population by Race

White	2,203
African American	6,987
Asian	20
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	84
Identified by two or more	69

MS - Issaquena County

Population

Total Population	1,406
------------------	-------

Housing Status

(in housing units unless noted)

Total	560
Occupied	472
Owner-occupied	327
Population in owner-occupied (number of individuals)	769
Renter-occupied	145
Population in renter-occupied (number of individuals)	386
Households with individuals under 18	136
Vacant	88
Vacant: for rent	5
Vacant: for sale	3

Population by Sex/Age

Male	816
Female	590
Under 18	281
18 & over	1,125
20 - 24	118
25 - 34	195
35 - 49	274
50 - 64	279
65 & over	203

Population by Ethnicity

Hispanic or Latino	8
Non Hispanic or Latino	1,398

Population by Race

White	486
African American	906
Asian	6
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	3

MS - Jefferson County

Population

Total Population	7,726
------------------	-------

Housing Status

(in housing units unless noted)

Total	3,673
Occupied	2,929
Owner-occupied	2,242
Population in owner-occupied (number of individuals)	5,662
Renter-occupied	687
Population in renter-occupied (number of individuals)	1,671
Households with individuals under 18	1,033
Vacant	744
Vacant: for rent	117
Vacant: for sale	29

Population by Sex/Age

Male	3,829
Female	3,897
Under 18	1,825
18 & over	5,901
20 - 24	600
25 - 34	1,035
35 - 49	1,504
50 - 64	1,573
65 & over	998

Population by Ethnicity

Hispanic or Latino	28
Non Hispanic or Latino	7,698

Population by Race

White	1,060
African American	6,620
Asian	2
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	1
Other	3
Identified by two or more	27

MS - Jefferson Davis County

Population

Total Population	12,487
------------------	--------

Housing Status

(in housing units unless noted)

Total	5,876
Occupied	4,977
Owner-occupied	4,103
Population in owner-occupied (number of individuals)	10,246
Renter-occupied	874
Population in renter-occupied (number of individuals)	2,125
Households with individuals under 18	1,572
Vacant	899
Vacant: for rent	131
Vacant: for sale	41

Population by Sex/Age

Male	5,965
Female	6,522
Under 18	2,948
18 & over	9,539
20 - 24	749
25 - 34	1,327
35 - 49	2,372
50 - 64	2,702
65 & over	2,068

Population by Ethnicity

Hispanic or Latino	101
Non Hispanic or Latino	12,386

Population by Race

White	4,834
African American	7,477
Asian	18
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	2
Other	37
Identified by two or more	87

MS - Lawrence County

Population

Total Population	12,929
------------------	--------

Housing Status

(in housing units unless noted)

Total	6,019
Occupied	5,078
Owner-occupied	4,169
Population in owner-occupied (number of individuals)	10,509
Renter-occupied	909
Population in renter-occupied (number of individuals)	2,420
Households with individuals under 18	1,793
Vacant	941
Vacant: for rent	54
Vacant: for sale	48

Population by Sex/Age

Male	6,347
Female	6,582
Under 18	3,266
18 & over	9,663
20 - 24	740
25 - 34	1,531
35 - 49	2,519
50 - 64	2,650
65 & over	1,922

Population by Ethnicity

Hispanic or Latino	274
Non Hispanic or Latino	12,655

Population by Race

White	8,624
African American	3,974
Asian	33
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	185
Identified by two or more	93

MS - Leake County

Population

Total Population	23,805
------------------	--------

Housing Status

(in housing units unless noted)

Total	9,415
Occupied	8,272
Owner-occupied	6,374
Population in owner-occupied (number of individuals)	16,570
Renter-occupied	1,898
Population in renter-occupied (number of individuals)	5,390
Households with individuals under 18	3,127
Vacant	1,143
Vacant: for rent	208
Vacant: for sale	75

Population by Sex/Age

Male	12,350
Female	11,455
Under 18	7,362
18 & over	16,443
20 - 24	1,410
25 - 34	2,915
35 - 49	4,246
50 - 64	4,092
65 & over	3,101

Population by Ethnicity

Hispanic or Latino	1,020
Non Hispanic or Latino	22,785

Population by Race

White	11,793
African American	9,654
Asian	50
American Indian and Alaska Native	1,439
Native Hawaiian and Pacific Islander	0
Other	668
Identified by two or more	201

MS - Lincoln County

Population

Total Population	34,869
------------------	--------

Housing Status

(in housing units unless noted)

Total	15,255
Occupied	13,296
Owner-occupied	10,233
Population in owner-occupied (number of individuals)	26,292
Renter-occupied	3,063
Population in renter-occupied (number of individuals)	7,863
Households with individuals under 18	4,793
Vacant	1,959
Vacant: for rent	307
Vacant: for sale	142

Population by Sex/Age

Male	16,682
Female	18,187
Under 18	9,103
18 & over	25,766
20 - 24	1,886
25 - 34	4,257
35 - 49	6,796
50 - 64	6,888
65 & over	4,944

Population by Ethnicity

Hispanic or Latino	330
Non Hispanic or Latino	34,539

Population by Race

White	23,864
African American	10,443
Asian	117
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	8
Other	112
Identified by two or more	262

MS - Madison County

Population

Total Population	95,203
------------------	--------

Housing Status

(in housing units unless noted)

Total	38,558
Occupied	35,829
Owner-occupied	25,228
Population in owner-occupied (number of individuals)	68,386
Renter-occupied	10,601
Population in renter-occupied (number of individuals)	25,052
Households with individuals under 18	13,722
Vacant	2,729
Vacant: for rent	735
Vacant: for sale	510

Population by Sex/Age

Male	45,612
Female	49,591
Under 18	25,648
18 & over	69,555
20 - 24	5,618
25 - 34	12,822
35 - 49	20,627
50 - 64	18,048
65 & over	9,917

Population by Ethnicity

Hispanic or Latino	2,806
Non Hispanic or Latino	92,397

Population by Race

White	54,270
African American	36,368
Asian	2,040
American Indian and Alaska Native	165
Native Hawaiian and Pacific Islander	26
Other	1,541
Identified by two or more	793

MS - Marion County

Population

Total Population	27,088
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,838
Occupied	10,135
Owner-occupied	7,925
Population in owner-occupied (number of individuals)	20,686
Renter-occupied	2,210
Population in renter-occupied (number of individuals)	5,709
Households with individuals under 18	3,657
Vacant	1,703
Vacant: for rent	236
Vacant: for sale	101

Population by Sex/Age

Male	13,092
Female	13,996
Under 18	6,932
18 & over	20,156
20 - 24	1,607
25 - 34	3,434
35 - 49	5,217
50 - 64	5,221
65 & over	3,977

Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	26,752

Population by Race

White	17,822
African American	8,752
Asian	85
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	9
Other	131
Identified by two or more	243

MS - Pike County

Population

Total Population	40,404
------------------	--------

Housing Status

(in housing units unless noted)

Total	17,861
Occupied	15,370
Owner-occupied	10,740
Population in owner-occupied (number of individuals)	27,468
Renter-occupied	4,630
Population in renter-occupied (number of individuals)	12,071
Households with individuals under 18	5,623
Vacant	2,491
Vacant: for rent	441
Vacant: for sale	228

Population by Sex/Age

Male	19,232
Female	21,172
Under 18	10,971
18 & over	29,433
20 - 24	2,293
25 - 34	4,883
35 - 49	7,462
50 - 64	7,840
65 & over	5,731

Population by Ethnicity

Hispanic or Latino	489
Non Hispanic or Latino	39,915

Population by Race

White	18,745
African American	20,813
Asian	232
American Indian and Alaska Native	116
Native Hawaiian and Pacific Islander	9
Other	183
Identified by two or more	306

MS - Rankin County

Population

Total Population	141,617
------------------	---------

Housing Status

(in housing units unless noted)

Total	56,487
Occupied	52,836
Owner-occupied	39,875
Population in owner-occupied (number of individuals)	104,158
Renter-occupied	12,961
Population in renter-occupied (number of individuals)	31,830
Households with individuals under 18	19,655
Vacant	3,651
Vacant: for rent	965
Vacant: for sale	830

Population by Sex/Age

Male	68,525
Female	73,092
Under 18	35,534
18 & over	106,083
20 - 24	8,292
25 - 34	21,440
35 - 49	30,739
50 - 64	26,255
65 & over	16,236

Population by Ethnicity

Hispanic or Latino	3,795
Non Hispanic or Latino	137,822

Population by Race

White	109,523
African American	26,634
Asian	1,582
American Indian and Alaska Native	260
Native Hawaiian and Pacific Islander	92
Other	2,011
Identified by two or more	1,515

MS - Scott County

Population

Total Population	28,264
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,470
Occupied	10,248
Owner-occupied	7,497
Population in owner-occupied (number of individuals)	20,035
Renter-occupied	2,751
Population in renter-occupied (number of individuals)	8,000
Households with individuals under 18	3,947
Vacant	1,222
Vacant: for rent	260
Vacant: for sale	56

Population by Sex/Age

Male	13,828
Female	14,436
Under 18	7,634
18 & over	20,630
20 - 24	1,942
25 - 34	3,772
35 - 49	5,436
50 - 64	5,150
65 & over	3,512

Population by Ethnicity

Hispanic or Latino	3,013
Non Hispanic or Latino	25,251

Population by Race

White	15,051
African American	10,585
Asian	51
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	61
Other	2,031
Identified by two or more	398

MS - Sharkey County

Population

Total Population	4,916
------------------	-------

Housing Status

(in housing units unless noted)

Total	2,100
Occupied	1,834
Owner-occupied	1,139
Population in owner-occupied (number of individuals)	2,982
Renter-occupied	695
Population in renter-occupied (number of individuals)	1,826
Households with individuals under 18	626
Vacant	266
Vacant: for rent	52
Vacant: for sale	11

Population by Sex/Age

Male	2,251
Female	2,665
Under 18	1,256
18 & over	3,660
20 - 24	296
25 - 34	535
35 - 49	883
50 - 64	1,105
65 & over	707

Population by Ethnicity

Hispanic or Latino	39
Non Hispanic or Latino	4,877

Population by Race

White	1,370
African American	3,490
Asian	11
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	22

MS - Simpson County

Population

Total Population	27,503
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,934
Occupied	10,330
Owner-occupied	7,947
Population in owner-occupied (number of individuals)	20,744
Renter-occupied	2,383
Population in renter-occupied (number of individuals)	6,117
Households with individuals under 18	3,733
Vacant	1,604
Vacant: for rent	202
Vacant: for sale	110

Population by Sex/Age

Male	13,339
Female	14,164
Under 18	7,251
18 & over	20,252
20 - 24	1,612
25 - 34	3,240
35 - 49	5,254
50 - 64	5,560
65 & over	3,848

Population by Ethnicity

Hispanic or Latino	387
Non Hispanic or Latino	27,116

Population by Race

White	17,260
African American	9,666
Asian	78
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	35
Other	191
Identified by two or more	224

MS - Smith County

Population

Total Population	16,491
------------------	--------

Housing Status

(in housing units unless noted)

Total	7,237
Occupied	6,221
Owner-occupied	5,261
Population in owner-occupied (number of individuals)	13,785
Renter-occupied	960
Population in renter-occupied (number of individuals)	2,599
Households with individuals under 18	2,231
Vacant	1,016
Vacant: for rent	88
Vacant: for sale	50

Population by Sex/Age

Male	8,028
Female	8,463
Under 18	4,261
18 & over	12,230
20 - 24	960
25 - 34	1,796
35 - 49	3,217
50 - 64	3,340
65 & over	2,520

Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	16,293

Population by Race

White	12,503
African American	3,776
Asian	13
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	2
Other	87
Identified by two or more	91

MS - Walthall County

Population

Total Population	15,443
------------------	--------

Housing Status

(in housing units unless noted)

Total	7,132
Occupied	5,888
Owner-occupied	4,870
Population in owner-occupied (number of individuals)	12,707
Renter-occupied	1,018
Population in renter-occupied (number of individuals)	2,608
Households with individuals under 18	2,098
Vacant	1,244
Vacant: for rent	129
Vacant: for sale	54

Population by Sex/Age

Male	7,502
Female	7,941
Under 18	4,075
18 & over	11,368
20 - 24	835
25 - 34	1,884
35 - 49	2,737
50 - 64	3,063
65 & over	2,445

Population by Ethnicity

Hispanic or Latino	238
Non Hispanic or Latino	15,205

Population by Race

White	8,250
African American	6,873
Asian	24
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	3
Other	65
Identified by two or more	173

MS - Warren County

Population

Total Population	48,773
------------------	--------

Housing Status

(in housing units unless noted)

Total	21,896
Occupied	18,941
Owner-occupied	12,932
Population in owner-occupied (number of individuals)	33,298
Renter-occupied	6,009
Population in renter-occupied (number of individuals)	14,951
Households with individuals under 18	6,680
Vacant	2,955
Vacant: for rent	697
Vacant: for sale	314

Population by Sex/Age

Male	23,167
Female	25,606
Under 18	12,638
18 & over	36,135
20 - 24	2,665
25 - 34	6,167
35 - 49	9,494
50 - 64	10,226
65 & over	6,258

Population by Ethnicity

Hispanic or Latino	896
Non Hispanic or Latino	47,877

Population by Race

White	24,548
African American	22,920
Asian	413
American Indian and Alaska Native	129
Native Hawaiian and Pacific Islander	10
Other	329
Identified by two or more	424

MS - Yazoo County

Population

Total Population	28,065
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,074
Occupied	8,860
Owner-occupied	5,822
Population in owner-occupied (number of individuals)	15,310
Renter-occupied	3,038
Population in renter-occupied (number of individuals)	8,735
Households with individuals under 18	3,452
Vacant	1,214
Vacant: for rent	326
Vacant: for sale	122

Population by Sex/Age

Male	15,276
Female	12,789
Under 18	7,077
18 & over	20,988
20 - 24	1,724
25 - 34	4,490
35 - 49	5,918
50 - 64	4,825
65 & over	3,329

Population by Ethnicity

Hispanic or Latino	1,301
Non Hispanic or Latino	26,764

Population by Race

White	11,212
African American	16,013
Asian	125
American Indian and Alaska Native	82
Native Hawaiian and Pacific Islander	4
Other	198
Identified by two or more	431