



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

**KNOXVILLE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,308,014
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**Housing Status**

( in housing units unless noted )

Total	614,285
Occupied	528,842
Owner-occupied	375,726
Population in owner-occupied ( number of individuals )	927,759
Renter-occupied	153,116
Population in renter-occupied ( number of individuals )	352,066
Households with individuals under 18	160,323
Vacant	85,443
Vacant: for rent	18,539
Vacant: for sale	10,899

**Population by Sex/Age**

Male	639,660
Female	668,354
Under 18	286,638
18 & over	1,021,376
20 - 24	84,513
25 - 34	155,221
35 - 49	268,813
50 - 64	271,425
65 & over	206,031

**Population by Ethnicity**

Hispanic or Latino	43,247
Non Hispanic or Latino	1,264,767

**Population by Race**

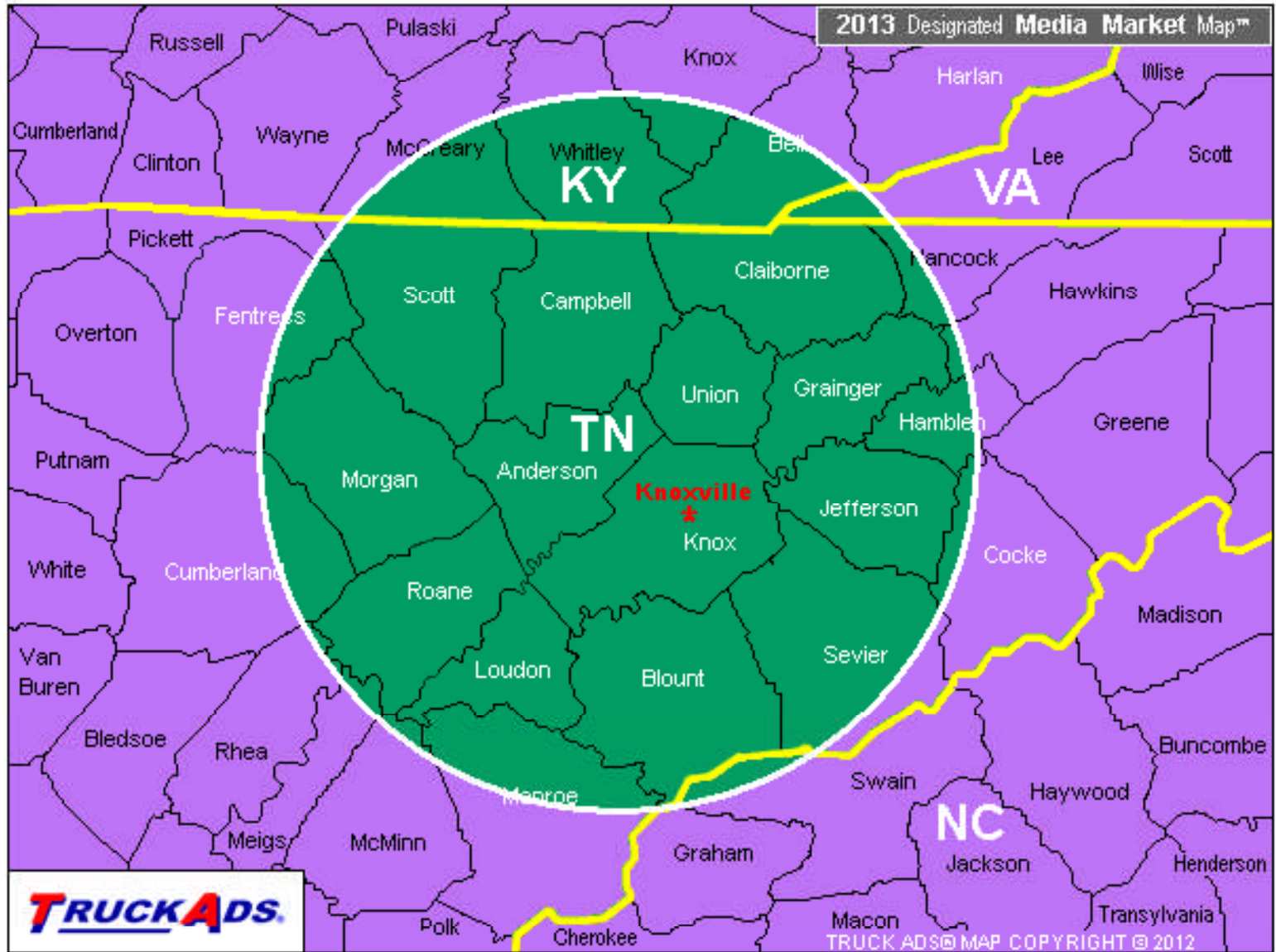
White	1,194,591
African American	54,968
Asian	12,903
American Indian and Alaska Native	4,052
Native Hawaiian and Pacific Islander	719
Other	20,062
Identified by two or more	20,719

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# KNOXVILLE :::

## BROADCAST TV MARKET AREA



### 20 COUNTIES IN THIS DESIGNATED MARKET

**TENNESSEE:** Anderson, TN ~ Blount, TN ~ Campbell, TN ~ Claiborne, TN ~ Cocke, TN ~ Cumberland, TN ~ Fentress, TN ~ Grainger, TN ~ Hamblen, TN ~ Jefferson, TN ~ Knoxville, TN ~ Loudon, TN ~ Monroe, TN ~ Morgan, TN ~ Roane, TN ~ Sevier, TN ~ Union, TN ~ **KENTUCKY:** Bell, KY ~ Harlan, KY

## TN - Anderson County

### Population

Total Population	75,129
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### Housing Status

( in housing units unless noted )

Total	34,717
Occupied	31,253
Owner-occupied	21,876
Population in owner-occupied ( number of individuals )	53,111
Renter-occupied	9,377
Population in renter-occupied ( number of individuals )	20,835
Households with individuals under 18	9,251
Vacant	3,464
Vacant: for rent	1,087
Vacant: for sale	523

### Population by Sex/Age

Male	36,308
Female	38,821
Under 18	16,464
18 & over	58,665
20 - 24	3,948
25 - 34	8,291
35 - 49	15,117
50 - 64	16,436
65 & over	13,064

### Population by Ethnicity

Hispanic or Latino	1,768
Non Hispanic or Latino	73,361

### Population by Race

White	69,065
African American	2,847
Asian	803
American Indian and Alaska Native	239
Native Hawaiian and Pacific Islander	18
Other	699
Identified by two or more	1,458

## TN - Blount County

### Population

Total Population	123,010
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### Housing Status

( in housing units unless noted )

Total	55,266
Occupied	49,265
Owner-occupied	36,531
Population in owner-occupied ( number of individuals )	91,052
Renter-occupied	12,734
Population in renter-occupied ( number of individuals )	29,931
Households with individuals under 18	15,585
Vacant	6,001
Vacant: for rent	1,638
Vacant: for sale	929

### Population by Sex/Age

Male	59,559
Female	63,451
Under 18	27,376
18 & over	95,634
20 - 24	6,925
25 - 34	13,607
35 - 49	26,323
50 - 64	25,984
65 & over	19,770

### Population by Ethnicity

Hispanic or Latino	3,441
Non Hispanic or Latino	119,569

### Population by Race

White	114,993
African American	3,380
Asian	875
American Indian and Alaska Native	429
Native Hawaiian and Pacific Islander	32
Other	1,375
Identified by two or more	1,926

## TN - Campbell County

### Population

Total Population	40,716
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### Housing Status

( in housing units unless noted )

Total	19,966
Occupied	16,354
Owner-occupied	11,621
Population in owner-occupied ( number of individuals )	29,107
Renter-occupied	4,733
Population in renter-occupied ( number of individuals )	11,090
Households with individuals under 18	5,083
Vacant	3,612
Vacant: for rent	650
Vacant: for sale	320

### Population by Sex/Age

Male	19,861
Female	20,855
Under 18	8,949
18 & over	31,767
20 - 24	2,121
25 - 34	4,517
35 - 49	8,555
50 - 64	8,565
65 & over	7,011

### Population by Ethnicity

Hispanic or Latino	472
Non Hispanic or Latino	40,244

### Population by Race

White	39,778
African American	125
Asian	103
American Indian and Alaska Native	106
Native Hawaiian and Pacific Islander	20
Other	151
Identified by two or more	433

## TN - Claiborne County

### Population

Total Population	32,213
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### Housing Status

( in housing units unless noted )

Total	14,859
Occupied	12,853
Owner-occupied	9,726
Population in owner-occupied ( number of individuals )	23,966
Renter-occupied	3,127
Population in renter-occupied ( number of individuals )	6,990
Households with individuals under 18	3,874
Vacant	2,006
Vacant: for rent	417
Vacant: for sale	268

### Population by Sex/Age

Male	15,779
Female	16,434
Under 18	6,775
18 & over	25,438
20 - 24	2,185
25 - 34	3,599
35 - 49	6,565
50 - 64	6,954
65 & over	5,142

### Population by Ethnicity

Hispanic or Latino	265
Non Hispanic or Latino	31,948

### Population by Race

White	31,224
African American	282
Asian	166
American Indian and Alaska Native	94
Native Hawaiian and Pacific Islander	5
Other	69
Identified by two or more	373

## TN - Cocke County

### Population

Total Population	35,662
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### Housing Status

( in housing units unless noted )

Total	17,459
Occupied	14,788
Owner-occupied	10,661
Population in owner-occupied ( number of individuals )	25,633
Renter-occupied	4,127
Population in renter-occupied ( number of individuals )	9,735
Households with individuals under 18	4,438
Vacant	2,671
Vacant: for rent	434
Vacant: for sale	236

### Population by Sex/Age

Male	17,308
Female	18,354
Under 18	7,651
18 & over	28,011
20 - 24	1,810
25 - 34	3,803
35 - 49	7,459
50 - 64	8,094
65 & over	5,965

### Population by Ethnicity

Hispanic or Latino	628
Non Hispanic or Latino	35,034

### Population by Race

White	33,911
African American	669
Asian	110
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	24
Other	209
Identified by two or more	603

## TN - Cumberland County

### Population

Total Population	56,053
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### Housing Status

( in housing units unless noted )

Total	28,151
Occupied	23,791
Owner-occupied	18,716
Population in owner-occupied ( number of individuals )	43,221
Renter-occupied	5,075
Population in renter-occupied ( number of individuals )	12,196
Households with individuals under 18	5,874
Vacant	4,360
Vacant: for rent	730
Vacant: for sale	669

### Population by Sex/Age

Male	27,381
Female	28,672
Under 18	10,679
18 & over	45,374
20 - 24	2,511
25 - 34	5,073
35 - 49	9,795
50 - 64	12,242
65 & over	14,553

### Population by Ethnicity

Hispanic or Latino	1,307
Non Hispanic or Latino	54,746

### Population by Race

White	54,266
African American	161
Asian	238
American Indian and Alaska Native	173
Native Hawaiian and Pacific Islander	37
Other	617
Identified by two or more	561



## TN - Fentress County

### Population

Total Population	17,959
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### Housing Status

( in housing units unless noted )

Total	8,961
Occupied	7,250
Owner-occupied	5,611
Population in owner-occupied ( number of individuals )	13,966
Renter-occupied	1,639
Population in renter-occupied ( number of individuals )	3,861
Households with individuals under 18	2,259
Vacant	1,711
Vacant: for rent	203
Vacant: for sale	150

### Population by Sex/Age

Male	8,853
Female	9,106
Under 18	4,154
18 & over	13,805
20 - 24	846
25 - 34	1,855
35 - 49	3,682
50 - 64	3,942
65 & over	3,047

### Population by Ethnicity

Hispanic or Latino	189
Non Hispanic or Latino	17,770

### Population by Race

White	17,623
African American	31
Asian	38
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	60
Identified by two or more	159

## TN - Grainger County

### Population

Total Population	22,657
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### Housing Status

( in housing units unless noted )

Total	10,894
Occupied	9,029
Owner-occupied	7,302
Population in owner-occupied ( number of individuals )	18,234
Renter-occupied	1,727
Population in renter-occupied ( number of individuals )	4,272
Households with individuals under 18	2,843
Vacant	1,865
Vacant: for rent	193
Vacant: for sale	170

### Population by Sex/Age

Male	11,286
Female	11,371
Under 18	5,048
18 & over	17,609
20 - 24	1,168
25 - 34	2,367
35 - 49	4,936
50 - 64	4,989
65 & over	3,625

### Population by Ethnicity

Hispanic or Latino	530
Non Hispanic or Latino	22,127

### Population by Race

White	21,978
African American	107
Asian	24
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	3
Other	274
Identified by two or more	225

## TN - Hamblen County

### Population

Total Population	62,544
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### Housing Status

( in housing units unless noted )

Total	26,963
Occupied	24,560
Owner-occupied	17,004
Population in owner-occupied ( number of individuals )	42,315
Renter-occupied	7,556
Population in renter-occupied ( number of individuals )	19,311
Households with individuals under 18	8,179
Vacant	2,403
Vacant: for rent	759
Vacant: for sale	475

### Population by Sex/Age

Male	30,453
Female	32,091
Under 18	14,740
18 & over	47,804
20 - 24	3,558
25 - 34	7,547
35 - 49	12,992
50 - 64	12,244
65 & over	9,918

### Population by Ethnicity

Hispanic or Latino	6,711
Non Hispanic or Latino	55,833

### Population by Race

White	54,163
African American	2,527
Asian	466
American Indian and Alaska Native	209
Native Hawaiian and Pacific Islander	71
Other	3,863
Identified by two or more	1,245

## TN - Jefferson County

### Population

Total Population	51,407
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### Housing Status

( in housing units unless noted )

Total	23,499
Occupied	19,864
Owner-occupied	14,973
Population in owner-occupied ( number of individuals )	37,352
Renter-occupied	4,891
Population in renter-occupied ( number of individuals )	12,461
Households with individuals under 18	6,306
Vacant	3,635
Vacant: for rent	605
Vacant: for sale	534

### Population by Sex/Age

Male	25,245
Female	26,162
Under 18	11,359
18 & over	40,048
20 - 24	3,391
25 - 34	5,337
35 - 49	10,733
50 - 64	10,535
65 & over	8,334

### Population by Ethnicity

Hispanic or Latino	1,619
Non Hispanic or Latino	49,788

### Population by Race

White	48,571
African American	1,048
Asian	213
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	13
Other	698
Identified by two or more	694

## TN - Knox County

### Population

Total Population	432,226
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### Housing Status

( in housing units unless noted )

Total	194,949
Occupied	177,249
Owner-occupied	117,412
Population in owner-occupied ( number of individuals )	290,636
Renter-occupied	59,837
Population in renter-occupied ( number of individuals )	129,242
Households with individuals under 18	52,614
Vacant	17,700
Vacant: for rent	6,777
Vacant: for sale	3,747

### Population by Sex/Age

Male	210,085
Female	222,141
Under 18	94,490
18 & over	337,736
20 - 24	36,532
25 - 34	59,327
35 - 49	88,675
50 - 64	83,068
65 & over	56,491

### Population by Ethnicity

Hispanic or Latino	15,012
Non Hispanic or Latino	417,214

### Population by Race

White	369,794
African American	38,045
Asian	8,095
American Indian and Alaska Native	1,251
Native Hawaiian and Pacific Islander	359
Other	6,432
Identified by two or more	8,250

## TN - Loudon County

### Population

Total Population	48,556
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### Housing Status

( in housing units unless noted )

Total	21,725
Occupied	19,826
Owner-occupied	15,535
Population in owner-occupied ( number of individuals )	37,472
Renter-occupied	4,291
Population in renter-occupied ( number of individuals )	10,604
Households with individuals under 18	5,384
Vacant	1,899
Vacant: for rent	360
Vacant: for sale	431

### Population by Sex/Age

Male	23,828
Female	24,728
Under 18	9,868
18 & over	38,688
20 - 24	2,230
25 - 34	4,648
35 - 49	9,179
50 - 64	11,205
65 & over	10,434

### Population by Ethnicity

Hispanic or Latino	3,395
Non Hispanic or Latino	45,161

### Population by Race

White	45,339
African American	533
Asian	287
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	48
Other	1,690
Identified by two or more	523

## TN - Monroe County

### Population

Total Population	44,519
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### Housing Status

( in housing units unless noted )

Total	20,787
Occupied	17,711
Owner-occupied	13,306
Population in owner-occupied ( number of individuals )	33,291
Renter-occupied	4,405
Population in renter-occupied ( number of individuals )	10,728
Households with individuals under 18	5,588
Vacant	3,076
Vacant: for rent	568
Vacant: for sale	368

### Population by Sex/Age

Male	22,021
Female	22,498
Under 18	10,178
18 & over	34,341
20 - 24	2,332
25 - 34	4,852
35 - 49	9,061
50 - 64	9,680
65 & over	7,318

### Population by Ethnicity

Hispanic or Latino	1,448
Non Hispanic or Latino	43,071

### Population by Race

White	41,661
African American	926
Asian	152
American Indian and Alaska Native	220
Native Hawaiian and Pacific Islander	13
Other	802
Identified by two or more	745

## TN - Morgan County

### Population

Total Population	21,987
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### Housing Status

( in housing units unless noted )

Total	8,920
Occupied	7,692
Owner-occupied	6,031
Population in owner-occupied ( number of individuals )	15,435
Renter-occupied	1,661
Population in renter-occupied ( number of individuals )	4,025
Households with individuals under 18	2,551
Vacant	1,228
Vacant: for rent	171
Vacant: for sale	139

### Population by Sex/Age

Male	12,107
Female	9,880
Under 18	4,623
18 & over	17,364
20 - 24	1,299
25 - 34	2,984
35 - 49	5,056
50 - 64	4,510
65 & over	3,015

### Population by Ethnicity

Hispanic or Latino	188
Non Hispanic or Latino	21,799

### Population by Race

White	20,761
African American	806
Asian	41
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	6
Other	40
Identified by two or more	264



## TN - Roane County

### Population

Total Population	54,181
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### Housing Status

( in housing units unless noted )

Total	25,716
Occupied	22,376
Owner-occupied	16,829
Population in owner-occupied ( number of individuals )	40,993
Renter-occupied	5,547
Population in renter-occupied ( number of individuals )	12,542
Households with individuals under 18	6,345
Vacant	3,340
Vacant: for rent	760
Vacant: for sale	419

### Population by Sex/Age

Male	26,628
Female	27,553
Under 18	11,285
18 & over	42,896
20 - 24	2,552
25 - 34	5,261
35 - 49	10,980
50 - 64	12,840
65 & over	10,055

### Population by Ethnicity

Hispanic or Latino	710
Non Hispanic or Latino	53,471

### Population by Race

White	51,157
African American	1,440
Asian	278
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	18
Other	219
Identified by two or more	889

## TN - Scott County

### Population

Total Population	22,228
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### Housing Status

( in housing units unless noted )

Total	9,910
Occupied	8,671
Owner-occupied	6,417
Population in owner-occupied ( number of individuals )	16,655
Renter-occupied	2,254
Population in renter-occupied ( number of individuals )	5,309
Households with individuals under 18	3,077
Vacant	1,239
Vacant: for rent	211
Vacant: for sale	88

### Population by Sex/Age

Male	10,911
Female	11,317
Under 18	5,630
18 & over	16,598
20 - 24	1,238
25 - 34	2,800
35 - 49	4,656
50 - 64	4,267
65 & over	3,053

### Population by Ethnicity

Hispanic or Latino	120
Non Hispanic or Latino	22,108

### Population by Race

White	21,853
African American	21
Asian	43
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	1
Other	56
Identified by two or more	197

## TN - Sevier County

### Population

Total Population	89,889
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### Housing Status

( in housing units unless noted )

Total	55,918
Occupied	35,343
Owner-occupied	24,283
Population in owner-occupied ( number of individuals )	61,095
Renter-occupied	11,060
Population in renter-occupied ( number of individuals )	27,812
Households with individuals under 18	11,150
Vacant	20,575
Vacant: for rent	1,932
Vacant: for sale	1,015

### Population by Sex/Age

Male	44,313
Female	45,576
Under 18	19,892
18 & over	69,997
20 - 24	5,249
25 - 34	10,431
35 - 49	19,071
50 - 64	19,138
65 & over	13,917

### Population by Ethnicity

Hispanic or Latino	4,787
Non Hispanic or Latino	85,102

### Population by Race

White	84,217
African American	711
Asian	774
American Indian and Alaska Native	342
Native Hawaiian and Pacific Islander	20
Other	2,616
Identified by two or more	1,209

## TN - Union County

### Population

Total Population	19,109
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### Housing Status

( in housing units unless noted )

Total	8,958
Occupied	7,391
Owner-occupied	5,745
Population in owner-occupied ( number of individuals )	14,825
Renter-occupied	1,646
Population in renter-occupied ( number of individuals )	4,132
Households with individuals under 18	2,547
Vacant	1,567
Vacant: for rent	246
Vacant: for sale	167

### Population by Sex/Age

Male	9,524
Female	9,585
Under 18	4,563
18 & over	14,546
20 - 24	1,133
25 - 34	2,166
35 - 49	4,086
50 - 64	4,065
65 & over	2,632

### Population by Ethnicity

Hispanic or Latino	249
Non Hispanic or Latino	18,860

### Population by Race

White	18,678
African American	22
Asian	19
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	12
Other	72
Identified by two or more	246

## KY - Bell County

### Population

Total Population	28,691
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### Housing Status

( in housing units unless noted )

Total	13,154
Occupied	11,787
Owner-occupied	7,726
Population in owner-occupied ( number of individuals )	18,687
Renter-occupied	4,061
Population in renter-occupied ( number of individuals )	9,052
Households with individuals under 18	3,584
Vacant	1,367
Vacant: for rent	375
Vacant: for sale	130

### Population by Sex/Age

Male	13,937
Female	14,754
Under 18	6,229
18 & over	22,462
20 - 24	1,764
25 - 34	3,334
35 - 49	6,016
50 - 64	6,049
65 & over	4,508

### Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	28,493

### Population by Race

White	27,415
African American	644
Asian	78
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	13
Other	55
Identified by two or more	437

## KY - Harlan County

### Population

Total Population	29,278
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### Housing Status

( in housing units unless noted )

Total	13,513
Occupied	11,789
Owner-occupied	8,421
Population in owner-occupied ( number of individuals )	20,713
Renter-occupied	3,368
Population in renter-occupied ( number of individuals )	7,938
Households with individuals under 18	3,791
Vacant	1,724
Vacant: for rent	423
Vacant: for sale	121

### Population by Sex/Age

Male	14,273
Female	15,005
Under 18	6,685
18 & over	22,593
20 - 24	1,721
25 - 34	3,422
35 - 49	5,876
50 - 64	6,618
65 & over	4,179

### Population by Ethnicity

Hispanic or Latino	210
Non Hispanic or Latino	29,068

### Population by Race

White	28,144
African American	643
Asian	100
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	2
Other	65
Identified by two or more	282