



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

MACON :::

BROADCAST TV MARKET AREA

Population

Total Population	669,912
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Housing Status

(in housing units unless noted)

Total	288,624
Occupied	249,351
Owner-occupied	164,856
Population in owner-occupied (number of individuals)	419,753
Renter-occupied	84,495
Population in renter-occupied (number of individuals)	211,024
Households with individuals under 18	86,431
Vacant	39,273
Vacant: for rent	11,903
Vacant: for sale	4,370

Population by Sex/Age

Male	331,088
Female	338,824
Under 18	162,400
18 & over	507,512
20 - 24	48,182
25 - 34	86,267
35 - 49	136,588
50 - 64	129,529
65 & over	84,751

Population by Ethnicity

Hispanic or Latino	25,267
Non Hispanic or Latino	644,645

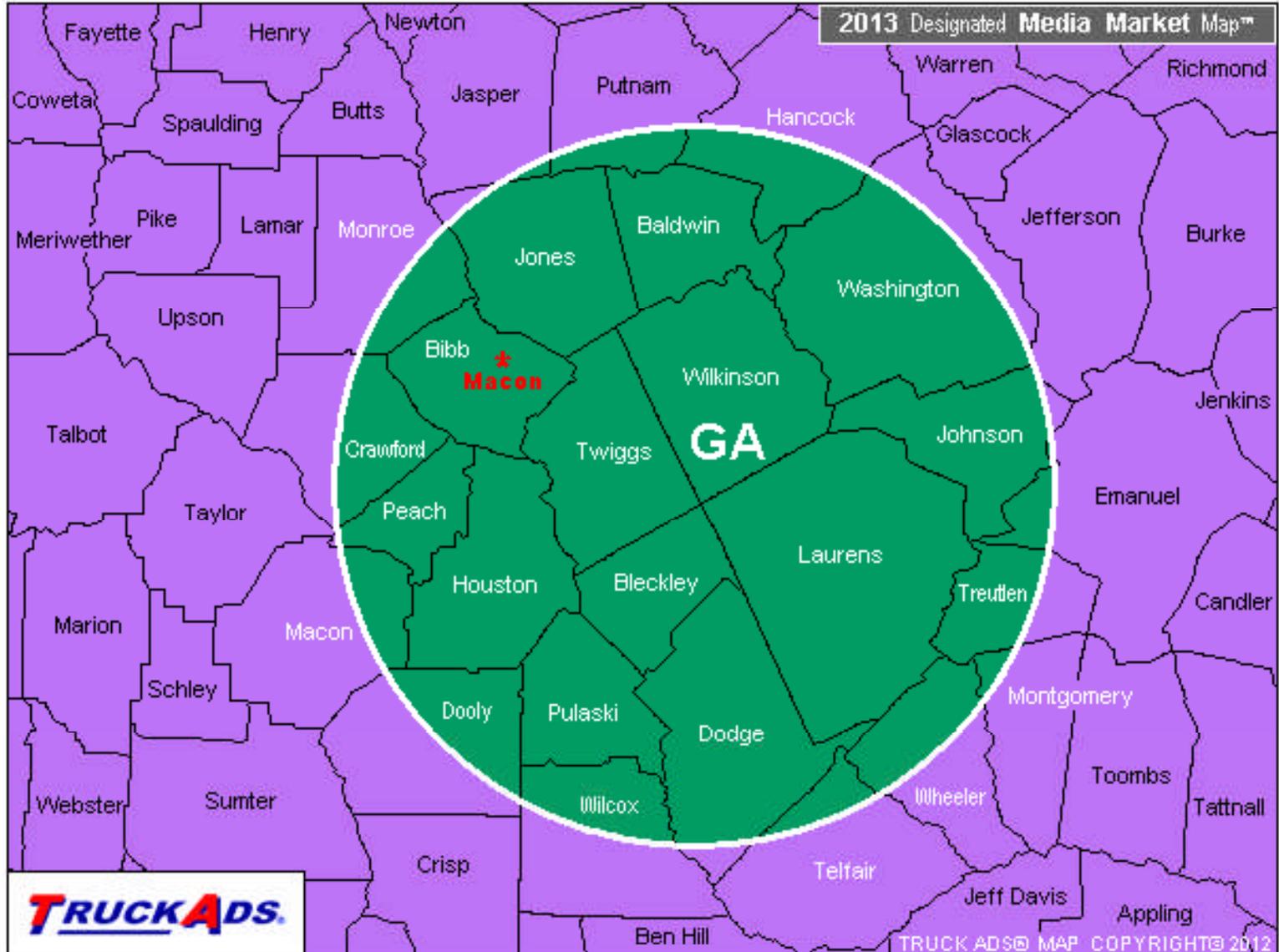
Population by Race

White	376,120
African American	262,047
Asian	8,674
American Indian and Alaska Native	1,630
Native Hawaiian and Pacific Islander	411
Other	10,733
Identified by two or more	10,297



MACON :::

BROADCAST TV MARKET AREA



23 COUNTIES IN THIS DESIGNATED MARKET

GEORGIA: Baldwin, GA ~ Bibb, GA ~ Bleckley, GA ~ Crawford, GA ~ Dodge, GA ~ Dooly, GA ~ Hancock, GA ~ Houston, GA ~ Johnson, GA ~ Jones, GA ~ Laurens, GA ~ Macon, GA ~ Monroe, GA ~ Montgomery, GA ~ Peach, GA ~ Pulaski, GA ~ Telfair, GA ~ Treutlen, GA ~ Twiggs, GA ~ Washington, GA ~ Wheeler, GA ~ Wilcox, GA ~ Wilkinson, GA

GA - Baldwin County

Population

Total Population	45,720
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Housing Status

(in housing units unless noted)

Total	20,159
Occupied	16,788
Owner-occupied	9,939
Population in owner-occupied (number of individuals)	24,538
Renter-occupied	6,849
Population in renter-occupied (number of individuals)	16,613
Households with individuals under 18	5,112
Vacant	3,371
Vacant: for rent	1,066
Vacant: for sale	388

Population by Sex/Age

Male	22,683
Female	23,037
Under 18	9,351
18 & over	36,369
20 - 24	5,767
25 - 34	5,528
35 - 49	8,357
50 - 64	8,564
65 & over	5,508

Population by Ethnicity

Hispanic or Latino	919
Non Hispanic or Latino	44,801

Population by Race

White	25,121
African American	18,965
Asian	582
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	19
Other	379
Identified by two or more	556

GA - Bibb County

Population

Total Population	155,547
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Housing Status

(in housing units unless noted)

Total	69,662
Occupied	60,295
Owner-occupied	33,537
Population in owner-occupied (number of individuals)	84,199
Renter-occupied	26,758
Population in renter-occupied (number of individuals)	65,297
Households with individuals under 18	20,344
Vacant	9,367
Vacant: for rent	3,922
Vacant: for sale	1,184

Population by Sex/Age

Male	73,286
Female	82,261
Under 18	40,119
18 & over	115,428
20 - 24	11,537
25 - 34	20,188
35 - 49	29,682
50 - 64	29,445
65 & over	19,689

Population by Ethnicity

Hispanic or Latino	4,389
Non Hispanic or Latino	151,158

Population by Race

White	67,199
African American	81,116
Asian	2,531
American Indian and Alaska Native	332
Native Hawaiian and Pacific Islander	120
Other	2,014
Identified by two or more	2,235

GA - Bleckley County

Population

Total Population	13,063
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Housing Status

(in housing units unless noted)

Total	5,304
Occupied	4,660
Owner-occupied	3,257
Population in owner-occupied (number of individuals)	8,059
Renter-occupied	1,403
Population in renter-occupied (number of individuals)	3,565
Households with individuals under 18	1,545
Vacant	644
Vacant: for rent	128
Vacant: for sale	61

Population by Sex/Age

Male	6,217
Female	6,846
Under 18	2,949
18 & over	10,114
20 - 24	1,095
25 - 34	1,316
35 - 49	2,410
50 - 64	2,259
65 & over	1,971

Population by Ethnicity

Hispanic or Latino	301
Non Hispanic or Latino	12,762

Population by Race

White	9,151
African American	3,564
Asian	110
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	3
Other	94
Identified by two or more	128

GA - Crawford County

Population

Total Population	12,630
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Housing Status

(in housing units unless noted)

Total	5,292
Occupied	4,822
Owner-occupied	3,858
Population in owner-occupied (number of individuals)	10,037
Renter-occupied	964
Population in renter-occupied (number of individuals)	2,460
Households with individuals under 18	1,557
Vacant	470
Vacant: for rent	73
Vacant: for sale	65

Population by Sex/Age

Male	6,381
Female	6,249
Under 18	2,868
18 & over	9,762
20 - 24	724
25 - 34	1,327
35 - 49	2,851
50 - 64	2,866
65 & over	1,662

Population by Ethnicity

Hispanic or Latino	301
Non Hispanic or Latino	12,329

Population by Race

White	9,428
African American	2,818
Asian	33
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	8
Other	127
Identified by two or more	158

GA - Dodge County

Population

Total Population	21,796
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Housing Status

(in housing units unless noted)

Total	9,857
Occupied	8,177
Owner-occupied	5,671
Population in owner-occupied (number of individuals)	13,970
Renter-occupied	2,506
Population in renter-occupied (number of individuals)	5,875
Households with individuals under 18	2,747
Vacant	1,680
Vacant: for rent	427
Vacant: for sale	109

Population by Sex/Age

Male	11,449
Female	10,347
Under 18	5,077
18 & over	16,719
20 - 24	1,445
25 - 34	2,632
35 - 49	4,623
50 - 64	4,217
65 & over	3,015

Population by Ethnicity

Hispanic or Latino	732
Non Hispanic or Latino	21,064

Population by Race

White	14,549
African American	6,504
Asian	101
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	14
Other	358
Identified by two or more	215

GA - Dooly County

Population

Total Population	14,918
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Housing Status

(in housing units unless noted)

Total	6,328
Occupied	5,286
Owner-occupied	3,690
Population in owner-occupied (number of individuals)	8,879
Renter-occupied	1,596
Population in renter-occupied (number of individuals)	4,061
Households with individuals under 18	1,656
Vacant	1,042
Vacant: for rent	243
Vacant: for sale	89

Population by Sex/Age

Male	8,053
Female	6,865
Under 18	3,159
18 & over	11,759
20 - 24	881
25 - 34	2,087
35 - 49	3,168
50 - 64	3,207
65 & over	2,055

Population by Ethnicity

Hispanic or Latino	862
Non Hispanic or Latino	14,056

Population by Race

White	6,810
African American	7,442
Asian	96
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	3
Other	415
Identified by two or more	136

GA - Hancock County

Population

Total Population	9,429
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Housing Status

(in housing units unless noted)

Total	5,360
Occupied	3,341
Owner-occupied	2,516
Population in owner-occupied (number of individuals)	6,042
Renter-occupied	825
Population in renter-occupied (number of individuals)	1,916
Households with individuals under 18	939
Vacant	2,019
Vacant: for rent	106
Vacant: for sale	114

Population by Sex/Age

Male	5,170
Female	4,259
Under 18	1,719
18 & over	7,710
20 - 24	613
25 - 34	1,249
35 - 49	1,939
50 - 64	2,210
65 & over	1,468

Population by Ethnicity

Hispanic or Latino	139
Non Hispanic or Latino	9,290

Population by Race

White	2,300
African American	6,983
Asian	47
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	1
Other	6
Identified by two or more	57

GA - Houston County

Population

Total Population	139,900
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Housing Status

(in housing units unless noted)

Total	58,325
Occupied	53,051
Owner-occupied	35,364
Population in owner-occupied (number of individuals)	92,863
Renter-occupied	17,687
Population in renter-occupied (number of individuals)	45,438
Households with individuals under 18	20,535
Vacant	5,274
Vacant: for rent	2,558
Vacant: for sale	998

Population by Sex/Age

Male	68,066
Female	71,834
Under 18	37,491
18 & over	102,409
20 - 24	9,426
25 - 34	19,992
35 - 49	30,184
50 - 64	24,329
65 & over	14,571

Population by Ethnicity

Hispanic or Latino	8,515
Non Hispanic or Latino	131,385

Population by Race

White	88,626
African American	39,998
Asian	3,403
American Indian and Alaska Native	475
Native Hawaiian and Pacific Islander	185
Other	3,360
Identified by two or more	3,853

GA - Johnson County

Population

Total Population	9,980
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Housing Status

(in housing units unless noted)

Total	4,120
Occupied	3,347
Owner-occupied	2,482
Population in owner-occupied (number of individuals)	6,180
Renter-occupied	865
Population in renter-occupied (number of individuals)	2,063
Households with individuals under 18	1,092
Vacant	773
Vacant: for rent	130
Vacant: for sale	46

Population by Sex/Age

Male	5,592
Female	4,388
Under 18	2,090
18 & over	7,890
20 - 24	580
25 - 34	1,382
35 - 49	2,223
50 - 64	2,117
65 & over	1,389

Population by Ethnicity

Hispanic or Latino	186
Non Hispanic or Latino	9,794

Population by Race

White	6,301
African American	3,489
Asian	22
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	3
Other	65
Identified by two or more	81

GA - Jones County

Population

Total Population	28,669
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Housing Status

(in housing units unless noted)

Total	11,688
Occupied	10,586
Owner-occupied	8,530
Population in owner-occupied (number of individuals)	23,070
Renter-occupied	2,056
Population in renter-occupied (number of individuals)	5,278
Households with individuals under 18	4,110
Vacant	1,102
Vacant: for rent	230
Vacant: for sale	195

Population by Sex/Age

Male	13,870
Female	14,799
Under 18	7,473
18 & over	21,196
20 - 24	1,475
25 - 34	3,250
35 - 49	6,323
50 - 64	5,818
65 & over	3,586

Population by Ethnicity

Hispanic or Latino	315
Non Hispanic or Latino	28,354

Population by Race

White	20,989
African American	7,008
Asian	187
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	3
Other	103
Identified by two or more	316

GA - Laurens County

Population

Total Population	48,434
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Housing Status

(in housing units unless noted)

Total	21,368
Occupied	18,641
Owner-occupied	12,318
Population in owner-occupied (number of individuals)	31,110
Renter-occupied	6,323
Population in renter-occupied (number of individuals)	16,266
Households with individuals under 18	6,640
Vacant	2,727
Vacant: for rent	863
Vacant: for sale	228

Population by Sex/Age

Male	23,066
Female	25,368
Under 18	12,475
18 & over	35,959
20 - 24	2,772
25 - 34	5,893
35 - 49	9,675
50 - 64	9,409
65 & over	6,884

Population by Ethnicity

Hispanic or Latino	1,143
Non Hispanic or Latino	47,291

Population by Race

White	29,355
African American	17,324
Asian	483
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	4
Other	591
Identified by two or more	577

GA - Macon County

Population

Total Population	14,740
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Housing Status

(in housing units unless noted)

Total	6,136
Occupied	4,999
Owner-occupied	3,286
Population in owner-occupied (number of individuals)	8,258
Renter-occupied	1,713
Population in renter-occupied (number of individuals)	4,522
Households with individuals under 18	1,649
Vacant	1,137
Vacant: for rent	173
Vacant: for sale	76

Population by Sex/Age

Male	7,973
Female	6,767
Under 18	3,253
18 & over	11,487
20 - 24	1,022
25 - 34	2,056
35 - 49	3,005
50 - 64	3,154
65 & over	1,827

Population by Ethnicity

Hispanic or Latino	527
Non Hispanic or Latino	14,213

Population by Race

White	5,177
African American	8,933
Asian	195
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	20
Other	230
Identified by two or more	145

GA - Monroe County

Population

Total Population	26,424
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Housing Status

(in housing units unless noted)

Total	10,710
Occupied	9,662
Owner-occupied	7,494
Population in owner-occupied (number of individuals)	19,778
Renter-occupied	2,168
Population in renter-occupied (number of individuals)	5,438
Households with individuals under 18	3,245
Vacant	1,048
Vacant: for rent	219
Vacant: for sale	137

Population by Sex/Age

Male	13,271
Female	13,153
Under 18	5,953
18 & over	20,471
20 - 24	1,553
25 - 34	2,898
35 - 49	5,619
50 - 64	6,036
65 & over	3,669

Population by Ethnicity

Hispanic or Latino	535
Non Hispanic or Latino	25,889

Population by Race

White	19,365
African American	6,268
Asian	214
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	4
Other	228
Identified by two or more	276

GA - Montgomery County

Population

Total Population	9,123
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Housing Status

(in housing units unless noted)

Total	3,921
Occupied	3,287
Owner-occupied	2,369
Population in owner-occupied (number of individuals)	6,110
Renter-occupied	918
Population in renter-occupied (number of individuals)	2,281
Households with individuals under 18	1,139
Vacant	634
Vacant: for rent	146
Vacant: for sale	31

Population by Sex/Age

Male	4,695
Female	4,428
Under 18	2,084
18 & over	7,039
20 - 24	760
25 - 34	1,084
35 - 49	1,837
50 - 64	1,802
65 & over	1,173

Population by Ethnicity

Hispanic or Latino	480
Non Hispanic or Latino	8,643

Population by Race

White	6,291
African American	2,397
Asian	26
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	1
Other	303
Identified by two or more	99

GA - Peach County

Population

Total Population	27,695
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Housing Status

(in housing units unless noted)

Total	11,050
Occupied	9,958
Owner-occupied	6,596
Population in owner-occupied (number of individuals)	17,037
Renter-occupied	3,362
Population in renter-occupied (number of individuals)	8,630
Households with individuals under 18	3,444
Vacant	1,092
Vacant: for rent	376
Vacant: for sale	175

Population by Sex/Age

Male	13,416
Female	14,279
Under 18	6,320
18 & over	21,375
20 - 24	2,880
25 - 34	3,170
35 - 49	5,107
50 - 64	5,100
65 & over	3,164

Population by Ethnicity

Hispanic or Latino	1,890
Non Hispanic or Latino	25,805

Population by Race

White	13,383
African American	12,715
Asian	223
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	8
Other	874
Identified by two or more	425

GA - Pulaski County

Population

Total Population	12,010
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Housing Status

(in housing units unless noted)

Total	5,151
Occupied	4,475
Owner-occupied	3,222
Population in owner-occupied (number of individuals)	7,758
Renter-occupied	1,253
Population in renter-occupied (number of individuals)	3,004
Households with individuals under 18	1,370
Vacant	676
Vacant: for rent	191
Vacant: for sale	75

Population by Sex/Age

Male	5,191
Female	6,819
Under 18	2,578
18 & over	9,432
20 - 24	625
25 - 34	1,510
35 - 49	2,583
50 - 64	2,547
65 & over	1,882

Population by Ethnicity

Hispanic or Latino	465
Non Hispanic or Latino	11,545

Population by Race

White	7,679
African American	3,824
Asian	105
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	5
Other	234
Identified by two or more	123

GA - Telfair County

Population

Total Population	16,500
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Housing Status

(in housing units unless noted)

Total	7,297
Occupied	5,543
Owner-occupied	3,936
Population in owner-occupied (number of individuals)	9,293
Renter-occupied	1,607
Population in renter-occupied (number of individuals)	4,080
Households with individuals under 18	1,756
Vacant	1,754
Vacant: for rent	259
Vacant: for sale	112

Population by Sex/Age

Male	9,452
Female	7,048
Under 18	3,316
18 & over	13,184
20 - 24	986
25 - 34	2,539
35 - 49	3,766
50 - 64	3,278
65 & over	2,251

Population by Ethnicity

Hispanic or Latino	2,026
Non Hispanic or Latino	14,474

Population by Race

White	9,398
African American	6,017
Asian	96
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	4
Other	674
Identified by two or more	285

GA - Treutlen County

Population

Total Population	6,885
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Housing Status

(in housing units unless noted)

Total	2,992
Occupied	2,543
Owner-occupied	1,811
Population in owner-occupied (number of individuals)	4,588
Renter-occupied	732
Population in renter-occupied (number of individuals)	1,845
Households with individuals under 18	915
Vacant	449
Vacant: for rent	54
Vacant: for sale	16

Population by Sex/Age

Male	3,449
Female	3,436
Under 18	1,713
18 & over	5,172
20 - 24	437
25 - 34	941
35 - 49	1,291
50 - 64	1,361
65 & over	940

Population by Ethnicity

Hispanic or Latino	103
Non Hispanic or Latino	6,782

Population by Race

White	4,488
African American	2,247
Asian	13
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	0
Other	55
Identified by two or more	68

GA - Twiggs County

Population

Total Population	9,023
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Housing Status

(in housing units unless noted)

Total	4,235
Occupied	3,634
Owner-occupied	2,927
Population in owner-occupied (number of individuals)	7,288
Renter-occupied	707
Population in renter-occupied (number of individuals)	1,646
Households with individuals under 18	1,045
Vacant	601
Vacant: for rent	90
Vacant: for sale	49

Population by Sex/Age

Male	4,398
Female	4,625
Under 18	1,856
18 & over	7,167
20 - 24	533
25 - 34	846
35 - 49	1,808
50 - 64	2,269
65 & over	1,459

Population by Ethnicity

Hispanic or Latino	124
Non Hispanic or Latino	8,899

Population by Race

White	5,123
African American	3,724
Asian	14
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	30
Identified by two or more	103

GA - Washington County

Population

Total Population	21,187
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Housing Status

(in housing units unless noted)

Total	9,047
Occupied	7,547
Owner-occupied	5,321
Population in owner-occupied (number of individuals)	13,604
Renter-occupied	2,226
Population in renter-occupied (number of individuals)	5,687
Households with individuals under 18	2,672
Vacant	1,500
Vacant: for rent	328
Vacant: for sale	111

Population by Sex/Age

Male	10,812
Female	10,375
Under 18	5,046
18 & over	16,141
20 - 24	1,297
25 - 34	2,687
35 - 49	4,458
50 - 64	4,248
65 & over	2,881

Population by Ethnicity

Hispanic or Latino	407
Non Hispanic or Latino	20,780

Population by Race

White	9,531
African American	11,173
Asian	104
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	1
Other	143
Identified by two or more	210

GA - Wheeler County

Population

Total Population	7,421
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Housing Status

(in housing units unless noted)

Total	2,625
Occupied	2,152
Owner-occupied	1,584
Population in owner-occupied (number of individuals)	4,025
Renter-occupied	568
Population in renter-occupied (number of individuals)	1,437
Households with individuals under 18	735
Vacant	473
Vacant: for rent	73
Vacant: for sale	9

Population by Sex/Age

Male	4,580
Female	2,841
Under 18	1,399
18 & over	6,022
20 - 24	585
25 - 34	1,250
35 - 49	1,731
50 - 64	1,396
65 & over	882

Population by Ethnicity

Hispanic or Latino	356
Non Hispanic or Latino	7,065

Population by Race

White	4,552
African American	2,614
Asian	16
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	2
Other	174
Identified by two or more	57

GA - Wilcox County

Population

Total Population	9,255
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Housing Status

(in housing units unless noted)

Total	3,510
Occupied	2,891
Owner-occupied	2,192
Population in owner-occupied (number of individuals)	5,517
Renter-occupied	699
Population in renter-occupied (number of individuals)	1,719
Households with individuals under 18	952
Vacant	619
Vacant: for rent	111
Vacant: for sale	21

Population by Sex/Age

Male	5,436
Female	3,819
Under 18	1,787
18 & over	7,468
20 - 24	652
25 - 34	1,407
35 - 49	2,068
50 - 64	1,833
65 & over	1,321

Population by Ethnicity

Hispanic or Latino	338
Non Hispanic or Latino	8,917

Population by Race

White	5,706
African American	3,252
Asian	42
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	149
Identified by two or more	89

GA - Wilkinson County

Population

Total Population	9,563
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Housing Status

(in housing units unless noted)

Total	4,487
Occupied	3,666
Owner-occupied	2,956
Population in owner-occupied (number of individuals)	7,550
Renter-occupied	710
Population in renter-occupied (number of individuals)	1,903
Households with individuals under 18	1,232
Vacant	821
Vacant: for rent	137
Vacant: for sale	81

Population by Sex/Age

Male	4,582
Female	4,981
Under 18	2,324
18 & over	7,239
20 - 24	537
25 - 34	1,035
35 - 49	1,880
50 - 64	2,064
65 & over	1,504

Population by Ethnicity

Hispanic or Latino	214
Non Hispanic or Latino	9,349

Population by Race

White	5,598
African American	3,672
Asian	31
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	1
Other	127
Identified by two or more	105