



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

MOBILE PENSACOLA :::

BROADCAST TV MARKET AREA

Population

Total Population	1,344,271
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Housing Status

(in housing units unless noted)

Total	630,114
Occupied	521,914
Owner-occupied	359,834
Population in owner-occupied (number of individuals)	906,008
Renter-occupied	162,080
Population in renter-occupied (number of individuals)	395,164
Households with individuals under 18	172,009
Vacant	108,200
Vacant: for rent	33,934
Vacant: for sale	11,582

Population by Sex/Age

Male	662,209
Female	682,062
Under 18	314,779
18 & over	1,029,492
20 - 24	94,099
25 - 34	170,986
35 - 49	268,072
50 - 64	266,501
65 & over	189,307

Population by Ethnicity

Hispanic or Latino	52,285
Non Hispanic or Latino	1,291,986

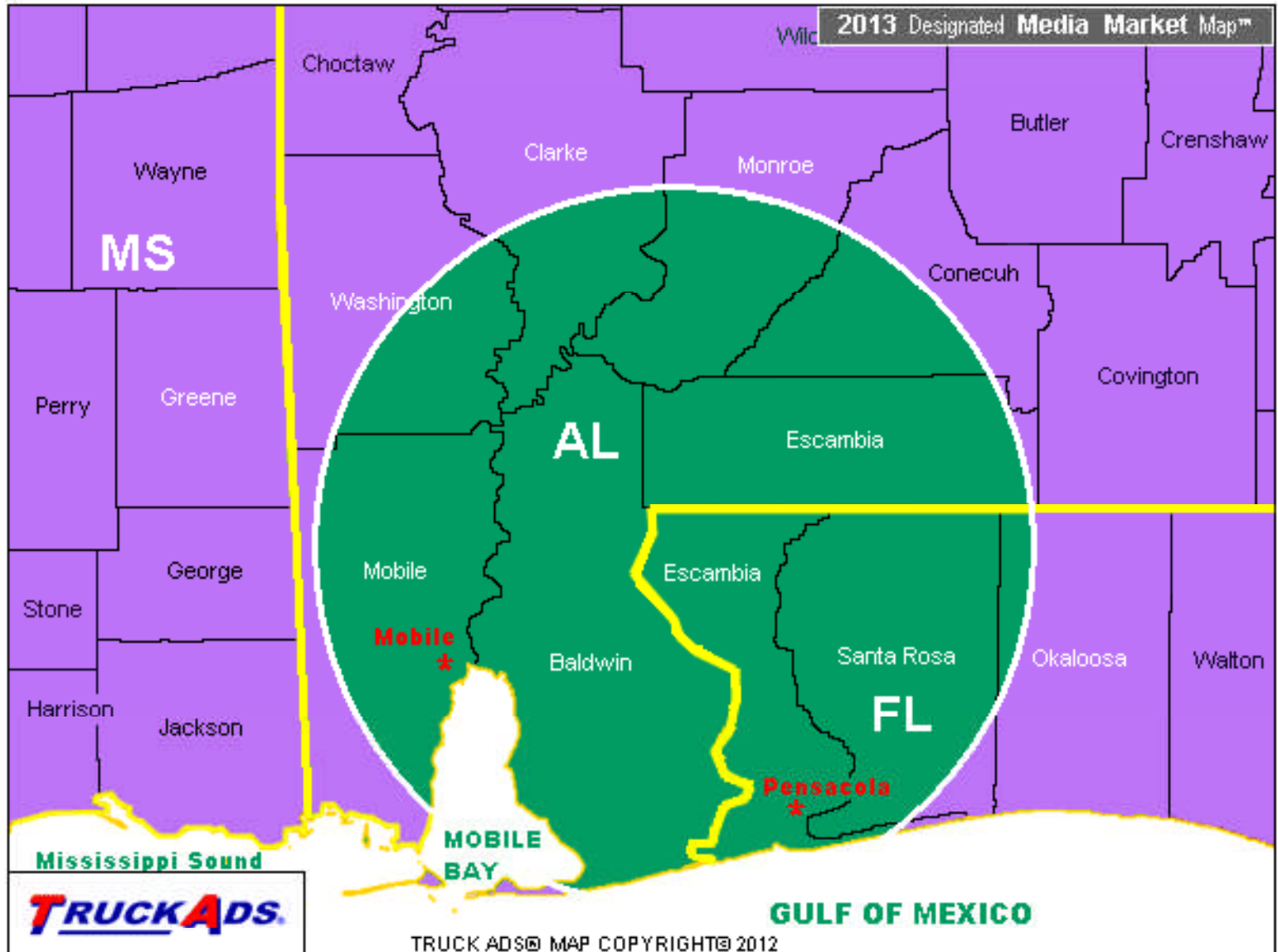
Population by Race

White	961,816
African American	294,680
Asian	25,445
American Indian and Alaska Native	12,996
Native Hawaiian and Pacific Islander	1,332
Other	16,853
Identified by two or more	31,149



MOBILE PENSACOLA :::

BROADCAST TV MARKET AREA



10 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Escambia, FL ~ Okaloosa, FL ~ Santa Rosa, FL ~ **ALABAMA:** Baldwin, AL ~ Clarke, AL ~ Escambia, AL ~ Mobile, AL ~ Monroe, AL ~ Washington, AL ~ **MISSISSIPPI:** Greene, MS

FL - Escambia County

Population

Total Population	297,619
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Housing Status

(in housing units unless noted)

Total	136,703
Occupied	116,238
Owner-occupied	75,418
Population in owner-occupied (number of individuals)	182,224
Renter-occupied	40,820
Population in renter-occupied (number of individuals)	97,436
Households with individuals under 18	34,807
Vacant	20,465
Vacant: for rent	7,990
Vacant: for sale	2,319

Population by Sex/Age

Male	147,119
Female	150,500
Under 18	64,154
18 & over	233,465
20 - 24	26,402
25 - 34	38,116
35 - 49	55,206
50 - 64	58,661
65 & over	42,929

Population by Ethnicity

Hispanic or Latino	14,061
Non Hispanic or Latino	283,558

Population by Race

White	204,993
African American	68,282
Asian	8,174
American Indian and Alaska Native	2,623
Native Hawaiian and Pacific Islander	430
Other	3,740
Identified by two or more	9,377

FL - Santa Rosa County

Population

Total Population	151,372
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Housing Status

(in housing units unless noted)

Total	64,760
Occupied	56,910
Owner-occupied	43,453
Population in owner-occupied (number of individuals)	112,114
Renter-occupied	13,457
Population in renter-occupied (number of individuals)	35,014
Households with individuals under 18	20,099
Vacant	7,850
Vacant: for rent	2,279
Vacant: for sale	1,315

Population by Sex/Age

Male	76,422
Female	74,950
Under 18	36,209
18 & over	115,163
20 - 24	8,875
25 - 34	18,591
35 - 49	33,918
50 - 64	30,391
65 & over	19,460

Population by Ethnicity

Hispanic or Latino	6,507
Non Hispanic or Latino	144,865

Population by Race

White	132,920
African American	8,205
Asian	2,759
American Indian and Alaska Native	1,306
Native Hawaiian and Pacific Islander	217
Other	1,463
Identified by two or more	4,502

FL - Okaloosa County

Population

Total Population	180,822
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Housing Status

(in housing units unless noted)

Total	92,407
Occupied	72,379
Owner-occupied	47,095
Population in owner-occupied (number of individuals)	114,776
Renter-occupied	25,284
Population in renter-occupied (number of individuals)	61,163
Households with individuals under 18	22,607
Vacant	20,028
Vacant: for rent	7,619
Vacant: for sale	1,635

Population by Sex/Age

Male	90,843
Female	89,979
Under 18	40,388
18 & over	140,434
20 - 24	13,678
25 - 34	24,995
35 - 49	36,456
50 - 64	35,370
65 & over	25,218

Population by Ethnicity

Hispanic or Latino	12,296
Non Hispanic or Latino	168,526

Population by Race

White	146,582
African American	16,797
Asian	5,328
American Indian and Alaska Native	1,068
Native Hawaiian and Pacific Islander	354
Other	3,592
Identified by two or more	7,101

AL - Baldwin County

Population

Total Population	182,265
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Housing Status

(in housing units unless noted)

Total	104,061
Occupied	73,180
Owner-occupied	53,071
Population in owner-occupied (number of individuals)	131,251
Renter-occupied	20,109
Population in renter-occupied (number of individuals)	48,707
Households with individuals under 18	23,224
Vacant	30,881
Vacant: for rent	7,822
Vacant: for sale	2,837

Population by Sex/Age

Male	89,196
Female	93,069
Under 18	41,898
18 & over	140,367
20 - 24	9,449
25 - 34	20,956
35 - 49	36,984
50 - 64	38,025
65 & over	30,568

Population by Ethnicity

Hispanic or Latino	7,992
Non Hispanic or Latino	174,273

Population by Race

White	156,153
African American	17,105
Asian	1,348
American Indian and Alaska Native	1,216
Native Hawaiian and Pacific Islander	89
Other	3,631
Identified by two or more	2,723

AL - Clarke County

Population

Total Population	25,833
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Housing Status

(in housing units unless noted)

Total	12,638
Occupied	10,337
Owner-occupied	7,996
Population in owner-occupied (number of individuals)	20,038
Renter-occupied	2,341
Population in renter-occupied (number of individuals)	5,515
Households with individuals under 18	3,563
Vacant	2,301
Vacant: for rent	406
Vacant: for sale	91

Population by Sex/Age

Male	12,214
Female	13,619
Under 18	6,389
18 & over	19,444
20 - 24	1,264
25 - 34	2,874
35 - 49	5,214
50 - 64	5,196
65 & over	4,174

Population by Ethnicity

Hispanic or Latino	271
Non Hispanic or Latino	25,562

Population by Race

White	14,070
African American	11,336
Asian	77
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	4
Other	67
Identified by two or more	176

AL - Escambia County

Population

Total Population	38,319
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Housing Status

(in housing units unless noted)

Total	16,486
Occupied	14,157
Owner-occupied	10,285
Population in owner-occupied (number of individuals)	25,686
Renter-occupied	3,872
Population in renter-occupied (number of individuals)	9,434
Households with individuals under 18	4,770
Vacant	2,329
Vacant: for rent	549
Vacant: for sale	229

Population by Sex/Age

Male	19,766
Female	18,553
Under 18	8,679
18 & over	29,640
20 - 24	2,227
25 - 34	5,019
35 - 49	7,967
50 - 64	7,586
65 & over	5,812

Population by Ethnicity

Hispanic or Latino	718
Non Hispanic or Latino	37,601

Population by Race

White	23,784
African American	12,220
Asian	92
American Indian and Alaska Native	1,288
Native Hawaiian and Pacific Islander	12
Other	343
Identified by two or more	580

AL - Mobile County

Population

Total Population	412,992
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Housing Status

(in housing units unless noted)

Total	178,196
Occupied	158,435
Owner-occupied	106,079
Population in owner-occupied (number of individuals)	277,667
Renter-occupied	52,356
Population in renter-occupied (number of individuals)	128,517
Households with individuals under 18	55,627
Vacant	19,761
Vacant: for rent	6,733
Vacant: for sale	2,934

Population by Sex/Age

Male	198,374
Female	214,618
Under 18	103,581
18 & over	309,411
20 - 24	29,130
25 - 34	53,631
35 - 49	80,963
50 - 64	80,219
65 & over	53,321

Population by Ethnicity

Hispanic or Latino	9,936
Non Hispanic or Latino	403,056

Population by Race

White	248,647
African American	142,992
Asian	7,561
American Indian and Alaska Native	3,681
Native Hawaiian and Pacific Islander	204
Other	3,885
Identified by two or more	6,022

AL - Monroe County

Population

Total Population	23,068
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Housing Status

(in housing units unless noted)

Total	11,333
Occupied	9,214
Owner-occupied	7,077
Population in owner-occupied (number of individuals)	17,705
Renter-occupied	2,137
Population in renter-occupied (number of individuals)	5,133
Households with individuals under 18	3,203
Vacant	2,119
Vacant: for rent	319
Vacant: for sale	134

Population by Sex/Age

Male	11,109
Female	11,959
Under 18	5,841
18 & over	17,227
20 - 24	1,172
25 - 34	2,418
35 - 49	4,553
50 - 64	4,790
65 & over	3,618

Population by Ethnicity

Hispanic or Latino	220
Non Hispanic or Latino	22,848

Population by Race

White	12,718
African American	9,614
Asian	67
American Indian and Alaska Native	260
Native Hawaiian and Pacific Islander	9
Other	66
Identified by two or more	334

AL - Washington County

Population

Total Population	17,581
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Housing Status

(in housing units unless noted)

Total	8,407
Occupied	6,758
Owner-occupied	5,718
Population in owner-occupied (number of individuals)	14,879
Renter-occupied	1,040
Population in renter-occupied (number of individuals)	2,555
Households with individuals under 18	2,457
Vacant	1,649
Vacant: for rent	154
Vacant: for sale	54

Population by Sex/Age

Male	8,656
Female	8,925
Under 18	4,484
18 & over	13,097
20 - 24	928
25 - 34	1,916
35 - 49	3,536
50 - 64	3,639
65 & over	2,590

Population by Ethnicity

Hispanic or Latino	151
Non Hispanic or Latino	17,430

Population by Race

White	11,508
African American	4,380
Asian	20
American Indian and Alaska Native	1,411
Native Hawaiian and Pacific Islander	12
Other	43
Identified by two or more	207

MS - Greene County

Population

Total Population	14,400
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Housing Status

(in housing units unless noted)

Total	5,123
Occupied	4,306
Owner-occupied	3,642
Population in owner-occupied (number of individuals)	9,668
Renter-occupied	664
Population in renter-occupied (number of individuals)	1,690
Households with individuals under 18	1,652
Vacant	817
Vacant: for rent	63
Vacant: for sale	34

Population by Sex/Age

Male	8,510
Female	5,890
Under 18	3,156
18 & over	11,244
20 - 24	974
25 - 34	2,470
35 - 49	3,275
50 - 64	2,624
65 & over	1,617

Population by Ethnicity

Hispanic or Latino	133
Non Hispanic or Latino	14,267

Population by Race

White	10,441
African American	3,749
Asian	19
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	1
Other	23
Identified by two or more	127