



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

**NEW ORLEANS :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,683,858
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**Housing Status**

( in housing units unless noted )

Total	753,244
Occupied	646,049
Owner-occupied	430,019
Population in owner-occupied ( number of individuals )	1,136,189
Renter-occupied	216,030
Population in renter-occupied ( number of individuals )	516,803
Households with individuals under 18	218,753
Vacant	107,195
Vacant: for rent	34,050
Vacant: for sale	11,173

**Population by Sex/Age**

Male	822,514
Female	861,344
Under 18	402,152
18 & over	1,281,706
20 - 24	120,740
25 - 34	232,939
35 - 49	338,143
50 - 64	334,343
65 & over	207,133

**Population by Ethnicity**

Hispanic or Latino	108,714
Non Hispanic or Latino	1,575,144

**Population by Race**

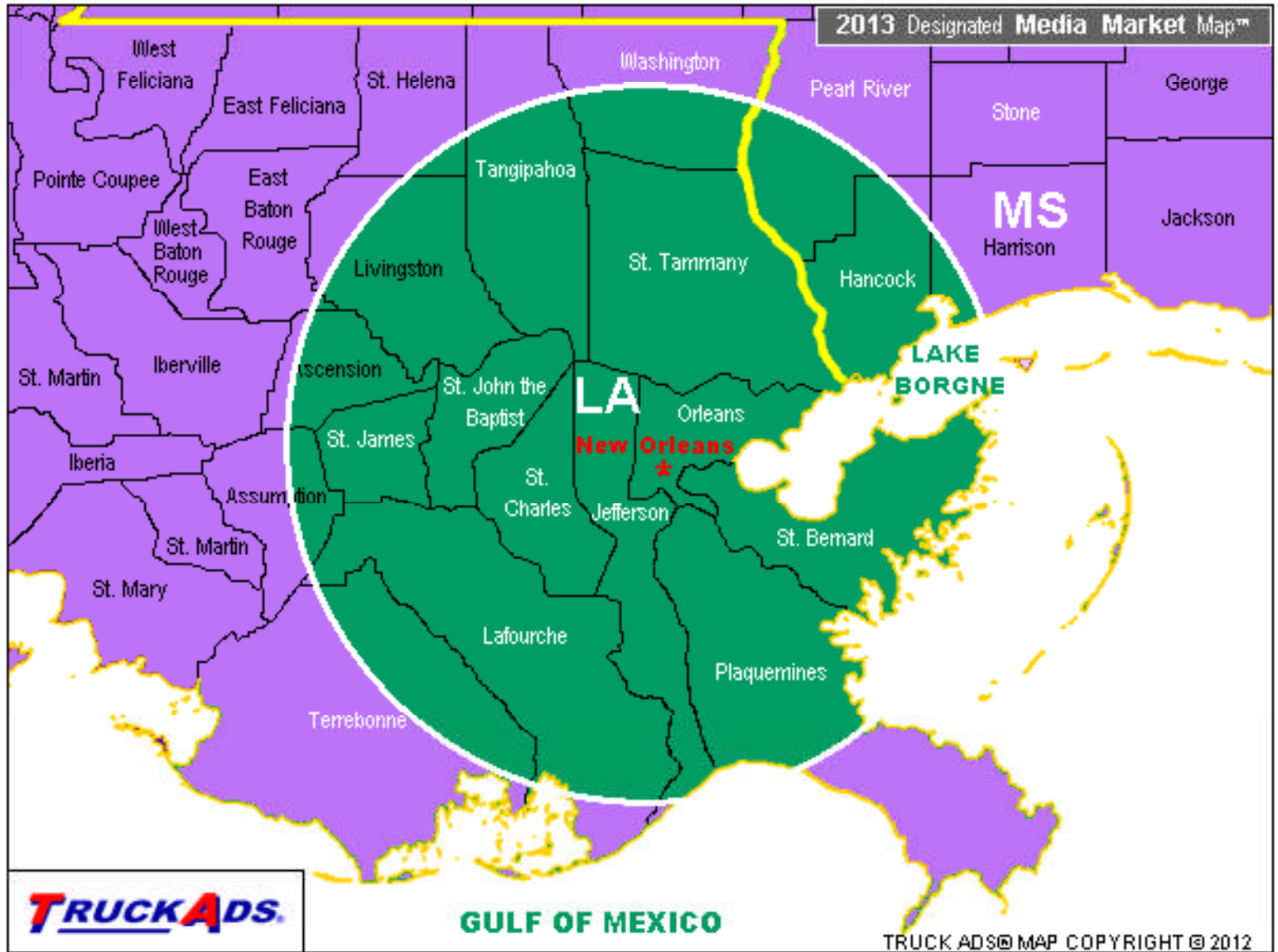
White	1,056,860
African American	506,853
Asian	35,244
American Indian and Alaska Native	15,418
Native Hawaiian and Pacific Islander	705
Other	37,725
Identified by two or more	31,053

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# NEW ORLEANS :::

## BROADCAST TV MARKET AREA



### 15 COUNTIES IN THIS DESIGNATED MARKET

**LOUISIANA:** Jefferson, LA ~ Lafourche, LA ~ Orleans, LA ~ Plaquemines, LA ~ St. Bernard, LA ~ St. Charles, LA ~ St. John the Baptist, LA ~ St. Tammany, LA ~ Tangipahoa, LA ~ Terrebonne, LA ~ Washington, LA ~  
**MISSISSIPPI:** Hancock, MS ~ Pearl River, MS ~ Stone, MS

## LA - Jefferson Parish

### Population

Total Population	432,552
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### Housing Status

( in housing units unless noted )

Total	189,135
Occupied	169,647
Owner-occupied	108,044
Population in owner-occupied ( number of individuals )	280,368
Renter-occupied	61,603
Population in renter-occupied ( number of individuals )	148,873
Households with individuals under 18	54,361
Vacant	19,488
Vacant: for rent	9,259
Vacant: for sale	2,399

### Population by Sex/Age

Male	210,008
Female	222,544
Under 18	97,397
18 & over	335,155
20 - 24	29,451
25 - 34	61,230
35 - 49	86,493
50 - 64	88,562
65 & over	58,988

### Population by Ethnicity

Hispanic or Latino	53,702
Non Hispanic or Latino	378,850

### Population by Race

White	272,115
African American	113,887
Asian	16,683
American Indian and Alaska Native	2,038
Native Hawaiian and Pacific Islander	179
Other	18,429
Identified by two or more	9,221

## LA - Lafourche Parish

### Population

Total Population	96,318
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### Housing Status

( in housing units unless noted )

Total	38,582
Occupied	35,486
Owner-occupied	26,911
Population in owner-occupied ( number of individuals )	73,463
Renter-occupied	8,575
Population in renter-occupied ( number of individuals )	21,230
Households with individuals under 18	13,145
Vacant	3,096
Vacant: for rent	768
Vacant: for sale	289

### Population by Sex/Age

Male	47,324
Female	48,994
Under 18	23,666
18 & over	72,652
20 - 24	6,965
25 - 34	12,792
35 - 49	20,019
50 - 64	17,722
65 & over	12,031

### Population by Ethnicity

Hispanic or Latino	3,647
Non Hispanic or Latino	92,671

### Population by Race

White	76,445
African American	12,746
Asian	709
American Indian and Alaska Native	2,703
Native Hawaiian and Pacific Islander	33
Other	1,951
Identified by two or more	1,731

## LA - Orleans Parish

### Population

Total Population	343,829
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### Housing Status

( in housing units unless noted )

Total	189,896
Occupied	142,158
Owner-occupied	68,003
Population in owner-occupied ( number of individuals )	165,805
Renter-occupied	74,155
Population in renter-occupied ( number of individuals )	164,859
Households with individuals under 18	39,412
Vacant	47,738
Vacant: for rent	14,696
Vacant: for sale	3,271

### Population by Sex/Age

Male	166,248
Female	177,581
Under 18	73,215
18 & over	270,614
20 - 24	32,588
25 - 34	56,416
35 - 49	66,057
50 - 64	66,612
65 & over	37,639

### Population by Ethnicity

Hispanic or Latino	18,051
Non Hispanic or Latino	325,778

### Population by Race

White	113,428
African American	206,871
Asian	9,970
American Indian and Alaska Native	1,047
Native Hawaiian and Pacific Islander	134
Other	6,459
Identified by two or more	5,920

## LA - Plaquemines Parish

### Population

Total Population	23,042
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### Housing Status

( in housing units unless noted )

Total	9,596
Occupied	8,077
Owner-occupied	6,043
Population in owner-occupied ( number of individuals )	17,233
Renter-occupied	2,034
Population in renter-occupied ( number of individuals )	5,537
Households with individuals under 18	3,422
Vacant	1,519
Vacant: for rent	326
Vacant: for sale	71

### Population by Sex/Age

Male	11,558
Female	11,484
Under 18	6,329
18 & over	16,713
20 - 24	1,373
25 - 34	2,895
35 - 49	5,088
50 - 64	4,218
65 & over	2,577

### Population by Ethnicity

Hispanic or Latino	1,067
Non Hispanic or Latino	21,975

### Population by Race

White	16,246
African American	4,715
Asian	731
American Indian and Alaska Native	371
Native Hawaiian and Pacific Islander	31
Other	323
Identified by two or more	625

## LA - St. Bernard Parish

### Population

Total Population	35,897
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### Housing Status

( in housing units unless noted )

Total	16,794
Occupied	13,221
Owner-occupied	9,105
Population in owner-occupied ( number of individuals )	24,732
Renter-occupied	4,116
Population in renter-occupied ( number of individuals )	10,872
Households with individuals under 18	5,054
Vacant	3,573
Vacant: for rent	883
Vacant: for sale	676

### Population by Sex/Age

Male	18,162
Female	17,735
Under 18	9,177
18 & over	26,720
20 - 24	3,005
25 - 34	5,667
35 - 49	7,215
50 - 64	6,494
65 & over	3,288

### Population by Ethnicity

Hispanic or Latino	3,309
Non Hispanic or Latino	32,588

### Population by Race

White	26,579
African American	6,350
Asian	690
American Indian and Alaska Native	260
Native Hawaiian and Pacific Islander	22
Other	953
Identified by two or more	1,043

## LA - St. Charles Parish

### Population

Total Population	52,780
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### Housing Status

( in housing units unless noted )

Total	19,896
Occupied	18,557
Owner-occupied	14,804
Population in owner-occupied ( number of individuals )	42,161
Renter-occupied	3,753
Population in renter-occupied ( number of individuals )	10,027
Households with individuals under 18	7,782
Vacant	1,339
Vacant: for rent	406
Vacant: for sale	162

### Population by Sex/Age

Male	26,085
Female	26,695
Under 18	14,208
18 & over	38,572
20 - 24	2,983
25 - 34	6,824
35 - 49	11,745
50 - 64	10,355
65 & over	5,235

### Population by Ethnicity

Hispanic or Latino	2,648
Non Hispanic or Latino	50,132

### Population by Race

White	36,540
African American	14,051
Asian	440
American Indian and Alaska Native	172
Native Hawaiian and Pacific Islander	21
Other	709
Identified by two or more	847



## LA - St. James Parish

### Population

Total Population	22,102
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### Housing Status

( in housing units unless noted )

Total	8,455
Occupied	7,717
Owner-occupied	6,471
Population in owner-occupied ( number of individuals )	18,458
Renter-occupied	1,246
Population in renter-occupied ( number of individuals )	3,440
Households with individuals under 18	3,065
Vacant	738
Vacant: for rent	137
Vacant: for sale	52

### Population by Sex/Age

Male	10,812
Female	11,290
Under 18	5,701
18 & over	16,401
20 - 24	1,460
25 - 34	2,664
35 - 49	4,311
50 - 64	4,507
65 & over	2,841

### Population by Ethnicity

Hispanic or Latino	256
Non Hispanic or Latino	21,846

### Population by Race

White	10,615
African American	11,180
Asian	31
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	3
Other	84
Identified by two or more	144

## LA - St. John the Baptist Parish

### Population

Total Population	45,924
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### Housing Status

( in housing units unless noted )

Total	17,510
Occupied	15,965
Owner-occupied	12,637
Population in owner-occupied ( number of individuals )	36,345
Renter-occupied	3,328
Population in renter-occupied ( number of individuals )	9,108
Households with individuals under 18	6,644
Vacant	1,545
Vacant: for rent	446
Vacant: for sale	220

### Population by Sex/Age

Male	22,341
Female	23,583
Under 18	12,356
18 & over	33,568
20 - 24	3,030
25 - 34	5,985
35 - 49	9,600
50 - 64	8,918
65 & over	4,736

### Population by Ethnicity

Hispanic or Latino	2,175
Non Hispanic or Latino	43,749

### Population by Race

White	19,501
African American	24,576
Asian	322
American Indian and Alaska Native	144
Native Hawaiian and Pacific Islander	22
Other	698
Identified by two or more	661

## LA - St. Tammany Parish

### Population

Total Population	233,740
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### Housing Status

( in housing units unless noted )

Total	95,412
Occupied	87,521
Owner-occupied	69,598
Population in owner-occupied ( number of individuals )	188,696
Renter-occupied	17,923
Population in renter-occupied ( number of individuals )	43,769
Households with individuals under 18	32,687
Vacant	7,891
Vacant: for rent	2,108
Vacant: for sale	1,685

### Population by Sex/Age

Male	113,973
Female	119,767
Under 18	60,136
18 & over	173,604
20 - 24	11,561
25 - 34	27,090
35 - 49	50,099
50 - 64	49,865
65 & over	29,628

### Population by Ethnicity

Hispanic or Latino	10,970
Non Hispanic or Latino	222,770

### Population by Race

White	195,364
African American	26,645
Asian	2,972
American Indian and Alaska Native	1,160
Native Hawaiian and Pacific Islander	93
Other	3,259
Identified by two or more	4,247

## LA - Tangipahoa Parish

### Population

Total Population	121,097
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### Housing Status

( in housing units unless noted )

Total	50,073
Occupied	45,135
Owner-occupied	31,544
Population in owner-occupied ( number of individuals )	83,584
Renter-occupied	13,591
Population in renter-occupied ( number of individuals )	33,875
Households with individuals under 18	16,000
Vacant	4,938
Vacant: for rent	1,531
Vacant: for sale	539

### Population by Sex/Age

Male	58,800
Female	62,297
Under 18	30,420
18 & over	90,677
20 - 24	10,508
25 - 34	16,612
35 - 49	22,179
50 - 64	22,567
65 & over	13,803

### Population by Ethnicity

Hispanic or Latino	4,260
Non Hispanic or Latino	116,837

### Population by Race

White	80,206
African American	36,654
Asian	741
American Indian and Alaska Native	383
Native Hawaiian and Pacific Islander	46
Other	1,431
Identified by two or more	1,636

## LA - Terrebonne Parish

### Population

Total Population	111,860
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### Housing Status

( in housing units unless noted )

Total	43,887
Occupied	40,091
Owner-occupied	28,965
Population in owner-occupied ( number of individuals )	82,135
Renter-occupied	11,126
Population in renter-occupied ( number of individuals )	28,246
Households with individuals under 18	15,645
Vacant	3,796
Vacant: for rent	919
Vacant: for sale	421

### Population by Sex/Age

Male	55,568
Female	56,292
Under 18	29,123
18 & over	82,737
20 - 24	8,029
25 - 34	15,541
35 - 49	22,872
50 - 64	20,491
65 & over	12,566

### Population by Ethnicity

Hispanic or Latino	4,421
Non Hispanic or Latino	107,439

### Population by Race

White	78,591
African American	21,139
Asian	1,140
American Indian and Alaska Native	6,347
Native Hawaiian and Pacific Islander	58
Other	2,212
Identified by two or more	2,373

## LA - Washington Parish

### Population

Total Population	47,168
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### Housing Status

( in housing units unless noted )

Total	21,039
Occupied	18,113
Owner-occupied	13,464
Population in owner-occupied ( number of individuals )	33,939
Renter-occupied	4,649
Population in renter-occupied ( number of individuals )	11,647
Households with individuals under 18	6,257
Vacant	2,926
Vacant: for rent	451
Vacant: for sale	196

### Population by Sex/Age

Male	23,360
Female	23,808
Under 18	11,863
18 & over	35,305
20 - 24	2,676
25 - 34	5,843
35 - 49	8,962
50 - 64	9,808
65 & over	6,836

### Population by Ethnicity

Hispanic or Latino	887
Non Hispanic or Latino	46,281

### Population by Race

White	31,482
African American	14,625
Asian	110
American Indian and Alaska Native	133
Native Hawaiian and Pacific Islander	3
Other	296
Identified by two or more	519

## MS - Hancock County

### Population

Total Population	43,929
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### Housing Status

( in housing units unless noted )

Total	21,840
Occupied	17,380
Owner-occupied	13,360
Population in owner-occupied ( number of individuals )	33,540
Renter-occupied	4,020
Population in renter-occupied ( number of individuals )	9,842
Households with individuals under 18	5,642
Vacant	4,460
Vacant: for rent	1,193
Vacant: for sale	641

### Population by Sex/Age

Male	21,801
Female	22,128
Under 18	10,498
18 & over	33,431
20 - 24	2,408
25 - 34	4,819
35 - 49	8,874
50 - 64	9,527
65 & over	6,685

### Population by Ethnicity

Hispanic or Latino	1,446
Non Hispanic or Latino	42,483

### Population by Race

White	38,842
African American	3,138
Asian	419
American Indian and Alaska Native	213
Native Hawaiian and Pacific Islander	21
Other	370
Identified by two or more	926

## MS - Pearl River County

### Population

Total Population	55,834
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### Housing Status

( in housing units unless noted )

Total	23,968
Occupied	20,816
Owner-occupied	16,201
Population in owner-occupied ( number of individuals )	42,625
Renter-occupied	4,615
Population in renter-occupied ( number of individuals )	12,085
Households with individuals under 18	7,326
Vacant	3,152
Vacant: for rent	671
Vacant: for sale	430

### Population by Sex/Age

Male	27,569
Female	28,265
Under 18	13,732
18 & over	42,102
20 - 24	3,403
25 - 34	6,386
35 - 49	11,034
50 - 64	11,355
65 & over	8,136

### Population by Ethnicity

Hispanic or Latino	1,636
Non Hispanic or Latino	54,198

### Population by Race

White	46,924
African American	6,872
Asian	228
American Indian and Alaska Native	312
Native Hawaiian and Pacific Islander	34
Other	493
Identified by two or more	971



## MS - Stone County

### Population

Total Population	17,786
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### Housing Status

( in housing units unless noted )

Total	7,161
Occupied	6,165
Owner-occupied	4,869
Population in owner-occupied ( number of individuals )	13,105
Renter-occupied	1,296
Population in renter-occupied ( number of individuals )	3,393
Households with individuals under 18	2,311
Vacant	996
Vacant: for rent	256
Vacant: for sale	121

### Population by Sex/Age

Male	8,905
Female	8,881
Under 18	4,331
18 & over	13,455
20 - 24	1,300
25 - 34	2,175
35 - 49	3,595
50 - 64	3,342
65 & over	2,144

### Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	17,547

### Population by Race

White	13,982
African American	3,404
Asian	58
American Indian and Alaska Native	90
Native Hawaiian and Pacific Islander	5
Other	58
Identified by two or more	189