



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

**SALISBURY :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	439,584
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**Housing Status**

( in housing units unless noted )

Total	268,663
Occupied	174,925
Owner-occupied	127,262
Population in owner-occupied ( number of individuals )	302,568
Renter-occupied	47,663
Population in renter-occupied ( number of individuals )	122,356
Households with individuals under 18	48,951
Vacant	93,738
Vacant: for rent	9,124
Vacant: for sale	5,420

**Population by Sex/Age**

Male	214,225
Female	225,359
Under 18	90,283
18 & over	349,301
20 - 24	28,825
25 - 34	47,730
35 - 49	81,978
50 - 64	95,479
65 & over	81,648

**Population by Ethnicity**

Hispanic or Latino	27,897
Non Hispanic or Latino	411,687

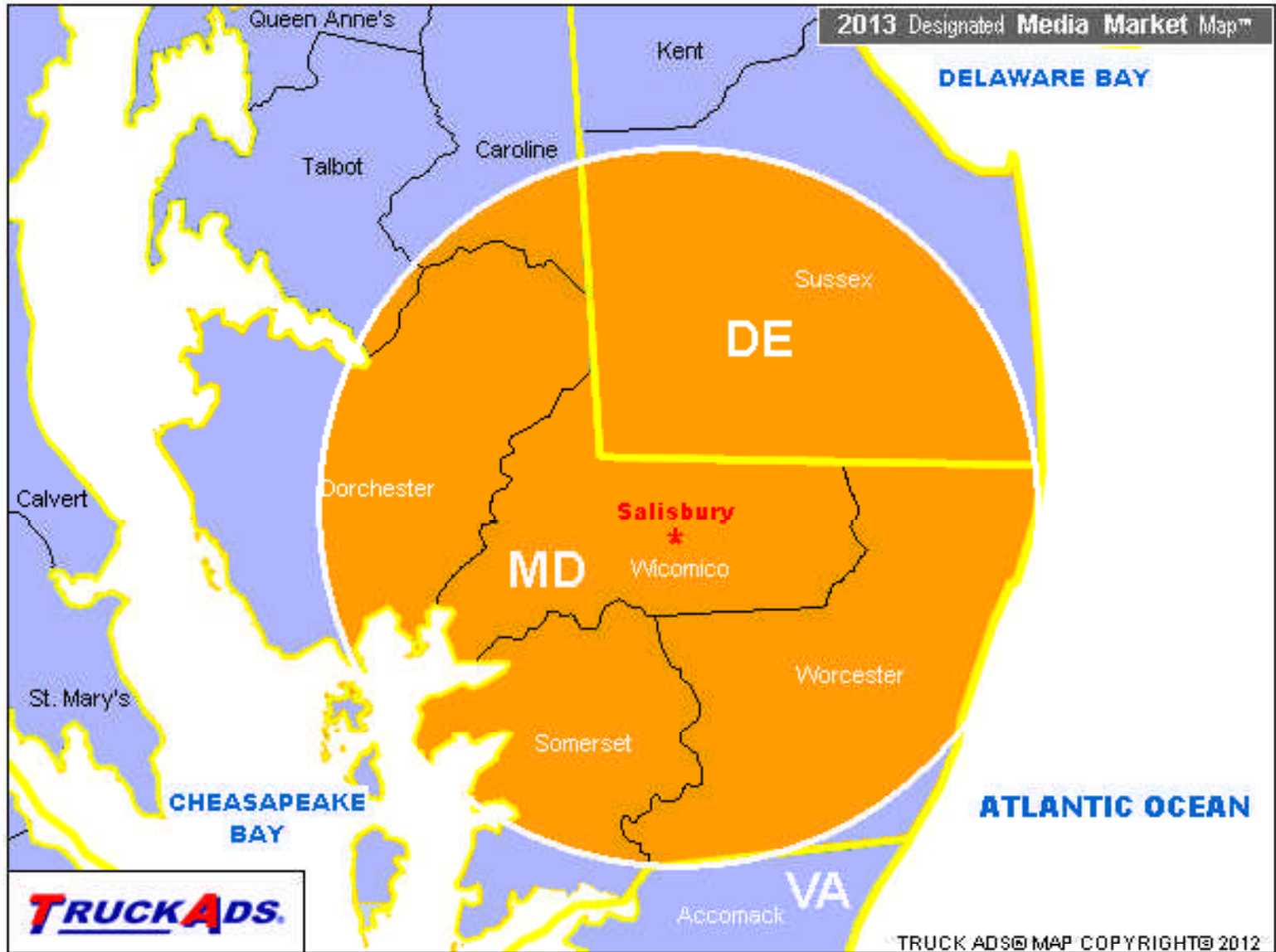
**Population by Race**

White	323,538
African American	85,547
Asian	5,655
American Indian and Alaska Native	2,277
Native Hawaiian and Pacific Islander	264
Other	12,809
Identified by two or more	9,494



# SALISBURY :::

## BROADCAST TV MARKET AREA



### 6 COUNTIES IN THIS DESIGNATED MARKET

**MARYLAND:** Dorchester, MD ~ Somerset, MD ~ Wicomico, MD ~ Worcester, MD ~ **DELAWARE:** Sussex, DE ~ **VIRGINIA:** Accomack, VA

## MD - Dorchester County

### Population

Total Population	32,618
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### Housing Status

( in housing units unless noted )

Total	16,554
Occupied	13,522
Owner-occupied	9,263
Population in owner-occupied ( number of individuals )	22,040
Renter-occupied	4,259
Population in renter-occupied ( number of individuals )	10,072
Households with individuals under 18	3,885
Vacant	3,032
Vacant: for rent	440
Vacant: for sale	345

### Population by Sex/Age

Male	15,571
Female	17,047
Under 18	7,068
18 & over	25,550
20 - 24	1,803
25 - 34	3,537
35 - 49	6,393
50 - 64	7,285
65 & over	5,771

### Population by Ethnicity

Hispanic or Latino	1,130
Non Hispanic or Latino	31,488

### Population by Race

White	22,065
African American	9,042
Asian	301
American Indian and Alaska Native	112
Native Hawaiian and Pacific Islander	9
Other	463
Identified by two or more	626

## MD - Somerset County

### Population

Total Population	26,470
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### Housing Status

( in housing units unless noted )

Total	11,130
Occupied	8,788
Owner-occupied	5,629
Population in owner-occupied ( number of individuals )	13,344
Renter-occupied	3,159
Population in renter-occupied ( number of individuals )	7,475
Households with individuals under 18	2,431
Vacant	2,342
Vacant: for rent	283
Vacant: for sale	262

### Population by Sex/Age

Male	14,136
Female	12,334
Under 18	4,465
18 & over	22,005
20 - 24	3,300
25 - 34	3,278
35 - 49	4,945
50 - 64	5,031
65 & over	3,660

### Population by Ethnicity

Hispanic or Latino	863
Non Hispanic or Latino	25,607

### Population by Race

White	14,170
African American	11,192
Asian	184
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	7
Other	371
Identified by two or more	461

## MD - Wicomico County

### Population

Total Population	98,733
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### Housing Status

( in housing units unless noted )

Total	41,192
Occupied	37,220
Owner-occupied	23,317
Population in owner-occupied ( number of individuals )	58,703
Renter-occupied	13,903
Population in renter-occupied ( number of individuals )	35,627
Households with individuals under 18	12,045
Vacant	3,972
Vacant: for rent	1,371
Vacant: for sale	711

### Population by Sex/Age

Male	47,087
Female	51,646
Under 18	22,095
18 & over	76,638
20 - 24	9,337
25 - 34	12,044
35 - 49	18,584
50 - 64	18,662
65 & over	12,847

### Population by Ethnicity

Hispanic or Latino	4,478
Non Hispanic or Latino	94,255

### Population by Race

White	67,784
African American	23,873
Asian	2,471
American Indian and Alaska Native	236
Native Hawaiian and Pacific Islander	47
Other	1,872
Identified by two or more	2,450

## MD - Worcester County

### Population

Total Population	51,454
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### Housing Status

( in housing units unless noted )

Total	55,749
Occupied	22,229
Owner-occupied	16,737
Population in owner-occupied ( number of individuals )	37,779
Renter-occupied	5,492
Population in renter-occupied ( number of individuals )	12,940
Households with individuals under 18	5,372
Vacant	33,520
Vacant: for rent	3,372
Vacant: for sale	1,238

### Population by Sex/Age

Male	25,044
Female	26,410
Under 18	9,423
18 & over	42,031
20 - 24	2,499
25 - 34	4,678
35 - 49	9,721
50 - 64	12,223
65 & over	11,961

### Population by Ethnicity

Hispanic or Latino	1,622
Non Hispanic or Latino	49,832

### Population by Race

White	42,194
African American	7,022
Asian	573
American Indian and Alaska Native	145
Native Hawaiian and Pacific Islander	11
Other	632
Identified by two or more	877

## DE - Sussex County

### Population

Total Population	197,145
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### Housing Status

( in housing units unless noted )

Total	123,036
Occupied	79,368
Owner-occupied	62,353
Population in owner-occupied ( number of individuals )	147,990
Renter-occupied	17,015
Population in renter-occupied ( number of individuals )	46,218
Households with individuals under 18	21,399
Vacant	43,668
Vacant: for rent	3,083
Vacant: for sale	2,431

### Population by Sex/Age

Male	96,233
Female	100,912
Under 18	40,307
18 & over	156,838
20 - 24	10,173
25 - 34	20,656
35 - 49	36,189
50 - 64	44,554
65 & over	41,073

### Population by Ethnicity

Hispanic or Latino	16,954
Non Hispanic or Latino	180,191

### Population by Race

White	155,663
African American	25,115
Asian	1,943
American Indian and Alaska Native	1,564
Native Hawaiian and Pacific Islander	150
Other	8,169
Identified by two or more	4,541

## VA - Accomack County

### Population

Total Population	33,164
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### Housing Status

( in housing units unless noted )

Total	21,002
Occupied	13,798
Owner-occupied	9,963
Population in owner-occupied ( number of individuals )	22,712
Renter-occupied	3,835
Population in renter-occupied ( number of individuals )	10,024
Households with individuals under 18	3,819
Vacant	7,204
Vacant: for rent	575
Vacant: for sale	433

### Population by Sex/Age

Male	16,154
Female	17,010
Under 18	6,925
18 & over	26,239
20 - 24	1,713
25 - 34	3,537
35 - 49	6,146
50 - 64	7,724
65 & over	6,336

### Population by Ethnicity

Hispanic or Latino	2,850
Non Hispanic or Latino	30,314

### Population by Race

White	21,662
African American	9,303
Asian	183
American Indian and Alaska Native	135
Native Hawaiian and Pacific Islander	40
Other	1,302
Identified by two or more	539