



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

TALLAHASSEE THOMASVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	714,433
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Housing Status

(in housing units unless noted)

Total	312,878
Occupied	272,000
Owner-occupied	170,252
Population in owner-occupied (number of individuals)	424,640
Renter-occupied	101,748
Population in renter-occupied (number of individuals)	247,283
Households with individuals under 18	84,690
Vacant	40,878
Vacant: for rent	12,657
Vacant: for sale	4,624

Population by Sex/Age

Male	352,605
Female	361,828
Under 18	157,558
18 & over	556,875
20 - 24	77,499
25 - 34	96,531
35 - 49	133,929
50 - 64	131,307
65 & over	85,324

Population by Ethnicity

Hispanic or Latino	41,778
Non Hispanic or Latino	672,655

Population by Race

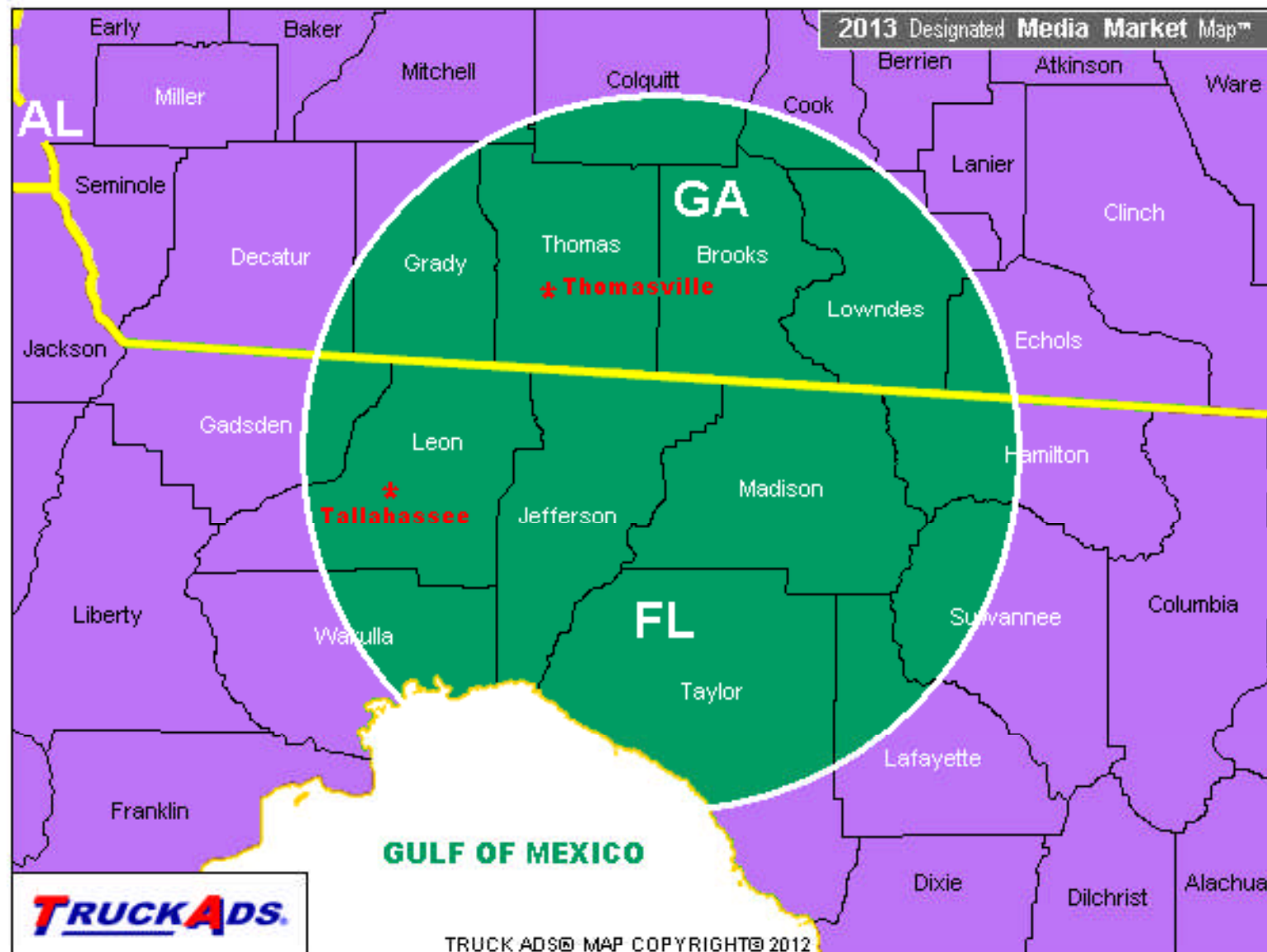
White	444,848
African American	226,475
Asian	11,283
American Indian and Alaska Native	2,846
Native Hawaiian and Pacific Islander	381
Other	15,260
Identified by two or more	13,340

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TALLAHASSEE THOMASVILLE :::

BROADCAST TV MARKET AREA



17 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Gadsden, FL ~ Hamilton, FL ~ Jefferson, FL ~ Lafayette, FL ~ Leon, FL ~ Madison, FL ~ Suwannee, FL ~ Taylor, FL ~ Wakulla, FL ~ **GEORGIA:** Brooks, GA ~ Clinch, GA ~ Decatur, GA ~ Echols, GA ~ Grady, GA ~ Lowndes, GA ~ Miller, GA ~ Thomas, GA

FL - Gadsden County

Population

Total Population	46,389
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Housing Status

(in housing units unless noted)

Total	19,506
Occupied	16,952
Owner-occupied	12,437
Population in owner-occupied (number of individuals)	31,583
Renter-occupied	4,515
Population in renter-occupied (number of individuals)	12,645
Households with individuals under 18	5,819
Vacant	2,554
Vacant: for rent	560
Vacant: for sale	279

Population by Sex/Age

Male	22,647
Female	23,742
Under 18	11,205
18 & over	35,184
20 - 24	2,691
25 - 34	5,800
35 - 49	9,180
50 - 64	9,936
65 & over	6,323

Population by Ethnicity

Hispanic or Latino	4,419
Non Hispanic or Latino	41,970

Population by Race

White	16,646
African American	25,996
Asian	227
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	19
Other	2,757
Identified by two or more	607

FL - Hamilton County

Population

Total Population	14,799
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Housing Status

(in housing units unless noted)

Total	5,778
Occupied	4,617
Owner-occupied	3,434
Population in owner-occupied (number of individuals)	8,565
Renter-occupied	1,183
Population in renter-occupied (number of individuals)	3,170
Households with individuals under 18	1,476
Vacant	1,161
Vacant: for rent	101
Vacant: for sale	86

Population by Sex/Age

Male	8,721
Female	6,078
Under 18	2,913
18 & over	11,886
20 - 24	1,519
25 - 34	1,962
35 - 49	2,964
50 - 64	3,058
65 & over	1,946

Population by Ethnicity

Hispanic or Latino	1,306
Non Hispanic or Latino	13,493

Population by Race

White	8,851
African American	5,102
Asian	76
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	0
Other	420
Identified by two or more	257

FL - Jefferson County

Population

Total Population	14,761
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Housing Status

(in housing units unless noted)

Total	6,632
Occupied	5,646
Owner-occupied	4,366
Population in owner-occupied (number of individuals)	10,311
Renter-occupied	1,280
Population in renter-occupied (number of individuals)	3,111
Households with individuals under 18	1,517
Vacant	986
Vacant: for rent	133
Vacant: for sale	97

Population by Sex/Age

Male	7,727
Female	7,034
Under 18	2,748
18 & over	12,013
20 - 24	810
25 - 34	1,769
35 - 49	3,072
50 - 64	3,614
65 & over	2,432

Population by Ethnicity

Hispanic or Latino	546
Non Hispanic or Latino	14,215

Population by Race

White	8,912
African American	5,340
Asian	57
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	5
Other	221
Identified by two or more	189

FL - Lafayette County

Population

Total Population	8,870
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Housing Status

(in housing units unless noted)

Total	3,328
Occupied	2,580
Owner-occupied	1,955
Population in owner-occupied (number of individuals)	4,976
Renter-occupied	625
Population in renter-occupied (number of individuals)	1,800
Households with individuals under 18	930
Vacant	748
Vacant: for rent	78
Vacant: for sale	34

Population by Sex/Age

Male	5,481
Female	3,389
Under 18	1,785
18 & over	7,085
20 - 24	813
25 - 34	1,424
35 - 49	2,028
50 - 64	1,486
65 & over	1,084

Population by Ethnicity

Hispanic or Latino	1,076
Non Hispanic or Latino	7,794

Population by Race

White	6,868
African American	1,411
Asian	13
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	2
Other	418
Identified by two or more	120

FL - Leon County

Population

Total Population	275,487
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Housing Status

(in housing units unless noted)

Total	124,136
Occupied	110,945
Owner-occupied	60,393
Population in owner-occupied (number of individuals)	147,264
Renter-occupied	50,552
Population in renter-occupied (number of individuals)	113,229
Households with individuals under 18	30,094
Vacant	13,191
Vacant: for rent	6,738
Vacant: for sale	1,682

Population by Sex/Age

Male	131,134
Female	144,353
Under 18	53,973
18 & over	221,514
20 - 24	43,722
25 - 34	39,954
35 - 49	46,797
50 - 64	46,886
65 & over	25,980

Population by Ethnicity

Hispanic or Latino	15,361
Non Hispanic or Latino	260,126

Population by Race

White	173,480
African American	83,520
Asian	8,053
American Indian and Alaska Native	775
Native Hawaiian and Pacific Islander	140
Other	3,397
Identified by two or more	6,122

FL - Madison County

Population

Total Population	19,224
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Housing Status

(in housing units unless noted)

Total	8,481
Occupied	6,985
Owner-occupied	5,187
Population in owner-occupied (number of individuals)	12,664
Renter-occupied	1,798
Population in renter-occupied (number of individuals)	4,627
Households with individuals under 18	2,168
Vacant	1,496
Vacant: for rent	198
Vacant: for sale	85

Population by Sex/Age

Male	10,035
Female	9,189
Under 18	4,187
18 & over	15,037
20 - 24	1,279
25 - 34	2,393
35 - 49	3,783
50 - 64	3,988
65 & over	3,045

Population by Ethnicity

Hispanic or Latino	899
Non Hispanic or Latino	18,325

Population by Race

White	11,070
African American	7,460
Asian	47
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	0
Other	302
Identified by two or more	252

FL - Suwannee County

Population

Total Population	41,551
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Housing Status

(in housing units unless noted)

Total	19,164
Occupied	15,953
Owner-occupied	12,003
Population in owner-occupied (number of individuals)	29,591
Renter-occupied	3,950
Population in renter-occupied (number of individuals)	10,567
Households with individuals under 18	4,942
Vacant	3,211
Vacant: for rent	477
Vacant: for sale	342

Population by Sex/Age

Male	20,945
Female	20,606
Under 18	9,449
18 & over	32,102
20 - 24	2,267
25 - 34	4,680
35 - 49	7,703
50 - 64	8,616
65 & over	7,850

Population by Ethnicity

Hispanic or Latino	3,596
Non Hispanic or Latino	37,955

Population by Race

White	34,299
African American	4,754
Asian	228
American Indian and Alaska Native	211
Native Hawaiian and Pacific Islander	15
Other	1,271
Identified by two or more	773

FL - Taylor County

Population

Total Population	22,570
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Housing Status

(in housing units unless noted)

Total	11,004
Occupied	7,920
Owner-occupied	6,059
Population in owner-occupied (number of individuals)	14,547
Renter-occupied	1,861
Population in renter-occupied (number of individuals)	4,769
Households with individuals under 18	2,400
Vacant	3,084
Vacant: for rent	378
Vacant: for sale	216

Population by Sex/Age

Male	12,554
Female	10,016
Under 18	4,445
18 & over	18,125
20 - 24	1,458
25 - 34	3,013
35 - 49	4,801
50 - 64	4,834
65 & over	3,528

Population by Ethnicity

Hispanic or Latino	777
Non Hispanic or Latino	21,793

Population by Race

White	16,964
African American	4,669
Asian	153
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	6
Other	205
Identified by two or more	393

FL - Wakulla County

Population

Total Population	30,776
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Housing Status

(in housing units unless noted)

Total	12,804
Occupied	10,490
Owner-occupied	8,469
Population in owner-occupied (number of individuals)	21,730
Renter-occupied	2,021
Population in renter-occupied (number of individuals)	5,618
Households with individuals under 18	3,792
Vacant	2,314
Vacant: for rent	337
Vacant: for sale	326

Population by Sex/Age

Male	16,992
Female	13,784
Under 18	6,925
18 & over	23,851
20 - 24	1,770
25 - 34	4,276
35 - 49	7,459
50 - 64	6,336
65 & over	3,339

Population by Ethnicity

Hispanic or Latino	1,016
Non Hispanic or Latino	29,760

Population by Race

White	25,224
African American	4,464
Asian	172
American Indian and Alaska Native	191
Native Hawaiian and Pacific Islander	18
Other	148
Identified by two or more	559

GA - Brooks County

Population

Total Population	16,243
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Housing Status

(in housing units unless noted)

Total	7,706
Occupied	6,457
Owner-occupied	4,601
Population in owner-occupied (number of individuals)	11,580
Renter-occupied	1,856
Population in renter-occupied (number of individuals)	4,663
Households with individuals under 18	2,035
Vacant	1,249
Vacant: for rent	208
Vacant: for sale	95

Population by Sex/Age

Male	7,901
Female	8,342
Under 18	3,850
18 & over	12,393
20 - 24	963
25 - 34	1,805
35 - 49	3,187
50 - 64	3,440
65 & over	2,560

Population by Ethnicity

Hispanic or Latino	853
Non Hispanic or Latino	15,390

Population by Race

White	9,722
African American	5,729
Asian	51
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	14
Other	477
Identified by two or more	201

GA - Clinch County

Population

Total Population	6,798
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Housing Status

(in housing units unless noted)

Total	3,007
Occupied	2,572
Owner-occupied	1,814
Population in owner-occupied (number of individuals)	4,680
Renter-occupied	758
Population in renter-occupied (number of individuals)	1,963
Households with individuals under 18	987
Vacant	435
Vacant: for rent	79
Vacant: for sale	23

Population by Sex/Age

Male	3,315
Female	3,483
Under 18	1,843
18 & over	4,955
20 - 24	453
25 - 34	778
35 - 49	1,332
50 - 64	1,359
65 & over	868

Population by Ethnicity

Hispanic or Latino	236
Non Hispanic or Latino	6,562

Population by Race

White	4,581
African American	1,886
Asian	13
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	176
Identified by two or more	94

GA - Decatur County

Population

Total Population	27,842
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Housing Status

(in housing units unless noted)

Total	12,125
Occupied	10,390
Owner-occupied	6,849
Population in owner-occupied (number of individuals)	17,363
Renter-occupied	3,541
Population in renter-occupied (number of individuals)	9,410
Households with individuals under 18	3,682
Vacant	1,735
Vacant: for rent	452
Vacant: for sale	165

Population by Sex/Age

Male	13,605
Female	14,237
Under 18	7,082
18 & over	20,760
20 - 24	1,738
25 - 34	3,351
35 - 49	5,613
50 - 64	5,325
65 & over	3,879

Population by Ethnicity

Hispanic or Latino	1,404
Non Hispanic or Latino	26,438

Population by Race

White	15,096
African American	11,438
Asian	144
American Indian and Alaska Native	117
Native Hawaiian and Pacific Islander	6
Other	703
Identified by two or more	338

GA - Echols County

Population

Total Population	4,034
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Housing Status

(in housing units unless noted)

Total	1,558
Occupied	1,329
Owner-occupied	903
Population in owner-occupied (number of individuals)	2,557
Renter-occupied	426
Population in renter-occupied (number of individuals)	1,477
Households with individuals under 18	579
Vacant	229
Vacant: for rent	44
Vacant: for sale	2

Population by Sex/Age

Male	2,040
Female	1,994
Under 18	1,183
18 & over	2,851
20 - 24	295
25 - 34	634
35 - 49	810
50 - 64	605
65 & over	398

Population by Ethnicity

Hispanic or Latino	1,183
Non Hispanic or Latino	2,851

Population by Race

White	3,023
African American	171
Asian	13
American Indian and Alaska Native	72
Native Hawaiian and Pacific Islander	2
Other	639
Identified by two or more	114

GA - Grady County

Population

Total Population	25,011
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Housing Status

(in housing units unless noted)

Total	10,760
Occupied	9,418
Owner-occupied	6,312
Population in owner-occupied (number of individuals)	15,929
Renter-occupied	3,106
Population in renter-occupied (number of individuals)	8,882
Households with individuals under 18	3,382
Vacant	1,342
Vacant: for rent	265
Vacant: for sale	126

Population by Sex/Age

Male	12,115
Female	12,896
Under 18	6,427
18 & over	18,584
20 - 24	1,516
25 - 34	3,155
35 - 49	4,926
50 - 64	4,840
65 & over	3,536

Population by Ethnicity

Hispanic or Latino	2,500
Non Hispanic or Latino	22,511

Population by Race

White	15,716
African American	7,176
Asian	106
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	21
Other	1,417
Identified by two or more	393

GA - Lowndes County

Population

Total Population	109,233
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Housing Status

(in housing units unless noted)

Total	43,921
Occupied	39,747
Owner-occupied	22,448
Population in owner-occupied (number of individuals)	58,831
Renter-occupied	17,299
Population in renter-occupied (number of individuals)	43,992
Households with individuals under 18	14,163
Vacant	4,174
Vacant: for rent	1,774
Vacant: for sale	666

Population by Sex/Age

Male	53,285
Female	55,948
Under 18	26,970
18 & over	82,263
20 - 24	13,350
25 - 34	15,729
35 - 49	20,049
50 - 64	16,776
65 & over	10,693

Population by Ethnicity

Hispanic or Latino	5,238
Non Hispanic or Latino	103,995

Population by Race

White	63,485
African American	39,142
Asian	1,591
American Indian and Alaska Native	416
Native Hawaiian and Pacific Islander	122
Other	2,165
Identified by two or more	2,312

GA - Miller County

Population

Total Population	6,125
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Housing Status

(in housing units unless noted)

Total	2,791
Occupied	2,426
Owner-occupied	1,697
Population in owner-occupied (number of individuals)	4,180
Renter-occupied	729
Population in renter-occupied (number of individuals)	1,777
Households with individuals under 18	782
Vacant	365
Vacant: for rent	108
Vacant: for sale	22

Population by Sex/Age

Male	2,929
Female	3,196
Under 18	1,436
18 & over	4,689
20 - 24	335
25 - 34	674
35 - 49	1,197
50 - 64	1,207
65 & over	1,123

Population by Ethnicity

Hispanic or Latino	93
Non Hispanic or Latino	6,032

Population by Race

White	4,266
African American	1,720
Asian	28
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	0
Other	25
Identified by two or more	71

GA - Thomas County

Population

Total Population	44,720
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Housing Status

(in housing units unless noted)

Total	20,177
Occupied	17,573
Owner-occupied	11,325
Population in owner-occupied (number of individuals)	28,289
Renter-occupied	6,248
Population in renter-occupied (number of individuals)	15,583
Households with individuals under 18	5,942
Vacant	2,604
Vacant: for rent	727
Vacant: for sale	378

Population by Sex/Age

Male	21,179
Female	23,541
Under 18	11,137
18 & over	33,583
20 - 24	2,520
25 - 34	5,134
35 - 49	9,028
50 - 64	9,001
65 & over	6,740

Population by Ethnicity

Hispanic or Latino	1,275
Non Hispanic or Latino	43,445

Population by Race

White	26,645
African American	16,497
Asian	311
American Indian and Alaska Native	196
Native Hawaiian and Pacific Islander	7
Other	519
Identified by two or more	545