



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

**TAMPA ST. PETERSBURG SARASOTA :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	4,448,792
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**Housing Status**

( in housing units unless noted )

Total	2,231,635
Occupied	1,845,737
Owner-occupied	1,290,057
Population in owner-occupied ( number of individuals )	3,027,794
Renter-occupied	555,680
Population in renter-occupied ( number of individuals )	1,334,133
Households with individuals under 18	497,808
Vacant	385,898
Vacant: for rent	90,693
Vacant: for sale	50,431

**Population by Sex/Age**

Male	2,160,093
Female	2,288,699
Under 18	914,134
18 & over	3,534,658
20 - 24	251,211
25 - 34	501,704
35 - 49	866,219
50 - 64	905,105
65 & over	902,704

**Population by Ethnicity**

Hispanic or Latino	677,946
Non Hispanic or Latino	3,770,846

**Population by Race**

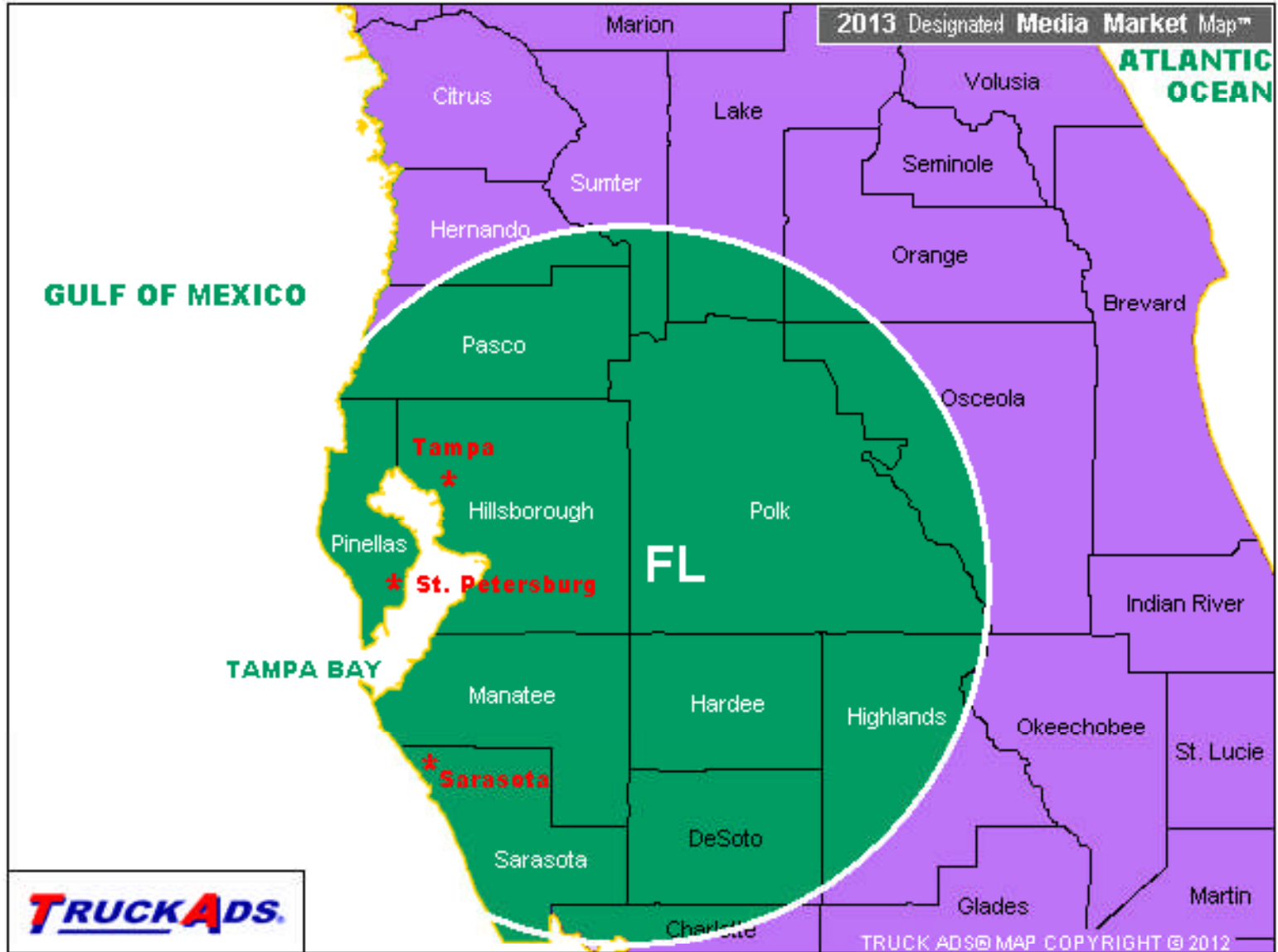
White	3,564,905
African American	488,420
Asian	105,170
American Indian and Alaska Native	16,109
Native Hawaiian and Pacific Islander	2,925
Other	165,326
Identified by two or more	105,937

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# TAMPA ST. PETERSBURG SARASOTA :::

BROADCAST TV MARKET AREA



## 11 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Citrus, FL ~ Hardee, FL ~ Hernando, FL ~ Highlands, FL ~ Hillsborough, FL ~ Manatee, FL ~ Pasco, FL ~ Pinellas, FL ~ Polk, FL ~ Sarasota, FL ~ Sumter, FL

## FL - Citrus County

### Population

Total Population	141,236
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### Housing Status

( in housing units unless noted )

Total	78,026
Occupied	63,304
Owner-occupied	52,100
Population in owner-occupied ( number of individuals )	112,254
Renter-occupied	11,204
Population in renter-occupied ( number of individuals )	26,731
Households with individuals under 18	12,556
Vacant	14,722
Vacant: for rent	2,066
Vacant: for sale	2,378

### Population by Sex/Age

Male	68,359
Female	72,877
Under 18	22,394
18 & over	118,842
20 - 24	5,357
25 - 34	9,865
35 - 49	22,267
50 - 64	33,648
65 & over	45,041

### Population by Ethnicity

Hispanic or Latino	6,584
Non Hispanic or Latino	134,652

### Population by Race

White	131,350
African American	3,987
Asian	1,996
American Indian and Alaska Native	482
Native Hawaiian and Pacific Islander	38
Other	1,106
Identified by two or more	2,277

## FL - Hardee County

### Population

Total Population	27,731
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### Housing Status

( in housing units unless noted )

Total	9,722
Occupied	8,245
Owner-occupied	5,733
Population in owner-occupied ( number of individuals )	17,352
Renter-occupied	2,512
Population in renter-occupied ( number of individuals )	8,395
Households with individuals under 18	3,405
Vacant	1,477
Vacant: for rent	270
Vacant: for sale	147

### Population by Sex/Age

Male	14,868
Female	12,863
Under 18	7,675
18 & over	20,056
20 - 24	2,202
25 - 34	3,770
35 - 49	5,219
50 - 64	4,346
65 & over	3,575

### Population by Ethnicity

Hispanic or Latino	11,895
Non Hispanic or Latino	15,836

### Population by Race

White	20,013
African American	1,936
Asian	298
American Indian and Alaska Native	172
Native Hawaiian and Pacific Islander	12
Other	4,754
Identified by two or more	546

## FL - Hernando County

### Population

Total Population	172,778
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### Housing Status

( in housing units unless noted )

Total	84,504
Occupied	71,745
Owner-occupied	57,774
Population in owner-occupied ( number of individuals )	134,594
Renter-occupied	13,971
Population in renter-occupied ( number of individuals )	36,356
Households with individuals under 18	18,524
Vacant	12,759
Vacant: for rent	2,018
Vacant: for sale	2,383

### Population by Sex/Age

Male	82,534
Female	90,244
Under 18	34,158
18 & over	138,620
20 - 24	7,823
25 - 34	15,359
35 - 49	30,865
50 - 64	36,412
65 & over	44,523

### Population by Ethnicity

Hispanic or Latino	17,796
Non Hispanic or Latino	154,982

### Population by Race

White	154,598
African American	8,816
Asian	1,859
American Indian and Alaska Native	613
Native Hawaiian and Pacific Islander	74
Other	3,318
Identified by two or more	3,500

## FL - Highlands County

### Population

Total Population	98,786
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### Housing Status

( in housing units unless noted )

Total	55,386
Occupied	42,604
Owner-occupied	32,830
Population in owner-occupied ( number of individuals )	72,199
Renter-occupied	9,774
Population in renter-occupied ( number of individuals )	24,854
Households with individuals under 18	9,368
Vacant	12,782
Vacant: for rent	2,051
Vacant: for sale	1,588

### Population by Sex/Age

Male	48,273
Female	50,513
Under 18	17,972
18 & over	80,814
20 - 24	4,451
25 - 34	8,612
35 - 49	14,497
50 - 64	19,390
65 & over	31,822

### Population by Ethnicity

Hispanic or Latino	17,157
Non Hispanic or Latino	81,629

### Population by Race

White	79,972
African American	9,263
Asian	1,439
American Indian and Alaska Native	471
Native Hawaiian and Pacific Islander	45
Other	5,401
Identified by two or more	2,195

## FL - Hillsborough County

### Population

Total Population	1,229,226
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### Housing Status

( in housing units unless noted )

Total	536,092
Occupied	474,030
Owner-occupied	288,819
Population in owner-occupied ( number of individuals )	757,268
Renter-occupied	185,211
Population in renter-occupied ( number of individuals )	449,893
Households with individuals under 18	159,441
Vacant	62,062
Vacant: for rent	26,653
Vacant: for sale	9,519

### Population by Sex/Age

Male	599,084
Female	630,142
Under 18	294,208
18 & over	935,018
20 - 24	91,853
25 - 34	173,877
35 - 49	267,441
50 - 64	219,620
65 & over	145,237

### Population by Ethnicity

Hispanic or Latino	306,635
Non Hispanic or Latino	922,591

### Population by Race

White	876,137
African American	205,073
Asian	42,076
American Indian and Alaska Native	4,779
Native Hawaiian and Pacific Islander	925
Other	61,554
Identified by two or more	38,682

## FL - Manatee County

### Population

Total Population	322,833
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### Housing Status

( in housing units unless noted )

Total	172,690
Occupied	135,729
Owner-occupied	96,818
Population in owner-occupied ( number of individuals )	218,899
Renter-occupied	38,911
Population in renter-occupied ( number of individuals )	99,117
Households with individuals under 18	34,815
Vacant	36,961
Vacant: for rent	7,305
Vacant: for sale	4,577

### Population by Sex/Age

Male	156,115
Female	166,718
Under 18	66,283
18 & over	256,550
20 - 24	16,031
25 - 34	32,753
35 - 49	58,450
50 - 64	67,405
65 & over	75,109

### Population by Ethnicity

Hispanic or Latino	47,955
Non Hispanic or Latino	274,878

### Population by Race

White	264,322
African American	28,230
Asian	5,275
American Indian and Alaska Native	1,044
Native Hawaiian and Pacific Islander	218
Other	17,260
Identified by two or more	6,484



## FL - Pasco County

### Population

Total Population	464,697
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### Housing Status

( in housing units unless noted )

Total	228,928
Occupied	189,612
Owner-occupied	146,239
Population in owner-occupied ( number of individuals )	349,867
Renter-occupied	43,373
Population in renter-occupied ( number of individuals )	109,156
Households with individuals under 18	54,581
Vacant	39,316
Vacant: for rent	7,684
Vacant: for sale	5,473

### Population by Sex/Age

Male	225,886
Female	238,811
Under 18	98,573
18 & over	366,124
20 - 24	22,191
25 - 34	49,207
35 - 49	95,032
50 - 64	93,036
65 & over	96,245

### Population by Ethnicity

Hispanic or Latino	54,536
Non Hispanic or Latino	410,161

### Population by Race

White	409,784
African American	20,700
Asian	9,796
American Indian and Alaska Native	1,646
Native Hawaiian and Pacific Islander	270
Other	12,054
Identified by two or more	10,447

## FL - Pinellas County

### Population

Total Population	916,542
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### Housing Status

( in housing units unless noted )

Total	503,634
Occupied	415,876
Owner-occupied	280,458
Population in owner-occupied ( number of individuals )	610,268
Renter-occupied	135,418
Population in renter-occupied ( number of individuals )	286,596
Households with individuals under 18	93,800
Vacant	87,758
Vacant: for rent	20,801
Vacant: for sale	10,610

### Population by Sex/Age

Male	440,009
Female	476,533
Under 18	162,888
18 & over	753,654
20 - 24	47,098
25 - 34	99,379
35 - 49	183,981
50 - 64	209,372
65 & over	194,099

### Population by Ethnicity

Hispanic or Latino	73,241
Non Hispanic or Latino	843,301

### Population by Race

White	752,892
African American	94,745
Asian	27,148
American Indian and Alaska Native	2,892
Native Hawaiian and Pacific Islander	810
Other	18,039
Identified by two or more	20,016

## FL - Polk County

### Population

Total Population	602,095
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### Housing Status

( in housing units unless noted )

Total	281,214
Occupied	227,485
Owner-occupied	160,442
Population in owner-occupied ( number of individuals )	404,532
Renter-occupied	67,043
Population in renter-occupied ( number of individuals )	185,302
Households with individuals under 18	73,048
Vacant	53,729
Vacant: for rent	12,562
Vacant: for sale	7,283

### Population by Sex/Age

Male	295,313
Female	306,782
Under 18	141,736
18 & over	460,359
20 - 24	36,499
25 - 34	71,248
35 - 49	113,865
50 - 64	113,903
65 & over	108,296

### Population by Ethnicity

Hispanic or Latino	106,532
Non Hispanic or Latino	495,563

### Population by Race

White	452,854
African American	88,833
Asian	9,760
American Indian and Alaska Native	2,706
Native Hawaiian and Pacific Islander	360
Other	32,847
Identified by two or more	14,735

## FL - Sarasota County

### Population

Total Population	379,448
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### Housing Status

( in housing units unless noted )

Total	228,413
Occupied	175,746
Owner-occupied	131,759
Population in owner-occupied ( number of individuals )	276,643
Renter-occupied	43,987
Population in renter-occupied ( number of individuals )	97,183
Households with individuals under 18	33,823
Vacant	52,667
Vacant: for rent	7,724
Vacant: for sale	5,116

### Population by Sex/Age

Male	181,041
Female	198,407
Under 18	59,735
18 & over	319,713
20 - 24	15,253
25 - 34	31,182
35 - 49	62,991
50 - 64	85,092
65 & over	118,227

### Population by Ethnicity

Hispanic or Latino	30,033
Non Hispanic or Latino	349,415

### Population by Race

White	342,090
African American	17,815
Asian	4,903
American Indian and Alaska Native	945
Native Hawaiian and Pacific Islander	134
Other	7,556
Identified by two or more	6,005

## FL - Sumter County

### Population

Total Population	93,420
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### Housing Status

( in housing units unless noted )

Total	53,026
Occupied	41,361
Owner-occupied	37,085
Population in owner-occupied ( number of individuals )	73,918
Renter-occupied	4,276
Population in renter-occupied ( number of individuals )	10,550
Households with individuals under 18	4,447
Vacant	11,665
Vacant: for rent	1,559
Vacant: for sale	1,357

### Population by Sex/Age

Male	48,611
Female	44,809
Under 18	8,512
18 & over	84,908
20 - 24	2,453
25 - 34	6,452
35 - 49	11,611
50 - 64	22,881
65 & over	40,530

### Population by Ethnicity

Hispanic or Latino	5,582
Non Hispanic or Latino	87,838

### Population by Race

White	80,893
African American	9,022
Asian	620
American Indian and Alaska Native	359
Native Hawaiian and Pacific Islander	39
Other	1,437
Identified by two or more	1,050