



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

**WILMINGTON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	514,108
------------------	---------

**Housing Status**

( in housing units unless noted )

Total	275,130
Occupied	212,090
Owner-occupied	144,838
Population in owner-occupied ( number of individuals )	344,720
Renter-occupied	67,252
Population in renter-occupied ( number of individuals )	156,642
Households with individuals under 18	60,985
Vacant	63,040
Vacant: for rent	10,908
Vacant: for sale	5,244

**Population by Sex/Age**

Male	251,461
Female	262,647
Under 18	108,982
18 & over	405,126
20 - 24	34,838
25 - 34	65,209
35 - 49	101,068
50 - 64	108,519
65 & over	81,610

**Population by Ethnicity**

Hispanic or Latino	36,682
Non Hispanic or Latino	477,426

**Population by Race**

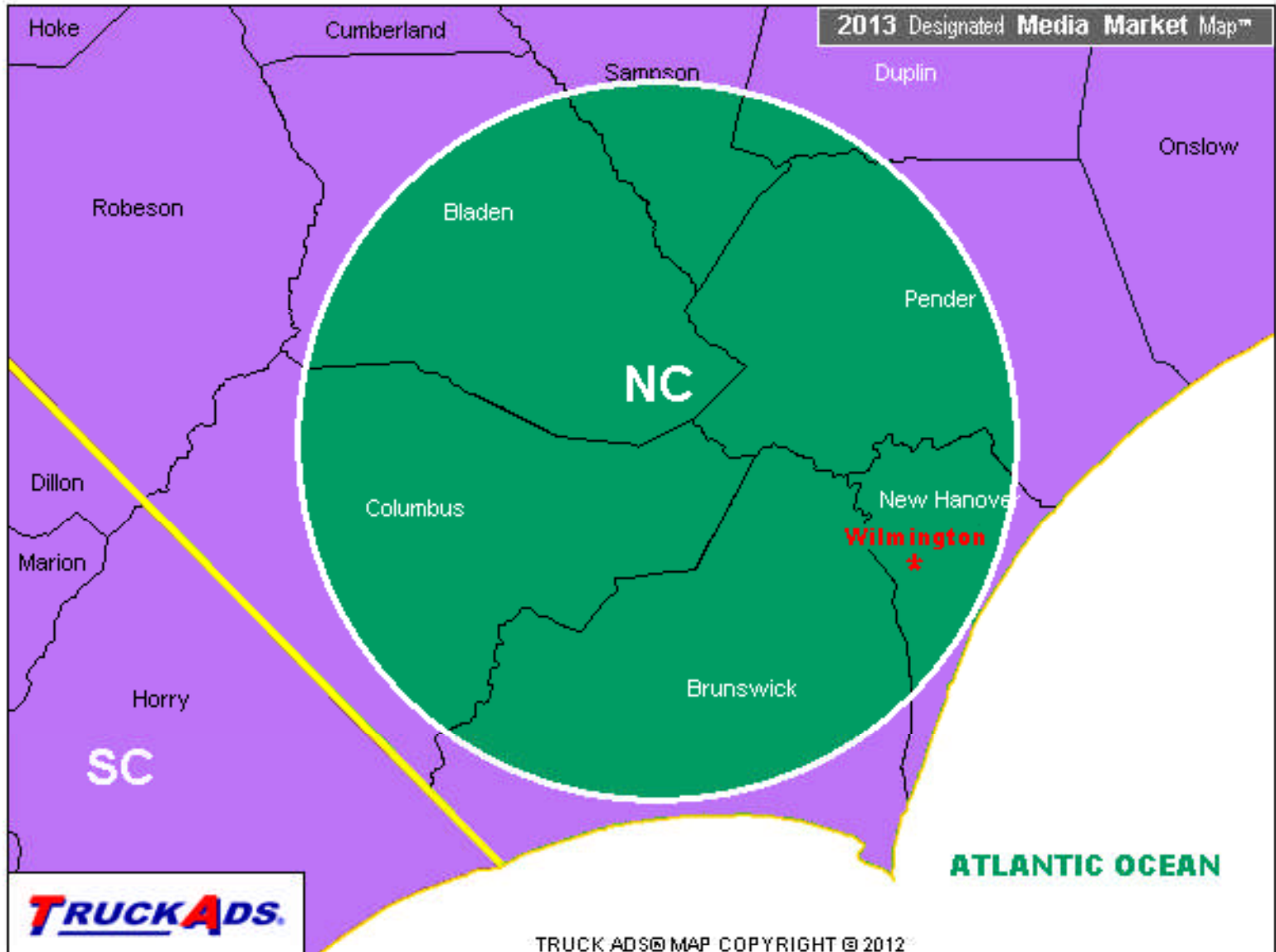
White	378,237
African American	96,221
Asian	3,575
American Indian and Alaska Native	4,918
Native Hawaiian and Pacific Islander	283
Other	21,608
Identified by two or more	9,266

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



# WILMINGTON :::

## BROADCAST TV MARKET AREA



### 6 COUNTIES IN THIS DESIGNATED MARKET

**NORTH CAROLINA:** Bladen, NC ~ Brunswick, NC ~ Columbus, NC ~ Duplin, NC ~ New Hanover, NC ~ Pender, NC

## NC - Bladen County

### Population

Total Population	35,190
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,718
Occupied	14,430
Owner-occupied	10,440
Population in owner-occupied ( number of individuals )	25,148
Renter-occupied	3,990
Population in renter-occupied ( number of individuals )	9,531
Households with individuals under 18	4,549
Vacant	3,288
Vacant: for rent	534
Vacant: for sale	128

### Population by Sex/Age

Male	16,887
Female	18,303
Under 18	8,117
18 & over	27,073
20 - 24	1,911
25 - 34	3,976
35 - 49	6,840
50 - 64	8,005
65 & over	5,481

### Population by Ethnicity

Hispanic or Latino	2,502
Non Hispanic or Latino	32,688

### Population by Race

White	19,806
African American	12,268
Asian	70
American Indian and Alaska Native	749
Native Hawaiian and Pacific Islander	5
Other	1,774
Identified by two or more	518

## NC - Brunswick County

### Population

Total Population	107,431
------------------	---------

### Housing Status

( in housing units unless noted )

Total	77,482
Occupied	46,297
Owner-occupied	35,719
Population in owner-occupied ( number of individuals )	80,261
Renter-occupied	10,578
Population in renter-occupied ( number of individuals )	26,327
Households with individuals under 18	11,459
Vacant	31,185
Vacant: for rent	3,135
Vacant: for sale	2,165

### Population by Sex/Age

Male	52,660
Female	54,771
Under 18	20,161
18 & over	87,270
20 - 24	4,707
25 - 34	11,452
35 - 49	19,144
50 - 64	27,035
65 & over	23,026

### Population by Ethnicity

Hispanic or Latino	5,549
Non Hispanic or Latino	101,882

### Population by Race

White	89,193
African American	12,291
Asian	579
American Indian and Alaska Native	761
Native Hawaiian and Pacific Islander	38
Other	2,634
Identified by two or more	1,935

## NC - Columbus County

### Population

Total Population	58,098
------------------	--------

### Housing Status

( in housing units unless noted )

Total	26,042
Occupied	22,489
Owner-occupied	15,985
Population in owner-occupied ( number of individuals )	39,386
Renter-occupied	6,504
Population in renter-occupied ( number of individuals )	15,787
Households with individuals under 18	7,390
Vacant	3,553
Vacant: for rent	845
Vacant: for sale	267

### Population by Sex/Age

Male	28,753
Female	29,345
Under 18	13,532
18 & over	44,566
20 - 24	3,493
25 - 34	7,013
35 - 49	11,734
50 - 64	12,034
65 & over	8,830

### Population by Ethnicity

Hispanic or Latino	2,662
Non Hispanic or Latino	55,436

### Population by Race

White	35,735
African American	17,713
Asian	154
American Indian and Alaska Native	1,845
Native Hawaiian and Pacific Islander	27
Other	1,750
Identified by two or more	874

## NC - Duplin County

### Population

Total Population	58,505
------------------	--------

### Housing Status

( in housing units unless noted )

Total	25,728
Occupied	22,495
Owner-occupied	15,546
Population in owner-occupied ( number of individuals )	39,583
Renter-occupied	6,949
Population in renter-occupied ( number of individuals )	18,243
Households with individuals under 18	7,814
Vacant	3,233
Vacant: for rent	838
Vacant: for sale	274

### Population by Sex/Age

Male	28,758
Female	29,747
Under 18	14,870
18 & over	43,635
20 - 24	3,497
25 - 34	7,319
35 - 49	11,628
50 - 64	11,426
65 & over	8,295

### Population by Ethnicity

Hispanic or Latino	12,059
Non Hispanic or Latino	46,446

### Population by Race

White	33,449
African American	14,773
Asian	155
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	65
Other	8,856
Identified by two or more	940

## NC - New Hanover County

### Population

Total Population	202,667
------------------	---------

### Housing Status

( in housing units unless noted )

Total	101,436
Occupied	86,046
Owner-occupied	51,429
Population in owner-occupied ( number of individuals )	121,358
Renter-occupied	34,617
Population in renter-occupied ( number of individuals )	74,611
Households with individuals under 18	23,093
Vacant	15,390
Vacant: for rent	4,651
Vacant: for sale	1,922

### Population by Sex/Age

Male	98,269
Female	104,398
Under 18	40,413
18 & over	162,254
20 - 24	18,456
25 - 34	29,563
35 - 49	40,572
50 - 64	38,682
65 & over	28,092

### Population by Ethnicity

Hispanic or Latino	10,716
Non Hispanic or Latino	191,951

### Population by Race

White	160,298
African American	29,907
Asian	2,410
American Indian and Alaska Native	1,005
Native Hawaiian and Pacific Islander	130
Other	4,852
Identified by two or more	4,065

## NC - Pender County

### Population

Total Population	52,217
------------------	--------

### Housing Status

( in housing units unless noted )

Total	26,724
Occupied	20,333
Owner-occupied	15,719
Population in owner-occupied ( number of individuals )	38,984
Renter-occupied	4,614
Population in renter-occupied ( number of individuals )	12,143
Households with individuals under 18	6,680
Vacant	6,391
Vacant: for rent	905
Vacant: for sale	488

### Population by Sex/Age

Male	26,134
Female	26,083
Under 18	11,889
18 & over	40,328
20 - 24	2,774
25 - 34	5,886
35 - 49	11,150
50 - 64	11,337
65 & over	7,886

### Population by Ethnicity

Hispanic or Latino	3,194
Non Hispanic or Latino	49,023

### Population by Race

White	39,756
African American	9,269
Asian	207
American Indian and Alaska Native	291
Native Hawaiian and Pacific Islander	18
Other	1,742
Identified by two or more	934