



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

CLEVELAND AKRON CANTON :::

BROADCAST TV MARKET AREA

Population

Total Population	3,725,671
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Housing Status

(in housing units unless noted)

Total	1,678,250
Occupied	1,508,766
Owner-occupied	1,029,043
Population in owner-occupied (number of individuals)	2,595,763
Renter-occupied	479,723
Population in renter-occupied (number of individuals)	1,046,092
Households with individuals under 18	454,791
Vacant	169,484
Vacant: for rent	62,299
Vacant: for sale	25,448

Population by Sex/Age

Male	1,802,507
Female	1,923,164
Under 18	866,335
18 & over	2,859,336
20 - 24	225,519
25 - 34	429,575
35 - 49	751,929
50 - 64	784,908
65 & over	563,622

Population by Ethnicity

Hispanic or Latino	128,844
Non Hispanic or Latino	3,596,827

Population by Race

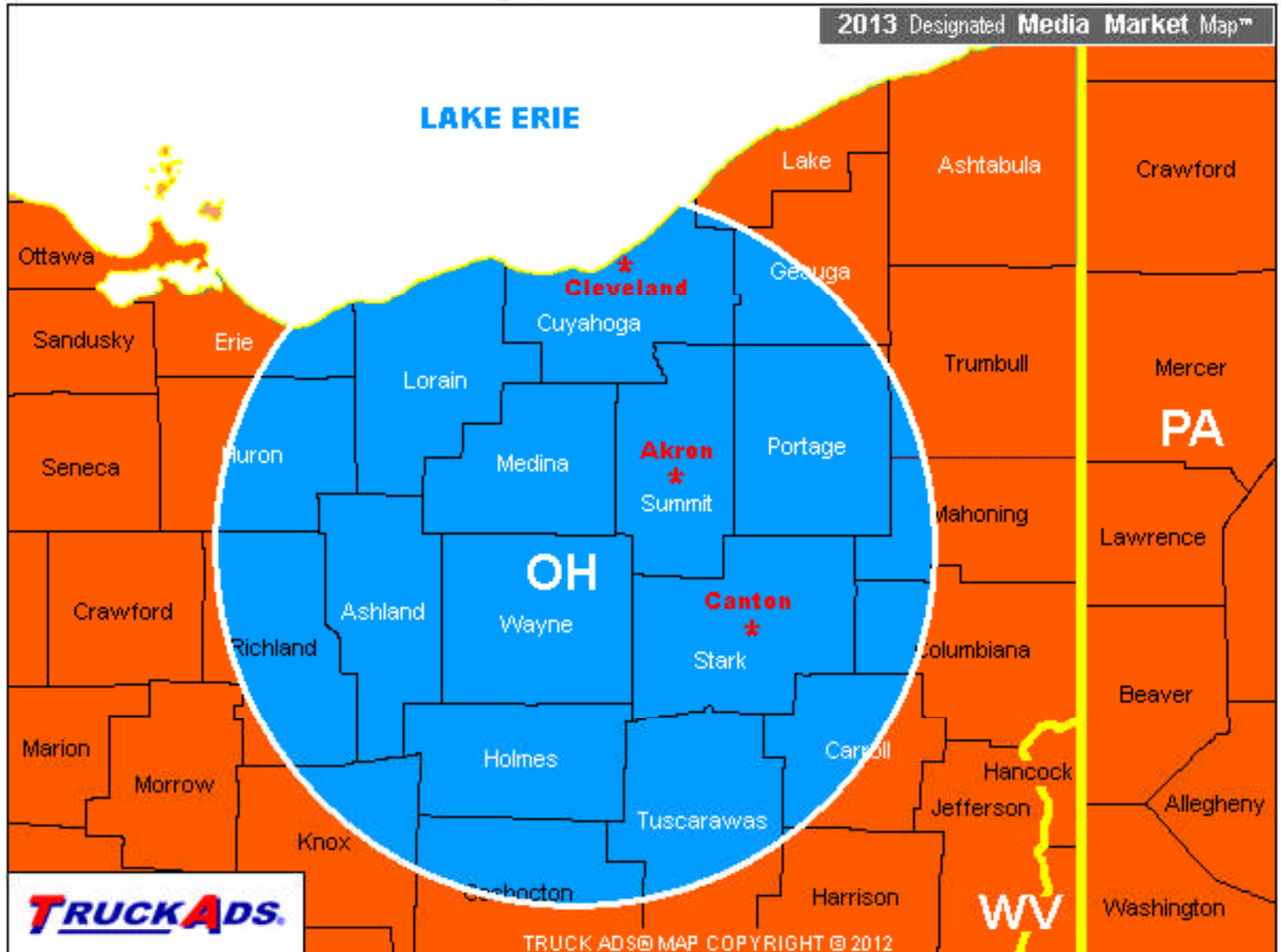
White	2,995,315
African American	543,810
Asian	60,033
American Indian and Alaska Native	7,538
Native Hawaiian and Pacific Islander	955
Other	44,223
Identified by two or more	73,797

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CLEVELAND AKRON CANTON :::

BROADCAST TV MARKET AREA



16 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Ashland, OH ~ Ashtabula, OH ~ Carroll, OH ~ Cuyahoga, OH ~ Erie, OH ~ Geauga, OH ~ Holmes, OH ~ Huron, OH ~ Lake, OH ~ Lorain, OH ~ Medina, OH ~ Portage, OH ~ Stark, OH ~ Summit, OH ~ Tuscarawas, OH ~ Wayne, OH

OH - Ashland County

Population

Total Population	53,139
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Housing Status

(in housing units unless noted)

Total	22,141
Occupied	20,196
Owner-occupied	15,176
Population in owner-occupied (number of individuals)	39,226
Renter-occupied	5,020
Population in renter-occupied (number of individuals)	11,769
Households with individuals under 18	6,233
Vacant	1,945
Vacant: for rent	500
Vacant: for sale	372

Population by Sex/Age

Male	25,972
Female	27,167
Under 18	12,676
18 & over	40,463
20 - 24	3,649
25 - 34	5,879
35 - 49	9,941
50 - 64	10,752
65 & over	8,416

Population by Ethnicity

Hispanic or Latino	501
Non Hispanic or Latino	52,638

Population by Race

White	51,692
African American	398
Asian	275
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	39
Other	119
Identified by two or more	527

OH - Ashtabula County

Population

Total Population	101,497
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Housing Status

(in housing units unless noted)

Total	46,099
Occupied	39,363
Owner-occupied	28,269
Population in owner-occupied (number of individuals)	71,635
Renter-occupied	11,094
Population in renter-occupied (number of individuals)	26,672
Households with individuals under 18	12,316
Vacant	6,736
Vacant: for rent	1,256
Vacant: for sale	842

Population by Sex/Age

Male	50,693
Female	50,804
Under 18	24,007
18 & over	77,490
20 - 24	5,500
25 - 34	11,052
35 - 49	20,889
50 - 64	21,665
65 & over	15,877

Population by Ethnicity

Hispanic or Latino	3,441
Non Hispanic or Latino	98,056

Population by Race

White	94,041
African American	3,586
Asian	375
American Indian and Alaska Native	241
Native Hawaiian and Pacific Islander	22
Other	1,086
Identified by two or more	2,146

OH - Carroll County

Population

Total Population	28,836
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Housing Status

(in housing units unless noted)

Total	13,698
Occupied	11,385
Owner-occupied	8,910
Population in owner-occupied (number of individuals)	22,546
Renter-occupied	2,475
Population in renter-occupied (number of individuals)	5,885
Households with individuals under 18	3,388
Vacant	2,313
Vacant: for rent	262
Vacant: for sale	155

Population by Sex/Age

Male	14,396
Female	14,440
Under 18	6,637
18 & over	22,199
20 - 24	1,379
25 - 34	2,904
35 - 49	5,836
50 - 64	6,600
65 & over	4,803

Population by Ethnicity

Hispanic or Latino	238
Non Hispanic or Latino	28,598

Population by Race

White	28,202
African American	139
Asian	57
American Indian and Alaska Native	77
Native Hawaiian and Pacific Islander	0
Other	47
Identified by two or more	314

OH - Cuyahoga County

Population

Total Population	1,280,122
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Housing Status

(in housing units unless noted)

Total	621,763
Occupied	545,056
Owner-occupied	331,876
Population in owner-occupied (number of individuals)	804,136
Renter-occupied	213,180
Population in renter-occupied (number of individuals)	446,735
Households with individuals under 18	154,582
Vacant	76,707
Vacant: for rent	32,522
Vacant: for sale	9,679

Population by Sex/Age

Male	607,362
Female	672,760
Under 18	290,262
18 & over	989,860
20 - 24	78,335
25 - 34	157,986
35 - 49	254,121
50 - 64	266,049
65 & over	198,541

Population by Ethnicity

Hispanic or Latino	61,270
Non Hispanic or Latino	1,218,852

Population by Race

White	814,103
African American	380,198
Asian	32,883
American Indian and Alaska Native	2,578
Native Hawaiian and Pacific Islander	285
Other	23,339
Identified by two or more	26,736

OH - Erie County

Population

Total Population	77,079
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Housing Status

(in housing units unless noted)

Total	37,845
Occupied	31,860
Owner-occupied	22,279
Population in owner-occupied (number of individuals)	54,256
Renter-occupied	9,581
Population in renter-occupied (number of individuals)	21,146
Households with individuals under 18	9,285
Vacant	5,985
Vacant: for rent	1,236
Vacant: for sale	604

Population by Sex/Age

Male	37,782
Female	39,297
Under 18	17,145
18 & over	59,934
20 - 24	3,967
25 - 34	7,976
35 - 49	15,160
50 - 64	17,767
65 & over	13,305

Population by Ethnicity

Hispanic or Latino	2,604
Non Hispanic or Latino	74,475

Population by Race

White	67,066
African American	6,644
Asian	463
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	8
Other	524
Identified by two or more	2,142

OH - Geauga County

Population

Total Population	93,389
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Housing Status

(in housing units unless noted)

Total	36,574
Occupied	34,264
Owner-occupied	29,371
Population in owner-occupied (number of individuals)	81,855
Renter-occupied	4,893
Population in renter-occupied (number of individuals)	10,670
Households with individuals under 18	11,515
Vacant	2,310
Vacant: for rent	441
Vacant: for sale	623

Population by Sex/Age

Male	45,902
Female	47,487
Under 18	24,237
18 & over	69,152
20 - 24	4,027
25 - 34	7,199
35 - 49	19,292
50 - 64	22,017
65 & over	14,474

Population by Ethnicity

Hispanic or Latino	1,001
Non Hispanic or Latino	92,388

Population by Race

White	90,514
African American	1,198
Asian	557
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	11
Other	246
Identified by two or more	788

OH - Holmes County

Population

Total Population	42,366
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Housing Status

(in housing units unless noted)

Total	13,666
Occupied	12,554
Owner-occupied	9,578
Population in owner-occupied (number of individuals)	33,653
Renter-occupied	2,976
Population in renter-occupied (number of individuals)	7,948
Households with individuals under 18	5,387
Vacant	1,112
Vacant: for rent	246
Vacant: for sale	93

Population by Sex/Age

Male	21,125
Female	21,241
Under 18	14,511
18 & over	27,855
20 - 24	2,917
25 - 34	5,069
35 - 49	7,198
50 - 64	6,547
65 & over	4,801

Population by Ethnicity

Hispanic or Latino	329
Non Hispanic or Latino	42,037

Population by Race

White	41,826
African American	126
Asian	49
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	19
Other	99
Identified by two or more	218

OH - Huron County

Population

Total Population	59,626
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Housing Status

(in housing units unless noted)

Total	25,196
Occupied	22,820
Owner-occupied	16,181
Population in owner-occupied (number of individuals)	42,607
Renter-occupied	6,639
Population in renter-occupied (number of individuals)	16,441
Households with individuals under 18	7,992
Vacant	2,376
Vacant: for rent	820
Vacant: for sale	396

Population by Sex/Age

Male	29,371
Female	30,255
Under 18	15,667
18 & over	43,959
20 - 24	3,176
25 - 34	7,021
35 - 49	12,222
50 - 64	11,974
65 & over	8,084

Population by Ethnicity

Hispanic or Latino	3,333
Non Hispanic or Latino	56,293

Population by Race

White	56,556
African American	614
Asian	175
American Indian and Alaska Native	127
Native Hawaiian and Pacific Islander	10
Other	1,182
Identified by two or more	962

OH - Lake County

Population

Total Population	230,041
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Housing Status

(in housing units unless noted)

Total	101,202
Occupied	94,156
Owner-occupied	71,335
Population in owner-occupied (number of individuals)	177,631
Renter-occupied	22,821
Population in renter-occupied (number of individuals)	49,624
Households with individuals under 18	27,686
Vacant	7,046
Vacant: for rent	2,501
Vacant: for sale	1,490

Population by Sex/Age

Male	112,143
Female	117,898
Under 18	51,026
18 & over	179,015
20 - 24	11,949
25 - 34	25,816
35 - 49	48,041
50 - 64	51,000
65 & over	36,965

Population by Ethnicity

Hispanic or Latino	7,825
Non Hispanic or Latino	222,216

Population by Race

White	212,713
African American	7,306
Asian	2,611
American Indian and Alaska Native	273
Native Hawaiian and Pacific Islander	35
Other	3,577
Identified by two or more	3,526

OH - Lorain County

Population

Total Population	301,356
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Housing Status

(in housing units unless noted)

Total	127,036
Occupied	116,274
Owner-occupied	84,746
Population in owner-occupied (number of individuals)	217,373
Renter-occupied	31,528
Population in renter-occupied (number of individuals)	74,651
Households with individuals under 18	37,908
Vacant	10,762
Vacant: for rent	4,173
Vacant: for sale	2,110

Population by Sex/Age

Male	148,135
Female	153,221
Under 18	72,078
18 & over	229,278
20 - 24	17,074
25 - 34	33,625
35 - 49	63,589
50 - 64	63,514
65 & over	43,131

Population by Ethnicity

Hispanic or Latino	25,290
Non Hispanic or Latino	276,066

Population by Race

White	255,410
African American	25,799
Asian	2,811
American Indian and Alaska Native	883
Native Hawaiian and Pacific Islander	49
Other	7,410
Identified by two or more	8,994

OH - Medina County

Population

Total Population	172,332
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Housing Status

(in housing units unless noted)

Total	69,181
Occupied	65,143
Owner-occupied	52,536
Population in owner-occupied (number of individuals)	143,720
Renter-occupied	12,607
Population in renter-occupied (number of individuals)	27,414
Households with individuals under 18	22,966
Vacant	4,038
Vacant: for rent	1,400
Vacant: for sale	880

Population by Sex/Age

Male	84,941
Female	87,391
Under 18	43,741
18 & over	128,591
20 - 24	7,801
25 - 34	17,926
35 - 49	39,633
50 - 64	36,696
65 & over	22,601

Population by Ethnicity

Hispanic or Latino	2,747
Non Hispanic or Latino	169,585

Population by Race

White	165,642
African American	2,027
Asian	1,660
American Indian and Alaska Native	247
Native Hawaiian and Pacific Islander	18
Other	652
Identified by two or more	2,086

OH - Portage County

Population

Total Population	161,419
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Housing Status

(in housing units unless noted)

Total	67,472
Occupied	62,222
Owner-occupied	43,479
Population in owner-occupied (number of individuals)	112,556
Renter-occupied	18,743
Population in renter-occupied (number of individuals)	40,949
Households with individuals under 18	18,403
Vacant	5,250
Vacant: for rent	1,916
Vacant: for sale	864

Population by Sex/Age

Male	78,841
Female	82,578
Under 18	33,678
18 & over	127,741
20 - 24	17,081
25 - 34	17,724
35 - 49	31,811
50 - 64	32,206
65 & over	20,819

Population by Ethnicity

Hispanic or Latino	2,073
Non Hispanic or Latino	159,346

Population by Race

White	148,936
African American	6,687
Asian	2,305
American Indian and Alaska Native	296
Native Hawaiian and Pacific Islander	40
Other	413
Identified by two or more	2,742

OH - Stark County

Population

Total Population	375,586
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Housing Status

(in housing units unless noted)

Total	165,215
Occupied	151,089
Owner-occupied	106,365
Population in owner-occupied (number of individuals)	266,981
Renter-occupied	44,724
Population in renter-occupied (number of individuals)	99,341
Households with individuals under 18	45,563
Vacant	14,126
Vacant: for rent	4,993
Vacant: for sale	2,453

Population by Sex/Age

Male	181,742
Female	193,844
Under 18	85,986
18 & over	289,600
20 - 24	22,200
25 - 34	41,437
35 - 49	73,882
50 - 64	80,540
65 & over	60,978

Population by Ethnicity

Hispanic or Latino	5,965
Non Hispanic or Latino	369,621

Population by Race

White	333,191
African American	28,537
Asian	2,764
American Indian and Alaska Native	961
Native Hawaiian and Pacific Islander	85
Other	1,720
Identified by two or more	8,328

OH - Summit County

Population

Total Population	541,781
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Housing Status

(in housing units unless noted)

Total	245,109
Occupied	222,781
Owner-occupied	151,134
Population in owner-occupied (number of individuals)	375,896
Renter-occupied	71,647
Population in renter-occupied (number of individuals)	155,918
Households with individuals under 18	66,413
Vacant	22,328
Vacant: for rent	7,830
Vacant: for sale	3,819

Population by Sex/Age

Male	262,012
Female	279,769
Under 18	123,575
18 & over	418,206
20 - 24	34,111
25 - 34	64,539
35 - 49	110,287
50 - 64	115,043
65 & over	78,968

Population by Ethnicity

Hispanic or Latino	8,660
Non Hispanic or Latino	533,121

Population by Race

White	436,487
African American	78,120
Asian	11,885
American Indian and Alaska Native	1,015
Native Hawaiian and Pacific Islander	133
Other	2,602
Identified by two or more	11,539

OH - Tuscarawas County

Population

Total Population	92,582
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Housing Status

(in housing units unless noted)

Total	40,206
Occupied	36,965
Owner-occupied	26,688
Population in owner-occupied (number of individuals)	67,489
Renter-occupied	10,277
Population in renter-occupied (number of individuals)	23,843
Households with individuals under 18	11,294
Vacant	3,241
Vacant: for rent	979
Vacant: for sale	496

Population by Sex/Age

Male	45,491
Female	47,091
Under 18	21,964
18 & over	70,618
20 - 24	4,916
25 - 34	10,672
35 - 49	18,026
50 - 64	19,674
65 & over	15,172

Population by Ethnicity

Hispanic or Latino	1,767
Non Hispanic or Latino	90,815

Population by Race

White	89,393
African American	719
Asian	289
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	175
Other	640
Identified by two or more	1,134

OH - Wayne County

Population

Total Population	114,520
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Housing Status

(in housing units unless noted)

Total	45,847
Occupied	42,638
Owner-occupied	31,120
Population in owner-occupied (number of individuals)	84,203
Renter-occupied	11,518
Population in renter-occupied (number of individuals)	27,086
Households with individuals under 18	13,860
Vacant	3,209
Vacant: for rent	1,224
Vacant: for sale	572

Population by Sex/Age

Male	56,599
Female	57,921
Under 18	29,145
18 & over	85,375
20 - 24	7,437
25 - 34	12,750
35 - 49	22,001
50 - 64	22,864
65 & over	16,687

Population by Ethnicity

Hispanic or Latino	1,800
Non Hispanic or Latino	112,720

Population by Race

White	109,543
African American	1,712
Asian	874
American Indian and Alaska Native	183
Native Hawaiian and Pacific Islander	26
Other	567
Identified by two or more	1,615