



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

DAYTON :::
BROADCAST TV MARKET AREA

Population

Total Population	1,254,935
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Housing Status
(in housing units unless noted)

Total	566,636
Occupied	505,555
Owner-occupied	343,134
Population in owner-occupied (number of individuals)	854,720
Renter-occupied	162,421
Population in renter-occupied (number of individuals)	369,657
Households with individuals under 18	156,582
Vacant	61,081
Vacant: for rent	21,209
Vacant: for sale	9,000

Population by Sex/Age

Male	610,731
Female	644,204
Under 18	296,874
18 & over	958,061
20 - 24	81,727
25 - 34	147,708
35 - 49	246,352
50 - 64	256,529
65 & over	188,794

Population by Ethnicity

Hispanic or Latino	24,470
Non Hispanic or Latino	1,230,465

Population by Race

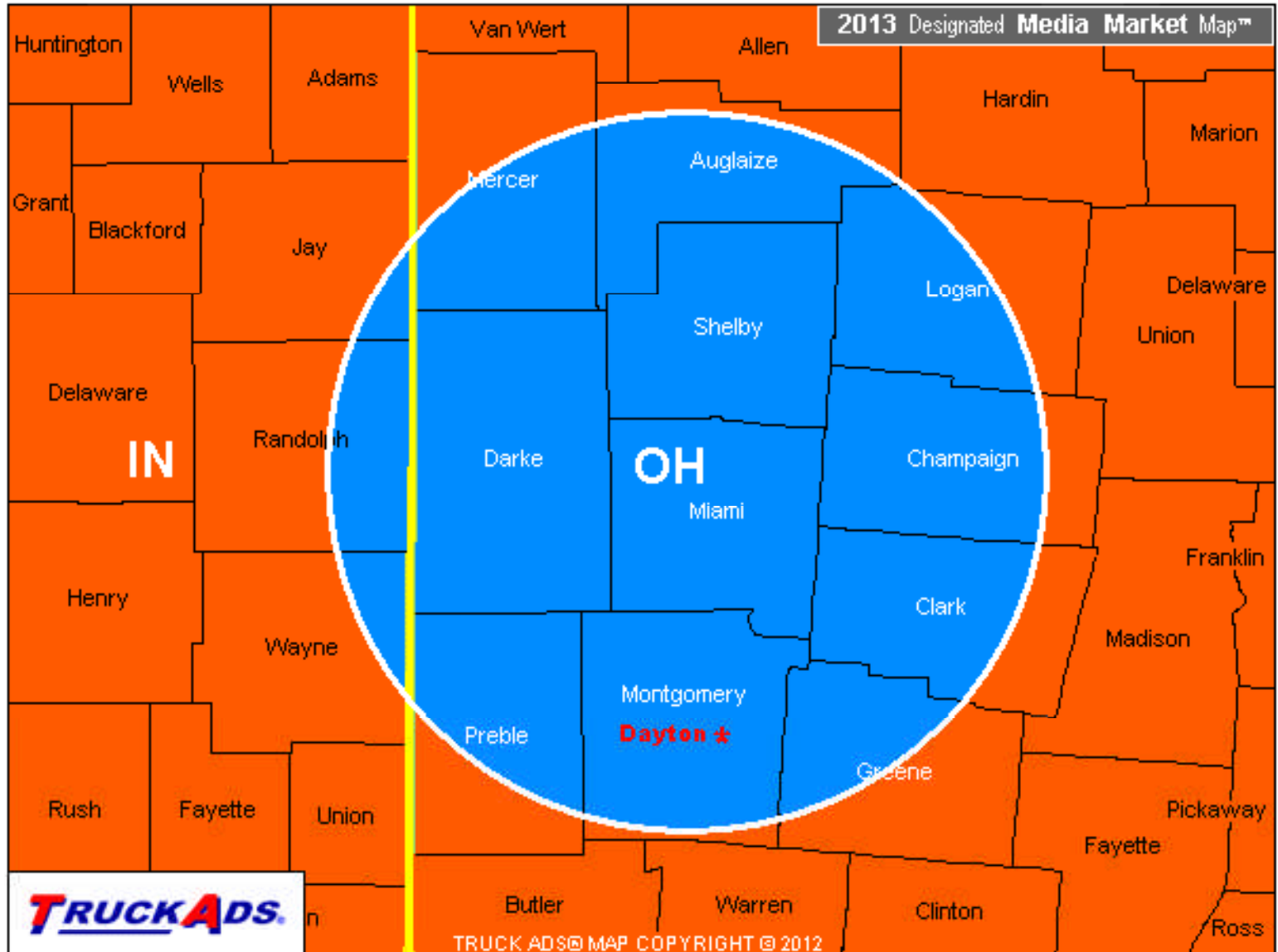
White	1,057,350
African American	140,983
Asian	17,555
American Indian and Alaska Native	2,904
Native Hawaiian and Pacific Islander	502
Other	8,992
Identified by two or more	26,649

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DAYTON :::

BROADCAST TV MARKET AREA



11 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Auglaize, OH ~ Champaign, OH ~ Clark, OH ~ Darke, OH ~ Greene, OH ~ Logan, OH ~ Mercer, OH ~ Miami, OH ~ Montgomery, OH ~ Preble, OH ~ Shelby, OH

OH - Auglaize County

Population

Total Population	45,949
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Housing Status

(in housing units unless noted)

Total	19,585
Occupied	17,972
Owner-occupied	13,749
Population in owner-occupied (number of individuals)	35,759
Renter-occupied	4,223
Population in renter-occupied (number of individuals)	9,665
Households with individuals under 18	5,895
Vacant	1,613
Vacant: for rent	474
Vacant: for sale	263

Population by Sex/Age

Male	22,787
Female	23,162
Under 18	11,666
18 & over	34,283
20 - 24	2,267
25 - 34	5,056
35 - 49	9,259
50 - 64	9,472
65 & over	7,061

Population by Ethnicity

Hispanic or Latino	543
Non Hispanic or Latino	45,406

Population by Race

White	44,959
African American	132
Asian	172
American Indian and Alaska Native	84
Native Hawaiian and Pacific Islander	16
Other	157
Identified by two or more	429

OH - Champaign County

Population

Total Population	40,097
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Housing Status

(in housing units unless noted)

Total	16,755
Occupied	15,329
Owner-occupied	11,434
Population in owner-occupied (number of individuals)	29,773
Renter-occupied	3,895
Population in renter-occupied (number of individuals)	9,531
Households with individuals under 18	5,167
Vacant	1,426
Vacant: for rent	392
Vacant: for sale	266

Population by Sex/Age

Male	19,844
Female	20,253
Under 18	10,040
18 & over	30,057
20 - 24	2,228
25 - 34	4,312
35 - 49	8,475
50 - 64	8,143
65 & over	5,758

Population by Ethnicity

Hispanic or Latino	451
Non Hispanic or Latino	39,646

Population by Race

White	37,986
African American	892
Asian	153
American Indian and Alaska Native	143
Native Hawaiian and Pacific Islander	13
Other	148
Identified by two or more	762

OH - Clark County

Population

Total Population	138,333
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Housing Status

(in housing units unless noted)

Total	61,419
Occupied	55,244
Owner-occupied	37,969
Population in owner-occupied (number of individuals)	93,397
Renter-occupied	17,275
Population in renter-occupied (number of individuals)	42,138
Households with individuals under 18	17,168
Vacant	6,175
Vacant: for rent	2,051
Vacant: for sale	1,091

Population by Sex/Age

Male	66,989
Female	71,344
Under 18	32,643
18 & over	105,690
20 - 24	8,601
25 - 34	15,285
35 - 49	26,526
50 - 64	28,956
65 & over	22,422

Population by Ethnicity

Hispanic or Latino	3,805
Non Hispanic or Latino	134,528

Population by Race

White	119,440
African American	12,128
Asian	858
American Indian and Alaska Native	351
Native Hawaiian and Pacific Islander	51
Other	1,996
Identified by two or more	3,509

OH - Darke County

Population

Total Population	52,959
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Housing Status

(in housing units unless noted)

Total	22,730
Occupied	20,929
Owner-occupied	15,643
Population in owner-occupied (number of individuals)	40,016
Renter-occupied	5,286
Population in renter-occupied (number of individuals)	12,337
Households with individuals under 18	6,680
Vacant	1,801
Vacant: for rent	453
Vacant: for sale	323

Population by Sex/Age

Male	26,028
Female	26,931
Under 18	13,213
18 & over	39,746
20 - 24	2,622
25 - 34	5,678
35 - 49	10,508
50 - 64	10,694
65 & over	8,929

Population by Ethnicity

Hispanic or Latino	646
Non Hispanic or Latino	52,313

Population by Race

White	51,783
African American	238
Asian	162
American Indian and Alaska Native	81
Native Hawaiian and Pacific Islander	4
Other	201
Identified by two or more	490

OH - Greene County

Population

Total Population	161,573
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Housing Status

(in housing units unless noted)

Total	68,241
Occupied	62,770
Owner-occupied	42,520
Population in owner-occupied (number of individuals)	108,307
Renter-occupied	20,250
Population in renter-occupied (number of individuals)	44,491
Households with individuals under 18	18,914
Vacant	5,471
Vacant: for rent	2,362
Vacant: for sale	922

Population by Sex/Age

Male	79,100
Female	82,473
Under 18	35,133
18 & over	126,440
20 - 24	15,723
25 - 34	19,045
35 - 49	30,040
50 - 64	32,323
65 & over	21,998

Population by Ethnicity

Hispanic or Latino	3,439
Non Hispanic or Latino	158,134

Population by Race

White	139,670
African American	11,681
Asian	4,703
American Indian and Alaska Native	428
Native Hawaiian and Pacific Islander	89
Other	860
Identified by two or more	4,142

OH - Logan County

Population

Total Population	45,858
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Housing Status

(in housing units unless noted)

Total	23,181
Occupied	18,111
Owner-occupied	13,299
Population in owner-occupied (number of individuals)	33,538
Renter-occupied	4,812
Population in renter-occupied (number of individuals)	11,870
Households with individuals under 18	5,952
Vacant	5,070
Vacant: for rent	539
Vacant: for sale	422

Population by Sex/Age

Male	22,600
Female	23,258
Under 18	11,619
18 & over	34,239
20 - 24	2,330
25 - 34	5,142
35 - 49	9,215
50 - 64	9,698
65 & over	6,760

Population by Ethnicity

Hispanic or Latino	539
Non Hispanic or Latino	45,319

Population by Race

White	43,722
African American	742
Asian	242
American Indian and Alaska Native	115
Native Hawaiian and Pacific Islander	16
Other	144
Identified by two or more	877

OH - Mercer County

Population

Total Population	40,814
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Housing Status

(in housing units unless noted)

Total	17,633
Occupied	15,532
Owner-occupied	12,349
Population in owner-occupied (number of individuals)	33,382
Renter-occupied	3,183
Population in renter-occupied (number of individuals)	6,993
Households with individuals under 18	5,070
Vacant	2,101
Vacant: for rent	408
Vacant: for sale	219

Population by Sex/Age

Male	20,419
Female	20,395
Under 18	10,773
18 & over	30,041
20 - 24	2,092
25 - 34	4,492
35 - 49	7,663
50 - 64	8,413
65 & over	6,304

Population by Ethnicity

Hispanic or Latino	614
Non Hispanic or Latino	40,200

Population by Race

White	39,761
African American	101
Asian	181
American Indian and Alaska Native	101
Native Hawaiian and Pacific Islander	71
Other	229
Identified by two or more	370

OH - Miami County

Population

Total Population	102,506
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Housing Status

(in housing units unless noted)

Total	44,256
Occupied	40,917
Owner-occupied	29,231
Population in owner-occupied (number of individuals)	74,087
Renter-occupied	11,686
Population in renter-occupied (number of individuals)	27,364
Households with individuals under 18	13,203
Vacant	3,339
Vacant: for rent	1,327
Vacant: for sale	697

Population by Sex/Age

Male	50,386
Female	52,120
Under 18	24,768
18 & over	77,738
20 - 24	5,228
25 - 34	11,369
35 - 49	21,127
50 - 64	21,788
65 & over	15,731

Population by Ethnicity

Hispanic or Latino	1,341
Non Hispanic or Latino	101,165

Population by Race

White	96,722
African American	2,084
Asian	1,218
American Indian and Alaska Native	189
Native Hawaiian and Pacific Islander	15
Other	468
Identified by two or more	1,810

OH - Montgomery County

Population

Total Population	535,153
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Housing Status

(in housing units unless noted)

Total	254,775
Occupied	223,943
Owner-occupied	141,022
Population in owner-occupied (number of individuals)	338,287
Renter-occupied	82,921
Population in renter-occupied (number of individuals)	182,724
Households with individuals under 18	66,535
Vacant	30,832
Vacant: for rent	12,375
Vacant: for sale	4,213

Population by Sex/Age

Male	256,961
Female	278,192
Under 18	123,279
18 & over	411,874
20 - 24	35,955
25 - 34	67,089
35 - 49	104,574
50 - 64	108,054
65 & over	81,041

Population by Ethnicity

Hispanic or Latino	12,177
Non Hispanic or Latino	522,976

Population by Race

White	395,272
African American	111,870
Asian	9,273
American Indian and Alaska Native	1,242
Native Hawaiian and Pacific Islander	177
Other	4,472
Identified by two or more	12,847

OH - Preble County

Population

Total Population	42,270
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Housing Status

(in housing units unless noted)

Total	17,888
Occupied	16,341
Owner-occupied	12,561
Population in owner-occupied (number of individuals)	32,427
Renter-occupied	3,780
Population in renter-occupied (number of individuals)	9,457
Households with individuals under 18	5,344
Vacant	1,547
Vacant: for rent	345
Vacant: for sale	282

Population by Sex/Age

Male	20,968
Female	21,302
Under 18	10,238
18 & over	32,032
20 - 24	2,187
25 - 34	4,553
35 - 49	8,690
50 - 64	9,152
65 & over	6,428

Population by Ethnicity

Hispanic or Latino	254
Non Hispanic or Latino	42,016

Population by Race

White	41,242
African American	180
Asian	170
American Indian and Alaska Native	92
Native Hawaiian and Pacific Islander	2
Other	89
Identified by two or more	495

OH - Shelby County

Population

Total Population	49,423
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Housing Status

(in housing units unless noted)

Total	20,173
Occupied	18,467
Owner-occupied	13,357
Population in owner-occupied (number of individuals)	35,747
Renter-occupied	5,110
Population in renter-occupied (number of individuals)	13,087
Households with individuals under 18	6,654
Vacant	1,706
Vacant: for rent	483
Vacant: for sale	302

Population by Sex/Age

Male	24,649
Female	24,774
Under 18	13,502
18 & over	35,921
20 - 24	2,494
25 - 34	5,687
35 - 49	10,275
50 - 64	9,836
65 & over	6,362

Population by Ethnicity

Hispanic or Latino	661
Non Hispanic or Latino	48,762

Population by Race

White	46,793
African American	935
Asian	423
American Indian and Alaska Native	78
Native Hawaiian and Pacific Islander	48
Other	228
Identified by two or more	918