



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

**DETROIT :::
BROADCAST TV MARKET AREA**

Population

| | |
|------------------|-----------|
| Total Population | 4,793,062 |
|------------------|-----------|

**Housing Status
(in housing units unless noted)**

| | |
|--|-----------|
| Total | 2,097,081 |
| Occupied | 1,877,534 |
| Owner-occupied | 1,323,381 |
| Population in owner-occupied (number of individuals) | 3,451,396 |
| Renter-occupied | 554,153 |
| Population in renter-occupied (number of individuals) | 1,273,748 |
| Households with individuals under 18 | 608,582 |
| Vacant | 219,547 |
| Vacant: for rent | 78,540 |
| Vacant: for sale | 34,577 |

Population by Sex/Age

| | |
|-----------|-----------|
| Male | 2,327,188 |
| Female | 2,465,874 |
| Under 18 | 1,152,389 |
| 18 & over | 3,640,673 |
| 20 - 24 | 303,413 |
| 25 - 34 | 572,104 |
| 35 - 49 | 1,027,890 |
| 50 - 64 | 975,947 |
| 65 & over | 622,444 |

Population by Ethnicity

| | |
|------------------------|-----------|
| Hispanic or Latino | 186,592 |
| Non Hispanic or Latino | 4,606,470 |

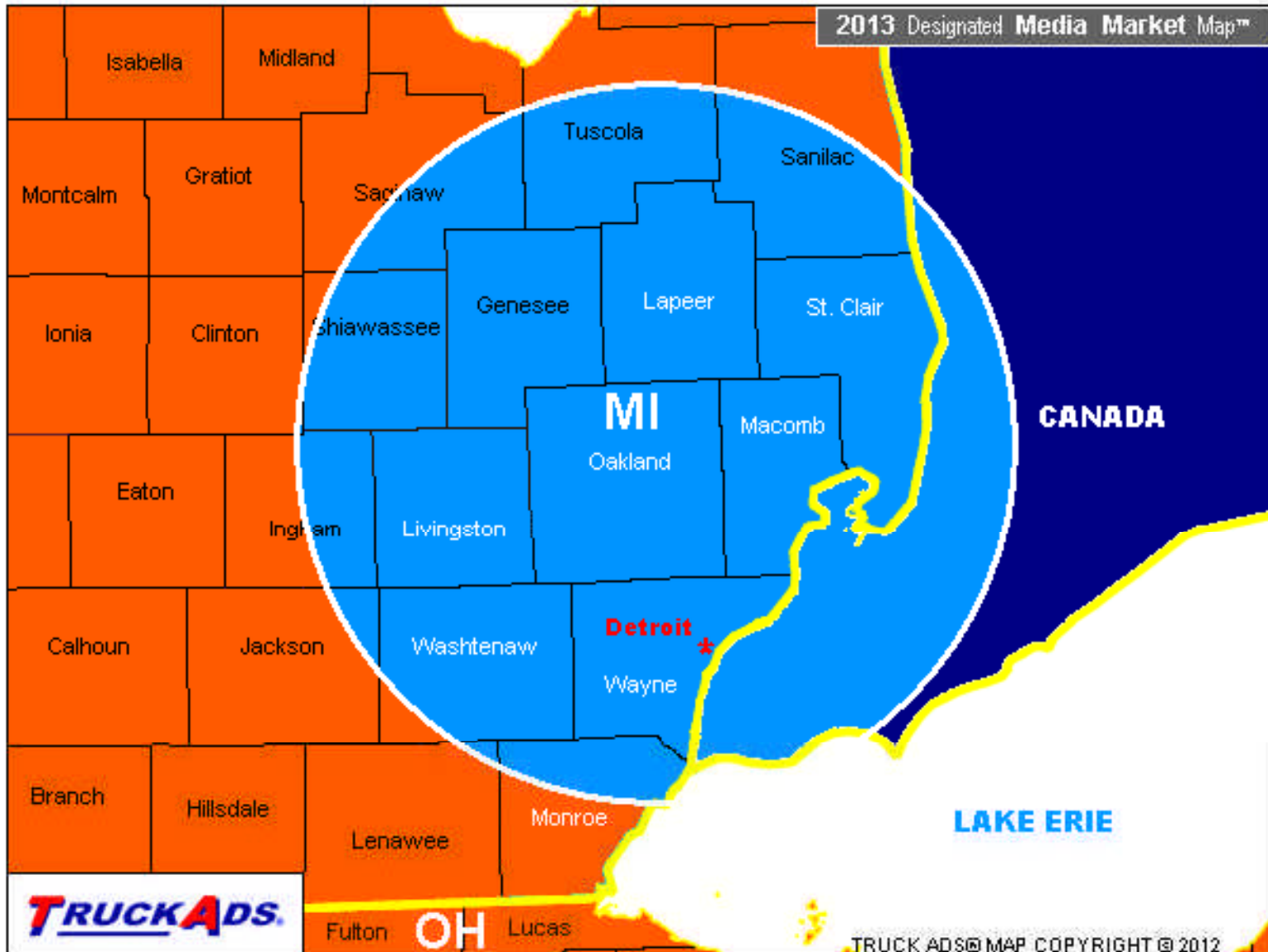
Population by Race

| | |
|--------------------------------------|-----------|
| White | 3,411,595 |
| African American | 1,027,455 |
| Asian | 169,267 |
| American Indian and Alaska Native | 16,493 |
| Native Hawaiian and Pacific Islander | 1,105 |
| Other | 58,246 |
| Identified by two or more | 108,901 |



DETROIT :::

BROADCAST TV MARKET AREA



8 COUNTIES IN THIS DESIGNATED MARKET

MICHIGAN: Lapeer, MI ~ Livingston, MI ~ Macomb, MI ~ Monroe, MI ~ Oakland, MI ~ St. Clair, MI ~ Washtenaw, MI ~ Wayne, MI

MI - Wayne County

Population

| | |
|------------------|-----------|
| Total Population | 1,820,584 |
|------------------|-----------|

Housing Status

(in housing units unless noted)

| | |
|--|-----------|
| Total | 821,693 |
| Occupied | 702,749 |
| Owner-occupied | 454,706 |
| Population in owner-occupied (number of individuals) | 1,187,757 |
| Renter-occupied | 248,043 |
| Population in renter-occupied (number of individuals) | 608,978 |
| Households with individuals under 18 | 235,717 |
| Vacant | 118,944 |
| Vacant: for rent | 41,979 |
| Vacant: for sale | 13,706 |

Population by Sex/Age

| | |
|-----------|-----------|
| Male | 874,161 |
| Female | 946,423 |
| Under 18 | 461,795 |
| 18 & over | 1,358,789 |
| 20 - 24 | 119,980 |
| 25 - 34 | 218,793 |
| 35 - 49 | 376,513 |
| 50 - 64 | 356,008 |
| 65 & over | 230,703 |

Population by Ethnicity

| | |
|------------------------|-----------|
| Hispanic or Latino | 95,260 |
| Non Hispanic or Latino | 1,725,324 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 951,936 |
| African American | 737,943 |
| Asian | 45,915 |
| American Indian and Alaska Native | 6,991 |
| Native Hawaiian and Pacific Islander | 404 |
| Other | 33,541 |
| Identified by two or more | 43,854 |

MI - Washtenaw County

Population

| | |
|------------------|---------|
| Total Population | 344,791 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 147,573 |
| Occupied | 137,193 |
| Owner-occupied | 83,483 |
| Population in owner-occupied (number of individuals) | 214,839 |
| Renter-occupied | 53,710 |
| Population in renter-occupied (number of individuals) | 112,140 |
| Households with individuals under 18 | 38,991 |
| Vacant | 10,380 |
| Vacant: for rent | 4,513 |
| Vacant: for sale | 1,819 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 170,132 |
| Female | 174,659 |
| Under 18 | 71,953 |
| 18 & over | 272,838 |
| 20 - 24 | 40,467 |
| 25 - 34 | 49,337 |
| 35 - 49 | 67,445 |
| 50 - 64 | 62,799 |
| 65 & over | 34,951 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 13,860 |
| Non Hispanic or Latino | 330,931 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 256,880 |
| African American | 43,767 |
| Asian | 27,109 |
| American Indian and Alaska Native | 1,174 |
| Native Hawaiian and Pacific Islander | 128 |
| Other | 4,159 |
| Identified by two or more | 11,574 |

MI - St. Clair County

Population

| | |
|------------------|---------|
| Total Population | 163,040 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 71,822 |
| Occupied | 63,841 |
| Owner-occupied | 49,356 |
| Population in owner-occupied (number of individuals) | 127,385 |
| Renter-occupied | 14,485 |
| Population in renter-occupied (number of individuals) | 33,656 |
| Households with individuals under 18 | 20,321 |
| Vacant | 7,981 |
| Vacant: for rent | 1,913 |
| Vacant: for sale | 1,196 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 80,724 |
| Female | 82,316 |
| Under 18 | 38,613 |
| 18 & over | 124,427 |
| 20 - 24 | 8,714 |
| 25 - 34 | 16,807 |
| 35 - 49 | 35,536 |
| 50 - 64 | 35,436 |
| 65 & over | 23,671 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 4,708 |
| Non Hispanic or Latino | 158,332 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 153,052 |
| African American | 3,976 |
| Asian | 777 |
| American Indian and Alaska Native | 729 |
| Native Hawaiian and Pacific Islander | 29 |
| Other | 1,177 |
| Identified by two or more | 3,300 |

MI - Oakland County

Population

| | |
|------------------|-----------|
| Total Population | 1,202,362 |
|------------------|-----------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 527,255 |
| Occupied | 483,698 |
| Owner-occupied | 350,988 |
| Population in owner-occupied (number of individuals) | 908,267 |
| Renter-occupied | 132,710 |
| Population in renter-occupied (number of individuals) | 281,599 |
| Households with individuals under 18 | 153,639 |
| Vacant | 43,557 |
| Vacant: for rent | 17,915 |
| Vacant: for sale | 8,925 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 583,384 |
| Female | 618,978 |
| Under 18 | 282,105 |
| 18 & over | 920,257 |
| 20 - 24 | 63,344 |
| 25 - 34 | 143,387 |
| 35 - 49 | 268,213 |
| 50 - 64 | 258,149 |
| 65 & over | 159,124 |

Population by Ethnicity

| | |
|------------------------|-----------|
| Hispanic or Latino | 41,920 |
| Non Hispanic or Latino | 1,160,442 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 928,912 |
| African American | 164,078 |
| Asian | 67,828 |
| American Indian and Alaska Native | 3,376 |
| Native Hawaiian and Pacific Islander | 254 |
| Other | 11,584 |
| Identified by two or more | 26,330 |

MI - Monroe County

Population

| | |
|------------------|---------|
| Total Population | 152,021 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 62,971 |
| Occupied | 58,230 |
| Owner-occupied | 46,496 |
| Population in owner-occupied (number of individuals) | 123,401 |
| Renter-occupied | 11,734 |
| Population in renter-occupied (number of individuals) | 27,158 |
| Households with individuals under 18 | 19,539 |
| Vacant | 4,741 |
| Vacant: for rent | 1,578 |
| Vacant: for sale | 1,141 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 75,013 |
| Female | 77,008 |
| Under 18 | 36,677 |
| 18 & over | 115,344 |
| 20 - 24 | 8,608 |
| 25 - 34 | 16,517 |
| 35 - 49 | 32,682 |
| 50 - 64 | 32,990 |
| 65 & over | 20,392 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 4,667 |
| Non Hispanic or Latino | 147,354 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 143,476 |
| African American | 3,237 |
| Asian | 842 |
| American Indian and Alaska Native | 467 |
| Native Hawaiian and Pacific Islander | 26 |
| Other | 1,278 |
| Identified by two or more | 2,695 |

MI - Macomb County

Population

| | |
|------------------|---------|
| Total Population | 840,978 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 356,626 |
| Occupied | 331,667 |
| Owner-occupied | 253,468 |
| Population in owner-occupied (number of individuals) | 658,958 |
| Renter-occupied | 78,199 |
| Population in renter-occupied (number of individuals) | 174,588 |
| Households with individuals under 18 | 105,088 |
| Vacant | 24,959 |
| Vacant: for rent | 8,933 |
| Vacant: for sale | 5,805 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 408,712 |
| Female | 432,266 |
| Under 18 | 193,655 |
| 18 & over | 647,323 |
| 20 - 24 | 49,511 |
| 25 - 34 | 101,393 |
| 35 - 49 | 184,954 |
| 50 - 64 | 170,315 |
| 65 & over | 120,180 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 19,095 |
| Non Hispanic or Latino | 821,883 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 717,973 |
| African American | 72,723 |
| Asian | 25,063 |
| American Indian and Alaska Native | 2,646 |
| Native Hawaiian and Pacific Islander | 179 |
| Other | 4,760 |
| Identified by two or more | 17,634 |

MI - Livingston County

Population

| | |
|------------------|---------|
| Total Population | 180,967 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 72,809 |
| Occupied | 67,380 |
| Owner-occupied | 57,503 |
| Population in owner-occupied (number of individuals) | 157,203 |
| Renter-occupied | 9,877 |
| Population in renter-occupied (number of individuals) | 22,612 |
| Households with individuals under 18 | 24,182 |
| Vacant | 5,429 |
| Vacant: for rent | 1,028 |
| Vacant: for sale | 1,156 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 90,527 |
| Female | 90,440 |
| Under 18 | 46,237 |
| 18 & over | 134,730 |
| 20 - 24 | 8,324 |
| 25 - 34 | 17,419 |
| 35 - 49 | 42,767 |
| 50 - 64 | 40,241 |
| 65 & over | 21,644 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 3,460 |
| Non Hispanic or Latino | 177,507 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 175,015 |
| African American | 809 |
| Asian | 1,424 |
| American Indian and Alaska Native | 707 |
| Native Hawaiian and Pacific Islander | 76 |
| Other | 659 |
| Identified by two or more | 2,277 |

MI - Lapeer County

Population

| | |
|------------------|--------|
| Total Population | 88,319 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 36,332 |
| Occupied | 32,776 |
| Owner-occupied | 27,381 |
| Population in owner-occupied (number of individuals) | 73,586 |
| Renter-occupied | 5,395 |
| Population in renter-occupied (number of individuals) | 13,017 |
| Households with individuals under 18 | 11,105 |
| Vacant | 3,556 |
| Vacant: for rent | 681 |
| Vacant: for sale | 829 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 44,535 |
| Female | 43,784 |
| Under 18 | 21,354 |
| 18 & over | 66,965 |
| 20 - 24 | 4,465 |
| 25 - 34 | 8,451 |
| 35 - 49 | 19,780 |
| 50 - 64 | 20,009 |
| 65 & over | 11,779 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 3,622 |
| Non Hispanic or Latino | 84,697 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 84,351 |
| African American | 922 |
| Asian | 309 |
| American Indian and Alaska Native | 403 |
| Native Hawaiian and Pacific Islander | 9 |
| Other | 1,088 |
| Identified by two or more | 1,237 |