



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

**FT. WAYNE :::  
BROADCAST TV MARKET AREA**

**Population**

Total Population	666,675
------------------	---------

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

Total	288,634
Occupied	257,240
Owner-occupied	188,733
Population in owner-occupied ( number of individuals )	495,965
Renter-occupied	68,507
Population in renter-occupied ( number of individuals )	157,466
Households with individuals under 18	86,727
Vacant	31,394
Vacant: for rent	9,452
Vacant: for sale	5,216

**Population by Sex/Age**

Male	326,970
Female	339,705
Under 18	174,725
18 & over	491,950
20 - 24	41,580
25 - 34	81,320
35 - 49	132,079
50 - 64	129,230
65 & over	88,786

**Population by Ethnicity**

Hispanic or Latino	31,080
Non Hispanic or Latino	635,595

**Population by Race**

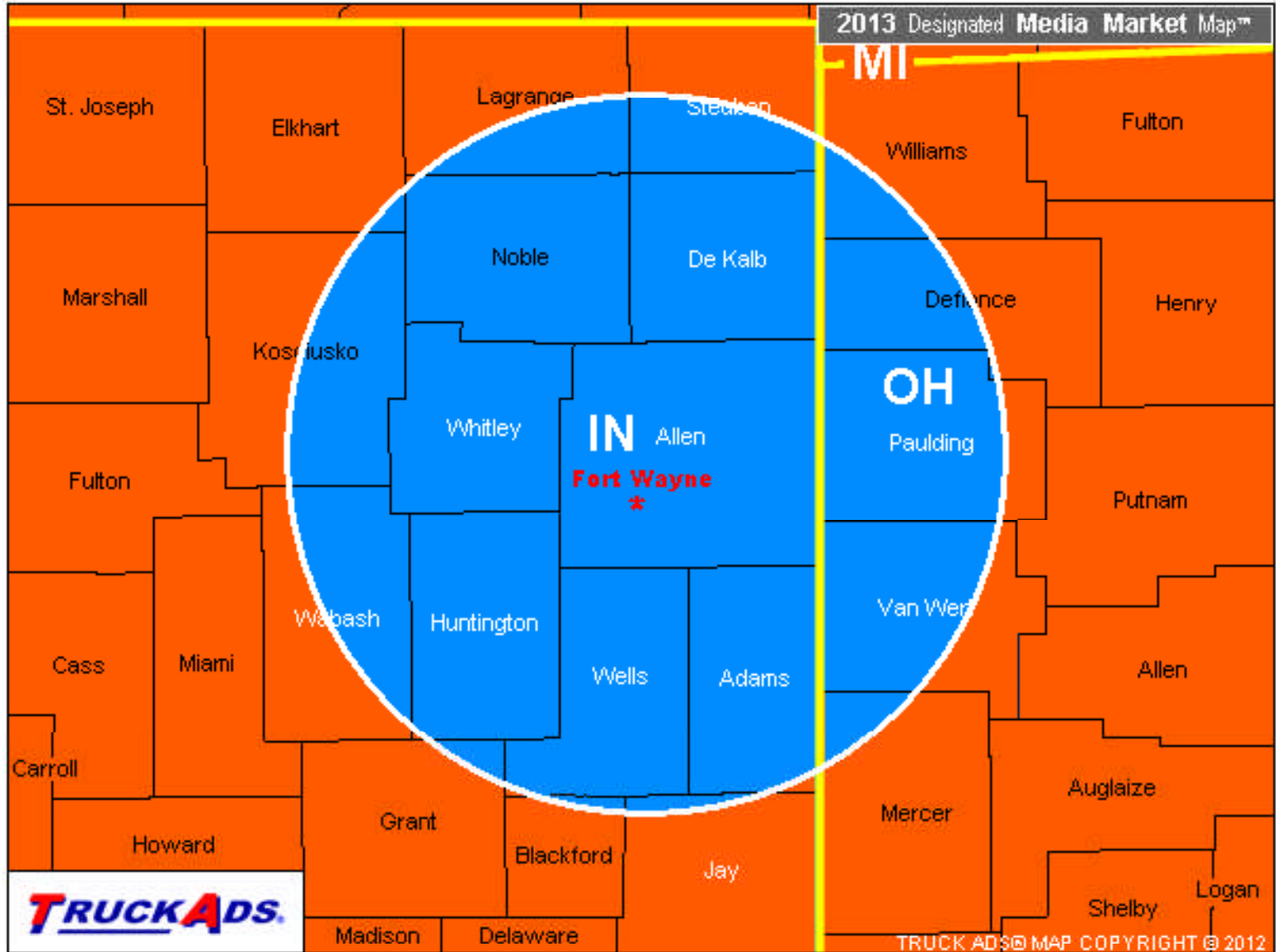
White	583,386
African American	43,053
Asian	10,857
American Indian and Alaska Native	2,164
Native Hawaiian and Pacific Islander	253
Other	13,099
Identified by two or more	13,863

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



# FT. WAYNE :::

## BROADCAST TV MARKET AREA



### 11 COUNTIES IN THIS DESIGNATED MARKET

**INDIANA:** Adams, IN ~ Allen, IN ~ De Kalb, IN ~ Huntington, IN ~ Jay, IN ~ Steuben, IN ~ Wabash, IN ~ Wells, IN ~ Whitley, IN ~ **OHIO:** Paulding, OH ~ Van Wert, OH

## IN - Adams County

### Population

Total Population	34,387
------------------	--------

### Housing Status

( in housing units unless noted )

Total	13,014
Occupied	12,011
Owner-occupied	9,197
Population in owner-occupied ( number of individuals )	27,873
Renter-occupied	2,814
Population in renter-occupied ( number of individuals )	6,093
Households with individuals under 18	4,358
Vacant	1,003
Vacant: for rent	403
Vacant: for sale	213

### Population by Sex/Age

Male	16,999
Female	17,388
Under 18	10,714
18 & over	23,673
20 - 24	1,962
25 - 34	3,938
35 - 49	6,144
50 - 64	5,897
65 & over	4,750

### Population by Ethnicity

Hispanic or Latino	1,412
Non Hispanic or Latino	32,975

### Population by Race

White	33,349
African American	107
Asian	78
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	7
Other	474
Identified by two or more	301

## IN - Allen County

### Population

Total Population	355,329
------------------	---------

### Housing Status

( in housing units unless noted )

Total	152,184
Occupied	137,851
Owner-occupied	95,791
Population in owner-occupied ( number of individuals )	253,716
Renter-occupied	42,060
Population in renter-occupied ( number of individuals )	95,506
Households with individuals under 18	47,711
Vacant	14,333
Vacant: for rent	6,038
Vacant: for sale	2,553

### Population by Sex/Age

Male	173,221
Female	182,108
Under 18	95,958
18 & over	259,371
20 - 24	23,380
25 - 34	46,809
35 - 49	70,754
50 - 64	66,180
65 & over	42,137

### Population by Ethnicity

Hispanic or Latino	23,093
Non Hispanic or Latino	332,236

### Population by Race

White	281,653
African American	41,618
Asian	9,721
American Indian and Alaska Native	1,246
Native Hawaiian and Pacific Islander	189
Other	10,455
Identified by two or more	10,447

## IN - DeKalb County

### Population

Total Population	42,223
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,558
Occupied	15,951
Owner-occupied	12,551
Population in owner-occupied ( number of individuals )	33,483
Renter-occupied	3,400
Population in renter-occupied ( number of individuals )	8,125
Households with individuals under 18	5,617
Vacant	1,607
Vacant: for rent	421
Vacant: for sale	372

### Population by Sex/Age

Male	20,942
Female	21,281
Under 18	11,136
18 & over	31,087
20 - 24	2,317
25 - 34	4,933
35 - 49	8,886
50 - 64	8,303
65 & over	5,540

### Population by Ethnicity

Hispanic or Latino	1,031
Non Hispanic or Latino	41,192

### Population by Race

White	40,931
African American	148
Asian	192
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	17
Other	349
Identified by two or more	487

## IN - Huntington County

### Population

Total Population	37,124
------------------	--------

### Housing Status

( in housing units unless noted )

Total	15,805
Occupied	14,218
Owner-occupied	10,983
Population in owner-occupied ( number of individuals )	27,970
Renter-occupied	3,235
Population in renter-occupied ( number of individuals )	7,824
Households with individuals under 18	4,596
Vacant	1,587
Vacant: for rent	476
Vacant: for sale	395

### Population by Sex/Age

Male	18,239
Female	18,885
Under 18	8,795
18 & over	28,329
20 - 24	2,583
25 - 34	4,259
35 - 49	7,345
50 - 64	7,543
65 & over	5,466

### Population by Ethnicity

Hispanic or Latino	631
Non Hispanic or Latino	36,493

### Population by Race

White	36,062
African American	160
Asian	167
American Indian and Alaska Native	140
Native Hawaiian and Pacific Islander	8
Other	168
Identified by two or more	419



## IN - Jay County

### Population

Total Population	21,253
------------------	--------

### Housing Status

( in housing units unless noted )

Total	9,221
Occupied	8,133
Owner-occupied	6,203
Population in owner-occupied ( number of individuals )	16,368
Renter-occupied	1,930
Population in renter-occupied ( number of individuals )	4,642
Households with individuals under 18	2,667
Vacant	1,088
Vacant: for rent	237
Vacant: for sale	139

### Population by Sex/Age

Male	10,486
Female	10,767
Under 18	5,644
18 & over	15,609
20 - 24	1,115
25 - 34	2,262
35 - 49	4,270
50 - 64	4,108
65 & over	3,267

### Population by Ethnicity

Hispanic or Latino	577
Non Hispanic or Latino	20,676

### Population by Race

White	20,619
African American	60
Asian	78
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	0
Other	281
Identified by two or more	192

## IN - Steuben County

### Population

Total Population	34,185
------------------	--------

### Housing Status

( in housing units unless noted )

Total	19,377
Occupied	13,310
Owner-occupied	10,147
Population in owner-occupied ( number of individuals )	25,191
Renter-occupied	3,163
Population in renter-occupied ( number of individuals )	7,694
Households with individuals under 18	4,045
Vacant	6,067
Vacant: for rent	470
Vacant: for sale	431

### Population by Sex/Age

Male	17,250
Female	16,935
Under 18	7,835
18 & over	26,350
20 - 24	2,356
25 - 34	3,494
35 - 49	6,833
50 - 64	7,331
65 & over	5,090

### Population by Ethnicity

Hispanic or Latino	982
Non Hispanic or Latino	33,203

### Population by Race

White	33,098
African American	179
Asian	167
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	11
Other	320
Identified by two or more	317



## IN - Wabash County

### Population

Total Population	32,888
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,171
Occupied	12,777
Owner-occupied	9,534
Population in owner-occupied ( number of individuals )	23,520
Renter-occupied	3,243
Population in renter-occupied ( number of individuals )	7,529
Households with individuals under 18	3,821
Vacant	1,394
Vacant: for rent	441
Vacant: for sale	344

### Population by Sex/Age

Male	15,974
Female	16,914
Under 18	7,459
18 & over	25,429
20 - 24	2,168
25 - 34	3,342
35 - 49	6,174
50 - 64	6,666
65 & over	5,952

### Population by Ethnicity

Hispanic or Latino	697
Non Hispanic or Latino	32,191

### Population by Race

White	31,764
African American	163
Asian	138
American Indian and Alaska Native	217
Native Hawaiian and Pacific Islander	6
Other	233
Identified by two or more	367

## IN - Wells County

### Population

Total Population	27,636
------------------	--------

### Housing Status

( in housing units unless noted )

Total	11,659
Occupied	10,780
Owner-occupied	8,499
Population in owner-occupied ( number of individuals )	22,162
Renter-occupied	2,281
Population in renter-occupied ( number of individuals )	5,002
Households with individuals under 18	3,566
Vacant	879
Vacant: for rent	242
Vacant: for sale	166

### Population by Sex/Age

Male	13,602
Female	14,034
Under 18	6,899
18 & over	20,737
20 - 24	1,498
25 - 34	3,114
35 - 49	5,365
50 - 64	5,728
65 & over	4,340

### Population by Ethnicity

Hispanic or Latino	564
Non Hispanic or Latino	27,072

### Population by Race

White	26,902
African American	96
Asian	107
American Indian and Alaska Native	76
Native Hawaiian and Pacific Islander	3
Other	208
Identified by two or more	244

## IN - Whitley County

### Population

Total Population	33,292
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,281
Occupied	13,001
Owner-occupied	10,699
Population in owner-occupied ( number of individuals )	27,580
Renter-occupied	2,302
Population in renter-occupied ( number of individuals )	5,276
Households with individuals under 18	4,230
Vacant	1,280
Vacant: for rent	243
Vacant: for sale	216

### Population by Sex/Age

Male	16,553
Female	16,739
Under 18	8,183
18 & over	25,109
20 - 24	1,790
25 - 34	3,707
35 - 49	6,847
50 - 64	7,333
65 & over	4,649

### Population by Ethnicity

Hispanic or Latino	515
Non Hispanic or Latino	32,777

### Population by Race

White	32,479
African American	99
Asian	105
American Indian and Alaska Native	92
Native Hawaiian and Pacific Islander	7
Other	132
Identified by two or more	378

## OH - Paulding County

### Population

Total Population	19,614
------------------	--------

### Housing Status

( in housing units unless noted )

Total	8,749
Occupied	7,769
Owner-occupied	6,143
Population in owner-occupied ( number of individuals )	15,589
Renter-occupied	1,626
Population in renter-occupied ( number of individuals )	3,940
Households with individuals under 18	2,524
Vacant	980
Vacant: for rent	205
Vacant: for sale	140

### Population by Sex/Age

Male	9,703
Female	9,911
Under 18	4,938
18 & over	14,676
20 - 24	1,022
25 - 34	2,188
35 - 49	3,906
50 - 64	4,195
65 & over	2,907

### Population by Ethnicity

Hispanic or Latino	838
Non Hispanic or Latino	18,776

### Population by Race

White	18,767
African American	173
Asian	38
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	2
Other	256
Identified by two or more	313

## OH - Van Wert County

### Population

Total Population	28,744
------------------	--------

### Housing Status

( in housing units unless noted )

Total	12,615
Occupied	11,439
Owner-occupied	8,986
Population in owner-occupied ( number of individuals )	22,513
Renter-occupied	2,453
Population in renter-occupied ( number of individuals )	5,835
Households with individuals under 18	3,592
Vacant	1,176
Vacant: for rent	276
Vacant: for sale	247

### Population by Sex/Age

Male	14,001
Female	14,743
Under 18	7,164
18 & over	21,580
20 - 24	1,389
25 - 34	3,274
35 - 49	5,555
50 - 64	5,946
65 & over	4,688

### Population by Ethnicity

Hispanic or Latino	740
Non Hispanic or Latino	28,004

### Population by Race

White	27,762
African American	250
Asian	66
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	3
Other	223
Identified by two or more	398