



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

GRAND RAPIDS KALAMAZOO BATTLE CREEK :::

BROADCAST TV MARKET AREA

Population

Total Population	2,023,545
------------------	-----------

Housing Status

(in housing units unless noted)

Total	879,995
Occupied	764,673
Owner-occupied	559,074
Population in owner-occupied (number of individuals)	1,486,227
Renter-occupied	205,599
Population in renter-occupied (number of individuals)	479,360
Households with individuals under 18	256,805
Vacant	106,322
Vacant: for rent	24,134
Vacant: for sale	14,758

Population by Sex/Age

Male	1,002,196
Female	1,021,349
Under 18	507,609
18 & over	1,515,936
20 - 24	151,107
25 - 34	253,041
35 - 49	401,907
50 - 64	387,795
65 & over	256,527

Population by Ethnicity

Hispanic or Latino	139,727
Non Hispanic or Latino	1,883,818

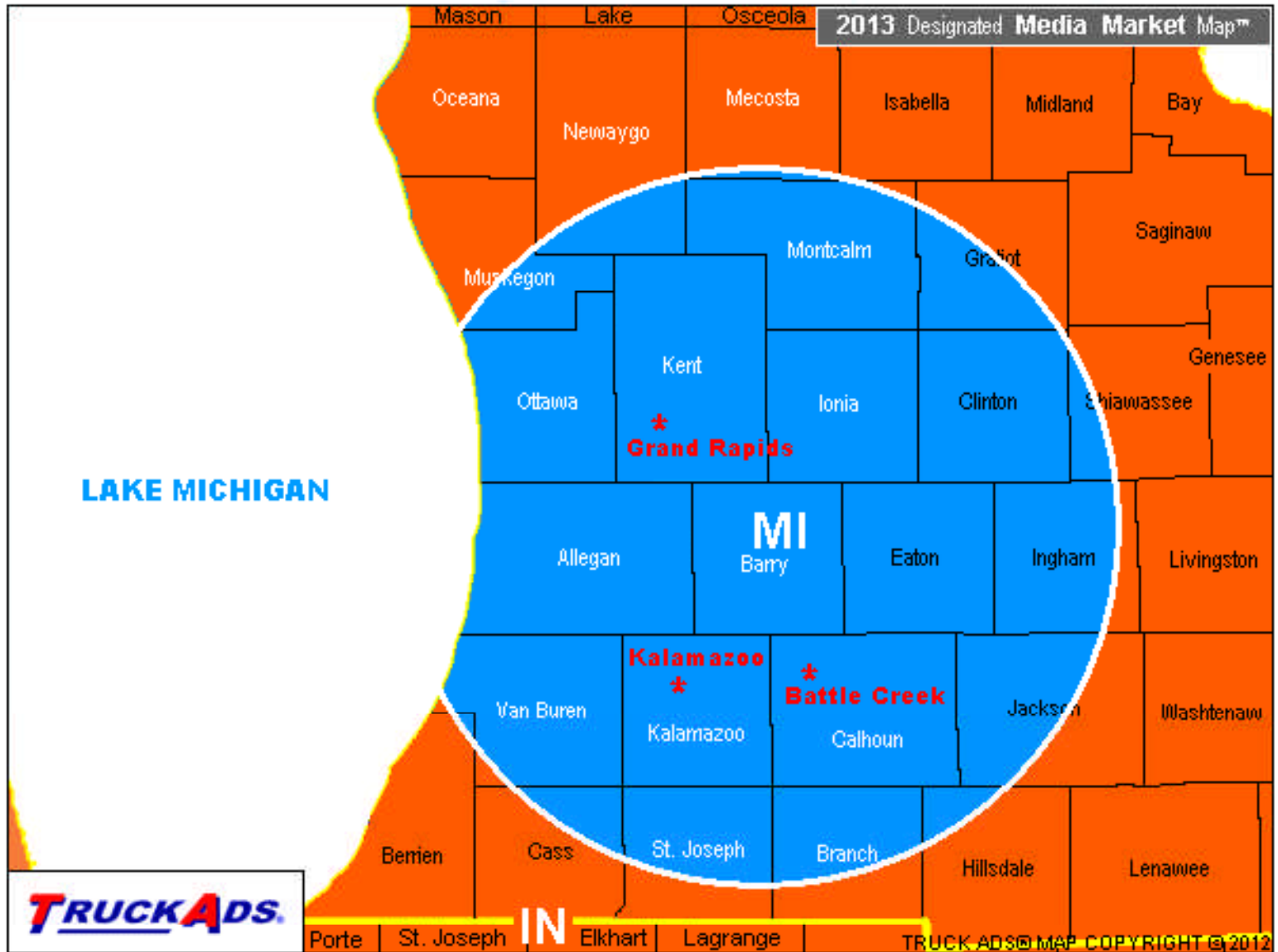
Population by Race

White	1,726,023
African American	143,405
Asian	31,928
American Indian and Alaska Native	11,044
Native Hawaiian and Pacific Islander	597
Other	58,675
Identified by two or more	51,873

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



GRAND RAPIDS KALAMAZOO BATTLE CREEK ::: BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

MICHIGAN: Allegan, MI ~ Barry, MI ~ Branch, MI ~ Calhoun, MI ~ Ionia, MI ~ Kalamazoo, MI ~ Kent, MI ~ Mecosta, MI ~ Montcalm, MI ~ Muskegon, MI ~ Newaygo, MI ~ Oceana, MI ~ Ottawa, MI ~ St. Joseph, MI ~ Van Buren, MI

MI - Allegan County

Population

Total Population	111,408
------------------	---------

Housing Status

(in housing units unless noted)

Total	49,426
Occupied	42,018
Owner-occupied	34,052
Population in owner-occupied (number of individuals)	90,831
Renter-occupied	7,966
Population in renter-occupied (number of individuals)	19,623
Households with individuals under 18	14,644
Vacant	7,408
Vacant: for rent	934
Vacant: for sale	990

Population by Sex/Age

Male	55,473
Female	55,935
Under 18	29,224
18 & over	82,184
20 - 24	5,816
25 - 34	12,201
35 - 49	23,759
50 - 64	23,211
65 & over	14,438

Population by Ethnicity

Hispanic or Latino	7,454
Non Hispanic or Latino	103,954

Population by Race

White	103,513
African American	1,358
Asian	648
American Indian and Alaska Native	636
Native Hawaiian and Pacific Islander	22
Other	3,082
Identified by two or more	2,149

MI - Barry County

Population

Total Population	59,173
------------------	--------

Housing Status

(in housing units unless noted)

Total	27,010
Occupied	22,551
Owner-occupied	18,891
Population in owner-occupied (number of individuals)	49,568
Renter-occupied	3,660
Population in renter-occupied (number of individuals)	9,002
Households with individuals under 18	7,361
Vacant	4,459
Vacant: for rent	463
Vacant: for sale	480

Population by Sex/Age

Male	29,705
Female	29,468
Under 18	14,458
18 & over	44,715
20 - 24	2,908
25 - 34	6,182
35 - 49	12,291
50 - 64	13,128
65 & over	8,611

Population by Ethnicity

Hispanic or Latino	1,336
Non Hispanic or Latino	57,837

Population by Race

White	57,350
African American	219
Asian	219
American Indian and Alaska Native	272
Native Hawaiian and Pacific Islander	6
Other	332
Identified by two or more	775

MI - Branch County

Population

Total Population	45,248
------------------	--------

Housing Status

(in housing units unless noted)

Total	20,841
Occupied	16,419
Owner-occupied	12,533
Population in owner-occupied (number of individuals)	32,611
Renter-occupied	3,886
Population in renter-occupied (number of individuals)	9,489
Households with individuals under 18	5,267
Vacant	4,422
Vacant: for rent	544
Vacant: for sale	393

Population by Sex/Age

Male	23,840
Female	21,408
Under 18	10,836
18 & over	34,412
20 - 24	2,513
25 - 34	5,410
35 - 49	9,368
50 - 64	9,343
65 & over	6,659

Population by Ethnicity

Hispanic or Latino	1,804
Non Hispanic or Latino	43,444

Population by Race

White	42,055
African American	1,393
Asian	208
American Indian and Alaska Native	181
Native Hawaiian and Pacific Islander	3
Other	737
Identified by two or more	671

MI - Calhoun County

Population

Total Population	136,146
------------------	---------

Housing Status

(in housing units unless noted)

Total	61,042
Occupied	54,016
Owner-occupied	37,707
Population in owner-occupied (number of individuals)	94,757
Renter-occupied	16,309
Population in renter-occupied (number of individuals)	37,114
Households with individuals under 18	17,231
Vacant	7,026
Vacant: for rent	2,402
Vacant: for sale	1,128

Population by Sex/Age

Male	66,519
Female	69,627
Under 18	33,009
18 & over	103,137
20 - 24	8,426
25 - 34	15,703
35 - 49	26,883
50 - 64	27,815
65 & over	20,109

Population by Ethnicity

Hispanic or Latino	6,177
Non Hispanic or Latino	129,969

Population by Race

White	111,915
African American	14,872
Asian	2,179
American Indian and Alaska Native	831
Native Hawaiian and Pacific Islander	56
Other	2,104
Identified by two or more	4,189

MI - Ionia County

Population

Total Population	63,905
------------------	--------

Housing Status

(in housing units unless noted)

Total	24,778
Occupied	22,144
Owner-occupied	17,209
Population in owner-occupied (number of individuals)	46,544
Renter-occupied	4,935
Population in renter-occupied (number of individuals)	11,837
Households with individuals under 18	8,005
Vacant	2,634
Vacant: for rent	766
Vacant: for sale	468

Population by Sex/Age

Male	34,314
Female	29,591
Under 18	15,675
18 & over	48,230
20 - 24	4,173
25 - 34	8,754
35 - 49	14,046
50 - 64	12,304
65 & over	7,253

Population by Ethnicity

Hispanic or Latino	2,791
Non Hispanic or Latino	61,114

Population by Race

White	58,563
African American	3,019
Asian	248
American Indian and Alaska Native	289
Native Hawaiian and Pacific Islander	7
Other	855
Identified by two or more	924

MI - Kalamazoo County

Population

Total Population	250,331
------------------	---------

Housing Status

(in housing units unless noted)

Total	110,007
Occupied	100,610
Owner-occupied	64,254
Population in owner-occupied (number of individuals)	164,336
Renter-occupied	36,356
Population in renter-occupied (number of individuals)	77,540
Households with individuals under 18	29,728
Vacant	9,397
Vacant: for rent	4,158
Vacant: for sale	1,581

Population by Sex/Age

Male	122,569
Female	127,762
Under 18	56,926
18 & over	193,405
20 - 24	27,752
25 - 34	33,196
35 - 49	46,001
50 - 64	45,893
65 & over	30,780

Population by Ethnicity

Hispanic or Latino	9,959
Non Hispanic or Latino	240,372

Population by Race

White	204,644
African American	27,266
Asian	5,212
American Indian and Alaska Native	1,059
Native Hawaiian and Pacific Islander	88
Other	3,815
Identified by two or more	8,247

MI - Kent County

Population

Total Population	602,622
------------------	---------

Housing Status

(in housing units unless noted)

Total	246,901
Occupied	227,239
Owner-occupied	158,301
Population in owner-occupied (number of individuals)	431,433
Renter-occupied	68,938
Population in renter-occupied (number of individuals)	159,836
Households with individuals under 18	79,385
Vacant	19,662
Vacant: for rent	7,916
Vacant: for sale	3,661

Population by Sex/Age

Male	295,102
Female	307,520
Under 18	158,134
18 & over	444,488
20 - 24	45,761
25 - 34	84,109
35 - 49	120,834
50 - 64	108,895
65 & over	67,104

Population by Ethnicity

Hispanic or Latino	58,437
Non Hispanic or Latino	544,185

Population by Race

White	481,594
African American	58,648
Asian	14,053
American Indian and Alaska Native	3,056
Native Hawaiian and Pacific Islander	249
Other	26,963
Identified by two or more	18,059

MI - Mecosta County

Population

Total Population	42,798
------------------	--------

Housing Status

(in housing units unless noted)

Total	21,131
Occupied	16,101
Owner-occupied	11,536
Population in owner-occupied (number of individuals)	28,538
Renter-occupied	4,565
Population in renter-occupied (number of individuals)	10,885
Households with individuals under 18	4,330
Vacant	5,030
Vacant: for rent	392
Vacant: for sale	443

Population by Sex/Age

Male	21,487
Female	21,311
Under 18	8,546
18 & over	34,252
20 - 24	6,198
25 - 34	4,263
35 - 49	6,615
50 - 64	7,847
65 & over	6,577

Population by Ethnicity

Hispanic or Latino	731
Non Hispanic or Latino	42,067

Population by Race

White	40,095
African American	1,077
Asian	279
American Indian and Alaska Native	268
Native Hawaiian and Pacific Islander	11
Other	151
Identified by two or more	917

MI - Montcalm County

Population

Total Population	63,342
------------------	--------

Housing Status

(in housing units unless noted)

Total	28,221
Occupied	23,432
Owner-occupied	18,513
Population in owner-occupied (number of individuals)	48,089
Renter-occupied	4,919
Population in renter-occupied (number of individuals)	12,090
Households with individuals under 18	7,796
Vacant	4,789
Vacant: for rent	416
Vacant: for sale	556

Population by Sex/Age

Male	32,747
Female	30,595
Under 18	15,291
18 & over	48,051
20 - 24	3,562
25 - 34	7,681
35 - 49	13,487
50 - 64	12,686
65 & over	8,942

Population by Ethnicity

Hispanic or Latino	1,932
Non Hispanic or Latino	61,410

Population by Race

White	59,752
African American	1,483
Asian	224
American Indian and Alaska Native	298
Native Hawaiian and Pacific Islander	19
Other	582
Identified by two or more	984

MI - Muskegon County

Population

Total Population	172,188
------------------	---------

Housing Status

(in housing units unless noted)

Total	73,561
Occupied	65,616
Owner-occupied	49,278
Population in owner-occupied (number of individuals)	127,012
Renter-occupied	16,338
Population in renter-occupied (number of individuals)	38,831
Households with individuals under 18	22,144
Vacant	7,945
Vacant: for rent	1,953
Vacant: for sale	1,414

Population by Sex/Age

Male	85,451
Female	86,737
Under 18	42,787
18 & over	129,401
20 - 24	10,658
25 - 34	21,286
35 - 49	34,283
50 - 64	34,918
65 & over	23,352

Population by Ethnicity

Hispanic or Latino	8,261
Non Hispanic or Latino	163,927

Population by Race

White	137,679
African American	24,882
Asian	941
American Indian and Alaska Native	1,407
Native Hawaiian and Pacific Islander	28
Other	2,362
Identified by two or more	4,889

MI - Newaygo County

Population

Total Population	48,460
------------------	--------

Housing Status

(in housing units unless noted)

Total	25,075
Occupied	18,406
Owner-occupied	15,170
Population in owner-occupied (number of individuals)	39,712
Renter-occupied	3,236
Population in renter-occupied (number of individuals)	8,191
Households with individuals under 18	5,978
Vacant	6,669
Vacant: for rent	272
Vacant: for sale	458

Population by Sex/Age

Male	24,390
Female	24,070
Under 18	12,097
18 & over	36,363
20 - 24	2,616
25 - 34	4,962
35 - 49	9,729
50 - 64	10,250
65 & over	7,528

Population by Ethnicity

Hispanic or Latino	2,663
Non Hispanic or Latino	45,797

Population by Race

White	45,625
African American	495
Asian	187
American Indian and Alaska Native	372
Native Hawaiian and Pacific Islander	11
Other	942
Identified by two or more	828

MI - Oceana County

Population

Total Population	26,570
------------------	--------

Housing Status

(in housing units unless noted)

Total	15,944
Occupied	10,174
Owner-occupied	8,271
Population in owner-occupied (number of individuals)	21,053
Renter-occupied	1,903
Population in renter-occupied (number of individuals)	5,214
Households with individuals under 18	3,149
Vacant	5,770
Vacant: for rent	170
Vacant: for sale	239

Population by Sex/Age

Male	13,344
Female	13,226
Under 18	6,606
18 & over	19,964
20 - 24	1,300
25 - 34	2,756
35 - 49	5,021
50 - 64	5,657
65 & over	4,525

Population by Ethnicity

Hispanic or Latino	3,629
Non Hispanic or Latino	22,941

Population by Race

White	23,952
African American	119
Asian	61
American Indian and Alaska Native	285
Native Hawaiian and Pacific Islander	4
Other	1,618
Identified by two or more	531

MI - Ottawa County

Population

Total Population	263,801
------------------	---------

Housing Status

(in housing units unless noted)

Total	102,495
Occupied	93,775
Owner-occupied	73,303
Population in owner-occupied (number of individuals)	205,610
Renter-occupied	20,472
Population in renter-occupied (number of individuals)	49,930
Households with individuals under 18	34,046
Vacant	8,720
Vacant: for rent	2,254
Vacant: for sale	1,727

Population by Sex/Age

Male	129,136
Female	134,665
Under 18	68,737
18 & over	195,064
20 - 24	22,095
25 - 34	30,765
35 - 49	52,330
50 - 64	47,100
65 & over	31,023

Population by Ethnicity

Hispanic or Latino	22,761
Non Hispanic or Latino	241,040

Population by Race

White	237,638
African American	3,874
Asian	6,738
American Indian and Alaska Native	1,141
Native Hawaiian and Pacific Islander	74
Other	8,998
Identified by two or more	5,338

MI - St. Joseph County

Population

Total Population	61,295
------------------	--------

Housing Status

(in housing units unless noted)

Total	27,778
Occupied	23,244
Owner-occupied	17,523
Population in owner-occupied (number of individuals)	46,617
Renter-occupied	5,721
Population in renter-occupied (number of individuals)	13,913
Households with individuals under 18	7,871
Vacant	4,534
Vacant: for rent	640
Vacant: for sale	517

Population by Sex/Age

Male	30,316
Female	30,979
Under 18	15,875
18 & over	45,420
20 - 24	3,396
25 - 34	7,206
35 - 49	11,904
50 - 64	12,271
65 & over	9,103

Population by Ethnicity

Hispanic or Latino	4,034
Non Hispanic or Latino	57,261

Population by Race

White	55,519
African American	1,600
Asian	418
American Indian and Alaska Native	280
Native Hawaiian and Pacific Islander	2
Other	2,135
Identified by two or more	1,341

MI - Van Buren County

Population

Total Population	76,258
------------------	--------

Housing Status

(in housing units unless noted)

Total	36,785
Occupied	28,928
Owner-occupied	22,533
Population in owner-occupied (number of individuals)	59,516
Renter-occupied	6,395
Population in renter-occupied (number of individuals)	15,865
Households with individuals under 18	9,870
Vacant	7,857
Vacant: for rent	854
Vacant: for sale	703

Population by Sex/Age

Male	37,803
Female	38,455
Under 18	19,408
18 & over	56,850
20 - 24	3,933
25 - 34	8,567
35 - 49	15,356
50 - 64	16,477
65 & over	10,523

Population by Ethnicity

Hispanic or Latino	7,758
Non Hispanic or Latino	68,500

Population by Race

White	66,129
African American	3,100
Asian	313
American Indian and Alaska Native	669
Native Hawaiian and Pacific Islander	17
Other	3,999
Identified by two or more	2,031