



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

**LANSING :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	624,284
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**Housing Status**

( in housing units unless noted )

Total	268,484
Occupied	244,193
Owner-occupied	164,679
Population in owner-occupied ( number of individuals )	418,302
Renter-occupied	79,514
Population in renter-occupied ( number of individuals )	175,593
Households with individuals under 18	73,500
Vacant	24,291
Vacant: for rent	8,879
Vacant: for sale	4,474

**Population by Sex/Age**

Male	307,956
Female	316,328
Under 18	139,507
18 & over	484,777
20 - 24	60,816
25 - 34	78,580
35 - 49	119,591
50 - 64	122,147
65 & over	76,905

**Population by Ethnicity**

Hispanic or Latino	33,411
Non Hispanic or Latino	590,873

**Population by Race**

White	518,999
African American	54,146
Asian	18,660
American Indian and Alaska Native	2,937
Native Hawaiian and Pacific Islander	180
Other	9,964
Identified by two or more	19,398



## MI - Clinton County

### Population

Total Population	75,382
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### Housing Status

( in housing units unless noted )

Total	30,695
Occupied	28,766
Owner-occupied	22,612
Population in owner-occupied ( number of individuals )	60,353
Renter-occupied	6,154
Population in renter-occupied ( number of individuals )	14,349
Households with individuals under 18	9,534
Vacant	1,929
Vacant: for rent	648
Vacant: for sale	404

### Population by Sex/Age

Male	37,057
Female	38,325
Under 18	18,612
18 & over	56,770
20 - 24	6,031
25 - 34	8,056
35 - 49	15,553
50 - 64	15,278
65 & over	9,705

### Population by Ethnicity

Hispanic or Latino	2,947
Non Hispanic or Latino	72,435

### Population by Race

White	70,018
African American	1,549
Asian	1,115
American Indian and Alaska Native	333
Native Hawaiian and Pacific Islander	15
Other	868
Identified by two or more	1,484

## MI - Eaton County

### Population

Total Population	107,759
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### Housing Status

( in housing units unless noted )

Total	47,050
Occupied	43,494
Owner-occupied	31,583
Population in owner-occupied ( number of individuals )	81,184
Renter-occupied	11,911
Population in renter-occupied ( number of individuals )	25,016
Households with individuals under 18	13,458
Vacant	3,556
Vacant: for rent	1,227
Vacant: for sale	733

### Population by Sex/Age

Male	52,595
Female	55,164
Under 18	25,101
18 & over	82,658
20 - 24	6,701
25 - 34	12,460
35 - 49	21,583
50 - 64	23,747
65 & over	15,108

### Population by Ethnicity

Hispanic or Latino	5,101
Non Hispanic or Latino	102,658

### Population by Race

White	94,561
African American	6,811
Asian	1,809
American Indian and Alaska Native	466
Native Hawaiian and Pacific Islander	18
Other	1,334
Identified by two or more	2,760

## MI - Ingham County

### Population

Total Population	280,895
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### Housing Status

( in housing units unless noted )

Total	121,281
Occupied	111,162
Owner-occupied	65,852
Population in owner-occupied ( number of individuals )	163,461
Renter-occupied	45,310
Population in renter-occupied ( number of individuals )	98,956
Households with individuals under 18	31,107
Vacant	10,119
Vacant: for rent	4,363
Vacant: for sale	1,957

### Population by Sex/Age

Male	136,594
Female	144,301
Under 18	58,599
18 & over	222,296
20 - 24	38,071
25 - 34	39,456
35 - 49	48,770
50 - 64	49,929
65 & over	29,413

### Population by Ethnicity

Hispanic or Latino	20,526
Non Hispanic or Latino	260,369

### Population by Race

White	213,913
African American	33,047
Asian	14,599
American Indian and Alaska Native	1,546
Native Hawaiian and Pacific Islander	114
Other	6,538
Identified by two or more	11,138

## MI - Jackson County

### Population

Total Population	160,248
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### Housing Status

( in housing units unless noted )

Total	69,458
Occupied	60,771
Owner-occupied	44,632
Population in owner-occupied ( number of individuals )	113,304
Renter-occupied	16,139
Population in renter-occupied ( number of individuals )	37,272
Households with individuals under 18	19,401
Vacant	8,687
Vacant: for rent	2,641
Vacant: for sale	1,380

### Population by Sex/Age

Male	81,710
Female	78,538
Under 18	37,195
18 & over	123,053
20 - 24	10,013
25 - 34	18,608
35 - 49	33,685
50 - 64	33,193
65 & over	22,679

### Population by Ethnicity

Hispanic or Latino	4,837
Non Hispanic or Latino	155,411

### Population by Race

White	140,507
African American	12,739
Asian	1,137
American Indian and Alaska Native	592
Native Hawaiian and Pacific Islander	33
Other	1,224
Identified by two or more	4,016