



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

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

**Population**

Total Population	4,793,062
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**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

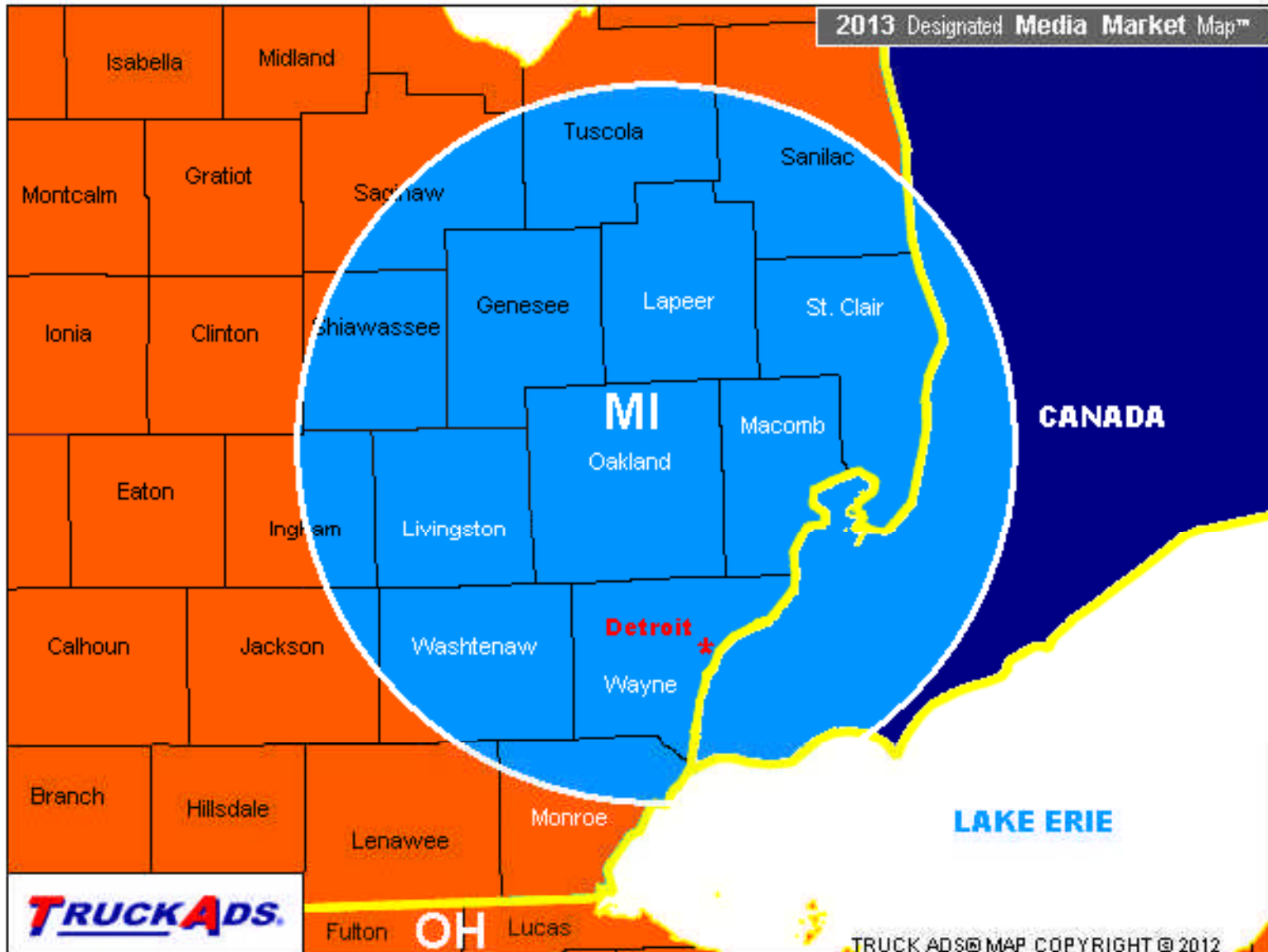
**Population by Race**

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
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### 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
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### 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
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### 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
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### 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
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### 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
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### 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
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### 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
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### 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