



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

FT. MYERS NAPLES :::

BROADCAST TV MARKET AREA

Population

Total Population	1,147,998
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Housing Status

(in housing units unless noted)

Total	690,598
Occupied	482,345
Owner-occupied	350,872
Population in owner-occupied (number of individuals)	785,358
Renter-occupied	131,473
Population in renter-occupied (number of individuals)	341,313
Households with individuals under 18	116,174
Vacant	208,253
Vacant: for rent	27,611
Vacant: for sale	22,433

Population by Sex/Age

Male	567,017
Female	580,981
Under 18	216,646
18 & over	931,352
20 - 24	57,710
25 - 34	115,895
35 - 49	200,544
50 - 64	238,409
65 & over	293,651

Population by Ethnicity

Hispanic or Latino	218,843
Non Hispanic or Latino	929,155

Population by Race

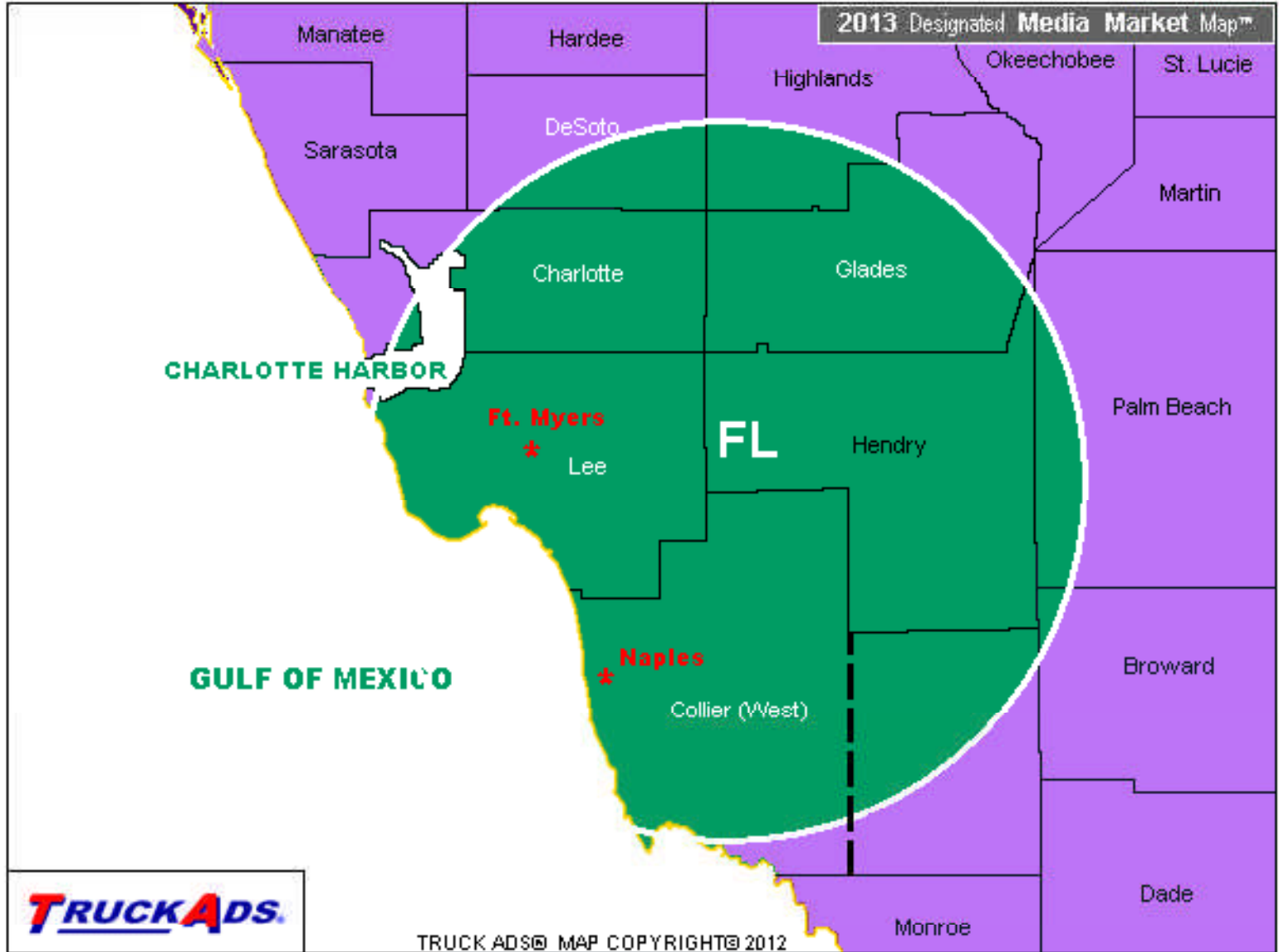
White	959,398
African American	87,264
Asian	14,109
American Indian and Alaska Native	4,459
Native Hawaiian and Pacific Islander	577
Other	59,435
Identified by two or more	22,756

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FT. MYERS NAPLES :::

BROADCAST TV MARKET AREA



5 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Charlotte, FL ~ Collier, FL (Split) ~ Desoto, FL ~ Glades, FL ~ Lee, FL

FL - Charlotte County

Population

Total Population	159,978
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Housing Status

(in housing units unless noted)

Total	100,632
Occupied	73,370
Owner-occupied	58,475
Population in owner-occupied (number of individuals)	122,313
Renter-occupied	14,895
Population in renter-occupied (number of individuals)	34,653
Households with individuals under 18	12,958
Vacant	27,262
Vacant: for rent	3,479
Vacant: for sale	3,375

Population by Sex/Age

Male	77,762
Female	82,216
Under 18	22,878
18 & over	137,100
20 - 24	5,805
25 - 34	11,186
35 - 49	24,147
50 - 64	38,556
65 & over	54,599

Population by Ethnicity

Hispanic or Latino	9,213
Non Hispanic or Latino	150,765

Population by Race

White	144,059
African American	9,089
Asian	1,912
American Indian and Alaska Native	417
Native Hawaiian and Pacific Islander	59
Other	1,767
Identified by two or more	2,675

FL - Collier County (Partial - Split County)

Population

Total Population	321,520
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Housing Status

(in housing units unless noted)

Total	197,298
Occupied	133,179
Owner-occupied	96,159
Population in owner-occupied (number of individuals)	218,002
Renter-occupied	37,020
Population in renter-occupied (number of individuals)	98,972
Households with individuals under 18	32,882
Vacant	64,119
Vacant: for rent	7,511
Vacant: for sale	5,533

Population by Sex/Age

Male	158,494
Female	163,026
Under 18	62,647
18 & over	258,873
20 - 24	15,516
25 - 34	32,550
35 - 49	56,320
50 - 64	63,006
65 & over	84,951

Population by Ethnicity

Hispanic or Latino	83,177
Non Hispanic or Latino	238,343

Population by Race

White	269,596
African American	21,087
Asian	3,507
American Indian and Alaska Native	1,123
Native Hawaiian and Pacific Islander	125
Other	19,920
Identified by two or more	6,162

FL - DeSoto County

Population

Total Population	34,862
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Housing Status

(in housing units unless noted)

Total	14,590
Occupied	11,445
Owner-occupied	8,237
Population in owner-occupied (number of individuals)	20,958
Renter-occupied	3,208
Population in renter-occupied (number of individuals)	10,106
Households with individuals under 18	3,640
Vacant	3,145
Vacant: for rent	550
Vacant: for sale	285

Population by Sex/Age

Male	19,718
Female	15,144
Under 18	7,835
18 & over	27,027
20 - 24	2,678
25 - 34	4,607
35 - 49	6,348
50 - 64	6,137
65 & over	6,228

Population by Ethnicity

Hispanic or Latino	10,425
Non Hispanic or Latino	24,437

Population by Race

White	23,094
African American	4,431
Asian	178
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	11
Other	6,178
Identified by two or more	833

FL - Glades County

Population

Total Population	12,884
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Housing Status

(in housing units unless noted)

Total	6,979
Occupied	4,533
Owner-occupied	3,524
Population in owner-occupied (number of individuals)	8,425
Renter-occupied	1,009
Population in renter-occupied (number of individuals)	2,976
Households with individuals under 18	1,207
Vacant	2,446
Vacant: for rent	231
Vacant: for sale	156

Population by Sex/Age

Male	7,443
Female	5,441
Under 18	2,417
18 & over	10,467
20 - 24	718
25 - 34	1,674
35 - 49	2,521
50 - 64	2,493
65 & over	2,767

Population by Ethnicity

Hispanic or Latino	2,720
Non Hispanic or Latino	10,164

Population by Race

White	9,153
African American	1,588
Asian	51
American Indian and Alaska Native	589
Native Hawaiian and Pacific Islander	2
Other	1,280
Identified by two or more	221

FL - Lee County

Population

Total Population	618,754
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Housing Status

(in housing units unless noted)

Total	371,099
Occupied	259,818
Owner-occupied	184,477
Population in owner-occupied (number of individuals)	415,660
Renter-occupied	75,341
Population in renter-occupied (number of individuals)	194,606
Households with individuals under 18	65,487
Vacant	111,281
Vacant: for rent	15,840
Vacant: for sale	13,084

Population by Sex/Age

Male	303,600
Female	315,154
Under 18	120,869
18 & over	497,885
20 - 24	32,993
25 - 34	65,878
35 - 49	111,208
50 - 64	128,217
65 & over	145,106

Population by Ethnicity

Hispanic or Latino	113,308
Non Hispanic or Latino	505,446

Population by Race

White	513,496
African American	51,069
Asian	8,461
American Indian and Alaska Native	2,193
Native Hawaiian and Pacific Islander	380
Other	30,290
Identified by two or more	12,865