



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

LANSING :::

BROADCAST TV MARKET AREA

Population

Total Population	624,284
------------------	---------

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

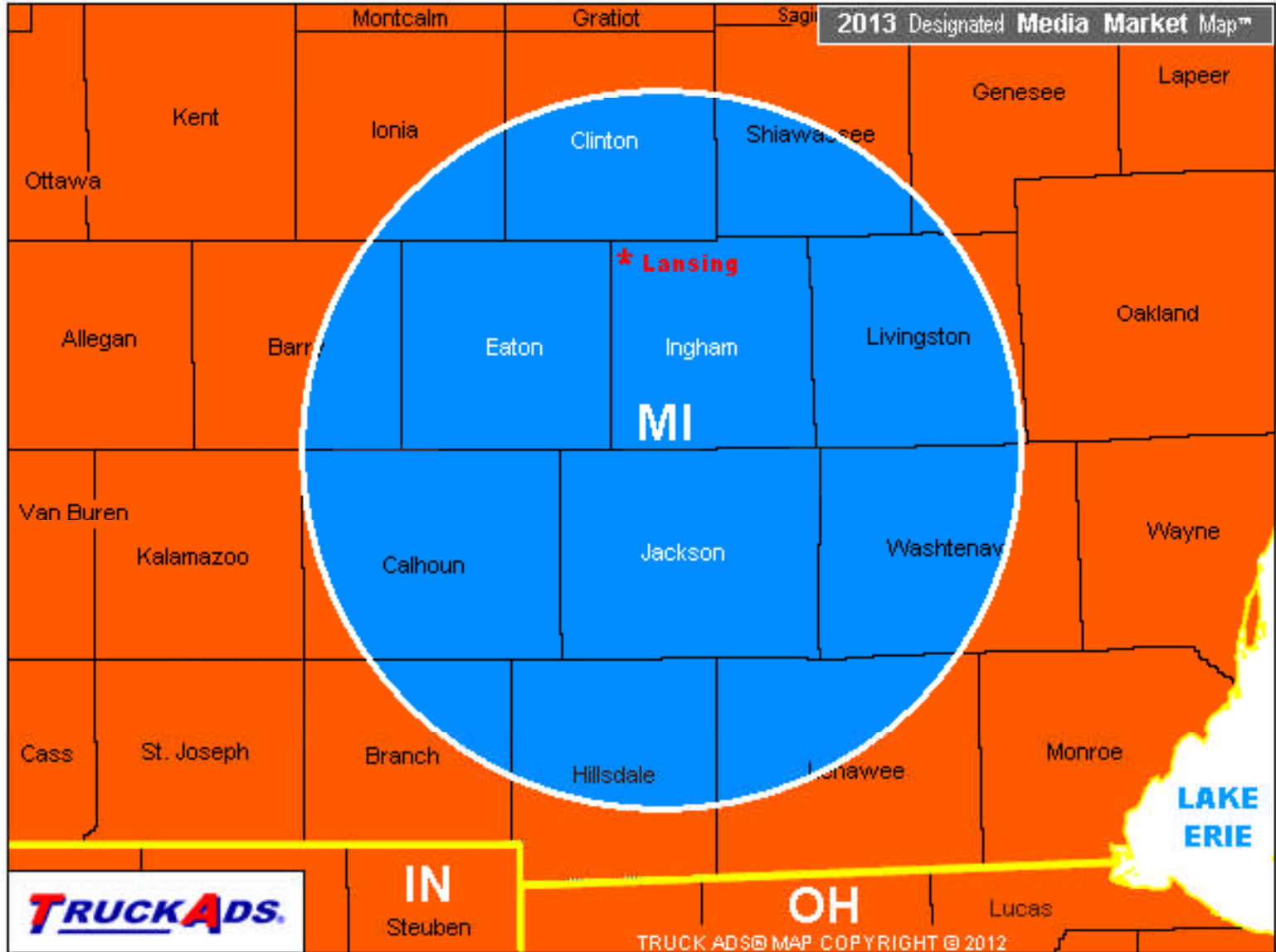
Population by Race

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



LANSING :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

MICHIGAN: Clinton, MI ~ Eaton, MI ~ Ingham, MI ~ Jackson, MI

MI - Clinton County

Population

Total Population	75,382
------------------	--------

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
------------------	---------

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
------------------	---------

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
------------------	---------

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