



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

**ORLANDO DAYTONA BEACH MELBOURNE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	3,639,370
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**Housing Status**

( in housing units unless noted )

Total	1,697,556
Occupied	1,427,298
Owner-occupied	969,355
Population in owner-occupied ( number of individuals )	2,414,452
Renter-occupied	457,943
Population in renter-occupied ( number of individuals )	1,148,480
Households with individuals under 18	435,799
Vacant	270,258
Vacant: for rent	72,498
Vacant: for sale	41,238

**Population by Sex/Age**

Male	1,779,092
Female	1,860,278
Under 18	793,245
18 & over	2,846,125
20 - 24	251,180
25 - 34	447,654
35 - 49	741,427
50 - 64	706,857
65 & over	593,592

**Population by Ethnicity**

Hispanic or Latino	691,965
Non Hispanic or Latino	2,947,405

**Population by Race**

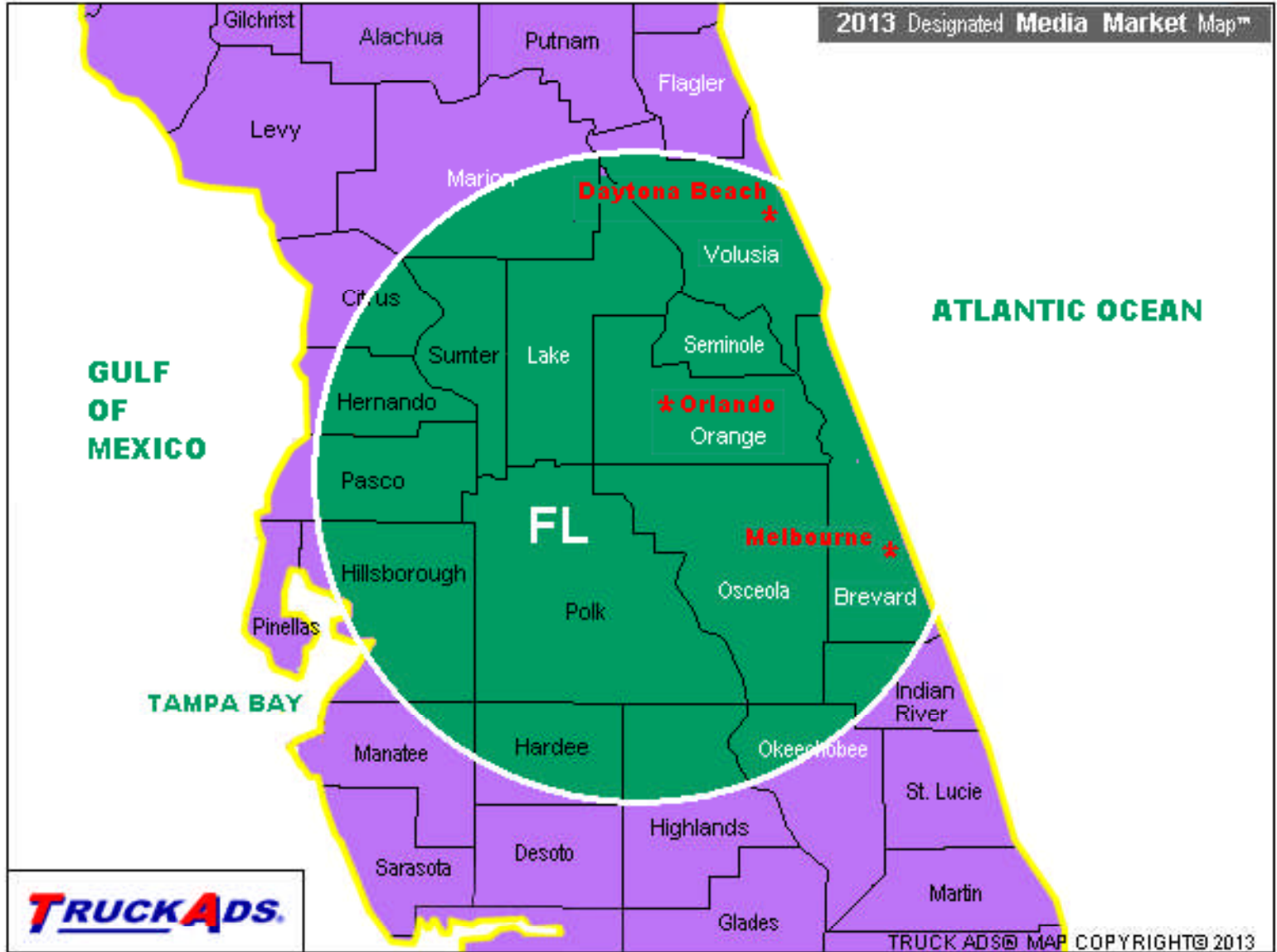
White	2,730,910
African American	506,325
Asian	110,572
American Indian and Alaska Native	14,694
Native Hawaiian and Pacific Islander	2,983
Other	170,153
Identified by two or more	103,733

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# ORLANDO DAYTONA BEACH MELBOURNE :::

## BROADCAST TV MARKET AREA



### 9 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Brevard, FL ~ Flagler, FL ~ Lake, FL ~ Marion, FL ~ Okeechobee, FL ~ Orange, FL ~ Osceola, FL ~ Seminole, FL ~ Volusia, FL

## FL - Brevard County

### Population

Total Population	543,376
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### Housing Status

( in housing units unless noted )

Total	269,864
Occupied	229,692
Owner-occupied	168,841
Population in owner-occupied ( number of individuals )	394,111
Renter-occupied	60,851
Population in renter-occupied ( number of individuals )	141,530
Households with individuals under 18	60,570
Vacant	40,172
Vacant: for rent	10,313
Vacant: for sale	6,592

### Population by Sex/Age

Male	266,242
Female	277,134
Under 18	107,686
18 & over	435,690
20 - 24	29,335
25 - 34	54,795
35 - 49	107,030
50 - 64	120,372
65 & over	110,712

### Population by Ethnicity

Hispanic or Latino	43,943
Non Hispanic or Latino	499,433

### Population by Race

White	450,927
African American	54,799
Asian	11,349
American Indian and Alaska Native	2,118
Native Hawaiian and Pacific Islander	514
Other	9,299
Identified by two or more	14,370

## FL - Flagler County

### Population

Total Population	95,696
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### Housing Status

( in housing units unless noted )

Total	48,595
Occupied	39,186
Owner-occupied	30,020
Population in owner-occupied ( number of individuals )	69,416
Renter-occupied	9,166
Population in renter-occupied ( number of individuals )	25,596
Households with individuals under 18	10,369
Vacant	9,409
Vacant: for rent	1,256
Vacant: for sale	1,346

### Population by Sex/Age

Male	46,016
Female	49,680
Under 18	19,036
18 & over	76,660
20 - 24	3,959
25 - 34	9,011
35 - 49	16,905
50 - 64	21,354
65 & over	23,405

### Population by Ethnicity

Hispanic or Latino	8,251
Non Hispanic or Latino	87,445

### Population by Race

White	78,710
African American	10,884
Asian	2,046
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	59
Other	1,544
Identified by two or more	2,186

## FL - Lake County

### Population

Total Population	297,052
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### Housing Status

( in housing units unless noted )

Total	144,996
Occupied	121,289
Owner-occupied	92,802
Population in owner-occupied ( number of individuals )	219,874
Renter-occupied	28,487
Population in renter-occupied ( number of individuals )	73,191
Households with individuals under 18	33,080
Vacant	23,707
Vacant: for rent	5,309
Vacant: for sale	4,282

### Population by Sex/Age

Male	143,937
Female	153,115
Under 18	61,741
18 & over	235,311
20 - 24	13,499
25 - 34	28,912
35 - 49	55,627
50 - 64	59,042
65 & over	71,825

### Population by Ethnicity

Hispanic or Latino	36,009
Non Hispanic or Latino	261,043

### Population by Race

White	243,624
African American	29,103
Asian	5,173
American Indian and Alaska Native	1,472
Native Hawaiian and Pacific Islander	215
Other	10,778
Identified by two or more	6,687

## FL - Marion County

### Population

Total Population	331,298
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### Housing Status

( in housing units unless noted )

Total	164,050
Occupied	137,726
Owner-occupied	105,075
Population in owner-occupied ( number of individuals )	239,828
Renter-occupied	32,651
Population in renter-occupied ( number of individuals )	83,231
Households with individuals under 18	34,480
Vacant	26,324
Vacant: for rent	5,351
Vacant: for sale	4,786

### Population by Sex/Age

Male	158,993
Female	172,305
Under 18	64,181
18 & over	267,117
20 - 24	16,336
25 - 34	31,810
35 - 49	57,732
50 - 64	68,515
65 & over	85,318

### Population by Ethnicity

Hispanic or Latino	36,137
Non Hispanic or Latino	295,161

### Population by Race

White	268,284
African American	40,828
Asian	4,407
American Indian and Alaska Native	1,309
Native Hawaiian and Pacific Islander	144
Other	9,512
Identified by two or more	6,814

## FL - Okeechobee County

### Population

Total Population	39,996
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### Housing Status

( in housing units unless noted )

Total	18,509
Occupied	14,013
Owner-occupied	10,184
Population in owner-occupied ( number of individuals )	26,126
Renter-occupied	3,829
Population in renter-occupied ( number of individuals )	11,367
Households with individuals under 18	4,689
Vacant	4,496
Vacant: for rent	677
Vacant: for sale	398

### Population by Sex/Age

Male	21,430
Female	18,566
Under 18	9,584
18 & over	30,412
20 - 24	2,537
25 - 34	5,058
35 - 49	7,678
50 - 64	7,240
65 & over	6,791

### Population by Ethnicity

Hispanic or Latino	9,561
Non Hispanic or Latino	30,435

### Population by Race

White	31,009
African American	3,203
Asian	351
American Indian and Alaska Native	380
Native Hawaiian and Pacific Islander	29
Other	4,273
Identified by two or more	751

## FL - Orange County

### Population

Total Population	1,145,956
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### Housing Status

( in housing units unless noted )

Total	487,839
Occupied	421,847
Owner-occupied	243,950
Population in owner-occupied ( number of individuals )	662,686
Renter-occupied	177,897
Population in renter-occupied ( number of individuals )	449,566
Households with individuals under 18	147,511
Vacant	65,992
Vacant: for rent	26,787
Vacant: for sale	10,683

### Population by Sex/Age

Male	564,326
Female	581,630
Under 18	270,147
18 & over	875,809
20 - 24	105,821
25 - 34	177,117
35 - 49	249,760
50 - 64	191,058
65 & over	110,919

### Population by Ethnicity

Hispanic or Latino	308,244
Non Hispanic or Latino	837,712

### Population by Race

White	728,795
African American	238,241
Asian	56,581
American Indian and Alaska Native	4,532
Native Hawaiian and Pacific Islander	1,266
Other	77,216
Identified by two or more	39,325



## FL - Osceola County

### Population

Total Population	268,685
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### Housing Status

( in housing units unless noted )

Total	128,170
Occupied	90,603
Owner-occupied	58,541
Population in owner-occupied ( number of individuals )	168,404
Renter-occupied	32,062
Population in renter-occupied ( number of individuals )	97,019
Households with individuals under 18	37,677
Vacant	37,567
Vacant: for rent	6,317
Vacant: for sale	3,337

### Population by Sex/Age

Male	131,634
Female	137,051
Under 18	70,416
18 & over	198,269
20 - 24	18,007
25 - 34	35,301
35 - 49	60,070
50 - 64	47,026
65 & over	29,656

### Population by Ethnicity

Hispanic or Latino	122,146
Non Hispanic or Latino	146,539

### Population by Race

White	190,641
African American	30,369
Asian	7,406
American Indian and Alaska Native	1,452
Native Hawaiian and Pacific Islander	294
Other	27,623
Identified by two or more	10,900

## FL - Seminole County

### Population

Total Population	422,718
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### Housing Status

( in housing units unless noted )

Total	181,307
Occupied	164,706
Owner-occupied	109,499
Population in owner-occupied ( number of individuals )	285,934
Renter-occupied	55,207
Population in renter-occupied ( number of individuals )	133,269
Households with individuals under 18	55,231
Vacant	16,601
Vacant: for rent	6,790
Vacant: for sale	3,455

### Population by Sex/Age

Male	204,799
Female	217,919
Under 18	97,181
18 & over	325,537
20 - 24	30,888
25 - 34	54,808
35 - 49	93,606
50 - 64	83,779
65 & over	50,677

### Population by Ethnicity

Hispanic or Latino	72,457
Non Hispanic or Latino	350,261

### Population by Race

White	330,664
African American	47,107
Asian	15,692
American Indian and Alaska Native	1,386
Native Hawaiian and Pacific Islander	258
Other	15,421
Identified by two or more	12,190

## FL - Volusia County

### Population

Total Population	494,593
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### Housing Status

( in housing units unless noted )

Total	254,226
Occupied	208,236
Owner-occupied	150,443
Population in owner-occupied ( number of individuals )	348,073
Renter-occupied	57,793
Population in renter-occupied ( number of individuals )	133,711
Households with individuals under 18	52,192
Vacant	45,990
Vacant: for rent	9,698
Vacant: for sale	6,359

### Population by Sex/Age

Male	241,715
Female	252,878
Under 18	93,273
18 & over	401,320
20 - 24	30,798
25 - 34	50,842
35 - 49	93,019
50 - 64	108,471
65 & over	104,289

### Population by Ethnicity

Hispanic or Latino	55,217
Non Hispanic or Latino	439,376

### Population by Race

White	408,256
African American	51,791
Asian	7,567
American Indian and Alaska Native	1,778
Native Hawaiian and Pacific Islander	204
Other	14,487
Identified by two or more	10,510