



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

TOLEDO :::

BROADCAST TV MARKET AREA

Population

Total Population	1,117,989
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Housing Status

(in housing units unless noted)

Total	505,447
Occupied	444,828
Owner-occupied	310,231
Population in owner-occupied (number of individuals)	781,959
Renter-occupied	134,597
Population in renter-occupied (number of individuals)	303,732
Households with individuals under 18	138,323
Vacant	60,619
Vacant: for rent	16,862
Vacant: for sale	8,012

Population by Sex/Age

Male	548,039
Female	569,950
Under 18	264,216
18 & over	853,773
20 - 24	80,623
25 - 34	131,803
35 - 49	218,075
50 - 64	229,172
65 & over	157,320

Population by Ethnicity

Hispanic or Latino	64,658
Non Hispanic or Latino	1,053,331

Population by Race

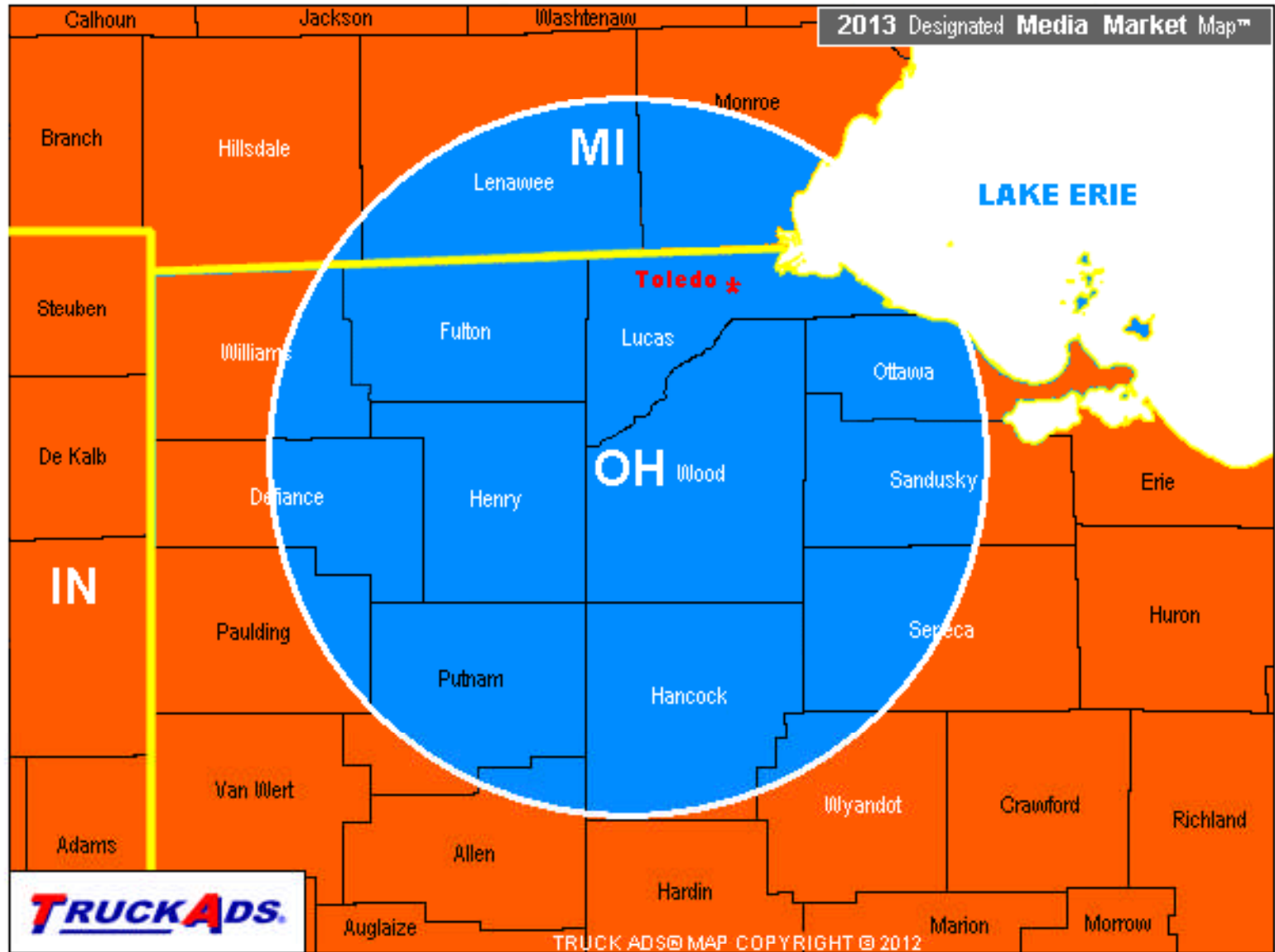
White	960,970
African American	95,638
Asian	12,061
American Indian and Alaska Native	3,192
Native Hawaiian and Pacific Islander	245
Other	20,035
Identified by two or more	25,848

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TOLEDO :::

BROADCAST TV MARKET AREA



13 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Defiance, OH ~ Fulton, OH ~ Hancock, OH ~ Henry, OH ~ Lucas, OH ~ Ottawa, OH ~ Sandusky, OH ~ Seneca, OH ~ Williams, OH ~ Wood, OH ~ Wyandot, OH ~ **MICHIGAN:** Hillsdale, MI ~ Lenawee, MI

OH - Defiance County

Population

Total Population	39,037
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Housing Status

(in housing units unless noted)

Total	16,729
Occupied	15,268
Owner-occupied	11,809
Population in owner-occupied (number of individuals)	30,021
Renter-occupied	3,459
Population in renter-occupied (number of individuals)	8,296
Households with individuals under 18	4,943
Vacant	1,461
Vacant: for rent	378
Vacant: for sale	279

Population by Sex/Age

Male	19,225
Female	19,812
Under 18	9,603
18 & over	29,434
20 - 24	2,291
25 - 34	4,473
35 - 49	7,517
50 - 64	8,189
65 & over	5,857

Population by Ethnicity

Hispanic or Latino	3,409
Non Hispanic or Latino	35,628

Population by Race

White	36,208
African American	725
Asian	119
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	12
Other	1,105
Identified by two or more	770

OH - Fulton County

Population

Total Population	42,698
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Housing Status

(in housing units unless noted)

Total	17,407
Occupied	16,188
Owner-occupied	12,781
Population in owner-occupied (number of individuals)	33,790
Renter-occupied	3,407
Population in renter-occupied (number of individuals)	8,517
Households with individuals under 18	5,604
Vacant	1,219
Vacant: for rent	349
Vacant: for sale	236

Population by Sex/Age

Male	20,984
Female	21,714
Under 18	11,009
18 & over	31,689
20 - 24	2,151
25 - 34	4,625
35 - 49	8,764
50 - 64	9,109
65 & over	6,000

Population by Ethnicity

Hispanic or Latino	3,341
Non Hispanic or Latino	39,357

Population by Race

White	40,538
African American	183
Asian	183
American Indian and Alaska Native	124
Native Hawaiian and Pacific Islander	4
Other	1,034
Identified by two or more	632

OH - Hancock County

Population

Total Population	74,782
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Housing Status

(in housing units unless noted)

Total	33,174
Occupied	30,197
Owner-occupied	21,250
Population in owner-occupied (number of individuals)	53,382
Renter-occupied	8,947
Population in renter-occupied (number of individuals)	19,706
Households with individuals under 18	9,284
Vacant	2,977
Vacant: for rent	1,188
Vacant: for sale	519

Population by Sex/Age

Male	36,284
Female	38,498
Under 18	17,628
18 & over	57,154
20 - 24	5,339
25 - 34	9,048
35 - 49	14,688
50 - 64	15,058
65 & over	10,673

Population by Ethnicity

Hispanic or Latino	3,363
Non Hispanic or Latino	71,419

Population by Race

White	69,828
African American	1,158
Asian	1,263
American Indian and Alaska Native	167
Native Hawaiian and Pacific Islander	12
Other	1,026
Identified by two or more	1,328

OH - Henry County

Population

Total Population	28,215
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Housing Status

(in housing units unless noted)

Total	11,963
Occupied	10,934
Owner-occupied	8,748
Population in owner-occupied (number of individuals)	22,479
Renter-occupied	2,186
Population in renter-occupied (number of individuals)	5,390
Households with individuals under 18	3,641
Vacant	1,029
Vacant: for rent	223
Vacant: for sale	216

Population by Sex/Age

Male	13,974
Female	14,241
Under 18	7,094
18 & over	21,121
20 - 24	1,424
25 - 34	3,236
35 - 49	5,548
50 - 64	5,853
65 & over	4,349

Population by Ethnicity

Hispanic or Latino	1,860
Non Hispanic or Latino	26,355

Population by Race

White	26,857
African American	117
Asian	105
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	2
Other	675
Identified by two or more	370

OH - Lucas County

Population

Total Population	441,815
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Housing Status

(in housing units unless noted)

Total	202,630
Occupied	180,267
Owner-occupied	113,551
Population in owner-occupied (number of individuals)	283,155
Renter-occupied	66,716
Population in renter-occupied (number of individuals)	147,945
Households with individuals under 18	56,061
Vacant	22,363
Vacant: for rent	8,586
Vacant: for sale	3,127

Population by Sex/Age

Male	213,966
Female	227,849
Under 18	106,137
18 & over	335,678
20 - 24	33,821
25 - 34	55,943
35 - 49	85,846
50 - 64	87,632
65 & over	57,809

Population by Ethnicity

Hispanic or Latino	26,974
Non Hispanic or Latino	414,841

Population by Race

White	326,868
African American	83,926
Asian	6,764
American Indian and Alaska Native	1,349
Native Hawaiian and Pacific Islander	113
Other	8,906
Identified by two or more	13,889

OH - Ottawa County

Population

Total Population	41,428
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Housing Status

(in housing units unless noted)

Total	27,909
Occupied	17,503
Owner-occupied	13,944
Population in owner-occupied (number of individuals)	32,846
Renter-occupied	3,559
Population in renter-occupied (number of individuals)	8,093
Households with individuals under 18	4,604
Vacant	10,406
Vacant: for rent	558
Vacant: for sale	455

Population by Sex/Age

Male	20,437
Female	20,991
Under 18	8,595
18 & over	32,833
20 - 24	1,822
25 - 34	3,789
35 - 49	8,104
50 - 64	10,354
65 & over	7,868

Population by Ethnicity

Hispanic or Latino	1,755
Non Hispanic or Latino	39,673

Population by Race

White	39,968
African American	324
Asian	116
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	7
Other	391
Identified by two or more	555

OH - Sandusky County

Population

Total Population	60,944
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Housing Status

(in housing units unless noted)

Total	26,390
Occupied	24,182
Owner-occupied	17,866
Population in owner-occupied (number of individuals)	44,904
Renter-occupied	6,316
Population in renter-occupied (number of individuals)	15,139
Households with individuals under 18	7,730
Vacant	2,208
Vacant: for rent	597
Vacant: for sale	395

Population by Sex/Age

Male	29,992
Female	30,952
Under 18	14,868
18 & over	46,076
20 - 24	3,204
25 - 34	6,933
35 - 49	12,127
50 - 64	13,045
65 & over	9,315

Population by Ethnicity

Hispanic or Latino	5,435
Non Hispanic or Latino	55,509

Population by Race

White	55,579
African American	1,712
Asian	189
American Indian and Alaska Native	132
Native Hawaiian and Pacific Islander	7
Other	1,730
Identified by two or more	1,595

OH - Seneca County

Population

Total Population	56,745
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Housing Status

(in housing units unless noted)

Total	24,122
Occupied	21,774
Owner-occupied	16,054
Population in owner-occupied (number of individuals)	40,176
Renter-occupied	5,720
Population in renter-occupied (number of individuals)	14,035
Households with individuals under 18	6,837
Vacant	2,348
Vacant: for rent	810
Vacant: for sale	429

Population by Sex/Age

Male	28,337
Female	28,408
Under 18	13,368
18 & over	43,377
20 - 24	3,986
25 - 34	6,419
35 - 49	10,566
50 - 64	11,858
65 & over	8,425

Population by Ethnicity

Hispanic or Latino	2,524
Non Hispanic or Latino	54,221

Population by Race

White	53,183
African American	1,305
Asian	324
American Indian and Alaska Native	109
Native Hawaiian and Pacific Islander	10
Other	747
Identified by two or more	1,067

OH - Williams County

Population

Total Population	37,642
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Housing Status

(in housing units unless noted)

Total	16,668
Occupied	15,075
Owner-occupied	11,292
Population in owner-occupied (number of individuals)	27,899
Renter-occupied	3,783
Population in renter-occupied (number of individuals)	8,753
Households with individuals under 18	4,678
Vacant	1,593
Vacant: for rent	424
Vacant: for sale	287

Population by Sex/Age

Male	18,679
Female	18,963
Under 18	8,919
18 & over	28,723
20 - 24	1,959
25 - 34	4,368
35 - 49	7,478
50 - 64	7,927
65 & over	6,031

Population by Ethnicity

Hispanic or Latino	1,390
Non Hispanic or Latino	36,252

Population by Race

White	36,117
African American	363
Asian	214
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	7
Other	408
Identified by two or more	448

OH - Wood County

Population

Total Population	125,488
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Housing Status

(in housing units unless noted)

Total	53,376
Occupied	49,043
Owner-occupied	33,250
Population in owner-occupied (number of individuals)	86,383
Renter-occupied	15,793
Population in renter-occupied (number of individuals)	32,875
Households with individuals under 18	14,485
Vacant	4,333
Vacant: for rent	1,992
Vacant: for sale	739

Population by Sex/Age

Male	61,347
Female	64,141
Under 18	27,275
18 & over	98,213
20 - 24	14,229
25 - 34	14,630
35 - 49	23,514
50 - 64	24,231
65 & over	15,389

Population by Ethnicity

Hispanic or Latino	5,663
Non Hispanic or Latino	119,825

Population by Race

White	116,422
African American	3,022
Asian	1,943
American Indian and Alaska Native	286
Native Hawaiian and Pacific Islander	37
Other	1,599
Identified by two or more	2,179

OH - Wyandot County

Population

Total Population	22,615
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Housing Status

(in housing units unless noted)

Total	9,870
Occupied	9,091
Owner-occupied	6,684
Population in owner-occupied (number of individuals)	16,814
Renter-occupied	2,407
Population in renter-occupied (number of individuals)	5,550
Households with individuals under 18	2,919
Vacant	779
Vacant: for rent	220
Vacant: for sale	111

Population by Sex/Age

Male	11,186
Female	11,429
Under 18	5,501
18 & over	17,114
20 - 24	1,120
25 - 34	2,566
35 - 49	4,541
50 - 64	4,678
65 & over	3,680

Population by Ethnicity

Hispanic or Latino	504
Non Hispanic or Latino	22,111

Population by Race

White	21,924
African American	44
Asian	134
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	4
Other	240
Identified by two or more	232

MI - Hillsdale County

Population

Total Population	46,688
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Housing Status

(in housing units unless noted)

Total	21,757
Occupied	17,792
Owner-occupied	13,934
Population in owner-occupied (number of individuals)	35,556
Renter-occupied	3,858
Population in renter-occupied (number of individuals)	9,491
Households with individuals under 18	5,443
Vacant	3,965
Vacant: for rent	393
Vacant: for sale	416

Population by Sex/Age

Male	23,170
Female	23,518
Under 18	11,091
18 & over	35,597
20 - 24	3,060
25 - 34	4,737
35 - 49	8,929
50 - 64	10,009
65 & over	7,344

Population by Ethnicity

Hispanic or Latino	826
Non Hispanic or Latino	45,862

Population by Race

White	45,304
African American	220
Asian	188
American Indian and Alaska Native	174
Native Hawaiian and Pacific Islander	4
Other	207
Identified by two or more	591

MI - Lenawee County

Population

Total Population	99,892
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Housing Status

(in housing units unless noted)

Total	43,452
Occupied	37,514
Owner-occupied	29,068
Population in owner-occupied (number of individuals)	74,554
Renter-occupied	8,446
Population in renter-occupied (number of individuals)	19,942
Households with individuals under 18	12,094
Vacant	5,938
Vacant: for rent	1,144
Vacant: for sale	803

Population by Sex/Age

Male	50,458
Female	49,434
Under 18	23,128
18 & over	76,764
20 - 24	6,217
25 - 34	11,036
35 - 49	20,453
50 - 64	21,229
65 & over	14,580

Population by Ethnicity

Hispanic or Latino	7,614
Non Hispanic or Latino	92,278

Population by Race

White	92,174
African American	2,539
Asian	519
American Indian and Alaska Native	475
Native Hawaiian and Pacific Islander	26
Other	1,967
Identified by two or more	2,192