



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

## **TRAVERSE CITY CADILLAC :::**

### **BROADCAST TV MARKET AREA**

#### **Population**

Total Population	560,854
------------------	---------

#### **Housing Status**

( in housing units unless noted )

Total	373,163
Occupied	232,175
Owner-occupied	183,232
Population in owner-occupied ( number of individuals )	435,239
Renter-occupied	48,943
Population in renter-occupied ( number of individuals )	109,840
Households with individuals under 18	62,292
Vacant	140,988
Vacant: for rent	6,866
Vacant: for sale	7,137

#### **Population by Sex/Age**

Male	281,978
Female	278,876
Under 18	118,542
18 & over	442,312
20 - 24	27,658
25 - 34	56,027
35 - 49	107,928
50 - 64	131,650
65 & over	106,304

#### **Population by Ethnicity**

Hispanic or Latino	9,903
Non Hispanic or Latino	550,951

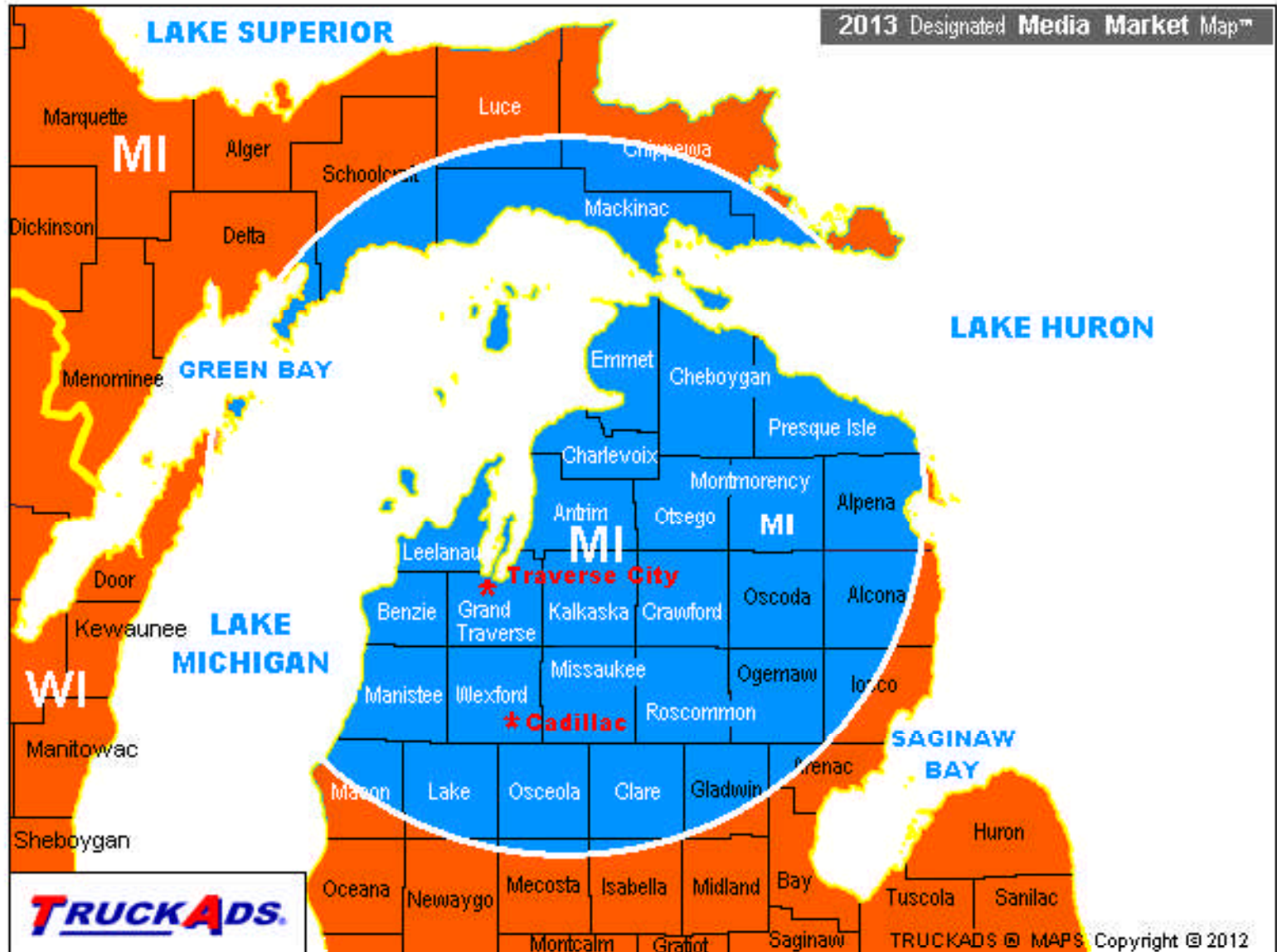
#### **Population by Race**

White	522,437
African American	7,634
Asian	2,319
American Indian and Alaska Native	15,126
Native Hawaiian and Pacific Islander	172
Other	2,146
Identified by two or more	11,020



# TRAVERSE CITY CADILLAC :::

## BROADCAST TV MARKET AREA



## 23 COUNTIES IN THIS DESIGNATED MARKET

**MICHIGAN:** Antrim, MI ~ Benzie, MI ~ Charlevoix, MI ~ Cheboygan, MI ~ Chippewa, MI ~ Clare, MI ~ Crawford, MI ~ Emmet, MI ~ Grand Traverse, MI ~ Kalkaska, MI ~ Lake, MI ~ Leelanau, MI ~ Luce, MI ~ Mackinac, MI ~ Manistee, MI ~ Mason, MI ~ Missaukee, MI ~ Montmorency, MI ~ Osceola, MI ~ Otsego, MI ~ Presque Isle, MI ~ Roscommon, MI ~ Wexford, MI

## MI - Antrim County

### Population

Total Population	23,580
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,824
Occupied	9,890
Owner-occupied	8,293
Population in owner-occupied ( number of individuals )	19,466
Renter-occupied	1,597
Population in renter-occupied ( number of individuals )	3,888
Households with individuals under 18	2,574
Vacant	7,934
Vacant: for rent	390
Vacant: for sale	366

### Population by Sex/Age

Male	11,674
Female	11,906
Under 18	4,964
18 & over	18,616
20 - 24	914
25 - 34	2,033
35 - 49	4,326
50 - 64	5,688
65 & over	5,216

### Population by Ethnicity

Hispanic or Latino	404
Non Hispanic or Latino	23,176

### Population by Race

White	22,815
African American	41
Asian	48
American Indian and Alaska Native	236
Native Hawaiian and Pacific Islander	8
Other	98
Identified by two or more	334

## MI - Benzie County

### Population

Total Population	17,525
------------------	--------

### Housing Status

( in housing units unless noted )

Total	12,199
Occupied	7,298
Owner-occupied	6,223
Population in owner-occupied ( number of individuals )	14,751
Renter-occupied	1,075
Population in renter-occupied ( number of individuals )	2,522
Households with individuals under 18	1,928
Vacant	4,901
Vacant: for rent	263
Vacant: for sale	249

### Population by Sex/Age

Male	8,701
Female	8,824
Under 18	3,678
18 & over	13,847
20 - 24	676
25 - 34	1,631
35 - 49	3,508
50 - 64	4,040
65 & over	3,617

### Population by Ethnicity

Hispanic or Latino	302
Non Hispanic or Latino	17,223

### Population by Race

White	16,843
African American	72
Asian	45
American Indian and Alaska Native	252
Native Hawaiian and Pacific Islander	0
Other	89
Identified by two or more	224

## MI - Charlevoix County

### Population

Total Population	25,949
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,249
Occupied	10,882
Owner-occupied	8,643
Population in owner-occupied ( number of individuals )	20,594
Renter-occupied	2,239
Population in renter-occupied ( number of individuals )	5,076
Households with individuals under 18	3,031
Vacant	6,367
Vacant: for rent	341
Vacant: for sale	315

### Population by Sex/Age

Male	12,778
Female	13,171
Under 18	5,716
18 & over	20,233
20 - 24	1,119
25 - 34	2,447
35 - 49	5,047
50 - 64	6,268
65 & over	4,833

### Population by Ethnicity

Hispanic or Latino	359
Non Hispanic or Latino	25,590

### Population by Race

White	24,806
African American	80
Asian	103
American Indian and Alaska Native	382
Native Hawaiian and Pacific Islander	11
Other	93
Identified by two or more	474

## MI - Cheboygan County

### Population

Total Population	26,152
------------------	--------

### Housing Status

( in housing units unless noted )

Total	18,298
Occupied	11,133
Owner-occupied	9,083
Population in owner-occupied ( number of individuals )	21,034
Renter-occupied	2,050
Population in renter-occupied ( number of individuals )	4,730
Households with individuals under 18	2,847
Vacant	7,165
Vacant: for rent	390
Vacant: for sale	426

### Population by Sex/Age

Male	13,015
Female	13,137
Under 18	5,346
18 & over	20,806
20 - 24	1,082
25 - 34	2,291
35 - 49	4,931
50 - 64	6,358
65 & over	5,621

### Population by Ethnicity

Hispanic or Latino	211
Non Hispanic or Latino	25,941

### Population by Race

White	24,459
African American	133
Asian	74
American Indian and Alaska Native	778
Native Hawaiian and Pacific Islander	8
Other	33
Identified by two or more	667

## MI - Chippewa County

### Population

Total Population	38,520
------------------	--------

### Housing Status

( in housing units unless noted )

Total	21,253
Occupied	14,329
Owner-occupied	10,140
Population in owner-occupied ( number of individuals )	24,508
Renter-occupied	4,189
Population in renter-occupied ( number of individuals )	9,082
Households with individuals under 18	4,114
Vacant	6,924
Vacant: for rent	433
Vacant: for sale	290

### Population by Sex/Age

Male	21,220
Female	17,300
Under 18	7,751
18 & over	30,769
20 - 24	3,108
25 - 34	4,966
35 - 49	8,192
50 - 64	7,750
65 & over	5,627

### Population by Ethnicity

Hispanic or Latino	480
Non Hispanic or Latino	38,040

### Population by Race

White	27,837
African American	2,509
Asian	230
American Indian and Alaska Native	6,068
Native Hawaiian and Pacific Islander	24
Other	66
Identified by two or more	1,786

## MI - Clare County

### Population

Total Population	30,926
------------------	--------

### Housing Status

( in housing units unless noted )

Total	23,233
Occupied	12,966
Owner-occupied	10,242
Population in owner-occupied ( number of individuals )	24,219
Renter-occupied	2,724
Population in renter-occupied ( number of individuals )	6,316
Households with individuals under 18	3,356
Vacant	10,267
Vacant: for rent	298
Vacant: for sale	429

### Population by Sex/Age

Male	15,440
Female	15,486
Under 18	6,467
18 & over	24,459
20 - 24	1,678
25 - 34	2,923
35 - 49	5,760
50 - 64	7,156
65 & over	6,167

### Population by Ethnicity

Hispanic or Latino	464
Non Hispanic or Latino	30,462

### Population by Race

White	29,951
African American	149
Asian	91
American Indian and Alaska Native	206
Native Hawaiian and Pacific Islander	8
Other	75
Identified by two or more	446



## MI - Crawford County

### Population

Total Population	14,074
------------------	--------

### Housing Status

( in housing units unless noted )

Total	11,092
Occupied	6,016
Owner-occupied	4,937
Population in owner-occupied ( number of individuals )	11,386
Renter-occupied	1,079
Population in renter-occupied ( number of individuals )	2,491
Households with individuals under 18	1,470
Vacant	5,076
Vacant: for rent	123
Vacant: for sale	174

### Population by Sex/Age

Male	7,062
Female	7,012
Under 18	2,795
18 & over	11,279
20 - 24	575
25 - 34	1,188
35 - 49	2,739
50 - 64	3,519
65 & over	2,928

### Population by Ethnicity

Hispanic or Latino	182
Non Hispanic or Latino	13,892

### Population by Race

White	13,721
African American	51
Asian	52
American Indian and Alaska Native	76
Native Hawaiian and Pacific Islander	1
Other	17
Identified by two or more	156

## MI - Emmet County

### Population

Total Population	32,694
------------------	--------

### Housing Status

( in housing units unless noted )

Total	21,304
Occupied	13,601
Owner-occupied	10,096
Population in owner-occupied ( number of individuals )	24,793
Renter-occupied	3,505
Population in renter-occupied ( number of individuals )	7,396
Households with individuals under 18	3,948
Vacant	7,703
Vacant: for rent	753
Vacant: for sale	421

### Population by Sex/Age

Male	16,102
Female	16,592
Under 18	7,389
18 & over	25,305
20 - 24	1,680
25 - 34	3,373
35 - 49	6,398
50 - 64	7,655
65 & over	5,437

### Population by Ethnicity

Hispanic or Latino	429
Non Hispanic or Latino	32,265

### Population by Race

White	30,375
African American	156
Asian	174
American Indian and Alaska Native	1,198
Native Hawaiian and Pacific Islander	8
Other	64
Identified by two or more	719

## MI - Grand Traverse County

### Population

Total Population	86,986
------------------	--------

### Housing Status

( in housing units unless noted )

Total	41,599
Occupied	35,328
Owner-occupied	26,489
Population in owner-occupied ( number of individuals )	65,453
Renter-occupied	8,839
Population in renter-occupied ( number of individuals )	18,891
Households with individuals under 18	10,240
Vacant	6,271
Vacant: for rent	972
Vacant: for sale	746

### Population by Sex/Age

Male	42,952
Female	44,034
Under 18	19,195
18 & over	67,791
20 - 24	4,815
25 - 34	10,542
35 - 49	17,737
50 - 64	19,481
65 & over	13,028

### Population by Ethnicity

Hispanic or Latino	1,874
Non Hispanic or Latino	85,112

### Population by Race

White	82,334
African American	1,033
Asian	601
American Indian and Alaska Native	1,010
Native Hawaiian and Pacific Islander	38
Other	490
Identified by two or more	1,480

## MI - Kalkaska County

### Population

Total Population	17,153
------------------	--------

### Housing Status

( in housing units unless noted )

Total	12,171
Occupied	6,962
Owner-occupied	5,751
Population in owner-occupied ( number of individuals )	14,047
Renter-occupied	1,211
Population in renter-occupied ( number of individuals )	2,968
Households with individuals under 18	2,001
Vacant	5,209
Vacant: for rent	158
Vacant: for sale	288

### Population by Sex/Age

Male	8,717
Female	8,436
Under 18	3,893
18 & over	13,260
20 - 24	818
25 - 34	1,788
35 - 49	3,487
50 - 64	3,943
65 & over	2,837

### Population by Ethnicity

Hispanic or Latino	214
Non Hispanic or Latino	16,939

### Population by Race

White	16,602
African American	50
Asian	42
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	2
Other	32
Identified by two or more	275

## MI - Lake County

### Population

Total Population	11,539
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,966
Occupied	5,158
Owner-occupied	4,208
Population in owner-occupied ( number of individuals )	9,012
Renter-occupied	950
Population in renter-occupied ( number of individuals )	2,130
Households with individuals under 18	1,048
Vacant	9,808
Vacant: for rent	85
Vacant: for sale	212

### Population by Sex/Age

Male	5,898
Female	5,641
Under 18	2,065
18 & over	9,474
20 - 24	454
25 - 34	957
35 - 49	2,084
50 - 64	3,062
65 & over	2,736

### Population by Ethnicity

Hispanic or Latino	243
Non Hispanic or Latino	11,296

### Population by Race

White	10,035
African American	1,058
Asian	17
American Indian and Alaska Native	90
Native Hawaiian and Pacific Islander	1
Other	37
Identified by two or more	301

## MI - Leelanau County

### Population

Total Population	21,708
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,935
Occupied	9,255
Owner-occupied	7,842
Population in owner-occupied ( number of individuals )	18,165
Renter-occupied	1,413
Population in renter-occupied ( number of individuals )	3,259
Households with individuals under 18	2,208
Vacant	5,680
Vacant: for rent	289
Vacant: for sale	274

### Population by Sex/Age

Male	10,703
Female	11,005
Under 18	4,240
18 & over	17,468
20 - 24	791
25 - 34	1,547
35 - 49	3,741
50 - 64	5,855
65 & over	5,082

### Population by Ethnicity

Hispanic or Latino	794
Non Hispanic or Latino	20,914

### Population by Race

White	20,207
African American	66
Asian	92
American Indian and Alaska Native	763
Native Hawaiian and Pacific Islander	4
Other	213
Identified by two or more	363

## MI - Luce County

### Population

Total Population	6,631
------------------	-------

### Housing Status

( in housing units unless noted )

Total	4,343
Occupied	2,412
Owner-occupied	1,928
Population in owner-occupied ( number of individuals )	4,422
Renter-occupied	484
Population in renter-occupied ( number of individuals )	998
Households with individuals under 18	635
Vacant	1,931
Vacant: for rent	52
Vacant: for sale	86

### Population by Sex/Age

Male	3,827
Female	2,804
Under 18	1,186
18 & over	5,445
20 - 24	350
25 - 34	880
35 - 49	1,441
50 - 64	1,475
65 & over	1,185

### Population by Ethnicity

Hispanic or Latino	82
Non Hispanic or Latino	6,549

### Population by Race

White	5,331
African American	737
Asian	17
American Indian and Alaska Native	333
Native Hawaiian and Pacific Islander	3
Other	3
Identified by two or more	207

## MI - Mackinac County

### Population

Total Population	11,113
------------------	--------

### Housing Status

( in housing units unless noted )

Total	11,010
Occupied	5,024
Owner-occupied	3,937
Population in owner-occupied ( number of individuals )	8,748
Renter-occupied	1,087
Population in renter-occupied ( number of individuals )	2,270
Households with individuals under 18	1,157
Vacant	5,986
Vacant: for rent	138
Vacant: for sale	142

### Population by Sex/Age

Male	5,612
Female	5,501
Under 18	2,074
18 & over	9,039
20 - 24	433
25 - 34	938
35 - 49	2,094
50 - 64	2,891
65 & over	2,487

### Population by Ethnicity

Hispanic or Latino	126
Non Hispanic or Latino	10,987

### Population by Race

White	8,499
African American	57
Asian	22
American Indian and Alaska Native	1,923
Native Hawaiian and Pacific Islander	2
Other	19
Identified by two or more	591



## MI - Manistee County

### Population

Total Population	24,733
------------------	--------

### Housing Status

( in housing units unless noted )

Total	15,694
Occupied	10,308
Owner-occupied	8,131
Population in owner-occupied ( number of individuals )	18,433
Renter-occupied	2,177
Population in renter-occupied ( number of individuals )	4,951
Households with individuals under 18	2,488
Vacant	5,386
Vacant: for rent	354
Vacant: for sale	342

### Population by Sex/Age

Male	12,806
Female	11,927
Under 18	4,716
18 & over	20,017
20 - 24	1,253
25 - 34	2,366
35 - 49	4,647
50 - 64	6,129
65 & over	5,108

### Population by Ethnicity

Hispanic or Latino	634
Non Hispanic or Latino	24,099

### Population by Race

White	22,811
African American	723
Asian	67
American Indian and Alaska Native	516
Native Hawaiian and Pacific Islander	14
Other	141
Identified by two or more	461

## MI - Mason County

### Population

Total Population	28,705
------------------	--------

### Housing Status

( in housing units unless noted )

Total	17,293
Occupied	11,940
Owner-occupied	9,128
Population in owner-occupied ( number of individuals )	21,941
Renter-occupied	2,812
Population in renter-occupied ( number of individuals )	6,322
Households with individuals under 18	3,269
Vacant	5,353
Vacant: for rent	287
Vacant: for sale	385

### Population by Sex/Age

Male	14,168
Female	14,537
Under 18	6,240
18 & over	22,465
20 - 24	1,394
25 - 34	2,753
35 - 49	5,322
50 - 64	6,778
65 & over	5,509

### Population by Ethnicity

Hispanic or Latino	1,150
Non Hispanic or Latino	27,555

### Population by Race

White	27,225
African American	172
Asian	132
American Indian and Alaska Native	289
Native Hawaiian and Pacific Islander	0
Other	340
Identified by two or more	547

## MI - Missaukee County

### Population

Total Population	14,849
------------------	--------

### Housing Status

( in housing units unless noted )

Total	9,117
Occupied	5,843
Owner-occupied	4,758
Population in owner-occupied ( number of individuals )	11,904
Renter-occupied	1,085
Population in renter-occupied ( number of individuals )	2,751
Households with individuals under 18	1,765
Vacant	3,274
Vacant: for rent	92
Vacant: for sale	180

### Population by Sex/Age

Male	7,557
Female	7,292
Under 18	3,596
18 & over	11,253
20 - 24	714
25 - 34	1,493
35 - 49	2,873
50 - 64	3,267
65 & over	2,581

### Population by Ethnicity

Hispanic or Latino	306
Non Hispanic or Latino	14,543

### Population by Race

White	14,419
African American	43
Asian	46
American Indian and Alaska Native	84
Native Hawaiian and Pacific Islander	1
Other	78
Identified by two or more	178

## MI - Montmorency County

### Population

Total Population	9,765
------------------	-------

### Housing Status

( in housing units unless noted )

Total	9,597
Occupied	4,416
Owner-occupied	3,776
Population in owner-occupied ( number of individuals )	8,220
Renter-occupied	640
Population in renter-occupied ( number of individuals )	1,389
Households with individuals under 18	876
Vacant	5,181
Vacant: for rent	86
Vacant: for sale	162

### Population by Sex/Age

Male	4,924
Female	4,841
Under 18	1,642
18 & over	8,123
20 - 24	353
25 - 34	751
35 - 49	1,579
50 - 64	2,638
65 & over	2,637

### Population by Ethnicity

Hispanic or Latino	96
Non Hispanic or Latino	9,669

### Population by Race

White	9,532
African American	15
Asian	15
American Indian and Alaska Native	43
Native Hawaiian and Pacific Islander	1
Other	13
Identified by two or more	146

## MI - Osceola County

### Population

Total Population	23,528
------------------	--------

### Housing Status

( in housing units unless noted )

Total	13,632
Occupied	9,222
Owner-occupied	7,323
Population in owner-occupied ( number of individuals )	18,479
Renter-occupied	1,899
Population in renter-occupied ( number of individuals )	4,594
Households with individuals under 18	2,834
Vacant	4,410
Vacant: for rent	192
Vacant: for sale	262

### Population by Sex/Age

Male	11,719
Female	11,809
Under 18	5,823
18 & over	17,705
20 - 24	1,189
25 - 34	2,356
35 - 49	4,432
50 - 64	5,130
65 & over	4,008

### Population by Ethnicity

Hispanic or Latino	344
Non Hispanic or Latino	23,184

### Population by Race

White	22,791
African American	133
Asian	49
American Indian and Alaska Native	128
Native Hawaiian and Pacific Islander	6
Other	43
Identified by two or more	378

## MI - Otsego County

### Population

Total Population	24,164
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,731
Occupied	9,756
Owner-occupied	7,776
Population in owner-occupied ( number of individuals )	19,325
Renter-occupied	1,980
Population in renter-occupied ( number of individuals )	4,491
Households with individuals under 18	2,956
Vacant	4,975
Vacant: for rent	240
Vacant: for sale	262

### Population by Sex/Age

Male	11,893
Female	12,271
Under 18	5,535
18 & over	18,629
20 - 24	1,201
25 - 34	2,328
35 - 49	4,936
50 - 64	5,435
65 & over	4,114

### Population by Ethnicity

Hispanic or Latino	299
Non Hispanic or Latino	23,865

### Population by Race

White	23,413
African American	80
Asian	93
American Indian and Alaska Native	160
Native Hawaiian and Pacific Islander	11
Other	44
Identified by two or more	363

## MI - Presque Isle County

### Population

Total Population	13,376
------------------	--------

### Housing Status

( in housing units unless noted )

Total	10,428
Occupied	5,982
Owner-occupied	5,176
Population in owner-occupied ( number of individuals )	11,514
Renter-occupied	806
Population in renter-occupied ( number of individuals )	1,632
Households with individuals under 18	1,234
Vacant	4,446
Vacant: for rent	172
Vacant: for sale	206

### Population by Sex/Age

Male	6,705
Female	6,671
Under 18	2,337
18 & over	11,039
20 - 24	447
25 - 34	1,021
35 - 49	2,287
50 - 64	3,546
65 & over	3,498

### Population by Ethnicity

Hispanic or Latino	116
Non Hispanic or Latino	13,260

### Population by Race

White	13,050
African American	56
Asian	41
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	1
Other	10
Identified by two or more	129

## MI - Roscommon County

### Population

Total Population	24,449
------------------	--------

### Housing Status

( in housing units unless noted )

Total	24,459
Occupied	11,433
Owner-occupied	9,464
Population in owner-occupied ( number of individuals )	19,936
Renter-occupied	1,969
Population in renter-occupied ( number of individuals )	4,236
Households with individuals under 18	2,165
Vacant	13,026
Vacant: for rent	401
Vacant: for sale	512

### Population by Sex/Age

Male	12,196
Female	12,253
Under 18	3,926
18 & over	20,523
20 - 24	867
25 - 34	1,763
35 - 49	3,914
50 - 64	6,670
65 & over	6,849

### Population by Ethnicity

Hispanic or Latino	275
Non Hispanic or Latino	24,174

### Population by Race

White	23,791
African American	91
Asian	73
American Indian and Alaska Native	147
Native Hawaiian and Pacific Islander	2
Other	44
Identified by two or more	301



## MI - Wexford County

### Population

Total Population	32,735
------------------	--------

### Housing Status

( in housing units unless noted )

Total	16,736
Occupied	13,021
Owner-occupied	9,888
Population in owner-occupied ( number of individuals )	24,889
Renter-occupied	3,133
Population in renter-occupied ( number of individuals )	7,457
Households with individuals under 18	4,148
Vacant	3,715
Vacant: for rent	357
Vacant: for sale	408

### Population by Sex/Age

Male	16,309
Female	16,426
Under 18	7,968
18 & over	24,767
20 - 24	1,747
25 - 34	3,692
35 - 49	6,453
50 - 64	6,916
65 & over	5,199

### Population by Ethnicity

Hispanic or Latino	519
Non Hispanic or Latino	32,216

### Population by Race

White	31,590
African American	129
Asian	195
American Indian and Alaska Native	205
Native Hawaiian and Pacific Islander	18
Other	104
Identified by two or more	494