



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

ALPENA :::

BROADCAST TV MARKET AREA

Population

Total Population	49,180
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Housing Status

(in housing units unless noted)

Total	36,244
Occupied	21,652
Owner-occupied	17,756
Population in owner-occupied (number of individuals)	40,327
Renter-occupied	3,896
Population in renter-occupied (number of individuals)	8,147
Households with individuals under 18	5,026
Vacant	14,592
Vacant: for rent	551
Vacant: for sale	703

Population by Sex/Age

Male	24,434
Female	24,746
Under 18	9,525
18 & over	39,655
20 - 24	2,113
25 - 34	4,208
35 - 49	8,786
50 - 64	12,191
65 & over	11,240

Population by Ethnicity

Hispanic or Latino	507
Non Hispanic or Latino	48,673

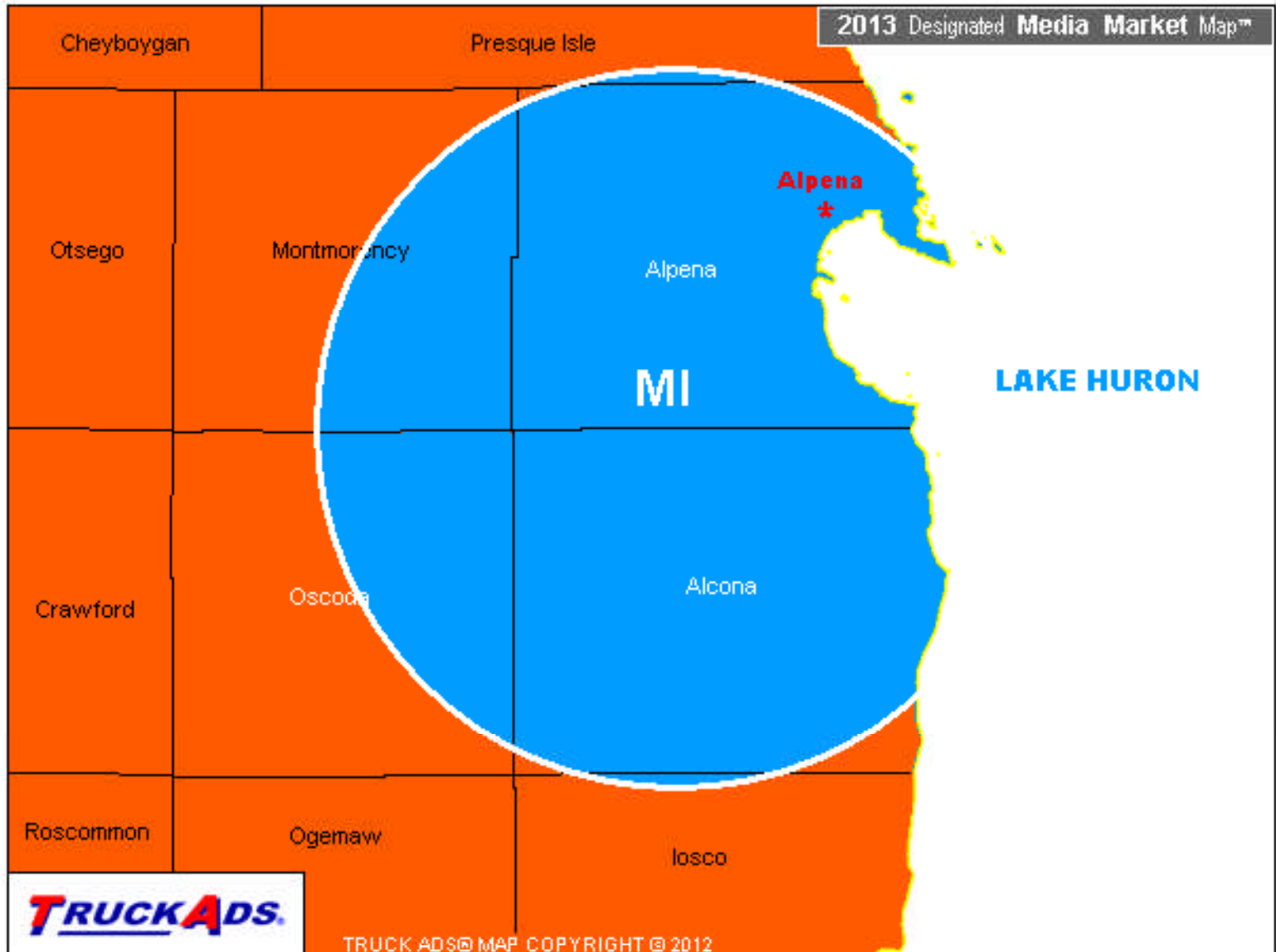
Population by Race

White	47,994
African American	106
Asian	184
American Indian and Alaska Native	271
Native Hawaiian and Pacific Islander	17
Other	86
Identified by two or more	522



ALPENA :::

BROADCAST TV MARKET AREA



3 COUNTIES IN THIS DESIGNATED MARKET

MICHIGAN: Alcona, MI ~ Alpena, MI, ~ Oscoda, MI

MI - Alcona County

Population

Total Population	10,942
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Housing Status

(in housing units unless noted)

Total	11,073
Occupied	5,089
Owner-occupied	4,559
Population in owner-occupied (number of individuals)	9,631
Renter-occupied	530
Population in renter-occupied (number of individuals)	1,184
Households with individuals under 18	887
Vacant	5,984
Vacant: for rent	155
Vacant: for sale	247

Population by Sex/Age

Male	5,555
Female	5,387
Under 18	1,593
18 & over	9,349
20 - 24	304
25 - 34	651
35 - 49	1,760
50 - 64	2,989
65 & over	3,441

Population by Ethnicity

Hispanic or Latino	124
Non Hispanic or Latino	10,818

Population by Race

White	10,712
African American	13
Asian	25
American Indian and Alaska Native	66
Native Hawaiian and Pacific Islander	1
Other	26
Identified by two or more	99

MI - Alpena County

Population

Total Population	29,598
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Housing Status

(in housing units unless noted)

Total	16,053
Occupied	12,791
Owner-occupied	10,076
Population in owner-occupied (number of individuals)	23,586
Renter-occupied	2,715
Population in renter-occupied (number of individuals)	5,498
Households with individuals under 18	3,302
Vacant	3,262
Vacant: for rent	289
Vacant: for sale	289

Population by Sex/Age

Male	14,524
Female	15,074
Under 18	6,189
18 & over	23,409
20 - 24	1,444
25 - 34	2,916
35 - 49	5,579
50 - 64	6,969
65 & over	5,765

Population by Ethnicity

Hispanic or Latino	304
Non Hispanic or Latino	29,294

Population by Race

White	28,845
African American	79
Asian	152
American Indian and Alaska Native	156
Native Hawaiian and Pacific Islander	13
Other	42
Identified by two or more	311

MI - Oscoda County

Population

Total Population	8,640
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Housing Status

(in housing units unless noted)

Total	9,118
Occupied	3,772
Owner-occupied	3,121
Population in owner-occupied (number of individuals)	7,110
Renter-occupied	651
Population in renter-occupied (number of individuals)	1,465
Households with individuals under 18	837
Vacant	5,346
Vacant: for rent	107
Vacant: for sale	167

Population by Sex/Age

Male	4,355
Female	4,285
Under 18	1,743
18 & over	6,897
20 - 24	365
25 - 34	641
35 - 49	1,447
50 - 64	2,233
65 & over	2,034

Population by Ethnicity

Hispanic or Latino	79
Non Hispanic or Latino	8,561

Population by Race

White	8,437
African American	14
Asian	7
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	3
Other	18
Identified by two or more	112