



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

FLINT SAGINAW BAY CITY :::

BROADCAST TV MARKET AREA

Population

Total Population	1,221,932
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Housing Status

(in housing units unless noted)

Total	570,583
Occupied	485,736
Owner-occupied	358,967
Population in owner-occupied (number of individuals)	898,421
Renter-occupied	126,769
Population in renter-occupied (number of individuals)	291,326
Households with individuals under 18	149,132
Vacant	84,847
Vacant: for rent	15,457
Vacant: for sale	10,080

Population by Sex/Age

Male	597,752
Female	624,180
Under 18	283,484
18 & over	938,448
20 - 24	84,160
25 - 34	135,450
35 - 49	239,078
50 - 64	252,881
65 & over	186,092

Population by Ethnicity

Hispanic or Latino	46,460
Non Hispanic or Latino	1,175,472

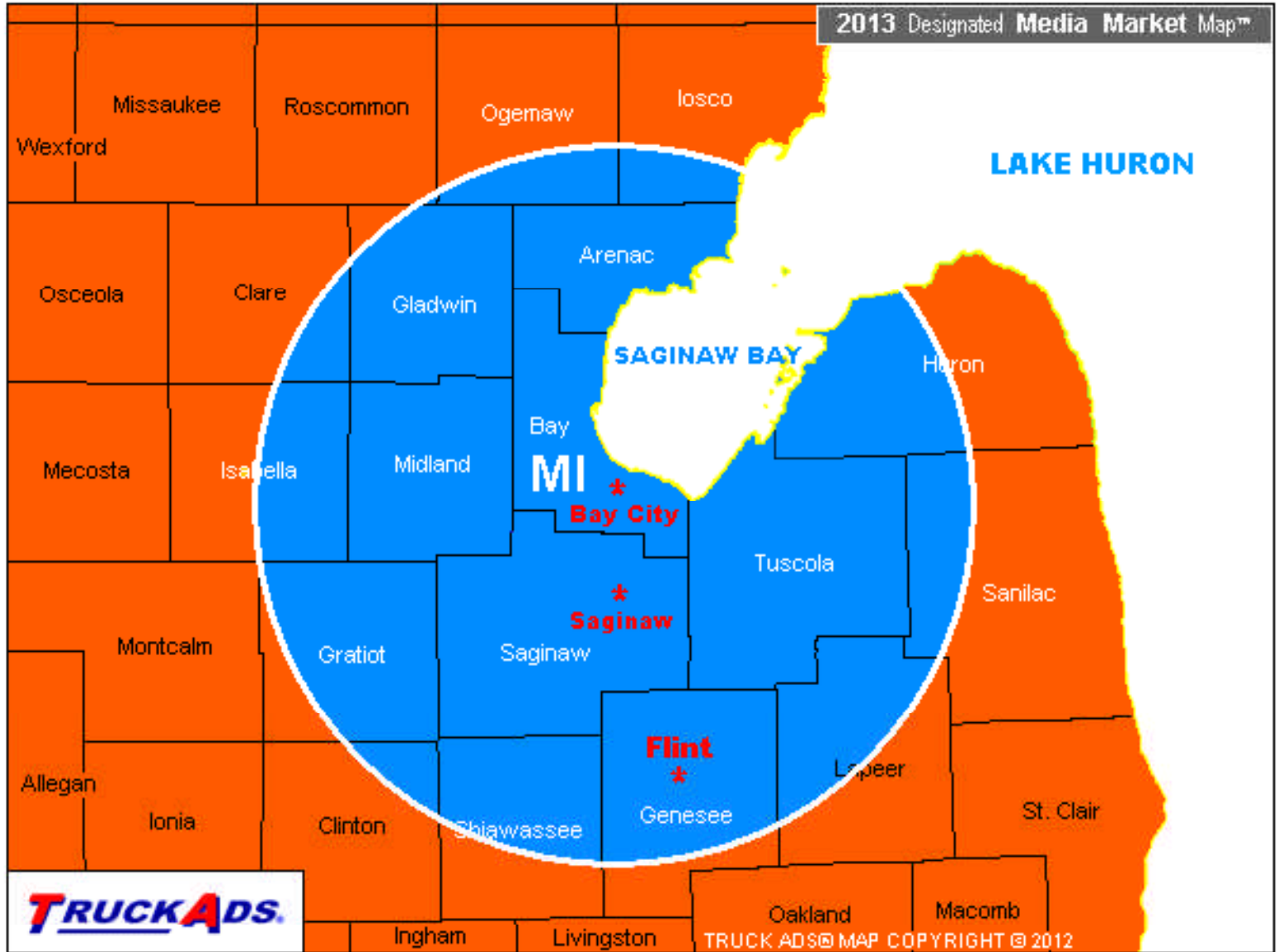
Population by Race

White	1,030,736
African American	134,467
Asian	10,430
American Indian and Alaska Native	8,232
Native Hawaiian and Pacific Islander	319
Other	11,886
Identified by two or more	25,862



FLINT SAGINAW BAY CITY :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

MICHIGAN: Arenac, MI ~ Bay, MI ~ Genesee, MI ~ Gladwin, MI ~ Gratiot, MI ~ Huron, MI ~ Iosco, MI ~ Isabella, MI ~ Midland, MI ~ Ogemaw, MI ~ Saginaw, MI ~ Sanilac, MI ~ Shiawassee, MI ~ Tuscola, MI

MI - Arenac County

Population

Total Population	15,899
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Housing Status

(in housing units unless noted)

Total	9,803
Occupied	6,701
Owner-occupied	5,605
Population in owner-occupied (number of individuals)	13,163
Renter-occupied	1,096
Population in renter-occupied (number of individuals)	2,529
Households with individuals under 18	1,714
Vacant	3,102
Vacant: for rent	86
Vacant: for sale	194

Population by Sex/Age

Male	8,056
Female	7,843
Under 18	3,195
18 & over	12,704
20 - 24	722
25 - 34	1,537
35 - 49	2,987
50 - 64	3,841
65 & over	3,227

Population by Ethnicity

Hispanic or Latino	225
Non Hispanic or Latino	15,674

Population by Race

White	15,393
African American	29
Asian	29
American Indian and Alaska Native	190
Native Hawaiian and Pacific Islander	9
Other	44
Identified by two or more	205

MI - Bay County

Population

Total Population	107,771
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Housing Status

(in housing units unless noted)

Total	48,220
Occupied	44,603
Owner-occupied	34,685
Population in owner-occupied (number of individuals)	85,686
Renter-occupied	9,918
Population in renter-occupied (number of individuals)	20,647
Households with individuals under 18	12,931
Vacant	3,617
Vacant: for rent	979
Vacant: for sale	749

Population by Sex/Age

Male	52,751
Female	55,020
Under 18	23,952
18 & over	83,819
20 - 24	6,304
25 - 34	12,294
35 - 49	21,140
50 - 64	23,729
65 & over	17,507

Population by Ethnicity

Hispanic or Latino	5,093
Non Hispanic or Latino	102,678

Population by Race

White	101,451
African American	1,702
Asian	578
American Indian and Alaska Native	564
Native Hawaiian and Pacific Islander	14
Other	1,055
Identified by two or more	2,407

MI - Genesee County

Population

Total Population	425,790
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Housing Status

(in housing units unless noted)

Total	192,180
Occupied	169,202
Owner-occupied	118,945
Population in owner-occupied (number of individuals)	301,696
Renter-occupied	50,257
Population in renter-occupied (number of individuals)	118,121
Households with individuals under 18	56,116
Vacant	22,978
Vacant: for rent	7,906
Vacant: for sale	3,796

Population by Sex/Age

Male	205,271
Female	220,519
Under 18	106,579
18 & over	319,211
20 - 24	25,689
25 - 34	50,224
35 - 49	86,684
50 - 64	86,033
65 & over	58,189

Population by Ethnicity

Hispanic or Latino	12,983
Non Hispanic or Latino	412,807

Population by Race

White	317,393
African American	88,127
Asian	3,879
American Indian and Alaska Native	2,252
Native Hawaiian and Pacific Islander	79
Other	3,044
Identified by two or more	11,016

MI - Gladwin County

Population

Total Population	25,692
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Housing Status

(in housing units unless noted)

Total	17,672
Occupied	10,753
Owner-occupied	9,107
Population in owner-occupied (number of individuals)	21,657
Renter-occupied	1,646
Population in renter-occupied (number of individuals)	3,746
Households with individuals under 18	2,597
Vacant	6,919
Vacant: for rent	150
Vacant: for sale	338

Population by Sex/Age

Male	12,839
Female	12,853
Under 18	5,158
18 & over	20,534
20 - 24	1,160
25 - 34	2,204
35 - 49	4,573
50 - 64	6,141
65 & over	5,853

Population by Ethnicity

Hispanic or Latino	310
Non Hispanic or Latino	25,382

Population by Race

White	25,111
African American	60
Asian	76
American Indian and Alaska Native	122
Native Hawaiian and Pacific Islander	2
Other	73
Identified by two or more	248

MI - Gratiot County

Population

Total Population	42,476
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Housing Status

(in housing units unless noted)

Total	16,339
Occupied	14,852
Owner-occupied	11,099
Population in owner-occupied (number of individuals)	28,069
Renter-occupied	3,753
Population in renter-occupied (number of individuals)	8,847
Households with individuals under 18	4,731
Vacant	1,487
Vacant: for rent	314
Vacant: for sale	249

Population by Sex/Age

Male	22,599
Female	19,877
Under 18	9,117
18 & over	33,359
20 - 24	3,276
25 - 34	5,414
35 - 49	8,831
50 - 64	8,024
65 & over	6,271

Population by Ethnicity

Hispanic or Latino	2,301
Non Hispanic or Latino	40,175

Population by Race

White	38,487
African American	2,354
Asian	146
American Indian and Alaska Native	197
Native Hawaiian and Pacific Islander	10
Other	702
Identified by two or more	580

MI - Huron County

Population

Total Population	33,118
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Housing Status

(in housing units unless noted)

Total	21,199
Occupied	14,348
Owner-occupied	11,736
Population in owner-occupied (number of individuals)	27,052
Renter-occupied	2,612
Population in renter-occupied (number of individuals)	5,542
Households with individuals under 18	3,604
Vacant	6,851
Vacant: for rent	388
Vacant: for sale	368

Population by Sex/Age

Male	16,438
Female	16,680
Under 18	6,842
18 & over	26,276
20 - 24	1,452
25 - 34	3,036
35 - 49	6,163
50 - 64	7,764
65 & over	7,198

Population by Ethnicity

Hispanic or Latino	657
Non Hispanic or Latino	32,461

Population by Race

White	32,286
African American	122
Asian	148
American Indian and Alaska Native	107
Native Hawaiian and Pacific Islander	4
Other	147
Identified by two or more	304

MI - Iosco County

Population

Total Population	25,887
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Housing Status

(in housing units unless noted)

Total	20,443
Occupied	11,757
Owner-occupied	9,609
Population in owner-occupied (number of individuals)	20,656
Renter-occupied	2,148
Population in renter-occupied (number of individuals)	4,831
Households with individuals under 18	2,502
Vacant	8,686
Vacant: for rent	311
Vacant: for sale	490

Population by Sex/Age

Male	12,767
Female	13,120
Under 18	4,554
18 & over	21,333
20 - 24	1,038
25 - 34	1,998
35 - 49	4,427
50 - 64	6,594
65 & over	6,755

Population by Ethnicity

Hispanic or Latino	403
Non Hispanic or Latino	25,484

Population by Race

White	24,965
African American	122
Asian	126
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	15
Other	106
Identified by two or more	383

MI - Isabella County

Population

Total Population	70,311
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Housing Status

(in housing units unless noted)

Total	28,381
Occupied	25,586
Owner-occupied	14,871
Population in owner-occupied (number of individuals)	38,223
Renter-occupied	10,715
Population in renter-occupied (number of individuals)	25,548
Households with individuals under 18	6,518
Vacant	2,795
Vacant: for rent	694
Vacant: for sale	299

Population by Sex/Age

Male	34,216
Female	36,095
Under 18	12,634
18 & over	57,677
20 - 24	15,390
25 - 34	8,007
35 - 49	10,097
50 - 64	10,341
65 & over	6,827

Population by Ethnicity

Hispanic or Latino	2,197
Non Hispanic or Latino	68,114

Population by Race

White	62,697
African American	1,676
Asian	1,148
American Indian and Alaska Native	2,414
Native Hawaiian and Pacific Islander	18
Other	409
Identified by two or more	1,949

MI - Midland County

Population

Total Population	83,629
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Housing Status

(in housing units unless noted)

Total	35,960
Occupied	33,437
Owner-occupied	25,774
Population in owner-occupied (number of individuals)	66,412
Renter-occupied	7,663
Population in renter-occupied (number of individuals)	15,945
Households with individuals under 18	10,634
Vacant	2,523
Vacant: for rent	502
Vacant: for sale	469

Population by Sex/Age

Male	41,048
Female	42,581
Under 18	19,855
18 & over	63,774
20 - 24	5,287
25 - 34	8,989
35 - 49	17,515
50 - 64	17,180
65 & over	12,384

Population by Ethnicity

Hispanic or Latino	1,704
Non Hispanic or Latino	81,925

Population by Race

White	79,063
African American	1,013
Asian	1,556
American Indian and Alaska Native	369
Native Hawaiian and Pacific Islander	46
Other	323
Identified by two or more	1,259

MI - Ogemaw County

Population

Total Population	21,699
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Housing Status

(in housing units unless noted)

Total	16,047
Occupied	9,283
Owner-occupied	7,549
Population in owner-occupied (number of individuals)	17,492
Renter-occupied	1,734
Population in renter-occupied (number of individuals)	3,963
Households with individuals under 18	2,290
Vacant	6,764
Vacant: for rent	144
Vacant: for sale	302

Population by Sex/Age

Male	10,814
Female	10,885
Under 18	4,419
18 & over	17,280
20 - 24	939
25 - 34	1,984
35 - 49	3,845
50 - 64	5,279
65 & over	4,765

Population by Ethnicity

Hispanic or Latino	309
Non Hispanic or Latino	21,390

Population by Race

White	21,076
African American	39
Asian	76
American Indian and Alaska Native	157
Native Hawaiian and Pacific Islander	6
Other	44
Identified by two or more	301

MI - Saginaw County

Population

Total Population	200,169
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Housing Status

(in housing units unless noted)

Total	86,844
Occupied	79,011
Owner-occupied	57,087
Population in owner-occupied (number of individuals)	143,278
Renter-occupied	21,924
Population in renter-occupied (number of individuals)	49,775
Households with individuals under 18	24,510
Vacant	7,833
Vacant: for rent	2,441
Vacant: for sale	1,434

Population by Sex/Age

Male	96,771
Female	103,398
Under 18	46,841
18 & over	153,328
20 - 24	13,982
25 - 34	21,940
35 - 49	38,133
50 - 64	41,436
65 & over	30,601

Population by Ethnicity

Hispanic or Latino	15,573
Non Hispanic or Latino	184,596

Population by Race

White	149,272
African American	38,114
Asian	2,108
American Indian and Alaska Native	877
Native Hawaiian and Pacific Islander	65
Other	4,757
Identified by two or more	4,976

MI - Sanilac County

Population

Total Population	43,114
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Housing Status

(in housing units unless noted)

Total	22,725
Occupied	17,132
Owner-occupied	13,739
Population in owner-occupied (number of individuals)	34,308
Renter-occupied	3,393
Population in renter-occupied (number of individuals)	8,240
Households with individuals under 18	5,098
Vacant	5,593
Vacant: for rent	435
Vacant: for sale	414

Population by Sex/Age

Male	21,315
Female	21,799
Under 18	10,188
18 & over	32,926
20 - 24	2,169
25 - 34	4,290
35 - 49	8,398
50 - 64	9,464
65 & over	7,579

Population by Ethnicity

Hispanic or Latino	1,439
Non Hispanic or Latino	41,675

Population by Race

White	41,649
African American	150
Asian	144
American Indian and Alaska Native	195
Native Hawaiian and Pacific Islander	7
Other	455
Identified by two or more	514

MI - Shiawassee County

Population

Total Population	70,648
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Housing Status

(in housing units unless noted)

Total	30,319
Occupied	27,481
Owner-occupied	21,281
Population in owner-occupied (number of individuals)	55,158
Renter-occupied	6,200
Population in renter-occupied (number of individuals)	14,669
Households with individuals under 18	9,100
Vacant	2,838
Vacant: for rent	673
Vacant: for sale	540

Population by Sex/Age

Male	34,921
Female	35,727
Under 18	17,059
18 & over	53,589
20 - 24	3,823
25 - 34	7,656
35 - 49	14,950
50 - 64	14,858
65 & over	10,105

Population by Ethnicity

Hispanic or Latino	1,695
Non Hispanic or Latino	68,953

Population by Race

White	68,315
African American	325
Asian	256
American Indian and Alaska Native	350
Native Hawaiian and Pacific Islander	27
Other	349
Identified by two or more	1,026

MI - Tuscola County

Population

Total Population	55,729
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Housing Status

(in housing units unless noted)

Total	24,451
Occupied	21,590
Owner-occupied	17,880
Population in owner-occupied (number of individuals)	45,571
Renter-occupied	3,710
Population in renter-occupied (number of individuals)	8,923
Households with individuals under 18	6,787
Vacant	2,861
Vacant: for rent	434
Vacant: for sale	438

Population by Sex/Age

Male	27,946
Female	27,783
Under 18	13,091
18 & over	42,638
20 - 24	2,929
25 - 34	5,877
35 - 49	11,335
50 - 64	12,197
65 & over	8,831

Population by Ethnicity

Hispanic or Latino	1,571
Non Hispanic or Latino	54,158

Population by Race

White	53,578
African American	634
Asian	160
American Indian and Alaska Native	268
Native Hawaiian and Pacific Islander	17
Other	378
Identified by two or more	694