



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

**FT. MYERS NAPLES :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,147,998
------------------	-----------

**Housing Status**

( in housing units unless noted )

Total	690,598
Occupied	482,345
Owner-occupied	350,872
Population in owner-occupied ( number of individuals )	785,358
Renter-occupied	131,473
Population in renter-occupied ( number of individuals )	341,313
Households with individuals under 18	116,174
Vacant	208,253
Vacant: for rent	27,611
Vacant: for sale	22,433

**Population by Sex/Age**

Male	567,017
Female	580,981
Under 18	216,646
18 & over	931,352
20 - 24	57,710
25 - 34	115,895
35 - 49	200,544
50 - 64	238,409
65 & over	293,651

**Population by Ethnicity**

Hispanic or Latino	218,843
Non Hispanic or Latino	929,155

**Population by Race**

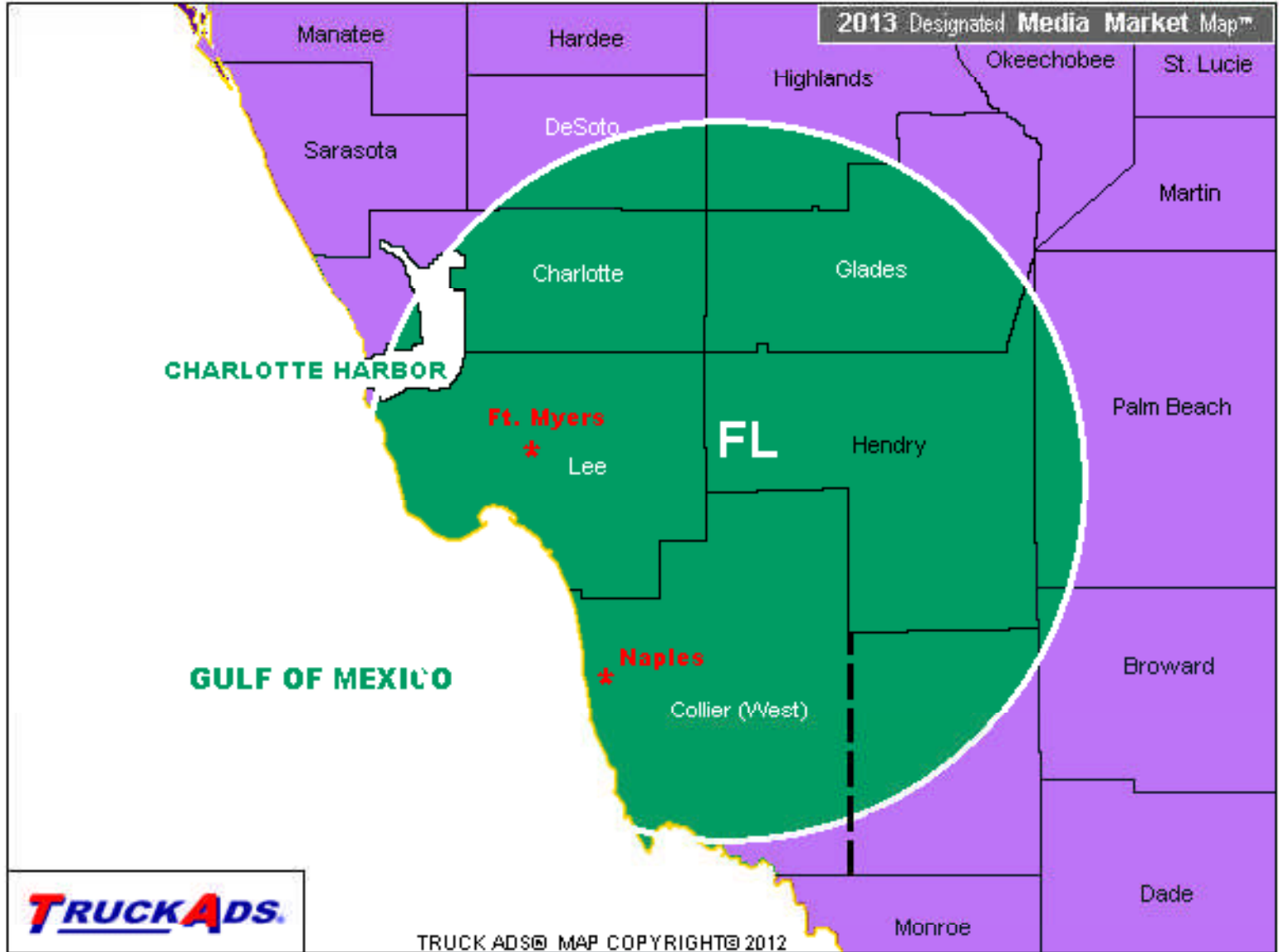
White	959,398
African American	87,264
Asian	14,109
American Indian and Alaska Native	4,459
Native Hawaiian and Pacific Islander	577
Other	59,435
Identified by two or more	22,756

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



# FT. MYERS NAPLES :::

## BROADCAST TV MARKET AREA



### 5 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Charlotte, FL ~ Collier, FL (Split) ~ DeSoto, FL ~ Glades, FL ~ Lee, FL

## FL - Charlotte County

### Population

Total Population	159,978
------------------	---------

### Housing Status

( in housing units unless noted )

Total	100,632
Occupied	73,370
Owner-occupied	58,475
Population in owner-occupied ( number of individuals )	122,313
Renter-occupied	14,895
Population in renter-occupied ( number of individuals )	34,653
Households with individuals under 18	12,958
Vacant	27,262
Vacant: for rent	3,479
Vacant: for sale	3,375

### Population by Sex/Age

Male	77,762
Female	82,216
Under 18	22,878
18 & over	137,100
20 - 24	5,805
25 - 34	11,186
35 - 49	24,147
50 - 64	38,556
65 & over	54,599

### Population by Ethnicity

Hispanic or Latino	9,213
Non Hispanic or Latino	150,765

### Population by Race

White	144,059
African American	9,089
Asian	1,912
American Indian and Alaska Native	417
Native Hawaiian and Pacific Islander	59
Other	1,767
Identified by two or more	2,675

## FL - Collier County (Partial - Split County)

### Population

Total Population	321,520
------------------	---------

### Housing Status

( in housing units unless noted )

Total	197,298
Occupied	133,179
Owner-occupied	96,159
Population in owner-occupied ( number of individuals )	218,002
Renter-occupied	37,020
Population in renter-occupied ( number of individuals )	98,972
Households with individuals under 18	32,882
Vacant	64,119
Vacant: for rent	7,511
Vacant: for sale	5,533

### Population by Sex/Age

Male	158,494
Female	163,026
Under 18	62,647
18 & over	258,873
20 - 24	15,516
25 - 34	32,550
35 - 49	56,320
50 - 64	63,006
65 & over	84,951

### Population by Ethnicity

Hispanic or Latino	83,177
Non Hispanic or Latino	238,343

### Population by Race

White	269,596
African American	21,087
Asian	3,507
American Indian and Alaska Native	1,123
Native Hawaiian and Pacific Islander	125
Other	19,920
Identified by two or more	6,162

## FL - DeSoto County

### Population

Total Population	34,862
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,590
Occupied	11,445
Owner-occupied	8,237
Population in owner-occupied ( number of individuals )	20,958
Renter-occupied	3,208
Population in renter-occupied ( number of individuals )	10,106
Households with individuals under 18	3,640
Vacant	3,145
Vacant: for rent	550
Vacant: for sale	285

### Population by Sex/Age

Male	19,718
Female	15,144
Under 18	7,835
18 & over	27,027
20 - 24	2,678
25 - 34	4,607
35 - 49	6,348
50 - 64	6,137
65 & over	6,228

### Population by Ethnicity

Hispanic or Latino	10,425
Non Hispanic or Latino	24,437

### Population by Race

White	23,094
African American	4,431
Asian	178
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	11
Other	6,178
Identified by two or more	833

## FL - Glades County

### Population

Total Population	12,884
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,979
Occupied	4,533
Owner-occupied	3,524
Population in owner-occupied ( number of individuals )	8,425
Renter-occupied	1,009
Population in renter-occupied ( number of individuals )	2,976
Households with individuals under 18	1,207
Vacant	2,446
Vacant: for rent	231
Vacant: for sale	156

### Population by Sex/Age

Male	7,443
Female	5,441
Under 18	2,417
18 & over	10,467
20 - 24	718
25 - 34	1,674
35 - 49	2,521
50 - 64	2,493
65 & over	2,767

### Population by Ethnicity

Hispanic or Latino	2,720
Non Hispanic or Latino	10,164

### Population by Race

White	9,153
African American	1,588
Asian	51
American Indian and Alaska Native	589
Native Hawaiian and Pacific Islander	2
Other	1,280
Identified by two or more	221



## FL - Lee County

### Population

Total Population	618,754
------------------	---------

### Housing Status

( in housing units unless noted )

Total	371,099
Occupied	259,818
Owner-occupied	184,477
Population in owner-occupied ( number of individuals )	415,660
Renter-occupied	75,341
Population in renter-occupied ( number of individuals )	194,606
Households with individuals under 18	65,487
Vacant	111,281
Vacant: for rent	15,840
Vacant: for sale	13,084

### Population by Sex/Age

Male	303,600
Female	315,154
Under 18	120,869
18 & over	497,885
20 - 24	32,993
25 - 34	65,878
35 - 49	111,208
50 - 64	128,217
65 & over	145,106

### Population by Ethnicity

Hispanic or Latino	113,308
Non Hispanic or Latino	505,446

### Population by Race

White	513,496
African American	51,069
Asian	8,461
American Indian and Alaska Native	2,193
Native Hawaiian and Pacific Islander	380
Other	30,290
Identified by two or more	12,865