



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

ORLANDO DAYTONA BEACH MELBOURNE :::

BROADCAST TV MARKET AREA

Population

Total Population	3,639,370
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Housing Status

(in housing units unless noted)

Total	1,697,556
Occupied	1,427,298
Owner-occupied	969,355
Population in owner-occupied (number of individuals)	2,414,452
Renter-occupied	457,943
Population in renter-occupied (number of individuals)	1,148,480
Households with individuals under 18	435,799
Vacant	270,258
Vacant: for rent	72,498
Vacant: for sale	41,238

Population by Sex/Age

Male	1,779,092
Female	1,860,278
Under 18	793,245
18 & over	2,846,125
20 - 24	251,180
25 - 34	447,654
35 - 49	741,427
50 - 64	706,857
65 & over	593,592

Population by Ethnicity

Hispanic or Latino	691,965
Non Hispanic or Latino	2,947,405

Population by Race

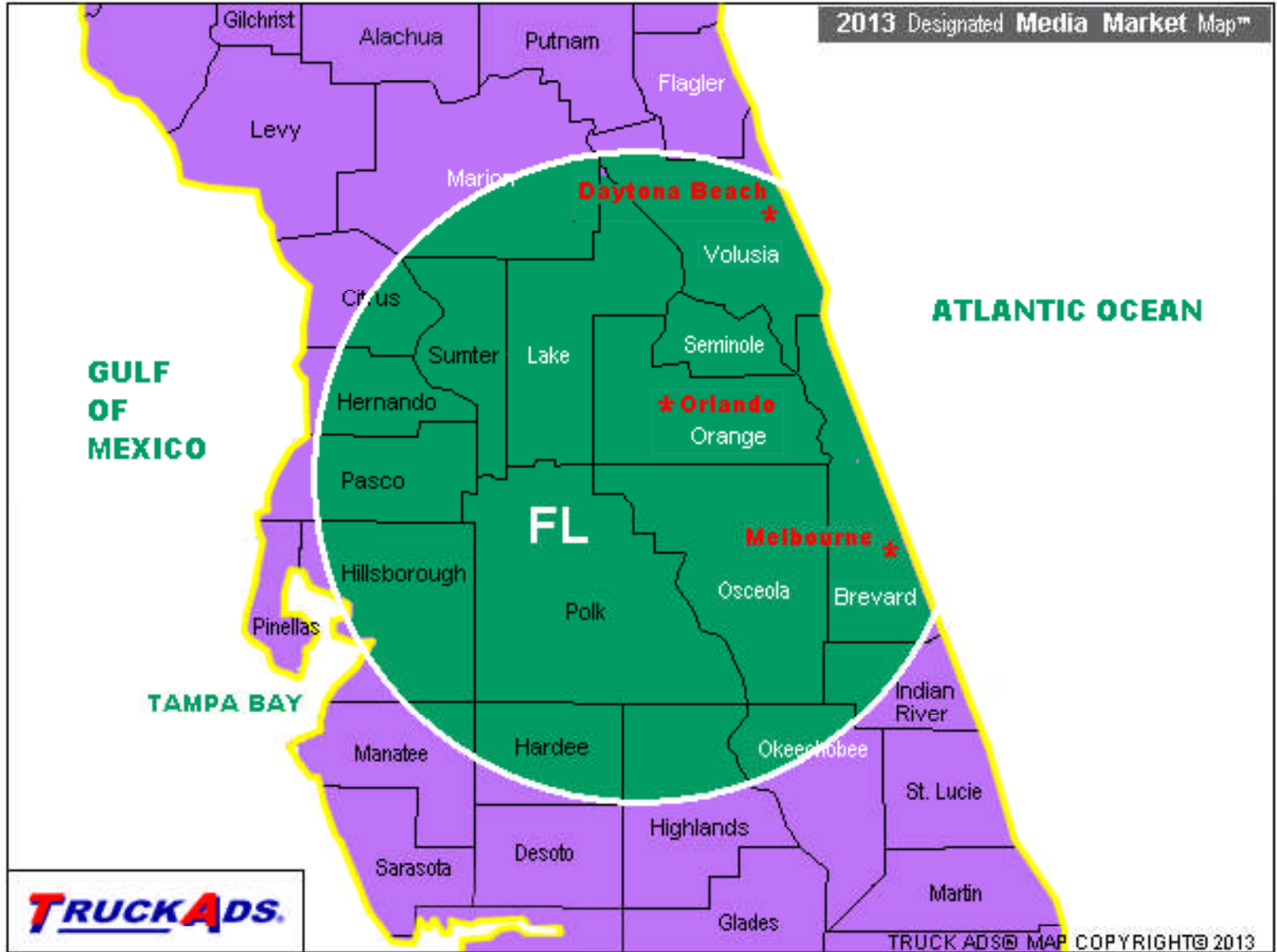
White	2,730,910
African American	506,325
Asian	110,572
American Indian and Alaska Native	14,694
Native Hawaiian and Pacific Islander	2,983
Other	170,153
Identified by two or more	103,733

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ORLANDO DAYTONA BEACH MELBOURNE :::

BROADCAST TV MARKET AREA



9 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Brevard, FL ~ Flagler, FL ~ Lake, FL ~ Marion, FL ~ Okeechobee, FL ~ Orange, FL ~ Osceola, FL ~ Seminole, FL ~ Volusia, FL

FL - Brevard County

Population

Total Population	543,376
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Housing Status

(in housing units unless noted)

Total	269,864
Occupied	229,692
Owner-occupied	168,841
Population in owner-occupied (number of individuals)	394,111
Renter-occupied	60,851
Population in renter-occupied (number of individuals)	141,530
Households with individuals under 18	60,570
Vacant	40,172
Vacant: for rent	10,313
Vacant: for sale	6,592

Population by Sex/Age

Male	266,242
Female	277,134
Under 18	107,686
18 & over	435,690
20 - 24	29,335
25 - 34	54,795
35 - 49	107,030
50 - 64	120,372
65 & over	110,712

Population by Ethnicity

Hispanic or Latino	43,943
Non Hispanic or Latino	499,433

Population by Race

White	450,927
African American	54,799
Asian	11,349
American Indian and Alaska Native	2,118
Native Hawaiian and Pacific Islander	514
Other	9,299
Identified by two or more	14,370

FL - Flagler County

Population

Total Population	95,696
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Housing Status

(in housing units unless noted)

Total	48,595
Occupied	39,186
Owner-occupied	30,020
Population in owner-occupied (number of individuals)	69,416
Renter-occupied	9,166
Population in renter-occupied (number of individuals)	25,596
Households with individuals under 18	10,369
Vacant	9,409
Vacant: for rent	1,256
Vacant: for sale	1,346

Population by Sex/Age

Male	46,016
Female	49,680
Under 18	19,036
18 & over	76,660
20 - 24	3,959
25 - 34	9,011
35 - 49	16,905
50 - 64	21,354
65 & over	23,405

Population by Ethnicity

Hispanic or Latino	8,251
Non Hispanic or Latino	87,445

Population by Race

White	78,710
African American	10,884
Asian	2,046
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	59
Other	1,544
Identified by two or more	2,186

FL - Lake County

Population

Total Population	297,052
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Housing Status

(in housing units unless noted)

Total	144,996
Occupied	121,289
Owner-occupied	92,802
Population in owner-occupied (number of individuals)	219,874
Renter-occupied	28,487
Population in renter-occupied (number of individuals)	73,191
Households with individuals under 18	33,080
Vacant	23,707
Vacant: for rent	5,309
Vacant: for sale	4,282

Population by Sex/Age

Male	143,937
Female	153,115
Under 18	61,741
18 & over	235,311
20 - 24	13,499
25 - 34	28,912
35 - 49	55,627
50 - 64	59,042
65 & over	71,825

Population by Ethnicity

Hispanic or Latino	36,009
Non Hispanic or Latino	261,043

Population by Race

White	243,624
African American	29,103
Asian	5,173
American Indian and Alaska Native	1,472
Native Hawaiian and Pacific Islander	215
Other	10,778
Identified by two or more	6,687

FL - Marion County

Population

Total Population	331,298
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Housing Status

(in housing units unless noted)

Total	164,050
Occupied	137,726
Owner-occupied	105,075
Population in owner-occupied (number of individuals)	239,828
Renter-occupied	32,651
Population in renter-occupied (number of individuals)	83,231
Households with individuals under 18	34,480
Vacant	26,324
Vacant: for rent	5,351
Vacant: for sale	4,786

Population by Sex/Age

Male	158,993
Female	172,305
Under 18	64,181
18 & over	267,117
20 - 24	16,336
25 - 34	31,810
35 - 49	57,732
50 - 64	68,515
65 & over	85,318

Population by Ethnicity

Hispanic or Latino	36,137
Non Hispanic or Latino	295,161

Population by Race

White	268,284
African American	40,828
Asian	4,407
American Indian and Alaska Native	1,309
Native Hawaiian and Pacific Islander	144
Other	9,512
Identified by two or more	6,814

FL - Okeechobee County

Population

Total Population	39,996
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Housing Status

(in housing units unless noted)

Total	18,509
Occupied	14,013
Owner-occupied	10,184
Population in owner-occupied (number of individuals)	26,126
Renter-occupied	3,829
Population in renter-occupied (number of individuals)	11,367
Households with individuals under 18	4,689
Vacant	4,496
Vacant: for rent	677
Vacant: for sale	398

Population by Sex/Age

Male	21,430
Female	18,566
Under 18	9,584
18 & over	30,412
20 - 24	2,537
25 - 34	5,058
35 - 49	7,678
50 - 64	7,240
65 & over	6,791

Population by Ethnicity

Hispanic or Latino	9,561
Non Hispanic or Latino	30,435

Population by Race

White	31,009
African American	3,203
Asian	351
American Indian and Alaska Native	380
Native Hawaiian and Pacific Islander	29
Other	4,273
Identified by two or more	751

FL - Orange County

Population

Total Population	1,145,956
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Housing Status

(in housing units unless noted)

Total	487,839
Occupied	421,847
Owner-occupied	243,950
Population in owner-occupied (number of individuals)	662,686
Renter-occupied	177,897
Population in renter-occupied (number of individuals)	449,566
Households with individuals under 18	147,511
Vacant	65,992
Vacant: for rent	26,787
Vacant: for sale	10,683

Population by Sex/Age

Male	564,326
Female	581,630
Under 18	270,147
18 & over	875,809
20 - 24	105,821
25 - 34	177,117
35 - 49	249,760
50 - 64	191,058
65 & over	110,919

Population by Ethnicity

Hispanic or Latino	308,244
Non Hispanic or Latino	837,712

Population by Race

White	728,795
African American	238,241
Asian	56,581
American Indian and Alaska Native	4,532
Native Hawaiian and Pacific Islander	1,266
Other	77,216
Identified by two or more	39,325

FL - Osceola County

Population

Total Population	268,685
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Housing Status

(in housing units unless noted)

Total	128,170
Occupied	90,603
Owner-occupied	58,541
Population in owner-occupied (number of individuals)	168,404
Renter-occupied	32,062
Population in renter-occupied (number of individuals)	97,019
Households with individuals under 18	37,677
Vacant	37,567
Vacant: for rent	6,317
Vacant: for sale	3,337

Population by Sex/Age

Male	131,634
Female	137,051
Under 18	70,416
18 & over	198,269
20 - 24	18,007
25 - 34	35,301
35 - 49	60,070
50 - 64	47,026
65 & over	29,656

Population by Ethnicity

Hispanic or Latino	122,146
Non Hispanic or Latino	146,539

Population by Race

White	190,641
African American	30,369
Asian	7,406
American Indian and Alaska Native	1,452
Native Hawaiian and Pacific Islander	294
Other	27,623
Identified by two or more	10,900

FL - Seminole County

Population

Total Population	422,718
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Housing Status

(in housing units unless noted)

Total	181,307
Occupied	164,706
Owner-occupied	109,499
Population in owner-occupied (number of individuals)	285,934
Renter-occupied	55,207
Population in renter-occupied (number of individuals)	133,269
Households with individuals under 18	55,231
Vacant	16,601
Vacant: for rent	6,790
Vacant: for sale	3,455

Population by Sex/Age

Male	204,799
Female	217,919
Under 18	97,181
18 & over	325,537
20 - 24	30,888
25 - 34	54,808
35 - 49	93,606
50 - 64	83,779
65 & over	50,677

Population by Ethnicity

Hispanic or Latino	72,457
Non Hispanic or Latino	350,261

Population by Race

White	330,664
African American	47,107
Asian	15,692
American Indian and Alaska Native	1,386
Native Hawaiian and Pacific Islander	258
Other	15,421
Identified by two or more	12,190

FL - Volusia County

Population

Total Population	494,593
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Housing Status

(in housing units unless noted)

Total	254,226
Occupied	208,236
Owner-occupied	150,443
Population in owner-occupied (number of individuals)	348,073
Renter-occupied	57,793
Population in renter-occupied (number of individuals)	133,711
Households with individuals under 18	52,192
Vacant	45,990
Vacant: for rent	9,698
Vacant: for sale	6,359

Population by Sex/Age

Male	241,715
Female	252,878
Under 18	93,273
18 & over	401,320
20 - 24	30,798
25 - 34	50,842
35 - 49	93,019
50 - 64	108,471
65 & over	104,289

Population by Ethnicity

Hispanic or Latino	55,217
Non Hispanic or Latino	439,376

Population by Race

White	408,256
African American	51,791
Asian	7,567
American Indian and Alaska Native	1,778
Native Hawaiian and Pacific Islander	204
Other	14,487
Identified by two or more	10,510