



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

SOUTH BEND ELKHART BENTON HARBOR :::

BROADCAST TV MARKET AREA

Population

Total Population	940,270
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Housing Status

(in housing units unless noted)

Total	413,241
Occupied	355,084
Owner-occupied	258,273
Population in owner-occupied (number of individuals)	683,388
Renter-occupied	96,811
Population in renter-occupied (number of individuals)	233,979
Households with individuals under 18	119,392
Vacant	58,157
Vacant: for rent	13,018
Vacant: for sale	7,387

Population by Sex/Age

Male	462,260
Female	478,010
Under 18	243,135
18 & over	697,135
20 - 24	59,636
25 - 34	112,418
35 - 49	184,391
50 - 64	182,610
65 & over	130,288

Population by Ethnicity

Hispanic or Latino	73,367
Non Hispanic or Latino	866,903

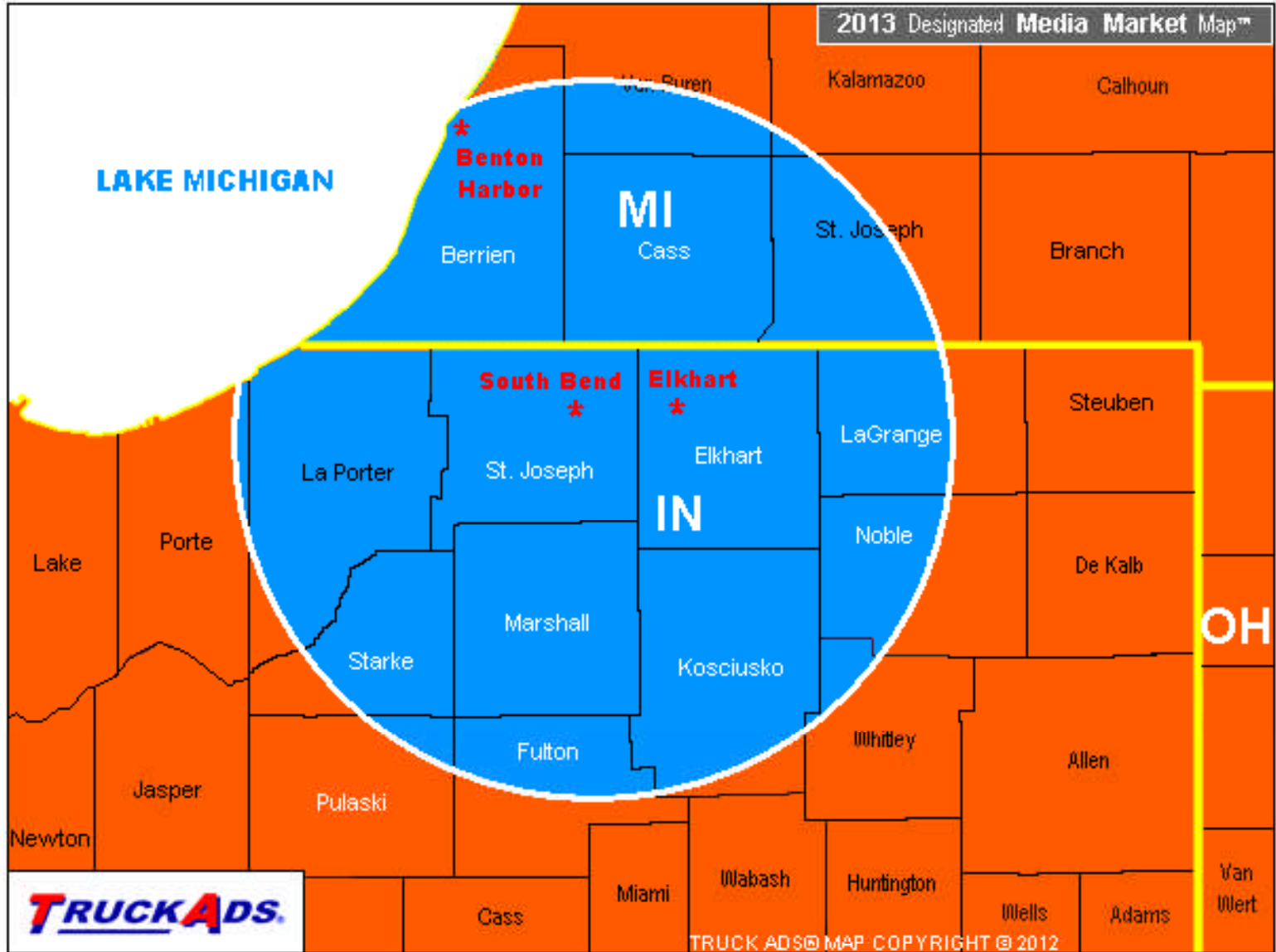
Population by Race

White	794,604
African American	73,521
Asian	11,071
American Indian and Alaska Native	3,848
Native Hawaiian and Pacific Islander	445
Other	35,472
Identified by two or more	21,309

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SOUTH BEND ELKHART BENTON HARBOR ::: BROADCAST TV MARKET AREA



11 COUNTIES IN THIS DESIGNATED MARKET

INDIANA: Elkhart, IN ~ Fulton, IN ~ Kosciusko, IN ~ Lagrange, IN ~ Marshall, IN ~ Noble, IN ~ Pulaski, IN ~ St. Joseph, IN ~ Starke, IN ~ **MICHIGAN:** Berrien, MI ~ Cass, MI

IN - Elkhart County

Population

Total Population	197,559
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Housing Status

(in housing units unless noted)

Total	77,767
Occupied	70,244
Owner-occupied	49,193
Population in owner-occupied (number of individuals)	138,691
Renter-occupied	21,051
Population in renter-occupied (number of individuals)	55,064
Households with individuals under 18	26,746
Vacant	7,523
Vacant: for rent	3,254
Vacant: for sale	1,369

Population by Sex/Age

Male	97,458
Female	100,101
Under 18	56,175
18 & over	141,384
20 - 24	12,301
25 - 34	25,303
35 - 49	39,588
50 - 64	34,928
65 & over	23,962

Population by Ethnicity

Hispanic or Latino	27,886
Non Hispanic or Latino	169,673

Population by Race

White	163,792
African American	11,307
Asian	1,915
American Indian and Alaska Native	747
Native Hawaiian and Pacific Islander	81
Other	14,792
Identified by two or more	4,925

IN - Fulton County

Population

Total Population	20,836
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Housing Status

(in housing units unless noted)

Total	9,708
Occupied	8,237
Owner-occupied	6,254
Population in owner-occupied (number of individuals)	15,902
Renter-occupied	1,983
Population in renter-occupied (number of individuals)	4,710
Households with individuals under 18	2,654
Vacant	1,471
Vacant: for rent	217
Vacant: for sale	165

Population by Sex/Age

Male	10,359
Female	10,477
Under 18	5,163
18 & over	15,673
20 - 24	1,002
25 - 34	2,322
35 - 49	4,038
50 - 64	4,337
65 & over	3,428

Population by Ethnicity

Hispanic or Latino	882
Non Hispanic or Latino	19,954

Population by Race

White	19,800
African American	150
Asian	101
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	5
Other	455
Identified by two or more	229

IN - Kosciusko County

Population

Total Population	77,358
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Housing Status

(in housing units unless noted)

Total	37,038
Occupied	29,197
Owner-occupied	22,326
Population in owner-occupied (number of individuals)	59,076
Renter-occupied	6,871
Population in renter-occupied (number of individuals)	16,714
Households with individuals under 18	9,894
Vacant	7,841
Vacant: for rent	913
Vacant: for sale	593

Population by Sex/Age

Male	38,466
Female	38,892
Under 18	19,817
18 & over	57,541
20 - 24	4,709
25 - 34	9,486
35 - 49	15,432
50 - 64	15,246
65 & over	10,473

Population by Ethnicity

Hispanic or Latino	5,634
Non Hispanic or Latino	71,724

Population by Race

White	72,188
African American	572
Asian	650
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	19
Other	2,631
Identified by two or more	1,066

IN - LaGrange County

Population

Total Population	37,128
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Housing Status

(in housing units unless noted)

Total	14,094
Occupied	11,598
Owner-occupied	9,384
Population in owner-occupied (number of individuals)	30,998
Renter-occupied	2,214
Population in renter-occupied (number of individuals)	5,806
Households with individuals under 18	4,657
Vacant	2,496
Vacant: for rent	241
Vacant: for sale	263

Population by Sex/Age

Male	18,728
Female	18,400
Under 18	12,806
18 & over	24,322
20 - 24	2,272
25 - 34	4,321
35 - 49	6,352
50 - 64	5,973
65 & over	4,292

Population by Ethnicity

Hispanic or Latino	1,317
Non Hispanic or Latino	35,811

Population by Race

White	35,874
African American	117
Asian	118
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	2
Other	636
Identified by two or more	310

IN - Marshall County

Population

Total Population	47,051
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Housing Status

(in housing units unless noted)

Total	19,845
Occupied	17,406
Owner-occupied	13,283
Population in owner-occupied (number of individuals)	36,139
Renter-occupied	4,123
Population in renter-occupied (number of individuals)	10,242
Households with individuals under 18	6,125
Vacant	2,439
Vacant: for rent	506
Vacant: for sale	370

Population by Sex/Age

Male	23,282
Female	23,769
Under 18	12,649
18 & over	34,402
20 - 24	2,527
25 - 34	5,242
35 - 49	9,324
50 - 64	9,156
65 & over	6,904

Population by Ethnicity

Hispanic or Latino	3,971
Non Hispanic or Latino	43,080

Population by Race

White	44,000
African American	220
Asian	215
American Indian and Alaska Native	116
Native Hawaiian and Pacific Islander	7
Other	1,773
Identified by two or more	720

IN - Noble County

Population

Total Population	47,536
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Housing Status

(in housing units unless noted)

Total	20,109
Occupied	17,355
Owner-occupied	13,467
Population in owner-occupied (number of individuals)	37,057
Renter-occupied	3,888
Population in renter-occupied (number of individuals)	9,648
Households with individuals under 18	6,239
Vacant	2,754
Vacant: for rent	570
Vacant: for sale	381

Population by Sex/Age

Male	23,785
Female	23,751
Under 18	12,850
18 & over	34,686
20 - 24	2,715
25 - 34	5,723
35 - 49	9,687
50 - 64	9,388
65 & over	5,941

Population by Ethnicity

Hispanic or Latino	4,567
Non Hispanic or Latino	42,969

Population by Race

White	43,970
African American	185
Asian	176
American Indian and Alaska Native	102
Native Hawaiian and Pacific Islander	6
Other	2,472
Identified by two or more	625

IN - Pulaski County

Population

Total Population	13,402
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Housing Status

(in housing units unless noted)

Total	6,060
Occupied	5,282
Owner-occupied	4,167
Population in owner-occupied (number of individuals)	10,481
Renter-occupied	1,115
Population in renter-occupied (number of individuals)	2,728
Households with individuals under 18	1,664
Vacant	778
Vacant: for rent	118
Vacant: for sale	75

Population by Sex/Age

Male	6,767
Female	6,635
Under 18	3,198
18 & over	10,204
20 - 24	622
25 - 34	1,426
35 - 49	2,722
50 - 64	2,824
65 & over	2,244

Population by Ethnicity

Hispanic or Latino	325
Non Hispanic or Latino	13,077

Population by Race

White	13,025
African American	88
Asian	29
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	3
Other	80
Identified by two or more	137

IN - St. Joseph County

Population

Total Population	266,931
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Housing Status

(in housing units unless noted)

Total	114,849
Occupied	103,069
Owner-occupied	71,454
Population in owner-occupied (number of individuals)	183,630
Renter-occupied	31,615
Population in renter-occupied (number of individuals)	72,029
Households with individuals under 18	33,159
Vacant	11,780
Vacant: for rent	4,292
Vacant: for sale	2,094

Population by Sex/Age

Male	129,412
Female	137,519
Under 18	65,851
18 & over	201,080
20 - 24	20,735
25 - 34	33,697
35 - 49	50,918
50 - 64	50,736
65 & over	35,565

Population by Ethnicity

Hispanic or Latino	19,395
Non Hispanic or Latino	247,536

Population by Race

White	209,972
African American	33,958
Asian	5,036
American Indian and Alaska Native	1,030
Native Hawaiian and Pacific Islander	194
Other	9,031
Identified by two or more	7,710

IN - Starke County

Population

Total Population	23,363
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Housing Status

(in housing units unless noted)

Total	10,962
Occupied	9,038
Owner-occupied	7,174
Population in owner-occupied (number of individuals)	18,634
Renter-occupied	1,864
Population in renter-occupied (number of individuals)	4,713
Households with individuals under 18	2,955
Vacant	1,924
Vacant: for rent	114
Vacant: for sale	191

Population by Sex/Age

Male	11,536
Female	11,827
Under 18	5,696
18 & over	17,667
20 - 24	1,260
25 - 34	2,527
35 - 49	4,674
50 - 64	4,969
65 & over	3,575

Population by Ethnicity

Hispanic or Latino	766
Non Hispanic or Latino	22,597

Population by Race

White	22,683
African American	66
Asian	41
American Indian and Alaska Native	76
Native Hawaiian and Pacific Islander	0
Other	204
Identified by two or more	293

MI - Berrien County

Population

Total Population	156,813
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Housing Status

(in housing units unless noted)

Total	76,922
Occupied	63,054
Owner-occupied	45,063
Population in owner-occupied (number of individuals)	111,336
Renter-occupied	17,991
Population in renter-occupied (number of individuals)	41,950
Households with individuals under 18	19,011
Vacant	13,868
Vacant: for rent	2,334
Vacant: for sale	1,379

Population by Sex/Age

Male	76,373
Female	80,440
Under 18	36,672
18 & over	120,141
20 - 24	8,976
25 - 34	17,238
35 - 49	31,029
50 - 64	33,025
65 & over	25,549

Population by Ethnicity

Hispanic or Latino	7,054
Non Hispanic or Latino	149,759

Population by Race

White	122,804
African American	24,037
Asian	2,451
American Indian and Alaska Native	834
Native Hawaiian and Pacific Islander	118
Other	2,823
Identified by two or more	3,746

MI - Cass County

Population

Total Population	52,293
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Housing Status

(in housing units unless noted)

Total	25,887
Occupied	20,604
Owner-occupied	16,508
Population in owner-occupied (number of individuals)	41,444
Renter-occupied	4,096
Population in renter-occupied (number of individuals)	10,375
Households with individuals under 18	6,288
Vacant	5,283
Vacant: for rent	459
Vacant: for sale	507

Population by Sex/Age

Male	26,094
Female	26,199
Under 18	12,258
18 & over	40,035
20 - 24	2,517
25 - 34	5,133
35 - 49	10,627
50 - 64	12,028
65 & over	8,355

Population by Ethnicity

Hispanic or Latino	1,570
Non Hispanic or Latino	50,723

Population by Race

White	46,496
African American	2,821
Asian	339
American Indian and Alaska Native	504
Native Hawaiian and Pacific Islander	10
Other	575
Identified by two or more	1,548