



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

**HONOLULU :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,360,301
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**Housing Status**

( in housing units unless noted )

Total	519,508
Occupied	455,338
Owner-occupied	262,682
Population in owner-occupied ( number of individuals )	793,160
Renter-occupied	192,656
Population in renter-occupied ( number of individuals )	524,261
Households with individuals under 18	156,045
Vacant	64,170
Vacant: for rent	16,441
Vacant: for sale	4,277

**Population by Sex/Age**

Male	681,243
Female	679,058
Under 18	303,818
18 & over	1,056,483
20 - 24	95,829
25 - 34	185,333
35 - 49	272,160
50 - 64	273,540
65 & over	195,138

**Population by Ethnicity**

Hispanic or Latino	120,842
Non Hispanic or Latino	1,239,459

**Population by Race**

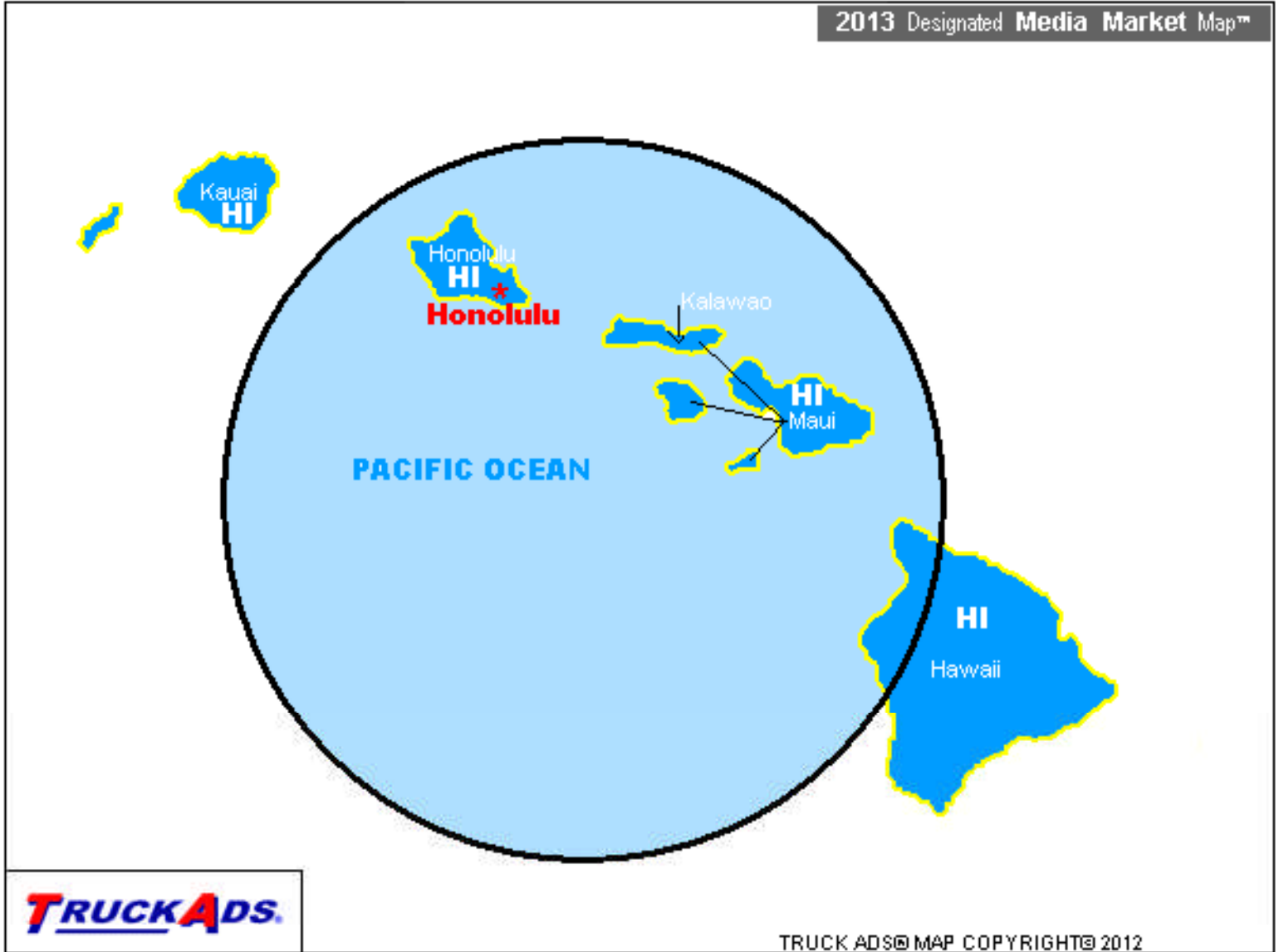
White	336,599
African American	21,424
Asian	525,078
American Indian and Alaska Native	4,164
Native Hawaiian and Pacific Islander	135,422
Other	16,985
Identified by two or more	320,629

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# HONOLULU :::

## BROADCAST TV MARKET AREA



### 5 COUNTIES IN THIS DESIGNATED MARKET

HAWAII: Hawaii, HI ~ Honolulu, HI ~ Kalawao, HI ~ Kauai, HI ~ Maui, HI

## HI - Hawaii County

### Population

Total Population	185,079
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### Housing Status

( in housing units unless noted )

Total	82,324
Occupied	67,096
Owner-occupied	44,271
Population in owner-occupied ( number of individuals )	119,236
Renter-occupied	22,825
Population in renter-occupied ( number of individuals )	62,199
Households with individuals under 18	21,340
Vacant	15,228
Vacant: for rent	2,995
Vacant: for sale	1,338

### Population by Sex/Age

Male	92,821
Female	92,258
Under 18	42,280
18 & over	142,799
20 - 24	10,833
25 - 34	22,225
35 - 49	34,039
50 - 64	44,215
65 & over	26,834

### Population by Ethnicity

Hispanic or Latino	21,383
Non Hispanic or Latino	163,696

### Population by Race

White	62,348
African American	1,020
Asian	41,050
American Indian and Alaska Native	869
Native Hawaiian and Pacific Islander	22,389
Other	2,868
Identified by two or more	54,535

## HI - Honolulu County

### Population

Total Population	953,207
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### Housing Status

( in housing units unless noted )

Total	336,899
Occupied	311,047
Owner-occupied	174,387
Population in owner-occupied ( number of individuals )	541,892
Renter-occupied	136,660
Population in renter-occupied ( number of individuals )	376,015
Households with individuals under 18	108,131
Vacant	25,852
Vacant: for rent	8,633
Vacant: for sale	1,941

### Population by Sex/Age

Male	477,092
Female	476,115
Under 18	210,500
18 & over	742,707
20 - 24	73,203
25 - 34	134,446
35 - 49	191,672
50 - 64	179,826
65 & over	138,490

### Population by Ethnicity

Hispanic or Latino	77,433
Non Hispanic or Latino	875,774

### Population by Race

White	198,732
African American	19,256
Asian	418,410
American Indian and Alaska Native	2,438
Native Hawaiian and Pacific Islander	90,878
Other	10,457
Identified by two or more	213,036

## HI - Kalawao County

### Population

Total Population	90
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### Housing Status

( in housing units unless noted )

Total	113
Occupied	69
Owner-occupied	1
Population in owner-occupied ( number of individuals )	1
Renter-occupied	68
Population in renter-occupied ( number of individuals )	86
Households with individuals under 18	0
Vacant	44
Vacant: for rent	2
Vacant: for sale	0

### Population by Sex/Age

Male	42
Female	48
Under 18	0
18 & over	90
20 - 24	3
25 - 34	10
35 - 49	22
50 - 64	29
65 & over	26

### Population by Ethnicity

Hispanic or Latino	1
Non Hispanic or Latino	89

### Population by Race

White	24
African American	0
Asian	7
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	44
Other	1
Identified by two or more	14

## HI - Kauai County

### Population

Total Population	67,091
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### Housing Status

( in housing units unless noted )

Total	29,793
Occupied	23,240
Owner-occupied	13,968
Population in owner-occupied ( number of individuals )	41,412
Renter-occupied	9,272
Population in renter-occupied ( number of individuals )	24,518
Households with individuals under 18	7,989
Vacant	6,553
Vacant: for rent	1,312
Vacant: for sale	251

### Population by Sex/Age

Male	33,701
Female	33,390
Under 18	15,223
18 & over	51,868
20 - 24	3,472
25 - 34	8,141
35 - 49	13,221
50 - 64	15,611
65 & over	9,985

### Population by Ethnicity

Hispanic or Latino	6,315
Non Hispanic or Latino	60,776

### Population by Race

White	22,159
African American	278
Asian	21,016
American Indian and Alaska Native	254
Native Hawaiian and Pacific Islander	6,060
Other	608
Identified by two or more	16,716

## HI - Maui County

### Population

Total Population	154,834
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### Housing Status

( in housing units unless noted )

Total	70,379
Occupied	53,886
Owner-occupied	30,055
Population in owner-occupied ( number of individuals )	90,619
Renter-occupied	23,831
Population in renter-occupied ( number of individuals )	61,443
Households with individuals under 18	18,585
Vacant	16,493
Vacant: for rent	3,499
Vacant: for sale	747

### Population by Sex/Age

Male	77,587
Female	77,247
Under 18	35,815
18 & over	119,019
20 - 24	8,318
25 - 34	20,511
35 - 49	33,206
50 - 64	33,859
65 & over	19,803

### Population by Ethnicity

Hispanic or Latino	15,710
Non Hispanic or Latino	139,124

### Population by Race

White	53,336
African American	870
Asian	44,595
American Indian and Alaska Native	603
Native Hawaiian and Pacific Islander	16,051
Other	3,051
Identified by two or more	36,328