



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

# SPRINGFIELD HOLYOKE :::

### BROADCAST TV MARKET AREA

#### Population

Total Population	824,161
------------------	---------

#### Housing Status

( in housing units unless noted )

Total	357,044
Occupied	325,182
Owner-occupied	209,477
Population in owner-occupied ( number of individuals )	526,986
Renter-occupied	115,705
Population in renter-occupied ( number of individuals )	253,912
Households with individuals under 18	96,744
Vacant	31,862
Vacant: for rent	7,635
Vacant: for sale	3,396

#### Population by Sex/Age

Male	394,623
Female	429,538
Under 18	176,343
18 & over	647,818
20 - 24	67,636
25 - 34	91,005
35 - 49	162,269
50 - 64	172,746
65 & over	121,031

#### Population by Ethnicity

Hispanic or Latino	111,011
Non Hispanic or Latino	713,150

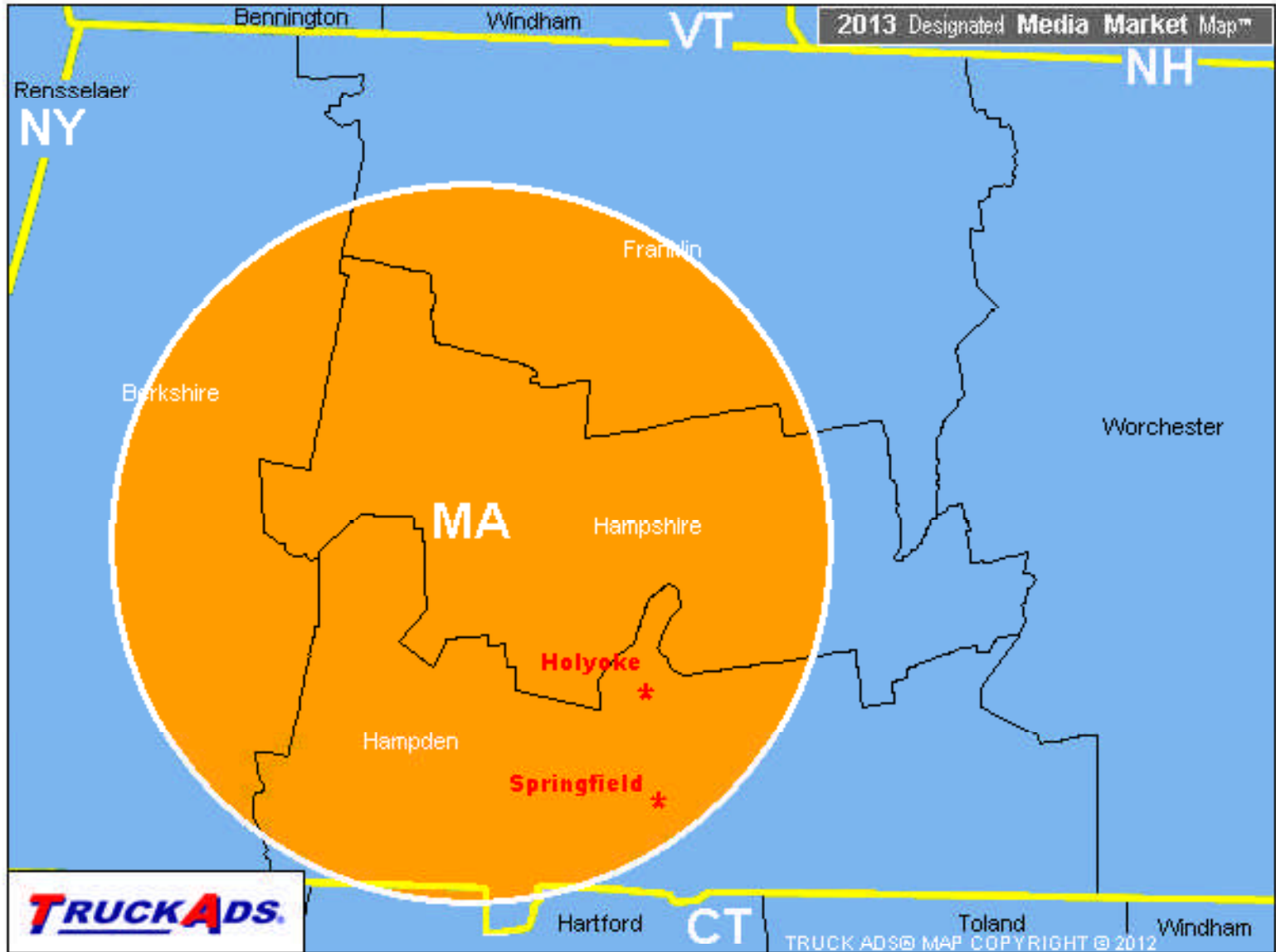
#### Population by Race

White	683,453
African American	49,937
Asian	18,809
American Indian and Alaska Native	2,664
Native Hawaiian and Pacific Islander	329
Other	47,451
Identified by two or more	21,518



# SPRINGFIELD HOLYOKE :::

BROADCAST TV MARKET AREA



## 4 COUNTIES IN THIS DESIGNATED MARKET

MASSACHUSETTS: Berkshire, MA ~ Franklin, MA ~ Hampden, MA ~ Hampshire, MA

## MA - Berkshire County

### Population

Total Population	131,219
------------------	---------

### Housing Status

( in housing units unless noted )

Total	68,508
Occupied	56,091
Owner-occupied	37,770
Population in owner-occupied ( number of individuals )	89,495
Renter-occupied	18,321
Population in renter-occupied ( number of individuals )	35,565
Households with individuals under 18	14,507
Vacant	12,417
Vacant: for rent	1,776
Vacant: for sale	788

### Population by Sex/Age

Male	63,169
Female	68,050
Under 18	25,624
18 & over	105,595
20 - 24	8,287
25 - 34	12,900
35 - 49	25,710
50 - 64	30,253
65 & over	24,386

### Population by Ethnicity

Hispanic or Latino	4,530
Non Hispanic or Latino	126,689

### Population by Race

White	121,384
African American	3,572
Asian	1,611
American Indian and Alaska Native	251
Native Hawaiian and Pacific Islander	30
Other	1,557
Identified by two or more	2,814

## MA - Franklin County

### Population

Total Population	71,372
------------------	--------

### Housing Status

( in housing units unless noted )

Total	33,758
Occupied	30,462
Owner-occupied	20,987
Population in owner-occupied ( number of individuals )	51,023
Renter-occupied	9,475
Population in renter-occupied ( number of individuals )	18,868
Households with individuals under 18	8,031
Vacant	3,296
Vacant: for rent	511
Vacant: for sale	342

### Population by Sex/Age

Male	34,810
Female	36,562
Under 18	14,068
18 & over	57,304
20 - 24	4,262
25 - 34	7,637
35 - 49	14,649
50 - 64	18,255
65 & over	10,878

### Population by Ethnicity

Hispanic or Latino	2,250
Non Hispanic or Latino	69,122

### Population by Race

White	67,239
African American	796
Asian	895
American Indian and Alaska Native	214
Native Hawaiian and Pacific Islander	13
Other	693
Identified by two or more	1,522

## MA - Hampden County

### Population

Total Population	463,490
------------------	---------

### Housing Status

( in housing units unless noted )

Total	192,175
Occupied	179,927
Owner-occupied	111,719
Population in owner-occupied ( number of individuals )	289,392
Renter-occupied	68,208
Population in renter-occupied ( number of individuals )	159,307
Households with individuals under 18	58,736
Vacant	12,248
Vacant: for rent	4,393
Vacant: for sale	1,717

### Population by Sex/Age

Male	222,669
Female	240,821
Under 18	109,885
18 & over	353,605
20 - 24	33,185
25 - 34	54,151
35 - 49	93,177
50 - 64	91,628
65 & over	65,745

### Population by Ethnicity

Hispanic or Latino	96,776
Non Hispanic or Latino	366,714

### Population by Race

White	354,580
African American	41,644
Asian	9,118
American Indian and Alaska Native	1,871
Native Hawaiian and Pacific Islander	233
Other	42,763
Identified by two or more	13,281

## MA - Hampshire County

### Population

Total Population	158,080
------------------	---------

### Housing Status

( in housing units unless noted )

Total	62,603
Occupied	58,702
Owner-occupied	39,001
Population in owner-occupied ( number of individuals )	97,076
Renter-occupied	19,701
Population in renter-occupied ( number of individuals )	40,172
Households with individuals under 18	15,470
Vacant	3,901
Vacant: for rent	955
Vacant: for sale	549

### Population by Sex/Age

Male	73,975
Female	84,105
Under 18	26,766
18 & over	131,314
20 - 24	21,902
25 - 34	16,317
35 - 49	28,733
50 - 64	32,610
65 & over	20,022

### Population by Ethnicity

Hispanic or Latino	7,455
Non Hispanic or Latino	150,625

### Population by Race

White	140,250
African American	3,925
Asian	7,185
American Indian and Alaska Native	328
Native Hawaiian and Pacific Islander	53
Other	2,438
Identified by two or more	3,901