



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

CHICO REDDING :::

BROADCAST TV MARKET AREA

Population

Total Population	498,494
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Housing Status

(in housing units unless noted)

Total	216,105
Occupied	195,595
Owner-occupied	120,517
Population in owner-occupied (number of individuals)	297,820
Renter-occupied	75,078
Population in renter-occupied (number of individuals)	191,563
Households with individuals under 18	58,405
Vacant	20,510
Vacant: for rent	5,353
Vacant: for sale	2,954

Population by Sex/Age

Male	246,740
Female	251,754
Under 18	111,969
18 & over	386,525
20 - 24	39,669
25 - 34	58,140
35 - 49	88,619
50 - 64	103,520
65 & over	79,497

Population by Ethnicity

Hispanic or Latino	71,781
Non Hispanic or Latino	426,713

Population by Race

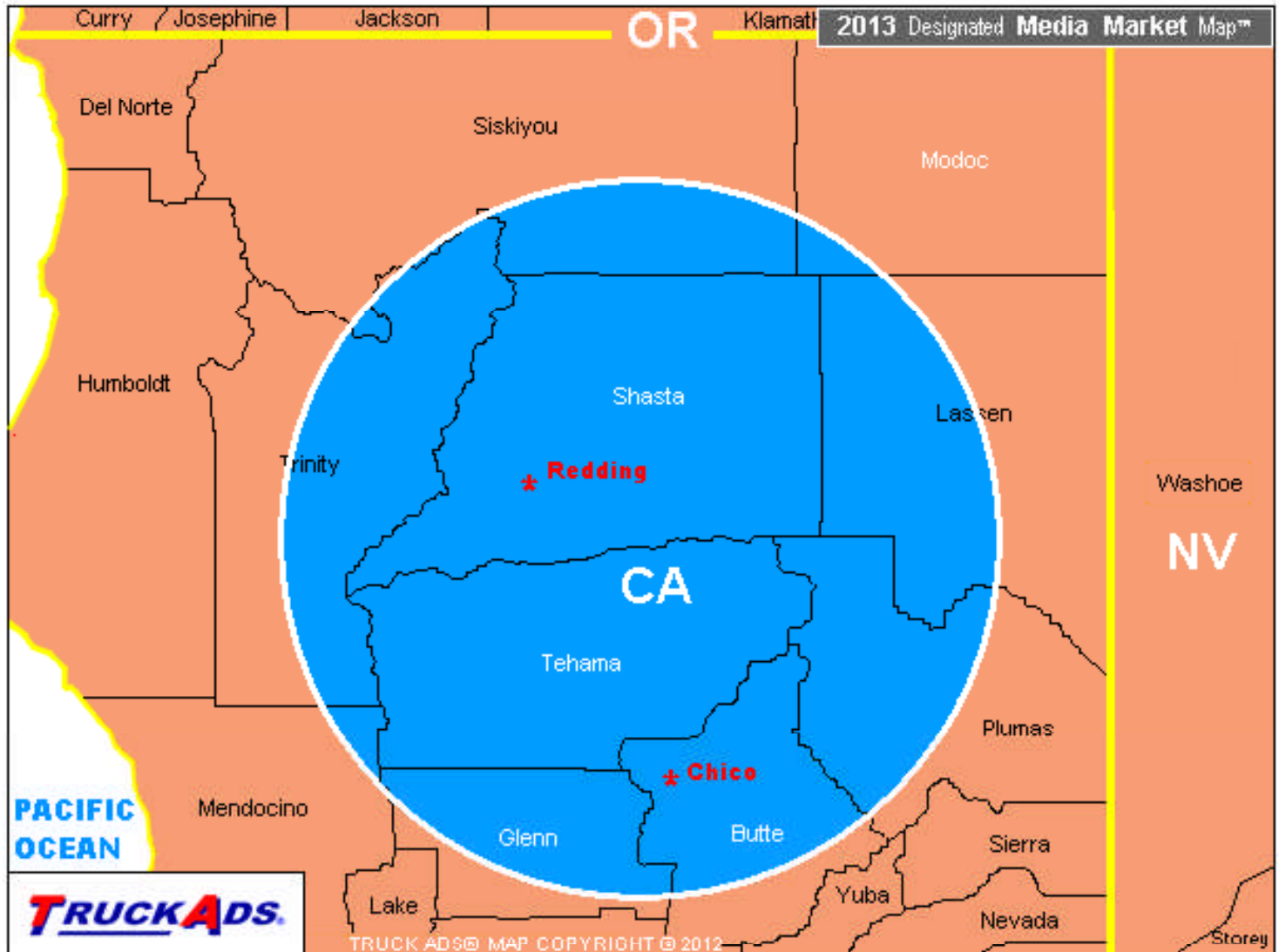
White	413,617
African American	5,682
Asian	14,904
American Indian and Alaska Native	11,978
Native Hawaiian and Pacific Islander	844
Other	29,102
Identified by two or more	22,367

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BROADCAST TV MARKET AREA



5 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Butte, CA ~ Glenn, CA ~ Modoc, CA ~ Shasta, CA ~ Tehama, CA

CA - Butte County

Population

Total Population	220,000
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Housing Status

(in housing units unless noted)

Total	95,835
Occupied	87,618
Owner-occupied	50,991
Population in owner-occupied (number of individuals)	124,050
Renter-occupied	36,627
Population in renter-occupied (number of individuals)	91,008
Households with individuals under 18	24,354
Vacant	8,217
Vacant: for rent	2,498
Vacant: for sale	1,256

Population by Sex/Age

Male	108,931
Female	111,069
Under 18	46,168
18 & over	173,832
20 - 24	22,818
25 - 34	26,681
35 - 49	37,178
50 - 64	43,906
65 & over	33,817

Population by Ethnicity

Hispanic or Latino	31,116
Non Hispanic or Latino	188,884

Population by Race

White	180,096
African American	3,415
Asian	9,057
American Indian and Alaska Native	4,395
Native Hawaiian and Pacific Islander	452
Other	12,141
Identified by two or more	10,444

CA - Glenn County

Population

Total Population	28,122
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Housing Status

(in housing units unless noted)

Total	10,778
Occupied	9,800
Owner-occupied	6,100
Population in owner-occupied (number of individuals)	17,031
Renter-occupied	3,700
Population in renter-occupied (number of individuals)	10,775
Households with individuals under 18	3,793
Vacant	978
Vacant: for rent	256
Vacant: for sale	117

Population by Sex/Age

Male	14,191
Female	13,931
Under 18	7,865
18 & over	20,257
20 - 24	1,770
25 - 34	3,510
35 - 49	5,252
50 - 64	5,177
65 & over	3,737

Population by Ethnicity

Hispanic or Latino	10,539
Non Hispanic or Latino	17,583

Population by Race

White	19,990
African American	231
Asian	722
American Indian and Alaska Native	619
Native Hawaiian and Pacific Islander	24
Other	5,522
Identified by two or more	1,014

CA - Modoc County

Population

Total Population	9,686
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Housing Status

(in housing units unless noted)

Total	5,192
Occupied	4,064
Owner-occupied	2,786
Population in owner-occupied (number of individuals)	6,183
Renter-occupied	1,278
Population in renter-occupied (number of individuals)	3,146
Households with individuals under 18	1,072
Vacant	1,128
Vacant: for rent	113
Vacant: for sale	80

Population by Sex/Age

Male	4,878
Female	4,808
Under 18	2,124
18 & over	7,562
20 - 24	422
25 - 34	904
35 - 49	1,770
50 - 64	2,370
65 & over	1,905

Population by Ethnicity

Hispanic or Latino	1,342
Non Hispanic or Latino	8,344

Population by Race

White	8,084
African American	82
Asian	78
American Indian and Alaska Native	370
Native Hawaiian and Pacific Islander	21
Other	680
Identified by two or more	371

CA - Shasta County

Population

Total Population	177,223
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Housing Status

(in housing units unless noted)

Total	77,313
Occupied	70,346
Owner-occupied	45,277
Population in owner-occupied (number of individuals)	111,331
Renter-occupied	25,069
Population in renter-occupied (number of individuals)	63,238
Households with individuals under 18	21,118
Vacant	6,967
Vacant: for rent	1,799
Vacant: for sale	1,046

Population by Sex/Age

Male	87,130
Female	90,093
Under 18	39,652
18 & over	137,571
20 - 24	11,003
25 - 34	19,957
35 - 49	32,462
50 - 64	39,196
65 & over	29,967

Population by Ethnicity

Hispanic or Latino	14,878
Non Hispanic or Latino	162,345

Population by Race

White	153,726
African American	1,548
Asian	4,391
American Indian and Alaska Native	4,950
Native Hawaiian and Pacific Islander	271
Other	4,501
Identified by two or more	7,836

CA - Tehama County

Population

Total Population	63,463
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Housing Status

(in housing units unless noted)

Total	26,987
Occupied	23,767
Owner-occupied	15,363
Population in owner-occupied (number of individuals)	39,225
Renter-occupied	8,404
Population in renter-occupied (number of individuals)	23,396
Households with individuals under 18	8,068
Vacant	3,220
Vacant: for rent	687
Vacant: for sale	455

Population by Sex/Age

Male	31,610
Female	31,853
Under 18	16,160
18 & over	47,303
20 - 24	3,656
25 - 34	7,088
35 - 49	11,957
50 - 64	12,871
65 & over	10,071

Population by Ethnicity

Hispanic or Latino	13,906
Non Hispanic or Latino	49,557

Population by Race

White	51,721
African American	406
Asian	656
American Indian and Alaska Native	1,644
Native Hawaiian and Pacific Islander	76
Other	6,258
Identified by two or more	2,702