



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

FRESNO VISALIA :::

BROADCAST TV MARKET AREA

Population

Total Population	2,005,789
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Housing Status

(in housing units unless noted)

Total	661,990
Occupied	604,433
Owner-occupied	342,682
Population in owner-occupied (number of individuals)	1,072,505
Renter-occupied	261,751
Population in renter-occupied (number of individuals)	874,875
Households with individuals under 18	278,208
Vacant	57,557
Vacant: for rent	18,829
Vacant: for sale	8,862

Population by Sex/Age

Male	1,010,914
Female	994,875
Under 18	607,034
18 & over	1,398,755
20 - 24	156,466
25 - 34	284,381
35 - 49	380,283
50 - 64	310,230
65 & over	197,633

Population by Ethnicity

Hispanic or Latino	1,068,340
Non Hispanic or Latino	937,449

Population by Race

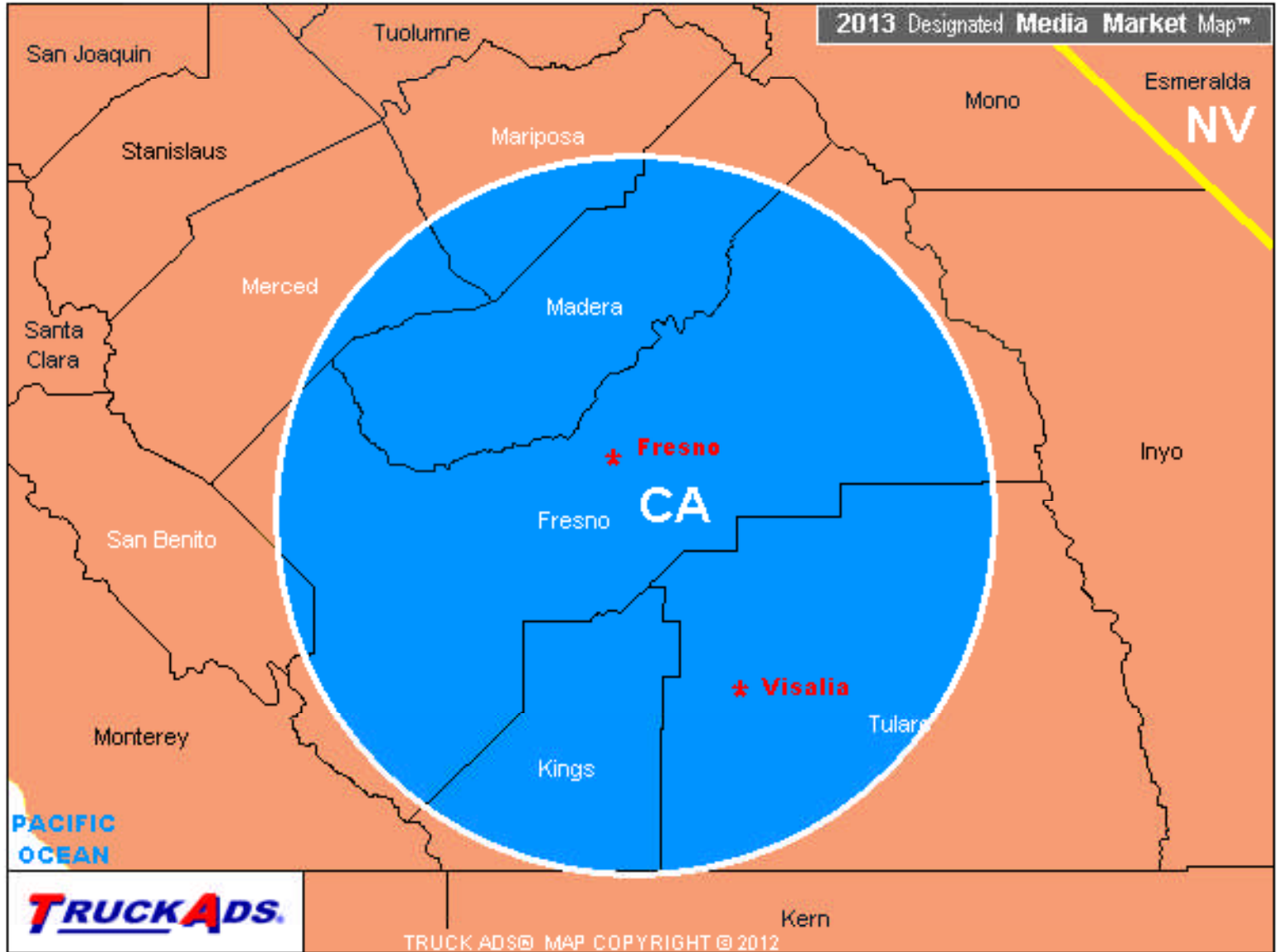
White	1,157,911
African American	83,909
Asian	133,438
American Indian and Alaska Native	34,235
Native Hawaiian and Pacific Islander	3,050
Other	503,368
Identified by two or more	89,878

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FRESNO VISALIA :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Fresno, CA ~ Kings, CA ~ Madera, CA ~ Mariposa, CA ~ Merced, CA ~ San Benito, CA ~ Tulare, CA

CA - Fresno County

Population

Total Population	930,450
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Housing Status

(in housing units unless noted)

Total	315,531
Occupied	289,391
Owner-occupied	158,691
Population in owner-occupied (number of individuals)	491,043
Renter-occupied	130,700
Population in renter-occupied (number of individuals)	421,884
Households with individuals under 18	128,298
Vacant	26,140
Vacant: for rent	9,836
Vacant: for sale	3,884

Population by Sex/Age

Male	464,811
Female	465,639
Under 18	277,507
18 & over	652,943
20 - 24	75,290
25 - 34	132,729
35 - 49	173,415
50 - 64	144,860
65 & over	93,421

Population by Ethnicity

Hispanic or Latino	468,070
Non Hispanic or Latino	462,380

Population by Race

White	515,145
African American	49,523
Asian	89,357
American Indian and Alaska Native	15,649
Native Hawaiian and Pacific Islander	1,405
Other	217,085
Identified by two or more	42,286

CA - Kings County

Population

Total Population	152,982
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Housing Status

(in housing units unless noted)

Total	43,867
Occupied	41,233
Owner-occupied	22,329
Population in owner-occupied (number of individuals)	70,812
Renter-occupied	18,904
Population in renter-occupied (number of individuals)	60,590
Households with individuals under 18	20,184
Vacant	2,634
Vacant: for rent	1,055
Vacant: for sale	469

Population by Sex/Age

Male	86,344
Female	66,638
Under 18	42,548
18 & over	110,434
20 - 24	13,158
25 - 34	25,589
35 - 49	32,787
50 - 64	22,297
65 & over	12,030

Population by Ethnicity

Hispanic or Latino	77,866
Non Hispanic or Latino	75,116

Population by Race

White	83,027
African American	11,014
Asian	5,620
American Indian and Alaska Native	2,562
Native Hawaiian and Pacific Islander	271
Other	42,996
Identified by two or more	7,492

CA - Madera County

Population

Total Population	150,865
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Housing Status

(in housing units unless noted)

Total	49,140
Occupied	43,317
Owner-occupied	27,726
Population in owner-occupied (number of individuals)	84,462
Renter-occupied	15,591
Population in renter-occupied (number of individuals)	57,779
Households with individuals under 18	19,017
Vacant	5,823
Vacant: for rent	1,058
Vacant: for sale	899

Population by Sex/Age

Male	72,682
Female	78,183
Under 18	42,849
18 & over	108,016
20 - 24	11,032
25 - 34	20,562
35 - 49	29,060
50 - 64	25,231
65 & over	17,262

Population by Ethnicity

Hispanic or Latino	80,992
Non Hispanic or Latino	69,873

Population by Race

White	94,456
African American	5,629
Asian	2,802
American Indian and Alaska Native	4,136
Native Hawaiian and Pacific Islander	162
Other	37,380
Identified by two or more	6,300

CA - Mariposa County

Population

Total Population	18,251
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Housing Status

(in housing units unless noted)

Total	10,188
Occupied	7,693
Owner-occupied	5,227
Population in owner-occupied (number of individuals)	11,815
Renter-occupied	2,466
Population in renter-occupied (number of individuals)	5,711
Households with individuals under 18	1,741
Vacant	2,495
Vacant: for rent	198
Vacant: for sale	147

Population by Sex/Age

Male	9,269
Female	8,982
Under 18	3,242
18 & over	15,009
20 - 24	827
25 - 34	1,651
35 - 49	3,284
50 - 64	5,059
65 & over	3,821

Population by Ethnicity

Hispanic or Latino	1,676
Non Hispanic or Latino	16,575

Population by Race

White	16,103
African American	138
Asian	204
American Indian and Alaska Native	527
Native Hawaiian and Pacific Islander	26
Other	508
Identified by two or more	745

CA - Merced County

Population

Total Population	255,793
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Housing Status

(in housing units unless noted)

Total	83,698
Occupied	75,642
Owner-occupied	41,196
Population in owner-occupied (number of individuals)	131,500
Renter-occupied	34,446
Population in renter-occupied (number of individuals)	119,397
Households with individuals under 18	36,580
Vacant	8,056
Vacant: for rent	3,065
Vacant: for sale	1,368

Population by Sex/Age

Male	128,737
Female	127,056
Under 18	80,698
18 & over	175,095
20 - 24	20,195
25 - 34	35,060
35 - 49	48,113
50 - 64	37,506
65 & over	23,960

Population by Ethnicity

Hispanic or Latino	140,485
Non Hispanic or Latino	115,308

Population by Race

White	148,381
African American	9,926
Asian	18,836
American Indian and Alaska Native	3,473
Native Hawaiian and Pacific Islander	583
Other	62,665
Identified by two or more	11,929

CA - San Benito County

Population

Total Population	55,269
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Housing Status

(in housing units unless noted)

Total	17,870
Occupied	16,805
Owner-occupied	10,927
Population in owner-occupied (number of individuals)	34,583
Renter-occupied	5,878
Population in renter-occupied (number of individuals)	20,397
Households with individuals under 18	7,797
Vacant	1,065
Vacant: for rent	315
Vacant: for sale	222

Population by Sex/Age

Male	27,629
Female	27,640
Under 18	16,066
18 & over	39,203
20 - 24	3,507
25 - 34	6,931
35 - 49	11,900
50 - 64	9,910
65 & over	5,360

Population by Ethnicity

Hispanic or Latino	31,186
Non Hispanic or Latino	24,083

Population by Race

White	35,181
African American	483
Asian	1,443
American Indian and Alaska Native	895
Native Hawaiian and Pacific Islander	94
Other	14,471
Identified by two or more	2,702

CA - Tulare County

Population

Total Population	442,179
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Housing Status

(in housing units unless noted)

Total	141,696
Occupied	130,352
Owner-occupied	76,586
Population in owner-occupied (number of individuals)	248,290
Renter-occupied	53,766
Population in renter-occupied (number of individuals)	189,117
Households with individuals under 18	64,591
Vacant	11,344
Vacant: for rent	3,302
Vacant: for sale	1,873

Population by Sex/Age

Male	221,442
Female	220,737
Under 18	144,124
18 & over	298,055
20 - 24	32,457
25 - 34	61,859
35 - 49	81,724
50 - 64	65,367
65 & over	41,779

Population by Ethnicity

Hispanic or Latino	268,065
Non Hispanic or Latino	174,114

Population by Race

White	265,618
African American	7,196
Asian	15,176
American Indian and Alaska Native	6,993
Native Hawaiian and Pacific Islander	509
Other	128,263
Identified by two or more	18,424