



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

GRAND JUNCTION MONTROSE :::

BROADCAST TV MARKET AREA

Population

Total Population	232,810
------------------	---------

Housing Status

(in housing units unless noted)

Total	106,655
Occupied	93,657
Owner-occupied	67,186
Population in owner-occupied (number of individuals)	164,796
Renter-occupied	26,471
Population in renter-occupied (number of individuals)	63,119
Households with individuals under 18	28,328
Vacant	12,998
Vacant: for rent	2,661
Vacant: for sale	1,832

Population by Sex/Age

Male	116,049
Female	116,761
Under 18	54,253
18 & over	178,557
20 - 24	13,834
25 - 34	28,556
35 - 49	43,025
50 - 64	49,881
65 & over	37,142

Population by Ethnicity

Hispanic or Latino	32,932
Non Hispanic or Latino	199,878

Population by Race

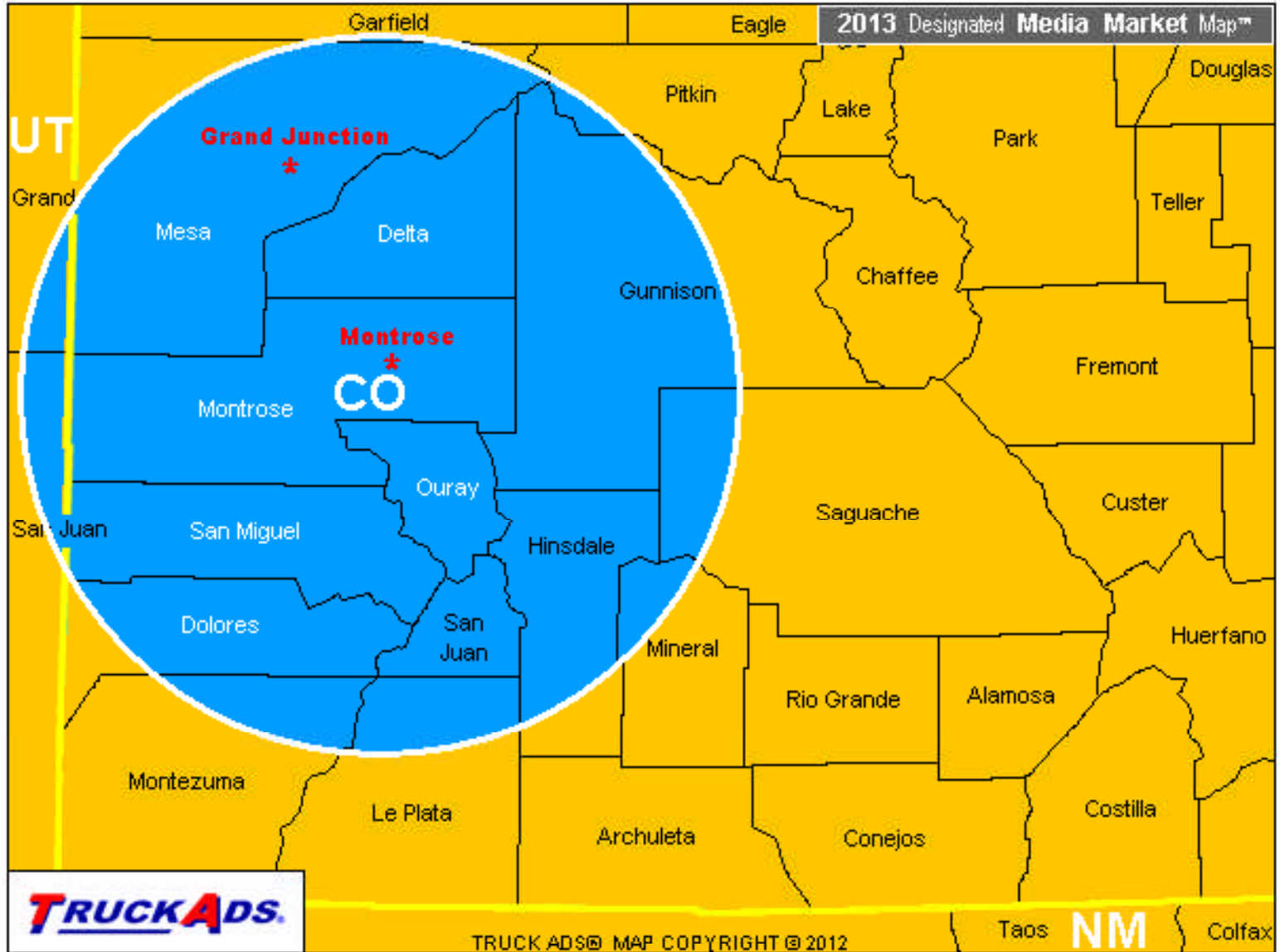
White	207,780
African American	1,297
Asian	1,616
American Indian and Alaska Native	2,429
Native Hawaiian and Pacific Islander	212
Other	13,644
Identified by two or more	5,832

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



GRAND JUNCTION MONTROSE :::

BROADCAST TV MARKET AREA



6 COUNTIES IN THIS DESIGNATED MARKET

COLORADO: Delta, CO ~ Dolores, CO ~ Mesa, CO ~ Montrose, CO ~ Ouray, CO ~ San Miguel, CO

CO - Delta County

Population

Total Population	30,952
------------------	--------

Housing Status

(in housing units unless noted)

Total	14,572
Occupied	12,703
Owner-occupied	9,569
Population in owner-occupied (number of individuals)	22,671
Renter-occupied	3,134
Population in renter-occupied (number of individuals)	7,568
Households with individuals under 18	3,492
Vacant	1,869
Vacant: for rent	255
Vacant: for sale	234

Population by Sex/Age

Male	15,590
Female	15,362
Under 18	6,851
18 & over	24,101
20 - 24	1,395
25 - 34	3,090
35 - 49	5,434
50 - 64	7,310
65 & over	6,239

Population by Ethnicity

Hispanic or Latino	4,345
Non Hispanic or Latino	26,607

Population by Race

White	27,761
African American	160
Asian	160
American Indian and Alaska Native	295
Native Hawaiian and Pacific Islander	15
Other	1,862
Identified by two or more	699

CO - Dolores County

Population

Total Population	2,064
------------------	-------

Housing Status

(in housing units unless noted)

Total	1,468
Occupied	899
Owner-occupied	727
Population in owner-occupied (number of individuals)	1,646
Renter-occupied	172
Population in renter-occupied (number of individuals)	418
Households with individuals under 18	247
Vacant	569
Vacant: for rent	21
Vacant: for sale	19

Population by Sex/Age

Male	1,063
Female	1,001
Under 18	462
18 & over	1,602
20 - 24	77
25 - 34	214
35 - 49	397
50 - 64	500
65 & over	388

Population by Ethnicity

Hispanic or Latino	82
Non Hispanic or Latino	1,982

Population by Race

White	1,920
African American	4
Asian	2
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	2
Other	26
Identified by two or more	50

CO - Mesa County

Population

Total Population	146,723
------------------	---------

Housing Status

(in housing units unless noted)

Total	62,644
Occupied	58,095
Owner-occupied	41,506
Population in owner-occupied (number of individuals)	103,375
Renter-occupied	16,589
Population in renter-occupied (number of individuals)	39,717
Households with individuals under 18	18,113
Vacant	4,549
Vacant: for rent	1,330
Vacant: for sale	949

Population by Sex/Age

Male	72,866
Female	73,857
Under 18	34,517
18 & over	112,206
20 - 24	10,088
25 - 34	19,176
35 - 49	26,661
50 - 64	29,933
65 & over	21,872

Population by Ethnicity

Hispanic or Latino	19,552
Non Hispanic or Latino	127,171

Population by Race

White	131,181
African American	935
Asian	1,121
American Indian and Alaska Native	1,554
Native Hawaiian and Pacific Islander	161
Other	7,878
Identified by two or more	3,893

CO - Montrose County

Population

Total Population	41,276
------------------	--------

Housing Status

(in housing units unless noted)

Total	18,250
Occupied	16,484
Owner-occupied	11,925
Population in owner-occupied (number of individuals)	29,336
Renter-occupied	4,559
Population in renter-occupied (number of individuals)	11,398
Households with individuals under 18	5,149
Vacant	1,766
Vacant: for rent	399
Vacant: for sale	335

Population by Sex/Age

Male	20,310
Female	20,966
Under 18	10,179
18 & over	31,097
20 - 24	1,831
25 - 34	4,477
35 - 49	7,670
50 - 64	8,938
65 & over	7,349

Population by Ethnicity

Hispanic or Latino	8,127
Non Hispanic or Latino	33,149

Population by Race

White	35,804
African American	162
Asian	255
American Indian and Alaska Native	446
Native Hawaiian and Pacific Islander	25
Other	3,584
Identified by two or more	1,000

CO - Ouray County

Population

Total Population	4,436
------------------	-------

Housing Status

(in housing units unless noted)

Total	3,083
Occupied	2,022
Owner-occupied	1,498
Population in owner-occupied (number of individuals)	3,276
Renter-occupied	524
Population in renter-occupied (number of individuals)	1,160
Households with individuals under 18	463
Vacant	1,061
Vacant: for rent	142
Vacant: for sale	74

Population by Sex/Age

Male	2,224
Female	2,212
Under 18	797
18 & over	3,639
20 - 24	80
25 - 34	336
35 - 49	931
50 - 64	1,440
65 & over	777

Population by Ethnicity

Hispanic or Latino	196
Non Hispanic or Latino	4,240

Population by Race

White	4,277
African American	7
Asian	25
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	5
Other	45
Identified by two or more	60

CO - San Miguel County

Population

Total Population	7,359
------------------	-------

Housing Status

(in housing units unless noted)

Total	6,638
Occupied	3,454
Owner-occupied	1,961
Population in owner-occupied (number of individuals)	4,492
Renter-occupied	1,493
Population in renter-occupied (number of individuals)	2,858
Households with individuals under 18	864
Vacant	3,184
Vacant: for rent	514
Vacant: for sale	221

Population by Sex/Age

Male	3,996
Female	3,363
Under 18	1,447
18 & over	5,912
20 - 24	363
25 - 34	1,263
35 - 49	1,932
50 - 64	1,760
65 & over	517

Population by Ethnicity

Hispanic or Latino	630
Non Hispanic or Latino	6,729

Population by Race

White	6,837
African American	29
Asian	53
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	4
Other	249
Identified by two or more	130