



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

**HARRISONBURG :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	160,080
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**Housing Status**

( in housing units unless noted )

Total	71,823
Occupied	62,059
Owner-occupied	48,469
Population in owner-occupied ( number of individuals )	123,053
Renter-occupied	13,590
Population in renter-occupied ( number of individuals )	32,652
Households with individuals under 18	19,518
Vacant	9,764
Vacant: for rent	1,198
Vacant: for sale	905

**Population by Sex/Age**

Male	79,945
Female	80,135
Under 18	35,636
18 & over	124,444
20 - 24	8,538
25 - 34	17,062
35 - 49	33,718
50 - 64	34,763
65 & over	26,063

**Population by Ethnicity**

Hispanic or Latino	5,690
Non Hispanic or Latino	154,390

**Population by Race**

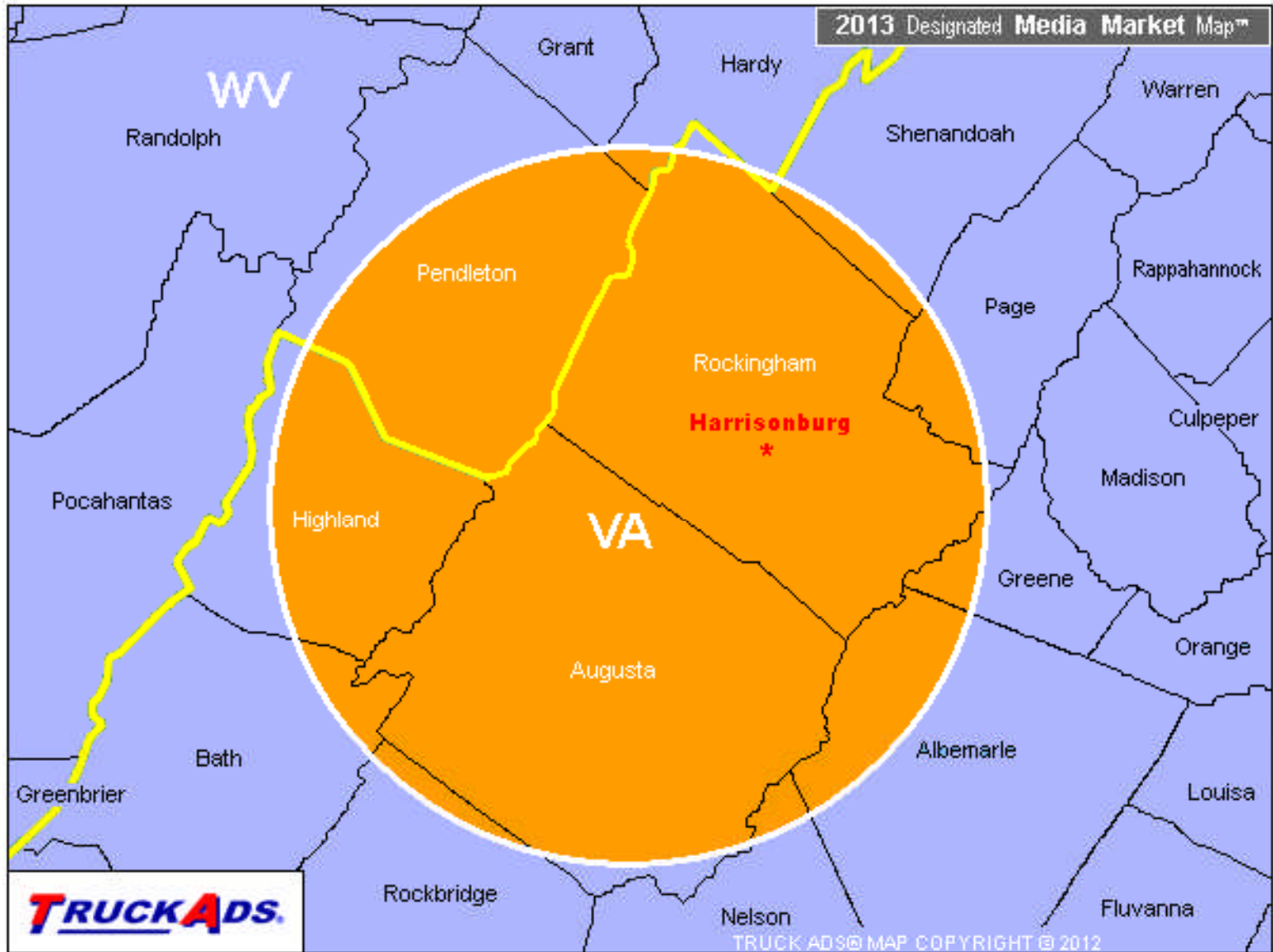
White	149,721
African American	4,359
Asian	852
American Indian and Alaska Native	392
Native Hawaiian and Pacific Islander	26
Other	2,642
Identified by two or more	2,088

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# HARRISONBURG :::

## BROADCAST TV MARKET AREA



### 4 COUNTIES IN THIS DESIGNATED MARKET

**VIRGINIA:** Augusta, VA ~ Highland, VA ~ Rockingham, VA ~ **WEST VIRGINIA:** Pendleton, WV

## VA - Augusta County

### Population

Total Population	73,750
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### Housing Status

( in housing units unless noted )

Total	31,194
Occupied	28,516
Owner-occupied	23,027
Population in owner-occupied ( number of individuals )	58,002
Renter-occupied	5,489
Population in renter-occupied ( number of individuals )	13,040
Households with individuals under 18	8,884
Vacant	2,678
Vacant: for rent	515
Vacant: for sale	434

### Population by Sex/Age

Male	37,412
Female	36,338
Under 18	15,755
18 & over	57,995
20 - 24	3,654
25 - 34	7,900
35 - 49	16,119
50 - 64	16,652
65 & over	11,839

### Population by Ethnicity

Hispanic or Latino	1,525
Non Hispanic or Latino	72,225

### Population by Race

White	68,848
African American	2,930
Asian	368
American Indian and Alaska Native	160
Native Hawaiian and Pacific Islander	15
Other	518
Identified by two or more	911

## VA - Highland County

### Population

Total Population	2,321
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### Housing Status

( in housing units unless noted )

Total	1,837
Occupied	1,081
Owner-occupied	906
Population in owner-occupied ( number of individuals )	1,950
Renter-occupied	175
Population in renter-occupied ( number of individuals )	371
Households with individuals under 18	211
Vacant	756
Vacant: for rent	29
Vacant: for sale	22

### Population by Sex/Age

Male	1,159
Female	1,162
Under 18	346
18 & over	1,975
20 - 24	88
25 - 34	162
35 - 49	404
50 - 64	704
65 & over	579

### Population by Ethnicity

Hispanic or Latino	18
Non Hispanic or Latino	2,303

### Population by Race

White	2,289
African American	6
Asian	4
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	0
Other	12
Identified by two or more	5

## VA - Rockingham County

### Population

Total Population	76,314
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### Housing Status

( in housing units unless noted )

Total	33,660
Occupied	29,177
Owner-occupied	21,907
Population in owner-occupied ( number of individuals )	57,055
Renter-occupied	7,270
Population in renter-occupied ( number of individuals )	17,788
Households with individuals under 18	9,609
Vacant	4,483
Vacant: for rent	533
Vacant: for sale	409

### Population by Sex/Age

Male	37,477
Female	38,837
Under 18	18,072
18 & over	58,242
20 - 24	4,410
25 - 34	8,275
35 - 49	15,764
50 - 64	15,563
65 & over	11,964

### Population by Ethnicity

Hispanic or Latino	4,076
Non Hispanic or Latino	72,238

### Population by Race

White	71,182
African American	1,273
Asian	460
American Indian and Alaska Native	209
Native Hawaiian and Pacific Islander	10
Other	2,099
Identified by two or more	1,081

## WV - Pendleton County

### Population

Total Population	7,695
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### Housing Status

( in housing units unless noted )

Total	5,132
Occupied	3,285
Owner-occupied	2,629
Population in owner-occupied ( number of individuals )	6,046
Renter-occupied	656
Population in renter-occupied ( number of individuals )	1,453
Households with individuals under 18	814
Vacant	1,847
Vacant: for rent	121
Vacant: for sale	40

### Population by Sex/Age

Male	3,897
Female	3,798
Under 18	1,463
18 & over	6,232
20 - 24	386
25 - 34	725
35 - 49	1,431
50 - 64	1,844
65 & over	1,681

### Population by Ethnicity

Hispanic or Latino	71
Non Hispanic or Latino	7,624

### Population by Race

White	7,402
African American	150
Asian	20
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	1
Other	13
Identified by two or more	91