



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

HONOLULU :::

BROADCAST TV MARKET AREA

Population

Total Population	1,360,301
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Housing Status

(in housing units unless noted)

Total	519,508
Occupied	455,338
Owner-occupied	262,682
Population in owner-occupied (number of individuals)	793,160
Renter-occupied	192,656
Population in renter-occupied (number of individuals)	524,261
Households with individuals under 18	156,045
Vacant	64,170
Vacant: for rent	16,441
Vacant: for sale	4,277

Population by Sex/Age

Male	681,243
Female	679,058
Under 18	303,818
18 & over	1,056,483
20 - 24	95,829
25 - 34	185,333
35 - 49	272,160
50 - 64	273,540
65 & over	195,138

Population by Ethnicity

Hispanic or Latino	120,842
Non Hispanic or Latino	1,239,459

Population by Race

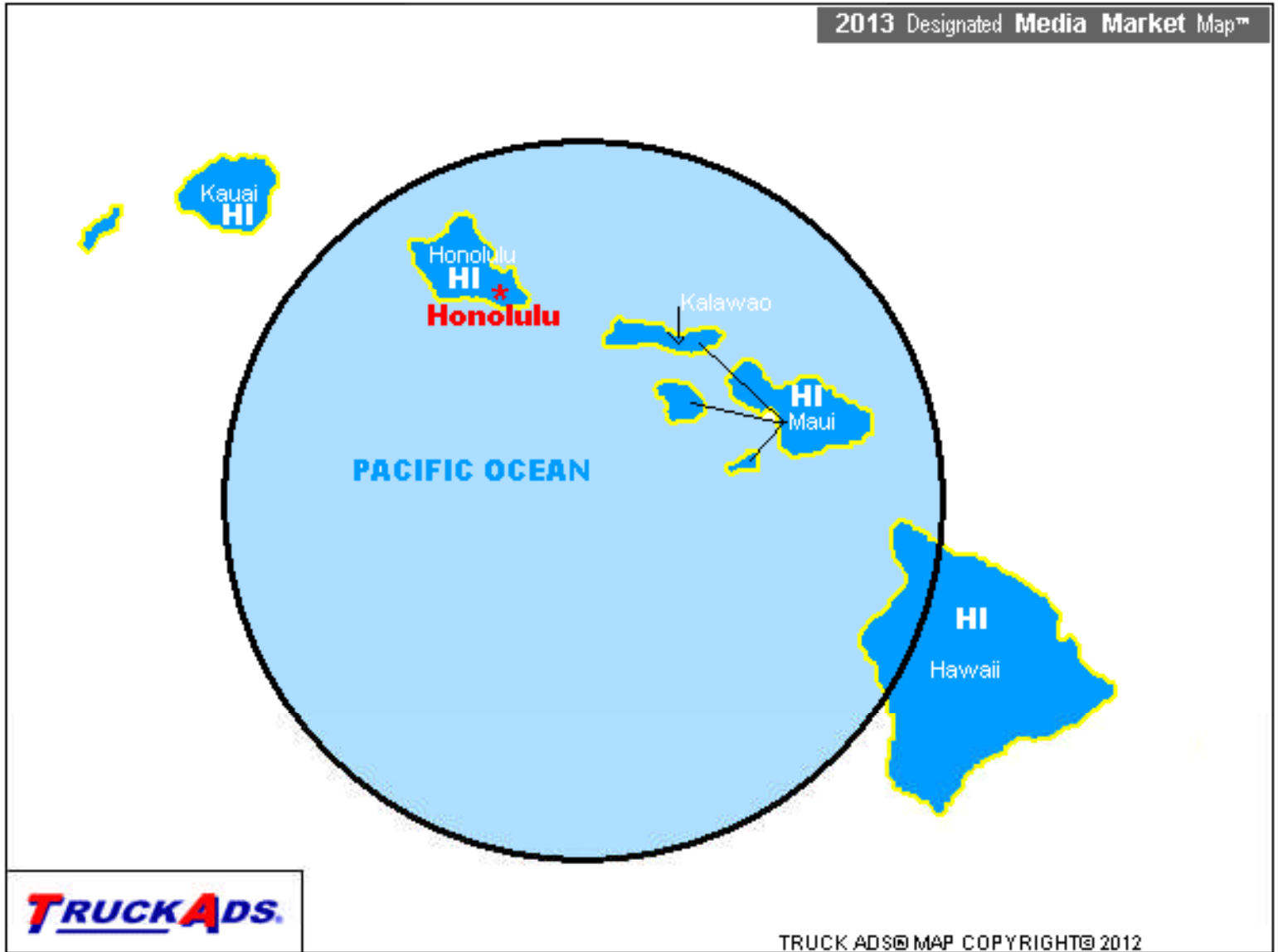
White	336,599
African American	21,424
Asian	525,078
American Indian and Alaska Native	4,164
Native Hawaiian and Pacific Islander	135,422
Other	16,985
Identified by two or more	320,629

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HONOLULU :::

BROADCAST TV MARKET AREA



5 COUNTIES IN THIS DESIGNATED MARKET

HAWAII: Hawaii, HI ~ Honolulu, HI ~ Kalawao, HI ~ Kauai, HI ~ Maui, HI

HI - Hawaii County

Population

Total Population	185,079
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Housing Status

(in housing units unless noted)

Total	82,324
Occupied	67,096
Owner-occupied	44,271
Population in owner-occupied (number of individuals)	119,236
Renter-occupied	22,825
Population in renter-occupied (number of individuals)	62,199
Households with individuals under 18	21,340
Vacant	15,228
Vacant: for rent	2,995
Vacant: for sale	1,338

Population by Sex/Age

Male	92,821
Female	92,258
Under 18	42,280
18 & over	142,799
20 - 24	10,833
25 - 34	22,225
35 - 49	34,039
50 - 64	44,215
65 & over	26,834

Population by Ethnicity

Hispanic or Latino	21,383
Non Hispanic or Latino	163,696

Population by Race

White	62,348
African American	1,020
Asian	41,050
American Indian and Alaska Native	869
Native Hawaiian and Pacific Islander	22,389
Other	2,868
Identified by two or more	54,535

HI - Honolulu County

Population

Total Population	953,207
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Housing Status

(in housing units unless noted)

Total	336,899
Occupied	311,047
Owner-occupied	174,387
Population in owner-occupied (number of individuals)	541,892
Renter-occupied	136,660
Population in renter-occupied (number of individuals)	376,015
Households with individuals under 18	108,131
Vacant	25,852
Vacant: for rent	8,633
Vacant: for sale	1,941

Population by Sex/Age

Male	477,092
Female	476,115
Under 18	210,500
18 & over	742,707
20 - 24	73,203
25 - 34	134,446
35 - 49	191,672
50 - 64	179,826
65 & over	138,490

Population by Ethnicity

Hispanic or Latino	77,433
Non Hispanic or Latino	875,774

Population by Race

White	198,732
African American	19,256
Asian	418,410
American Indian and Alaska Native	2,438
Native Hawaiian and Pacific Islander	90,878
Other	10,457
Identified by two or more	213,036

HI - Kalawao County

Population

Total Population	90
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Housing Status

(in housing units unless noted)

Total	113
Occupied	69
Owner-occupied	1
Population in owner-occupied (number of individuals)	1
Renter-occupied	68
Population in renter-occupied (number of individuals)	86
Households with individuals under 18	0
Vacant	44
Vacant: for rent	2
Vacant: for sale	0

Population by Sex/Age

Male	42
Female	48
Under 18	0
18 & over	90
20 - 24	3
25 - 34	10
35 - 49	22
50 - 64	29
65 & over	26

Population by Ethnicity

Hispanic or Latino	1
Non Hispanic or Latino	89

Population by Race

White	24
African American	0
Asian	7
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	44
Other	1
Identified by two or more	14

HI - Kauai County

Population

Total Population	67,091
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Housing Status

(in housing units unless noted)

Total	29,793
Occupied	23,240
Owner-occupied	13,968
Population in owner-occupied (number of individuals)	41,412
Renter-occupied	9,272
Population in renter-occupied (number of individuals)	24,518
Households with individuals under 18	7,989
Vacant	6,553
Vacant: for rent	1,312
Vacant: for sale	251

Population by Sex/Age

Male	33,701
Female	33,390
Under 18	15,223
18 & over	51,868
20 - 24	3,472
25 - 34	8,141
35 - 49	13,221
50 - 64	15,611
65 & over	9,985

Population by Ethnicity

Hispanic or Latino	6,315
Non Hispanic or Latino	60,776

Population by Race

White	22,159
African American	278
Asian	21,016
American Indian and Alaska Native	254
Native Hawaiian and Pacific Islander	6,060
Other	608
Identified by two or more	16,716

HI - Maui County

Population

Total Population	154,834
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Housing Status

(in housing units unless noted)

Total	70,379
Occupied	53,886
Owner-occupied	30,055
Population in owner-occupied (number of individuals)	90,619
Renter-occupied	23,831
Population in renter-occupied (number of individuals)	61,443
Households with individuals under 18	18,585
Vacant	16,493
Vacant: for rent	3,499
Vacant: for sale	747

Population by Sex/Age

Male	77,587
Female	77,247
Under 18	35,815
18 & over	119,019
20 - 24	8,318
25 - 34	20,511
35 - 49	33,206
50 - 64	33,859
65 & over	19,803

Population by Ethnicity

Hispanic or Latino	15,710
Non Hispanic or Latino	139,124

Population by Race

White	53,336
African American	870
Asian	44,595
American Indian and Alaska Native	603
Native Hawaiian and Pacific Islander	16,051
Other	3,051
Identified by two or more	36,328