



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

MEDFORD KLAMATH FALLS :::

BROADCAST TV MARKET AREA

Population

Total Population	456,068
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Housing Status

(in housing units unless noted)

Total	213,860
Occupied	188,209
Owner-occupied	121,456
Population in owner-occupied (number of individuals)	284,713
Renter-occupied	66,753
Population in renter-occupied (number of individuals)	160,248
Households with individuals under 18	51,307
Vacant	25,651
Vacant: for rent	5,357
Vacant: for sale	3,608

Population by Sex/Age

Male	225,799
Female	230,269
Under 18	96,497
18 & over	359,571
20 - 24	25,466
25 - 34	49,201
35 - 49	81,584
50 - 64	105,813
65 & over	

Population by Ethnicity

Hispanic or Latino	45,365
Non Hispanic or Latino	410,703

Population by Race

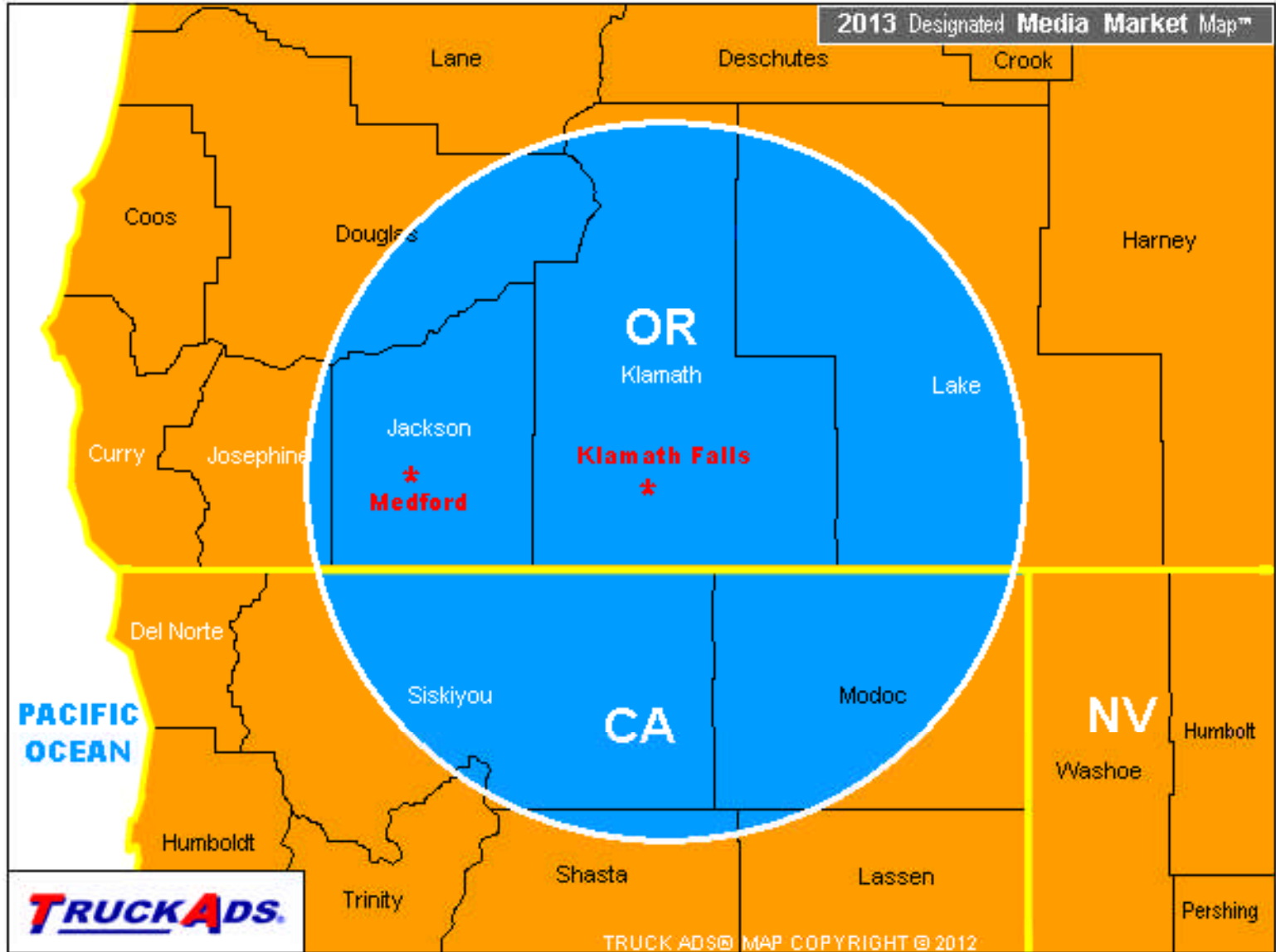
White	400,472
African American	3,821
Asian	5,384
American Indian and Alaska Native	10,902
Native Hawaiian and Pacific Islander	953
Other	17,239
Identified by two or more	17,297

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MEDFORD KLAMATH FALLS :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

OREGON: Curry, OR ~ Jackson, OR ~ Josephine, OR ~ Klamath, OR ~ Lake, OR ~ **CALIFORNIA:** Del Norte, CA ~ Siskiyou, CA

OR - Curry County

Population

Total Population	22,364
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Housing Status

(in housing units unless noted)

Total	12,613
Occupied	10,417
Owner-occupied	7,217
Population in owner-occupied (number of individuals)	14,892
Renter-occupied	3,200
Population in renter-occupied (number of individuals)	7,154
Households with individuals under 18	1,966
Vacant	2,196
Vacant: for rent	335
Vacant: for sale	306

Population by Sex/Age

Male	11,041
Female	11,323
Under 18	3,511
18 & over	18,853
20 - 24	820
25 - 34	1,692
35 - 49	3,487
50 - 64	6,204
65 & over	6,261

Population by Ethnicity

Hispanic or Latino	1,201
Non Hispanic or Latino	21,163

Population by Race

White	20,574
African American	67
Asian	160
American Indian and Alaska Native	426
Native Hawaiian and Pacific Islander	21
Other	294
Identified by two or more	822

OR - Jackson County

Population

Total Population	203,206
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Housing Status

(in housing units unless noted)

Total	90,937
Occupied	83,076
Owner-occupied	52,045
Population in owner-occupied (number of individuals)	125,100
Renter-occupied	31,031
Population in renter-occupied (number of individuals)	74,614
Households with individuals under 18	23,853
Vacant	7,861
Vacant: for rent	2,237
Vacant: for sale	1,467

Population by Sex/Age

Male	99,002
Female	104,204
Under 18	44,312
18 & over	158,894
20 - 24	12,176
25 - 34	23,470
35 - 49	36,778
50 - 64	45,370
65 & over	35,834

Population by Ethnicity

Hispanic or Latino	21,745
Non Hispanic or Latino	181,461

Population by Race

White	180,172
African American	1,372
Asian	2,364
American Indian and Alaska Native	2,386
Native Hawaiian and Pacific Islander	595
Other	9,200
Identified by two or more	7,117

OR - Josephine County

Population

Total Population	82,713
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Housing Status

(in housing units unless noted)

Total	38,001
Occupied	34,646
Owner-occupied	23,112
Population in owner-occupied (number of individuals)	53,808
Renter-occupied	11,534
Population in renter-occupied (number of individuals)	27,304
Households with individuals under 18	8,822
Vacant	3,355
Vacant: for rent	846
Vacant: for sale	579

Population by Sex/Age

Male	40,240
Female	42,473
Under 18	16,883
18 & over	65,830
20 - 24	3,893
25 - 34	7,852
35 - 49	13,999
50 - 64	19,780
65 & over	18,438

Population by Ethnicity

Hispanic or Latino	5,251
Non Hispanic or Latino	77,462

Population by Race

White	76,449
African American	347
Asian	681
American Indian and Alaska Native	1,133
Native Hawaiian and Pacific Islander	145
Other	1,282
Identified by two or more	2,676

OR - Klamath County

Population

Total Population	66,380
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Housing Status

(in housing units unless noted)

Total	32,774
Occupied	27,280
Owner-occupied	18,037
Population in owner-occupied (number of individuals)	42,828
Renter-occupied	9,243
Population in renter-occupied (number of individuals)	22,602
Households with individuals under 18	7,754
Vacant	5,494
Vacant: for rent	888
Vacant: for sale	635

Population by Sex/Age

Male	33,051
Female	33,329
Under 18	14,803
18 & over	51,577
20 - 24	4,271
25 - 34	7,074
35 - 49	12,128
50 - 64	14,808
65 & over	11,351

Population by Ethnicity

Hispanic or Latino	6,915
Non Hispanic or Latino	59,465

Population by Race

White	57,019
African American	432
Asian	621
American Indian and Alaska Native	2,734
Native Hawaiian and Pacific Islander	75
Other	2,751
Identified by two or more	2,748

OR - Lake County

Population

Total Population	7,895
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Housing Status

(in housing units unless noted)

Total	4,439
Occupied	3,378
Owner-occupied	2,302
Population in owner-occupied (number of individuals)	5,083
Renter-occupied	1,076
Population in renter-occupied (number of individuals)	2,358
Households with individuals under 18	826
Vacant	1,061
Vacant: for rent	138
Vacant: for sale	67

Population by Sex/Age

Male	4,163
Female	3,732
Under 18	1,525
18 & over	6,370
20 - 24	329
25 - 34	755
35 - 49	1,532
50 - 64	2,015
65 & over	1,612

Population by Ethnicity

Hispanic or Latino	545
Non Hispanic or Latino	7,350

Population by Race

White	7,130
African American	39
Asian	53
American Indian and Alaska Native	165
Native Hawaiian and Pacific Islander	5
Other	241
Identified by two or more	262

CA - Del Norte County

Population

Total Population	28,610
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Housing Status

(in housing units unless noted)

Total	11,186
Occupied	9,907
Owner-occupied	6,114
Population in owner-occupied (number of individuals)	14,824
Renter-occupied	3,793
Population in renter-occupied (number of individuals)	9,968
Households with individuals under 18	3,110
Vacant	1,279
Vacant: for rent	278
Vacant: for sale	193

Population by Sex/Age

Male	15,907
Female	12,703
Under 18	6,138
18 & over	22,472
20 - 24	1,799
25 - 34	4,081
35 - 49	6,036
50 - 64	5,963
65 & over	3,873

Population by Ethnicity

Hispanic or Latino	5,093
Non Hispanic or Latino	23,517

Population by Race

White	21,098
African American	993
Asian	965
American Indian and Alaska Native	2,244
Native Hawaiian and Pacific Islander	32
Other	1,980
Identified by two or more	1,298

CA - Siskiyou County

Population

Total Population	44,900
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Housing Status

(in housing units unless noted)

Total	23,910
Occupied	19,505
Owner-occupied	12,629
Population in owner-occupied (number of individuals)	28,178
Renter-occupied	6,876
Population in renter-occupied (number of individuals)	16,248
Households with individuals under 18	4,976
Vacant	4,405
Vacant: for rent	635
Vacant: for sale	361

Population by Sex/Age

Male	22,395
Female	22,505
Under 18	9,325
18 & over	35,575
20 - 24	2,178
25 - 34	4,277
35 - 49	7,624
50 - 64	11,673
65 & over	8,782

Population by Ethnicity

Hispanic or Latino	4,615
Non Hispanic or Latino	40,285

Population by Race

White	38,030
African American	571
Asian	540
American Indian and Alaska Native	1,814
Native Hawaiian and Pacific Islander	80
Other	1,491
Identified by two or more	2,374