



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

**MONTEREY SALINAS :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	677,439
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**Housing Status**

( in housing units unless noted )

Total	243,524
Occupied	220,301
Owner-occupied	118,306
Population in owner-occupied ( number of individuals )	338,303
Renter-occupied	101,995
Population in renter-occupied ( number of individuals )	309,465
Households with individuals under 18	81,620
Vacant	23,223
Vacant: for rent	4,628
Vacant: for sale	2,540

**Population by Sex/Age**

Male	344,344
Female	333,095
Under 18	166,431
18 & over	511,008
20 - 24	56,872
25 - 34	95,826
35 - 49	133,285
50 - 64	125,794
65 & over	73,580

**Population by Ethnicity**

Hispanic or Latino	314,095
Non Hispanic or Latino	363,344

**Population by Race**

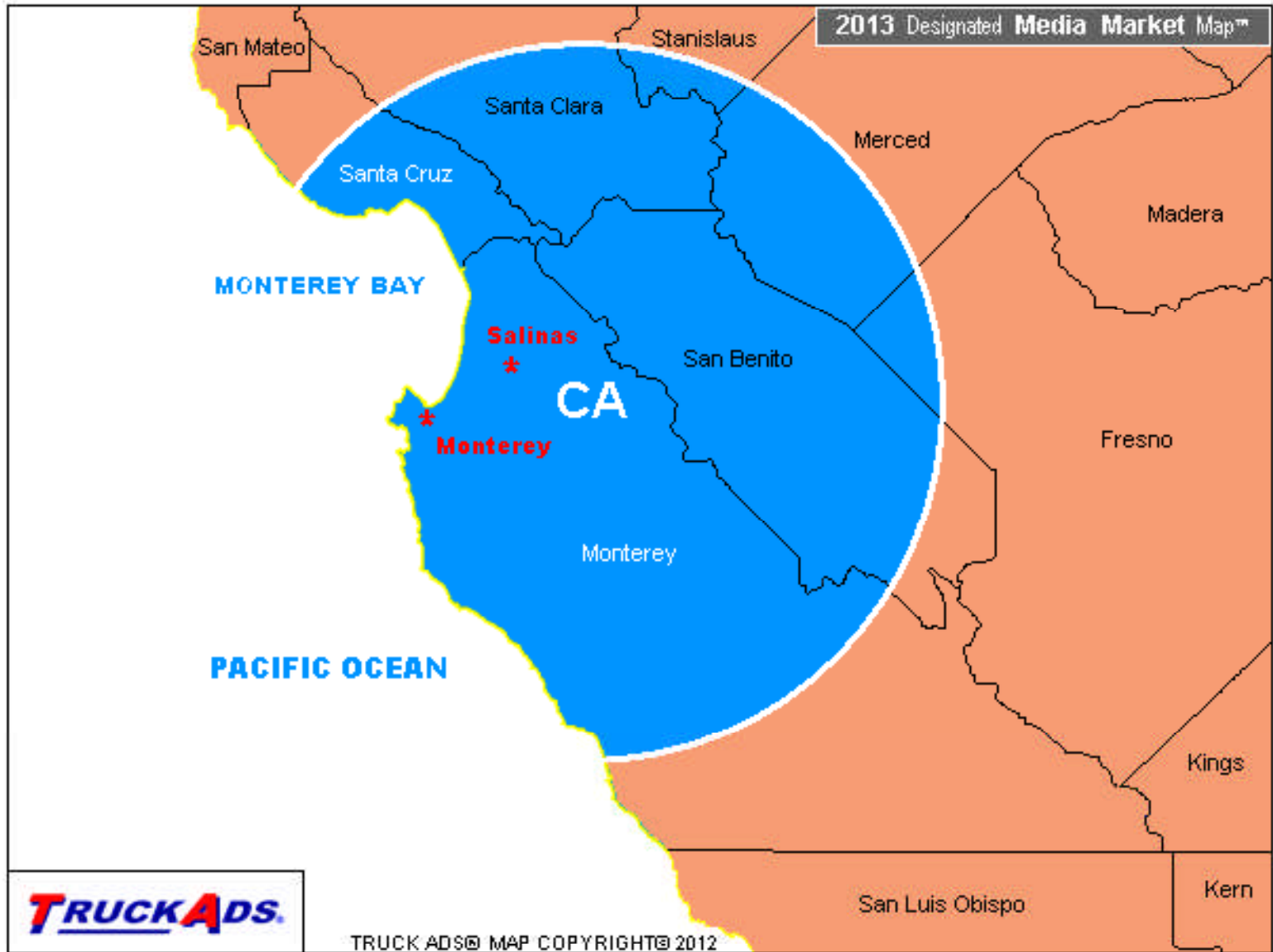
White	420,925
African American	15,551
Asian	36,370
American Indian and Alaska Native	7,717
Native Hawaiian and Pacific Islander	2,420
Other	160,781
Identified by two or more	33,675

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# MONTEREY SALINAS :::

BROADCAST TV MARKET AREA



## 2 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Monterey, CA ~ Santa Cruz, CA

## CA - Monterey County

### Population

Total Population	415,057
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### Housing Status

( in housing units unless noted )

Total	139,048
Occupied	125,946
Owner-occupied	64,077
Population in owner-occupied ( number of individuals )	194,719
Renter-occupied	61,869
Population in renter-occupied ( number of individuals )	201,636
Households with individuals under 18	52,402
Vacant	13,102
Vacant: for rent	3,182
Vacant: for sale	1,676

### Population by Sex/Age

Male	213,431
Female	201,626
Under 18	111,013
18 & over	304,044
20 - 24	32,481
25 - 34	62,077
35 - 49	81,498
50 - 64	69,794
65 & over	44,422

### Population by Ethnicity

Hispanic or Latino	230,003
Non Hispanic or Latino	185,054

### Population by Race

White	230,717
African American	12,785
Asian	25,258
American Indian and Alaska Native	5,464
Native Hawaiian and Pacific Islander	2,071
Other	117,405
Identified by two or more	21,357

## CA - Santa Cruz County

### Population

Total Population	262,382
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### Housing Status

( in housing units unless noted )

Total	104,476
Occupied	94,355
Owner-occupied	54,229
Population in owner-occupied ( number of individuals )	143,584
Renter-occupied	40,126
Population in renter-occupied ( number of individuals )	107,829
Households with individuals under 18	29,218
Vacant	10,121
Vacant: for rent	1,446
Vacant: for sale	864

### Population by Sex/Age

Male	130,913
Female	131,469
Under 18	55,418
18 & over	206,964
20 - 24	24,391
25 - 34	33,749
35 - 49	51,787
50 - 64	56,000
65 & over	29,158

### Population by Ethnicity

Hispanic or Latino	84,092
Non Hispanic or Latino	178,290

### Population by Race

White	190,208
African American	2,766
Asian	11,112
American Indian and Alaska Native	2,253
Native Hawaiian and Pacific Islander	349
Other	43,376
Identified by two or more	12,318