



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

**PALM SPRINGS :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	362,726
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**Housing Status**

( in housing units unless noted )

Total	180,431
Occupied	131,533
Owner-occupied	83,755
Population in owner-occupied ( number of individuals )	218,746
Renter-occupied	47,778
Population in renter-occupied ( number of individuals )	140,290
Households with individuals under 18	43,830
Vacant	48,898
Vacant: for rent	7,676
Vacant: for sale	4,959

**Population by Sex/Age**

Male	182,032
Female	180,694
Under 18	92,641
18 & over	270,085
20 - 24	22,191
25 - 34	43,384
35 - 49	66,391
50 - 64	64,570
65 & over	64,689

**Population by Ethnicity**

Hispanic or Latino	188,869
Non Hispanic or Latino	173,857

**Population by Race**

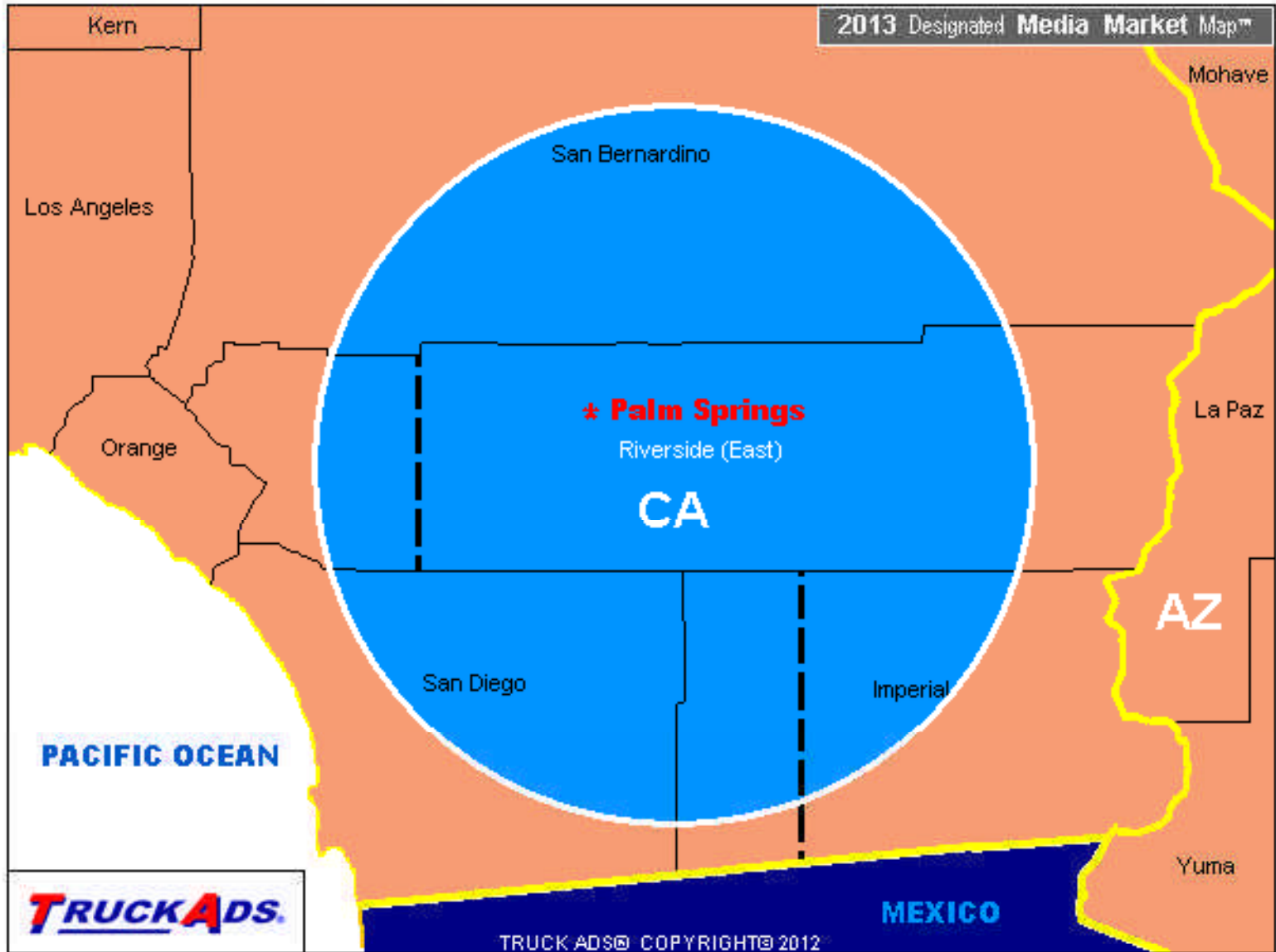
White	239,081
African American	11,378
Asian	11,558
American Indian and Alaska Native	3,565
Native Hawaiian and Pacific Islander	441
Other	84,042
Identified by two or more	12,661

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BROADCAST TV MARKET AREA



## 1 COUNTY IN THIS DESIGNATED MARKET

CALIFORNIA: Riverside, CA (Split)

## CA - Riverside County (Partial - split county)

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