



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

RENO :::

BROADCAST TV MARKET AREA

Population

Total Population	850,287
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Housing Status

(in housing units unless noted)

Total	384,931
Occupied	326,955
Owner-occupied	212,182
Population in owner-occupied (number of individuals)	540,651
Renter-occupied	114,773
Population in renter-occupied (number of individuals)	286,548
Households with individuals under 18	103,282
Vacant	57,976
Vacant: for rent	15,339
Vacant: for sale	6,606

Population by Sex/Age

Male	434,649
Female	415,638
Under 18	195,633
18 & over	654,654
20 - 24	54,489
25 - 34	102,944
35 - 49	174,373
50 - 64	183,752
65 & over	116,251

Population by Ethnicity

Hispanic or Latino	154,127
Non Hispanic or Latino	696,160

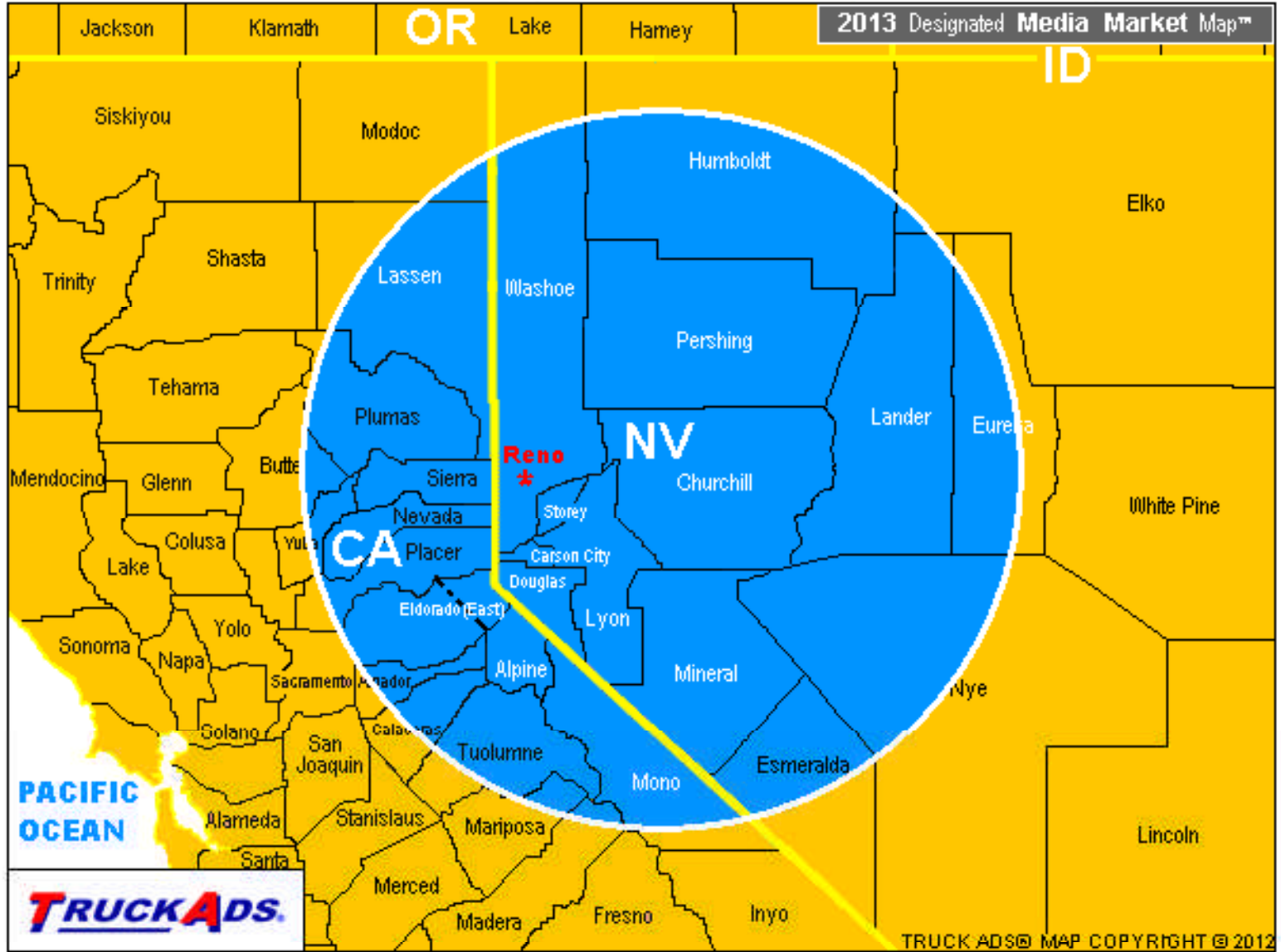
Population by Race

White	687,112
African American	16,587
Asian	31,117
American Indian and Alaska Native	17,444
Native Hawaiian and Pacific Islander	3,369
Other	63,713
Identified by two or more	30,945



RENO :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

NEVADA: Carson City, NV ~ Churchill, NV ~ Douglas, NV ~ Eureka, NV ~ Humboldt, NV ~ Lander, NV ~ Lyon, NV ~ Mineral, NV ~ Pershing, NV ~ Storey, NV ~ Washoe, NV ~ **CALIFORNIA:** Alpine, CA ~ El Dorado, CA (Split) ~ Lassen, CA ~ Mono, CA

NV - Carson City

Population

Total Population	55,274
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Housing Status

(in housing units unless noted)

Total	23,534
Occupied	21,427
Owner-occupied	12,728
Population in owner-occupied (number of individuals)	30,557
Renter-occupied	8,699
Population in renter-occupied (number of individuals)	21,092
Households with individuals under 18	6,345
Vacant	2,107
Vacant: for rent	1,216
Vacant: for sale	329

Population by Sex/Age

Male	28,688
Female	26,586
Under 18	11,815
18 & over	43,459
20 - 24	3,323
25 - 34	6,627
35 - 49	11,223
50 - 64	11,801
65 & over	9,133

Population by Ethnicity

Hispanic or Latino	11,777
Non Hispanic or Latino	43,497

Population by Race

White	44,807
African American	1,054
Asian	1,181
American Indian and Alaska Native	1,306
Native Hawaiian and Pacific Islander	101
Other	5,205
Identified by two or more	1,620

NV - Churchill County

Population

Total Population	24,877
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Housing Status

(in housing units unless noted)

Total	10,826
Occupied	9,671
Owner-occupied	6,216
Population in owner-occupied (number of individuals)	15,387
Renter-occupied	3,455
Population in renter-occupied (number of individuals)	9,124
Households with individuals under 18	3,215
Vacant	1,155
Vacant: for rent	432
Vacant: for sale	198

Population by Sex/Age

Male	12,508
Female	12,369
Under 18	6,274
18 & over	18,603
20 - 24	1,503
25 - 34	3,014
35 - 49	4,753
50 - 64	4,982
65 & over	3,781

Population by Ethnicity

Hispanic or Latino	3,009
Non Hispanic or Latino	21,868

Population by Race

White	20,407
African American	395
Asian	665
American Indian and Alaska Native	1,129
Native Hawaiian and Pacific Islander	51
Other	1,183
Identified by two or more	1,047

NV - Douglas County

Population

Total Population	46,997
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Housing Status

(in housing units unless noted)

Total	23,671
Occupied	19,638
Owner-occupied	14,105
Population in owner-occupied (number of individuals)	33,106
Renter-occupied	5,533
Population in renter-occupied (number of individuals)	13,661
Households with individuals under 18	5,245
Vacant	4,033
Vacant: for rent	790
Vacant: for sale	403

Population by Sex/Age

Male	23,481
Female	23,516
Under 18	9,485
18 & over	37,512
20 - 24	1,989
25 - 34	4,242
35 - 49	8,722
50 - 64	12,085
65 & over	9,479

Population by Ethnicity

Hispanic or Latino	5,103
Non Hispanic or Latino	41,894

Population by Race

White	42,130
African American	201
Asian	725
American Indian and Alaska Native	896
Native Hawaiian and Pacific Islander	66
Other	1,506
Identified by two or more	1,473

NV - Eureka County

Population

Total Population	1,987
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Housing Status

(in housing units unless noted)

Total	1,076
Occupied	836
Owner-occupied	556
Population in owner-occupied (number of individuals)	1,345
Renter-occupied	280
Population in renter-occupied (number of individuals)	641
Households with individuals under 18	228
Vacant	240
Vacant: for rent	38
Vacant: for sale	19

Population by Sex/Age

Male	1,048
Female	939
Under 18	481
18 & over	1,506
20 - 24	96
25 - 34	201
35 - 49	430
50 - 64	483
65 & over	257

Population by Ethnicity

Hispanic or Latino	238
Non Hispanic or Latino	1,749

Population by Race

White	1,775
African American	2
Asian	18
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	0
Other	101
Identified by two or more	44

NV - Humboldt County

Population

Total Population	16,528
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Housing Status

(in housing units unless noted)

Total	7,123
Occupied	6,289
Owner-occupied	4,467
Population in owner-occupied (number of individuals)	11,871
Renter-occupied	1,822
Population in renter-occupied (number of individuals)	4,474
Households with individuals under 18	2,285
Vacant	834
Vacant: for rent	148
Vacant: for sale	47

Population by Sex/Age

Male	8,654
Female	7,874
Under 18	4,524
18 & over	12,004
20 - 24	996
25 - 34	2,090
35 - 49	3,398
50 - 64	3,420
65 & over	1,692

Population by Ethnicity

Hispanic or Latino	4,038
Non Hispanic or Latino	12,490

Population by Race

White	13,053
African American	87
Asian	120
American Indian and Alaska Native	692
Native Hawaiian and Pacific Islander	19
Other	2,095
Identified by two or more	462

NV - Lander County

Population

Total Population	5,775
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Housing Status

(in housing units unless noted)

Total	2,575
Occupied	2,213
Owner-occupied	1,591
Population in owner-occupied (number of individuals)	4,193
Renter-occupied	622
Population in renter-occupied (number of individuals)	1,566
Households with individuals under 18	822
Vacant	362
Vacant: for rent	100
Vacant: for sale	42

Population by Sex/Age

Male	2,928
Female	2,847
Under 18	1,594
18 & over	4,181
20 - 24	336
25 - 34	673
35 - 49	1,151
50 - 64	1,181
65 & over	681

Population by Ethnicity

Hispanic or Latino	1,219
Non Hispanic or Latino	4,556

Population by Race

White	4,853
African American	20
Asian	21
American Indian and Alaska Native	242
Native Hawaiian and Pacific Islander	1
Other	496
Identified by two or more	142

NV - Lyon County

Population

Total Population	51,980
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Housing Status

(in housing units unless noted)

Total	22,547
Occupied	19,808
Owner-occupied	14,379
Population in owner-occupied (number of individuals)	36,115
Renter-occupied	5,429
Population in renter-occupied (number of individuals)	15,507
Households with individuals under 18	6,570
Vacant	2,739
Vacant: for rent	646
Vacant: for sale	695

Population by Sex/Age

Male	26,178
Female	25,802
Under 18	12,928
18 & over	39,052
20 - 24	2,361
25 - 34	5,728
35 - 49	10,267
50 - 64	11,310
65 & over	8,215

Population by Ethnicity

Hispanic or Latino	7,674
Non Hispanic or Latino	44,306

Population by Race

White	44,164
African American	417
Asian	725
American Indian and Alaska Native	1,286
Native Hawaiian and Pacific Islander	130
Other	3,320
Identified by two or more	1,938

NV - Mineral County

Population

Total Population	4,772
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Housing Status

(in housing units unless noted)

Total	2,830
Occupied	2,240
Owner-occupied	1,520
Population in owner-occupied (number of individuals)	3,094
Renter-occupied	720
Population in renter-occupied (number of individuals)	1,626
Households with individuals under 18	474
Vacant	590
Vacant: for rent	129
Vacant: for sale	33

Population by Sex/Age

Male	2,350
Female	2,422
Under 18	874
18 & over	3,898
20 - 24	259
25 - 34	410
35 - 49	803
50 - 64	1,247
65 & over	1,076

Population by Ethnicity

Hispanic or Latino	436
Non Hispanic or Latino	4,336

Population by Race

White	3,462
African American	196
Asian	53
American Indian and Alaska Native	742
Native Hawaiian and Pacific Islander	6
Other	101
Identified by two or more	212

NV - Pershing County

Population

Total Population	6,753
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Housing Status

(in housing units unless noted)

Total	2,464
Occupied	2,018
Owner-occupied	1,394
Population in owner-occupied (number of individuals)	3,506
Renter-occupied	624
Population in renter-occupied (number of individuals)	1,566
Households with individuals under 18	638
Vacant	446
Vacant: for rent	141
Vacant: for sale	29

Population by Sex/Age

Male	4,268
Female	2,485
Under 18	1,322
18 & over	5,431
20 - 24	368
25 - 34	919
35 - 49	1,685
50 - 64	1,431
65 & over	875

Population by Ethnicity

Hispanic or Latino	1,508
Non Hispanic or Latino	5,245

Population by Race

White	5,528
African American	253
Asian	87
American Indian and Alaska Native	217
Native Hawaiian and Pacific Islander	7
Other	455
Identified by two or more	206

NV - Storey County

Population

Total Population	4,010
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Housing Status

(in housing units unless noted)

Total	1,990
Occupied	1,742
Owner-occupied	1,455
Population in owner-occupied (number of individuals)	3,385
Renter-occupied	287
Population in renter-occupied (number of individuals)	620
Households with individuals under 18	403
Vacant	248
Vacant: for rent	28
Vacant: for sale	56

Population by Sex/Age

Male	2,044
Female	1,966
Under 18	701
18 & over	3,309
20 - 24	136
25 - 34	299
35 - 49	756
50 - 64	1,306
65 & over	738

Population by Ethnicity

Hispanic or Latino	228
Non Hispanic or Latino	3,782

Population by Race

White	3,693
African American	40
Asian	66
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	15
Other	45
Identified by two or more	87

NV - Washoe County

Population

Total Population	421,407
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Housing Status

(in housing units unless noted)

Total	184,841
Occupied	163,445
Owner-occupied	95,678
Population in owner-occupied (number of individuals)	249,093
Renter-occupied	67,767
Population in renter-occupied (number of individuals)	167,042
Households with individuals under 18	52,268
Vacant	21,396
Vacant: for rent	8,916
Vacant: for sale	3,251

Population by Sex/Age

Male	212,744
Female	208,663
Under 18	99,332
18 & over	322,075
20 - 24	32,023
25 - 34	56,469
35 - 49	86,116
50 - 64	83,878
65 & over	50,879

Population by Ethnicity

Hispanic or Latino	93,724
Non Hispanic or Latino	327,683

Population by Race

White	324,070
African American	9,814
Asian	21,790
American Indian and Alaska Native	7,209
Native Hawaiian and Pacific Islander	2,542
Other	40,038
Identified by two or more	15,944

CA - Alpine County

Population

Total Population	1,175
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Housing Status

(in housing units unless noted)

Total	1,760
Occupied	497
Owner-occupied	357
Population in owner-occupied (number of individuals)	823
Renter-occupied	140
Population in renter-occupied (number of individuals)	328
Households with individuals under 18	130
Vacant	1,263
Vacant: for rent	70
Vacant: for sale	25

Population by Sex/Age

Male	606
Female	569
Under 18	256
18 & over	919
20 - 24	51
25 - 34	97
35 - 49	238
50 - 64	348
65 & over	166

Population by Ethnicity

Hispanic or Latino	84
Non Hispanic or Latino	1,091

Population by Race

White	881
African American	0
Asian	7
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	28

CA - El Dorado County (Partial - Split County)

goes in the reno market and is subtracted from sacramento market total

Population

Total Population	21,403
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Housing Status

(in housing units unless noted)

Total	15,087
Occupied	8,918
Owner-occupied	3,473
Population in owner-occupied (number of individuals)	7,684
Renter-occupied	5,445
Population in renter-occupied (number of individuals)	13,350
Households with individuals under 18	2,421
Vacant	6,169
Vacant: for rent	936
Vacant: for sale	164

Population by Sex/Age

Male	11,383
Female	10,020
Under 18	4,400
18 & over	17,003
20 - 24	1,859
25 - 34	3,659
35 - 49	4,293
50 - 64	4,477
65 & over	2,096

Population by Ethnicity

Hispanic or Latino	6,665
Non Hispanic or Latino	14,738

Population by Race

White	15,733
African American	182
Asian	1,186
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	39
Other	3,230
Identified by two or more	801

CA - Lassen County

Population

Total Population	34,895
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Housing Status

(in housing units unless noted)

Total	12,710
Occupied	10,058
Owner-occupied	6,590
Population in owner-occupied (number of individuals)	16,398
Renter-occupied	3,468
Population in renter-occupied (number of individuals)	8,718
Households with individuals under 18	3,254
Vacant	2,652
Vacant: for rent	357
Vacant: for sale	247

Population by Sex/Age

Male	22,416
Female	12,479
Under 18	6,293
18 & over	28,602
20 - 24	2,831
25 - 34	6,337
35 - 49	8,366
50 - 64	6,707
65 & over	3,474

Population by Ethnicity

Hispanic or Latino	6,117
Non Hispanic or Latino	28,778

Population by Race

White	25,532
African American	2,834
Asian	356
American Indian and Alaska Native	1,234
Native Hawaiian and Pacific Islander	165
Other	3,562
Identified by two or more	1,212

CA - Mono County

Population

Total Population	14,202
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Housing Status

(in housing units unless noted)

Total	13,912
Occupied	5,768
Owner-occupied	3,228
Population in owner-occupied (number of individuals)	7,449
Renter-occupied	2,540
Population in renter-occupied (number of individuals)	6,531
Households with individuals under 18	1,641
Vacant	8,144
Vacant: for rent	1,125
Vacant: for sale	118

Population by Sex/Age

Male	7,548
Female	6,654
Under 18	2,979
18 & over	11,223
20 - 24	1,118
25 - 34	2,253
35 - 49	3,039
50 - 64	3,104
65 & over	1,377

Population by Ethnicity

Hispanic or Latino	3,762
Non Hispanic or Latino	10,440

Population by Race

White	11,697
African American	47
Asian	192
American Indian and Alaska Native	302
Native Hawaiian and Pacific Islander	11
Other	1,539
Identified by two or more	414