



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

SACRAMENTO STOCKTON MODESTO :::

BROADCAST TV MARKET AREA

Population

Total Population	3,873,559
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Housing Status

(in housing units unless noted)

Total	1,522,018
Occupied	1,362,679
Owner-occupied	839,724
Population in owner-occupied (number of individuals)	2,326,327
Renter-occupied	522,955
Population in renter-occupied (number of individuals)	1,469,728
Households with individuals under 18	507,267
Vacant	166,869
Vacant: for rent	45,862
Vacant: for sale	22,389

Population by Sex/Age

Male	1,915,977
Female	1,957,582
Under 18	1,001,810
18 & over	2,871,749
20 - 24	271,310
25 - 34	512,577
35 - 49	782,933
50 - 64	718,176
65 & over	467,895

Population by Ethnicity

Hispanic or Latino	1,009,521
Non Hispanic or Latino	2,864,038

Population by Race

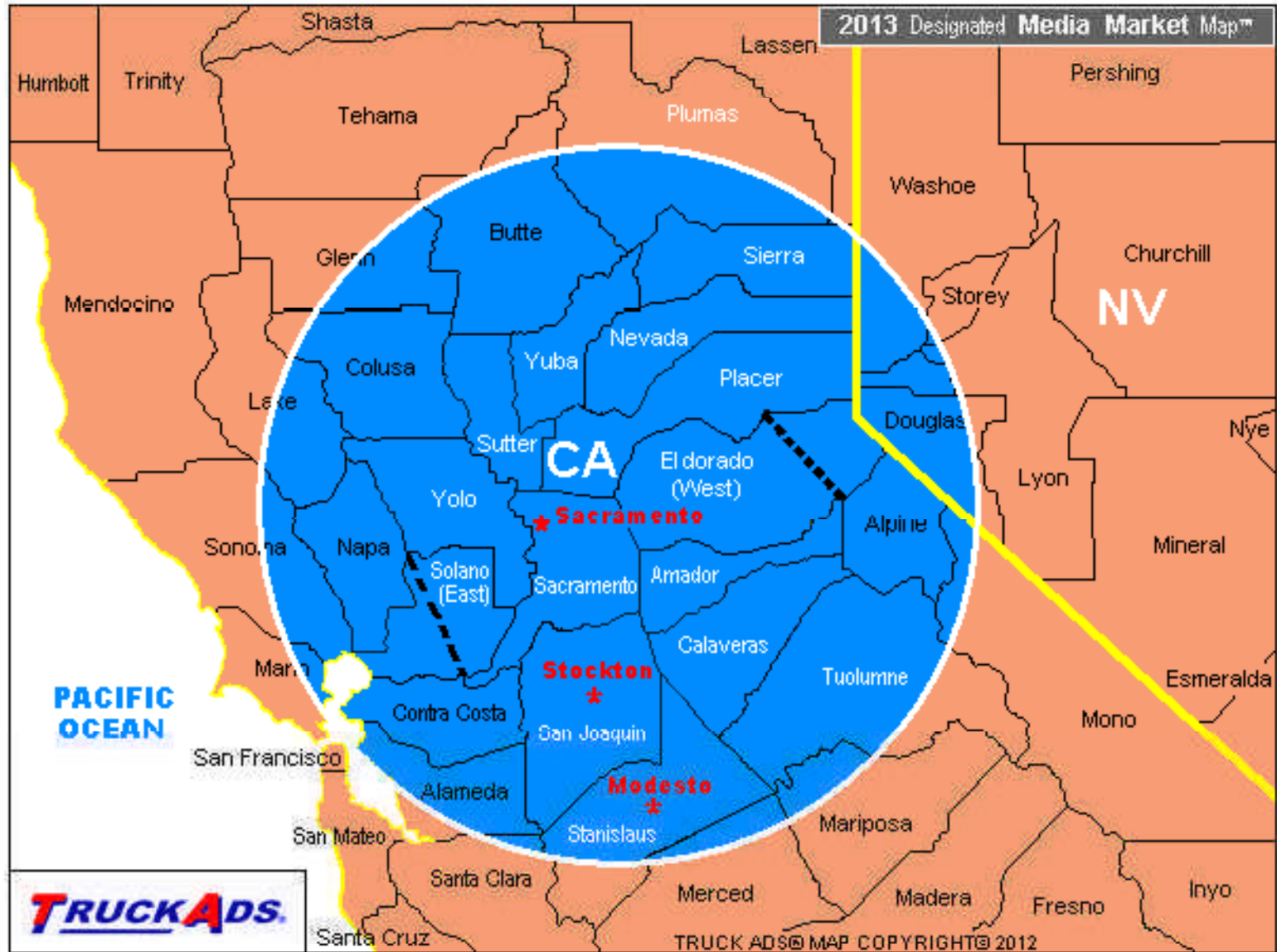
White	2,481,105
African American	242,508
Asian	407,427
American Indian and Alaska Native	42,625
Native Hawaiian and Pacific Islander	24,501
Other	450,108
Identified by two or more	225,285

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SACRAMENTO STOCKTON MODESTO :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Amador, CA ~ Calaveras, CA ~ El Dorado, CA (Split) ~ Nevada, CA ~ Placer, CA ~ Plumas, CA ~ Sacramento, CA ~ San Joaquin, CA ~ Sierra, CA ~ Solano, CA (Split) ~ Stanislaus, CA ~ Sutter, CA ~ Tuolumne, CA ~ Yolo, CA ~ Yuba, CA

CA - Amador County

Population

Total Population	38,091
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Housing Status

(in housing units unless noted)

Total	18,032
Occupied	14,569
Owner-occupied	10,883
Population in owner-occupied (number of individuals)	24,659
Renter-occupied	3,686
Population in renter-occupied (number of individuals)	8,881
Households with individuals under 18	3,474
Vacant	3,463
Vacant: for rent	373
Vacant: for sale	355

Population by Sex/Age

Male	20,749
Female	17,342
Under 18	6,393
18 & over	31,698
20 - 24	1,648
25 - 34	3,640
35 - 49	7,632
50 - 64	10,051
65 & over	7,865

Population by Ethnicity

Hispanic or Latino	4,756
Non Hispanic or Latino	33,335

Population by Race

White	33,149
African American	962
Asian	419
American Indian and Alaska Native	678
Native Hawaiian and Pacific Islander	77
Other	1,450
Identified by two or more	1,356

CA - Calaveras County

Population

Total Population	45,578
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Housing Status

(in housing units unless noted)

Total	27,925
Occupied	18,886
Owner-occupied	14,520
Population in owner-occupied (number of individuals)	34,003
Renter-occupied	4,366
Population in renter-occupied (number of individuals)	11,082
Households with individuals under 18	4,762
Vacant	9,039
Vacant: for rent	511
Vacant: for sale	556

Population by Sex/Age

Male	22,822
Female	22,756
Under 18	8,943
18 & over	36,635
20 - 24	1,883
25 - 34	3,608
35 - 49	8,026
50 - 64	12,602
65 & over	9,565

Population by Ethnicity

Hispanic or Latino	4,703
Non Hispanic or Latino	40,875

Population by Race

White	40,522
African American	383
Asian	571
American Indian and Alaska Native	689
Native Hawaiian and Pacific Islander	79
Other	1,534
Identified by two or more	1,800

CA - El dorado County (Partial - Split County)

Population

Total Population	159,655
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Housing Status

(in housing units unless noted)

Total	73,072
Occupied	61,305
Owner-occupied	47,918
Population in owner-occupied (number of individuals)	124,329
Renter-occupied	13,387
Population in renter-occupied (number of individuals)	34,052
Households with individuals under 18	19,764
Vacant	11,767
Vacant: for rent	1,203
Vacant: for sale	1,114

Population by Sex/Age

Male	79,188
Female	80,467
Under 18	36,775
18 & over	122,880
20 - 24	7,099
25 - 34	13,585
35 - 49	33,426
50 - 64	40,469
65 & over	24,428

Population by Ethnicity

Hispanic or Latino	15,210
Non Hispanic or Latino	144,445

Population by Race

White	141,060
African American	1,227
Asian	5,111
American Indian and Alaska Native	1,838
Native Hawaiian and Pacific Islander	255
Other	4,048
Identified by two or more	6,116

CA - Nevada County

Population

Total Population	98,764
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Housing Status

(in housing units unless noted)

Total	52,590
Occupied	41,527
Owner-occupied	29,890
Population in owner-occupied (number of individuals)	70,046
Renter-occupied	11,637
Population in renter-occupied (number of individuals)	27,543
Households with individuals under 18	10,805
Vacant	11,063
Vacant: for rent	775
Vacant: for sale	791

Population by Sex/Age

Male	48,835
Female	49,929
Under 18	19,106
18 & over	79,658
20 - 24	4,439
25 - 34	9,654
35 - 49	17,742
50 - 64	26,551
65 & over	19,174

Population by Ethnicity

Hispanic or Latino	8,439
Non Hispanic or Latino	90,325

Population by Race

White	90,233
African American	389
Asian	1,187
American Indian and Alaska Native	1,044
Native Hawaiian and Pacific Islander	110
Other	2,678
Identified by two or more	3,123

CA - Placer County

Population

Total Population	348,432
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Housing Status

(in housing units unless noted)

Total	152,648
Occupied	132,627
Owner-occupied	94,223
Population in owner-occupied (number of individuals)	248,723
Renter-occupied	38,404
Population in renter-occupied (number of individuals)	95,902
Households with individuals under 18	45,573
Vacant	20,021
Vacant: for rent	3,080
Vacant: for sale	2,284

Population by Sex/Age

Male	170,151
Female	178,281
Under 18	85,085
18 & over	263,347
20 - 24	17,936
25 - 34	39,173
35 - 49	73,797
50 - 64	70,225
65 & over	53,562

Population by Ethnicity

Hispanic or Latino	44,710
Non Hispanic or Latino	303,722

Population by Race

White	290,977
African American	4,751
Asian	20,435
American Indian and Alaska Native	3,011
Native Hawaiian and Pacific Islander	778
Other	13,375
Identified by two or more	15,105

CA - Plumas County

Population

Total Population	20,007
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Housing Status

(in housing units unless noted)

Total	15,566
Occupied	8,977
Owner-occupied	6,235
Population in owner-occupied (number of individuals)	13,692
Renter-occupied	2,742
Population in renter-occupied (number of individuals)	6,038
Households with individuals under 18	2,002
Vacant	6,589
Vacant: for rent	458
Vacant: for sale	308

Population by Sex/Age

Male	10,003
Female	10,004
Under 18	3,601
18 & over	16,406
20 - 24	930
25 - 34	1,698
35 - 49	3,341
50 - 64	5,718
65 & over	4,154

Population by Ethnicity

Hispanic or Latino	1,605
Non Hispanic or Latino	18,402

Population by Race

White	17,797
African American	192
Asian	134
American Indian and Alaska Native	539
Native Hawaiian and Pacific Islander	18
Other	603
Identified by two or more	724

CA - Sacramento County

Population

Total Population	1,418,788
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Housing Status

(in housing units unless noted)

Total	555,932
Occupied	513,945
Owner-occupied	295,482
Population in owner-occupied (number of individuals)	810,535
Renter-occupied	218,463
Population in renter-occupied (number of individuals)	584,466
Households with individuals under 18	185,839
Vacant	41,987
Vacant: for rent	19,949
Vacant: for sale	7,714

Population by Sex/Age

Male	694,793
Female	723,995
Under 18	363,053
18 & over	1,055,735
20 - 24	101,908
25 - 34	206,646
35 - 49	292,907
50 - 64	254,101
65 & over	158,551

Population by Ethnicity

Hispanic or Latino	306,196
Non Hispanic or Latino	1,112,592

Population by Race

White	815,151
African American	147,058
Asian	203,211
American Indian and Alaska Native	14,308
Native Hawaiian and Pacific Islander	13,858
Other	131,691
Identified by two or more	93,511

CA - San Joaquin County

Population

Total Population	685,306
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Housing Status

(in housing units unless noted)

Total	233,755
Occupied	215,007
Owner-occupied	127,270
Population in owner-occupied (number of individuals)	388,319
Renter-occupied	87,737
Population in renter-occupied (number of individuals)	282,633
Households with individuals under 18	95,866
Vacant	18,748
Vacant: for rent	7,765
Vacant: for sale	3,632

Population by Sex/Age

Male	341,230
Female	344,076
Under 18	200,724
18 & over	484,582
20 - 24	48,451
25 - 34	90,815
35 - 49	138,212
50 - 64	113,062
65 & over	71,181

Population by Ethnicity

Hispanic or Latino	266,341
Non Hispanic or Latino	418,965

Population by Race

White	349,287
African American	51,744
Asian	98,472
American Indian and Alaska Native	7,196
Native Hawaiian and Pacific Islander	3,758
Other	131,054
Identified by two or more	43,795

CA - Sierra County

Population

Total Population	3,240
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Housing Status

(in housing units unless noted)

Total	2,328
Occupied	1,482
Owner-occupied	1,065
Population in owner-occupied (number of individuals)	2,349
Renter-occupied	417
Population in renter-occupied (number of individuals)	858
Households with individuals under 18	307
Vacant	846
Vacant: for rent	50
Vacant: for sale	33

Population by Sex/Age

Male	1,646
Female	1,594
Under 18	552
18 & over	2,688
20 - 24	118
25 - 34	243
35 - 49	594
50 - 64	1,005
65 & over	676

Population by Ethnicity

Hispanic or Latino	269
Non Hispanic or Latino	2,971

Population by Race

White	3,022
African American	6
Asian	12
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	2
Other	75
Identified by two or more	79

CA - Solano County (Partial - Split County)

Population

Total Population	118,139
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Housing Status

(in housing units unless noted)

Total	42,876
Occupied	40,402
Owner-occupied	26,307
Population in owner-occupied (number of individuals)	72,194
Renter-occupied	14,095
Population in renter-occupied (number of individuals)	37,919
Households with individuals under 18	15,146
Vacant	2,474
Vacant: for rent	1,064
Vacant: for sale	569

Population by Sex/Age

Male	61,538
Female	56,601
Under 18	28,005
18 & over	90,134
20 - 24	7,962
25 - 34	15,997
35 - 49	26,205
50 - 64	23,206
65 & over	13,598

Population by Ethnicity

Hispanic or Latino	29,461
Non Hispanic or Latino	88,678

Population by Race

White	80,327
African American	10,444
Asian	6,636
American Indian and Alaska Native	1,083
Native Hawaiian and Pacific Islander	605
Other	11,262
Identified by two or more	7,782

CA - Stanislaus County

Population

Total Population	514,453
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Housing Status

(in housing units unless noted)

Total	179,503
Occupied	165,180
Owner-occupied	99,364
Population in owner-occupied (number of individuals)	301,520
Renter-occupied	65,816
Population in renter-occupied (number of individuals)	206,628
Households with individuals under 18	71,534
Vacant	14,323
Vacant: for rent	6,095
Vacant: for sale	2,795

Population by Sex/Age

Male	254,489
Female	259,964
Under 18	147,158
18 & over	367,295
20 - 24	37,119
25 - 34	70,194
35 - 49	102,511
50 - 64	85,923
65 & over	54,831

Population by Ethnicity

Hispanic or Latino	215,658
Non Hispanic or Latino	298,795

Population by Race

White	337,342
African American	14,721
Asian	26,090
American Indian and Alaska Native	5,902
Native Hawaiian and Pacific Islander	3,401
Other	99,210
Identified by two or more	27,787

CA - Sutter County

Population

Total Population	94,737
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Housing Status

(in housing units unless noted)

Total	33,858
Occupied	31,437
Owner-occupied	19,212
Population in owner-occupied (number of individuals)	56,521
Renter-occupied	12,225
Population in renter-occupied (number of individuals)	37,156
Households with individuals under 18	12,809
Vacant	2,421
Vacant: for rent	893
Vacant: for sale	404

Population by Sex/Age

Male	47,001
Female	47,736
Under 18	26,112
18 & over	68,625
20 - 24	6,286
25 - 34	12,666
35 - 49	18,528
50 - 64	16,299
65 & over	11,990

Population by Ethnicity

Hispanic or Latino	27,251
Non Hispanic or Latino	67,486

Population by Race

White	57,749
African American	1,919
Asian	13,663
American Indian and Alaska Native	1,365
Native Hawaiian and Pacific Islander	281
Other	14,463
Identified by two or more	5,297

CA - Tuolumne County

Population

Total Population	55,365
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Housing Status

(in housing units unless noted)

Total	31,244
Occupied	22,156
Owner-occupied	15,471
Population in owner-occupied (number of individuals)	35,099
Renter-occupied	6,685
Population in renter-occupied (number of individuals)	15,784
Households with individuals under 18	5,282
Vacant	9,088
Vacant: for rent	705
Vacant: for sale	559

Population by Sex/Age

Male	29,245
Female	26,120
Under 18	9,682
18 & over	45,683
20 - 24	2,951
25 - 34	6,077
35 - 49	9,930
50 - 64	14,154
65 & over	11,294

Population by Ethnicity

Hispanic or Latino	5,918
Non Hispanic or Latino	49,447

Population by Race

White	48,274
African American	1,143
Asian	572
American Indian and Alaska Native	1,039
Native Hawaiian and Pacific Islander	76
Other	2,238
Identified by two or more	2,023

CA - Yolo County

Population

Total Population	200,849
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Housing Status

(in housing units unless noted)

Total	75,054
Occupied	70,872
Owner-occupied	37,416
Population in owner-occupied (number of individuals)	102,875
Renter-occupied	33,456
Population in renter-occupied (number of individuals)	91,265
Households with individuals under 18	23,998
Vacant	4,182
Vacant: for rent	1,774
Vacant: for sale	734

Population by Sex/Age

Male	97,935
Female	102,914
Under 18	45,631
18 & over	155,218
20 - 24	27,185
25 - 34	28,168
35 - 49	36,437
50 - 64	32,465
65 & over	19,771

Population by Ethnicity

Hispanic or Latino	60,953
Non Hispanic or Latino	139,896

Population by Race

White	126,883
African American	5,208
Asian	26,052
American Indian and Alaska Native	2,214
Native Hawaiian and Pacific Islander	910
Other	27,882
Identified by two or more	11,700

CA - Yuba County

Population

Total Population	72,155
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Housing Status

(in housing units unless noted)

Total	27,635
Occupied	24,307
Owner-occupied	14,468
Population in owner-occupied (number of individuals)	41,463
Renter-occupied	9,839
Population in renter-occupied (number of individuals)	29,521
Households with individuals under 18	10,106
Vacant	3,328
Vacant: for rent	1,167
Vacant: for sale	541

Population by Sex/Age

Male	36,352
Female	35,803
Under 18	20,990
18 & over	51,165
20 - 24	5,395
25 - 34	10,413
35 - 49	13,645
50 - 64	12,345
65 & over	7,255

Population by Ethnicity

Hispanic or Latino	18,051
Non Hispanic or Latino	54,104

Population by Race

White	49,332
African American	2,361
Asian	4,862
American Indian and Alaska Native	1,675
Native Hawaiian and Pacific Islander	293
Other	8,545
Identified by two or more	5,087