



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

SAN DIEGO :::

BROADCAST TV MARKET AREA

Population

Total Population	3,095,313
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Housing Status

(in housing units unless noted)

Total	1,164,786
Occupied	1,086,865
Owner-occupied	591,025
Population in owner-occupied (number of individuals)	1,646,225
Renter-occupied	495,840
Population in renter-occupied (number of individuals)	1,347,122
Households with individuals under 18	381,188
Vacant	77,921
Vacant: for rent	29,236
Vacant: for sale	11,682

Population by Sex/Age

Male	1,553,679
Female	1,541,634
Under 18	724,168
18 & over	2,371,145
20 - 24	270,750
25 - 34	470,922
35 - 49	640,358
50 - 64	540,595
65 & over	351,425

Population by Ethnicity

Hispanic or Latino	991,348
Non Hispanic or Latino	2,103,965

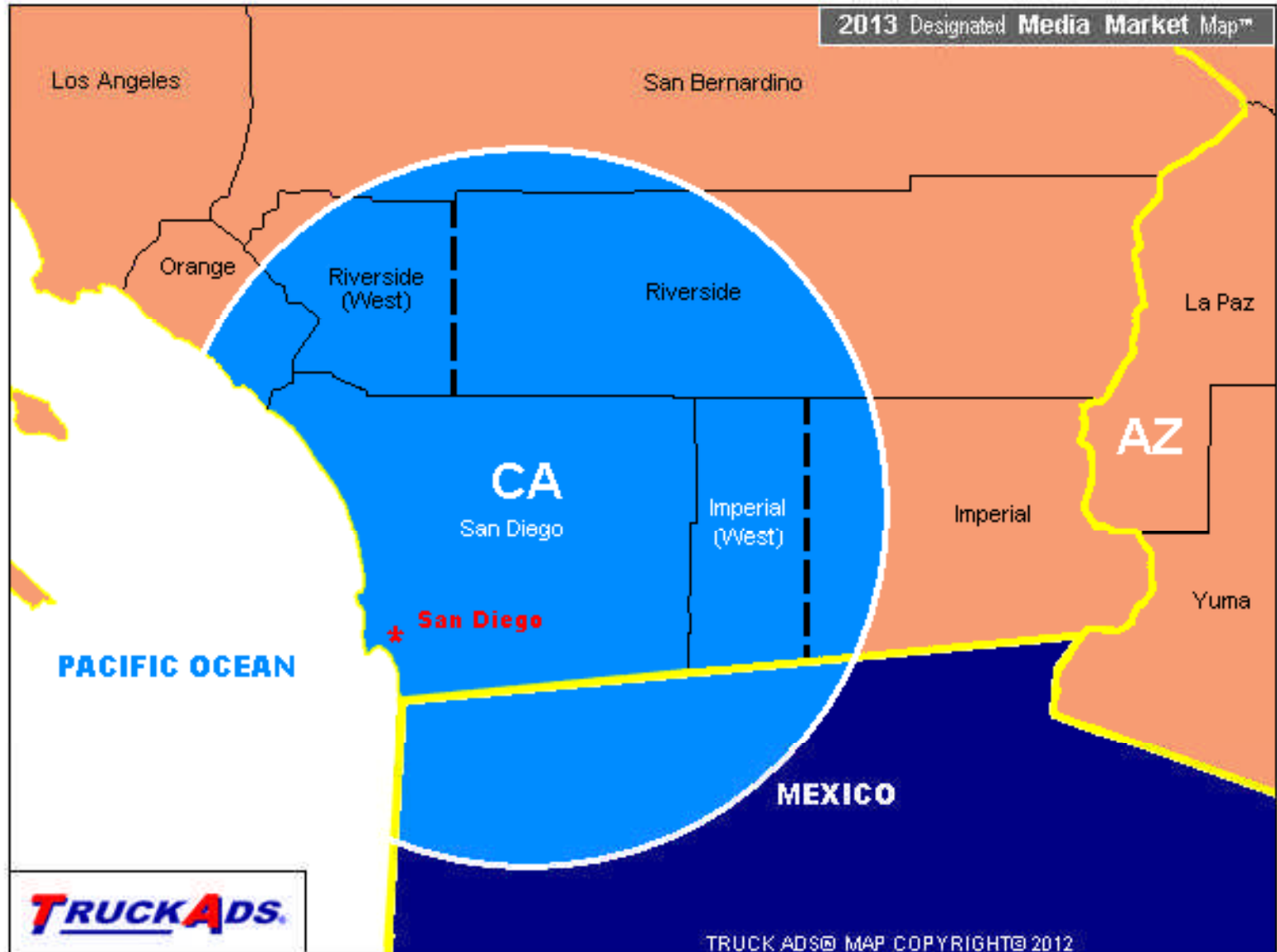
Population by Race

White	1,981,442
African American	158,213
Asian	336,091
American Indian and Alaska Native	26,340
Native Hawaiian and Pacific Islander	15,337
Other	419,465
Identified by two or more	158,425



SAN DIEGO :::

BROADCAST TV MARKET AREA



2 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Imperial, CA (Split) ~ San Diego, CA

CA - Imperial County (Partial - Split County)

Population

Total Population	0
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Housing Status

(in housing units unless noted)

Total	0
Occupied	0
Owner-occupied	0
Population in owner-occupied (number of individuals)	0
Renter-occupied	0
Population in renter-occupied (number of individuals)	0
Households with individuals under 18	0
Vacant	0
Vacant: for rent	0
Vacant: for sale	0

Population by Sex/Age

Male	0
Female	0
Under 18	0
18 & over	0
20 - 24	0
25 - 34	0
35 - 49	0
50 - 64	0
65 & over	0

Population by Ethnicity

Hispanic or Latino	0
Non Hispanic or Latino	0

Population by Race

White	0
African American	0
Asian	0
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	0
Other	0
Identified by two or more	0

CA - San Diego County

Population

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