



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

**San Francisco Oakland San Jose :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	7,206,525
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**Housing Status**

( in housing units unless noted )

Total	2,826,770
Occupied	2,636,170
Owner-occupied	1,481,446
Population in owner-occupied ( number of individuals )	4,127,095
Renter-occupied	1,154,724
Population in renter-occupied ( number of individuals )	2,936,442
Households with individuals under 18	875,536
Vacant	190,600
Vacant: for rent	68,668
Vacant: for sale	27,625

**Population by Sex/Age**

Male	3,569,834
Female	3,636,691
Under 18	1,601,211
18 & over	5,605,314
20 - 24	379,640
25 - 34	1,056,759
35 - 49	1,620,509
50 - 64	1,392,194
65 & over	892,059

**Population by Ethnicity**

Hispanic or Latino	1,694,736
Non Hispanic or Latino	5,511,789

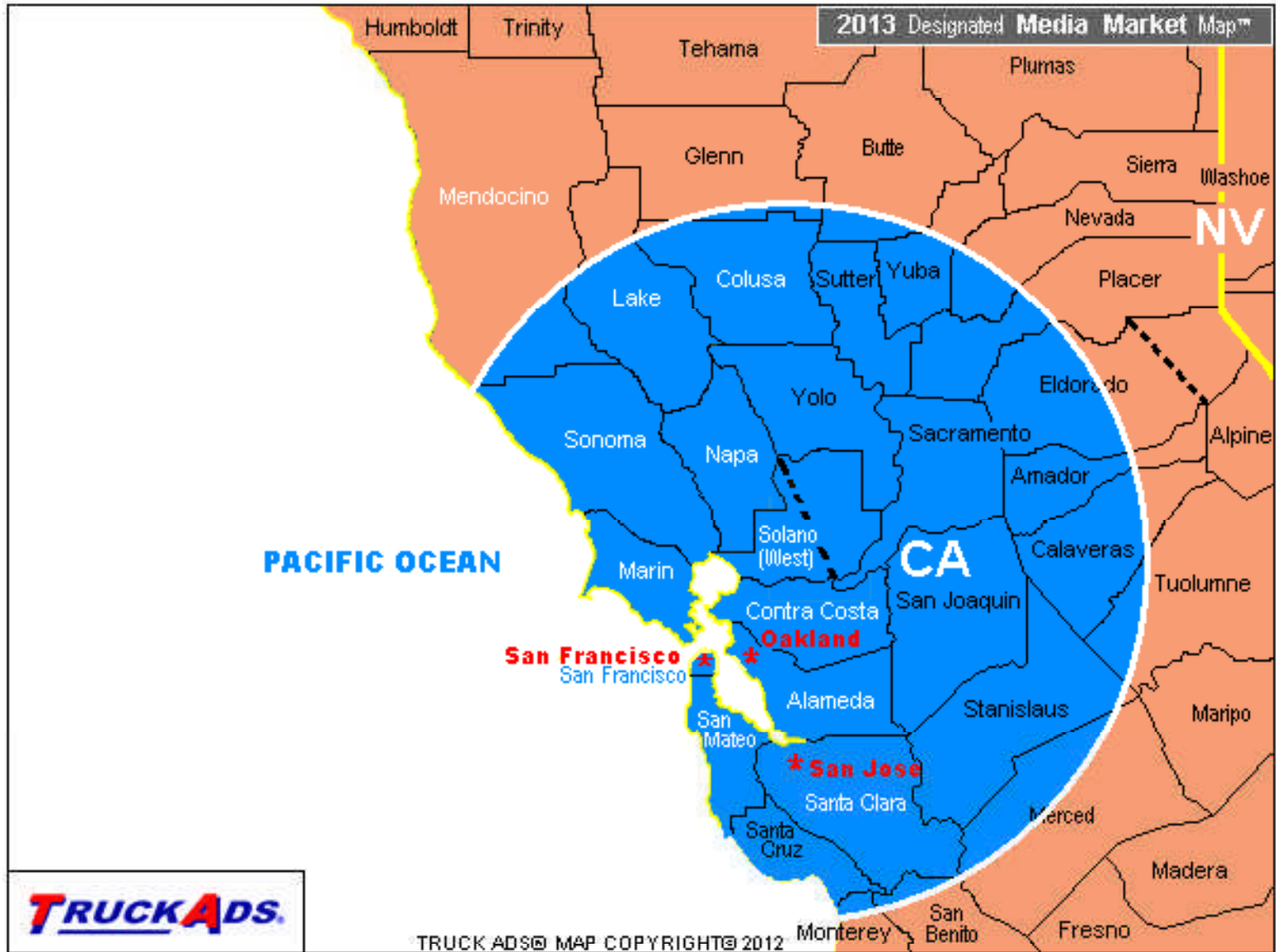
**Population by Race**

White	3,808,601
African American	472,966
Asian	1,660,203
American Indian and Alaska Native	54,155
Native Hawaiian and Pacific Islander	44,076
Other	781,036
Identified by two or more	385,488



# SAN FRANCISCO OAKLAND SAN JOSE :::

## BROADCAST TV MARKET AREA



## 12 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Alameda, CA ~ Colusa, CA ~ Contra Costa, CA ~ Lake, CA ~ Marin, CA ~ Mendocino, CA ~ Napa, CA ~ San Francisco, CA ~ San Mateo, CA ~ Santa Clara, CA ~ Solano, CA (Split) ~ Sonoma, CA

## CA - Alameda County

### Population

Total Population	1,510,271
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### Housing Status

( in housing units unless noted )

Total	582,549
Occupied	545,138
Owner-occupied	291,242
Population in owner-occupied ( number of individuals )	827,879
Renter-occupied	253,896
Population in renter-occupied ( number of individuals )	644,950
Households with individuals under 18	188,626
Vacant	37,411
Vacant: for rent	17,475
Vacant: for sale	5,466

### Population by Sex/Age

Male	740,573
Female	769,698
Under 18	340,621
18 & over	1,169,650
20 - 24	107,049
25 - 34	228,204
35 - 49	341,602
50 - 64	282,008
65 & over	167,746

### Population by Ethnicity

Hispanic or Latino	339,889
Non Hispanic or Latino	1,170,382

### Population by Race

White	649,122
African American	190,451
Asian	394,560
American Indian and Alaska Native	9,799
Native Hawaiian and Pacific Islander	12,802
Other	162,540
Identified by two or more	90,997

## CA - Colusa County

### Population

Total Population	21,419
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### Housing Status

( in housing units unless noted )

Total	7,883
Occupied	7,056
Owner-occupied	4,318
Population in owner-occupied ( number of individuals )	12,697
Renter-occupied	2,738
Population in renter-occupied ( number of individuals )	8,497
Households with individuals under 18	3,035
Vacant	827
Vacant: for rent	87
Vacant: for sale	96

### Population by Sex/Age

Male	11,012
Female	10,407
Under 18	6,410
18 & over	15,009
20 - 24	1,287
25 - 34	2,780
35 - 49	4,034
50 - 64	3,784
65 & over	2,495

### Population by Ethnicity

Hispanic or Latino	11,804
Non Hispanic or Latino	9,615

### Population by Race

White	13,854
African American	195
Asian	281
American Indian and Alaska Native	419
Native Hawaiian and Pacific Islander	68
Other	5,838
Identified by two or more	764

## CA - Contra Costa County

### Population

Total Population	1,049,025
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### Housing Status

( in housing units unless noted )

Total	400,263
Occupied	375,364
Owner-occupied	251,904
Population in owner-occupied ( number of individuals )	700,368
Renter-occupied	123,460
Population in renter-occupied ( number of individuals )	338,343
Households with individuals under 18	140,058
Vacant	24,899
Vacant: for rent	9,047
Vacant: for sale	5,309

### Population by Sex/Age

Male	511,526
Female	537,499
Under 18	260,505
18 & over	788,520
20 - 24	59,943
25 - 34	129,643
35 - 49	232,656
50 - 64	208,832
65 & over	130,438

### Population by Ethnicity

Hispanic or Latino	255,560
Non Hispanic or Latino	793,465

### Population by Race

White	614,512
African American	97,161
Asian	151,469
American Indian and Alaska Native	6,122
Native Hawaiian and Pacific Islander	4,845
Other	112,691
Identified by two or more	62,225

## CA - Lake County

### Population

Total Population	64,665
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### Housing Status

( in housing units unless noted )

Total	35,492
Occupied	26,548
Owner-occupied	17,472
Population in owner-occupied ( number of individuals )	40,402
Renter-occupied	9,076
Population in renter-occupied ( number of individuals )	23,178
Households with individuals under 18	7,235
Vacant	8,944
Vacant: for rent	991
Vacant: for sale	833

### Population by Sex/Age

Male	32,469
Female	32,196
Under 18	13,672
18 & over	50,993
20 - 24	3,362
25 - 34	6,603
35 - 49	11,820
50 - 64	16,155
65 & over	11,440

### Population by Ethnicity

Hispanic or Latino	11,088
Non Hispanic or Latino	53,577

### Population by Race

White	52,033
African American	1,232
Asian	724
American Indian and Alaska Native	2,049
Native Hawaiian and Pacific Islander	108
Other	5,455
Identified by two or more	3,064

## CA - Marin County

### Population

Total Population	252,409
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### Housing Status

( in housing units unless noted )

Total	111,214
Occupied	103,210
Owner-occupied	64,637
Population in owner-occupied ( number of individuals )	155,777
Renter-occupied	38,573
Population in renter-occupied ( number of individuals )	87,588
Households with individuals under 18	29,939
Vacant	8,004
Vacant: for rent	2,120
Vacant: for sale	850

### Population by Sex/Age

Male	124,072
Female	128,337
Under 18	52,214
18 & over	200,195
20 - 24	10,308
25 - 34	24,836
35 - 49	57,449
50 - 64	61,172
65 & over	42,192

### Population by Ethnicity

Hispanic or Latino	39,069
Non Hispanic or Latino	213,340

### Population by Race

White	201,963
African American	6,987
Asian	13,761
American Indian and Alaska Native	1,523
Native Hawaiian and Pacific Islander	509
Other	16,973
Identified by two or more	10,693

## CA - Mendocino County

### Population

Total Population	87,841
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### Housing Status

( in housing units unless noted )

Total	40,323
Occupied	34,945
Owner-occupied	20,601
Population in owner-occupied ( number of individuals )	49,732
Renter-occupied	14,344
Population in renter-occupied ( number of individuals )	36,065
Households with individuals under 18	10,262
Vacant	5,378
Vacant: for rent	810
Vacant: for sale	462

### Population by Sex/Age

Male	43,983
Female	43,858
Under 18	19,461
18 & over	68,380
20 - 24	4,874
25 - 34	10,704
35 - 49	16,027
50 - 64	21,134
65 & over	13,493

### Population by Ethnicity

Hispanic or Latino	19,505
Non Hispanic or Latino	68,336

### Population by Race

White	67,218
African American	622
Asian	1,450
American Indian and Alaska Native	4,277
Native Hawaiian and Pacific Islander	119
Other	10,185
Identified by two or more	3,970



## CA - Napa County

### Population

Total Population	136,484
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### Housing Status

( in housing units unless noted )

Total	54,759
Occupied	48,876
Owner-occupied	30,597
Population in owner-occupied ( number of individuals )	80,285
Renter-occupied	18,279
Population in renter-occupied ( number of individuals )	51,281
Households with individuals under 18	16,497
Vacant	5,883
Vacant: for rent	1,393
Vacant: for sale	743

### Population by Sex/Age

Male	68,159
Female	68,325
Under 18	31,486
18 & over	104,998
20 - 24	8,289
25 - 34	16,755
35 - 49	27,788
50 - 64	27,838
65 & over	20,594

### Population by Ethnicity

Hispanic or Latino	44,010
Non Hispanic or Latino	92,474

### Population by Race

White	97,525
African American	2,668
Asian	9,223
American Indian and Alaska Native	1,058
Native Hawaiian and Pacific Islander	372
Other	20,058
Identified by two or more	5,580

## CA - San Francisco County

### Population

Total Population	805,235
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### Housing Status

( in housing units unless noted )

Total	376,942
Occupied	345,811
Owner-occupied	123,646
Population in owner-occupied ( number of individuals )	327,985
Renter-occupied	222,165
Population in renter-occupied ( number of individuals )	452,986
Households with individuals under 18	63,577
Vacant	31,131
Vacant: for rent	12,832
Vacant: for sale	2,984

### Population by Sex/Age

Male	408,462
Female	396,773
Under 18	107,524
18 & over	697,711
20 - 24	60,618
25 - 34	168,120
35 - 49	191,259
50 - 64	150,826
65 & over	109,842

### Population by Ethnicity

Hispanic or Latino	121,774
Non Hispanic or Latino	683,461

### Population by Race

White	390,387
African American	48,870
Asian	267,915
American Indian and Alaska Native	4,024
Native Hawaiian and Pacific Islander	3,359
Other	53,021
Identified by two or more	37,659

## CA - San Mateo County

### Population

Total Population	718,451
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### Housing Status

( in housing units unless noted )

Total	271,031
Occupied	257,837
Owner-occupied	153,110
Population in owner-occupied ( number of individuals )	430,537
Renter-occupied	104,727
Population in renter-occupied ( number of individuals )	279,061
Households with individuals under 18	87,986
Vacant	13,194
Vacant: for rent	5,113
Vacant: for sale	1,946

### Population by Sex/Age

Male	353,168
Female	365,283
Under 18	159,772
18 & over	558,679
20 - 24	40,098
25 - 34	99,334
35 - 49	164,524
50 - 64	143,432
65 & over	96,262

### Population by Ethnicity

Hispanic or Latino	182,502
Non Hispanic or Latino	535,949

### Population by Race

White	383,535
African American	20,436
Asian	178,118
American Indian and Alaska Native	3,306
Native Hawaiian and Pacific Islander	10,317
Other	84,529
Identified by two or more	38,210

## CA - Santa Clara County

### Population

Total Population	1,781,642
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### Housing Status

( in housing units unless noted )

Total	631,920
Occupied	604,204
Owner-occupied	348,298
Population in owner-occupied ( number of individuals )	1,036,711
Renter-occupied	255,906
Population in renter-occupied ( number of individuals )	714,581
Households with individuals under 18	232,072
Vacant	27,716
Vacant: for rent	11,519
Vacant: for sale	5,067

### Population by Sex/Age

Male	893,851
Female	887,791
Under 18	429,545
18 & over	1,352,097
20 - 24	113,117
25 - 34	269,566
35 - 49	416,487
50 - 64	311,022
65 & over	196,944

### Population by Ethnicity

Hispanic or Latino	479,210
Non Hispanic or Latino	1,302,432

### Population by Race

White	836,616
African American	46,428
Asian	570,524
American Indian and Alaska Native	12,960
Native Hawaiian and Pacific Islander	7,060
Other	220,806
Identified by two or more	87,248

## CA - Solano County (Partial - Split County)

### Population

Total Population	295,205
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### Housing Status

( in housing units unless noted )

Total	109,822
Occupied	101,356
Owner-occupied	63,341
Population in owner-occupied ( number of individuals )	181,125
Renter-occupied	38,015
Population in renter-occupied ( number of individuals )	109,654
Households with individuals under 18	38,833
Vacant	8,466
Vacant: for rent	3,278
Vacant: for sale	1,727

### Population by Sex/Age

Male	144,657
Female	150,548
Under 18	73,530
18 & over	221,675
20 - 24	20,799
25 - 34	38,917
35 - 49	60,164
50 - 64	60,025
65 & over	33,249

### Population by Ethnicity

Hispanic or Latino	69,895
Non Hispanic or Latino	225,310

### Population by Race

White	130,424
African American	50,306
Asian	53,837
American Indian and Alaska Native	2,129
Native Hawaiian and Pacific Islander	2,959
Other	31,974
Identified by two or more	23,576

## CA - Sonoma County

### Population

Total Population	483,878
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### Housing Status

( in housing units unless noted )

Total	204,572
Occupied	185,825
Owner-occupied	112,280
Population in owner-occupied ( number of individuals )	283,597
Renter-occupied	73,545
Population in renter-occupied ( number of individuals )	190,238
Households with individuals under 18	57,416
Vacant	18,747
Vacant: for rent	4,003
Vacant: for sale	2,142

### Population by Sex/Age

Male	237,902
Female	245,976
Under 18	106,471
18 & over	377,407
20 - 24	32,068
25 - 34	61,297
35 - 49	96,699
50 - 64	105,966
65 & over	67,364

### Population by Ethnicity

Hispanic or Latino	120,430
Non Hispanic or Latino	363,448

### Population by Race

White	371,412
African American	7,610
Asian	18,341
American Indian and Alaska Native	6,489
Native Hawaiian and Pacific Islander	1,558
Other	56,966
Identified by two or more	21,502