



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

TUCSON SIERRA VISTA :::

BROADCAST TV MARKET AREA

Population

Total Population	1,163,923
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Housing Status

(in housing units unless noted)

Total	520,353
Occupied	456,898
Owner-occupied	295,415
Population in owner-occupied (number of individuals)	748,372
Renter-occupied	161,483
Population in renter-occupied (number of individuals)	384,693
Households with individuals under 18	139,071
Vacant	63,455
Vacant: for rent	20,359
Vacant: for sale	9,084

Population by Sex/Age

Male	573,428
Female	590,495
Under 18	271,388
18 & over	892,535
20 - 24	86,424
25 - 34	147,924
35 - 49	213,310
50 - 64	225,952
65 & over	181,020

Population by Ethnicity

Hispanic or Latino	423,387
Non Hispanic or Latino	740,536

Population by Race

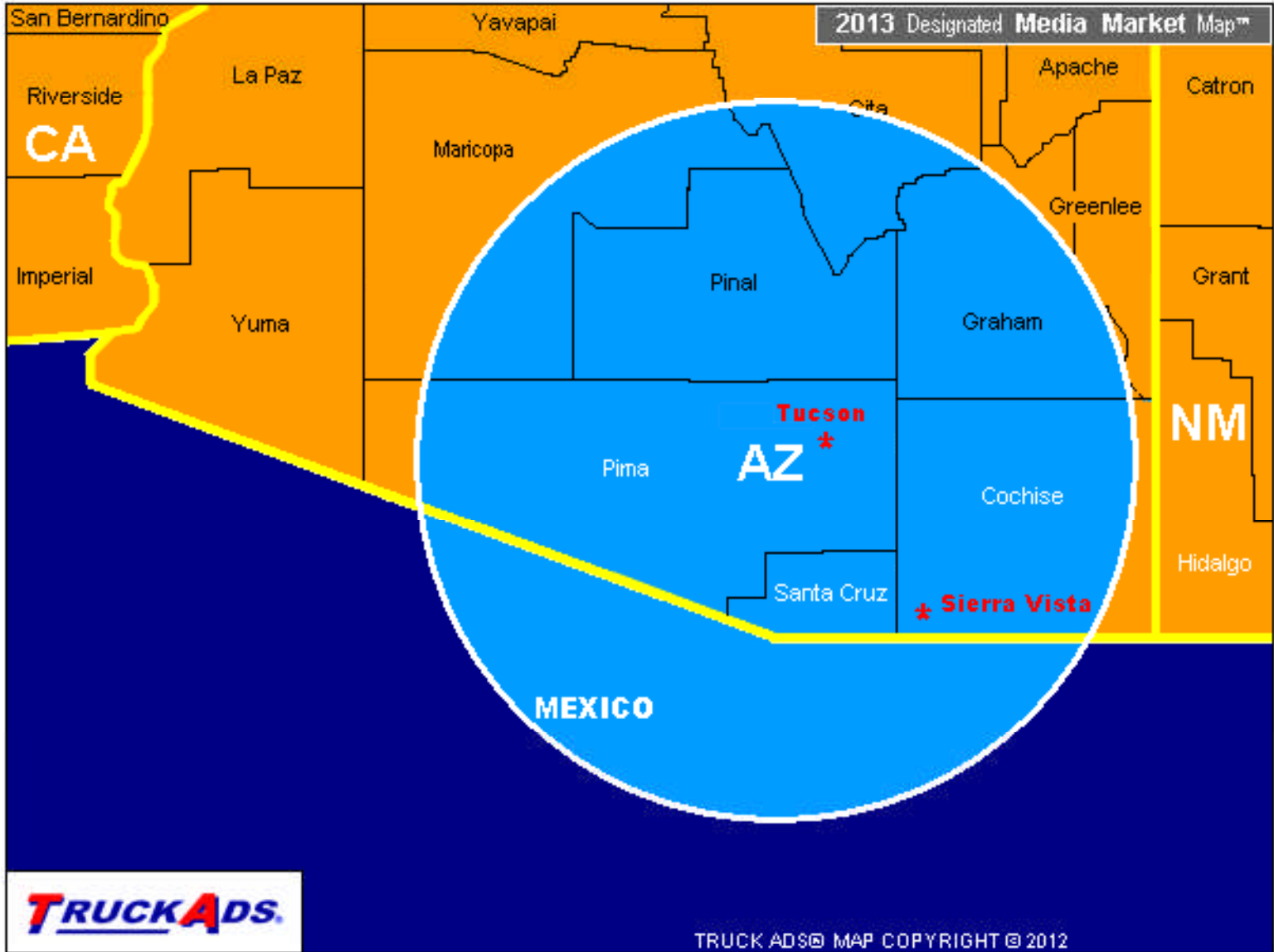
White	870,848
African American	40,347
Asian	28,534
American Indian and Alaska Native	34,563
Native Hawaiian and Pacific Islander	2,059
Other	145,019
Identified by two or more	42,553

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TUCSON SIERRA VISTA :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

ARIZONA: Cochise, AZ ~ Pima, AZ ~ Santa Cruz, AZ ~ NEW MEXICO: Hidalgo, NM

AZ - Cochise County

Population

Total Population	131,346
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Housing Status

(in housing units unless noted)

Total	59,041
Occupied	50,865
Owner-occupied	34,711
Population in owner-occupied (number of individuals)	85,741
Renter-occupied	16,154
Population in renter-occupied (number of individuals)	39,334
Households with individuals under 18	15,475
Vacant	8,176
Vacant: for rent	1,917
Vacant: for sale	1,142

Population by Sex/Age

Male	66,977
Female	64,369
Under 18	30,250
18 & over	101,096
20 - 24	8,211
25 - 34	16,479
35 - 49	23,112
50 - 64	26,704
65 & over	22,688

Population by Ethnicity

Hispanic or Latino	42,543
Non Hispanic or Latino	88,803

Population by Race

White	103,085
African American	5,465
Asian	2,525
American Indian and Alaska Native	1,589
Native Hawaiian and Pacific Islander	418
Other	12,989
Identified by two or more	5,275

AZ - Pima County

Population

Total Population	980,263
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Housing Status

(in housing units unless noted)

Total	440,909
Occupied	388,660
Owner-occupied	248,970
Population in owner-occupied (number of individuals)	626,948
Renter-occupied	139,690
Population in renter-occupied (number of individuals)	329,176
Households with individuals under 18	115,915
Vacant	52,249
Vacant: for rent	17,708
Vacant: for sale	7,531

Population by Sex/Age

Male	481,437
Female	498,826
Under 18	225,316
18 & over	754,947
20 - 24	75,340
25 - 34	126,173
35 - 49	180,310
50 - 64	189,380
65 & over	151,293

Population by Ethnicity

Hispanic or Latino	338,802
Non Hispanic or Latino	641,461

Population by Race

White	728,751
African American	34,674
Asian	25,731
American Indian and Alaska Native	32,605
Native Hawaiian and Pacific Islander	1,624
Other	120,639
Identified by two or more	36,239

AZ - Santa Cruz County

Population

Total Population	47,420
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Housing Status

(in housing units unless noted)

Total	18,010
Occupied	15,437
Owner-occupied	10,428
Population in owner-occupied (number of individuals)	32,426
Renter-occupied	5,009
Population in renter-occupied (number of individuals)	14,610
Households with individuals under 18	7,034
Vacant	2,573
Vacant: for rent	654
Vacant: for sale	383

Population by Sex/Age

Male	22,559
Female	24,861
Under 18	14,560
18 & over	32,860
20 - 24	2,593
25 - 34	4,801
35 - 49	8,944
50 - 64	8,879
65 & over	6,224

Population by Ethnicity

Hispanic or Latino	39,273
Non Hispanic or Latino	8,147

Population by Race

White	34,835
African American	179
Asian	255
American Indian and Alaska Native	328
Native Hawaiian and Pacific Islander	15
Other	10,855
Identified by two or more	953

NM - Hidalgo County

Population

Total Population	4,894
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Housing Status

(in housing units unless noted)

Total	2,393
Occupied	1,936
Owner-occupied	1,306
Population in owner-occupied (number of individuals)	3,257
Renter-occupied	630
Population in renter-occupied (number of individuals)	1,573
Households with individuals under 18	647
Vacant	457
Vacant: for rent	80
Vacant: for sale	28

Population by Sex/Age

Male	2,455
Female	2,439
Under 18	1,262
18 & over	3,632
20 - 24	280
25 - 34	471
35 - 49	944
50 - 64	989
65 & over	815

Population by Ethnicity

Hispanic or Latino	2,769
Non Hispanic or Latino	2,125

Population by Race

White	4,177
African American	29
Asian	23
American Indian and Alaska Native	41
Native Hawaiian and Pacific Islander	2
Other	536
Identified by two or more	86