



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

WEST PALM BEACH FT. PIERCE :::

BROADCAST TV MARKET AREA

Population

Total Population	1,882,269
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Housing Status

(in housing units unless noted)

Total	956,100
Occupied	776,825
Owner-occupied	563,481
Population in owner-occupied (number of individuals)	1,314,790
Renter-occupied	213,344
Population in renter-occupied (number of individuals)	538,727
Households with individuals under 18	209,433
Vacant	179,275
Vacant: for rent	32,465
Vacant: for sale	21,692

Population by Sex/Age

Male	913,918
Female	968,351
Under 18	382,590
18 & over	1,499,679
20 - 24	101,244
25 - 34	201,695
35 - 49	365,397
50 - 64	369,283
65 & over	418,009

Population by Ethnicity

Hispanic or Latino	330,164
Non Hispanic or Latino	1,552,105

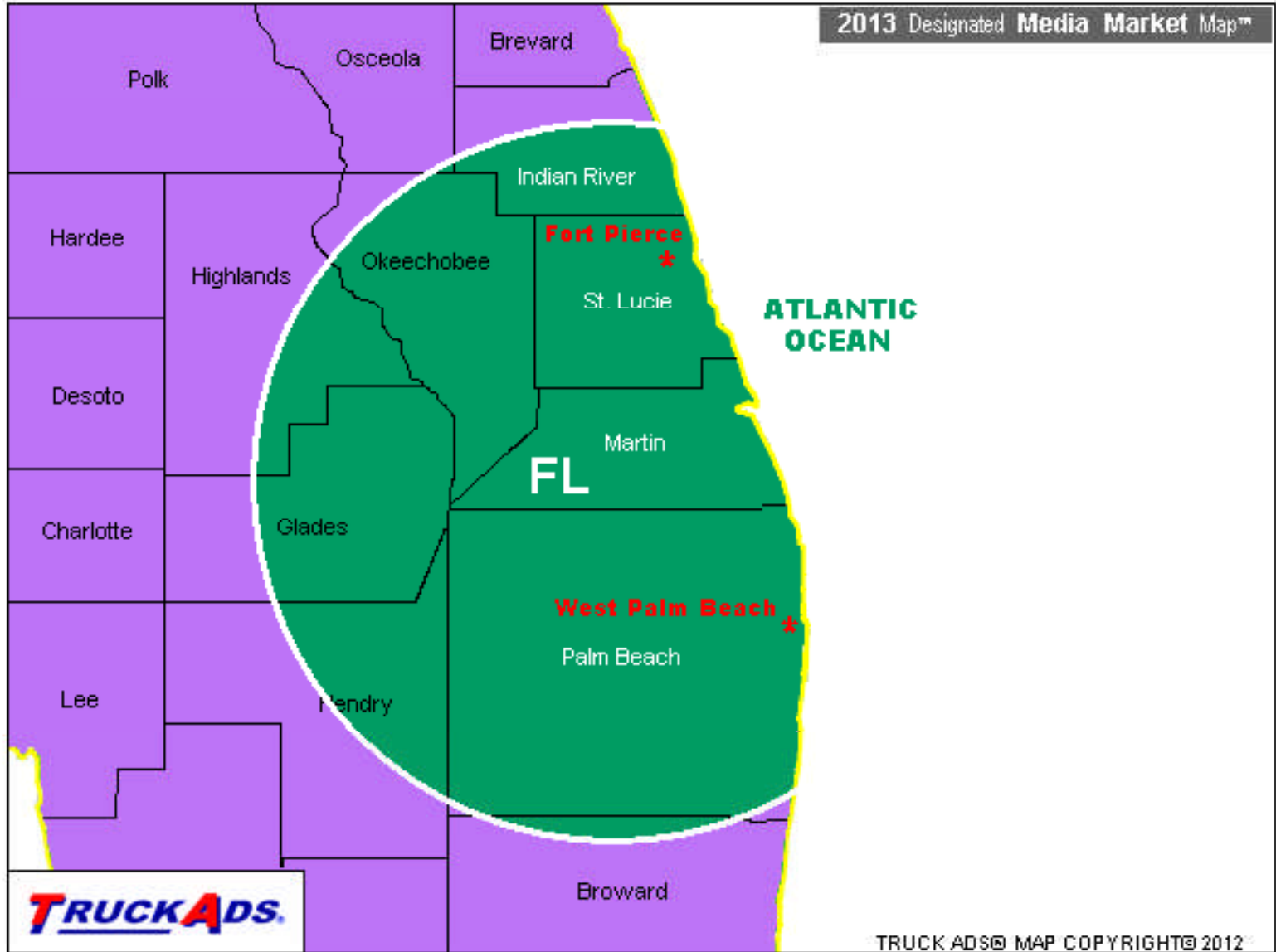
Population by Race

White	1,413,494
African American	301,965
Asian	38,640
American Indian and Alaska Native	8,414
Native Hawaiian and Pacific Islander	1,086
Other	76,527
Identified by two or more	42,143

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WEST PALM BEACH FT. PIERCE ::: BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

FLORIDA: Indian River, FL ~ Martin, FL ~ Palm Beach, FL ~ St. Lucie, FL

FL - Indian River County

Population

Total Population	138,028
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Housing Status

(in housing units unless noted)

Total	76,346
Occupied	60,176
Owner-occupied	45,026
Population in owner-occupied (number of individuals)	100,046
Renter-occupied	15,150
Population in renter-occupied (number of individuals)	36,188
Households with individuals under 18	14,219
Vacant	16,170
Vacant: for rent	3,188
Vacant: for sale	2,294

Population by Sex/Age

Male	66,748
Female	71,280
Under 18	25,952
18 & over	112,076
20 - 24	6,037
25 - 34	12,455
35 - 49	23,383
50 - 64	29,642
65 & over	37,504

Population by Ethnicity

Hispanic or Latino	15,465
Non Hispanic or Latino	122,563

Population by Race

White	116,346
African American	12,397
Asian	1,666
American Indian and Alaska Native	408
Native Hawaiian and Pacific Islander	51
Other	4,909
Identified by two or more	2,251

FL - Martin County

Population

Total Population	146,318
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Housing Status

(in housing units unless noted)

Total	78,131
Occupied	63,899
Owner-occupied	49,196
Population in owner-occupied (number of individuals)	107,250
Renter-occupied	14,703
Population in renter-occupied (number of individuals)	35,135
Households with individuals under 18	14,190
Vacant	14,232
Vacant: for rent	2,308
Vacant: for sale	1,828

Population by Sex/Age

Male	72,423
Female	73,895
Under 18	25,746
18 & over	120,572
20 - 24	6,422
25 - 34	12,436
35 - 49	26,204
50 - 64	32,631
65 & over	39,972

Population by Ethnicity

Hispanic or Latino	17,881
Non Hispanic or Latino	128,437

Population by Race

White	127,691
African American	7,842
Asian	1,540
American Indian and Alaska Native	840
Native Hawaiian and Pacific Islander	104
Other	5,968
Identified by two or more	2,333

FL - Palm Beach County

Population

Total Population	1,320,134
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Housing Status

(in housing units unless noted)

Total	664,594
Occupied	544,227
Owner-occupied	388,493
Population in owner-occupied (number of individuals)	910,391
Renter-occupied	155,734
Population in renter-occupied (number of individuals)	389,771
Households with individuals under 18	147,894
Vacant	120,367
Vacant: for rent	21,961
Vacant: for sale	13,645

Population by Sex/Age

Male	638,888
Female	681,246
Under 18	268,884
18 & over	1,051,250
20 - 24	74,105
25 - 34	146,694
35 - 49	261,308
50 - 64	252,686
65 & over	285,155

Population by Ethnicity

Hispanic or Latino	250,823
Non Hispanic or Latino	1,069,311

Population by Race

White	970,121
African American	228,690
Asian	31,100
American Indian and Alaska Native	6,043
Native Hawaiian and Pacific Islander	770
Other	53,138
Identified by two or more	30,272

FL - St. Lucie County

Population

Total Population	277,789
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Housing Status

(in housing units unless noted)

Total	137,029
Occupied	108,523
Owner-occupied	80,766
Population in owner-occupied (number of individuals)	197,103
Renter-occupied	27,757
Population in renter-occupied (number of individuals)	77,633
Households with individuals under 18	33,130
Vacant	28,506
Vacant: for rent	5,008
Vacant: for sale	3,925

Population by Sex/Age

Male	135,859
Female	141,930
Under 18	62,008
18 & over	215,781
20 - 24	14,680
25 - 34	30,110
35 - 49	54,502
50 - 64	54,324
65 & over	55,378

Population by Ethnicity

Hispanic or Latino	45,995
Non Hispanic or Latino	231,794

Population by Race

White	199,336
African American	53,036
Asian	4,334
American Indian and Alaska Native	1,123
Native Hawaiian and Pacific Islander	161
Other	12,512
Identified by two or more	7,287