



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

**EUGENE BEND :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	765,737
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**Housing Status**

( in housing units unless noted )

Total	352,004
Occupied	316,087
Owner-occupied	196,876
Population in owner-occupied ( number of individuals )	473,942
Renter-occupied	119,211
Population in renter-occupied ( number of individuals )	274,262
Households with individuals under 18	84,740
Vacant	35,917
Vacant: for rent	8,151
Vacant: for sale	5,318

**Population by Sex/Age**

Male	378,120
Female	387,617
Under 18	155,183
18 & over	610,554
20 - 24	61,993
25 - 34	93,675
35 - 49	138,710
50 - 64	166,951
65 & over	122,608

**Population by Ethnicity**

Hispanic or Latino	51,798
Non Hispanic or Latino	713,939

**Population by Race**

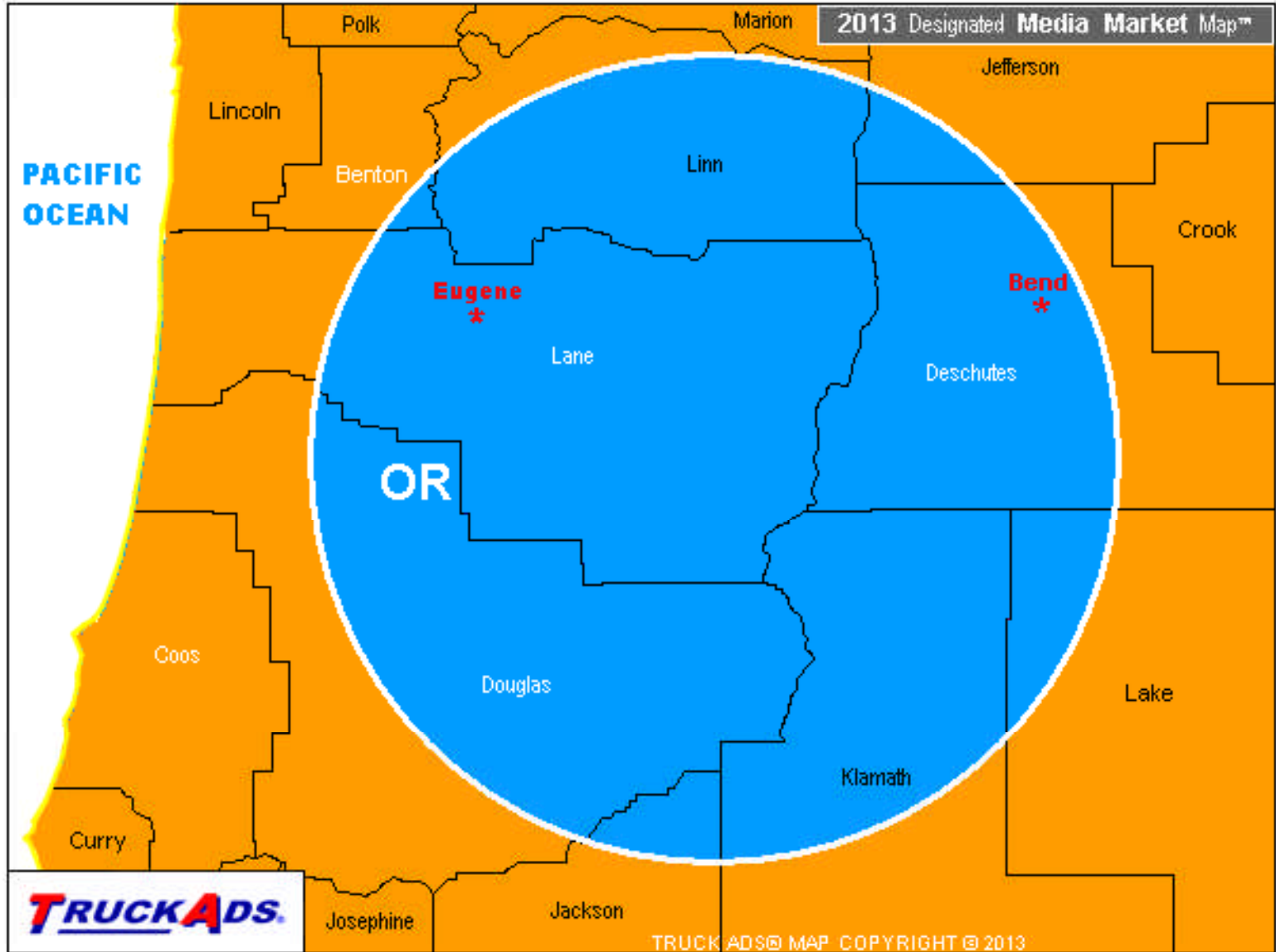
White	686,654
African American	5,271
Asian	15,927
American Indian and Alaska Native	9,688
Native Hawaiian and Pacific Islander	1,431
Other	18,836
Identified by two or more	27,930

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# EUGENE BEND :::

## BROADCAST TV MARKET AREA



### 5 COUNTIES IN THIS DESIGNATED MARKET

OREGON: Benton, OR ~ Coos, OR ~ Deschutes, OR ~ Douglas, OR ~ Lane, OR

## OR - Benton County

### Population

Total Population	85,579
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### Housing Status

( in housing units unless noted )

Total	36,245
Occupied	34,317
Owner-occupied	19,178
Population in owner-occupied ( number of individuals )	47,660
Renter-occupied	15,139
Population in renter-occupied ( number of individuals )	32,876
Households with individuals under 18	8,304
Vacant	1,928
Vacant: for rent	654
Vacant: for sale	330

### Population by Sex/Age

Male	42,868
Female	42,711
Under 18	15,249
18 & over	70,330
20 - 24	13,763
25 - 34	10,414
35 - 49	13,608
50 - 64	16,372
65 & over	10,280

### Population by Ethnicity

Hispanic or Latino	5,467
Non Hispanic or Latino	80,112

### Population by Race

White	74,506
African American	759
Asian	4,429
American Indian and Alaska Native	627
Native Hawaiian and Pacific Islander	213
Other	1,985
Identified by two or more	3,060

## OR - Coos County

### Population

Total Population	63,043
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### Housing Status

( in housing units unless noted )

Total	30,593
Occupied	27,133
Owner-occupied	17,800
Population in owner-occupied ( number of individuals )	40,096
Renter-occupied	9,333
Population in renter-occupied ( number of individuals )	21,939
Households with individuals under 18	6,557
Vacant	3,460
Vacant: for rent	677
Vacant: for sale	522

### Population by Sex/Age

Male	31,086
Female	31,957
Under 18	11,930
18 & over	51,113
20 - 24	3,246
25 - 34	6,499
35 - 49	10,665
50 - 64	15,617
65 & over	13,486

### Population by Ethnicity

Hispanic or Latino	3,391
Non Hispanic or Latino	59,652

### Population by Race

White	56,618
African American	258
Asian	660
American Indian and Alaska Native	1,589
Native Hawaiian and Pacific Islander	117
Other	1,072
Identified by two or more	2,729

## OR - Deschutes County

### Population

Total Population	157,733
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### Housing Status

( in housing units unless noted )

Total	80,139
Occupied	64,090
Owner-occupied	42,160
Population in owner-occupied ( number of individuals )	102,795
Renter-occupied	21,930
Population in renter-occupied ( number of individuals )	53,694
Households with individuals under 18	19,740
Vacant	16,049
Vacant: for rent	2,696
Vacant: for sale	1,845

### Population by Sex/Age

Male	77,971
Female	79,762
Under 18	36,221
18 & over	121,512
20 - 24	8,304
25 - 34	19,928
35 - 49	32,319
50 - 64	34,031
65 & over	23,491

### Population by Ethnicity

Hispanic or Latino	11,718
Non Hispanic or Latino	146,015

### Population by Race

White	145,374
African American	568
Asian	1,476
American Indian and Alaska Native	1,449
Native Hawaiian and Pacific Islander	210
Other	4,663
Identified by two or more	3,993

## OR - Douglas County

### Population

Total Population	107,667
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### Housing Status

( in housing units unless noted )

Total	48,915
Occupied	44,581
Owner-occupied	30,510
Population in owner-occupied ( number of individuals )	72,191
Renter-occupied	14,071
Population in renter-occupied ( number of individuals )	33,768
Households with individuals under 18	11,771
Vacant	4,334
Vacant: for rent	1,060
Vacant: for sale	860

### Population by Sex/Age

Male	53,151
Female	54,516
Under 18	22,094
18 & over	85,573
20 - 24	5,564
25 - 34	10,808
35 - 49	18,473
50 - 64	25,605
65 & over	22,570

### Population by Ethnicity

Hispanic or Latino	5,055
Non Hispanic or Latino	102,612

### Population by Race

White	99,471
African American	317
Asian	1,040
American Indian and Alaska Native	1,953
Native Hawaiian and Pacific Islander	122
Other	1,279
Identified by two or more	3,485

## OR - Lane County

### Population

Total Population	351,715
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### Housing Status

( in housing units unless noted )

Total	156,112
Occupied	145,966
Owner-occupied	87,228
Population in owner-occupied ( number of individuals )	211,200
Renter-occupied	58,738
Population in renter-occupied ( number of individuals )	131,985
Households with individuals under 18	38,368
Vacant	10,146
Vacant: for rent	3,064
Vacant: for sale	1,761

### Population by Sex/Age

Male	173,044
Female	178,671
Under 18	69,689
18 & over	282,026
20 - 24	31,116
25 - 34	46,026
35 - 49	63,645
50 - 64	75,326
65 & over	52,781

### Population by Ethnicity

Hispanic or Latino	26,167
Non Hispanic or Latino	325,548

### Population by Race

White	310,685
African American	3,369
Asian	8,322
American Indian and Alaska Native	4,070
Native Hawaiian and Pacific Islander	769
Other	9,837
Identified by two or more	14,663