



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

HARRISONBURG :::

BROADCAST TV MARKET AREA

Population

Total Population	160,080
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Housing Status

(in housing units unless noted)

Total	71,823
Occupied	62,059
Owner-occupied	48,469
Population in owner-occupied (number of individuals)	123,053
Renter-occupied	13,590
Population in renter-occupied (number of individuals)	32,652
Households with individuals under 18	19,518
Vacant	9,764
Vacant: for rent	1,198
Vacant: for sale	905

Population by Sex/Age

Male	79,945
Female	80,135
Under 18	35,636
18 & over	124,444
20 - 24	8,538
25 - 34	17,062
35 - 49	33,718
50 - 64	34,763
65 & over	26,063

Population by Ethnicity

Hispanic or Latino	5,690
Non Hispanic or Latino	154,390

Population by Race

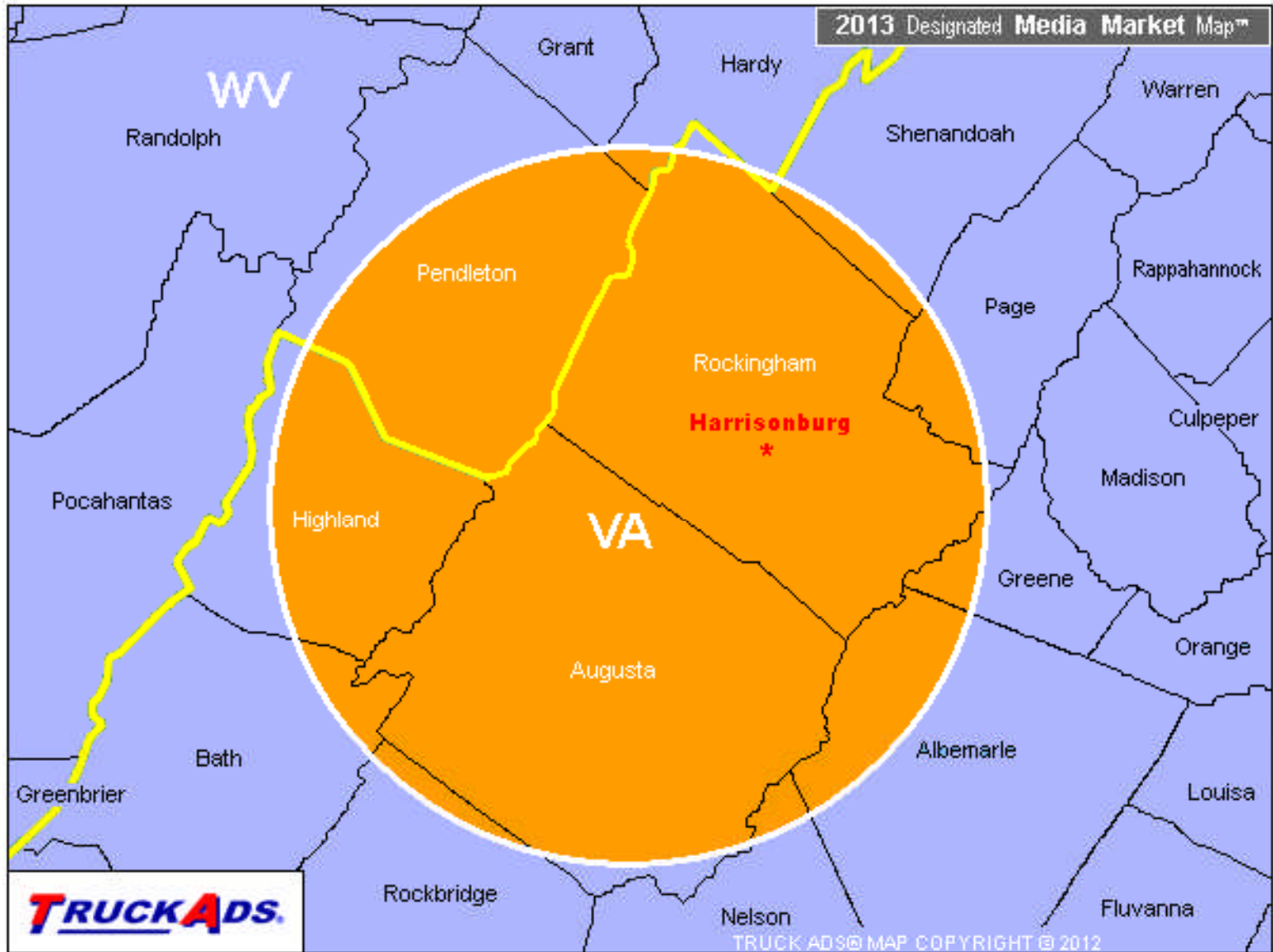
White	149,721
African American	4,359
Asian	852
American Indian and Alaska Native	392
Native Hawaiian and Pacific Islander	26
Other	2,642
Identified by two or more	2,088

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HARRISONBURG :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

VIRGINIA: Augusta, VA ~ Highland, VA ~ Rockingham, VA ~ **WEST VIRGINIA:** Pendleton, WV

VA - Augusta County

Population

Total Population	73,750
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Housing Status

(in housing units unless noted)

Total	31,194
Occupied	28,516
Owner-occupied	23,027
Population in owner-occupied (number of individuals)	58,002
Renter-occupied	5,489
Population in renter-occupied (number of individuals)	13,040
Households with individuals under 18	8,884
Vacant	2,678
Vacant: for rent	515
Vacant: for sale	434

Population by Sex/Age

Male	37,412
Female	36,338
Under 18	15,755
18 & over	57,995
20 - 24	3,654
25 - 34	7,900
35 - 49	16,119
50 - 64	16,652
65 & over	11,839

Population by Ethnicity

Hispanic or Latino	1,525
Non Hispanic or Latino	72,225

Population by Race

White	68,848
African American	2,930
Asian	368
American Indian and Alaska Native	160
Native Hawaiian and Pacific Islander	15
Other	518
Identified by two or more	911

VA - Highland County

Population

Total Population	2,321
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Housing Status

(in housing units unless noted)

Total	1,837
Occupied	1,081
Owner-occupied	906
Population in owner-occupied (number of individuals)	1,950
Renter-occupied	175
Population in renter-occupied (number of individuals)	371
Households with individuals under 18	211
Vacant	756
Vacant: for rent	29
Vacant: for sale	22

Population by Sex/Age

Male	1,159
Female	1,162
Under 18	346
18 & over	1,975
20 - 24	88
25 - 34	162
35 - 49	404
50 - 64	704
65 & over	579

Population by Ethnicity

Hispanic or Latino	18
Non Hispanic or Latino	2,303

Population by Race

White	2,289
African American	6
Asian	4
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	0
Other	12
Identified by two or more	5

VA - Rockingham County

Population

Total Population	76,314
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Housing Status

(in housing units unless noted)

Total	33,660
Occupied	29,177
Owner-occupied	21,907
Population in owner-occupied (number of individuals)	57,055
Renter-occupied	7,270
Population in renter-occupied (number of individuals)	17,788
Households with individuals under 18	9,609
Vacant	4,483
Vacant: for rent	533
Vacant: for sale	409

Population by Sex/Age

Male	37,477
Female	38,837
Under 18	18,072
18 & over	58,242
20 - 24	4,410
25 - 34	8,275
35 - 49	15,764
50 - 64	15,563
65 & over	11,964

Population by Ethnicity

Hispanic or Latino	4,076
Non Hispanic or Latino	72,238

Population by Race

White	71,182
African American	1,273
Asian	460
American Indian and Alaska Native	209
Native Hawaiian and Pacific Islander	10
Other	2,099
Identified by two or more	1,081

WV - Pendleton County

Population

Total Population	7,695
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Housing Status

(in housing units unless noted)

Total	5,132
Occupied	3,285
Owner-occupied	2,629
Population in owner-occupied (number of individuals)	6,046
Renter-occupied	656
Population in renter-occupied (number of individuals)	1,453
Households with individuals under 18	814
Vacant	1,847
Vacant: for rent	121
Vacant: for sale	40

Population by Sex/Age

Male	3,897
Female	3,798
Under 18	1,463
18 & over	6,232
20 - 24	386
25 - 34	725
35 - 49	1,431
50 - 64	1,844
65 & over	1,681

Population by Ethnicity

Hispanic or Latino	71
Non Hispanic or Latino	7,624

Population by Race

White	7,402
African American	150
Asian	20
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	1
Other	13
Identified by two or more	91