



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

MONTEREY SALINAS :::

BROADCAST TV MARKET AREA

Population

Total Population	677,439
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Housing Status

(in housing units unless noted)

Total	243,524
Occupied	220,301
Owner-occupied	118,306
Population in owner-occupied (number of individuals)	338,303
Renter-occupied	101,995
Population in renter-occupied (number of individuals)	309,465
Households with individuals under 18	81,620
Vacant	23,223
Vacant: for rent	4,628
Vacant: for sale	2,540

Population by Sex/Age

Male	344,344
Female	333,095
Under 18	166,431
18 & over	511,008
20 - 24	56,872
25 - 34	95,826
35 - 49	133,285
50 - 64	125,794
65 & over	73,580

Population by Ethnicity

Hispanic or Latino	314,095
Non Hispanic or Latino	363,344

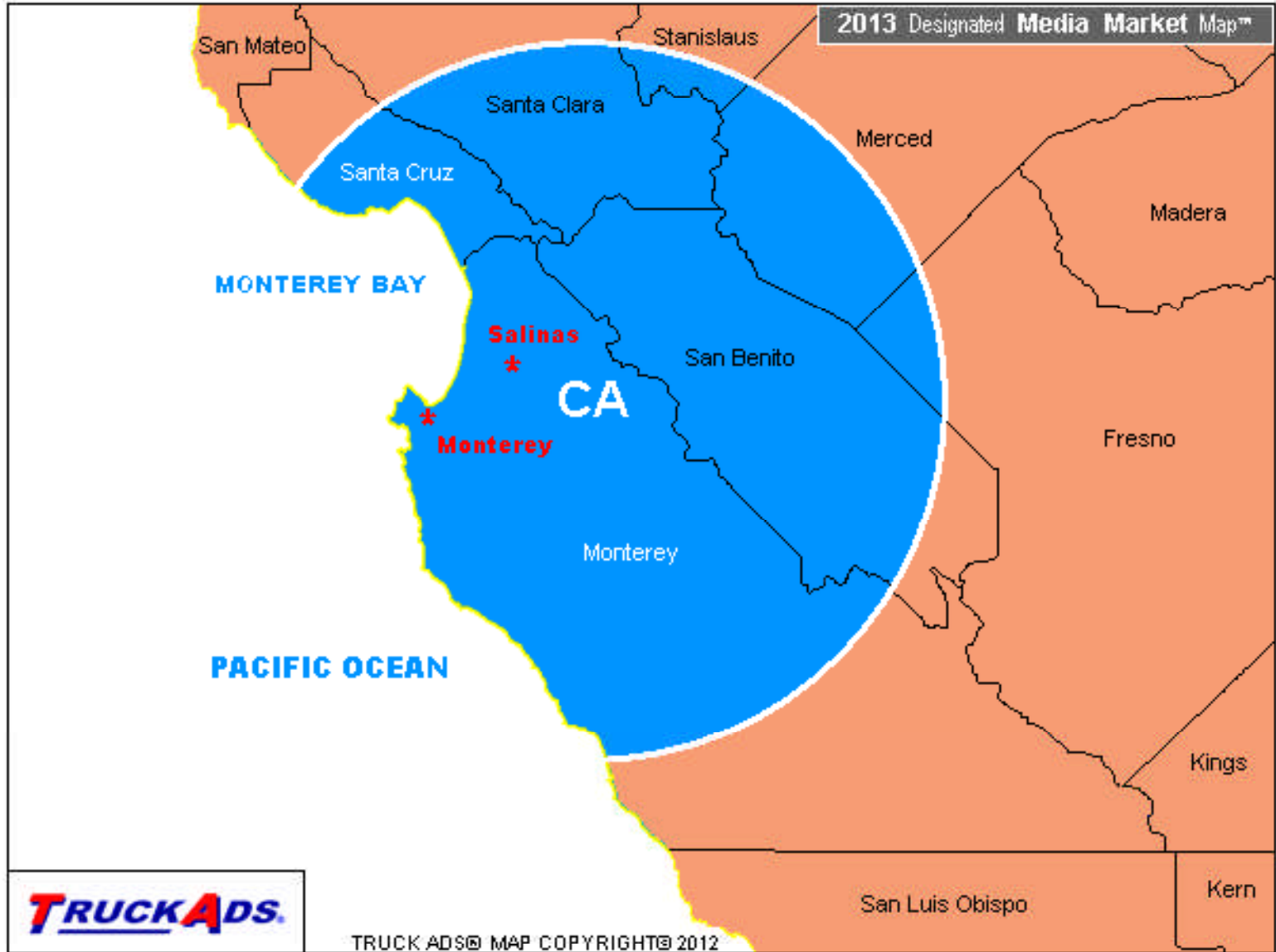
Population by Race

White	420,925
African American	15,551
Asian	36,370
American Indian and Alaska Native	7,717
Native Hawaiian and Pacific Islander	2,420
Other	160,781
Identified by two or more	33,675



MONTEREY SALINAS :::

BROADCAST TV MARKET AREA



2 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Monterey, CA ~ Santa Cruz, CA

CA - Monterey County

Population

Total Population	415,057
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Housing Status

(in housing units unless noted)

Total	139,048
Occupied	125,946
Owner-occupied	64,077
Population in owner-occupied (number of individuals)	194,719
Renter-occupied	61,869
Population in renter-occupied (number of individuals)	201,636
Households with individuals under 18	52,402
Vacant	13,102
Vacant: for rent	3,182
Vacant: for sale	1,676

Population by Sex/Age

Male	213,431
Female	201,626
Under 18	111,013
18 & over	304,044
20 - 24	32,481
25 - 34	62,077
35 - 49	81,498
50 - 64	69,794
65 & over	44,422

Population by Ethnicity

Hispanic or Latino	230,003
Non Hispanic or Latino	185,054

Population by Race

White	230,717
African American	12,785
Asian	25,258
American Indian and Alaska Native	5,464
Native Hawaiian and Pacific Islander	2,071
Other	117,405
Identified by two or more	21,357

CA - Santa Cruz County

Population

Total Population	262,382
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Housing Status

(in housing units unless noted)

Total	104,476
Occupied	94,355
Owner-occupied	54,229
Population in owner-occupied (number of individuals)	143,584
Renter-occupied	40,126
Population in renter-occupied (number of individuals)	107,829
Households with individuals under 18	29,218
Vacant	10,121
Vacant: for rent	1,446
Vacant: for sale	864

Population by Sex/Age

Male	130,913
Female	131,469
Under 18	55,418
18 & over	206,964
20 - 24	24,391
25 - 34	33,749
35 - 49	51,787
50 - 64	56,000
65 & over	29,158

Population by Ethnicity

Hispanic or Latino	84,092
Non Hispanic or Latino	178,290

Population by Race

White	190,208
African American	2,766
Asian	11,112
American Indian and Alaska Native	2,253
Native Hawaiian and Pacific Islander	349
Other	43,376
Identified by two or more	12,318