



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

PALM SPRINGS :::

BROADCAST TV MARKET AREA

Population

Total Population	362,726
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Housing Status

(in housing units unless noted)

Total	180,431
Occupied	131,533
Owner-occupied	83,755
Population in owner-occupied (number of individuals)	218,746
Renter-occupied	47,778
Population in renter-occupied (number of individuals)	140,290
Households with individuals under 18	43,830
Vacant	48,898
Vacant: for rent	7,676
Vacant: for sale	4,959

Population by Sex/Age

Male	182,032
Female	180,694
Under 18	92,641
18 & over	270,085
20 - 24	22,191
25 - 34	43,384
35 - 49	66,391
50 - 64	64,570
65 & over	64,689

Population by Ethnicity

Hispanic or Latino	188,869
Non Hispanic or Latino	173,857

Population by Race

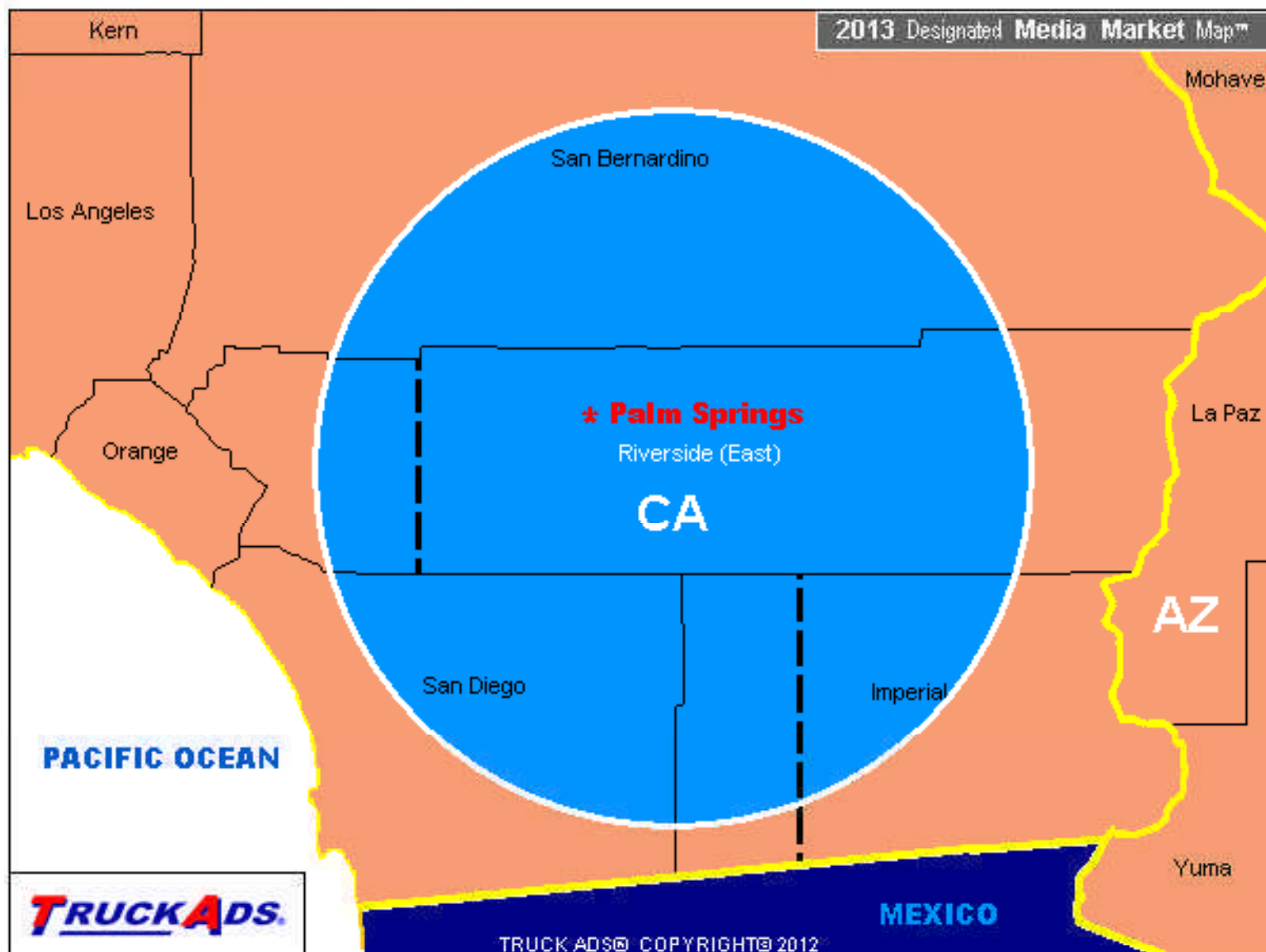
White	239,081
African American	11,378
Asian	11,558
American Indian and Alaska Native	3,565
Native Hawaiian and Pacific Islander	441
Other	84,042
Identified by two or more	12,661

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BROADCAST TV MARKET AREA



1 COUNTY IN THIS DESIGNATED MARKET

CALIFORNIA: Riverside, CA (Split)

CA - Riverside County (Partial - split county)

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