



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

SANTA BARBARA SANTA MARIA SAN LUIS OBISPO BAKERSFIELD :::

BROADCAST TV MARKET AREA

Population

Total Population	1,533,163
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Housing Status

(in housing units unless noted)

Total	554,516
Occupied	498,730
Owner-occupied	288,575
Population in owner-occupied (number of individuals)	829,691
Renter-occupied	210,155
Population in renter-occupied (number of individuals)	631,927
Households with individuals under 18	193,097
Vacant	55,786
Vacant: for rent	15,314
Vacant: for sale	7,660

Population by Sex/Age

Male	783,893
Female	749,270
Under 18	402,969
18 & over	1,130,194
20 - 24	135,707
25 - 34	211,846
35 - 49	290,769
50 - 64	260,107
65 & over	170,857

Population by Ethnicity

Hispanic or Latino	650,693
Non Hispanic or Latino	882,470

Population by Race

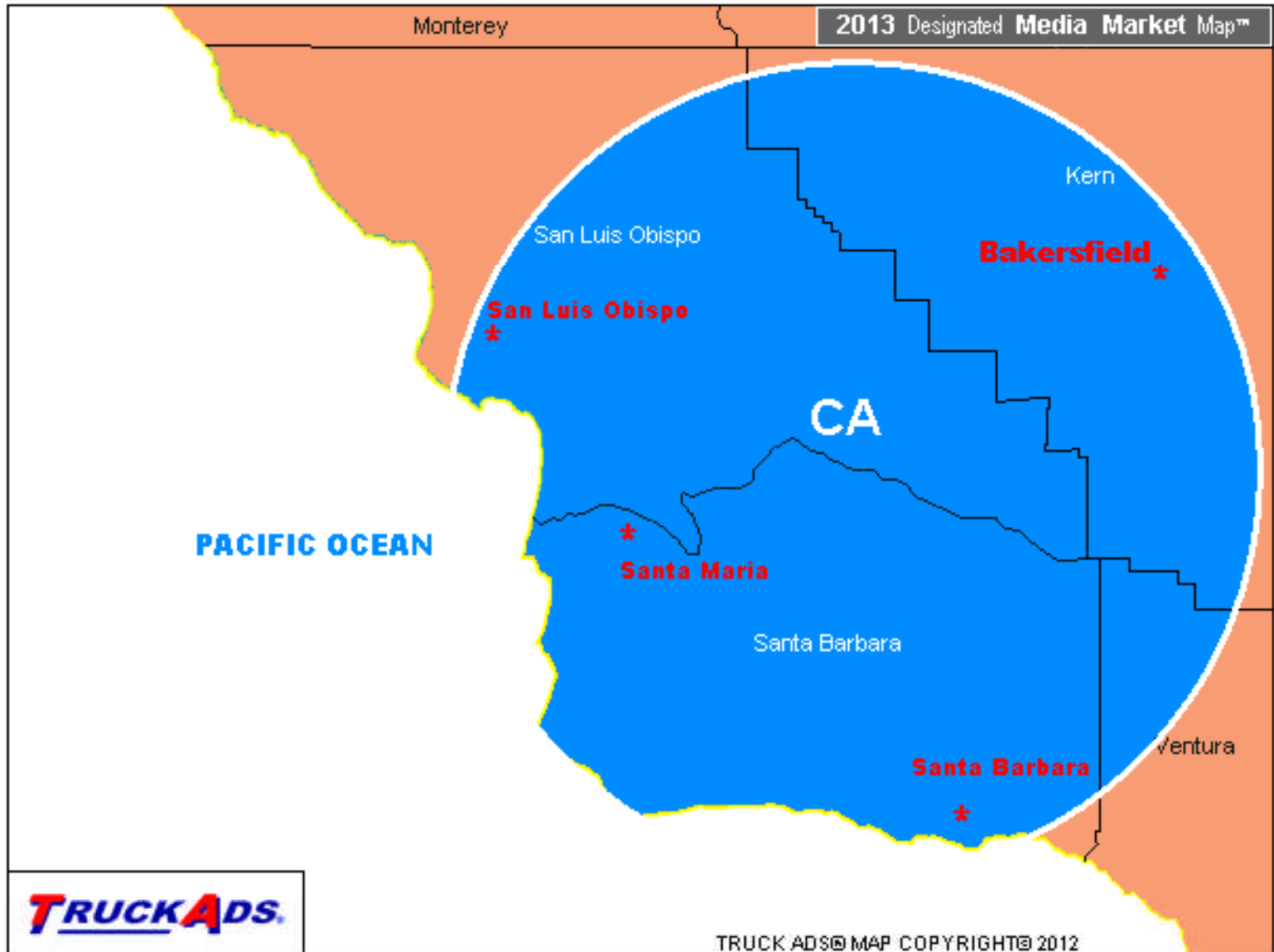
White	1,017,646
African American	62,984
Asian	64,018
American Indian and Alaska Native	20,697
Native Hawaiian and Pacific Islander	2,447
Other	297,960
Identified by two or more	67,411

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SANTA BARBARA SANTA MARIA SAN LUIS OBISPO BAKERSFIELD :::

BROADCAST TV MARKET AREA



3 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Kern, CA ~ San Luis Obispo, CA ~ Santa Barbara, CA

CA - Kern County

Population

Total Population	839,631
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Housing Status

(in housing units unless noted)

Total	284,367
Occupied	254,610
Owner-occupied	152,828
Population in owner-occupied (number of individuals)	472,873
Renter-occupied	101,782
Population in renter-occupied (number of individuals)	330,001
Households with individuals under 18	117,423
Vacant	29,757
Vacant: for rent	9,743
Vacant: for sale	5,072

Population by Sex/Age

Male	433,108
Female	406,523
Under 18	254,081
18 & over	585,550
20 - 24	65,339
25 - 34	122,046
35 - 49	164,379
50 - 64	129,885
65 & over	75,437

Population by Ethnicity

Hispanic or Latino	413,033
Non Hispanic or Latino	426,598

Population by Race

White	499,766
African American	48,921
Asian	34,846
American Indian and Alaska Native	12,676
Native Hawaiian and Pacific Islander	1,252
Other	204,314
Identified by two or more	37,856

CA - San Luis Obispo County

Population

Total Population	269,637
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Housing Status

(in housing units unless noted)

Total	117,315
Occupied	102,016
Owner-occupied	60,920
Population in owner-occupied (number of individuals)	149,509
Renter-occupied	41,096
Population in renter-occupied (number of individuals)	103,122
Households with individuals under 18	27,806
Vacant	15,299
Vacant: for rent	2,393
Vacant: for sale	1,318

Population by Sex/Age

Male	137,999
Female	131,638
Under 18	50,841
18 & over	218,796
20 - 24	27,342
25 - 34	32,108
35 - 49	48,335
50 - 64	57,786
65 & over	41,022

Population by Ethnicity

Hispanic or Latino	55,973
Non Hispanic or Latino	213,664

Population by Race

White	222,756
African American	5,550
Asian	8,507
American Indian and Alaska Native	2,536
Native Hawaiian and Pacific Islander	389
Other	19,786
Identified by two or more	10,113

CA - Santa Barbara County

Population

Total Population	423,895
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Housing Status

(in housing units unless noted)

Total	152,834
Occupied	142,104
Owner-occupied	74,827
Population in owner-occupied (number of individuals)	207,309
Renter-occupied	67,277
Population in renter-occupied (number of individuals)	198,804
Households with individuals under 18	47,868
Vacant	10,730
Vacant: for rent	3,178
Vacant: for sale	1,270

Population by Sex/Age

Male	212,786
Female	211,109
Under 18	98,047
18 & over	325,848
20 - 24	43,026
25 - 34	57,692
35 - 49	78,055
50 - 64	72,436
65 & over	54,398

Population by Ethnicity

Hispanic or Latino	181,687
Non Hispanic or Latino	242,208

Population by Race

White	295,124
African American	8,513
Asian	20,665
American Indian and Alaska Native	5,485
Native Hawaiian and Pacific Islander	806
Other	73,860
Identified by two or more	19,442