



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

SEATTLE TACOMA :::

BROADCAST TV MARKET AREA

Population

Total Population	4,801,531
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Housing Status

(in housing units unless noted)

Total	2,098,695
Occupied	1,902,120
Owner-occupied	1,205,716
Population in owner-occupied (number of individuals)	3,109,465
Renter-occupied	696,404
Population in renter-occupied (number of individuals)	1,594,676
Households with individuals under 18	590,051
Vacant	196,575
Vacant: for rent	54,626
Vacant: for sale	32,066

Population by Sex/Age

Male	2,390,775
Female	2,410,756
Under 18	1,085,152
18 & over	3,716,379
20 - 24	321,818
25 - 34	688,467
35 - 49	1,031,534
50 - 64	962,118
65 & over	585,564

Population by Ethnicity

Hispanic or Latino	437,195
Non Hispanic or Latino	4,364,336

Population by Race

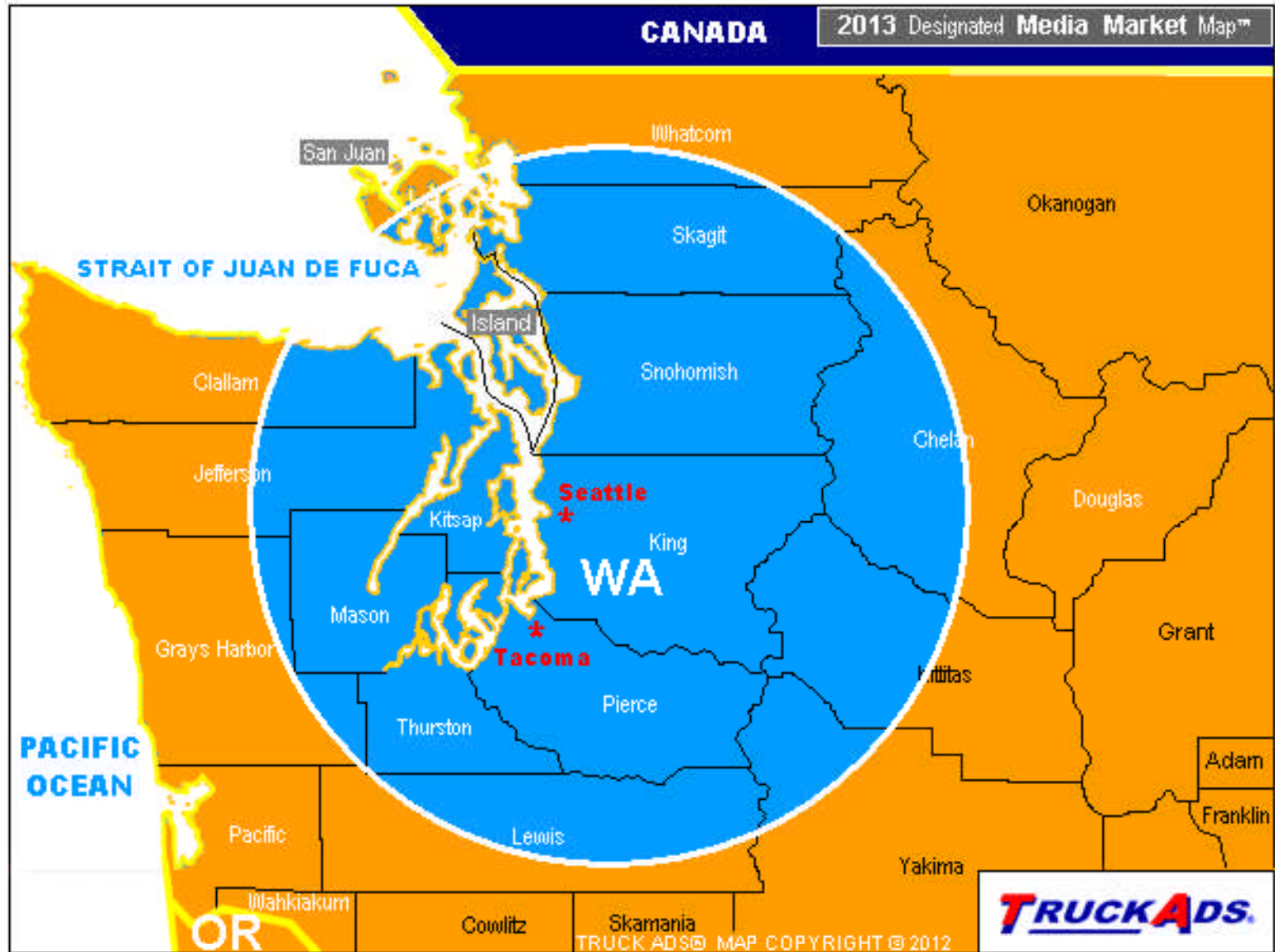
White	3,622,782
African American	213,004
Asian	436,404
American Indian and Alaska Native	65,930
Native Hawaiian and Pacific Islander	34,459
Other	186,612
Identified by two or more	242,340

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SEATTLE TACOMA :::

BROADCAST TV MARKET AREA



18 COUNTIES IN THIS DESIGNATED MARKET

WASHINGTON: Chelan, WA ~ Clallam, WA ~ Douglas, WA ~ Grays Harbor, WA ~ Island, WA ~ Jefferson, WA ~ King, WA ~ Kitsap, WA ~ Lewis, WA ~ Mason, WA ~ Pacific, WA ~ Pierce, WA ~ San Juan, WA ~ Skagit, WA ~ Snohomish, WA ~ Thurston, WA ~ Wahkiakum, WA ~ Whatcom, WA

WA - Chelan County

Population

Total Population	72,453
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Housing Status

(in housing units unless noted)

Total	35,465
Occupied	27,827
Owner-occupied	17,684
Population in owner-occupied (number of individuals)	45,931
Renter-occupied	10,143
Population in renter-occupied (number of individuals)	25,594
Households with individuals under 18	9,010
Vacant	7,638
Vacant: for rent	759
Vacant: for sale	471

Population by Sex/Age

Male	36,130
Female	36,323
Under 18	18,063
18 & over	54,390
20 - 24	4,260
25 - 34	8,407
35 - 49	13,407
50 - 64	15,151
65 & over	11,175

Population by Ethnicity

Hispanic or Latino	18,713
Non Hispanic or Latino	53,740

Population by Race

White	57,484
African American	236
Asian	588
American Indian and Alaska Native	700
Native Hawaiian and Pacific Islander	100
Other	11,355
Identified by two or more	1,990

WA - Clallam County

Population

Total Population	71,404
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Housing Status

(in housing units unless noted)

Total	35,582
Occupied	31,329
Owner-occupied	22,420
Population in owner-occupied (number of individuals)	49,674
Renter-occupied	8,909
Population in renter-occupied (number of individuals)	19,831
Households with individuals under 18	7,097
Vacant	4,253
Vacant: for rent	815
Vacant: for sale	609

Population by Sex/Age

Male	35,429
Female	35,975
Under 18	12,989
18 & over	58,415
20 - 24	3,598
25 - 34	7,051
35 - 49	11,441
50 - 64	17,548
65 & over	17,189

Population by Ethnicity

Hispanic or Latino	3,627
Non Hispanic or Latino	67,777

Population by Race

White	62,092
African American	596
Asian	1,007
American Indian and Alaska Native	3,630
Native Hawaiian and Pacific Islander	94
Other	1,269
Identified by two or more	2,716

WA - Douglas County

Population

Total Population	38,431
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Housing Status

(in housing units unless noted)

Total	16,004
Occupied	13,894
Owner-occupied	9,721
Population in owner-occupied (number of individuals)	26,185
Renter-occupied	4,173
Population in renter-occupied (number of individuals)	12,056
Households with individuals under 18	5,169
Vacant	2,110
Vacant: for rent	236
Vacant: for sale	189

Population by Sex/Age

Male	19,198
Female	19,233
Under 18	10,471
18 & over	27,960
20 - 24	2,192
25 - 34	4,704
35 - 49	7,251
50 - 64	7,355
65 & over	5,443

Population by Ethnicity

Hispanic or Latino	11,013
Non Hispanic or Latino	27,418

Population by Race

White	30,573
African American	128
Asian	283
American Indian and Alaska Native	405
Native Hawaiian and Pacific Islander	52
Other	5,979
Identified by two or more	1,011

WA - Grays Harbor County

Population

Total Population	72,797
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Housing Status

(in housing units unless noted)

Total	35,166
Occupied	28,579
Owner-occupied	19,376
Population in owner-occupied (number of individuals)	47,250
Renter-occupied	9,203
Population in renter-occupied (number of individuals)	22,816
Households with individuals under 18	8,242
Vacant	6,587
Vacant: for rent	985
Vacant: for sale	705

Population by Sex/Age

Male	37,357
Female	35,440
Under 18	15,724
18 & over	57,073
20 - 24	4,312
25 - 34	8,560
35 - 49	13,782
50 - 64	16,630
65 & over	11,849

Population by Ethnicity

Hispanic or Latino	6,272
Non Hispanic or Latino	66,525

Population by Race

White	61,825
African American	803
Asian	1,032
American Indian and Alaska Native	3,325
Native Hawaiian and Pacific Islander	182
Other	2,817
Identified by two or more	2,813

WA - Island County

Population

Total Population	78,506
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Housing Status

(in housing units unless noted)

Total	40,234
Occupied	32,746
Owner-occupied	23,231
Population in owner-occupied (number of individuals)	54,506
Renter-occupied	9,515
Population in renter-occupied (number of individuals)	22,534
Households with individuals under 18	8,932
Vacant	7,488
Vacant: for rent	917
Vacant: for sale	715

Population by Sex/Age

Male	38,857
Female	39,649
Under 18	16,294
18 & over	62,212
20 - 24	5,157
25 - 34	9,144
35 - 49	13,716
50 - 64	18,037
65 & over	14,439

Population by Ethnicity

Hispanic or Latino	4,295
Non Hispanic or Latino	74,211

Population by Race

White	67,611
African American	1,716
Asian	3,440
American Indian and Alaska Native	658
Native Hawaiian and Pacific Islander	390
Other	1,181
Identified by two or more	3,510

WA - Jefferson County

Population

Total Population	29,872
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Housing Status

(in housing units unless noted)

Total	17,767
Occupied	14,049
Owner-occupied	10,433
Population in owner-occupied (number of individuals)	21,894
Renter-occupied	3,616
Population in renter-occupied (number of individuals)	7,347
Households with individuals under 18	2,562
Vacant	3,718
Vacant: for rent	324
Vacant: for sale	354

Population by Sex/Age

Male	14,798
Female	15,074
Under 18	4,446
18 & over	25,426
20 - 24	1,105
25 - 34	2,318
35 - 49	4,673
50 - 64	9,018
65 & over	7,842

Population by Ethnicity

Hispanic or Latino	848
Non Hispanic or Latino	29,024

Population by Race

White	27,198
African American	246
Asian	464
American Indian and Alaska Native	681
Native Hawaiian and Pacific Islander	63
Other	200
Identified by two or more	1,020

WA - King County

Population

Total Population	1,931,249
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Housing Status

(in housing units unless noted)

Total	851,261
Occupied	789,232
Owner-occupied	466,718
Population in owner-occupied (number of individuals)	1,204,072
Renter-occupied	322,514
Population in renter-occupied (number of individuals)	690,046
Households with individuals under 18	230,187
Vacant	62,029
Vacant: for rent	25,812
Vacant: for sale	12,750

Population by Sex/Age

Male	962,090
Female	969,159
Under 18	413,502
18 & over	1,517,747
20 - 24	129,822
25 - 34	312,717
35 - 49	444,627
50 - 64	371,512
65 & over	210,679

Population by Ethnicity

Hispanic or Latino	172,378
Non Hispanic or Latino	1,758,871

Population by Race

White	1,325,845
African American	119,801
Asian	282,075
American Indian and Alaska Native	16,147
Native Hawaiian and Pacific Islander	14,486
Other	76,096
Identified by two or more	96,799

WA - Kitsap County

Population

Total Population	251,133
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Housing Status

(in housing units unless noted)

Total	107,367
Occupied	97,220
Owner-occupied	66,425
Population in owner-occupied (number of individuals)	169,531
Renter-occupied	30,795
Population in renter-occupied (number of individuals)	72,880
Households with individuals under 18	30,792
Vacant	10,147
Vacant: for rent	2,897
Vacant: for sale	1,521

Population by Sex/Age

Male	127,155
Female	123,978
Under 18	56,496
18 & over	194,637
20 - 24	18,696
25 - 34	31,274
35 - 49	49,552
50 - 64	55,099
65 & over	33,296

Population by Ethnicity

Hispanic or Latino	15,686
Non Hispanic or Latino	235,447

Population by Race

White	207,369
African American	6,650
Asian	12,396
American Indian and Alaska Native	4,040
Native Hawaiian and Pacific Islander	2,310
Other	3,919
Identified by two or more	14,449

WA - Lewis County

Population

Total Population	75,455
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Housing Status

(in housing units unless noted)

Total	34,050
Occupied	29,743
Owner-occupied	20,793
Population in owner-occupied (number of individuals)	52,134
Renter-occupied	8,950
Population in renter-occupied (number of individuals)	22,380
Households with individuals under 18	8,976
Vacant	4,307
Vacant: for rent	715
Vacant: for sale	589

Population by Sex/Age

Male	37,750
Female	37,705
Under 18	17,460
18 & over	57,995
20 - 24	4,242
25 - 34	8,470
35 - 49	13,885
50 - 64	16,253
65 & over	13,076

Population by Ethnicity

Hispanic or Latino	6,527
Non Hispanic or Latino	68,928

Population by Race

White	67,712
African American	405
Asian	664
American Indian and Alaska Native	1,073
Native Hawaiian and Pacific Islander	117
Other	3,047
Identified by two or more	2,437

WA - Mason County

Population

Total Population	60,699
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Housing Status

(in housing units unless noted)

Total	32,518
Occupied	23,832
Owner-occupied	18,474
Population in owner-occupied (number of individuals)	44,254
Renter-occupied	5,358
Population in renter-occupied (number of individuals)	14,113
Households with individuals under 18	6,423
Vacant	8,686
Vacant: for rent	315
Vacant: for sale	553

Population by Sex/Age

Male	31,400
Female	29,299
Under 18	12,374
18 & over	48,325
20 - 24	3,124
25 - 34	6,903
35 - 49	11,339
50 - 64	14,385
65 & over	11,112

Population by Ethnicity

Hispanic or Latino	4,844
Non Hispanic or Latino	55,855

Population by Race

White	52,281
African American	659
Asian	731
American Indian and Alaska Native	2,239
Native Hawaiian and Pacific Islander	227
Other	2,049
Identified by two or more	2,513

WA - Pacific County

Population

Total Population	20,920
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Housing Status

(in housing units unless noted)

Total	15,547
Occupied	9,499
Owner-occupied	6,927
Population in owner-occupied (number of individuals)	15,027
Renter-occupied	2,572
Population in renter-occupied (number of individuals)	5,601
Households with individuals under 18	1,971
Vacant	6,048
Vacant: for rent	272
Vacant: for sale	278

Population by Sex/Age

Male	10,488
Female	10,432
Under 18	3,748
18 & over	17,172
20 - 24	889
25 - 34	1,818
35 - 49	3,318
50 - 64	5,551
65 & over	5,183

Population by Ethnicity

Hispanic or Latino	1,677
Non Hispanic or Latino	19,243

Population by Race

White	18,286
African American	79
Asian	427
American Indian and Alaska Native	483
Native Hawaiian and Pacific Islander	15
Other	926
Identified by two or more	704

WA - Pierce County

Population

Total Population	795,225
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Housing Status

(in housing units unless noted)

Total	325,375
Occupied	299,918
Owner-occupied	189,080
Population in owner-occupied (number of individuals)	504,224
Renter-occupied	110,838
Population in renter-occupied (number of individuals)	273,056
Households with individuals under 18	105,952
Vacant	25,457
Vacant: for rent	9,457
Vacant: for sale	5,112

Population by Sex/Age

Male	392,934
Female	402,291
Under 18	198,127
18 & over	597,098
20 - 24	56,203
25 - 34	112,050
35 - 49	168,138
50 - 64	150,680
65 & over	87,785

Population by Ethnicity

Hispanic or Latino	72,849
Non Hispanic or Latino	722,376

Population by Race

White	590,040
African American	53,998
Asian	47,501
American Indian and Alaska Native	10,879
Native Hawaiian and Pacific Islander	10,588
Other	27,872
Identified by two or more	54,347

WA - San Juan County

Population

Total Population	15,769
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Housing Status

(in housing units unless noted)

Total	13,313
Occupied	7,613
Owner-occupied	5,360
Population in owner-occupied (number of individuals)	11,215
Renter-occupied	2,253
Population in renter-occupied (number of individuals)	4,367
Households with individuals under 18	1,468
Vacant	5,700
Vacant: for rent	311
Vacant: for sale	187

Population by Sex/Age

Male	7,665
Female	8,104
Under 18	2,493
18 & over	13,276
20 - 24	511
25 - 34	1,257
35 - 49	2,695
50 - 64	4,941
65 & over	3,657

Population by Ethnicity

Hispanic or Latino	857
Non Hispanic or Latino	14,912

Population by Race

White	14,597
African American	54
Asian	181
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	15
Other	412
Identified by two or more	399

WA - Skagit County

Population

Total Population	116,901
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Housing Status

(in housing units unless noted)

Total	51,473
Occupied	45,557
Owner-occupied	30,956
Population in owner-occupied (number of individuals)	77,395
Renter-occupied	14,601
Population in renter-occupied (number of individuals)	37,882
Households with individuals under 18	14,027
Vacant	5,916
Vacant: for rent	931
Vacant: for sale	820

Population by Sex/Age

Male	57,980
Female	58,921
Under 18	27,737
18 & over	89,164
20 - 24	6,580
25 - 34	14,104
35 - 49	21,768
50 - 64	24,814
65 & over	18,876

Population by Ethnicity

Hispanic or Latino	19,709
Non Hispanic or Latino	97,192

Population by Race

White	97,448
African American	774
Asian	2,080
American Indian and Alaska Native	2,516
Native Hawaiian and Pacific Islander	226
Other	10,118
Identified by two or more	3,739

WA - Snohomish County

Population

Total Population	713,335
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Housing Status

(in housing units unless noted)

Total	286,659
Occupied	268,325
Owner-occupied	179,759
Population in owner-occupied (number of individuals)	486,719
Renter-occupied	88,566
Population in renter-occupied (number of individuals)	216,219
Households with individuals under 18	94,451
Vacant	18,334
Vacant: for rent	5,672
Vacant: for sale	4,423

Population by Sex/Age

Male	356,958
Female	356,377
Under 18	174,167
18 & over	539,168
20 - 24	44,412
25 - 34	99,203
35 - 49	162,642
50 - 64	140,826
65 & over	73,544

Population by Ethnicity

Hispanic or Latino	64,249
Non Hispanic or Latino	649,086

Population by Race

White	559,011
African American	18,168
Asian	63,385
American Indian and Alaska Native	9,793
Native Hawaiian and Pacific Islander	3,135
Other	27,121
Identified by two or more	32,722

WA - Thurston County

Population

Total Population	252,264
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Housing Status

(in housing units unless noted)

Total	108,182
Occupied	100,650
Owner-occupied	67,069
Population in owner-occupied (number of individuals)	169,880
Renter-occupied	33,581
Population in renter-occupied (number of individuals)	78,162
Households with individuals under 18	31,937
Vacant	7,532
Vacant: for rent	2,535
Vacant: for sale	1,632

Population by Sex/Age

Male	122,952
Female	129,312
Under 18	58,122
18 & over	194,142
20 - 24	16,325
25 - 34	34,015
35 - 49	51,115
50 - 64	53,260
65 & over	32,764

Population by Ethnicity

Hispanic or Latino	17,787
Non Hispanic or Latino	234,477

Population by Race

White	207,856
African American	6,752
Asian	13,037
American Indian and Alaska Native	3,515
Native Hawaiian and Pacific Islander	1,961
Other	5,648
Identified by two or more	13,495

WA - Wahkiakum County

Population

Total Population	3,978
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Housing Status

(in housing units unless noted)

Total	2,067
Occupied	1,737
Owner-occupied	1,385
Population in owner-occupied (number of individuals)	3,155
Renter-occupied	352
Population in renter-occupied (number of individuals)	775
Households with individuals under 18	380
Vacant	330
Vacant: for rent	17
Vacant: for sale	45

Population by Sex/Age

Male	1,999
Female	1,979
Under 18	734
18 & over	3,244
20 - 24	113
25 - 34	303
35 - 49	658
50 - 64	1,097
65 & over	1,015

Population by Ethnicity

Hispanic or Latino	108
Non Hispanic or Latino	3,870

Population by Race

White	3,738
African American	10
Asian	23
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	6
Other	26
Identified by two or more	123

WA - Whatcom County

Population

Total Population	201,140
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Housing Status

(in housing units unless noted)

Total	90,665
Occupied	80,370
Owner-occupied	49,905
Population in owner-occupied (number of individuals)	126,419
Renter-occupied	30,465
Population in renter-occupied (number of individuals)	69,017
Households with individuals under 18	22,475
Vacant	10,295
Vacant: for rent	1,656
Vacant: for sale	1,113

Population by Sex/Age

Male	99,635
Female	101,505
Under 18	42,205
18 & over	158,935
20 - 24	20,277
25 - 34	26,169
35 - 49	37,527
50 - 64	39,961
65 & over	26,640

Population by Ethnicity

Hispanic or Latino	15,756
Non Hispanic or Latino	185,384

Population by Race

White	171,816
African American	1,929
Asian	7,090
American Indian and Alaska Native	5,683
Native Hawaiian and Pacific Islander	492
Other	6,577
Identified by two or more	7,553