



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

YAKIMA PASCO RICHLAND KENNEWICK :::

BROADCAST TV MARKET AREA

Population

Total Population	676,234
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Housing Status

(in housing units unless noted)

Total	255,695
Occupied	236,121
Owner-occupied	152,518
Population in owner-occupied (number of individuals)	430,691
Renter-occupied	83,603
Population in renter-occupied (number of individuals)	227,820
Households with individuals under 18	90,207
Vacant	19,574
Vacant: for rent	4,530
Vacant: for sale	2,457

Population by Sex/Age

Male	341,787
Female	334,447
Under 18	190,163
18 & over	486,071
20 - 24	50,185
25 - 34	90,088
35 - 49	125,900
50 - 64	118,682
65 & over	78,988

Population by Ethnicity

Hispanic or Latino	215,245
Non Hispanic or Latino	460,989

Population by Race

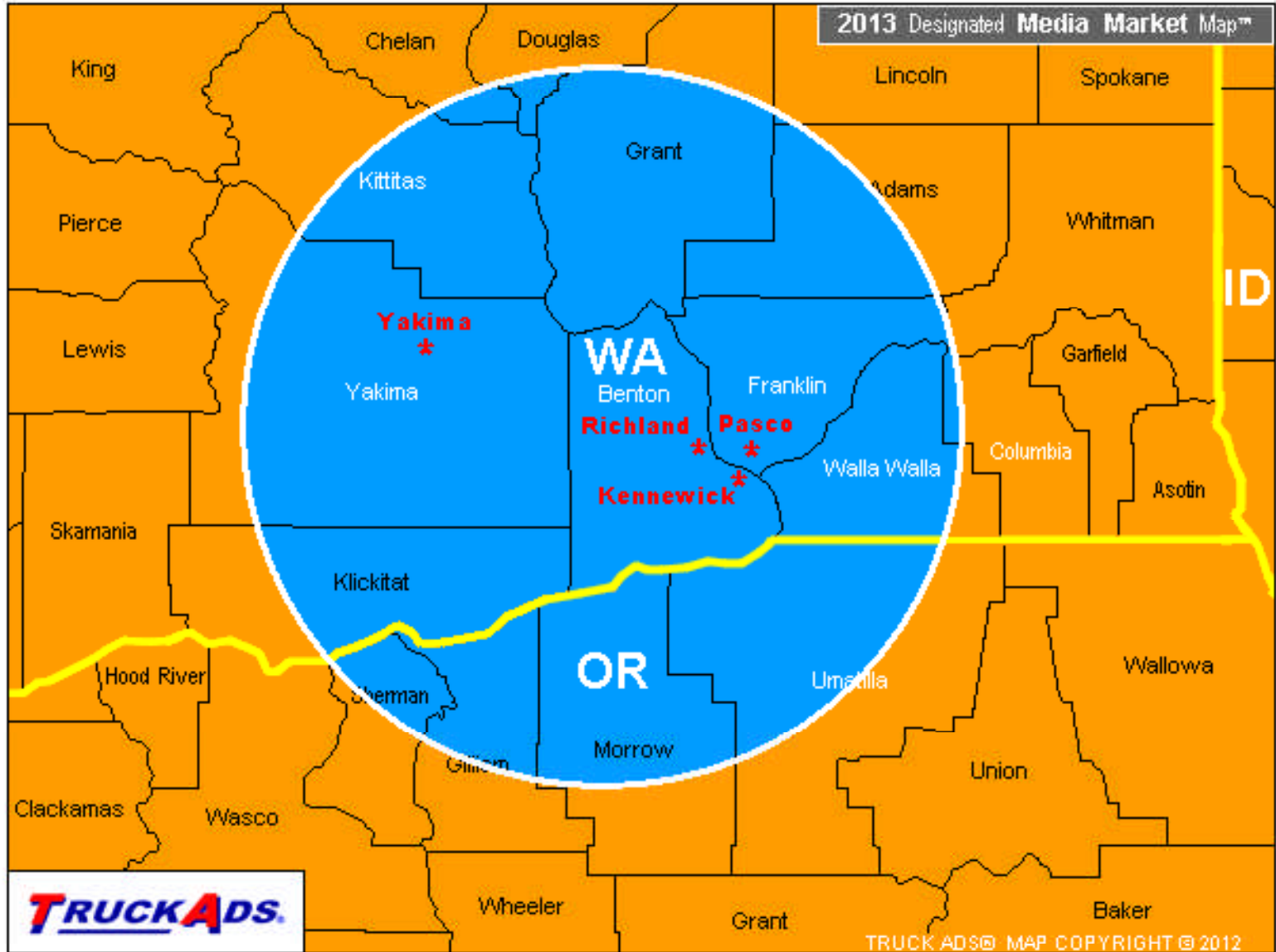
White	496,728
African American	8,107
Asian	10,940
American Indian and Alaska Native	16,390
Native Hawaiian and Pacific Islander	903
Other	119,841
Identified by two or more	23,325

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YAKIMA PASCO RICHLAND KENNEWICK :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

WASHINGTON: Benton, WA ~ Columbia, WA ~ Franklin, WA ~ Kittitas, WA ~ Walla Walla, WA ~ Yakima, WA ~
OREGON: Umatilla, OR

WA - Benton County

Population

Total Population	175,177
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Housing Status

(in housing units unless noted)

Total	68,618
Occupied	65,304
Owner-occupied	44,582
Population in owner-occupied (number of individuals)	122,020
Renter-occupied	20,722
Population in renter-occupied (number of individuals)	51,731
Households with individuals under 18	23,800
Vacant	3,314
Vacant: for rent	1,084
Vacant: for sale	611

Population by Sex/Age

Male	87,486
Female	87,691
Under 18	47,664
18 & over	127,513
20 - 24	10,955
25 - 34	23,038
35 - 49	34,177
50 - 64	34,005
65 & over	20,586

Population by Ethnicity

Hispanic or Latino	32,696
Non Hispanic or Latino	142,481

Population by Race

White	144,418
African American	2,221
Asian	4,691
American Indian and Alaska Native	1,574
Native Hawaiian and Pacific Islander	253
Other	15,798
Identified by two or more	6,222

WA - Columbia County

Population

Total Population	4,078
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Housing Status

(in housing units unless noted)

Total	2,136
Occupied	1,762
Owner-occupied	1,278
Population in owner-occupied (number of individuals)	2,889
Renter-occupied	484
Population in renter-occupied (number of individuals)	1,114
Households with individuals under 18	436
Vacant	374
Vacant: for rent	37
Vacant: for sale	25

Population by Sex/Age

Male	2,022
Female	2,056
Under 18	823
18 & over	3,255
20 - 24	158
25 - 34	348
35 - 49	746
50 - 64	999
65 & over	937

Population by Ethnicity

Hispanic or Latino	254
Non Hispanic or Latino	3,824

Population by Race

White	3,791
African American	12
Asian	23
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	14
Other	71
Identified by two or more	109

WA - Franklin County

Population

Total Population	78,163
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Housing Status

(in housing units unless noted)

Total	24,423
Occupied	23,245
Owner-occupied	15,399
Population in owner-occupied (number of individuals)	50,277
Renter-occupied	7,846
Population in renter-occupied (number of individuals)	26,040
Households with individuals under 18	11,588
Vacant	1,178
Vacant: for rent	372
Vacant: for sale	191

Population by Sex/Age

Male	40,447
Female	37,716
Under 18	26,714
18 & over	51,449
20 - 24	5,645
25 - 34	12,669
35 - 49	14,425
50 - 64	10,606
65 & over	5,696

Population by Ethnicity

Hispanic or Latino	40,004
Non Hispanic or Latino	38,159

Population by Race

White	47,270
African American	1,473
Asian	1,434
American Indian and Alaska Native	531
Native Hawaiian and Pacific Islander	107
Other	24,881
Identified by two or more	2,467

WA - Kittitas County

Population

Total Population	40,915
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Housing Status

(in housing units unless noted)

Total	21,900
Occupied	16,595
Owner-occupied	9,637
Population in owner-occupied (number of individuals)	23,281
Renter-occupied	6,958
Population in renter-occupied (number of individuals)	15,217
Households with individuals under 18	3,999
Vacant	5,305
Vacant: for rent	475
Vacant: for sale	315

Population by Sex/Age

Male	20,793
Female	20,122
Under 18	7,484
18 & over	33,431
20 - 24	6,822
25 - 34	4,777
35 - 49	6,509
50 - 64	7,495
65 & over	5,212

Population by Ethnicity

Hispanic or Latino	3,121
Non Hispanic or Latino	37,794

Population by Race

White	36,544
African American	364
Asian	810
American Indian and Alaska Native	394
Native Hawaiian and Pacific Islander	57
Other	1,500
Identified by two or more	1,246

WA - Walla Walla County

Population

Total Population	58,781
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Housing Status

(in housing units unless noted)

Total	23,451
Occupied	21,719
Owner-occupied	13,762
Population in owner-occupied (number of individuals)	35,171
Renter-occupied	7,957
Population in renter-occupied (number of individuals)	19,121
Households with individuals under 18	6,681
Vacant	1,732
Vacant: for rent	581
Vacant: for sale	279

Population by Sex/Age

Male	29,835
Female	28,946
Under 18	13,240
18 & over	45,541
20 - 24	5,223
25 - 34	7,314
35 - 49	10,563
50 - 64	11,126
65 & over	8,778

Population by Ethnicity

Hispanic or Latino	11,593
Non Hispanic or Latino	47,188

Population by Race

White	49,654
African American	1,079
Asian	758
American Indian and Alaska Native	603
Native Hawaiian and Pacific Islander	167
Other	4,692
Identified by two or more	1,828

WA - Yakima County

Population

Total Population	243,231
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Housing Status

(in housing units unless noted)

Total	85,474
Occupied	80,592
Owner-occupied	50,944
Population in owner-occupied (number of individuals)	151,340
Renter-occupied	29,648
Population in renter-occupied (number of individuals)	88,406
Households with individuals under 18	33,914
Vacant	4,882
Vacant: for rent	1,263
Vacant: for sale	747

Population by Sex/Age

Male	121,676
Female	121,555
Under 18	74,038
18 & over	169,193
20 - 24	16,530
25 - 34	31,918
35 - 49	44,806
50 - 64	40,167
65 & over	28,122

Population by Ethnicity

Hispanic or Latino	109,470
Non Hispanic or Latino	133,761

Population by Race

White	155,056
African American	2,320
Asian	2,560
American Indian and Alaska Native	10,568
Native Hawaiian and Pacific Islander	204
Other	63,414
Identified by two or more	9,109

OR - Umatilla County

Population

Total Population	75,889
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Housing Status

(in housing units unless noted)

Total	29,693
Occupied	26,904
Owner-occupied	16,916
Population in owner-occupied (number of individuals)	45,713
Renter-occupied	9,988
Population in renter-occupied (number of individuals)	26,191
Households with individuals under 18	9,789
Vacant	2,789
Vacant: for rent	718
Vacant: for sale	289

Population by Sex/Age

Male	39,528
Female	36,361
Under 18	20,200
18 & over	55,689
20 - 24	4,852
25 - 34	10,024
35 - 49	14,674
50 - 64	14,284
65 & over	9,657

Population by Ethnicity

Hispanic or Latino	18,107
Non Hispanic or Latino	57,782

Population by Race

White	59,995
African American	638
Asian	664
American Indian and Alaska Native	2,662
Native Hawaiian and Pacific Islander	101
Other	9,485
Identified by two or more	2,344