



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

**YUMA EL CENTRO :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	390,768
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**Housing Status**

( in housing units unless noted )

Total	159,966
Occupied	123,091
Owner-occupied	79,340
Population in owner-occupied ( number of individuals )	239,293
Renter-occupied	43,751
Population in renter-occupied ( number of individuals )	134,482
Households with individuals under 18	52,980
Vacant	36,875
Vacant: for rent	4,931
Vacant: for sale	2,620

**Population by Sex/Age**

Male	198,201
Female	192,567
Under 18	109,961
18 & over	280,807
20 - 24	28,681
25 - 34	49,990
35 - 49	71,608
50 - 64	62,377
65 & over	55,481

**Population by Ethnicity**

Hispanic or Latino	261,989
Non Hispanic or Latino	128,779

**Population by Race**

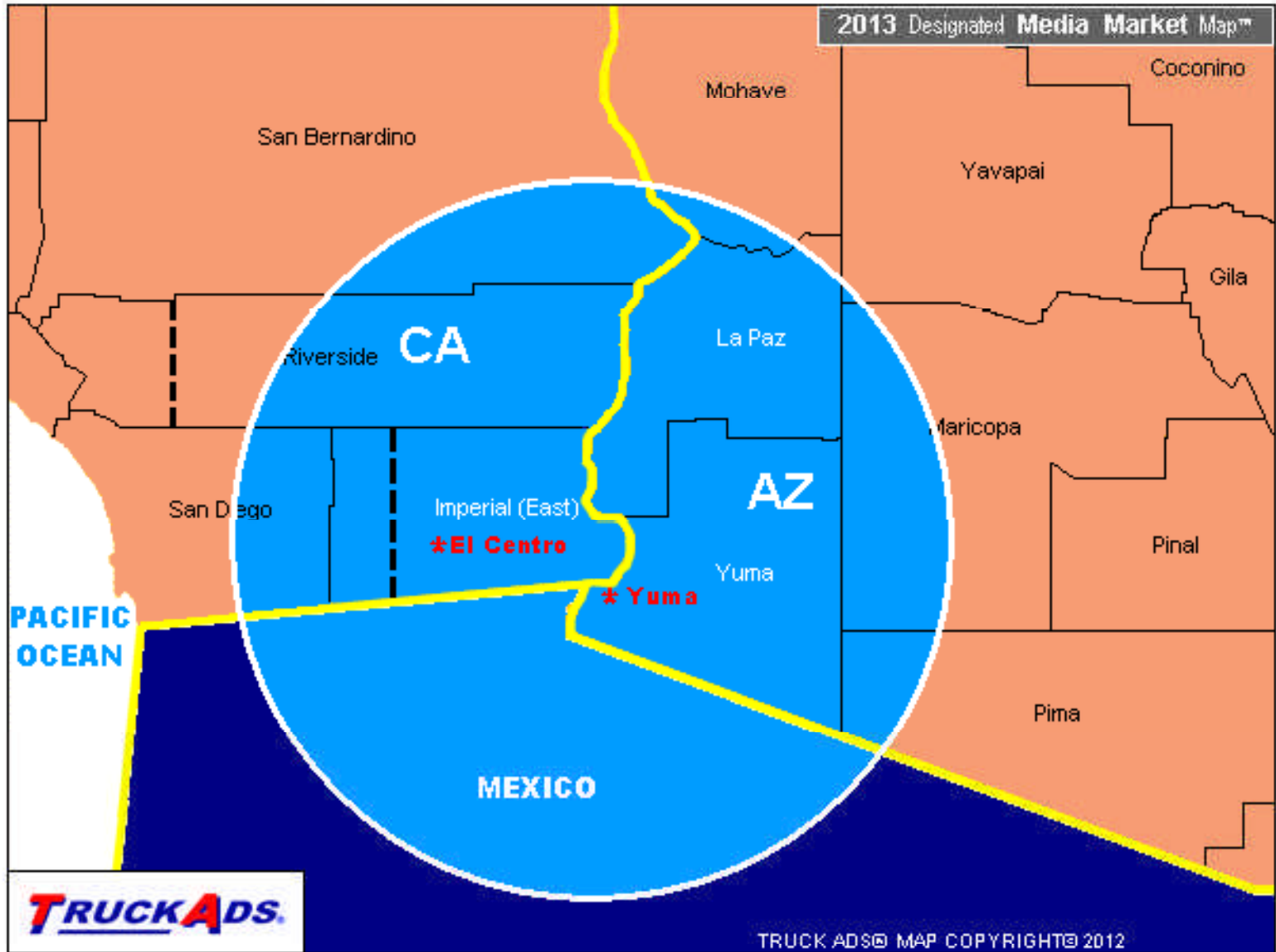
White	254,740
African American	9,833
Asian	5,274
American Indian and Alaska Native	8,743
Native Hawaiian and Pacific Islander	478
Other	95,707
Identified by two or more	15,993

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# YUMA EL CENTRO :::

BROADCAST TV MARKET AREA



## 3 COUNTIES IN THIS DESIGNATED MARKET

CALIFORNIA: Imperial, CA (Split) ~ ARIZONA: La Paz, AZ ~ Yuma, AZ

## CA - Imperial County (Partial - Split County)

### Population

Total Population	174,528
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### Housing Status

( in housing units unless noted )

Total	56,067
Occupied	49,126
Owner-occupied	27,465
Population in owner-occupied ( number of individuals )	93,632
Renter-occupied	21,661
Population in renter-occupied ( number of individuals )	70,212
Households with individuals under 18	24,556
Vacant	6,941
Vacant: for rent	1,762
Vacant: for sale	1,019

### Population by Sex/Age

Male	89,646
Female	84,882
Under 18	51,098
18 & over	123,430
20 - 24	13,188
25 - 34	24,197
35 - 49	34,354
50 - 64	27,687
65 & over	18,152

### Population by Ethnicity

Hispanic or Latino	140,271
Non Hispanic or Latino	34,257

### Population by Race

White	102,553
African American	5,773
Asian	2,843
American Indian and Alaska Native	3,059
Native Hawaiian and Pacific Islander	165
Other	52,413
Identified by two or more	7,722

## AZ - La Paz County

### Population

Total Population	20,489
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### Housing Status

( in housing units unless noted )

Total	16,049
Occupied	9,198
Owner-occupied	7,072
Population in owner-occupied ( number of individuals )	14,774
Renter-occupied	2,126
Population in renter-occupied ( number of individuals )	5,327
Households with individuals under 18	1,774
Vacant	6,851
Vacant: for rent	586
Vacant: for sale	370

### Population by Sex/Age

Male	10,550
Female	9,939
Under 18	3,678
18 & over	16,811
20 - 24	785
25 - 34	1,598
35 - 49	2,773
50 - 64	4,601
65 & over	6,683

### Population by Ethnicity

Hispanic or Latino	4,806
Non Hispanic or Latino	15,683

### Population by Race

White	14,306
African American	129
Asian	107
American Indian and Alaska Native	2,628
Native Hawaiian and Pacific Islander	7
Other	2,551
Identified by two or more	761

## AZ - Yuma County

### Population

Total Population	195,751
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### Housing Status

( in housing units unless noted )

Total	87,850
Occupied	64,767
Owner-occupied	44,803
Population in owner-occupied ( number of individuals )	130,887
Renter-occupied	19,964
Population in renter-occupied ( number of individuals )	58,943
Households with individuals under 18	26,650
Vacant	23,083
Vacant: for rent	2,583
Vacant: for sale	1,231

### Population by Sex/Age

Male	98,005
Female	97,746
Under 18	55,185
18 & over	140,566
20 - 24	14,708
25 - 34	24,195
35 - 49	34,481
50 - 64	30,089
65 & over	30,646

### Population by Ethnicity

Hispanic or Latino	116,912
Non Hispanic or Latino	78,839

### Population by Race

White	137,881
African American	3,931
Asian	2,324
American Indian and Alaska Native	3,056
Native Hawaiian and Pacific Islander	306
Other	40,743
Identified by two or more	7,510