



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

ABILENE SWEETWATER :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 294,046 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 135,642 |
| Occupied | 112,424 |
| Owner-occupied | 76,483 |
| Population in owner-occupied (number of individuals) | 190,833 |
| Renter-occupied | 35,941 |
| Population in renter-occupied (number of individuals) | 85,917 |
| Households with individuals under 18 | 36,030 |
| Vacant | 23,218 |
| Vacant: for rent | 4,233 |
| Vacant: for sale | 1791 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 148,068 |
| Female | 145,978 |
| Under 18 | 69,312 |
| 18 & over | 224,734 |
| 20 - 24 | 23,046 |
| 25 - 34 | 37,093 |
| 35 - 49 | 53,613 |
| 50 - 64 | 55,071 |
| 65 & over | 46,256 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 64,672 |
| Non Hispanic or Latino | 229,374 |

Population by Race

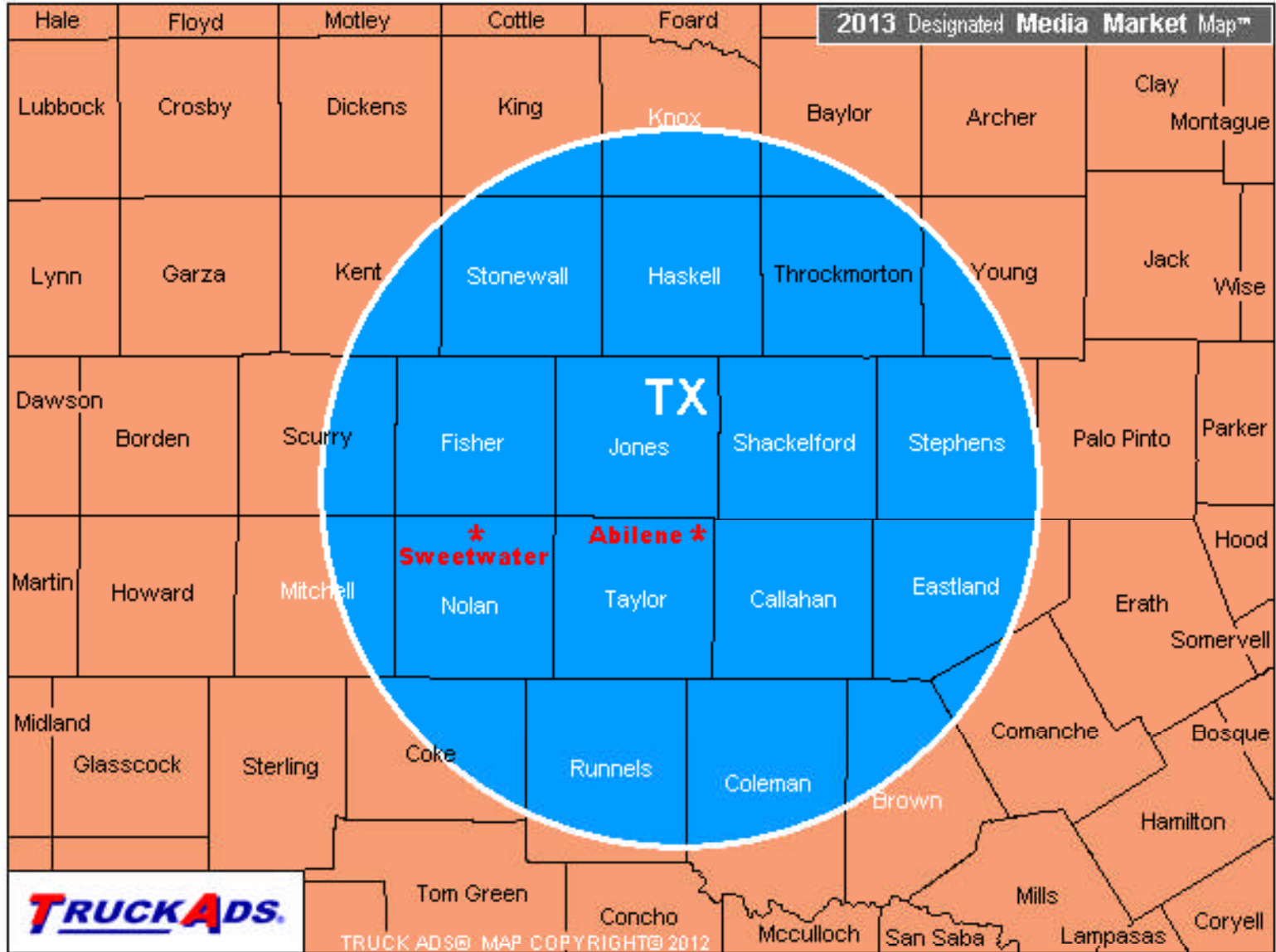
| | |
|--------------------------------------|---------|
| White | 240,678 |
| African American | 16,904 |
| Asian | 2683 |
| American Indian and Alaska Native | 1,876 |
| Native Hawaiian and Pacific Islander | 162 |
| Other | 24,344 |
| Identified by two or more | 7,399 |

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ABILENE SWEETWATER :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Brown, TX ~ Callahan, TX ~ Coleman, TX ~ Eastland, TX ~ Fisher, TX ~ Haskell, TX ~ Jones, TX ~ Knox, TX ~ Mitchell, TX ~ Nolan, TX ~ Runnels, TX ~ Shackelford, TX ~ Stephens, TX ~ Stonewall, TX ~ Taylor, TX

TX - Brown County

Population

| | |
|------------------|--------|
| Total Population | 38,106 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 18,287 |
| Occupied | 14,778 |
| Owner-occupied | 10,452 |
| Population in owner-occupied (number of individuals) | 26,300 |
| Renter-occupied | 4,326 |
| Population in renter-occupied (number of individuals) | 10,138 |
| Households with individuals under 18 | 4,741 |
| Vacant | 3,509 |
| Vacant: for rent | 454 |
| Vacant: for sale | 272 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 18,838 |
| Female | 19,268 |
| Under 18 | 9,121 |
| 18 & over | 28,985 |
| 20 - 24 | 2,348 |
| 25 - 34 | 4,254 |
| 35 - 49 | 7,006 |
| 50 - 64 | 7,664 |
| 65 & over | 6,604 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 7,453 |
| Non Hispanic or Latino | 30,653 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 32,962 |
| African American | 1,382 |
| Asian | 163 |
| American Indian and Alaska Native | 216 |
| Native Hawaiian and Pacific Islander | 14 |
| Other | 2,569 |
| Identified by two or more | 800 |

TX - Callahan County

Population

| | |
|------------------|--------|
| Total Population | 13,544 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 6,549 |
| Occupied | 5,447 |
| Owner-occupied | 4,287 |
| Population in owner-occupied (number of individuals) | 10,591 |
| Renter-occupied | 1,160 |
| Population in renter-occupied (number of individuals) | 2,878 |
| Households with individuals under 18 | 1,721 |
| Vacant | 1,102 |
| Vacant: for rent | 158 |
| Vacant: for sale | 94 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 6,607 |
| Female | 6,937 |
| Under 18 | 3,225 |
| 18 & over | 10,319 |
| 20 - 24 | 643 |
| 25 - 34 | 1,420 |
| 35 - 49 | 2,548 |
| 50 - 64 | 2,970 |
| 65 & over | 2,465 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,025 |
| Non Hispanic or Latino | 12,519 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 12,724 |
| African American | 141 |
| Asian | 57 |
| American Indian and Alaska Native | 75 |
| Native Hawaiian and Pacific Islander | 8 |
| Other | 292 |
| Identified by two or more | 247 |

TX - Coleman County

Population

| | |
|------------------|-------|
| Total Population | 8,895 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 5,543 |
| Occupied | 3,857 |
| Owner-occupied | 2,801 |
| Population in owner-occupied (number of individuals) | 6,439 |
| Renter-occupied | 1,056 |
| Population in renter-occupied (number of individuals) | 2,416 |
| Households with individuals under 18 | 1,001 |
| Vacant | 1,686 |
| Vacant: for rent | 117 |
| Vacant: for sale | 90 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 4,416 |
| Female | 4,479 |
| Under 18 | 1,979 |
| 18 & over | 6,916 |
| 20 - 24 | 372 |
| 25 - 34 | 774 |
| 35 - 49 | 1,599 |
| 50 - 64 | 2,042 |
| 65 & over | 1,934 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 1,419 |
| Non Hispanic or Latino | 7,476 |

Population by Race

| | |
|---|-------|
| White | 7,841 |
| African American | 197 |
| Asian | 32 |
| American Indian and Alaska Native | 58 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 593 |
| Identified by two or more | 173 |

TX - Eastland County

Population

| | |
|------------------|--------|
| Total Population | 18,583 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 10,258 |
| Occupied | 7,465 |
| Owner-occupied | 5,522 |
| Population in owner-occupied (number of individuals) | 13,166 |
| Renter-occupied | 1,943 |
| Population in renter-occupied (number of individuals) | 4,532 |
| Households with individuals under 18 | 2,164 |
| Vacant | 2,793 |
| Vacant: for rent | 330 |
| Vacant: for sale | 189 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,071 |
| Female | 9,512 |
| Under 18 | 4,162 |
| 18 & over | 14,421 |
| 20 - 24 | 1,058 |
| 25 - 34 | 1,926 |
| 35 - 49 | 3,047 |
| 50 - 64 | 3,893 |
| 65 & over | 3,689 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,673 |
| Non Hispanic or Latino | 15,910 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 16,697 |
| African American | 335 |
| Asian | 62 |
| American Indian and Alaska Native | 124 |
| Native Hawaiian and Pacific Islander | 9 |
| Other | 1,062 |
| Identified by two or more | 294 |

TX - Fisher County

Population

| | |
|------------------|-------|
| Total Population | 3,974 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 2,212 |
| Occupied | 1,668 |
| Owner-occupied | 1,249 |
| Population in owner-occupied (number of individuals) | 2,973 |
| Renter-occupied | 419 |
| Population in renter-occupied (number of individuals) | 979 |
| Households with individuals under 18 | 484 |
| Vacant | 544 |
| Vacant: for rent | 32 |
| Vacant: for sale | 47 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 1,958 |
| Female | 2,016 |
| Under 18 | 898 |
| 18 & over | 3,076 |
| 20 - 24 | 161 |
| 25 - 34 | 343 |
| 35 - 49 | 732 |
| 50 - 64 | 860 |
| 65 & over | 884 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 999 |
| Non Hispanic or Latino | 2,975 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 3,444 |
| African American | 136 |
| Asian | 8 |
| American Indian and Alaska Native | 20 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 286 |
| Identified by two or more | 80 |

TX - Haskell County

Population

| | |
|------------------|-------|
| Total Population | 5,899 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 3,443 |
| Occupied | 2,297 |
| Owner-occupied | 1,779 |
| Population in owner-occupied (number of individuals) | 4,031 |
| Renter-occupied | 518 |
| Population in renter-occupied (number of individuals) | 1,324 |
| Households with individuals under 18 | 619 |
| Vacant | 1,146 |
| Vacant: for rent | 66 |
| Vacant: for sale | 48 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 3,104 |
| Female | 2,795 |
| Under 18 | 1,228 |
| 18 & over | 4,671 |
| 20 - 24 | 286 |
| 25 - 34 | 672 |
| 35 - 49 | 1,085 |
| 50 - 64 | 1,208 |
| 65 & over | 1,286 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 1,414 |
| Non Hispanic or Latino | 4,485 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 4,876 |
| African American | 220 |
| Asian | 31 |
| American Indian and Alaska Native | 39 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 579 |
| Identified by two or more | 154 |

TX - Jones County

Population

| | |
|------------------|--------|
| Total Population | 20,202 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 7,422 |
| Occupied | 6,034 |
| Owner-occupied | 4,771 |
| Population in owner-occupied (number of individuals) | 12,156 |
| Renter-occupied | 1,263 |
| Population in renter-occupied (number of individuals) | 3,039 |
| Households with individuals under 18 | 1,892 |
| Vacant | 1,388 |
| Vacant: for rent | 160 |
| Vacant: for sale | 100 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 12,383 |
| Female | 7,819 |
| Under 18 | 3,734 |
| 18 & over | 16,468 |
| 20 - 24 | 1,464 |
| 25 - 34 | 3,192 |
| 35 - 49 | 4,799 |
| 50 - 64 | 3,798 |
| 65 & over | 2,764 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 5,009 |
| Non Hispanic or Latino | 15,193 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 14,375 |
| African American | 2,344 |
| Asian | 79 |
| American Indian and Alaska Native | 117 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 2,936 |
| Identified by two or more | 350 |

TX - Knox County

Population

| | |
|------------------|-------|
| Total Population | 3,719 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 2,044 |
| Occupied | 1,506 |
| Owner-occupied | 1,111 |
| Population in owner-occupied (number of individuals) | 2,657 |
| Renter-occupied | 395 |
| Population in renter-occupied (number of individuals) | 958 |
| Households with individuals under 18 | 461 |
| Vacant | 538 |
| Vacant: for rent | 82 |
| Vacant: for sale | 24 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 1,835 |
| Female | 1,884 |
| Under 18 | 942 |
| 18 & over | 2,777 |
| 20 - 24 | 152 |
| 25 - 34 | 409 |
| 35 - 49 | 638 |
| 50 - 64 | 699 |
| 65 & over | 790 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 1,101 |
| Non Hispanic or Latino | 2,618 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 2,842 |
| African American | 214 |
| Asian | 7 |
| American Indian and Alaska Native | 21 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 524 |
| Identified by two or more | 110 |

TX - Mitchell County

Population

| | |
|------------------|-------|
| Total Population | 9,403 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,064 |
| Occupied | 2,809 |
| Owner-occupied | 2,044 |
| Population in owner-occupied (number of individuals) | 5,096 |
| Renter-occupied | 765 |
| Population in renter-occupied (number of individuals) | 1,901 |
| Households with individuals under 18 | 906 |
| Vacant | 1,255 |
| Vacant: for rent | 133 |
| Vacant: for sale | 50 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,746 |
| Female | 3,657 |
| Under 18 | 1,820 |
| 18 & over | 7,583 |
| 20 - 24 | 883 |
| 25 - 34 | 1,698 |
| 35 - 49 | 1,880 |
| 50 - 64 | 1,638 |
| 65 & over | 1,233 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 3,481 |
| Non Hispanic or Latino | 5,922 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 6,433 |
| African American | 1,060 |
| Asian | 28 |
| American Indian and Alaska Native | 70 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 1,662 |
| Identified by two or more | 150 |

TX - Nolan County

Population

| | |
|------------------|--------|
| Total Population | 15,216 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 7,152 |
| Occupied | 5,999 |
| Owner-occupied | 4,104 |
| Population in owner-occupied (number of individuals) | 10,053 |
| Renter-occupied | 1,895 |
| Population in renter-occupied (number of individuals) | 4,753 |
| Households with individuals under 18 | 1,976 |
| Vacant | 1,153 |
| Vacant: for rent | 257 |
| Vacant: for sale | 89 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 7,561 |
| Female | 7,655 |
| Under 18 | 3,935 |
| 18 & over | 11,281 |
| 20 - 24 | 858 |
| 25 - 34 | 1,658 |
| 35 - 49 | 2,744 |
| 50 - 64 | 3,030 |
| 65 & over | 2,519 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 5,103 |
| Non Hispanic or Latino | 10,113 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 12,728 |
| African American | 715 |
| Asian | 67 |
| American Indian and Alaska Native | 95 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 1,267 |
| Identified by two or more | 344 |

TX - Runnels County

Population

| | |
|------------------|--------|
| Total Population | 10,501 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 5,298 |
| Occupied | 4,165 |
| Owner-occupied | 3,139 |
| Population in owner-occupied (number of individuals) | 7,784 |
| Renter-occupied | 1,026 |
| Population in renter-occupied (number of individuals) | 2,523 |
| Households with individuals under 18 | 1,349 |
| Vacant | 1,133 |
| Vacant: for rent | 109 |
| Vacant: for sale | 77 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,197 |
| Female | 5,304 |
| Under 18 | 2,632 |
| 18 & over | 7,869 |
| 20 - 24 | 502 |
| 25 - 34 | 1,022 |
| 35 - 49 | 1,894 |
| 50 - 64 | 2,156 |
| 65 & over | 2,044 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 3,361 |
| Non Hispanic or Latino | 7,140 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 8,735 |
| African American | 192 |
| Asian | 21 |
| American Indian and Alaska Native | 71 |
| Native Hawaiian and Pacific Islander | 3 |
| Other | 1,304 |
| Identified by two or more | 175 |

TX - Shackelford County

Population

| | |
|------------------|-------|
| Total Population | 3,378 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 1,754 |
| Occupied | 1,367 |
| Owner-occupied | 1,043 |
| Population in owner-occupied (number of individuals) | 2,604 |
| Renter-occupied | 324 |
| Population in renter-occupied (number of individuals) | 738 |
| Households with individuals under 18 | 434 |
| Vacant | 387 |
| Vacant: for rent | 29 |
| Vacant: for sale | 24 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 1,632 |
| Female | 1,746 |
| Under 18 | 834 |
| 18 & over | 2,544 |
| 20 - 24 | 146 |
| 25 - 34 | 302 |
| 35 - 49 | 672 |
| 50 - 64 | 738 |
| 65 & over | 589 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 340 |
| Non Hispanic or Latino | 3,038 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 3,145 |
| African American | 29 |
| Asian | 9 |
| American Indian and Alaska Native | 19 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 113 |
| Identified by two or more | 62 |

TX - Stephens County

Population

| | |
|------------------|-------|
| Total Population | 9,630 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,938 |
| Occupied | 3,665 |
| Owner-occupied | 2,699 |
| Population in owner-occupied (number of individuals) | 6,784 |
| Renter-occupied | 966 |
| Population in renter-occupied (number of individuals) | 2,255 |
| Households with individuals under 18 | 1,163 |
| Vacant | 1,273 |
| Vacant: for rent | 149 |
| Vacant: for sale | 71 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 4,975 |
| Female | 4,655 |
| Under 18 | 2,305 |
| 18 & over | 7,325 |
| 20 - 24 | 601 |
| 25 - 34 | 1,137 |
| 35 - 49 | 1,713 |
| 50 - 64 | 1,891 |
| 65 & over | 1,748 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 2,011 |
| Non Hispanic or Latino | 7,619 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 8,161 |
| African American | 201 |
| Asian | 32 |
| American Indian and Alaska Native | 51 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 1,023 |
| Identified by two or more | 161 |

TX - Stonewall County

Population

| | |
|------------------|-------|
| Total Population | 1,490 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 928 |
| Occupied | 642 |
| Owner-occupied | 498 |
| Population in owner-occupied (number of individuals) | 1,134 |
| Renter-occupied | 144 |
| Population in renter-occupied (number of individuals) | 329 |
| Households with individuals under 18 | 173 |
| Vacant | 286 |
| Vacant: for rent | 8 |
| Vacant: for sale | 4 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 717 |
| Female | 773 |
| Under 18 | 339 |
| 18 & over | 1,151 |
| 20 - 24 | 55 |
| 25 - 34 | 143 |
| 35 - 49 | 266 |
| 50 - 64 | 310 |
| 65 & over | 353 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 209 |
| Non Hispanic or Latino | 1,281 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 1,306 |
| African American | 39 |
| Asian | 14 |
| American Indian and Alaska Native | 8 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 94 |
| Identified by two or more | 29 |

TX - Taylor County

Population

| | |
|------------------|---------|
| Total Population | 131,506 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 55,750 |
| Occupied | 50,725 |
| Owner-occupied | 30,984 |
| Population in owner-occupied (number of individuals) | 79,065 |
| Renter-occupied | 19,741 |
| Population in renter-occupied (number of individuals) | 47,154 |
| Households with individuals under 18 | 16,946 |
| Vacant | 5,025 |
| Vacant: for rent | 2,149 |
| Vacant: for sale | 612 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 64,028 |
| Female | 67,478 |
| Under 18 | 32,158 |
| 18 & over | 99,348 |
| 20 - 24 | 13,517 |
| 25 - 34 | 18,143 |
| 35 - 49 | 22,990 |
| 50 - 64 | 22,174 |
| 65 & over | 17,354 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 29,074 |
| Non Hispanic or Latino | 102,432 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 104,409 |
| African American | 9,699 |
| Asian | 2,073 |
| American Indian and Alaska Native | 892 |
| Native Hawaiian and Pacific Islander | 123 |
| Other | 10,040 |
| Identified by two or more | 4,270 |