



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

ALEXANDRIA :::

BROADCAST TV MARKET AREA

Population

Total Population	294,448
------------------	---------

Housing Status

(in housing units unless noted)

Total	124,865
Occupied	109,409
Owner-occupied	73,748
Population in owner-occupied (number of individuals)	187,384
Renter-occupied	35,661
Population in renter-occupied (number of individuals)	90,431
Households with individuals under 18	39,879
Vacant	15,456
Vacant: for rent	2,930
Vacant: for sale	1,146

Population by Sex/Age

Male	147,497
Female	146,951
Under 18	75,067
18 & over	219,381
20 - 24	20,320
25 - 34	41,337
35 - 49	57,327
50 - 64	53,941
65 & over	38,438

Population by Ethnicity

Hispanic or Latino	9,360
Non Hispanic or Latino	285,088

Population by Race

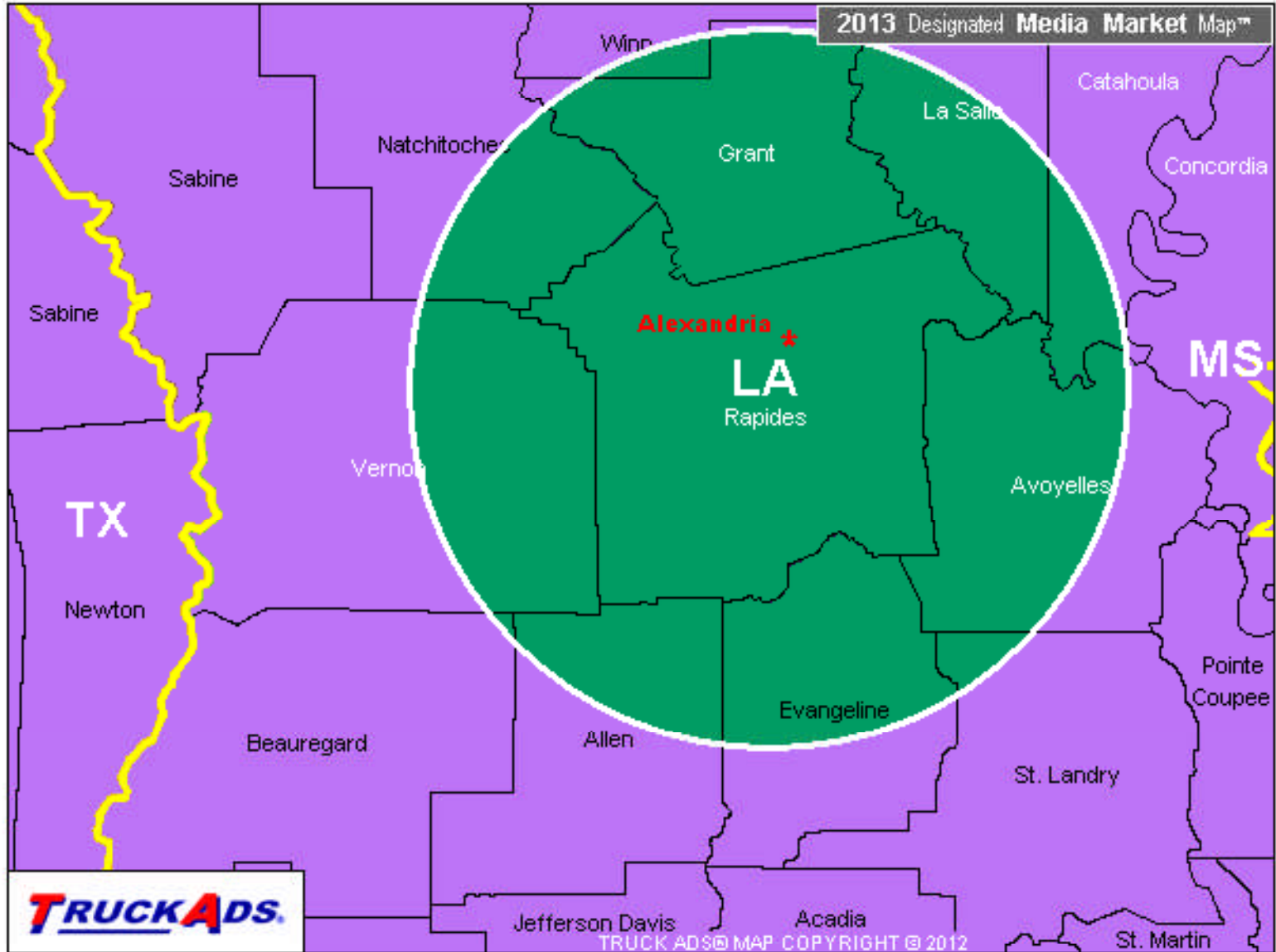
White	200,957
African American	78,986
Asian	2,758
American Indian and Alaska Native	2,755
Native Hawaiian and Pacific Islander	313
Other	2,913
Identified by two or more	5,766

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



ALEXANDRIA :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

LOUISIANA: Avoyelles, LA ~ Catahoula, LA ~ Concordia, LA ~ Grant, LA ~ La Salle, LA ~ Rapides, LA ~ Vernon, LA

LA - Avoyelles Parish

Population

Total Population	42,073
------------------	--------

Housing Status

(in housing units unless noted)

Total	18,042
Occupied	15,432
Owner-occupied	11,125
Population in owner-occupied (number of individuals)	28,210
Renter-occupied	4,307
Population in renter-occupied (number of individuals)	10,520
Households with individuals under 18	5,481
Vacant	2,610
Vacant: for rent	298
Vacant: for sale	152

Population by Sex/Age

Male	21,097
Female	20,976
Under 18	10,283
18 & over	31,790
20 - 24	2,561
25 - 34	5,525
35 - 49	8,464
50 - 64	8,072
65 & over	6,075

Population by Ethnicity

Hispanic or Latino	606
Non Hispanic or Latino	41,467

Population by Race

White	28,188
African American	12,398
Asian	141
American Indian and Alaska Native	503
Native Hawaiian and Pacific Islander	3
Other	158
Identified by two or more	682

LA - Catahoula Parish

Population

Total Population	10,407
------------------	--------

Housing Status

(in housing units unless noted)

Total	4,877
Occupied	3,834
Owner-occupied	3,037
Population in owner-occupied (number of individuals)	7,589
Renter-occupied	797
Population in renter-occupied (number of individuals)	1,952
Households with individuals under 18	1,260
Vacant	1,043
Vacant: for rent	64
Vacant: for sale	56

Population by Sex/Age

Male	5,505
Female	4,902
Under 18	2,350
18 & over	8,057
20 - 24	631
25 - 34	1,479
35 - 49	1,983
50 - 64	2,163
65 & over	1,503

Population by Ethnicity

Hispanic or Latino	90
Non Hispanic or Latino	10,317

Population by Race

White	6,985
African American	3,280
Asian	3
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	0
Other	29
Identified by two or more	76

LA - Concordia Parish

Population

Total Population	20,822
------------------	--------

Housing Status

(in housing units unless noted)

Total	9,383
Occupied	7,613
Owner-occupied	5,526
Population in owner-occupied (number of individuals)	13,976
Renter-occupied	2,087
Population in renter-occupied (number of individuals)	5,361
Households with individuals under 18	2,651
Vacant	1,770
Vacant: for rent	135
Vacant: for sale	85

Population by Sex/Age

Male	10,474
Female	10,348
Under 18	5,233
18 & over	15,589
20 - 24	1,294
25 - 34	2,770
35 - 49	3,832
50 - 64	4,143
65 & over	3,026

Population by Ethnicity

Hispanic or Latino	209
Non Hispanic or Latino	20,613

Population by Race

White	11,959
African American	8,513
Asian	49
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	4
Other	53
Identified by two or more	179

LA - Grant Parish

Population

Total Population	22,309
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,886
Occupied	7,496
Owner-occupied	5,928
Population in owner-occupied (number of individuals)	15,233
Renter-occupied	1,568
Population in renter-occupied (number of individuals)	4,139
Households with individuals under 18	2,800
Vacant	1,390
Vacant: for rent	135
Vacant: for sale	90

Population by Sex/Age

Male	12,491
Female	9,818
Under 18	5,151
18 & over	17,158
20 - 24	1,304
25 - 34	3,591
35 - 49	5,002
50 - 64	4,082
65 & over	2,690

Population by Ethnicity

Hispanic or Latino	931
Non Hispanic or Latino	21,378

Population by Race

White	18,149
African American	3,470
Asian	59
American Indian and Alaska Native	228
Native Hawaiian and Pacific Islander	8
Other	43
Identified by two or more	352

LA - La Salle Parish

Population

Total Population	14,890
------------------	--------

Housing Status

(in housing units unless noted)

Total	6,560
Occupied	5,468
Owner-occupied	4,405
Population in owner-occupied (number of individuals)	11,108
Renter-occupied	1,063
Population in renter-occupied (number of individuals)	2,539
Households with individuals under 18	1,927
Vacant	1,092
Vacant: for rent	88
Vacant: for sale	62

Population by Sex/Age

Male	7,665
Female	7,225
Under 18	3,524
18 & over	11,366
20 - 24	942
25 - 34	2,057
35 - 49	2,904
50 - 64	2,866
65 & over	2,203

Population by Ethnicity

Hispanic or Latino	331
Non Hispanic or Latino	14,559

Population by Race

White	12,689
African American	1,769
Asian	28
American Indian and Alaska Native	152
Native Hawaiian and Pacific Islander	2
Other	107
Identified by two or more	143

LA - Rapides Parish

Population

Total Population	131,613
------------------	---------

Housing Status

(in housing units unless noted)

Total	55,684
Occupied	50,401
Owner-occupied	33,032
Population in owner-occupied (number of individuals)	83,893
Renter-occupied	17,369
Population in renter-occupied (number of individuals)	43,219
Households with individuals under 18	17,960
Vacant	5,283
Vacant: for rent	1,611
Vacant: for sale	555

Population by Sex/Age

Male	63,481
Female	68,132
Under 18	34,014
18 & over	97,599
20 - 24	8,128
25 - 34	17,071
35 - 49	25,611
50 - 64	25,121
65 & over	18,012

Population by Ethnicity

Hispanic or Latino	3,418
Non Hispanic or Latino	128,195

Population by Race

White	83,373
African American	42,113
Asian	1,559
American Indian and Alaska Native	1,035
Native Hawaiian and Pacific Islander	36
Other	1,286
Identified by two or more	2,211

LA - Vernon Parish

Population

Total Population	52,334
------------------	--------

Housing Status

(in housing units unless noted)

Total	21,433
Occupied	19,165
Owner-occupied	10,695
Population in owner-occupied (number of individuals)	27,375
Renter-occupied	8,470
Population in renter-occupied (number of individuals)	22,701
Households with individuals under 18	7,800
Vacant	2,268
Vacant: for rent	599
Vacant: for sale	146

Population by Sex/Age

Male	26,784
Female	25,550
Under 18	14,512
18 & over	37,822
20 - 24	5,460
25 - 34	8,844
35 - 49	9,531
50 - 64	7,494
65 & over	4,929

Population by Ethnicity

Hispanic or Latino	3,775
Non Hispanic or Latino	48,559

Population by Race

White	39,614
African American	7,443
Asian	919
American Indian and Alaska Native	738
Native Hawaiian and Pacific Islander	260
Other	1,237
Identified by two or more	2,123