



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

**LUBBOCK :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	461,102
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**Housing Status**

( in housing units unless noted )

Total	188,277
Occupied	167,845
Owner-occupied	105,589
Population in owner-occupied ( number of individuals )	283,524
Renter-occupied	62,256
Population in renter-occupied ( number of individuals )	154,939
Households with individuals under 18	58,819
Vacant	20,432
Vacant: for rent	6,991
Vacant: for sale	1,979

**Population by Sex/Age**

Male	232,052
Female	229,050
Under 18	118,900
18 & over	342,202
20 - 24	46,765
25 - 34	64,404
35 - 49	81,411
50 - 64	75,575
65 & over	55,288

**Population by Ethnicity**

Hispanic or Latino	176,592
Non Hispanic or Latino	284,510

**Population by Race**

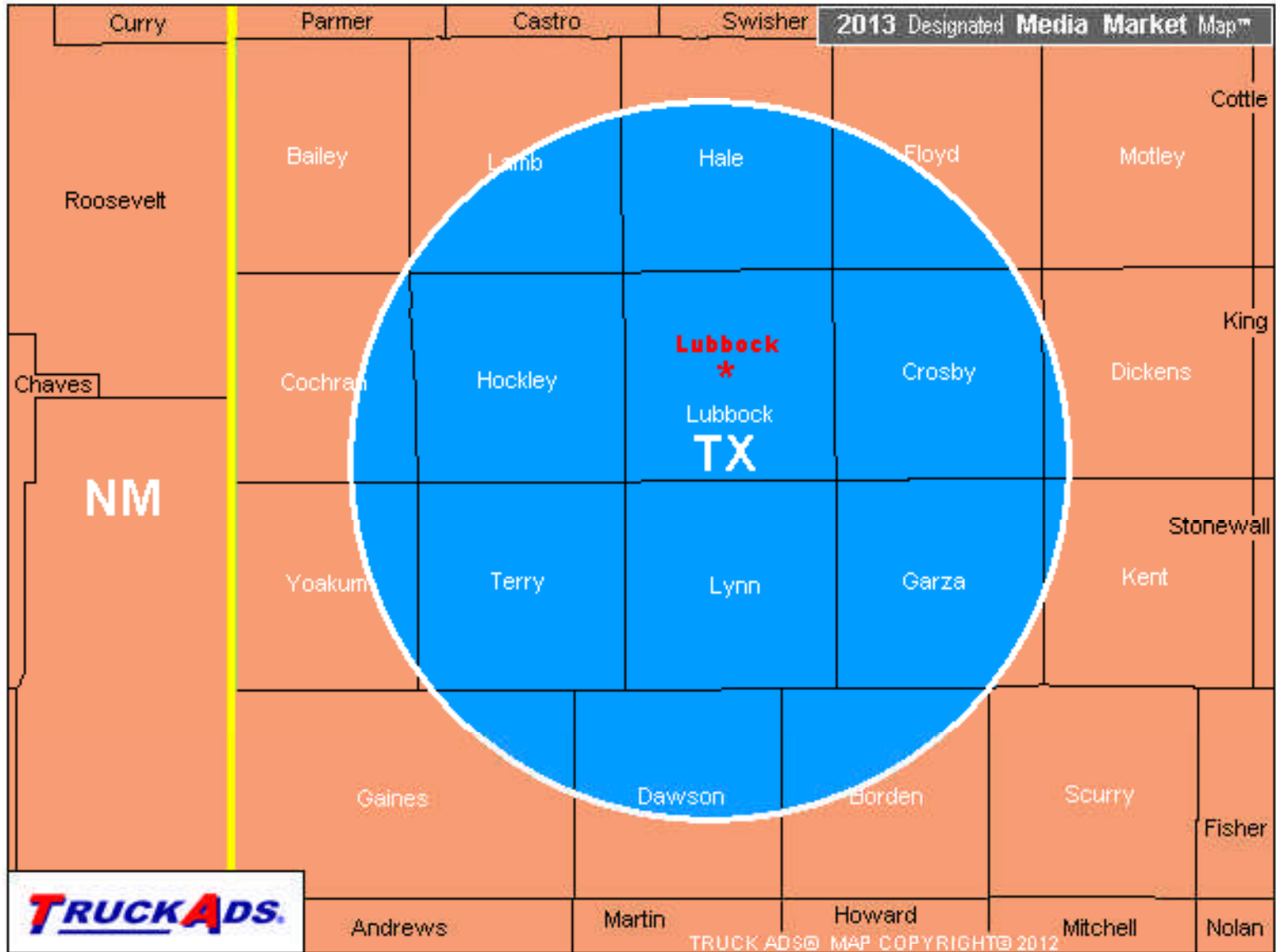
White	356,396
African American	28,326
Asian	6,282
American Indian and Alaska Native	3,556
Native Hawaiian and Pacific Islander	246
Other	55,178
Identified by two or more	11,118

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# LUBBOCK :::

## BROADCAST TV MARKET AREA



### 19 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Bailey, TX ~ Borden, TX ~ Cochran, TX ~ Crosby, TX ~ Dawson, TX ~ Dickens, TX ~ Floyd, TX ~ Gaines, TX ~ Garza, TX ~ Hale, TX ~ Hockley, TX ~ Kent, TX ~ Lamb, TX ~ Lubbock, TX ~ Lynn, TX ~ Motley, TX ~ Scurry, TX ~ Terry, TX ~ Yoakum, TX

## TX - Bailey County

### Population

Total Population	7,165
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### Housing Status

( in housing units unless noted )

Total	2,784
Occupied	2,468
Owner-occupied	1,646
Population in owner-occupied ( number of individuals )	4,720
Renter-occupied	822
Population in renter-occupied ( number of individuals )	2,339
Households with individuals under 18	1,010
Vacant	316
Vacant: for rent	54
Vacant: for sale	26

### Population by Sex/Age

Male	3,621
Female	3,544
Under 18	2,216
18 & over	4,949
20 - 24	454
25 - 34	916
35 - 49	1,217
50 - 64	1,152
65 & over	1,009

### Population by Ethnicity

Hispanic or Latino	4,283
Non Hispanic or Latino	2,882

### Population by Race

White	5,392
African American	86
Asian	30
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	6
Other	1,406
Identified by two or more	142

## TX - Borden County

### Population

Total Population	641
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### Housing Status

( in housing units unless noted )

Total	385
Occupied	264
Owner-occupied	173
Population in owner-occupied ( number of individuals )	381
Renter-occupied	91
Population in renter-occupied ( number of individuals )	260
Households with individuals under 18	70
Vacant	121
Vacant: for rent	8
Vacant: for sale	4

### Population by Sex/Age

Male	335
Female	306
Under 18	138
18 & over	503
20 - 24	27
25 - 34	52
35 - 49	136
50 - 64	140
65 & over	133

### Population by Ethnicity

Hispanic or Latino	95
Non Hispanic or Latino	546

### Population by Race

White	600
African American	0
Asian	1
American Indian and Alaska Native	2
Native Hawaiian and Pacific Islander	0
Other	28
Identified by two or more	10

## TX - Cochran County

### Population

Total Population	3,127
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### Housing Status

( in housing units unless noted )

Total	1,360
Occupied	1,113
Owner-occupied	853
Population in owner-occupied ( number of individuals )	2,328
Renter-occupied	260
Population in renter-occupied ( number of individuals )	721
Households with individuals under 18	425
Vacant	247
Vacant: for rent	46
Vacant: for sale	20

### Population by Sex/Age

Male	1,535
Female	1,592
Under 18	918
18 & over	2,209
20 - 24	191
25 - 34	337
35 - 49	560
50 - 64	557
65 & over	465

### Population by Ethnicity

Hispanic or Latino	1,654
Non Hispanic or Latino	1,473

### Population by Race

White	2,288
African American	125
Asian	5
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	3
Other	586
Identified by two or more	84

## TX - Crosby County

### Population

Total Population	6,059
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### Housing Status

( in housing units unless noted )

Total	2,902
Occupied	2,237
Owner-occupied	1,550
Population in owner-occupied ( number of individuals )	4,095
Renter-occupied	687
Population in renter-occupied ( number of individuals )	1,902
Households with individuals under 18	810
Vacant	665
Vacant: for rent	122
Vacant: for sale	47

### Population by Sex/Age

Male	2,917
Female	3,142
Under 18	1,747
18 & over	4,312
20 - 24	285
25 - 34	662
35 - 49	1,018
50 - 64	1,136
65 & over	1,058

### Population by Ethnicity

Hispanic or Latino	3,171
Non Hispanic or Latino	2,888

### Population by Race

White	4,784
African American	209
Asian	6
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	4
Other	898
Identified by two or more	123

## TX - Dawson County

### Population

Total Population	13,833
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### Housing Status

( in housing units unless noted )

Total	5,220
Occupied	4,385
Owner-occupied	3,164
Population in owner-occupied ( number of individuals )	8,393
Renter-occupied	1,221
Population in renter-occupied ( number of individuals )	3,294
Households with individuals under 18	1,583
Vacant	835
Vacant: for rent	154
Vacant: for sale	66

### Population by Sex/Age

Male	7,815
Female	6,018
Under 18	3,422
18 & over	10,411
20 - 24	1,071
25 - 34	2,347
35 - 49	2,545
50 - 64	2,171
65 & over	1,933

### Population by Ethnicity

Hispanic or Latino	7,387
Non Hispanic or Latino	6,446

### Population by Race

White	10,606
African American	905
Asian	49
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	7
Other	1,854
Identified by two or more	313



## TX - Dickens County

### Population

Total Population	2,444
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### Housing Status

( in housing units unless noted )

Total	1,282
Occupied	930
Owner-occupied	701
Population in owner-occupied ( number of individuals )	1,545
Renter-occupied	229
Population in renter-occupied ( number of individuals )	584
Households with individuals under 18	246
Vacant	352
Vacant: for rent	40
Vacant: for sale	10

### Population by Sex/Age

Male	1,383
Female	1,061
Under 18	492
18 & over	1,952
20 - 24	124
25 - 34	334
35 - 49	452
50 - 64	505
65 & over	481

### Population by Ethnicity

Hispanic or Latino	708
Non Hispanic or Latino	1,736

### Population by Race

White	2,052
African American	99
Asian	22
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	0
Other	192
Identified by two or more	41



## TX - Floyd County

### Population

Total Population	6,446
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### Housing Status

( in housing units unless noted )

Total	3,004
Occupied	2,402
Owner-occupied	1,765
Population in owner-occupied ( number of individuals )	4,635
Renter-occupied	637
Population in renter-occupied ( number of individuals )	1,776
Households with individuals under 18	895
Vacant	602
Vacant: for rent	127
Vacant: for sale	45

### Population by Sex/Age

Male	3,176
Female	3,270
Under 18	1,862
18 & over	4,584
20 - 24	318
25 - 34	671
35 - 49	1,136
50 - 64	1,165
65 & over	1,145

### Population by Ethnicity

Hispanic or Latino	3,410
Non Hispanic or Latino	3,036

### Population by Race

White	4,916
African American	232
Asian	11
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	1
Other	1,163
Identified by two or more	76

## TX - Gaines County

### Population

Total Population	17,526
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### Housing Status

( in housing units unless noted )

Total	6,301
Occupied	5,606
Owner-occupied	4,324
Population in owner-occupied ( number of individuals )	13,744
Renter-occupied	1,282
Population in renter-occupied ( number of individuals )	3,695
Households with individuals under 18	2,654
Vacant	695
Vacant: for rent	144
Vacant: for sale	78

### Population by Sex/Age

Male	8,798
Female	8,728
Under 18	6,106
18 & over	11,420
20 - 24	1,232
25 - 34	2,377
35 - 49	3,167
50 - 64	2,493
65 & over	1,577

### Population by Ethnicity

Hispanic or Latino	6,413
Non Hispanic or Latino	11,113

### Population by Race

White	14,726
African American	305
Asian	44
American Indian and Alaska Native	102
Native Hawaiian and Pacific Islander	0
Other	1,996
Identified by two or more	353

## TX - Garza County

### Population

Total Population	6,461
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### Housing Status

( in housing units unless noted )

Total	2,237
Occupied	1,671
Owner-occupied	1,160
Population in owner-occupied ( number of individuals )	3,010
Renter-occupied	511
Population in renter-occupied ( number of individuals )	1,342
Households with individuals under 18	599
Vacant	566
Vacant: for rent	38
Vacant: for sale	20

### Population by Sex/Age

Male	4,092
Female	2,369
Under 18	1,276
18 & over	5,185
20 - 24	655
25 - 34	1,193
35 - 49	1,295
50 - 64	1,098
65 & over	702

### Population by Ethnicity

Hispanic or Latino	3,046
Non Hispanic or Latino	3,415

### Population by Race

White	5,348
African American	420
Asian	8
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	3
Other	571
Identified by two or more	75

## TX - Hale County

### Population

Total Population	36,273
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### Housing Status

( in housing units unless noted )

Total	13,541
Occupied	11,846
Owner-occupied	7,648
Population in owner-occupied ( number of individuals )	21,887
Renter-occupied	4,198
Population in renter-occupied ( number of individuals )	11,584
Households with individuals under 18	4,960
Vacant	1,695
Vacant: for rent	530
Vacant: for sale	148

### Population by Sex/Age

Male	18,737
Female	17,536
Under 18	10,434
18 & over	25,839
20 - 24	2,872
25 - 34	4,790
35 - 49	6,799
50 - 64	5,735
65 & over	4,435

### Population by Ethnicity

Hispanic or Latino	20,269
Non Hispanic or Latino	16,004

### Population by Race

White	25,670
African American	1,925
Asian	142
American Indian and Alaska Native	350
Native Hawaiian and Pacific Islander	21
Other	7,097
Identified by two or more	1,068

## TX - Hockley County

### Population

Total Population	22,935
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### Housing Status

( in housing units unless noted )

Total	9,293
Occupied	8,242
Owner-occupied	5,775
Population in owner-occupied ( number of individuals )	15,861
Renter-occupied	2,467
Population in renter-occupied ( number of individuals )	6,433
Households with individuals under 18	3,141
Vacant	1,051
Vacant: for rent	396
Vacant: for sale	88

### Population by Sex/Age

Male	11,297
Female	11,638
Under 18	6,227
18 & over	16,708
20 - 24	1,743
25 - 34	2,793
35 - 49	4,052
50 - 64	4,147
65 & over	2,927

### Population by Ethnicity

Hispanic or Latino	9,993
Non Hispanic or Latino	12,942

### Population by Race

White	18,000
African American	837
Asian	63
American Indian and Alaska Native	207
Native Hawaiian and Pacific Islander	4
Other	3,261
Identified by two or more	563

## TX - Kent County

### Population

Total Population	808
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### Housing Status

( in housing units unless noted )

Total	552
Occupied	350
Owner-occupied	254
Population in owner-occupied ( number of individuals )	529
Renter-occupied	96
Population in renter-occupied ( number of individuals )	227
Households with individuals under 18	92
Vacant	202
Vacant: for rent	9
Vacant: for sale	2

### Population by Sex/Age

Male	392
Female	416
Under 18	185
18 & over	623
20 - 24	22
25 - 34	61
35 - 49	137
50 - 64	179
65 & over	208

### Population by Ethnicity

Hispanic or Latino	120
Non Hispanic or Latino	688

### Population by Race

White	753
African American	8
Asian	0
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	0
Other	29
Identified by two or more	11

## TX - Lamb County

### Population

Total Population	13,977
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### Housing Status

( in housing units unless noted )

Total	6,128
Occupied	5,081
Owner-occupied	3,676
Population in owner-occupied ( number of individuals )	9,929
Renter-occupied	1,405
Population in renter-occupied ( number of individuals )	3,864
Households with individuals under 18	1,911
Vacant	1,047
Vacant: for rent	126
Vacant: for sale	40

### Population by Sex/Age

Male	6,964
Female	7,013
Under 18	4,092
18 & over	9,885
20 - 24	764
25 - 34	1,578
35 - 49	2,507
50 - 64	2,447
65 & over	2,227

### Population by Ethnicity

Hispanic or Latino	7,231
Non Hispanic or Latino	6,746

### Population by Race

White	10,403
African American	598
Asian	20
American Indian and Alaska Native	129
Native Hawaiian and Pacific Islander	4
Other	2,497
Identified by two or more	326



## TX - Lubbock County

### Population

Total Population	278,831
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### Housing Status

( in housing units unless noted )

Total	115,064
Occupied	105,781
Owner-occupied	61,598
Population in owner-occupied ( number of individuals )	162,157
Renter-occupied	44,183
Population in renter-occupied ( number of individuals )	105,637
Households with individuals under 18	34,641
Vacant	9,283
Vacant: for rent	4,715
Vacant: for sale	1,168

### Population by Sex/Age

Male	137,786
Female	141,045
Under 18	67,862
18 & over	210,969
20 - 24	34,117
25 - 34	40,625
35 - 49	48,056
50 - 64	44,508
65 & over	30,622

### Population by Ethnicity

Hispanic or Latino	88,924
Non Hispanic or Latino	189,907

### Population by Race

White	215,519
African American	20,952
Asian	5,753
American Indian and Alaska Native	2,040
Native Hawaiian and Pacific Islander	188
Other	27,512
Identified by two or more	6,867

## TX - Lynn County

### Population

Total Population	5,915
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### Housing Status

( in housing units unless noted )

Total	2,676
Occupied	2,246
Owner-occupied	1,645
Population in owner-occupied ( number of individuals )	4,257
Renter-occupied	601
Population in renter-occupied ( number of individuals )	1,616
Households with individuals under 18	798
Vacant	430
Vacant: for rent	57
Vacant: for sale	30

### Population by Sex/Age

Male	2,947
Female	2,968
Under 18	1,645
18 & over	4,270
20 - 24	264
25 - 34	640
35 - 49	1,135
50 - 64	1,157
65 & over	933

### Population by Ethnicity

Hispanic or Latino	2,743
Non Hispanic or Latino	3,172

### Population by Race

White	4,748
African American	127
Asian	8
American Indian and Alaska Native	72
Native Hawaiian and Pacific Islander	0
Other	822
Identified by two or more	138

## TX - Motley County

### Population

Total Population	1,210
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### Housing Status

( in housing units unless noted )

Total	779
Occupied	542
Owner-occupied	424
Population in owner-occupied ( number of individuals )	923
Renter-occupied	118
Population in renter-occupied ( number of individuals )	287
Households with individuals under 18	137
Vacant	237
Vacant: for rent	37
Vacant: for sale	19

### Population by Sex/Age

Male	613
Female	597
Under 18	264
18 & over	946
20 - 24	46
25 - 34	106
35 - 49	184
50 - 64	260
65 & over	328

### Population by Ethnicity

Hispanic or Latino	163
Non Hispanic or Latino	1,047

### Population by Race

White	1,115
African American	24
Asian	0
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	48
Identified by two or more	13

## TX - Scurry County

### Population

Total Population	16,921
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### Housing Status

( in housing units unless noted )

Total	6,963
Occupied	5,838
Owner-occupied	4,311
Population in owner-occupied ( number of individuals )	11,402
Renter-occupied	1,527
Population in renter-occupied ( number of individuals )	3,795
Households with individuals under 18	2,084
Vacant	1,125
Vacant: for rent	186
Vacant: for sale	79

### Population by Sex/Age

Male	9,028
Female	7,893
Under 18	4,234
18 & over	12,687
20 - 24	1,111
25 - 34	2,253
35 - 49	3,225
50 - 64	3,182
65 & over	2,383

### Population by Ethnicity

Hispanic or Latino	6,149
Non Hispanic or Latino	10,772

### Population by Race

White	13,325
African American	799
Asian	59
American Indian and Alaska Native	106
Native Hawaiian and Pacific Islander	4
Other	2,247
Identified by two or more	381

## TX - Terry County

### Population

Total Population	12,651
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### Housing Status

( in housing units unless noted )

Total	4,828
Occupied	4,200
Owner-occupied	2,906
Population in owner-occupied ( number of individuals )	7,810
Renter-occupied	1,294
Population in renter-occupied ( number of individuals )	3,675
Households with individuals under 18	1,574
Vacant	628
Vacant: for rent	126
Vacant: for sale	62

### Population by Sex/Age

Male	6,717
Female	5,934
Under 18	3,279
18 & over	9,372
20 - 24	1,009
25 - 34	1,672
35 - 49	2,326
50 - 64	2,186
65 & over	1,827

### Population by Ethnicity

Hispanic or Latino	6,211
Non Hispanic or Latino	6,440

### Population by Race

White	10,283
African American	605
Asian	30
American Indian and Alaska Native	78
Native Hawaiian and Pacific Islander	0
Other	1,331
Identified by two or more	324

## TX - Yoakum County

### Population

Total Population	7,879
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### Housing Status

( in housing units unless noted )

Total	2,978
Occupied	2,643
Owner-occupied	2,016
Population in owner-occupied ( number of individuals )	5,918
Renter-occupied	627
Population in renter-occupied ( number of individuals )	1,908
Households with individuals under 18	1,189
Vacant	335
Vacant: for rent	76
Vacant: for sale	27

### Population by Sex/Age

Male	3,899
Female	3,980
Under 18	2,501
18 & over	5,378
20 - 24	460
25 - 34	997
35 - 49	1,464
50 - 64	1,357
65 & over	895

### Population by Ethnicity

Hispanic or Latino	4,622
Non Hispanic or Latino	3,257

### Population by Race

White	5,868
African American	70
Asian	31
American Indian and Alaska Native	59
Native Hawaiian and Pacific Islander	1
Other	1,640
Identified by two or more	210