



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

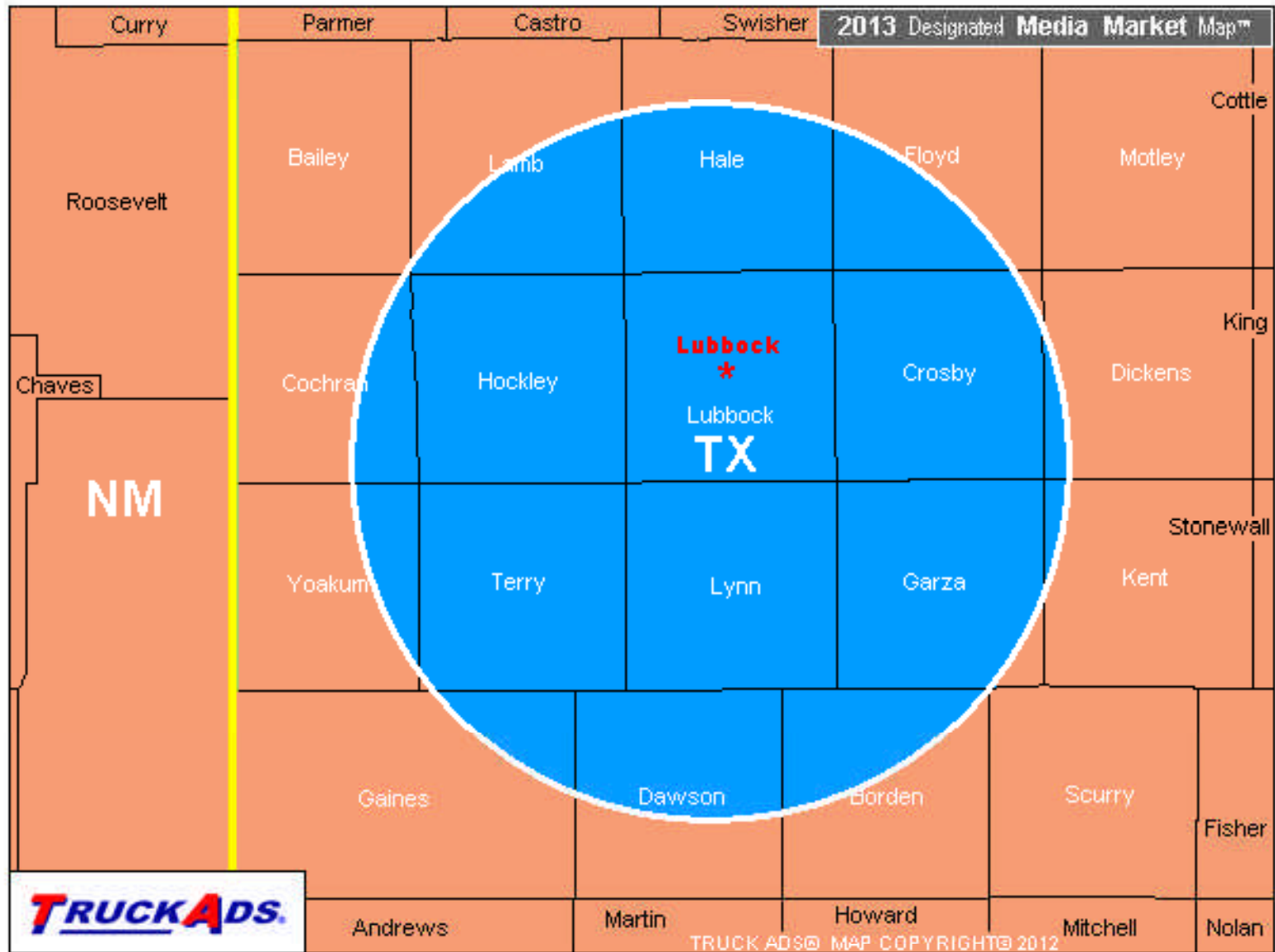
White	356,396
African American	28,326
Asian	6,282
American Indian and Alaska Native	3,556
Native Hawaiian and Pacific Islander	246
Other	55,178
Identified by two or more	11,118

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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