



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

MONROE EL DORADO :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 434,566 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 191,193 |
| Occupied | 166,294 |
| Owner-occupied | 110,586 |
| Population in owner-occupied (number of individuals) | 275,981 |
| Renter-occupied | 55,708 |
| Population in renter-occupied (number of individuals) | 138,009 |
| Households with individuals under 18 | 56,678 |
| Vacant | 24,899 |
| Vacant: for rent | 5,216 |
| Vacant: for sale | 1,527 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 211,817 |
| Female | 222,749 |
| Under 18 | 106,839 |
| 18 & over | 327,727 |
| 20 - 24 | 33,861 |
| 25 - 34 | 55,949 |
| 35 - 49 | 80,971 |
| 50 - 64 | 81,797 |
| 65 & over | 60,352 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 9,554 |
| Non Hispanic or Latino | 425,012 |

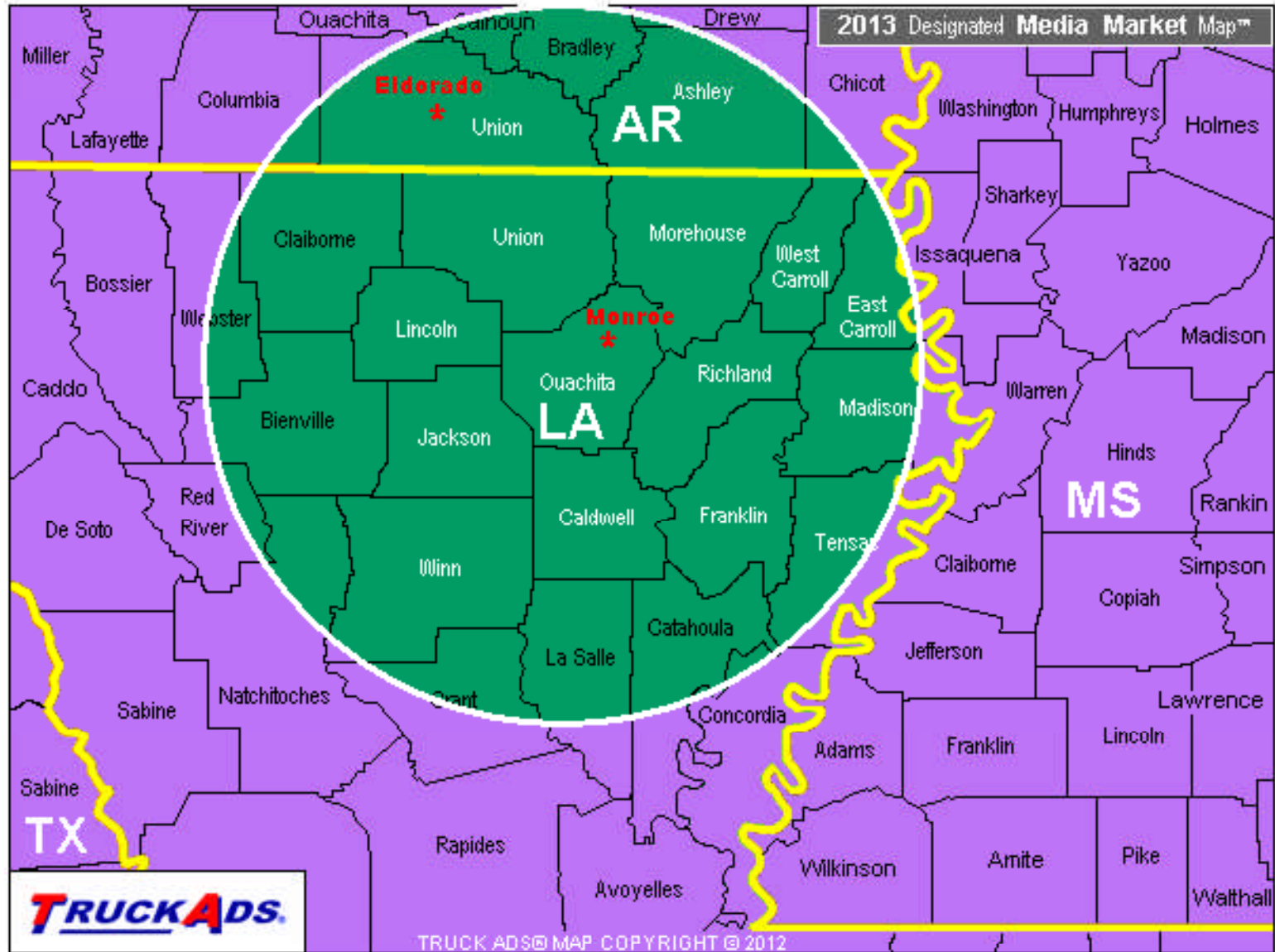
Population by Race

| | |
|--------------------------------------|---------|
| White | 264,876 |
| African American | 156,635 |
| Asian | 2,922 |
| American Indian and Alaska Native | 1,170 |
| Native Hawaiian and Pacific Islander | 147 |
| Other | 4,222 |
| Identified by two or more | 4,594 |



MONROE EL DORADO :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

LOUISIANA: Caldwell, LA ~ East Carroll, LA ~ Franklin, LA ~ Jackson, LA ~ Lincoln, LA ~ Madison, LA ~ Morehouse, LA ~ Ouachita, LA ~ Richland, LA ~ Tensas, LA ~ Union, LA ~ West Carroll, LA ~ Winn, LA ~ **ARKANSAS:** Ashley, AR ~ Union, AR

LA - Caldwell Parish

Population

| | |
|------------------|--------|
| Total Population | 10,132 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,994 |
| Occupied | 3,905 |
| Owner-occupied | 3,025 |
| Population in owner-occupied (number of individuals) | 7,415 |
| Renter-occupied | 880 |
| Population in renter-occupied (number of individuals) | 2,133 |
| Households with individuals under 18 | 1,285 |
| Vacant | 1,089 |
| Vacant: for rent | 146 |
| Vacant: for sale | 46 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,188 |
| Female | 4,944 |
| Under 18 | 2,374 |
| 18 & over | 7,758 |
| 20 - 24 | 585 |
| 25 - 34 | 1,242 |
| 35 - 49 | 2,052 |
| 50 - 64 | 2,096 |
| 65 & over | 1,504 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 222 |
| Non Hispanic or Latino | 9,910 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 8,213 |
| African American | 1,746 |
| Asian | 25 |
| American Indian and Alaska Native | 22 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 36 |
| Identified by two or more | 90 |

LA - East Carroll Parish

Population

| | |
|------------------|-------|
| Total Population | 7,759 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 2,904 |
| Occupied | 2,552 |
| Owner-occupied | 1,611 |
| Population in owner-occupied (number of individuals) | 4,036 |
| Renter-occupied | 941 |
| Population in renter-occupied (number of individuals) | 2,656 |
| Households with individuals under 18 | 924 |
| Vacant | 352 |
| Vacant: for rent | 54 |
| Vacant: for sale | 22 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 4,154 |
| Female | 3,605 |
| Under 18 | 1,993 |
| 18 & over | 5,766 |
| 20 - 24 | 567 |
| 25 - 34 | 1,167 |
| 35 - 49 | 1,481 |
| 50 - 64 | 1,351 |
| 65 & over | 971 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 127 |
| Non Hispanic or Latino | 7,632 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 2,245 |
| African American | 5,356 |
| Asian | 44 |
| American Indian and Alaska Native | 19 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 37 |
| Identified by two or more | 58 |

LA - Franklin Parish

Population

| | |
|------------------|--------|
| Total Population | 20,767 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,034 |
| Occupied | 7,904 |
| Owner-occupied | 5,808 |
| Population in owner-occupied (number of individuals) | 14,539 |
| Renter-occupied | 2,096 |
| Population in renter-occupied (number of individuals) | 5,496 |
| Households with individuals under 18 | 2,768 |
| Vacant | 1,130 |
| Vacant: for rent | 216 |
| Vacant: for sale | 62 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,072 |
| Female | 10,695 |
| Under 18 | 5,317 |
| 18 & over | 15,450 |
| 20 - 24 | 1,235 |
| 25 - 34 | 2,419 |
| 35 - 49 | 3,818 |
| 50 - 64 | 4,033 |
| 65 & over | 3,388 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 196 |
| Non Hispanic or Latino | 20,571 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 13,930 |
| African American | 6,537 |
| Asian | 42 |
| American Indian and Alaska Native | 37 |
| Native Hawaiian and Pacific Islander | 6 |
| Other | 53 |
| Identified by two or more | 162 |

LA - Jackson Parish

Population

| | |
|------------------|--------|
| Total Population | 16,274 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 7,680 |
| Occupied | 6,261 |
| Owner-occupied | 4,591 |
| Population in owner-occupied (number of individuals) | 11,075 |
| Renter-occupied | 1,670 |
| Population in renter-occupied (number of individuals) | 4,161 |
| Households with individuals under 18 | 2,017 |
| Vacant | 1,419 |
| Vacant: for rent | 123 |
| Vacant: for sale | 41 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 8,273 |
| Female | 8,001 |
| Under 18 | 3,704 |
| 18 & over | 12,570 |
| 20 - 24 | 1,013 |
| 25 - 34 | 2,127 |
| 35 - 49 | 3,119 |
| 50 - 64 | 3,172 |
| 65 & over | 2,717 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 209 |
| Non Hispanic or Latino | 16,065 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 11,084 |
| African American | 4,853 |
| Asian | 28 |
| American Indian and Alaska Native | 35 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 79 |
| Identified by two or more | 193 |

LA - Lincoln Parish

Population

| | |
|------------------|--------|
| Total Population | 46,735 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 19,479 |
| Occupied | 17,599 |
| Owner-occupied | 9,935 |
| Population in owner-occupied (number of individuals) | 24,510 |
| Renter-occupied | 7,664 |
| Population in renter-occupied (number of individuals) | 17,342 |
| Households with individuals under 18 | 5,242 |
| Vacant | 1,880 |
| Vacant: for rent | 483 |
| Vacant: for sale | 146 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 22,820 |
| Female | 23,915 |
| Under 18 | 9,605 |
| 18 & over | 37,130 |
| 20 - 24 | 8,032 |
| 25 - 34 | 6,286 |
| 35 - 49 | 6,948 |
| 50 - 64 | 7,130 |
| 65 & over | 5,286 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,189 |
| Non Hispanic or Latino | 45,546 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 25,775 |
| African American | 18,925 |
| Asian | 790 |
| American Indian and Alaska Native | 123 |
| Native Hawaiian and Pacific Islander | 34 |
| Other | 585 |
| Identified by two or more | 503 |

LA - Madison Parish

Population

| | |
|------------------|--------|
| Total Population | 12,093 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,804 |
| Occupied | 4,025 |
| Owner-occupied | 2,471 |
| Population in owner-occupied (number of individuals) | 6,180 |
| Renter-occupied | 1,554 |
| Population in renter-occupied (number of individuals) | 4,322 |
| Households with individuals under 18 | 1,534 |
| Vacant | 779 |
| Vacant: for rent | 177 |
| Vacant: for sale | 22 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,986 |
| Female | 6,107 |
| Under 18 | 3,022 |
| 18 & over | 9,071 |
| 20 - 24 | 850 |
| 25 - 34 | 1,925 |
| 35 - 49 | 2,341 |
| 50 - 64 | 2,214 |
| 65 & over | 1,434 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 188 |
| Non Hispanic or Latino | 11,905 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 4,498 |
| African American | 7,381 |
| Asian | 27 |
| American Indian and Alaska Native | 24 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 52 |
| Identified by two or more | 111 |

LA - Morehouse Parish

Population

| | |
|------------------|--------|
| Total Population | 27,979 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 12,423 |
| Occupied | 10,853 |
| Owner-occupied | 7,441 |
| Population in owner-occupied (number of individuals) | 18,406 |
| Renter-occupied | 3,412 |
| Population in renter-occupied (number of individuals) | 8,805 |
| Households with individuals under 18 | 3,666 |
| Vacant | 1,570 |
| Vacant: for rent | 239 |
| Vacant: for sale | 116 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 13,397 |
| Female | 14,582 |
| Under 18 | 6,918 |
| 18 & over | 21,061 |
| 20 - 24 | 1,687 |
| 25 - 34 | 3,393 |
| 35 - 49 | 5,122 |
| 50 - 64 | 5,824 |
| 65 & over | 4,310 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 255 |
| Non Hispanic or Latino | 27,724 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 14,345 |
| African American | 13,133 |
| Asian | 102 |
| American Indian and Alaska Native | 36 |
| Native Hawaiian and Pacific Islander | 14 |
| Other | 75 |
| Identified by two or more | 274 |

LA - Ouachita Parish

Population

| | |
|------------------|---------|
| Total Population | 153,720 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 64,481 |
| Occupied | 58,691 |
| Owner-occupied | 35,924 |
| Population in owner-occupied (number of individuals) | 91,790 |
| Renter-occupied | 22,767 |
| Population in renter-occupied (number of individuals) | 56,396 |
| Households with individuals under 18 | 21,104 |
| Vacant | 5,790 |
| Vacant: for rent | 2,081 |
| Vacant: for sale | 520 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 73,530 |
| Female | 80,190 |
| Under 18 | 40,373 |
| 18 & over | 113,347 |
| 20 - 24 | 12,090 |
| 25 - 34 | 20,752 |
| 35 - 49 | 29,070 |
| 50 - 64 | 27,221 |
| 65 & over | 18,920 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 2,760 |
| Non Hispanic or Latino | 150,960 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 92,884 |
| African American | 56,216 |
| Asian | 1,455 |
| American Indian and Alaska Native | 381 |
| Native Hawaiian and Pacific Islander | 51 |
| Other | 993 |
| Identified by two or more | 1,740 |

LA - Richland Parish

Population

| | |
|------------------|--------|
| Total Population | 20,725 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,621 |
| Occupied | 7,551 |
| Owner-occupied | 5,337 |
| Population in owner-occupied (number of individuals) | 13,830 |
| Renter-occupied | 2,214 |
| Population in renter-occupied (number of individuals) | 5,856 |
| Households with individuals under 18 | 2,723 |
| Vacant | 1,070 |
| Vacant: for rent | 145 |
| Vacant: for sale | 51 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,984 |
| Female | 10,741 |
| Under 18 | 5,285 |
| 18 & over | 15,440 |
| 20 - 24 | 1,266 |
| 25 - 34 | 2,646 |
| 35 - 49 | 3,882 |
| 50 - 64 | 4,112 |
| 65 & over | 2,984 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 332 |
| Non Hispanic or Latino | 20,393 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 12,879 |
| African American | 7,454 |
| Asian | 55 |
| American Indian and Alaska Native | 64 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 79 |
| Identified by two or more | 190 |

LA - Tensas Parish

Population

| | |
|------------------|-------|
| Total Population | 5,252 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 3,357 |
| Occupied | 2,172 |
| Owner-occupied | 1,461 |
| Population in owner-occupied (number of individuals) | 3,420 |
| Renter-occupied | 711 |
| Population in renter-occupied (number of individuals) | 1,816 |
| Households with individuals under 18 | 664 |
| Vacant | 1,185 |
| Vacant: for rent | 58 |
| Vacant: for sale | 24 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 2,493 |
| Female | 2,759 |
| Under 18 | 1,329 |
| 18 & over | 3,923 |
| 20 - 24 | 273 |
| 25 - 34 | 516 |
| 35 - 49 | 888 |
| 50 - 64 | 1,224 |
| 65 & over | 908 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 65 |
| Non Hispanic or Latino | 5,187 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 2,202 |
| African American | 2,967 |
| Asian | 9 |
| American Indian and Alaska Native | 6 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 26 |
| Identified by two or more | 42 |

LA - Union Parish

Population

| | |
|------------------|--------|
| Total Population | 22,721 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 11,346 |
| Occupied | 9,144 |
| Owner-occupied | 7,137 |
| Population in owner-occupied (number of individuals) | 17,339 |
| Renter-occupied | 2,007 |
| Population in renter-occupied (number of individuals) | 4,967 |
| Households with individuals under 18 | 2,853 |
| Vacant | 2,202 |
| Vacant: for rent | 264 |
| Vacant: for sale | 96 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 11,214 |
| Female | 11,507 |
| Under 18 | 5,228 |
| 18 & over | 17,493 |
| 20 - 24 | 1,356 |
| 25 - 34 | 2,662 |
| 35 - 49 | 4,229 |
| 50 - 64 | 4,897 |
| 65 & over | 3,750 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 943 |
| Non Hispanic or Latino | 21,778 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 15,682 |
| African American | 6,182 |
| Asian | 32 |
| American Indian and Alaska Native | 58 |
| Native Hawaiian and Pacific Islander | 17 |
| Other | 572 |
| Identified by two or more | 178 |

LA - West Carroll Parish

Population

| | |
|------------------|--------|
| Total Population | 11,604 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 5,046 |
| Occupied | 4,452 |
| Owner-occupied | 3,376 |
| Population in owner-occupied (number of individuals) | 8,478 |
| Renter-occupied | 1,076 |
| Population in renter-occupied (number of individuals) | 2,692 |
| Households with individuals under 18 | 1,521 |
| Vacant | 594 |
| Vacant: for rent | 100 |
| Vacant: for sale | 33 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,818 |
| Female | 5,786 |
| Under 18 | 2,858 |
| 18 & over | 8,746 |
| 20 - 24 | 594 |
| 25 - 34 | 1,398 |
| 35 - 49 | 2,219 |
| 50 - 64 | 2,257 |
| 65 & over | 1,954 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 299 |
| Non Hispanic or Latino | 11,305 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 9,497 |
| African American | 1,822 |
| Asian | 27 |
| American Indian and Alaska Native | 52 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 94 |
| Identified by two or more | 112 |

LA - Winn Parish

Population

| | |
|------------------|--------|
| Total Population | 15,313 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 7,234 |
| Occupied | 5,469 |
| Owner-occupied | 3,999 |
| Population in owner-occupied (number of individuals) | 9,822 |
| Renter-occupied | 1,470 |
| Population in renter-occupied (number of individuals) | 3,731 |
| Households with individuals under 18 | 1,824 |
| Vacant | 1,765 |
| Vacant: for rent | 205 |
| Vacant: for sale | 43 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 8,031 |
| Female | 7,282 |
| Under 18 | 3,442 |
| 18 & over | 11,871 |
| 20 - 24 | 880 |
| 25 - 34 | 2,084 |
| 35 - 49 | 3,151 |
| 50 - 64 | 3,152 |
| 65 & over | 2,201 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 240 |
| Non Hispanic or Latino | 15,073 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,223 |
| African American | 4,702 |
| Asian | 39 |
| American Indian and Alaska Native | 100 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 76 |
| Identified by two or more | 171 |

AR - Ashley County

Population

| | |
|------------------|--------|
| Total Population | 21,853 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 10,137 |
| Occupied | 8,765 |
| Owner-occupied | 6,361 |
| Population in owner-occupied (number of individuals) | 15,774 |
| Renter-occupied | 2,404 |
| Population in renter-occupied (number of individuals) | 5,888 |
| Households with individuals under 18 | 2,968 |
| Vacant | 1,372 |
| Vacant: for rent | 257 |
| Vacant: for sale | 99 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,598 |
| Female | 11,255 |
| Under 18 | 5,330 |
| 18 & over | 16,523 |
| 20 - 24 | 1,174 |
| 25 - 34 | 2,367 |
| 35 - 49 | 4,412 |
| 50 - 64 | 4,450 |
| 65 & over | 3,544 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,069 |
| Non Hispanic or Latino | 20,784 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 15,143 |
| African American | 5,640 |
| Asian | 40 |
| American Indian and Alaska Native | 70 |
| Native Hawaiian and Pacific Islander | 3 |
| Other | 709 |
| Identified by two or more | 248 |

AR - Union County

Population

| | |
|------------------|--------|
| Total Population | 41,639 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 19,653 |
| Occupied | 16,951 |
| Owner-occupied | 12,109 |
| Population in owner-occupied (number of individuals) | 29,367 |
| Renter-occupied | 4,842 |
| Population in renter-occupied (number of individuals) | 11,748 |
| Households with individuals under 18 | 5,585 |
| Vacant | 2,702 |
| Vacant: for rent | 668 |
| Vacant: for sale | 206 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 20,259 |
| Female | 21,380 |
| Under 18 | 10,061 |
| 18 & over | 31,578 |
| 20 - 24 | 2,259 |
| 25 - 34 | 4,965 |
| 35 - 49 | 8,239 |
| 50 - 64 | 8,664 |
| 65 & over | 6,481 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,460 |
| Non Hispanic or Latino | 40,179 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 26,276 |
| African American | 13,721 |
| Asian | 207 |
| American Indian and Alaska Native | 143 |
| Native Hawaiian and Pacific Islander | 14 |
| Other | 756 |
| Identified by two or more | 522 |