



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

WACO TEMPLE BRYAN :::

BROADCAST TV MARKET AREA

Population

Total Population	984,922
------------------	---------

Housing Status

(in housing units unless noted)

Total	404,265
Occupied	359,079
Owner-occupied	208,411
Population in owner-occupied (number of individuals)	559,844
Renter-occupied	150,668
Population in renter-occupied (number of individuals)	374,568
Households with individuals under 18	127,770
Vacant	45,186
Vacant: for rent	15,274
Vacant: for sale	4,620

Population by Sex/Age

Male	488,699
Female	496,223
Under 18	248,825
18 & over	736,097
20 - 24	113,005
25 - 34	146,204
35 - 49	176,223
50 - 64	151,979
65 & over	105,790

Population by Ethnicity

Hispanic or Latino	211,763
Non Hispanic or Latino	773,159

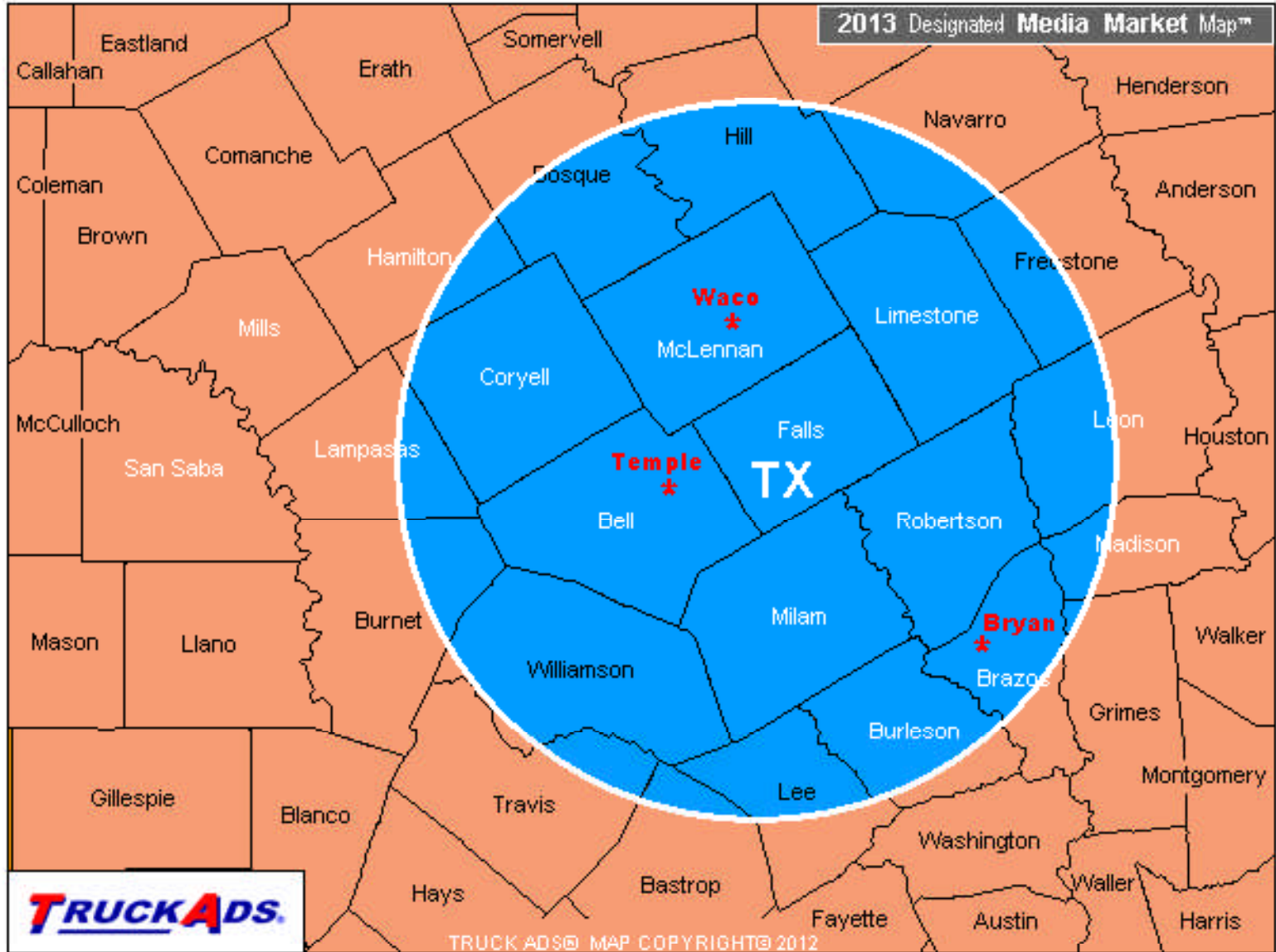
Population by Race

White	679,112
African American	156,437
Asian	24,256
American Indian and Alaska Native	6,520
Native Hawaiian and Pacific Islander	3,386
Other	82,310
Identified by two or more	32,901



WACO TEMPLE BRYAN :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Bell, TX ~ Brazos, TX ~ Burleson, TX ~ Coryell, TX ~ Falls, TX ~ Hamilton, TX ~ Lampasas, TX ~ Leon, TX ~ Limestone, TX ~ Madison, TX ~ McLennan, TX ~ Milam, TX ~ Mills, TX ~ Robertson, TX ~ San Saba, TX

TX - Bell County

Population

Total Population	310,235
------------------	---------

Housing Status

(in housing units unless noted)

Total	125,470
Occupied	114,035
Owner-occupied	63,424
Population in owner-occupied (number of individuals)	175,550
Renter-occupied	50,611
Population in renter-occupied (number of individuals)	126,606
Households with individuals under 18	46,633
Vacant	11,435
Vacant: for rent	5,879
Vacant: for sale	1,644

Population by Sex/Age

Male	153,464
Female	156,771
Under 18	88,117
18 & over	222,118
20 - 24	30,001
25 - 34	52,838
35 - 49	58,339
50 - 64	44,854
65 & over	27,003

Population by Ethnicity

Hispanic or Latino	67,010
Non Hispanic or Latino	243,225

Population by Race

White	190,553
African American	66,700
Asian	8,748
American Indian and Alaska Native	2,496
Native Hawaiian and Pacific Islander	2,430
Other	23,834
Identified by two or more	15,474

TX - Brazos County

Population

Total Population	194,851
------------------	---------

Housing Status

(in housing units unless noted)

Total	77,700
Occupied	71,739
Owner-occupied	32,413
Population in owner-occupied (number of individuals)	89,485
Renter-occupied	39,326
Population in renter-occupied (number of individuals)	91,854
Households with individuals under 18	20,322
Vacant	5,961
Vacant: for rent	2,979
Vacant: for sale	560

Population by Sex/Age

Male	98,630
Female	96,221
Under 18	39,831
18 & over	155,020
20 - 24	42,690
25 - 34	29,816
35 - 49	28,378
50 - 64	22,655
65 & over	14,059

Population by Ethnicity

Hispanic or Latino	45,405
Non Hispanic or Latino	149,446

Population by Race

White	142,814
African American	21,414
Asian	10,083
American Indian and Alaska Native	865
Native Hawaiian and Pacific Islander	119
Other	14,997
Identified by two or more	4,559

TX - Burleson County

Population

Total Population	17,187
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,832
Occupied	6,822
Owner-occupied	5,390
Population in owner-occupied (number of individuals)	13,384
Renter-occupied	1,432
Population in renter-occupied (number of individuals)	3,640
Households with individuals under 18	2,083
Vacant	2,010
Vacant: for rent	114
Vacant: for sale	82

Population by Sex/Age

Male	8,504
Female	8,683
Under 18	4,045
18 & over	13,142
20 - 24	865
25 - 34	1,706
35 - 49	3,310
50 - 64	3,842
65 & over	3,007

Population by Ethnicity

Hispanic or Latino	3,166
Non Hispanic or Latino	14,021

Population by Race

White	13,392
African American	2,098
Asian	28
American Indian and Alaska Native	107
Native Hawaiian and Pacific Islander	3
Other	1,233
Identified by two or more	326

TX - Coryell County

Population

Total Population	75,388
------------------	--------

Housing Status

(in housing units unless noted)

Total	25,178
Occupied	22,545
Owner-occupied	12,490
Population in owner-occupied (number of individuals)	33,358
Renter-occupied	10,055
Population in renter-occupied (number of individuals)	30,586
Households with individuals under 18	10,344
Vacant	2,633
Vacant: for rent	997
Vacant: for sale	298

Population by Sex/Age

Male	36,892
Female	38,496
Under 18	21,005
18 & over	54,383
20 - 24	7,585
25 - 34	13,764
35 - 49	15,611
50 - 64	9,839
65 & over	5,684

Population by Ethnicity

Hispanic or Latino	11,973
Non Hispanic or Latino	63,415

Population by Race

White	53,033
African American	11,943
Asian	1,423
American Indian and Alaska Native	639
Native Hawaiian and Pacific Islander	662
Other	3,881
Identified by two or more	3,807

TX - Falls County

Population

Total Population	17,866
------------------	--------

Housing Status

(in housing units unless noted)

Total	7,724
Occupied	6,302
Owner-occupied	4,467
Population in owner-occupied (number of individuals)	11,330
Renter-occupied	1,835
Population in renter-occupied (number of individuals)	4,468
Households with individuals under 18	1,923
Vacant	1,422
Vacant: for rent	185
Vacant: for sale	91

Population by Sex/Age

Male	8,494
Female	9,372
Under 18	3,877
18 & over	13,989
20 - 24	1,205
25 - 34	2,304
35 - 49	3,683
50 - 64	3,464
65 & over	2,875

Population by Ethnicity

Hispanic or Latino	3,716
Non Hispanic or Latino	14,150

Population by Race

White	10,832
African American	4,524
Asian	46
American Indian and Alaska Native	101
Native Hawaiian and Pacific Islander	10
Other	2,010
Identified by two or more	343

TX - Hamilton County

Population

Total Population	8,517
------------------	-------

Housing Status

(in housing units unless noted)

Total	4,566
Occupied	3,442
Owner-occupied	2,610
Population in owner-occupied (number of individuals)	6,123
Renter-occupied	832
Population in renter-occupied (number of individuals)	2,140
Households with individuals under 18	969
Vacant	1,124
Vacant: for rent	79
Vacant: for sale	108

Population by Sex/Age

Male	4,195
Female	4,322
Under 18	1,816
18 & over	6,701
20 - 24	371
25 - 34	812
35 - 49	1,497
50 - 64	1,734
65 & over	2,105

Population by Ethnicity

Hispanic or Latino	863
Non Hispanic or Latino	7,654

Population by Race

White	7,913
African American	46
Asian	34
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	1
Other	366
Identified by two or more	89

TX - Lampasas County

Population

Total Population	19,677
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,718
Occupied	7,539
Owner-occupied	5,625
Population in owner-occupied (number of individuals)	14,519
Renter-occupied	1,914
Population in renter-occupied (number of individuals)	4,936
Households with individuals under 18	2,566
Vacant	1,179
Vacant: for rent	161
Vacant: for sale	103

Population by Sex/Age

Male	9,705
Female	9,972
Under 18	4,876
18 & over	14,801
20 - 24	958
25 - 34	2,032
35 - 49	4,148
50 - 64	4,068
65 & over	3,101

Population by Ethnicity

Hispanic or Latino	3,443
Non Hispanic or Latino	16,234

Population by Race

White	16,792
African American	632
Asian	201
American Indian and Alaska Native	177
Native Hawaiian and Pacific Islander	39
Other	1,216
Identified by two or more	620

TX - Leon County

Population

Total Population	16,801
------------------	--------

Housing Status

(in housing units unless noted)

Total	9,509
Occupied	6,896
Owner-occupied	5,603
Population in owner-occupied (number of individuals)	13,320
Renter-occupied	1,293
Population in renter-occupied (number of individuals)	3,377
Households with individuals under 18	1,949
Vacant	2,613
Vacant: for rent	228
Vacant: for sale	105

Population by Sex/Age

Male	8,385
Female	8,416
Under 18	3,749
18 & over	13,052
20 - 24	748
25 - 34	1,627
35 - 49	2,971
50 - 64	3,714
65 & over	3,615

Population by Ethnicity

Hispanic or Latino	2,260
Non Hispanic or Latino	14,541

Population by Race

White	14,258
African American	1,202
Asian	81
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	2
Other	946
Identified by two or more	241

TX - Limestone County

Population

Total Population	23,384
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,536
Occupied	8,499
Owner-occupied	6,231
Population in owner-occupied (number of individuals)	16,161
Renter-occupied	2,268
Population in renter-occupied (number of individuals)	5,631
Households with individuals under 18	2,834
Vacant	2,037
Vacant: for rent	198
Vacant: for sale	150

Population by Sex/Age

Male	12,122
Female	11,262
Under 18	5,517
18 & over	17,867
20 - 24	1,507
25 - 34	2,943
35 - 49	4,372
50 - 64	4,650
65 & over	3,771

Population by Ethnicity

Hispanic or Latino	4,465
Non Hispanic or Latino	18,919

Population by Race

White	16,139
African American	4,103
Asian	90
American Indian and Alaska Native	121
Native Hawaiian and Pacific Islander	7
Other	2,464
Identified by two or more	460

TX - Madison County

Population

Total Population	13,664
------------------	--------

Housing Status

(in housing units unless noted)

Total	5,096
Occupied	4,187
Owner-occupied	3,140
Population in owner-occupied (number of individuals)	8,282
Renter-occupied	1,047
Population in renter-occupied (number of individuals)	2,828
Households with individuals under 18	1,513
Vacant	909
Vacant: for rent	104
Vacant: for sale	56

Population by Sex/Age

Male	7,873
Female	5,791
Under 18	3,000
18 & over	10,664
20 - 24	1,190
25 - 34	2,356
35 - 49	2,589
50 - 64	2,249
65 & over	1,901

Population by Ethnicity

Hispanic or Latino	2,688
Non Hispanic or Latino	10,976

Population by Race

White	9,149
African American	2,719
Asian	79
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	3
Other	1,407
Identified by two or more	239

TX - McLennan County

Population

Total Population	234,906
------------------	---------

Housing Status

(in housing units unless noted)

Total	95,124
Occupied	86,892
Owner-occupied	52,244
Population in owner-occupied (number of individuals)	141,237
Renter-occupied	34,648
Population in renter-occupied (number of individuals)	84,584
Households with individuals under 18	30,062
Vacant	8,232
Vacant: for rent	3,519
Vacant: for sale	1,092

Population by Sex/Age

Male	114,169
Female	120,737
Under 18	59,745
18 & over	175,161
20 - 24	23,223
25 - 34	30,379
35 - 49	41,943
50 - 64	40,098
65 & over	29,259

Population by Ethnicity

Hispanic or Latino	55,471
Non Hispanic or Latino	179,435

Population by Race

White	164,037
African American	34,767
Asian	3,220
American Indian and Alaska Native	1,473
Native Hawaiian and Pacific Islander	107
Other	25,497
Identified by two or more	5,805

TX - Milam County

Population

Total Population	24,757
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,305
Occupied	9,408
Owner-occupied	6,748
Population in owner-occupied (number of individuals)	17,417
Renter-occupied	2,660
Population in renter-occupied (number of individuals)	6,935
Households with individuals under 18	3,158
Vacant	1,897
Vacant: for rent	432
Vacant: for sale	137

Population by Sex/Age

Male	12,225
Female	12,532
Under 18	6,552
18 & over	18,205
20 - 24	1,155
25 - 34	2,560
35 - 49	4,514
50 - 64	5,053
65 & over	4,305

Population by Ethnicity

Hispanic or Latino	5,780
Non Hispanic or Latino	18,977

Population by Race

White	19,347
African American	2,473
Asian	96
American Indian and Alaska Native	171
Native Hawaiian and Pacific Islander	1
Other	2,228
Identified by two or more	441

TX - Mills County

Population

Total Population	4,936
------------------	-------

Housing Status

(in housing units unless noted)

Total	2,846
Occupied	1,975
Owner-occupied	1,556
Population in owner-occupied (number of individuals)	3,735
Renter-occupied	419
Population in renter-occupied (number of individuals)	1,050
Households with individuals under 18	575
Vacant	871
Vacant: for rent	41
Vacant: for sale	52

Population by Sex/Age

Male	2,445
Female	2,491
Under 18	1,197
18 & over	3,739
20 - 24	175
25 - 34	418
35 - 49	856
50 - 64	1,029
65 & over	1,158

Population by Ethnicity

Hispanic or Latino	818
Non Hispanic or Latino	4,118

Population by Race

White	4,440
African American	26
Asian	11
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	1
Other	364
Identified by two or more	75

TX - Robertson County

Population

Total Population	16,622
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,484
Occupied	6,541
Owner-occupied	4,756
Population in owner-occupied (number of individuals)	11,954
Renter-occupied	1,785
Population in renter-occupied (number of individuals)	4,475
Households with individuals under 18	2,184
Vacant	1,943
Vacant: for rent	270
Vacant: for sale	63

Population by Sex/Age

Male	8,230
Female	8,392
Under 18	4,213
18 & over	12,409
20 - 24	866
25 - 34	1,819
35 - 49	3,037
50 - 64	3,477
65 & over	2,770

Population by Ethnicity

Hispanic or Latino	2,990
Non Hispanic or Latino	13,632

Population by Race

White	11,247
African American	3,586
Asian	103
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	1
Other	1,262
Identified by two or more	327

TX - San Saba County

Population

Total Population	6,131
------------------	-------

Housing Status

(in housing units unless noted)

Total	3,177
Occupied	2,257
Owner-occupied	1,714
Population in owner-occupied (number of individuals)	3,989
Renter-occupied	543
Population in renter-occupied (number of individuals)	1,458
Households with individuals under 18	655
Vacant	920
Vacant: for rent	88
Vacant: for sale	79

Population by Sex/Age

Male	3,366
Female	2,765
Under 18	1,285
18 & over	4,846
20 - 24	466
25 - 34	830
35 - 49	975
50 - 64	1,253
65 & over	1,177

Population by Ethnicity

Hispanic or Latino	1,715
Non Hispanic or Latino	4,416

Population by Race

White	5,166
African American	204
Asian	13
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	0
Other	605
Identified by two or more	95