



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

ABILENE SWEETWATER :::

BROADCAST TV MARKET AREA

Population

Total Population	294,046
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Housing Status

(in housing units unless noted)

Total	135,642
Occupied	112,424
Owner-occupied	76,483
Population in owner-occupied (number of individuals)	190,833
Renter-occupied	35,941
Population in renter-occupied (number of individuals)	85,917
Households with individuals under 18	36,030
Vacant	23,218
Vacant: for rent	4,233
Vacant: for sale	1791

Population by Sex/Age

Male	148,068
Female	145,978
Under 18	69,312
18 & over	224,734
20 - 24	23,046
25 - 34	37,093
35 - 49	53,613
50 - 64	55,071
65 & over	46,256

Population by Ethnicity

Hispanic or Latino	64,672
Non Hispanic or Latino	229,374

Population by Race

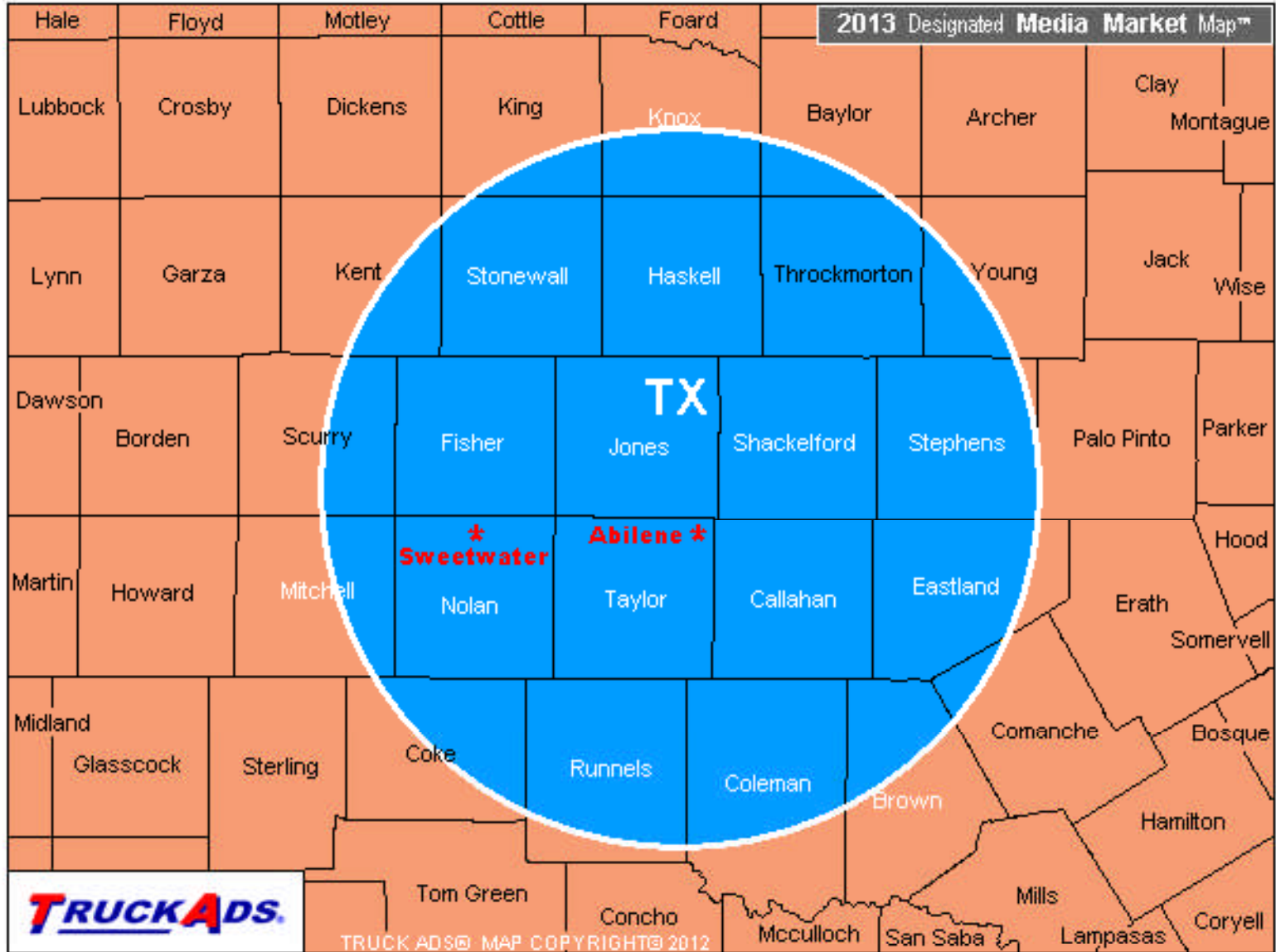
White	240,678
African American	16,904
Asian	2683
American Indian and Alaska Native	1,876
Native Hawaiian and Pacific Islander	162
Other	24,344
Identified by two or more	7,399

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ABILENE SWEETWATER :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Brown, TX ~ Callahan, TX ~ Coleman, TX ~ Eastland, TX ~ Fisher, TX ~ Haskell, TX ~ Jones, TX ~ Knox, TX ~ Mitchell, TX ~ Nolan, TX ~ Runnels, TX ~ Shackelford, TX ~ Stephens, TX ~ Stonewall, TX ~ Taylor, TX

TX - Brown County

Population

Total Population	38,106
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Housing Status

(in housing units unless noted)

Total	18,287
Occupied	14,778
Owner-occupied	10,452
Population in owner-occupied (number of individuals)	26,300
Renter-occupied	4,326
Population in renter-occupied (number of individuals)	10,138
Households with individuals under 18	4,741
Vacant	3,509
Vacant: for rent	454
Vacant: for sale	272

Population by Sex/Age

Male	18,838
Female	19,268
Under 18	9,121
18 & over	28,985
20 - 24	2,348
25 - 34	4,254
35 - 49	7,006
50 - 64	7,664
65 & over	6,604

Population by Ethnicity

Hispanic or Latino	7,453
Non Hispanic or Latino	30,653

Population by Race

White	32,962
African American	1,382
Asian	163
American Indian and Alaska Native	216
Native Hawaiian and Pacific Islander	14
Other	2,569
Identified by two or more	800

TX - Callahan County

Population

Total Population	13,544
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Housing Status

(in housing units unless noted)

Total	6,549
Occupied	5,447
Owner-occupied	4,287
Population in owner-occupied (number of individuals)	10,591
Renter-occupied	1,160
Population in renter-occupied (number of individuals)	2,878
Households with individuals under 18	1,721
Vacant	1,102
Vacant: for rent	158
Vacant: for sale	94

Population by Sex/Age

Male	6,607
Female	6,937
Under 18	3,225
18 & over	10,319
20 - 24	643
25 - 34	1,420
35 - 49	2,548
50 - 64	2,970
65 & over	2,465

Population by Ethnicity

Hispanic or Latino	1,025
Non Hispanic or Latino	12,519

Population by Race

White	12,724
African American	141
Asian	57
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	8
Other	292
Identified by two or more	247

TX - Coleman County

Population

Total Population	8,895
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Housing Status

(in housing units unless noted)

Total	5,543
Occupied	3,857
Owner-occupied	2,801
Population in owner-occupied (number of individuals)	6,439
Renter-occupied	1,056
Population in renter-occupied (number of individuals)	2,416
Households with individuals under 18	1,001
Vacant	1,686
Vacant: for rent	117
Vacant: for sale	90

Population by Sex/Age

Male	4,416
Female	4,479
Under 18	1,979
18 & over	6,916
20 - 24	372
25 - 34	774
35 - 49	1,599
50 - 64	2,042
65 & over	1,934

Population by Ethnicity

Hispanic or Latino	1,419
Non Hispanic or Latino	7,476

Population by Race

White	7,841
African American	197
Asian	32
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	1
Other	593
Identified by two or more	173

TX - Eastland County

Population

Total Population	18,583
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Housing Status

(in housing units unless noted)

Total	10,258
Occupied	7,465
Owner-occupied	5,522
Population in owner-occupied (number of individuals)	13,166
Renter-occupied	1,943
Population in renter-occupied (number of individuals)	4,532
Households with individuals under 18	2,164
Vacant	2,793
Vacant: for rent	330
Vacant: for sale	189

Population by Sex/Age

Male	9,071
Female	9,512
Under 18	4,162
18 & over	14,421
20 - 24	1,058
25 - 34	1,926
35 - 49	3,047
50 - 64	3,893
65 & over	3,689

Population by Ethnicity

Hispanic or Latino	2,673
Non Hispanic or Latino	15,910

Population by Race

White	16,697
African American	335
Asian	62
American Indian and Alaska Native	124
Native Hawaiian and Pacific Islander	9
Other	1,062
Identified by two or more	294

TX - Fisher County

Population

Total Population	3,974
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Housing Status

(in housing units unless noted)

Total	2,212
Occupied	1,668
Owner-occupied	1,249
Population in owner-occupied (number of individuals)	2,973
Renter-occupied	419
Population in renter-occupied (number of individuals)	979
Households with individuals under 18	484
Vacant	544
Vacant: for rent	32
Vacant: for sale	47

Population by Sex/Age

Male	1,958
Female	2,016
Under 18	898
18 & over	3,076
20 - 24	161
25 - 34	343
35 - 49	732
50 - 64	860
65 & over	884

Population by Ethnicity

Hispanic or Latino	999
Non Hispanic or Latino	2,975

Population by Race

White	3,444
African American	136
Asian	8
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	0
Other	286
Identified by two or more	80

TX - Haskell County

Population

Total Population	5,899
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Housing Status

(in housing units unless noted)

Total	3,443
Occupied	2,297
Owner-occupied	1,779
Population in owner-occupied (number of individuals)	4,031
Renter-occupied	518
Population in renter-occupied (number of individuals)	1,324
Households with individuals under 18	619
Vacant	1,146
Vacant: for rent	66
Vacant: for sale	48

Population by Sex/Age

Male	3,104
Female	2,795
Under 18	1,228
18 & over	4,671
20 - 24	286
25 - 34	672
35 - 49	1,085
50 - 64	1,208
65 & over	1,286

Population by Ethnicity

Hispanic or Latino	1,414
Non Hispanic or Latino	4,485

Population by Race

White	4,876
African American	220
Asian	31
American Indian and Alaska Native	39
Native Hawaiian and Pacific Islander	0
Other	579
Identified by two or more	154

TX - Jones County

Population

Total Population	20,202
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Housing Status

(in housing units unless noted)

Total	7,422
Occupied	6,034
Owner-occupied	4,771
Population in owner-occupied (number of individuals)	12,156
Renter-occupied	1,263
Population in renter-occupied (number of individuals)	3,039
Households with individuals under 18	1,892
Vacant	1,388
Vacant: for rent	160
Vacant: for sale	100

Population by Sex/Age

Male	12,383
Female	7,819
Under 18	3,734
18 & over	16,468
20 - 24	1,464
25 - 34	3,192
35 - 49	4,799
50 - 64	3,798
65 & over	2,764

Population by Ethnicity

Hispanic or Latino	5,009
Non Hispanic or Latino	15,193

Population by Race

White	14,375
African American	2,344
Asian	79
American Indian and Alaska Native	117
Native Hawaiian and Pacific Islander	1
Other	2,936
Identified by two or more	350

TX - Knox County

Population

Total Population	3,719
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Housing Status

(in housing units unless noted)

Total	2,044
Occupied	1,506
Owner-occupied	1,111
Population in owner-occupied (number of individuals)	2,657
Renter-occupied	395
Population in renter-occupied (number of individuals)	958
Households with individuals under 18	461
Vacant	538
Vacant: for rent	82
Vacant: for sale	24

Population by Sex/Age

Male	1,835
Female	1,884
Under 18	942
18 & over	2,777
20 - 24	152
25 - 34	409
35 - 49	638
50 - 64	699
65 & over	790

Population by Ethnicity

Hispanic or Latino	1,101
Non Hispanic or Latino	2,618

Population by Race

White	2,842
African American	214
Asian	7
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	1
Other	524
Identified by two or more	110

TX - Mitchell County

Population

Total Population	9,403
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Housing Status

(in housing units unless noted)

Total	4,064
Occupied	2,809
Owner-occupied	2,044
Population in owner-occupied (number of individuals)	5,096
Renter-occupied	765
Population in renter-occupied (number of individuals)	1,901
Households with individuals under 18	906
Vacant	1,255
Vacant: for rent	133
Vacant: for sale	50

Population by Sex/Age

Male	5,746
Female	3,657
Under 18	1,820
18 & over	7,583
20 - 24	883
25 - 34	1,698
35 - 49	1,880
50 - 64	1,638
65 & over	1,233

Population by Ethnicity

Hispanic or Latino	3,481
Non Hispanic or Latino	5,922

Population by Race

White	6,433
African American	1,060
Asian	28
American Indian and Alaska Native	70
Native Hawaiian and Pacific Islander	0
Other	1,662
Identified by two or more	150

TX - Nolan County

Population

Total Population	15,216
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Housing Status

(in housing units unless noted)

Total	7,152
Occupied	5,999
Owner-occupied	4,104
Population in owner-occupied (number of individuals)	10,053
Renter-occupied	1,895
Population in renter-occupied (number of individuals)	4,753
Households with individuals under 18	1,976
Vacant	1,153
Vacant: for rent	257
Vacant: for sale	89

Population by Sex/Age

Male	7,561
Female	7,655
Under 18	3,935
18 & over	11,281
20 - 24	858
25 - 34	1,658
35 - 49	2,744
50 - 64	3,030
65 & over	2,519

Population by Ethnicity

Hispanic or Latino	5,103
Non Hispanic or Latino	10,113

Population by Race

White	12,728
African American	715
Asian	67
American Indian and Alaska Native	95
Native Hawaiian and Pacific Islander	0
Other	1,267
Identified by two or more	344

TX - Runnels County

Population

Total Population	10,501
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Housing Status

(in housing units unless noted)

Total	5,298
Occupied	4,165
Owner-occupied	3,139
Population in owner-occupied (number of individuals)	7,784
Renter-occupied	1,026
Population in renter-occupied (number of individuals)	2,523
Households with individuals under 18	1,349
Vacant	1,133
Vacant: for rent	109
Vacant: for sale	77

Population by Sex/Age

Male	5,197
Female	5,304
Under 18	2,632
18 & over	7,869
20 - 24	502
25 - 34	1,022
35 - 49	1,894
50 - 64	2,156
65 & over	2,044

Population by Ethnicity

Hispanic or Latino	3,361
Non Hispanic or Latino	7,140

Population by Race

White	8,735
African American	192
Asian	21
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	3
Other	1,304
Identified by two or more	175

TX - Shackelford County

Population

Total Population	3,378
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Housing Status

(in housing units unless noted)

Total	1,754
Occupied	1,367
Owner-occupied	1,043
Population in owner-occupied (number of individuals)	2,604
Renter-occupied	324
Population in renter-occupied (number of individuals)	738
Households with individuals under 18	434
Vacant	387
Vacant: for rent	29
Vacant: for sale	24

Population by Sex/Age

Male	1,632
Female	1,746
Under 18	834
18 & over	2,544
20 - 24	146
25 - 34	302
35 - 49	672
50 - 64	738
65 & over	589

Population by Ethnicity

Hispanic or Latino	340
Non Hispanic or Latino	3,038

Population by Race

White	3,145
African American	29
Asian	9
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	1
Other	113
Identified by two or more	62

TX - Stephens County

Population

Total Population	9,630
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Housing Status

(in housing units unless noted)

Total	4,938
Occupied	3,665
Owner-occupied	2,699
Population in owner-occupied (number of individuals)	6,784
Renter-occupied	966
Population in renter-occupied (number of individuals)	2,255
Households with individuals under 18	1,163
Vacant	1,273
Vacant: for rent	149
Vacant: for sale	71

Population by Sex/Age

Male	4,975
Female	4,655
Under 18	2,305
18 & over	7,325
20 - 24	601
25 - 34	1,137
35 - 49	1,713
50 - 64	1,891
65 & over	1,748

Population by Ethnicity

Hispanic or Latino	2,011
Non Hispanic or Latino	7,619

Population by Race

White	8,161
African American	201
Asian	32
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	1
Other	1,023
Identified by two or more	161

TX - Stonewall County

Population

Total Population	1,490
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Housing Status

(in housing units unless noted)

Total	928
Occupied	642
Owner-occupied	498
Population in owner-occupied (number of individuals)	1,134
Renter-occupied	144
Population in renter-occupied (number of individuals)	329
Households with individuals under 18	173
Vacant	286
Vacant: for rent	8
Vacant: for sale	4

Population by Sex/Age

Male	717
Female	773
Under 18	339
18 & over	1,151
20 - 24	55
25 - 34	143
35 - 49	266
50 - 64	310
65 & over	353

Population by Ethnicity

Hispanic or Latino	209
Non Hispanic or Latino	1,281

Population by Race

White	1,306
African American	39
Asian	14
American Indian and Alaska Native	8
Native Hawaiian and Pacific Islander	0
Other	94
Identified by two or more	29

TX - Taylor County

Population

Total Population	131,506
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Housing Status

(in housing units unless noted)

Total	55,750
Occupied	50,725
Owner-occupied	30,984
Population in owner-occupied (number of individuals)	79,065
Renter-occupied	19,741
Population in renter-occupied (number of individuals)	47,154
Households with individuals under 18	16,946
Vacant	5,025
Vacant: for rent	2,149
Vacant: for sale	612

Population by Sex/Age

Male	64,028
Female	67,478
Under 18	32,158
18 & over	99,348
20 - 24	13,517
25 - 34	18,143
35 - 49	22,990
50 - 64	22,174
65 & over	17,354

Population by Ethnicity

Hispanic or Latino	29,074
Non Hispanic or Latino	102,432

Population by Race

White	104,409
African American	9,699
Asian	2,073
American Indian and Alaska Native	892
Native Hawaiian and Pacific Islander	123
Other	10,040
Identified by two or more	4,270