



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

# AUSTIN :::

## BROADCAST TV MARKET AREA

### Population

Total Population	1,854,840
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### Housing Status

( in housing units unless noted )

Total	781,332
Occupied	707,088
Owner-occupied	423,886
Population in owner-occupied ( number of individuals )	1,153,498
Renter-occupied	283,202
Population in renter-occupied ( number of individuals )	657,750
Households with individuals under 18	241,308
Vacant	74,244
Vacant: for rent	26,986
Vacant: for sale	10,210

### Population by Sex/Age

Male	928,178
Female	926,662
Under 18	464,827
18 & over	1,390,013
20 - 24	152,648
25 - 34	303,525
35 - 49	403,387
50 - 64	305,257
65 & over	169,071

### Population by Ethnicity

Hispanic or Latino	563,694
Non Hispanic or Latino	1,291,146

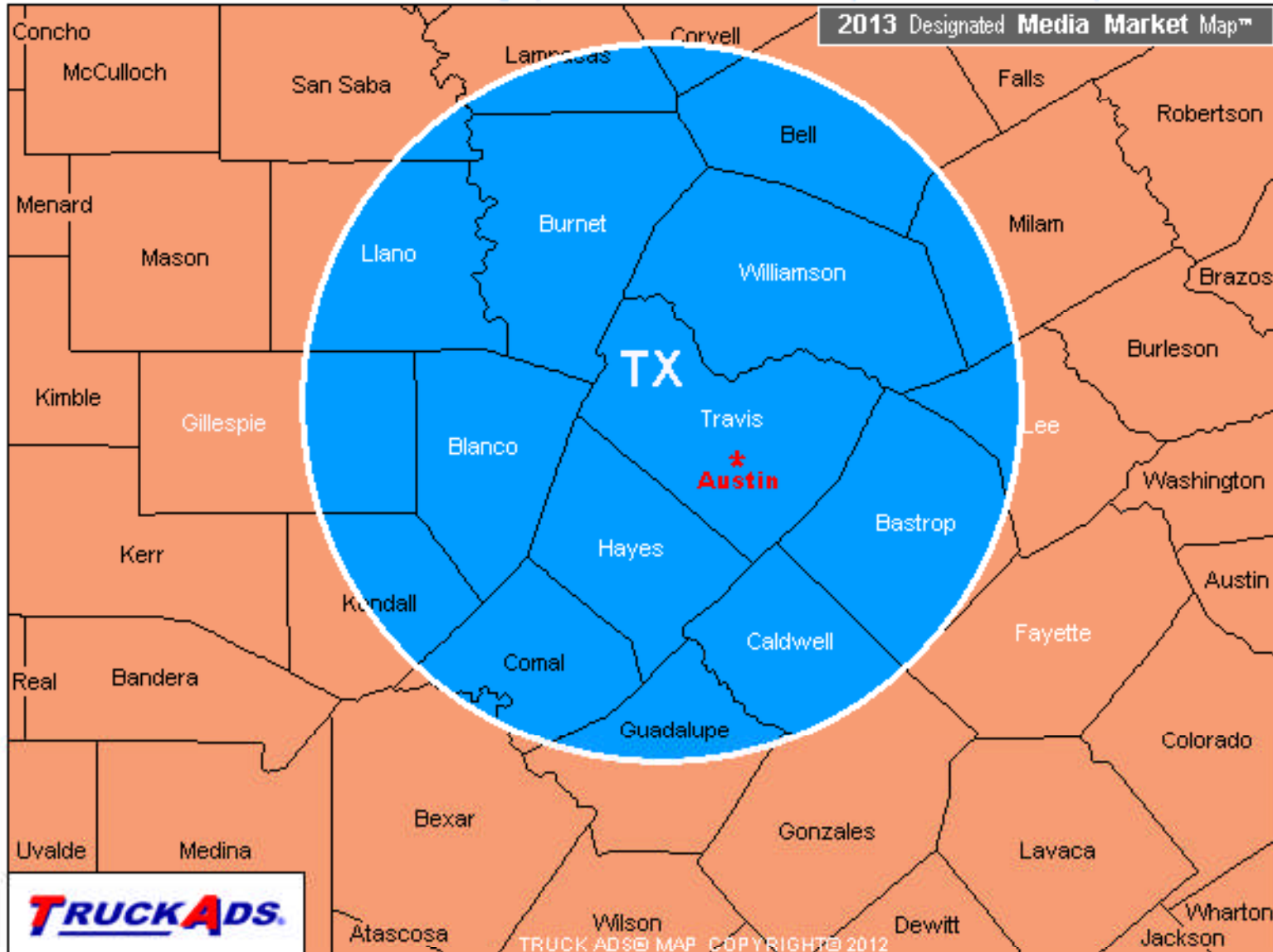
### Population by Race

White	1,372,210
African American	131,872
Asian	82,974
American Indian and Alaska Native	14,369
Native Hawaiian and Pacific Islander	1,409
Other	194,903
Identified by two or more	57,103



# AUSTIN :::

## BROADCAST TV MARKET AREA



### 11 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Bastrop, TX ~ Blanco, TX ~ Burnet, TX ~ Caldwell, TX ~ Fayette, TX ~ Gillespie, TX ~ Hays, TX ~ Lee, TX ~ Llano, TX ~ Travis, TX ~ Williamson, TX

## TX - Bastrop County

### Population

Total Population	74,171
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### Housing Status

( in housing units unless noted )

Total	29,316
Occupied	25,840
Owner-occupied	19,916
Population in owner-occupied ( number of individuals )	55,665
Renter-occupied	5,924
Population in renter-occupied ( number of individuals )	16,169
Households with individuals under 18	9,583
Vacant	3,476
Vacant: for rent	657
Vacant: for sale	437

### Population by Sex/Age

Male	37,997
Female	36,174
Under 18	19,452
18 & over	54,719
20 - 24	3,858
25 - 34	8,597
35 - 49	16,162
50 - 64	15,718
65 & over	8,501

### Population by Ethnicity

Hispanic or Latino	24,190
Non Hispanic or Latino	49,981

### Population by Race

White	54,750
African American	5,772
Asian	489
American Indian and Alaska Native	739
Native Hawaiian and Pacific Islander	66
Other	10,206
Identified by two or more	2,149

## TX - Blanco County

### Population

Total Population	10,497
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### Housing Status

( in housing units unless noted )

Total	5,532
Occupied	4,309
Owner-occupied	3,427
Population in owner-occupied ( number of individuals )	8,240
Renter-occupied	882
Population in renter-occupied ( number of individuals )	2,151
Households with individuals under 18	1,210
Vacant	1,223
Vacant: for rent	104
Vacant: for sale	95

### Population by Sex/Age

Male	5,300
Female	5,197
Under 18	2,294
18 & over	8,203
20 - 24	416
25 - 34	888
35 - 49	2,022
50 - 64	2,766
65 & over	1,911

### Population by Ethnicity

Hispanic or Latino	1,909
Non Hispanic or Latino	8,588

### Population by Race

White	9,475
African American	69
Asian	51
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	4
Other	623
Identified by two or more	201

## TX - Burnet County

### Population

Total Population	42,750
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### Housing Status

( in housing units unless noted )

Total	20,870
Occupied	16,511
Owner-occupied	12,348
Population in owner-occupied ( number of individuals )	31,113
Renter-occupied	4,163
Population in renter-occupied ( number of individuals )	10,578
Households with individuals under 18	5,086
Vacant	4,359
Vacant: for rent	440
Vacant: for sale	449

### Population by Sex/Age

Male	20,989
Female	21,761
Under 18	9,921
18 & over	32,829
20 - 24	2,063
25 - 34	4,495
35 - 49	7,915
50 - 64	9,440
65 & over	7,945

### Population by Ethnicity

Hispanic or Latino	8,652
Non Hispanic or Latino	34,098

### Population by Race

White	37,825
African American	766
Asian	203
American Indian and Alaska Native	290
Native Hawaiian and Pacific Islander	17
Other	2,855
Identified by two or more	794

## TX - Caldwell County

### Population

Total Population	38,066
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### Housing Status

( in housing units unless noted )

Total	13,759
Occupied	12,301
Owner-occupied	8,561
Population in owner-occupied ( number of individuals )	24,354
Renter-occupied	3,740
Population in renter-occupied ( number of individuals )	10,336
Households with individuals under 18	4,734
Vacant	1,458
Vacant: for rent	361
Vacant: for sale	180

### Population by Sex/Age

Male	19,180
Female	18,886
Under 18	10,058
18 & over	28,008
20 - 24	2,963
25 - 34	4,647
35 - 49	7,494
50 - 64	6,945
65 & over	4,510

### Population by Ethnicity

Hispanic or Latino	17,922
Non Hispanic or Latino	20,144

### Population by Race

White	28,865
African American	2,585
Asian	357
American Indian and Alaska Native	305
Native Hawaiian and Pacific Islander	13
Other	4,975
Identified by two or more	966

## TX - Fayette County

### Population

Total Population	24,554
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### Housing Status

( in housing units unless noted )

Total	13,868
Occupied	10,078
Owner-occupied	7,817
Population in owner-occupied ( number of individuals )	18,830
Renter-occupied	2,261
Population in renter-occupied ( number of individuals )	5,269
Households with individuals under 18	2,876
Vacant	3,790
Vacant: for rent	184
Vacant: for sale	160

### Population by Sex/Age

Male	12,081
Female	12,473
Under 18	5,389
18 & over	19,165
20 - 24	1,018
25 - 34	2,338
35 - 49	4,401
50 - 64	5,622
65 & over	5,269

### Population by Ethnicity

Hispanic or Latino	4,585
Non Hispanic or Latino	19,969

### Population by Race

White	20,491
African American	1,632
Asian	66
American Indian and Alaska Native	177
Native Hawaiian and Pacific Islander	7
Other	1,849
Identified by two or more	332

## TX - Gillespie County

### Population

Total Population	24,837
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### Housing Status

( in housing units unless noted )

Total	12,778
Occupied	10,572
Owner-occupied	7,969
Population in owner-occupied ( number of individuals )	18,626
Renter-occupied	2,603
Population in renter-occupied ( number of individuals )	5,821
Households with individuals under 18	2,649
Vacant	2,206
Vacant: for rent	247
Vacant: for sale	188

### Population by Sex/Age

Male	11,968
Female	12,869
Under 18	5,041
18 & over	19,796
20 - 24	947
25 - 34	2,047
35 - 49	4,073
50 - 64	5,691
65 & over	6,586

### Population by Ethnicity

Hispanic or Latino	4,969
Non Hispanic or Latino	19,868

### Population by Race

White	22,667
African American	89
Asian	89
American Indian and Alaska Native	154
Native Hawaiian and Pacific Islander	11
Other	1,520
Identified by two or more	307



## TX - Hays County

### Population

Total Population	157,107
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### Housing Status

( in housing units unless noted )

Total	59,417
Occupied	55,245
Owner-occupied	36,172
Population in owner-occupied ( number of individuals )	104,193
Renter-occupied	19,073
Population in renter-occupied ( number of individuals )	45,897
Households with individuals under 18	19,652
Vacant	4,172
Vacant: for rent	1,375
Vacant: for sale	667

### Population by Sex/Age

Male	78,255
Female	78,852
Under 18	38,761
18 & over	118,346
20 - 24	20,180
25 - 34	21,188
35 - 49	30,277
50 - 64	25,685
65 & over	13,285

### Population by Ethnicity

Hispanic or Latino	55,401
Non Hispanic or Latino	101,706

### Population by Race

White	126,712
African American	5,536
Asian	1,821
American Indian and Alaska Native	1,224
Native Hawaiian and Pacific Islander	137
Other	17,232
Identified by two or more	4,445

## TX - Lee County

### Population

Total Population	16,612
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### Housing Status

( in housing units unless noted )

Total	7,499
Occupied	6,151
Owner-occupied	4,810
Population in owner-occupied ( number of individuals )	12,649
Renter-occupied	1,341
Population in renter-occupied ( number of individuals )	3,438
Households with individuals under 18	2,116
Vacant	1,348
Vacant: for rent	162
Vacant: for sale	95

### Population by Sex/Age

Male	8,410
Female	8,202
Under 18	4,345
18 & over	12,267
20 - 24	842
25 - 34	1,776
35 - 49	3,187
50 - 64	3,361
65 & over	2,622

### Population by Ethnicity

Hispanic or Latino	3,724
Non Hispanic or Latino	12,888

### Population by Race

White	13,101
African American	1,807
Asian	55
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	18
Other	1,204
Identified by two or more	323

## TX - Llano County

### Population

Total Population	19,301
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### Housing Status

( in housing units unless noted )

Total	14,280
Occupied	9,008
Owner-occupied	7,067
Population in owner-occupied ( number of individuals )	15,019
Renter-occupied	1,941
Population in renter-occupied ( number of individuals )	4,098
Households with individuals under 18	1,649
Vacant	5,272
Vacant: for rent	395
Vacant: for sale	414

### Population by Sex/Age

Male	9,329
Female	9,972
Under 18	3,077
18 & over	16,224
20 - 24	600
25 - 34	1,429
35 - 49	2,792
50 - 64	5,112
65 & over	6,002

### Population by Ethnicity

Hispanic or Latino	1,542
Non Hispanic or Latino	17,759

### Population by Race

White	18,319
African American	112
Asian	77
American Indian and Alaska Native	118
Native Hawaiian and Pacific Islander	5
Other	397
Identified by two or more	273

## TX - Travis County

### Population

Total Population	1,024,266
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### Housing Status

( in housing units unless noted )

Total	441,240
Occupied	404,467
Owner-occupied	210,015
Population in owner-occupied ( number of individuals )	563,629
Renter-occupied	194,452
Population in renter-occupied ( number of individuals )	437,591
Households with individuals under 18	127,883
Vacant	36,773
Vacant: for rent	18,503
Vacant: for sale	5,320

### Population by Sex/Age

Male	516,637
Female	507,629
Under 18	245,037
18 & over	779,229
20 - 24	97,694
25 - 34	192,573
35 - 49	223,246
50 - 64	158,536
65 & over	74,759

### Population by Ethnicity

Hispanic or Latino	342,766
Non Hispanic or Latino	681,500

### Population by Race

White	709,814
African American	87,308
Asian	59,333
American Indian and Alaska Native	8,555
Native Hawaiian and Pacific Islander	718
Other	124,706
Identified by two or more	33,832

## TX - Williamson County

### Population

Total Population	422,679
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### Housing Status

( in housing units unless noted )

Total	162,773
Occupied	152,606
Owner-occupied	105,784
Population in owner-occupied ( number of individuals )	301,180
Renter-occupied	46,822
Population in renter-occupied ( number of individuals )	116,402
Households with individuals under 18	63,870
Vacant	10,167
Vacant: for rent	4,558
Vacant: for sale	2,205

### Population by Sex/Age

Male	208,032
Female	214,647
Under 18	121,452
18 & over	301,227
20 - 24	22,067
25 - 34	63,547
35 - 49	101,818
50 - 64	66,381
65 & over	37,681

### Population by Ethnicity

Hispanic or Latino	98,034
Non Hispanic or Latino	324,645

### Population by Race

White	330,191
African American	26,196
Asian	20,433
American Indian and Alaska Native	2,629
Native Hawaiian and Pacific Islander	413
Other	29,336
Identified by two or more	13,481