



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

MONROE EL DORADO :::

BROADCAST TV MARKET AREA

Population

Total Population	434,566
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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

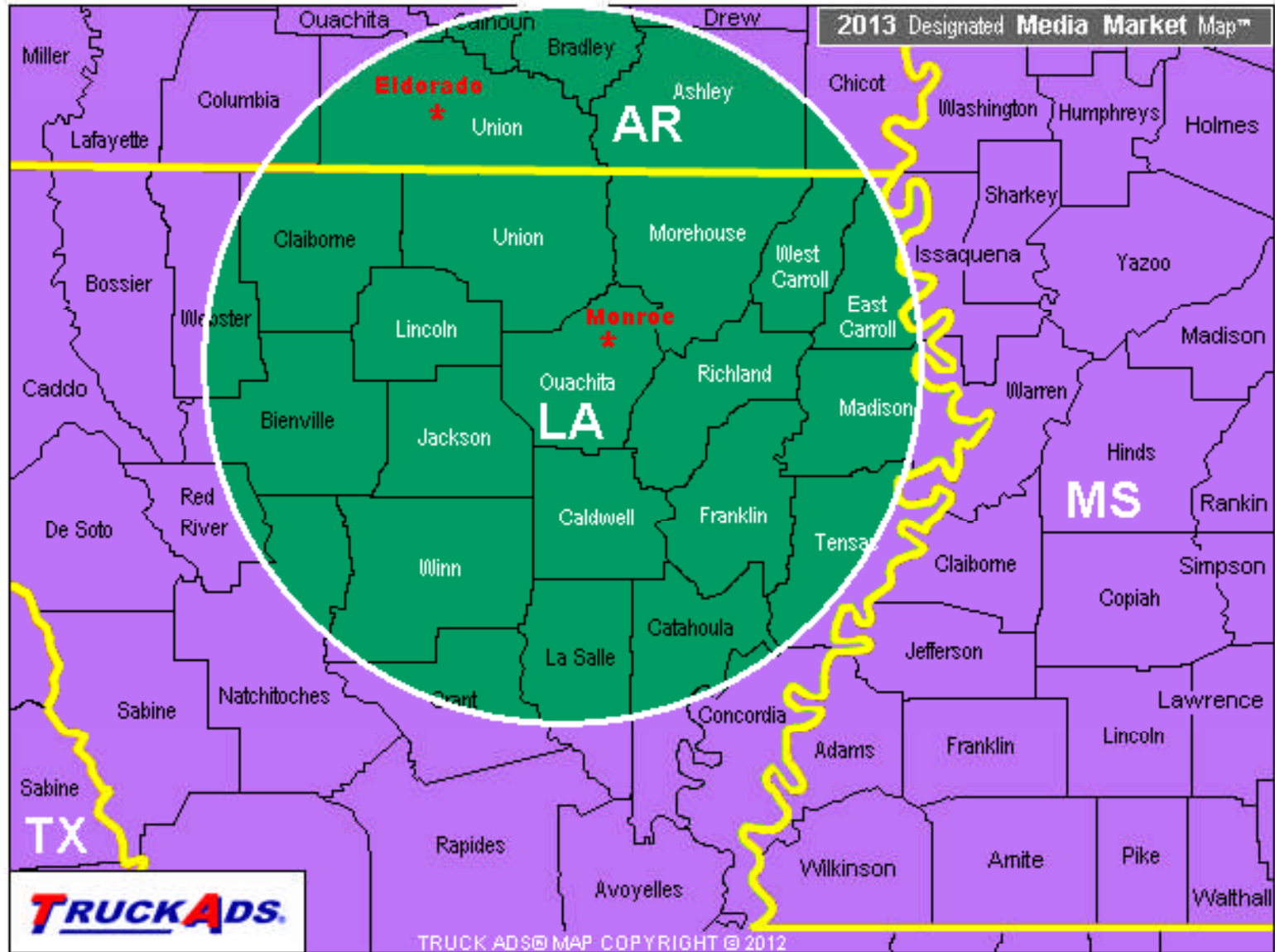
Population by Race

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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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