



CENSUS RECORDS TOTALS FOR  
THIS TV DESIGNATED MEDIA MARKET.

## TYLER LONGVIEW LUFKIN NACOGDOCHES :::

### BROADCAST TV MARKET AREA

#### Population

Total Population	756,124
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#### Housing Status

( in housing units unless noted )

Total	319,696
Occupied	280,148
Owner-occupied	191,629
Population in owner-occupied ( number of individuals )	505,768
Renter-occupied	88,519
Population in renter-occupied ( number of individuals )	220,369
Households with individuals under 18	96,902
Vacant	39,548
Vacant: for rent	9,619
Vacant: for sale	3,586

#### Population by Sex/Age

Male	372,623
Female	383,501
Under 18	189,518
18 & over	566,606
20 - 24	54,229
25 - 34	93,740
35 - 49	141,116
50 - 64	141,016
65 & over	111,537

#### Population by Ethnicity

Hispanic or Latino	128,555
Non Hispanic or Latino	627,569

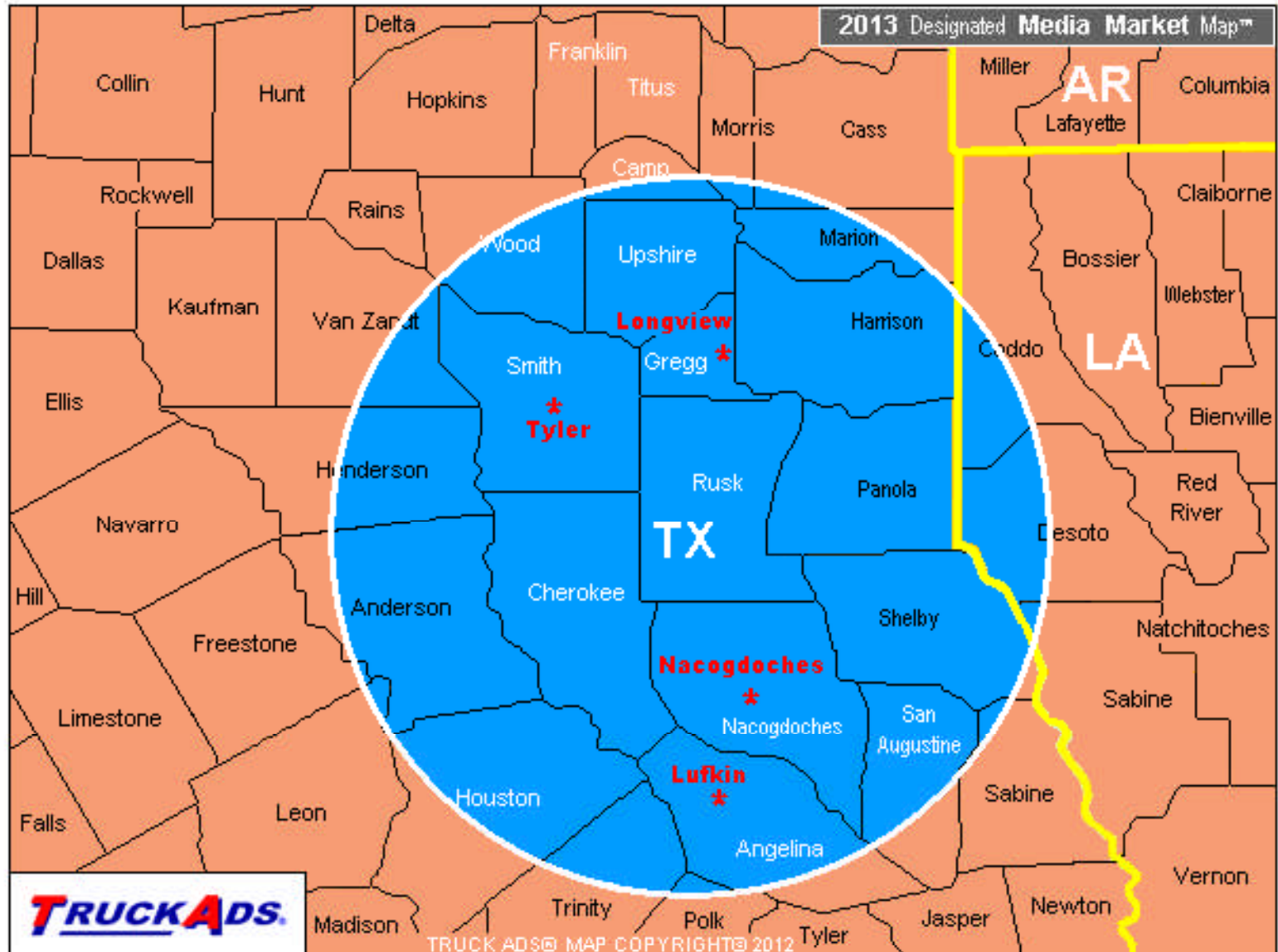
#### Population by Race

White	543,140
African American	122,972
Asian	6,749
American Indian and Alaska Native	4,454
Native Hawaiian and Pacific Islander	261
Other	63,485
Identified by two or more	15,063



# TYLER LONGVIEW LUFKIN NACOGDOCHES :::

## BROADCAST TV MARKET AREA



### 13 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Angelina, TX ~ Camp, TX ~ Cherokee, TX ~ Franklin, TX ~ Gregg, TX ~ Houston, TX ~ Nacogdoches, TX ~ Rusk, TX ~ San Augustine, TX ~ Smith, TX ~ Titus, TX ~ Upshur, TX ~ Wood, TX

## TX - Angelina County

### Population

Total Population	86,771
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### Housing Status

( in housing units unless noted )

Total	35,589
Occupied	31,090
Owner-occupied	21,342
Population in owner-occupied ( number of individuals )	58,267
Renter-occupied	9,748
Population in renter-occupied ( number of individuals )	25,551
Households with individuals under 18	11,892
Vacant	4,499
Vacant: for rent	1,160
Vacant: for sale	324

### Population by Sex/Age

Male	42,515
Female	44,256
Under 18	23,206
18 & over	63,565
20 - 24	5,470
25 - 34	10,854
35 - 49	16,999
50 - 64	15,891
65 & over	11,843

### Population by Ethnicity

Hispanic or Latino	17,145
Non Hispanic or Latino	69,626

### Population by Race

White	62,537
African American	13,035
Asian	785
American Indian and Alaska Native	411
Native Hawaiian and Pacific Islander	13
Other	8,466
Identified by two or more	1,524

## TX - Camp County

### Population

Total Population	12,401
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### Housing Status

( in housing units unless noted )

Total	5,656
Occupied	4,678
Owner-occupied	3,260
Population in owner-occupied ( number of individuals )	8,416
Renter-occupied	1,418
Population in renter-occupied ( number of individuals )	3,918
Households with individuals under 18	1,630
Vacant	978
Vacant: for rent	164
Vacant: for sale	94

### Population by Sex/Age

Male	6,086
Female	6,315
Under 18	3,355
18 & over	9,046
20 - 24	684
25 - 34	1,441
35 - 49	2,170
50 - 64	2,442
65 & over	1,993

### Population by Ethnicity

Hispanic or Latino	2,648
Non Hispanic or Latino	9,753

### Population by Race

White	8,402
African American	2,163
Asian	60
American Indian and Alaska Native	82
Native Hawaiian and Pacific Islander	17
Other	1,337
Identified by two or more	340

## TX - Cherokee County

### Population

Total Population	50,845
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### Housing Status

( in housing units unless noted )

Total	20,859
Occupied	17,894
Owner-occupied	12,961
Population in owner-occupied ( number of individuals )	34,717
Renter-occupied	4,933
Population in renter-occupied ( number of individuals )	13,277
Households with individuals under 18	6,436
Vacant	2,965
Vacant: for rent	593
Vacant: for sale	246

### Population by Sex/Age

Male	25,850
Female	24,995
Under 18	13,173
18 & over	37,672
20 - 24	3,094
25 - 34	5,989
35 - 49	9,572
50 - 64	9,747
65 & over	7,608

### Population by Ethnicity

Hispanic or Latino	10,499
Non Hispanic or Latino	40,346

### Population by Race

White	36,450
African American	7,498
Asian	237
American Indian and Alaska Native	342
Native Hawaiian and Pacific Islander	9
Other	5,207
Identified by two or more	1,102



## TX - Franklin County

### Population

Total Population	10,605
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### Housing Status

( in housing units unless noted )

Total	5,770
Occupied	4,159
Owner-occupied	3,137
Population in owner-occupied ( number of individuals )	7,880
Renter-occupied	1,022
Population in renter-occupied ( number of individuals )	2,611
Households with individuals under 18	1,355
Vacant	1,611
Vacant: for rent	117
Vacant: for sale	79

### Population by Sex/Age

Male	5,215
Female	5,390
Under 18	2,602
18 & over	8,003
20 - 24	579
25 - 34	1,051
35 - 49	1,932
50 - 64	2,208
65 & over	1,981

### Population by Ethnicity

Hispanic or Latino	1,333
Non Hispanic or Latino	9,272

### Population by Race

White	9,178
African American	417
Asian	50
American Indian and Alaska Native	72
Native Hawaiian and Pacific Islander	2
Other	696
Identified by two or more	190

## TX - Gregg County

### Population

Total Population	121,730
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### Housing Status

( in housing units unless noted )

Total	49,514
Occupied	45,798
Owner-occupied	27,941
Population in owner-occupied ( number of individuals )	74,089
Renter-occupied	17,857
Population in renter-occupied ( number of individuals )	43,227
Households with individuals under 18	16,287
Vacant	3,716
Vacant: for rent	1,336
Vacant: for sale	465

### Population by Sex/Age

Male	59,468
Female	62,262
Under 18	31,021
18 & over	90,709
20 - 24	8,891
25 - 34	16,657
35 - 49	22,812
50 - 64	22,018
65 & over	16,476

### Population by Ethnicity

Hispanic or Latino	20,018
Non Hispanic or Latino	101,712

### Population by Race

White	81,928
African American	24,390
Asian	1,343
American Indian and Alaska Native	728
Native Hawaiian and Pacific Islander	56
Other	10,543
Identified by two or more	2,742

## TX - Houston County

### Population

Total Population	23,732
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### Housing Status

( in housing units unless noted )

Total	11,532
Occupied	8,656
Owner-occupied	6,314
Population in owner-occupied ( number of individuals )	15,006
Renter-occupied	2,342
Population in renter-occupied ( number of individuals )	5,818
Households with individuals under 18	2,558
Vacant	2,876
Vacant: for rent	330
Vacant: for sale	138

### Population by Sex/Age

Male	12,769
Female	10,963
Under 18	4,926
18 & over	18,806
20 - 24	1,083
25 - 34	2,696
35 - 49	4,891
50 - 64	5,016
65 & over	4,562

### Population by Ethnicity

Hispanic or Latino	2,364
Non Hispanic or Latino	21,368

### Population by Race

White	15,896
African American	6,179
Asian	95
American Indian and Alaska Native	95
Native Hawaiian and Pacific Islander	1
Other	1,127
Identified by two or more	339



## TX - Nacogdoches County

### Population

Total Population	64,524
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### Housing Status

( in housing units unless noted )

Total	27,406
Occupied	23,861
Owner-occupied	13,966
Population in owner-occupied ( number of individuals )	36,494
Renter-occupied	9,895
Population in renter-occupied ( number of individuals )	22,886
Households with individuals under 18	7,560
Vacant	3,545
Vacant: for rent	1,155
Vacant: for sale	197

### Population by Sex/Age

Male	30,800
Female	33,724
Under 18	15,061
18 & over	49,463
20 - 24	8,725
25 - 34	7,962
35 - 49	10,362
50 - 64	10,533
65 & over	7,622

### Population by Ethnicity

Hispanic or Latino	11,356
Non Hispanic or Latino	53,168

### Population by Race

White	44,249
African American	11,731
Asian	797
American Indian and Alaska Native	365
Native Hawaiian and Pacific Islander	25
Other	6,067
Identified by two or more	1,290

## TX - Rusk County

### Population

Total Population	53,330
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### Housing Status

( in housing units unless noted )

Total	21,191
Occupied	18,476
Owner-occupied	14,260
Population in owner-occupied ( number of individuals )	37,236
Renter-occupied	4,216
Population in renter-occupied ( number of individuals )	10,884
Households with individuals under 18	6,427
Vacant	2,715
Vacant: for rent	452
Vacant: for sale	203

### Population by Sex/Age

Male	28,075
Female	25,255
Under 18	12,379
18 & over	40,951
20 - 24	3,437
25 - 34	7,112
35 - 49	10,830
50 - 64	10,710
65 & over	7,487

### Population by Ethnicity

Hispanic or Latino	7,609
Non Hispanic or Latino	45,721

### Population by Race

White	38,512
African American	9,435
Asian	214
American Indian and Alaska Native	290
Native Hawaiian and Pacific Islander	19
Other	3,800
Identified by two or more	1,060

## TX - San Augustine County

### Population

Total Population	8,865
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### Housing Status

( in housing units unless noted )

Total	5,342
Occupied	3,625
Owner-occupied	2,865
Population in owner-occupied ( number of individuals )	6,809
Renter-occupied	760
Population in renter-occupied ( number of individuals )	1,833
Households with individuals under 18	998
Vacant	1,717
Vacant: for rent	123
Vacant: for sale	42

### Population by Sex/Age

Male	4,360
Female	4,505
Under 18	1,866
18 & over	6,999
20 - 24	439
25 - 34	764
35 - 49	1,555
50 - 64	1,999
65 & over	2,044

### Population by Ethnicity

Hispanic or Latino	532
Non Hispanic or Latino	8,333

### Population by Race

White	6,375
African American	2,016
Asian	23
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	0
Other	293
Identified by two or more	123

## TX - Smith County

### Population

Total Population	209,714
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### Housing Status

( in housing units unless noted )

Total	87,309
Occupied	79,055
Owner-occupied	52,569
Population in owner-occupied ( number of individuals )	141,259
Renter-occupied	26,486
Population in renter-occupied ( number of individuals )	64,328
Households with individuals under 18	27,515
Vacant	8,254
Vacant: for rent	3,129
Vacant: for sale	1,135

### Population by Sex/Age

Male	101,425
Female	108,289
Under 18	53,796
18 & over	155,918
20 - 24	15,543
25 - 34	26,946
35 - 49	39,077
50 - 64	37,487
65 & over	29,851

### Population by Ethnicity

Hispanic or Latino	36,088
Non Hispanic or Latino	173,626

### Population by Race

White	147,086
African American	37,629
Asian	2,597
American Indian and Alaska Native	1,141
Native Hawaiian and Pacific Islander	79
Other	17,024
Identified by two or more	4,158

## TX - Titus County

### Population

Total Population	32,334
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### Housing Status

( in housing units unless noted )

Total	12,054
Occupied	10,813
Owner-occupied	7,483
Population in owner-occupied ( number of individuals )	22,490
Renter-occupied	3,330
Population in renter-occupied ( number of individuals )	9,487
Households with individuals under 18	4,654
Vacant	1,241
Vacant: for rent	399
Vacant: for sale	140

### Population by Sex/Age

Male	15,976
Female	16,358
Under 18	9,883
18 & over	22,451
20 - 24	2,181
25 - 34	4,132
35 - 49	6,278
50 - 64	5,147
65 & over	3,731

### Population by Ethnicity

Hispanic or Latino	12,799
Non Hispanic or Latino	19,535

### Population by Race

White	21,848
African American	3,091
Asian	237
American Indian and Alaska Native	354
Native Hawaiian and Pacific Islander	16
Other	6,034
Identified by two or more	754

## TX - Upshur County

### Population

Total Population	39,309
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### Housing Status

( in housing units unless noted )

Total	16,613
Occupied	14,925
Owner-occupied	11,783
Population in owner-occupied ( number of individuals )	30,426
Renter-occupied	3,142
Population in renter-occupied ( number of individuals )	8,367
Households with individuals under 18	5,116
Vacant	1,688
Vacant: for rent	268
Vacant: for sale	203

### Population by Sex/Age

Male	19,462
Female	19,847
Under 18	9,722
18 & over	29,587
20 - 24	2,031
25 - 34	4,409
35 - 49	7,598
50 - 64	8,361
65 & over	6,191

### Population by Ethnicity

Hispanic or Latino	2,613
Non Hispanic or Latino	36,696

### Population by Race

White	33,466
African American	3,416
Asian	150
American Indian and Alaska Native	259
Native Hawaiian and Pacific Islander	3
Other	1,167
Identified by two or more	848



## TX - Wood County

### Population

Total Population	41,964
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### Housing Status

( in housing units unless noted )

Total	20,861
Occupied	17,118
Owner-occupied	13,748
Population in owner-occupied ( number of individuals )	32,679
Renter-occupied	3,370
Population in renter-occupied ( number of individuals )	8,182
Households with individuals under 18	4,474
Vacant	3,743
Vacant: for rent	393
Vacant: for sale	320

### Population by Sex/Age

Male	20,622
Female	21,342
Under 18	8,528
18 & over	33,436
20 - 24	2,072
25 - 34	3,727
35 - 49	7,040
50 - 64	9,457
65 & over	10,148

### Population by Ethnicity

Hispanic or Latino	3,551
Non Hispanic or Latino	38,413

### Population by Race

White	37,213
African American	1,972
Asian	161
American Indian and Alaska Native	280
Native Hawaiian and Pacific Islander	21
Other	1,724
Identified by two or more	593