



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

### ODESSA MIDLAND :::

#### BROADCAST TV MARKET AREA

##### Population

Total Population	413,325
------------------	---------

##### Housing Status

( in housing units unless noted )

Total	165,040
Occupied	147,842
Owner-occupied	102,825
Population in owner-occupied ( number of individuals )	287,818
Renter-occupied	45,017
Population in renter-occupied ( number of individuals )	109,750
Households with individuals under 18	56,990
Vacant	17,198
Vacant: for rent	4,643
Vacant: for sale	1,686

##### Population by Sex/Age

Male	209,048
Female	204,277
Under 18	112,716
18 & over	300,609
20 - 24	29,601
25 - 34	57,499
35 - 49	78,721
50 - 64	74,650
65 & over	47,651

##### Population by Ethnicity

Hispanic or Latino	196,579
Non Hispanic or Latino	216,746

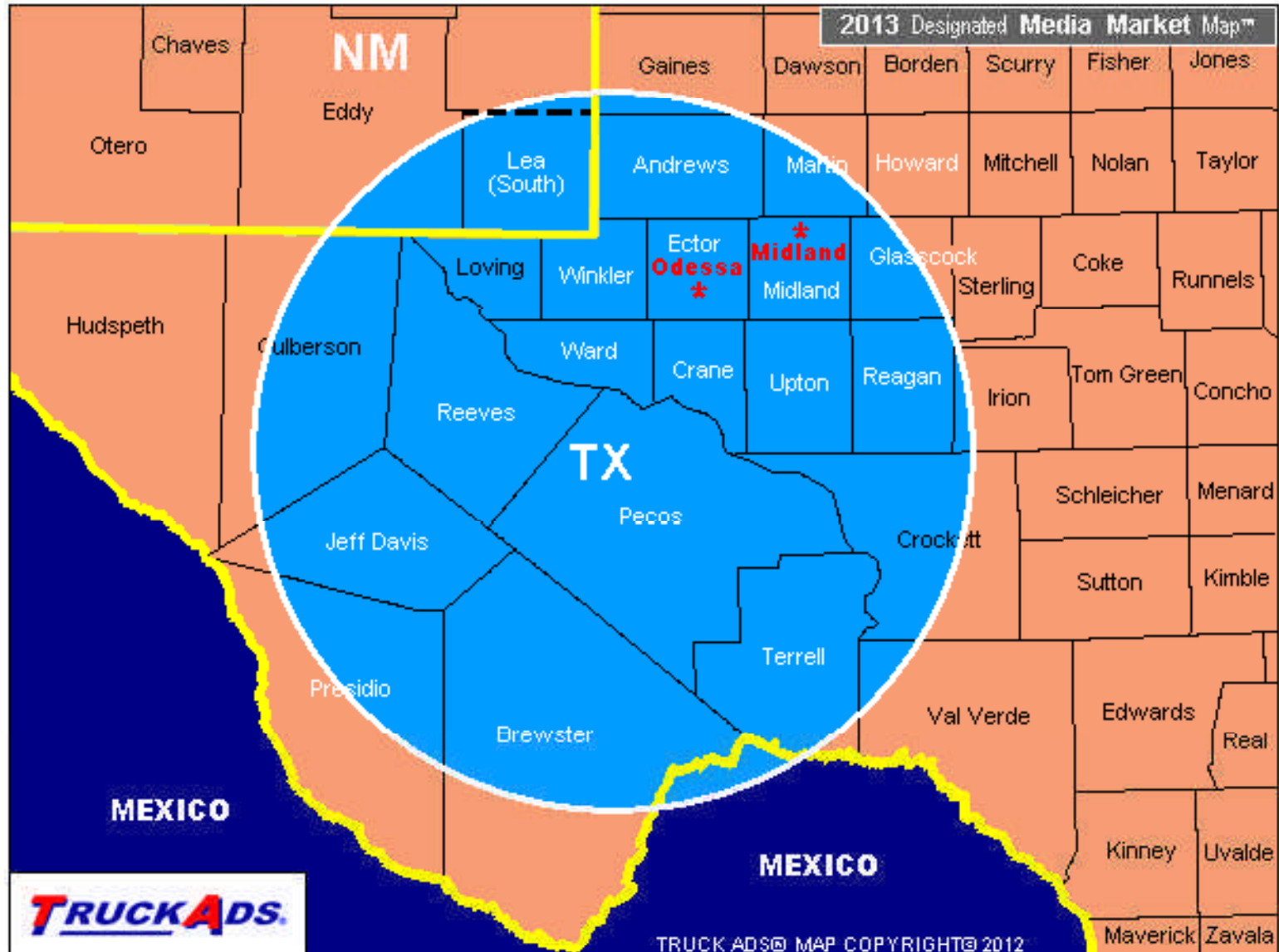
##### Population by Race

White	319,327
African American	20,153
Asian	3,602
American Indian and Alaska Native	3,556
Native Hawaiian and Pacific Islander	214
Other	56,782
Identified by two or more	9,691



# ODESSA MIDLAND :::

## BROADCAST TV MARKET AREA



### 18 COUNTIES IN THIS DESIGNATED MARKET

**TEXAS:** Andrews, TX ~ Brewster, TX ~ Crane, TX ~ Ector, TX ~ Glasscock, TX ~ Howard, TX ~ Jeff Davis, TX ~ Martin, TX ~ Midland, TX ~ Pecos, TX ~ Presidio, TX ~ Reagan, TX ~ Reeves, TX ~ Terrell, TX ~ Upton, TX ~ Ward, TX ~ Winkler, TX ~ **NEW MEXICO:** Lea, NM (Split)

## TX - Andrews County

### Population

Total Population	14,786
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,814
Occupied	5,259
Owner-occupied	4,020
Population in owner-occupied ( number of individuals )	11,406
Renter-occupied	1,239
Population in renter-occupied ( number of individuals )	3,298
Households with individuals under 18	2,203
Vacant	555
Vacant: for rent	94
Vacant: for sale	72

### Population by Sex/Age

Male	7,368
Female	7,418
Under 18	4,312
18 & over	10,474
20 - 24	1,000
25 - 34	1,962
35 - 49	2,874
50 - 64	2,561
65 & over	1,663

### Population by Ethnicity

Hispanic or Latino	7,195
Non Hispanic or Latino	7,591

### Population by Race

White	11,749
African American	222
Asian	91
American Indian and Alaska Native	142
Native Hawaiian and Pacific Islander	1
Other	2,289
Identified by two or more	292

## TX - Brewster County

### Population

Total Population	9,232
------------------	-------

### Housing Status

( in housing units unless noted )

Total	5,383
Occupied	4,207
Owner-occupied	2,553
Population in owner-occupied ( number of individuals )	5,841
Renter-occupied	1,654
Population in renter-occupied ( number of individuals )	3,316
Households with individuals under 18	1,000
Vacant	1,176
Vacant: for rent	176
Vacant: for sale	68

### Population by Sex/Age

Male	4,636
Female	4,596
Under 18	1,877
18 & over	7,355
20 - 24	675
25 - 34	1,205
35 - 49	1,639
50 - 64	2,104
65 & over	1,531

### Population by Ethnicity

Hispanic or Latino	3,918
Non Hispanic or Latino	5,314

### Population by Race

White	7,993
African American	104
Asian	66
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	5
Other	699
Identified by two or more	262

## TX - Crane County

### Population

Total Population	4,375
------------------	-------

### Housing Status

( in housing units unless noted )

Total	1,632
Occupied	1,471
Owner-occupied	1,187
Population in owner-occupied ( number of individuals )	3,503
Renter-occupied	284
Population in renter-occupied ( number of individuals )	786
Households with individuals under 18	653
Vacant	161
Vacant: for rent	39
Vacant: for sale	19

### Population by Sex/Age

Male	2,145
Female	2,230
Under 18	1,289
18 & over	3,086
20 - 24	248
25 - 34	502
35 - 49	917
50 - 64	785
65 & over	493

### Population by Ethnicity

Hispanic or Latino	2,409
Non Hispanic or Latino	1,966

### Population by Race

White	3,243
African American	125
Asian	16
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	0
Other	847
Identified by two or more	100

## TX - Ector County

### Population

Total Population	137,130
------------------	---------

### Housing Status

( in housing units unless noted )

Total	53,027
Occupied	48,688
Owner-occupied	32,950
Population in owner-occupied ( number of individuals )	96,326
Renter-occupied	15,738
Population in renter-occupied ( number of individuals )	38,629
Households with individuals under 18	19,999
Vacant	4,339
Vacant: for rent	1,800
Vacant: for sale	483

### Population by Sex/Age

Male	67,686
Female	69,444
Under 18	39,808
18 & over	97,322
20 - 24	10,914
25 - 34	19,714
35 - 49	25,390
50 - 64	22,892
65 & over	13,954

### Population by Ethnicity

Hispanic or Latino	72,331
Non Hispanic or Latino	64,799

### Population by Race

White	104,653
African American	6,141
Asian	1,080
American Indian and Alaska Native	1,351
Native Hawaiian and Pacific Islander	119
Other	20,384
Identified by two or more	3,402

## TX - Glasscock County

### Population

Total Population	1,226
------------------	-------

### Housing Status

( in housing units unless noted )

Total	580
Occupied	441
Owner-occupied	303
Population in owner-occupied ( number of individuals )	829
Renter-occupied	138
Population in renter-occupied ( number of individuals )	397
Households with individuals under 18	168
Vacant	139
Vacant: for rent	10
Vacant: for sale	4

### Population by Sex/Age

Male	649
Female	577
Under 18	352
18 & over	874
20 - 24	41
25 - 34	151
35 - 49	241
50 - 64	256
65 & over	160

### Population by Ethnicity

Hispanic or Latino	378
Non Hispanic or Latino	848

### Population by Race

White	1,044
African American	15
Asian	1
American Indian and Alaska Native	4
Native Hawaiian and Pacific Islander	2
Other	145
Identified by two or more	15

## TX - Howard County

### Population

Total Population	35,012
------------------	--------

### Housing Status

( in housing units unless noted )

Total	13,124
Occupied	11,333
Owner-occupied	7,670
Population in owner-occupied ( number of individuals )	19,653
Renter-occupied	3,663
Population in renter-occupied ( number of individuals )	9,279
Households with individuals under 18	3,903
Vacant	1,791
Vacant: for rent	482
Vacant: for sale	145

### Population by Sex/Age

Male	19,720
Female	15,292
Under 18	7,857
18 & over	27,155
20 - 24	2,484
25 - 34	4,676
35 - 49	7,106
50 - 64	7,090
65 & over	4,615

### Population by Ethnicity

Hispanic or Latino	13,255
Non Hispanic or Latino	21,757

### Population by Race

White	25,928
African American	2,181
Asian	267
American Indian and Alaska Native	317
Native Hawaiian and Pacific Islander	15
Other	5,583
Identified by two or more	721



## TX - Jeff Davis County

### Population

Total Population	2,342
------------------	-------

### Housing Status

( in housing units unless noted )

Total	1,613
Occupied	1,034
Owner-occupied	792
Population in owner-occupied ( number of individuals )	1,705
Renter-occupied	242
Population in renter-occupied ( number of individuals )	549
Households with individuals under 18	210
Vacant	579
Vacant: for rent	22
Vacant: for sale	43

### Population by Sex/Age

Male	1,187
Female	1,155
Under 18	464
18 & over	1,878
20 - 24	67
25 - 34	154
35 - 49	374
50 - 64	699
65 & over	543

### Population by Ethnicity

Hispanic or Latino	790
Non Hispanic or Latino	1,552

### Population by Race

White	2,113
African American	23
Asian	7
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	1
Other	135
Identified by two or more	48

## TX - Martin County

### Population

Total Population	4,799
------------------	-------

### Housing Status

( in housing units unless noted )

Total	1,852
Occupied	1,649
Owner-occupied	1,201
Population in owner-occupied ( number of individuals )	3,408
Renter-occupied	448
Population in renter-occupied ( number of individuals )	1,343
Households with individuals under 18	711
Vacant	203
Vacant: for rent	73
Vacant: for sale	4

### Population by Sex/Age

Male	2,411
Female	2,388
Under 18	1,456
18 & over	3,343
20 - 24	288
25 - 34	538
35 - 49	951
50 - 64	842
65 & over	591

### Population by Ethnicity

Hispanic or Latino	2,086
Non Hispanic or Latino	2,713

### Population by Race

White	4,067
African American	78
Asian	12
American Indian and Alaska Native	30
Native Hawaiian and Pacific Islander	3
Other	524
Identified by two or more	85

## TX - Midland County

### Population

Total Population	136,872
------------------	---------

### Housing Status

( in housing units unless noted )

Total	54,351
Occupied	50,845
Owner-occupied	34,992
Population in owner-occupied ( number of individuals )	97,903
Renter-occupied	15,853
Population in renter-occupied ( number of individuals )	37,291
Households with individuals under 18	19,326
Vacant	3,506
Vacant: for rent	1,416
Vacant: for sale	589

### Population by Sex/Age

Male	67,242
Female	69,630
Under 18	37,529
18 & over	99,343
20 - 24	9,553
25 - 34	19,696
35 - 49	25,642
50 - 64	25,181
65 & over	15,114

### Population by Ethnicity

Hispanic or Latino	51,600
Non Hispanic or Latino	85,272

### Population by Race

White	105,302
African American	9,087
Asian	1,715
American Indian and Alaska Native	1,013
Native Hawaiian and Pacific Islander	54
Other	16,431
Identified by two or more	3,270

## TX - Pecos County

### Population

Total Population	15,507
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,585
Occupied	4,894
Owner-occupied	3,569
Population in owner-occupied ( number of individuals )	10,074
Renter-occupied	1,325
Population in renter-occupied ( number of individuals )	3,408
Households with individuals under 18	1,920
Vacant	691
Vacant: for rent	104
Vacant: for sale	46

### Population by Sex/Age

Male	8,742
Female	6,765
Under 18	3,822
18 & over	11,685
20 - 24	1,008
25 - 34	2,199
35 - 49	3,406
50 - 64	2,875
65 & over	1,821

### Population by Ethnicity

Hispanic or Latino	10,430
Non Hispanic or Latino	5,077

### Population by Race

White	12,307
African American	572
Asian	79
American Indian and Alaska Native	125
Native Hawaiian and Pacific Islander	5
Other	2,092
Identified by two or more	327

## TX - Presidio County

### Population

Total Population	7,818
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,825
Occupied	2,906
Owner-occupied	1,948
Population in owner-occupied ( number of individuals )	5,479
Renter-occupied	958
Population in renter-occupied ( number of individuals )	2,339
Households with individuals under 18	1,098
Vacant	919
Vacant: for rent	89
Vacant: for sale	57

### Population by Sex/Age

Male	3,818
Female	4,000
Under 18	2,264
18 & over	5,554
20 - 24	371
25 - 34	735
35 - 49	1,446
50 - 64	1,393
65 & over	1,389

### Population by Ethnicity

Hispanic or Latino	6,521
Non Hispanic or Latino	1,297

### Population by Race

White	6,715
African American	47
Asian	76
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	0
Other	771
Identified by two or more	152

## TX - Reagan County

### Population

Total Population	3,367
------------------	-------

### Housing Status

( in housing units unless noted )

Total	1,372
Occupied	1,156
Owner-occupied	860
Population in owner-occupied ( number of individuals )	2,499
Renter-occupied	296
Population in renter-occupied ( number of individuals )	841
Households with individuals under 18	479
Vacant	216
Vacant: for rent	15
Vacant: for sale	12

### Population by Sex/Age

Male	1,748
Female	1,619
Under 18	1,010
18 & over	2,357
20 - 24	195
25 - 34	450
35 - 49	659
50 - 64	613
65 & over	349

### Population by Ethnicity

Hispanic or Latino	2,051
Non Hispanic or Latino	1,316

### Population by Race

White	2,596
African American	70
Asian	6
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	0
Other	613
Identified by two or more	62

## TX - Reeves County

### Population

Total Population	13,783
------------------	--------

### Housing Status

( in housing units unless noted )

Total	4,640
Occupied	3,839
Owner-occupied	2,882
Population in owner-occupied ( number of individuals )	8,155
Renter-occupied	957
Population in renter-occupied ( number of individuals )	2,518
Households with individuals under 18	1,514
Vacant	801
Vacant: for rent	54
Vacant: for sale	37

### Population by Sex/Age

Male	8,281
Female	5,502
Under 18	3,142
18 & over	10,641
20 - 24	1,207
25 - 34	2,121
35 - 49	3,100
50 - 64	2,202
65 & over	1,654

### Population by Ethnicity

Hispanic or Latino	10,233
Non Hispanic or Latino	3,550

### Population by Race

White	10,645
African American	690
Asian	119
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	6
Other	2,047
Identified by two or more	212

## TX - Terrell County

### Population

Total Population	984
------------------	-----

### Housing Status

( in housing units unless noted )

Total	700
Occupied	430
Owner-occupied	306
Population in owner-occupied ( number of individuals )	696
Renter-occupied	124
Population in renter-occupied ( number of individuals )	288
Households with individuals under 18	110
Vacant	270
Vacant: for rent	6
Vacant: for sale	6

### Population by Sex/Age

Male	509
Female	475
Under 18	218
18 & over	766
20 - 24	35
25 - 34	101
35 - 49	178
50 - 64	227
65 & over	205

### Population by Ethnicity

Hispanic or Latino	467
Non Hispanic or Latino	517

### Population by Race

White	828
African American	7
Asian	4
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	121
Identified by two or more	15



## TX - Upton County

### Population

Total Population	3,355
------------------	-------

### Housing Status

( in housing units unless noted )

Total	1,548
Occupied	1,256
Owner-occupied	983
Population in owner-occupied ( number of individuals )	2,580
Renter-occupied	273
Population in renter-occupied ( number of individuals )	714
Households with individuals under 18	465
Vacant	292
Vacant: for rent	41
Vacant: for sale	10

### Population by Sex/Age

Male	1,675
Female	1,680
Under 18	915
18 & over	2,440
20 - 24	167
25 - 34	460
35 - 49	532
50 - 64	699
65 & over	493

### Population by Ethnicity

Hispanic or Latino	1,644
Non Hispanic or Latino	1,711

### Population by Race

White	2,516
African American	63
Asian	0
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	0
Other	649
Identified by two or more	69

## TX - Ward County

### Population

Total Population	10,658
------------------	--------

### Housing Status

( in housing units unless noted )

Total	4,694
Occupied	3,995
Owner-occupied	3,057
Population in owner-occupied ( number of individuals )	8,107
Renter-occupied	938
Population in renter-occupied ( number of individuals )	2,426
Households with individuals under 18	1,461
Vacant	699
Vacant: for rent	97
Vacant: for sale	40

### Population by Sex/Age

Male	5,151
Female	5,507
Under 18	2,920
18 & over	7,738
20 - 24	630
25 - 34	1,303
35 - 49	1,966
50 - 64	2,003
65 & over	1,575

### Population by Ethnicity

Hispanic or Latino	5,074
Non Hispanic or Latino	5,584

### Population by Race

White	8,227
African American	522
Asian	32
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	1
Other	1,429
Identified by two or more	349

## TX - Winkler County

### Population

Total Population	7,110
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,027
Occupied	2,578
Owner-occupied	2,094
Population in owner-occupied ( number of individuals )	5,753
Renter-occupied	484
Population in renter-occupied ( number of individuals )	1,260
Households with individuals under 18	1,074
Vacant	449
Vacant: for rent	46
Vacant: for sale	29

### Population by Sex/Age

Male	3,550
Female	3,560
Under 18	2,109
18 & over	5,001
20 - 24	405
25 - 34	887
35 - 49	1,391
50 - 64	1,295
65 & over	840

### Population by Ethnicity

Hispanic or Latino	3,824
Non Hispanic or Latino	3,286

### Population by Race

White	5,238
African American	156
Asian	17
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	0
Other	1,410
Identified by two or more	218

## NM - Lea County (Partial - Split County)

### Population

Total Population	4,969
------------------	-------

### Housing Status

( in housing units unless noted )

Total	2,273
Occupied	1,861
Owner-occupied	1,458
Population in owner-occupied ( number of individuals )	3,901
Renter-occupied	403
Population in renter-occupied ( number of individuals )	1,068
Households with individuals under 18	696
Vacant	412
Vacant: for rent	79
Vacant: for sale	22

### Population by Sex/Age

Male	2,530
Female	2,439
Under 18	1,372
18 & over	3,597
20 - 24	313
25 - 34	645
35 - 49	909
50 - 64	933
65 & over	661

### Population by Ethnicity

Hispanic or Latino	2,373
Non Hispanic or Latino	2,596

### Population by Race

White	4,163
African American	50
Asian	14
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	2
Other	613
Identified by two or more	92