



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

**HARLINGEN MCALLEN BROWNSVILLE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,278,109
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**Housing Status**

( in housing units unless noted )

Total	422,980
Occupied	363,164
Owner-occupied	252,979
Population in owner-occupied ( number of individuals )	903,390
Renter-occupied	110,185
Population in renter-occupied ( number of individuals )	359,913
Households with individuals under 18	191,836
Vacant	59,816
Vacant: for rent	10,642
Vacant: for sale	4,550

**Population by Sex/Age**

Male	620,852
Female	657,257
Under 18	434,097
18 & over	844,012
20 - 24	90,653
25 - 34	173,110
35 - 49	238,032
50 - 64	171,459
65 & over	127,471

**Population by Ethnicity**

Hispanic or Latino	1,150,671
Non Hispanic or Latino	127,438

**Population by Race**

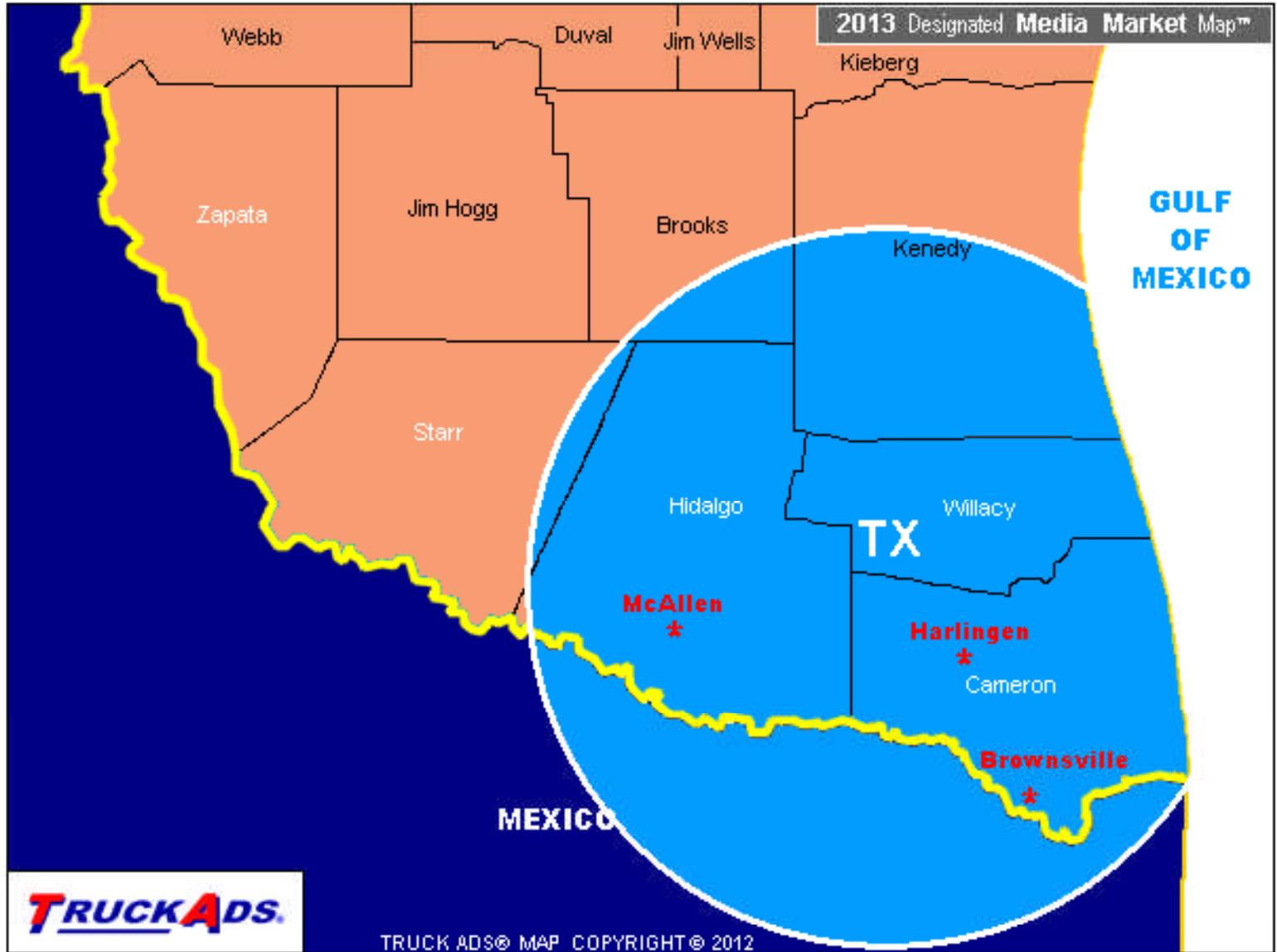
White	1,125,774
African American	7,285
Asian	10,472
American Indian and Alaska Native	4,459
Native Hawaiian and Pacific Islander	214
Other	112,617
Identified by two or more	17,288

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# HARLINGEN MCALLEN BROWNSVILLE :::

## BROADCAST TV MARKET AREA



### 5 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Cameron, TX ~ Hidalgo, TX ~ Starr, TX ~ Willacy, TX ~ Zapata, TX

## TX - Cameron County

### Population

Total Population	406,220
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### Housing Status

( in housing units unless noted )

Total	141,924
Occupied	119,631
Owner-occupied	80,412
Population in owner-occupied ( number of individuals )	275,042
Renter-occupied	39,219
Population in renter-occupied ( number of individuals )	127,448
Households with individuals under 18	60,210
Vacant	22,293
Vacant: for rent	4,524
Vacant: for sale	1,513

### Population by Sex/Age

Male	195,394
Female	210,826
Under 18	134,199
18 & over	272,021
20 - 24	26,747
25 - 34	51,844
35 - 49	75,405
50 - 64	59,899
65 & over	44,891

### Population by Ethnicity

Hispanic or Latino	357,747
Non Hispanic or Latino	48,473

### Population by Race

White	353,423
African American	2,155
Asian	2,689
American Indian and Alaska Native	1,688
Native Hawaiian and Pacific Islander	113
Other	39,905
Identified by two or more	6,247

## TX - Hidalgo County

### Population

Total Population	774,769
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### Housing Status

( in housing units unless noted )

Total	248,287
Occupied	216,471
Owner-occupied	151,533
Population in owner-occupied ( number of individuals )	555,160
Renter-occupied	64,938
Population in renter-occupied ( number of individuals )	212,627
Households with individuals under 18	117,296
Vacant	31,816
Vacant: for rent	5,234
Vacant: for sale	2,774

### Population by Sex/Age

Male	376,944
Female	397,825
Under 18	268,484
18 & over	506,285
20 - 24	56,461
25 - 34	108,260
35 - 49	144,691
50 - 64	98,016
65 & over	72,248

### Population by Ethnicity

Hispanic or Latino	702,206
Non Hispanic or Latino	72,563

### Population by Race

White	681,649
African American	4,569
Asian	7,478
American Indian and Alaska Native	2,589
Native Hawaiian and Pacific Islander	94
Other	68,128
Identified by two or more	10,262

## TX - Starr County

### Population

Total Population	60,968
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### Housing Status

( in housing units unless noted )

Total	19,526
Occupied	17,001
Owner-occupied	13,258
Population in owner-occupied ( number of individuals )	47,398
Renter-occupied	3,743
Population in renter-occupied ( number of individuals )	12,760
Households with individuals under 18	9,471
Vacant	2,525
Vacant: for rent	344
Vacant: for sale	127

### Population by Sex/Age

Male	29,440
Female	31,528
Under 18	20,678
18 & over	40,290
20 - 24	4,424
25 - 34	7,814
35 - 49	11,352
50 - 64	8,244
65 & over	6,285

### Population by Ethnicity

Hispanic or Latino	58,337
Non Hispanic or Latino	2,631

### Population by Race

White	58,585
African American	69
Asian	133
American Indian and Alaska Native	77
Native Hawaiian and Pacific Islander	0
Other	1,811
Identified by two or more	293

## TX - Willacy County

### Population

Total Population	22,134
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### Housing Status

( in housing units unless noted )

Total	7,040
Occupied	5,764
Owner-occupied	4,399
Population in owner-occupied ( number of individuals )	14,636
Renter-occupied	1,365
Population in renter-occupied ( number of individuals )	4,244
Households with individuals under 18	2,651
Vacant	1,276
Vacant: for rent	350
Vacant: for sale	71

### Population by Sex/Age

Male	12,030
Female	10,104
Under 18	5,931
18 & over	16,203
20 - 24	1,950
25 - 34	3,341
35 - 49	4,151
50 - 64	3,393
65 & over	2,587

### Population by Ethnicity

Hispanic or Latino	19,297
Non Hispanic or Latino	2,837

### Population by Race

White	18,995
African American	473
Asian	140
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	7
Other	2,048
Identified by two or more	408



## TX - Zapata County

### Population

Total Population	14,018
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### Housing Status

( in housing units unless noted )

Total	6,203
Occupied	4,297
Owner-occupied	3,377
Population in owner-occupied ( number of individuals )	11,154
Renter-occupied	920
Population in renter-occupied ( number of individuals )	2,834
Households with individuals under 18	2,208
Vacant	1,906
Vacant: for rent	190
Vacant: for sale	65

### Population by Sex/Age

Male	7,044
Female	6,974
Under 18	4,805
18 & over	9,213
20 - 24	1,071
25 - 34	1,851
35 - 49	2,433
50 - 64	1,907
65 & over	1,460

### Population by Ethnicity

Hispanic or Latino	13,084
Non Hispanic or Latino	934

### Population by Race

White	13,122
African American	19
Asian	32
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	0
Other	725
Identified by two or more	78