



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

HOUSTON :::
BROADCAST TV MARKET AREA

Population

Total Population	6,288,556
------------------	-----------

Housing Status
(in housing units unless noted)

Total	2,464,889
Occupied	2,196,244
Owner-occupied	1,382,062
Population in owner-occupied (number of individuals)	4,071,885
Renter-occupied	814,182
Population in renter-occupied (number of individuals)	2,110,838
Households with individuals under 18	885,141
Vacant	268,645
Vacant: for rent	124,209
Vacant: for sale	31,426

Population by Sex/Age

Male	3,136,115
Female	3,152,441
Under 18	1,739,144
18 & over	4,549,412
20 - 24	427,659
25 - 34	939,757
35 - 49	1,348,401
50 - 64	1,091,215
65 & over	565,273

Population by Ethnicity

Hispanic or Latino	2,180,219
Non Hispanic or Latino	4,108,337

Population by Race

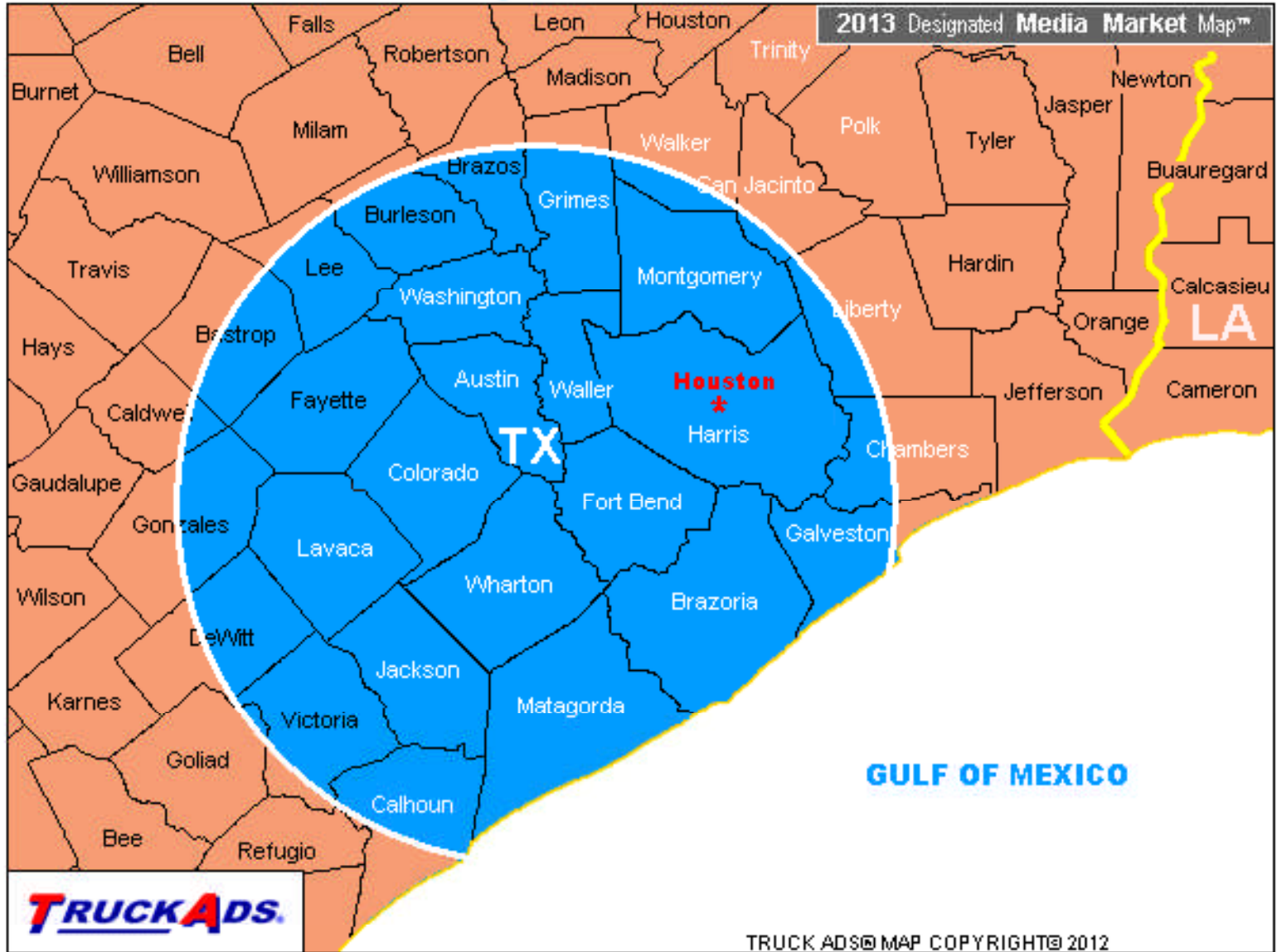
White	3,835,293
African American	1,073,569
Asian	392,386
American Indian and Alaska Native	40,491
Native Hawaiian and Pacific Islander	3,968
Other	756,802
Identified by two or more	186,047

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



HOUSTON :::

BROADCAST TV MARKET AREA



21 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Austin, TX ~ Brazoria, TX ~ Calhoun, TX ~ Chambers, TX ~ Colorado, TX ~ Fort Bend, TX ~ Galveston, TX ~ Grimes, TX ~ Harris, TX ~ Jackson, TX ~ Lavaca, TX ~ Liberty, TX ~ Matagorda, TX ~ Montgomery, TX ~ Polk, TX ~ San Jacinto, TX ~ Trinity, TX ~ Walker, TX ~ Waller, TX ~ Washington, TX ~ Wharton, TX

TX - Austin County

Population

Total Population	28,417
------------------	--------

Housing Status

(in housing units unless noted)

Total	12,926
Occupied	10,837
Owner-occupied	8,192
Population in owner-occupied (number of individuals)	21,440
Renter-occupied	2,645
Population in renter-occupied (number of individuals)	6,765
Households with individuals under 18	3,704
Vacant	2,089
Vacant: for rent	295
Vacant: for sale	200

Population by Sex/Age

Male	14,073
Female	14,344
Under 18	7,129
18 & over	21,288
20 - 24	1,411
25 - 34	3,052
35 - 49	5,523
50 - 64	6,192
65 & over	4,424

Population by Ethnicity

Hispanic or Latino	6,641
Non Hispanic or Latino	21,776

Population by Race

White	22,379
African American	2,668
Asian	118
American Indian and Alaska Native	138
Native Hawaiian and Pacific Islander	1
Other	2,489
Identified by two or more	624

TX - Brazoria County

Population

Total Population	313,166
------------------	---------

Housing Status

(in housing units unless noted)

Total	118,336
Occupied	106,589
Owner-occupied	79,477
Population in owner-occupied (number of individuals)	232,904
Renter-occupied	27,112
Population in renter-occupied (number of individuals)	69,703
Households with individuals under 18	45,646
Vacant	11,747
Vacant: for rent	4,236
Vacant: for sale	1,674

Population by Sex/Age

Male	159,000
Female	154,166
Under 18	86,985
18 & over	226,181
20 - 24	17,571
25 - 34	43,475
35 - 49	71,278
50 - 64	55,920
65 & over	29,923

Population by Ethnicity

Hispanic or Latino	86,643
Non Hispanic or Latino	226,523

Population by Race

White	219,416
African American	37,761
Asian	17,227
American Indian and Alaska Native	1,770
Native Hawaiian and Pacific Islander	89
Other	28,656
Identified by two or more	8,247

TX - Calhoun County

Population

Total Population	21,381
------------------	--------

Housing Status

(in housing units unless noted)

Total	11,410
Occupied	7,766
Owner-occupied	5,525
Population in owner-occupied (number of individuals)	14,876
Renter-occupied	2,241
Population in renter-occupied (number of individuals)	6,256
Households with individuals under 18	2,807
Vacant	3,644
Vacant: for rent	491
Vacant: for sale	202

Population by Sex/Age

Male	10,847
Female	10,534
Under 18	5,671
18 & over	15,710
20 - 24	1,197
25 - 34	2,438
35 - 49	4,074
50 - 64	4,157
65 & over	3,234

Population by Ethnicity

Hispanic or Latino	9,922
Non Hispanic or Latino	11,459

Population by Race

White	17,432
African American	565
Asian	948
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	8
Other	1,883
Identified by two or more	441

TX - Chambers County

Population

Total Population	35,096
------------------	--------

Housing Status

(in housing units unless noted)

Total	13,291
Occupied	11,952
Owner-occupied	10,190
Population in owner-occupied (number of individuals)	29,905
Renter-occupied	1,762
Population in renter-occupied (number of individuals)	4,962
Households with individuals under 18	5,305
Vacant	1,339
Vacant: for rent	293
Vacant: for sale	211

Population by Sex/Age

Male	17,661
Female	17,435
Under 18	10,011
18 & over	25,085
20 - 24	1,774
25 - 34	4,269
35 - 49	7,918
50 - 64	6,827
65 & over	3,294

Population by Ethnicity

Hispanic or Latino	6,635
Non Hispanic or Latino	28,461

Population by Race

White	27,582
African American	2,872
Asian	339
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	21
Other	3,320
Identified by two or more	743

TX - Colorado County

Population

Total Population	20,874
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,527
Occupied	8,182
Owner-occupied	6,227
Population in owner-occupied (number of individuals)	15,626
Renter-occupied	1,955
Population in renter-occupied (number of individuals)	4,920
Households with individuals under 18	2,490
Vacant	2,345
Vacant: for rent	204
Vacant: for sale	109

Population by Sex/Age

Male	10,347
Female	10,527
Under 18	4,968
18 & over	15,906
20 - 24	998
25 - 34	2,092
35 - 49	3,650
50 - 64	4,614
65 & over	4,040

Population by Ethnicity

Hispanic or Latino	5,452
Non Hispanic or Latino	15,422

Population by Race

White	15,676
African American	2,740
Asian	77
American Indian and Alaska Native	125
Native Hawaiian and Pacific Islander	16
Other	1,846
Identified by two or more	394

TX - Fort Bend County

Population

Total Population	585,375
------------------	---------

Housing Status

(in housing units unless noted)

Total	197,030
Occupied	187,384
Owner-occupied	149,749
Population in owner-occupied (number of individuals)	472,104
Renter-occupied	37,635
Population in renter-occupied (number of individuals)	107,335
Households with individuals under 18	90,824
Vacant	9,646
Vacant: for rent	2,910
Vacant: for sale	2,832

Population by Sex/Age

Male	287,368
Female	298,007
Under 18	173,835
18 & over	411,540
20 - 24	30,943
25 - 34	73,131
35 - 49	139,238
50 - 64	110,323
65 & over	42,758

Population by Ethnicity

Hispanic or Latino	138,967
Non Hispanic or Latino	446,408

Population by Race

White	296,310
African American	125,818
Asian	99,370
American Indian and Alaska Native	2,302
Native Hawaiian and Pacific Islander	226
Other	44,328
Identified by two or more	17,021

TX - Galveston County

Population

Total Population	291,309
------------------	---------

Housing Status

(in housing units unless noted)

Total	132,492
Occupied	108,969
Owner-occupied	74,944
Population in owner-occupied (number of individuals)	204,775
Renter-occupied	34,025
Population in renter-occupied (number of individuals)	82,237
Households with individuals under 18	39,505
Vacant	23,523
Vacant: for rent	6,671
Vacant: for sale	2,419

Population by Sex/Age

Male	144,234
Female	147,075
Under 18	74,167
18 & over	217,142
20 - 24	17,499
25 - 34	37,720
35 - 49	62,175
50 - 64	58,900
65 & over	32,804

Population by Ethnicity

Hispanic or Latino	65,270
Non Hispanic or Latino	226,039

Population by Race

White	211,088
African American	40,112
Asian	8,690
American Indian and Alaska Native	1,748
Native Hawaiian and Pacific Islander	149
Other	21,631
Identified by two or more	7,891

TX - Grimes County

Population

Total Population	26,604
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,917
Occupied	8,902
Owner-occupied	6,832
Population in owner-occupied (number of individuals)	18,242
Renter-occupied	2,070
Population in renter-occupied (number of individuals)	5,350
Households with individuals under 18	3,084
Vacant	2,015
Vacant: for rent	241
Vacant: for sale	185

Population by Sex/Age

Male	14,487
Female	12,117
Under 18	6,059
18 & over	20,545
20 - 24	1,556
25 - 34	3,319
35 - 49	5,578
50 - 64	5,784
65 & over	3,672

Population by Ethnicity

Hispanic or Latino	5,652
Non Hispanic or Latino	20,952

Population by Race

White	19,409
African American	4,390
Asian	63
American Indian and Alaska Native	139
Native Hawaiian and Pacific Islander	7
Other	2,020
Identified by two or more	576

TX - Harris County

Population

Total Population	4,092,459
------------------	-----------

Housing Status

(in housing units unless noted)

Total	1,598,698
Occupied	1,435,155
Owner-occupied	814,810
Population in owner-occupied (number of individuals)	2,436,920
Renter-occupied	620,345
Population in renter-occupied (number of individuals)	1,611,015
Households with individuals under 18	577,506
Vacant	163,543
Vacant: for rent	99,127
Vacant: for sale	19,077

Population by Sex/Age

Male	2,037,405
Female	2,055,054
Under 18	1,147,835
18 & over	2,944,624
20 - 24	297,495
25 - 34	661,590
35 - 49	867,217
50 - 64	668,781
65 & over	333,487

Population by Ethnicity

Hispanic or Latino	1,671,540
Non Hispanic or Latino	2,420,919

Population by Race

White	2,318,256
African American	775,492
Asian	253,032
American Indian and Alaska Native	27,763
Native Hawaiian and Pacific Islander	3,018
Other	583,566
Identified by two or more	131,332

TX - Jackson County

Population

Total Population	14,075
------------------	--------

Housing Status

(in housing units unless noted)

Total	6,590
Occupied	5,284
Owner-occupied	3,904
Population in owner-occupied (number of individuals)	10,202
Renter-occupied	1,380
Population in renter-occupied (number of individuals)	3,656
Households with individuals under 18	1,785
Vacant	1,306
Vacant: for rent	267
Vacant: for sale	51

Population by Sex/Age

Male	6,947
Female	7,128
Under 18	3,579
18 & over	10,496
20 - 24	732
25 - 34	1,640
35 - 49	2,592
50 - 64	2,837
65 & over	2,313

Population by Ethnicity

Hispanic or Latino	4,079
Non Hispanic or Latino	9,996

Population by Race

White	11,446
African American	988
Asian	50
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	1
Other	1,237
Identified by two or more	296

TX - Lavaca County

Population

Total Population	19,263
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,344
Occupied	7,808
Owner-occupied	6,087
Population in owner-occupied (number of individuals)	14,706
Renter-occupied	1,721
Population in renter-occupied (number of individuals)	4,148
Households with individuals under 18	2,270
Vacant	2,536
Vacant: for rent	271
Vacant: for sale	98

Population by Sex/Age

Male	9,416
Female	9,847
Under 18	4,448
18 & over	14,815
20 - 24	815
25 - 34	1,834
35 - 49	3,436
50 - 64	4,238
65 & over	4,089

Population by Ethnicity

Hispanic or Latino	3,077
Non Hispanic or Latino	16,186

Population by Race

White	16,563
African American	1,301
Asian	56
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	17
Other	939
Identified by two or more	327

TX - Liberty County

Population

Total Population	75,643
------------------	--------

Housing Status

(in housing units unless noted)

Total	28,759
Occupied	25,073
Owner-occupied	19,341
Population in owner-occupied (number of individuals)	55,177
Renter-occupied	5,732
Population in renter-occupied (number of individuals)	15,322
Households with individuals under 18	9,798
Vacant	3,686
Vacant: for rent	616
Vacant: for sale	316

Population by Sex/Age

Male	37,190
Female	38,453
Under 18	19,367
18 & over	56,276
20 - 24	4,937
25 - 34	10,112
35 - 49	16,048
50 - 64	14,553
65 & over	8,498

Population by Ethnicity

Hispanic or Latino	13,602
Non Hispanic or Latino	62,041

Population by Race

White	58,363
African American	8,202
Asian	348
American Indian and Alaska Native	430
Native Hawaiian and Pacific Islander	26
Other	6,789
Identified by two or more	1,485

TX - Matagorda County

Population

Total Population	36,702
------------------	--------

Housing Status

(in housing units unless noted)

Total	18,801
Occupied	13,894
Owner-occupied	9,248
Population in owner-occupied (number of individuals)	24,449
Renter-occupied	4,646
Population in renter-occupied (number of individuals)	11,853
Households with individuals under 18	4,873
Vacant	4,907
Vacant: for rent	844
Vacant: for sale	275

Population by Sex/Age

Male	18,363
Female	18,339
Under 18	9,671
18 & over	27,031
20 - 24	2,192
25 - 34	4,215
35 - 49	6,813
50 - 64	7,567
65 & over	5,249

Population by Ethnicity

Hispanic or Latino	14,074
Non Hispanic or Latino	22,628

Population by Race

White	26,137
African American	4,200
Asian	719
American Indian and Alaska Native	258
Native Hawaiian and Pacific Islander	8
Other	4,530
Identified by two or more	850

TX - Montgomery County

Population

Total Population	455,746
------------------	---------

Housing Status

(in housing units unless noted)

Total	177,647
Occupied	162,530
Owner-occupied	120,007
Population in owner-occupied (number of individuals)	346,122
Renter-occupied	42,523
Population in renter-occupied (number of individuals)	106,400
Households with individuals under 18	65,193
Vacant	15,117
Vacant: for rent	5,118
Vacant: for sale	2,275

Population by Sex/Age

Male	225,911
Female	229,835
Under 18	125,979
18 & over	329,767
20 - 24	24,927
25 - 34	59,055
35 - 49	100,523
50 - 64	86,580
65 & over	47,404

Population by Ethnicity

Hispanic or Latino	94,698
Non Hispanic or Latino	361,048

Population by Race

White	380,593
African American	19,401
Asian	9,546
American Indian and Alaska Native	3,348
Native Hawaiian and Pacific Islander	311
Other	31,854
Identified by two or more	10,693

TX - Polk County

Population

Total Population	45,413
------------------	--------

Housing Status

(in housing units unless noted)

Total	22,683
Occupied	16,503
Owner-occupied	13,101
Population in owner-occupied (number of individuals)	32,317
Renter-occupied	3,402
Population in renter-occupied (number of individuals)	8,855
Households with individuals under 18	4,936
Vacant	6,180
Vacant: for rent	492
Vacant: for sale	455

Population by Sex/Age

Male	24,288
Female	21,125
Under 18	9,577
18 & over	35,836
20 - 24	2,435
25 - 34	5,179
35 - 49	8,904
50 - 64	9,559
65 & over	8,646

Population by Ethnicity

Hispanic or Latino	5,959
Non Hispanic or Latino	39,454

Population by Race

White	35,082
African American	5,211
Asian	188
American Indian and Alaska Native	881
Native Hawaiian and Pacific Islander	10
Other	3,280
Identified by two or more	761

TX - San Jacinto County

Population

Total Population	26,384
------------------	--------

Housing Status

(in housing units unless noted)

Total	13,187
Occupied	10,096
Owner-occupied	8,490
Population in owner-occupied (number of individuals)	21,951
Renter-occupied	1,606
Population in renter-occupied (number of individuals)	4,305
Households with individuals under 18	3,142
Vacant	3,091
Vacant: for rent	130
Vacant: for sale	177

Population by Sex/Age

Male	13,205
Female	13,179
Under 18	6,326
18 & over	20,058
20 - 24	1,290
25 - 34	2,560
35 - 49	4,849
50 - 64	6,122
65 & over	4,572

Population by Ethnicity

Hispanic or Latino	2,880
Non Hispanic or Latino	23,504

Population by Race

White	21,693
African American	2,710
Asian	123
American Indian and Alaska Native	164
Native Hawaiian and Pacific Islander	9
Other	1,164
Identified by two or more	521

TX - Trinity County

Population

Total Population	14,585
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,713
Occupied	6,142
Owner-occupied	4,844
Population in owner-occupied (number of individuals)	11,366
Renter-occupied	1,298
Population in renter-occupied (number of individuals)	3,171
Households with individuals under 18	1,606
Vacant	2,571
Vacant: for rent	156
Vacant: for sale	116

Population by Sex/Age

Male	7,100
Female	7,485
Under 18	3,041
18 & over	11,544
20 - 24	648
25 - 34	1,330
35 - 49	2,549
50 - 64	3,420
65 & over	3,272

Population by Ethnicity

Hispanic or Latino	1,117
Non Hispanic or Latino	13,468

Population by Race

White	12,302
African American	1,378
Asian	42
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	3
Other	576
Identified by two or more	215

TX - Walker County

Population

Total Population	67,861
------------------	--------

Housing Status

(in housing units unless noted)

Total	24,058
Occupied	20,969
Owner-occupied	11,720
Population in owner-occupied (number of individuals)	30,202
Renter-occupied	9,249
Population in renter-occupied (number of individuals)	20,951
Households with individuals under 18	5,939
Vacant	3,089
Vacant: for rent	761
Vacant: for sale	225

Population by Sex/Age

Male	40,007
Female	27,854
Under 18	11,318
18 & over	56,543
20 - 24	10,031
25 - 34	9,586
35 - 49	14,437
50 - 64	12,032
65 & over	6,980

Population by Ethnicity

Hispanic or Latino	11,389
Non Hispanic or Latino	56,472

Population by Race

White	45,511
African American	15,257
Asian	631
American Indian and Alaska Native	302
Native Hawaiian and Pacific Islander	28
Other	4,737
Identified by two or more	1,395

TX - Waller County

Population

Total Population	43,205
------------------	--------

Housing Status

(in housing units unless noted)

Total	15,839
Occupied	14,040
Owner-occupied	9,713
Population in owner-occupied (number of individuals)	27,305
Renter-occupied	4,327
Population in renter-occupied (number of individuals)	12,197
Households with individuals under 18	5,279
Vacant	1,799
Vacant: for rent	438
Vacant: for sale	204

Population by Sex/Age

Male	21,395
Female	21,810
Under 18	10,656
18 & over	32,549
20 - 24	4,693
25 - 34	4,683
35 - 49	7,952
50 - 64	7,817
65 & over	4,396

Population by Ethnicity

Hispanic or Latino	12,536
Non Hispanic or Latino	30,669

Population by Race

White	25,254
African American	10,739
Asian	214
American Indian and Alaska Native	354
Native Hawaiian and Pacific Islander	10
Other	5,682
Identified by two or more	952

TX - Washington County

Population

Total Population	33,718
------------------	--------

Housing Status

(in housing units unless noted)

Total	15,514
Occupied	13,037
Owner-occupied	9,358
Population in owner-occupied (number of individuals)	23,282
Renter-occupied	3,679
Population in renter-occupied (number of individuals)	8,620
Households with individuals under 18	3,865
Vacant	2,477
Vacant: for rent	221
Vacant: for sale	142

Population by Sex/Age

Male	16,580
Female	17,138
Under 18	7,450
18 & over	26,268
20 - 24	2,047
25 - 34	3,457
35 - 49	6,035
50 - 64	7,011
65 & over	6,199

Population by Ethnicity

Hispanic or Latino	4,641
Non Hispanic or Latino	29,077

Population by Race

White	25,008
African American	5,947
Asian	445
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	8
Other	1,679
Identified by two or more	532

TX - Wharton County

Population

Total Population	41,280
------------------	--------

Housing Status

(in housing units unless noted)

Total	17,127
Occupied	15,132
Owner-occupied	10,303
Population in owner-occupied (number of individuals)	28,014
Renter-occupied	4,829
Population in renter-occupied (number of individuals)	12,817
Households with individuals under 18	5,584
Vacant	1,995
Vacant: for rent	427
Vacant: for sale	183

Population by Sex/Age

Male	20,291
Female	20,989
Under 18	11,072
18 & over	30,208
20 - 24	2,468
25 - 34	5,020
35 - 49	7,612
50 - 64	7,981
65 & over	6,019

Population by Ethnicity

Hispanic or Latino	15,445
Non Hispanic or Latino	25,835

Population by Race

White	29,793
African American	5,817
Asian	160
American Indian and Alaska Native	161
Native Hawaiian and Pacific Islander	2
Other	4,596
Identified by two or more	751