



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

ODESSA MIDLAND :::

BROADCAST TV MARKET AREA

Population

Total Population	413,325
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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

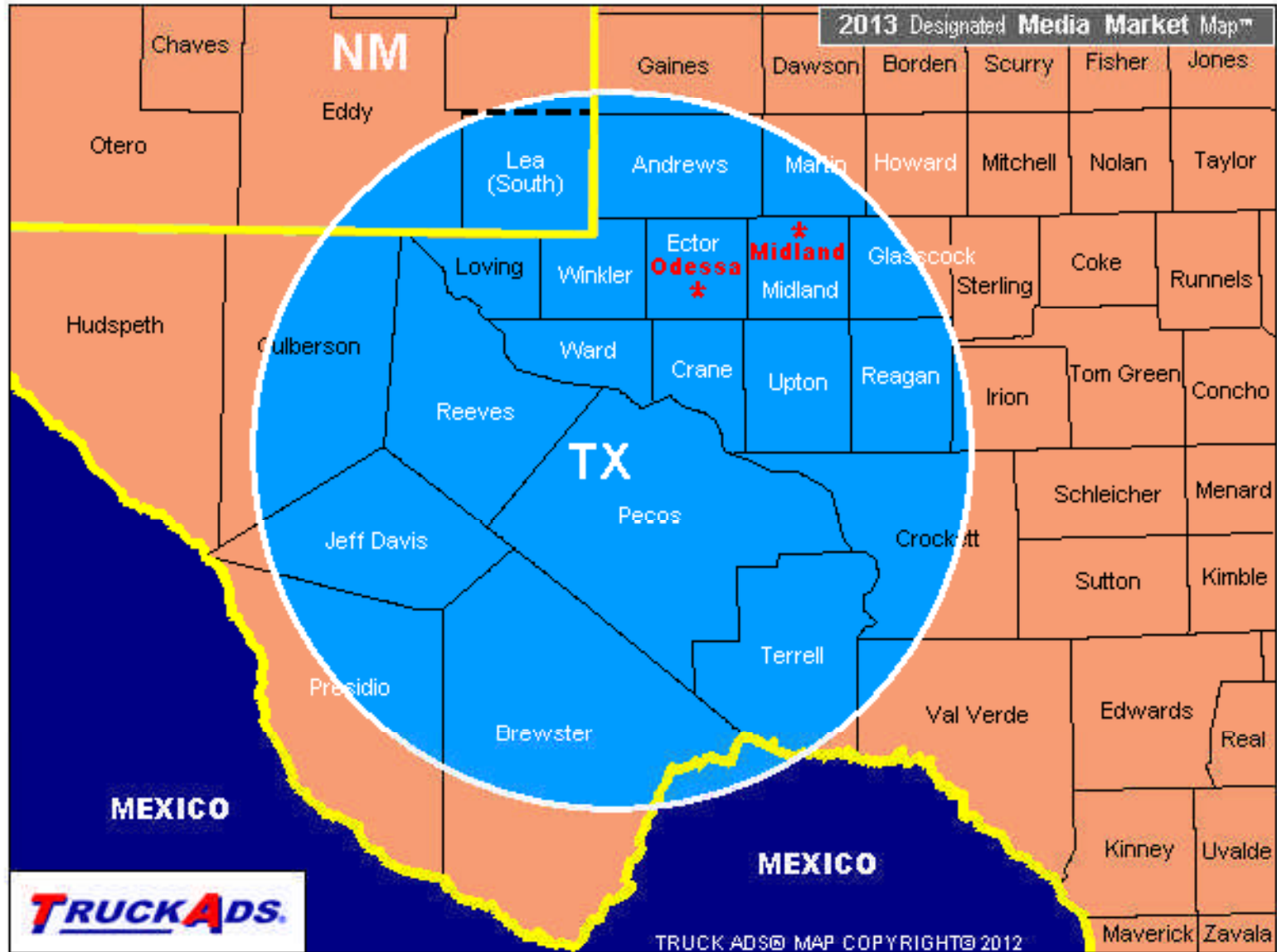
White	319,327
African American	20,153
Asian	3,602
American Indian and Alaska Native	3,556
Native Hawaiian and Pacific Islander	214
Other	56,782
Identified by two or more	9,691

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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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