



**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

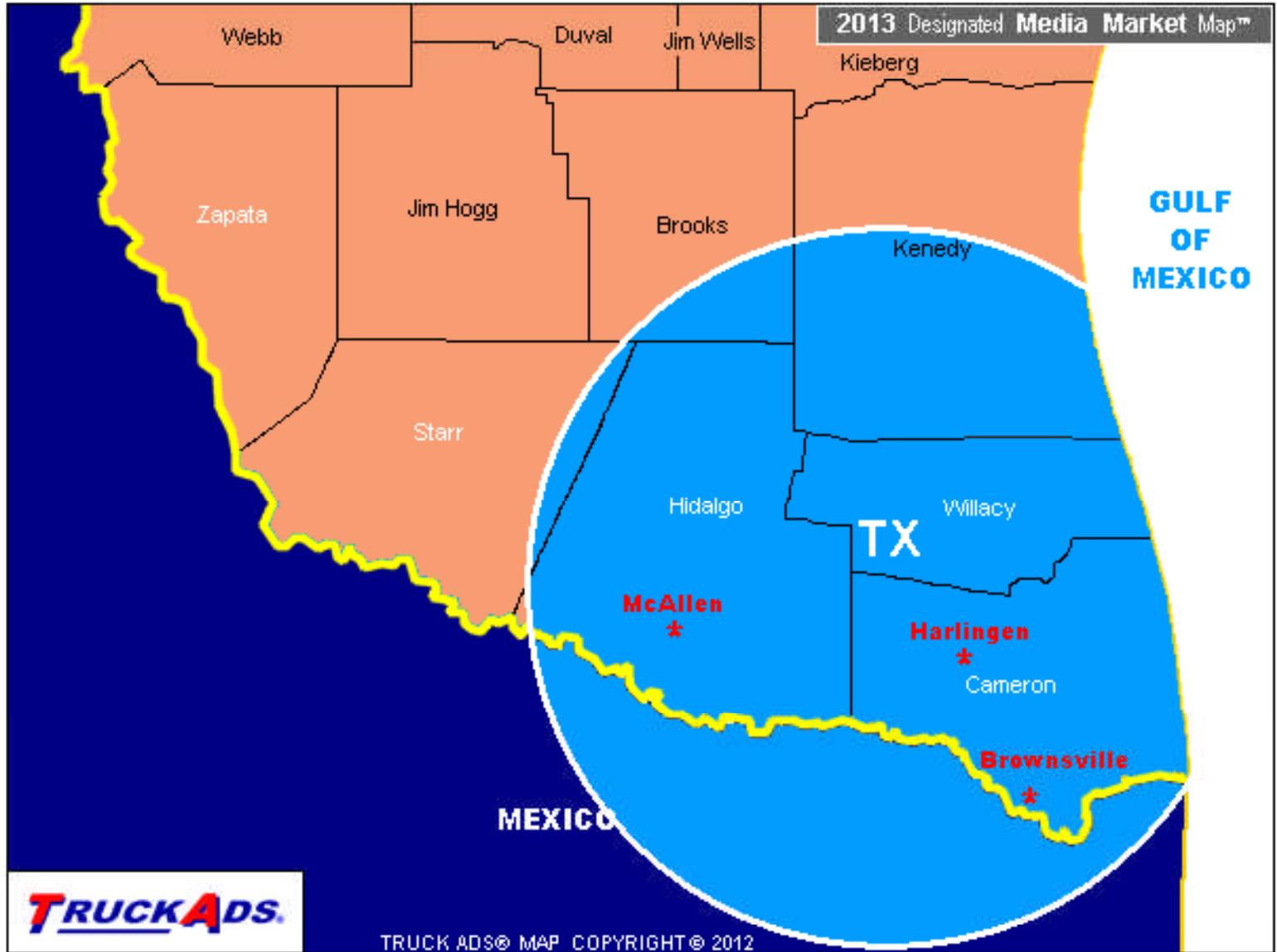
White	1,125,774
African American	7,285
Asian	10,472
American Indian and Alaska Native	4,459
Native Hawaiian and Pacific Islander	214
Other	112,617
Identified by two or more	17,288

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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