



# HOUSTON, TEXAS DMA

Houston is the largest city in the state of Texas, and the fourth-largest city in the United States. Houston is the seat of Harris County and the economic center of Houston–Sugar Land–Baytown.

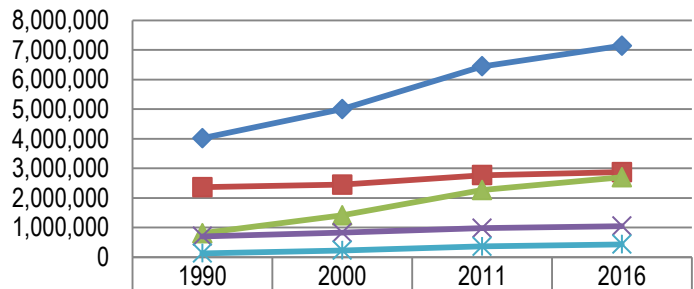
Houston was founded in 1836 on land near the banks of Buffalo Bayou. It was incorporated as a city on June 5, 1837, and named after then-President of the Republic of Texas—former General Sam Houston. The burgeoning port and railroad industry, combined with oil discovery in 1901, has induced continual surges in the city's population.

In the mid-twentieth century, Houston became the home of the Texas Medical Center—the world's largest concentration of healthcare and research institutions—and NASA's Johnson Space Center, where the Mission Control Center is located.

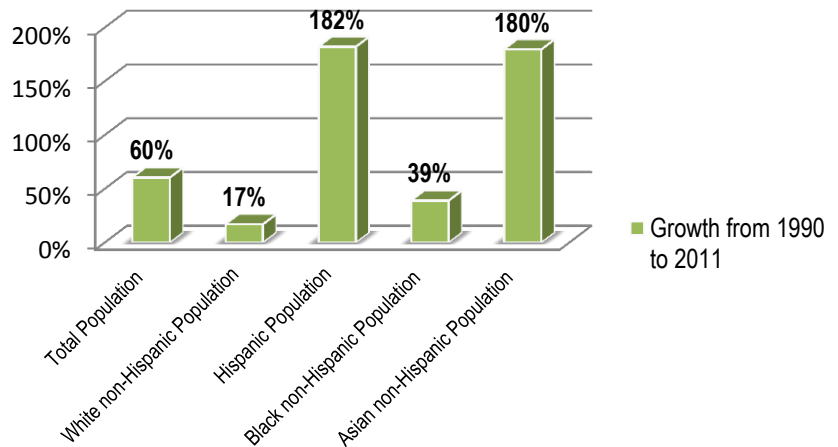
Houston is certainly a multicultural city, in part because of its many academic institutions and strong industries as well as being a major port city. Over 90 languages are spoken in the city. The city has among the youngest populations in the nation, partly due to an influx of immigrants into Texas. The metropolitan area is home to an estimated 1.1 million (21.4 percent) residents who were born outside the United States, with nearly two-thirds of the area's foreign-born population from south of the United States–Mexico border. Additionally, more than one in five foreign-born residents are from Asia. The city is home to the nation's third-largest concentration of consular offices, representing 86 countries.

Source: [www.wikipedia.org](http://www.wikipedia.org)

Population	2011 Ranking	2011 Population
Total	9	6,440,374
White non-Hispanic	17	2,765,517
Hispanic	3	2,265,482
Black non-Hispanic	8	975,561
Asian non-Hispanic	10	361,265



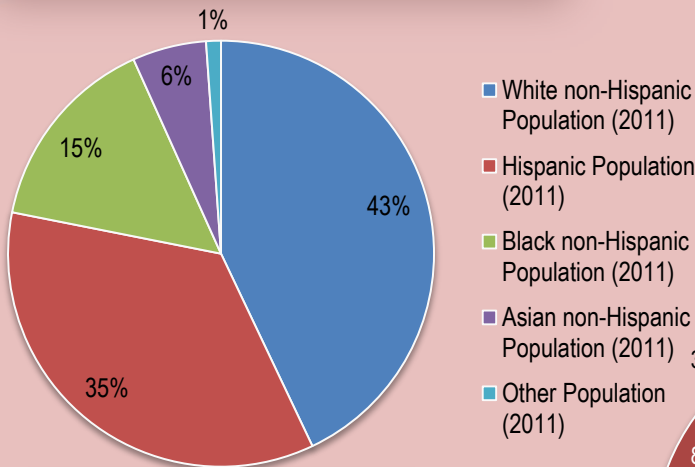
◆ Total Population	4,013,968	4,997,023	6,440,374	7,137,794
■ White non-Hispanic	2,364,195	2,447,415	2,765,517	2,867,515
▲ Hispanic	802,951	1,410,991	2,265,482	2,698,350
✱ Black non-Hispanic	701,572	824,586	975,561	1,050,473
✧ Asian non-Hispanic	129,183	224,974	361,265	433,316





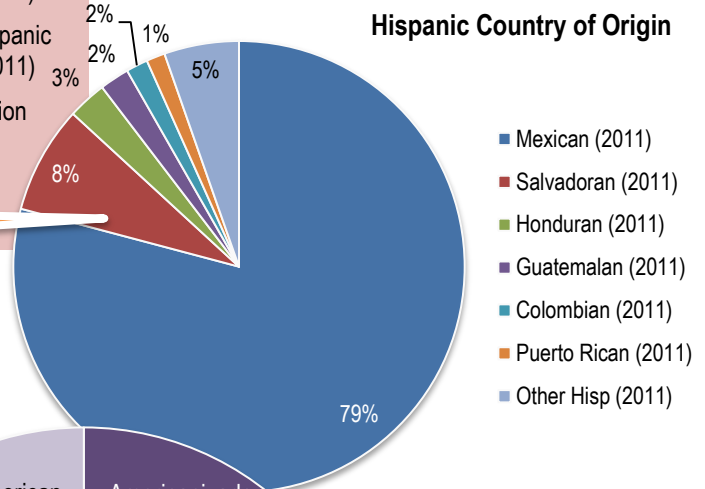
## Market Snapshot:

# HOUSTON, TEXAS DMA



Over 1/3 of the population in the Houston DMA is Hispanic

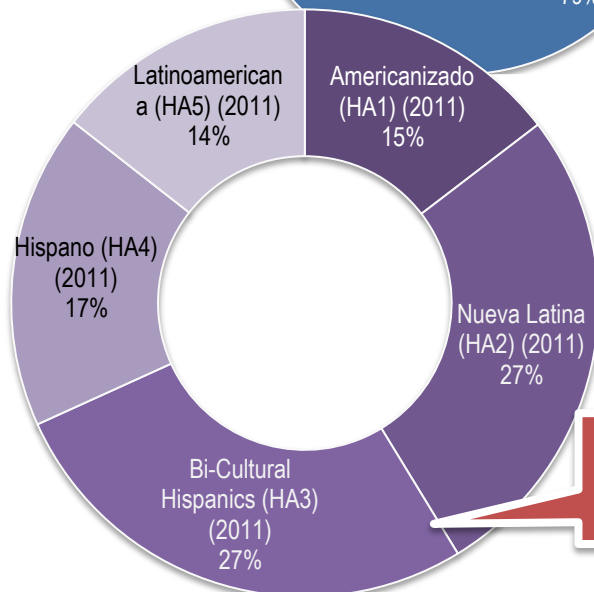
Salvadorans make up 8% of the Hispanic population in Houston.



### Hispanic Country of Origin

- Mexican (2011)
- Salvadoran (2011)
- Honduran (2011)
- Guatemalan (2011)
- Colombian (2011)
- Puerto Rican (2011)
- Other Hisp (2011)

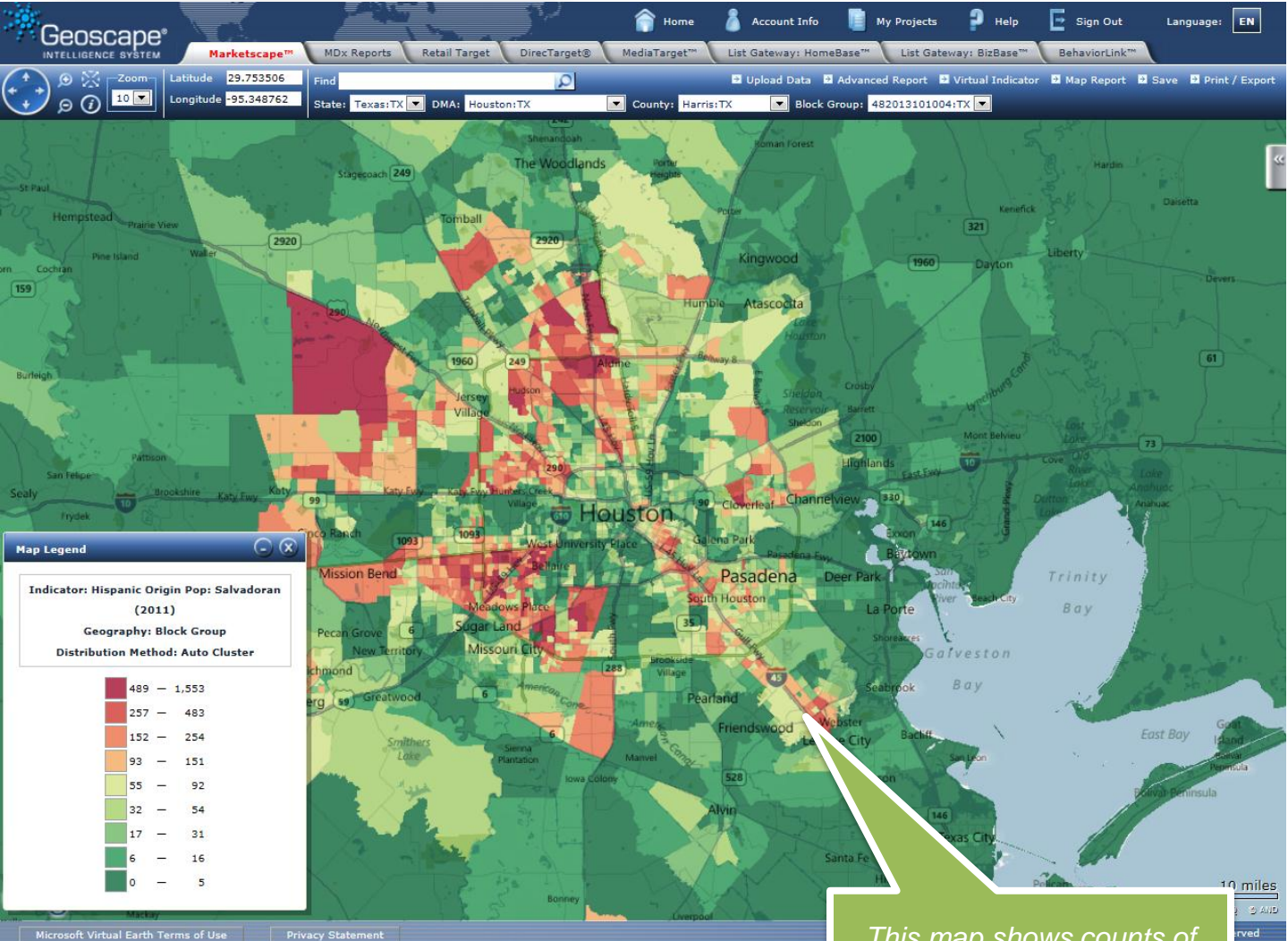
More than 50% of the Hispanics in Houston are either HA3 or HA2



- **HA1: Americanizado**
  - English dominant (nearly no Spanish)
  - Born in US; 3<sup>rd</sup>+ generation
  - Few Hispanic cultural practices
- **HA2: Nueva Latina**
  - English preferred (some Spanish)
  - Born in U.S.; 2<sup>nd</sup> generation
  - Some Hispanic cultural practices; often "retro-acculturate"
- **HA3: Bi-cultural**
  - Bi-Lingual (equal or nearly)
  - Immigrant as child or young adult
  - Many Hispanic cultural practices
- **HA4: Hispano**
  - Spanish preferred (some English)
  - Immigrant as adult, in U.S. 10+ years
  - Pre-dominant Hispanic cultural practices
- **HA5: Latinoamericana**
  - Spanish dominant (nearly no English)
  - Recent immigrant as adult (less than 10 years ago)
  - Primarily Hispanic cultural practices
  - Identify with home country more so than U.S.



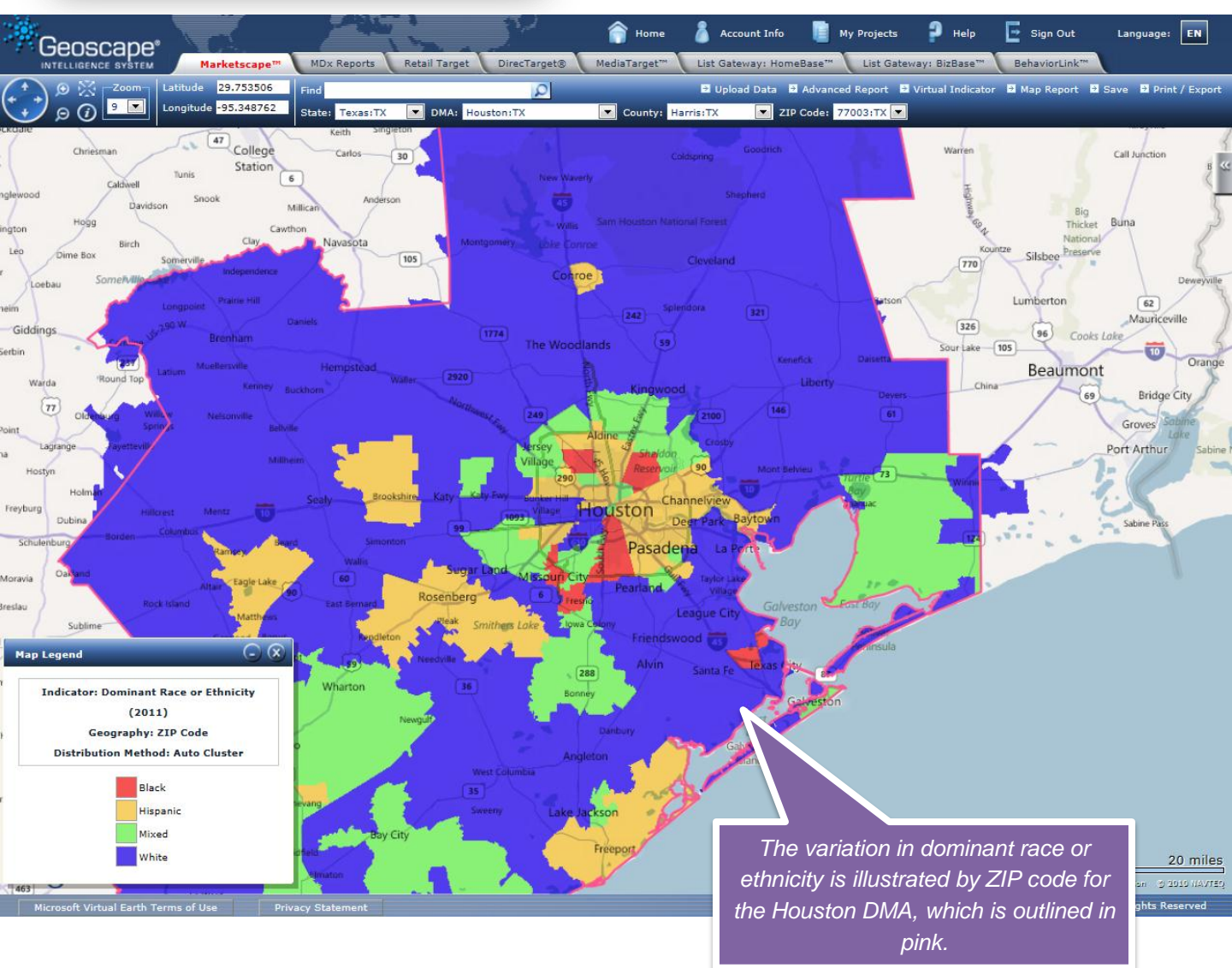
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*This map shows counts of Hispanics of Salvadoran ancestry at the Census block group level for greater Houston*



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