

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="92.86%"/>	<input type="text" value="86.73%"/>	
Black	<input type="text" value="7.14%"/>	<input type="text" value="4.47%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.72%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.65%"/>	<input type="text" value="-1.32%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="50.00%"/>	<input type="text" value="28.46%"/>	
Non-Hispani	<input type="text" value="50.00%"/>	<input type="text" value="71.54%"/>	<input type="text" value="-7.23%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="7.14%"/>	<input type="text" value="26.73%"/>	
2 HH	<input type="text" value="42.86%"/>	<input type="text" value="33.66%"/>	
3Plus HH	<input type="text" value="50.00%"/>	<input type="text" value="39.61%"/>	

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="89.11%"/>	<input type="text" value="86.73%"/>	
Black	<input type="text" value="9.73%"/>	<input type="text" value="4.47%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.72%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.65%"/>	<input type="text" value="-1.32%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="69.65%"/>	<input type="text" value="28.46%"/>	
Non-Hispani	<input type="text" value="30.35%"/>	<input type="text" value="71.54%"/>	<input type="text" value="-26.88%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="50.19%"/>	<input type="text" value="26.73%"/>	
2 HH	<input type="text" value="25.29%"/>	<input type="text" value="33.66%"/>	<input type="text" value="-1.63%"/>
3Plus HH	<input type="text" value="24.51%"/>	<input type="text" value="39.61%"/>	<input type="text" value="-7.18%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="54.19%"/>	<input type="text" value="86.73%"/>	<input type="text" value="-15.19%"/>
Black	<input type="text" value="26.26%"/>	<input type="text" value="4.47%"/>	
Amer. India	<input type="text" value="1.12%"/>	<input type="text" value="0.72%"/>	
Asian	<input type="text" value="0.56%"/>	<input type="text" value="1.65%"/>	<input type="text" value="-0.76%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="21.79%"/>	<input type="text" value="28.46%"/>	<input type="text" value="-0.98%"/>
Non-Hispani	<input type="text" value="78.21%"/>	<input type="text" value="71.54%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="73.18%"/>	<input type="text" value="26.73%"/>	
2 HH	<input type="text" value="13.97%"/>	<input type="text" value="33.66%"/>	<input type="text" value="-12.96%"/>
3Plus HH	<input type="text" value="12.85%"/>	<input type="text" value="39.61%"/>	<input type="text" value="-18.84%"/>

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TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="100.00%"/>	<input type="text" value="89.03%"/>	
Black	<input type="text" value="0.00%"/>	<input type="text" value="5.23%"/>	<input type="text" value="-4.19%"/>
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.59%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.84%"/>	<input type="text" value="-0.67%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="0.00%"/>	<input type="text" value="15.31%"/>	<input type="text" value="-12.25%"/>
Non-Hispani	<input type="text" value="100.00%"/>	<input type="text" value="84.69%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="14.29%"/>	<input type="text" value="28.94%"/>	
2 HH	<input type="text" value="57.14%"/>	<input type="text" value="36.88%"/>	
3Plus HH	<input type="text" value="28.57%"/>	<input type="text" value="34.17%"/>	

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TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="94.74%"/>	<input type="text" value="89.03%"/>	
Black	<input type="text" value="4.61%"/>	<input type="text" value="5.23%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.59%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.84%"/>	<input type="text" value="-0.67%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="22.37%"/>	<input type="text" value="15.31%"/>	
Non-Hispani	<input type="text" value="77.63%"/>	<input type="text" value="84.69%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="48.03%"/>	<input type="text" value="28.94%"/>	
2 HH	<input type="text" value="26.32%"/>	<input type="text" value="36.88%"/>	<input type="text" value="-3.19%"/>
3Plus HH	<input type="text" value="25.66%"/>	<input type="text" value="34.17%"/>	<input type="text" value="-1.68%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="85.99%"/>	<input type="text" value="89.03%"/>	
Black	<input type="text" value="9.55%"/>	<input type="text" value="5.23%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.59%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.84%"/>	<input type="text" value="-0.67%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="8.28%"/>	<input type="text" value="15.31%"/>	<input type="text" value="-3.97%"/>
Non-Hispani	<input type="text" value="91.72%"/>	<input type="text" value="84.69%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="48.41%"/>	<input type="text" value="28.94%"/>	
2 HH	<input type="text" value="26.11%"/>	<input type="text" value="36.88%"/>	<input type="text" value="-3.39%"/>
3Plus HH	<input type="text" value="25.48%"/>	<input type="text" value="34.17%"/>	<input type="text" value="-1.86%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="61.35%"/>	<input type="text" value="72.69%"/>	
Black	<input type="text" value="33.17%"/>	<input type="text" value="15.55%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.46%"/>	
Asian	<input type="text" value="1.50%"/>	<input type="text" value="5.04%"/>	<input type="text" value="-2.53%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.08%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="31.17%"/>	<input type="text" value="20.05%"/>	
Non-Hispani	<input type="text" value="68.83%"/>	<input type="text" value="79.95%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="19.70%"/>	<input type="text" value="25.06%"/>	
2 HH	<input type="text" value="20.95%"/>	<input type="text" value="30.99%"/>	<input type="text" value="-3.85%"/>
3Plus HH	<input type="text" value="59.35%"/>	<input type="text" value="43.94%"/>	

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="56.73%"/>	<input type="text" value="72.69%"/>	<input type="text" value="-1.42%"/>
Black	<input type="text" value="42.04%"/>	<input type="text" value="15.55%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.46%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="5.04%"/>	<input type="text" value="-4.03%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.08%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="6.94%"/>	<input type="text" value="20.05%"/>	<input type="text" value="-9.10%"/>
Non-Hispani	<input type="text" value="93.06%"/>	<input type="text" value="79.95%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="55.10%"/>	<input type="text" value="25.06%"/>	
2 HH	<input type="text" value="23.27%"/>	<input type="text" value="30.99%"/>	<input type="text" value="-1.53%"/>
3Plus HH	<input type="text" value="21.63%"/>	<input type="text" value="43.94%"/>	<input type="text" value="-13.52%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="78.74%"/>	<input type="text" value="72.69%"/>	
Black	<input type="text" value="15.56%"/>	<input type="text" value="15.55%"/>	
Amer. India	<input type="text" value="0.62%"/>	<input type="text" value="0.46%"/>	
Asian	<input type="text" value="0.31%"/>	<input type="text" value="5.04%"/>	<input type="text" value="-3.72%"/>
Hawaii	<input type="text" value="0.15%"/>	<input type="text" value="0.08%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="7.70%"/>	<input type="text" value="20.05%"/>	<input type="text" value="-8.33%"/>
Non-Hispani	<input type="text" value="92.30%"/>	<input type="text" value="79.95%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="37.44%"/>	<input type="text" value="25.06%"/>	
2 HH	<input type="text" value="21.57%"/>	<input type="text" value="30.99%"/>	<input type="text" value="-3.22%"/>
3Plus HH	<input type="text" value="40.99%"/>	<input type="text" value="43.94%"/>	

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="58.59%"/>	<input type="text" value="81.36%"/>	<input type="text" value="-6.49%"/>
Black	<input type="text" value="41.41%"/>	<input type="text" value="14.83%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.51%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.67%"/>	<input type="text" value="-0.54%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.07%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="1.56%"/>	<input type="text" value="8.87%"/>	<input type="text" value="-5.53%"/>
Non-Hispani	<input type="text" value="98.44%"/>	<input type="text" value="91.13%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="19.53%"/>	<input type="text" value="25.91%"/>	
2 HH	<input type="text" value="28.91%"/>	<input type="text" value="36.62%"/>	<input type="text" value="-0.39%"/>
3Plus HH	<input type="text" value="51.56%"/>	<input type="text" value="37.47%"/>	

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="47.23%"/>	<input type="text" value="81.36%"/>	<input type="text" value="-17.85%"/>
Black	<input type="text" value="51.29%"/>	<input type="text" value="14.83%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.51%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.67%"/>	<input type="text" value="-0.54%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.07%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="3.14%"/>	<input type="text" value="8.87%"/>	<input type="text" value="-3.96%"/>
Non-Hispani	<input type="text" value="96.86%"/>	<input type="text" value="91.13%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="53.32%"/>	<input type="text" value="25.91%"/>	
2 HH	<input type="text" value="23.99%"/>	<input type="text" value="36.62%"/>	<input type="text" value="-5.31%"/>
3Plus HH	<input type="text" value="22.69%"/>	<input type="text" value="37.47%"/>	<input type="text" value="-7.29%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="46.56%"/>	<input type="text" value="81.36%"/>	<input type="text" value="-18.52%"/>
Black	<input type="text" value="50.76%"/>	<input type="text" value="14.83%"/>	
Amer. India	<input type="text" value="0.38%"/>	<input type="text" value="0.51%"/>	
Asian	<input type="text" value="0.38%"/>	<input type="text" value="0.67%"/>	<input type="text" value="-0.16%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.07%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="3.82%"/>	<input type="text" value="8.87%"/>	<input type="text" value="-3.28%"/>
Non-Hispani	<input type="text" value="96.18%"/>	<input type="text" value="91.13%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="44.27%"/>	<input type="text" value="25.91%"/>	
2 HH	<input type="text" value="18.32%"/>	<input type="text" value="36.62%"/>	<input type="text" value="-10.98%"/>
3Plus HH	<input type="text" value="37.40%"/>	<input type="text" value="37.47%"/>	

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="50.00%"/>	<input type="text" value="75.78%"/>	<input type="text" value="-10.62%"/>
Black	<input type="text" value="50.00%"/>	<input type="text" value="19.88%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.53%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.29%"/>	<input type="text" value="-1.03%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.03%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="0.00%"/>	<input type="text" value="9.23%"/>	<input type="text" value="-7.38%"/>
Non-Hispani	<input type="text" value="100.00%"/>	<input type="text" value="90.77%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="62.50%"/>	<input type="text" value="28.78%"/>	
2 HH	<input type="text" value="12.50%"/>	<input type="text" value="34.62%"/>	<input type="text" value="-15.20%"/>
3Plus HH	<input type="text" value="25.00%"/>	<input type="text" value="36.60%"/>	<input type="text" value="-4.28%"/>

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<b>Race</b>			
White	<input type="text" value="58.42%"/>	<input type="text" value="75.78%"/>	<input type="text" value="-2.20%"/>
Black	<input type="text" value="39.86%"/>	<input type="text" value="19.88%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.53%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.29%"/>	<input type="text" value="-1.03%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.03%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="2.75%"/>	<input type="text" value="9.23%"/>	<input type="text" value="-4.63%"/>
Non-Hispani	<input type="text" value="97.25%"/>	<input type="text" value="90.77%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="54.30%"/>	<input type="text" value="28.78%"/>	
2 HH	<input type="text" value="22.68%"/>	<input type="text" value="34.62%"/>	<input type="text" value="-5.02%"/>
3Plus HH	<input type="text" value="23.02%"/>	<input type="text" value="36.60%"/>	<input type="text" value="-6.26%"/>

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<b>Race</b>			
White	<input type="text" value="60.82%"/>	<input type="text" value="75.78%"/>	
Black	<input type="text" value="32.72%"/>	<input type="text" value="19.88%"/>	
Amer. India	<input type="text" value="0.92%"/>	<input type="text" value="0.53%"/>	
Asian	<input type="text" value="0.13%"/>	<input type="text" value="1.29%"/>	<input type="text" value="-0.90%"/>
Hawaii	<input type="text" value="0.79%"/>	<input type="text" value="0.03%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="6.20%"/>	<input type="text" value="9.23%"/>	<input type="text" value="-1.18%"/>
Non-Hispani	<input type="text" value="93.80%"/>	<input type="text" value="90.77%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="50.79%"/>	<input type="text" value="28.78%"/>	
2 HH	<input type="text" value="31.13%"/>	<input type="text" value="34.62%"/>	
3Plus HH	<input type="text" value="18.07%"/>	<input type="text" value="36.60%"/>	<input type="text" value="-11.21%"/>

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	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="75.77%"/>	<input type="text" value="67.65%"/>	
Black	<input type="text" value="21.41%"/>	<input type="text" value="17.95%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.41%"/>	
Asian	<input type="text" value="0.56%"/>	<input type="text" value="6.40%"/>	<input type="text" value="-4.55%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="33.24%"/>	<input type="text" value="28.24%"/>	
Non-Hispani	<input type="text" value="66.76%"/>	<input type="text" value="71.76%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="25.63%"/>	<input type="text" value="24.50%"/>	
2 HH	<input type="text" value="17.46%"/>	<input type="text" value="29.92%"/>	<input type="text" value="-6.47%"/>
3Plus HH	<input type="text" value="56.90%"/>	<input type="text" value="45.58%"/>	

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.



# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="33.45%"/>	<input type="text" value="67.65%"/>	<input type="text" value="-20.67%"/>
Black	<input type="text" value="63.73%"/>	<input type="text" value="17.95%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.41%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="6.40%"/>	<input type="text" value="-5.12%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="18.31%"/>	<input type="text" value="28.24%"/>	<input type="text" value="-4.28%"/>
Non-Hispani	<input type="text" value="81.69%"/>	<input type="text" value="71.76%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="56.34%"/>	<input type="text" value="24.50%"/>	
2 HH	<input type="text" value="25.00%"/>	<input type="text" value="29.92%"/>	
3Plus HH	<input type="text" value="18.66%"/>	<input type="text" value="45.58%"/>	<input type="text" value="-17.80%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="65.64%"/>	<input type="text" value="67.65%"/>	
Black	<input type="text" value="29.30%"/>	<input type="text" value="17.95%"/>	
Amer. India	<input type="text" value="0.66%"/>	<input type="text" value="0.41%"/>	
Asian	<input type="text" value="0.66%"/>	<input type="text" value="6.40%"/>	<input type="text" value="-4.46%"/>
Hawaii	<input type="text" value="0.44%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="5.95%"/>	<input type="text" value="28.24%"/>	<input type="text" value="-16.64%"/>
Non-Hispani	<input type="text" value="94.05%"/>	<input type="text" value="71.76%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="57.93%"/>	<input type="text" value="24.50%"/>	
2 HH	<input type="text" value="19.38%"/>	<input type="text" value="29.92%"/>	<input type="text" value="-4.55%"/>
3Plus HH	<input type="text" value="22.69%"/>	<input type="text" value="45.58%"/>	<input type="text" value="-13.78%"/>

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="65.27%"/>	<input type="text" value="81.99%"/>	<input type="text" value="-0.32%"/>
Black	<input type="text" value="21.86%"/>	<input type="text" value="6.90%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.46%"/>	
Asian	<input type="text" value="2.25%"/>	<input type="text" value="4.55%"/>	<input type="text" value="-1.39%"/>
Hawaii	<input type="text" value="0.32%"/>	<input type="text" value="0.04%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="32.48%"/>	<input type="text" value="23.27%"/>	
Non-Hispani	<input type="text" value="67.52%"/>	<input type="text" value="76.73%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="31.19%"/>	<input type="text" value="27.67%"/>	
2 HH	<input type="text" value="18.97%"/>	<input type="text" value="33.60%"/>	<input type="text" value="-7.91%"/>
3Plus HH	<input type="text" value="49.84%"/>	<input type="text" value="38.74%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="58.42%"/>	<input type="text" value="75.78%"/>	<input type="text" value="-2.20%"/>
Black	<input type="text" value="39.86%"/>	<input type="text" value="19.88%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.53%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.29%"/>	<input type="text" value="-1.03%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.03%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="2.75%"/>	<input type="text" value="9.23%"/>	<input type="text" value="-4.63%"/>
Non-Hispani	<input type="text" value="97.25%"/>	<input type="text" value="90.77%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="54.30%"/>	<input type="text" value="28.78%"/>	
2 HH	<input type="text" value="22.68%"/>	<input type="text" value="34.62%"/>	<input type="text" value="-5.02%"/>
3Plus HH	<input type="text" value="23.02%"/>	<input type="text" value="36.60%"/>	<input type="text" value="-6.26%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="73.00%"/>	<input type="text" value="81.99%"/>	
Black	<input type="text" value="19.87%"/>	<input type="text" value="6.90%"/>	
Amer. India	<input type="text" value="0.65%"/>	<input type="text" value="0.46%"/>	
Asian	<input type="text" value="0.43%"/>	<input type="text" value="4.55%"/>	<input type="text" value="-3.21%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.04%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="19.65%"/>	<input type="text" value="23.27%"/>	
Non-Hispani	<input type="text" value="80.35%"/>	<input type="text" value="76.73%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="50.11%"/>	<input type="text" value="27.67%"/>	
2 HH	<input type="text" value="20.30%"/>	<input type="text" value="33.60%"/>	<input type="text" value="-6.57%"/>
3Plus HH	<input type="text" value="29.59%"/>	<input type="text" value="38.74%"/>	<input type="text" value="-1.40%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="44.79%"/>	<input type="text" value="76.95%"/>	<input type="text" value="-16.77%"/>
Black	<input type="text" value="35.42%"/>	<input type="text" value="14.99%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.56%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="2.25%"/>	<input type="text" value="-1.80%"/>
Hawaii	<input type="text" value="1.04%"/>	<input type="text" value="0.26%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="23.96%"/>	<input type="text" value="16.51%"/>	
Non-Hispani	<input type="text" value="76.04%"/>	<input type="text" value="83.49%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="17.71%"/>	<input type="text" value="25.95%"/>	
2 HH	<input type="text" value="18.75%"/>	<input type="text" value="34.57%"/>	<input type="text" value="-8.90%"/>
3Plus HH	<input type="text" value="63.54%"/>	<input type="text" value="39.48%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="64.02%"/>	<input type="text" value="76.95%"/>	
Black	<input type="text" value="32.93%"/>	<input type="text" value="14.99%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.56%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="2.25%"/>	<input type="text" value="-1.80%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.26%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="28.66%"/>	<input type="text" value="16.51%"/>	
Non-Hispani	<input type="text" value="71.34%"/>	<input type="text" value="83.49%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="54.88%"/>	<input type="text" value="25.95%"/>	
2 HH	<input type="text" value="26.22%"/>	<input type="text" value="34.57%"/>	<input type="text" value="-1.43%"/>
3Plus HH	<input type="text" value="18.90%"/>	<input type="text" value="39.48%"/>	<input type="text" value="-12.69%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="56.67%"/>	<input type="text" value="76.95%"/>	<input type="text" value="-4.89%"/>
Black	<input type="text" value="40.67%"/>	<input type="text" value="14.99%"/>	
Amer. India	<input type="text" value="1.33%"/>	<input type="text" value="0.56%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="2.25%"/>	<input type="text" value="-1.80%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.26%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="10.00%"/>	<input type="text" value="16.51%"/>	<input type="text" value="-3.21%"/>
Non-Hispani	<input type="text" value="90.00%"/>	<input type="text" value="83.49%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="46.00%"/>	<input type="text" value="25.95%"/>	
2 HH	<input type="text" value="26.00%"/>	<input type="text" value="34.57%"/>	<input type="text" value="-1.65%"/>
3Plus HH	<input type="text" value="28.00%"/>	<input type="text" value="39.48%"/>	<input type="text" value="-3.59%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.



# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="36.84%"/>	<input type="text" value="81.67%"/>	<input type="text" value="-28.50%"/>
Black	<input type="text" value="10.53%"/>	<input type="text" value="6.83%"/>	
Amer. India	<input type="text" value="5.26%"/>	<input type="text" value="0.64%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="2.06%"/>	<input type="text" value="-1.65%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.06%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="52.63%"/>	<input type="text" value="46.01%"/>	
Non-Hispani	<input type="text" value="47.37%"/>	<input type="text" value="53.99%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="26.32%"/>	<input type="text" value="25.61%"/>	
2 HH	<input type="text" value="26.32%"/>	<input type="text" value="31.61%"/>	
3Plus HH	<input type="text" value="47.37%"/>	<input type="text" value="42.77%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="87.50%"/>	<input type="text" value="81.67%"/>	
Black	<input type="text" value="8.78%"/>	<input type="text" value="6.83%"/>	
Amer. India	<input type="text" value="0.67%"/>	<input type="text" value="0.64%"/>	
Asian	<input type="text" value="0.19%"/>	<input type="text" value="2.06%"/>	<input type="text" value="-1.46%"/>
Hawaii	<input type="text" value="0.19%"/>	<input type="text" value="0.06%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="39.89%"/>	<input type="text" value="46.01%"/>	
Non-Hispani	<input type="text" value="60.11%"/>	<input type="text" value="53.99%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="48.19%"/>	<input type="text" value="25.61%"/>	
2 HH	<input type="text" value="24.52%"/>	<input type="text" value="31.61%"/>	<input type="text" value="-0.77%"/>
3Plus HH	<input type="text" value="27.29%"/>	<input type="text" value="42.77%"/>	<input type="text" value="-6.93%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="100.00%"/>	<input type="text" value="87.38%"/>	
Black	<input type="text" value="0.00%"/>	<input type="text" value="3.99%"/>	<input type="text" value="-3.20%"/>
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.47%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.23%"/>	<input type="text" value="-0.98%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.06%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="88.89%"/>	<input type="text" value="49.03%"/>	
Non-Hispani	<input type="text" value="11.11%"/>	<input type="text" value="50.97%"/>	<input type="text" value="-29.66%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="0.00%"/>	<input type="text" value="24.56%"/>	
2 HH	<input type="text" value="11.11%"/>	<input type="text" value="33.81%"/>	<input type="text" value="-15.94%"/>
3Plus HH	<input type="text" value="88.89%"/>	<input type="text" value="41.62%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="92.96%"/>	<input type="text" value="87.38%"/>	
Black	<input type="text" value="6.10%"/>	<input type="text" value="3.99%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.47%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.23%"/>	<input type="text" value="-0.98%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.06%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="86.62%"/>	<input type="text" value="49.03%"/>	
Non-Hispani	<input type="text" value="13.38%"/>	<input type="text" value="50.97%"/>	<input type="text" value="-27.40%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="45.31%"/>	<input type="text" value="24.56%"/>	
2 HH	<input type="text" value="32.63%"/>	<input type="text" value="33.81%"/>	
3Plus HH	<input type="text" value="22.07%"/>	<input type="text" value="41.62%"/>	<input type="text" value="-11.23%"/>

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="91.44%"/>	<input type="text" value="87.38%"/>	
Black	<input type="text" value="4.45%"/>	<input type="text" value="3.99%"/>	
Amer. India	<input type="text" value="1.03%"/>	<input type="text" value="0.47%"/>	
Asian	<input type="text" value="0.34%"/>	<input type="text" value="1.23%"/>	<input type="text" value="-0.64%"/>
Hawaii	<input type="text" value="0.34%"/>	<input type="text" value="0.06%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="56.16%"/>	<input type="text" value="49.03%"/>	
Non-Hispani	<input type="text" value="43.84%"/>	<input type="text" value="50.97%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="63.36%"/>	<input type="text" value="24.56%"/>	
2 HH	<input type="text" value="14.38%"/>	<input type="text" value="33.81%"/>	<input type="text" value="-12.67%"/>
3Plus HH	<input type="text" value="22.26%"/>	<input type="text" value="41.62%"/>	<input type="text" value="-11.04%"/>

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="81.21%"/>	<input type="text" value="92.12%"/>	
Black	<input type="text" value="0.00%"/>	<input type="text" value="0.55%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.31%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.81%"/>	<input type="text" value="-0.65%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="96.35%"/>	<input type="text" value="86.06%"/>	
Non-Hispani	<input type="text" value="3.65%"/>	<input type="text" value="13.94%"/>	<input type="text" value="-7.50%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="5.47%"/>	<input type="text" value="17.14%"/>	
2 HH	<input type="text" value="12.90%"/>	<input type="text" value="25.01%"/>	<input type="text" value="-7.11%"/>
3Plus HH	<input type="text" value="81.63%"/>	<input type="text" value="57.85%"/>	

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="89.88%"/>	<input type="text" value="92.12%"/>	
Black	<input type="text" value="0.52%"/>	<input type="text" value="0.55%"/>	
Amer. India	<input type="text" value="0.17%"/>	<input type="text" value="0.31%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.81%"/>	<input type="text" value="-0.65%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="94.24%"/>	<input type="text" value="86.06%"/>	
Non-Hispani	<input type="text" value="5.76%"/>	<input type="text" value="13.94%"/>	<input type="text" value="-5.39%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="35.25%"/>	<input type="text" value="17.14%"/>	
2 HH	<input type="text" value="30.02%"/>	<input type="text" value="25.01%"/>	
3Plus HH	<input type="text" value="34.73%"/>	<input type="text" value="57.85%"/>	<input type="text" value="-11.55%"/>

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="84.85%"/>	<input type="text" value="92.12%"/>	
Black	<input type="text" value="0.87%"/>	<input type="text" value="0.55%"/>	
Amer. India	<input type="text" value="0.43%"/>	<input type="text" value="0.31%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.81%"/>	<input type="text" value="-0.65%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.01%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="92.21%"/>	<input type="text" value="86.06%"/>	
Non-Hispani	<input type="text" value="7.79%"/>	<input type="text" value="13.94%"/>	<input type="text" value="-3.36%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="26.84%"/>	<input type="text" value="17.14%"/>	
2 HH	<input type="text" value="22.94%"/>	<input type="text" value="25.01%"/>	
3Plus HH	<input type="text" value="50.22%"/>	<input type="text" value="57.85%"/>	

People with disabilities

As a reminder, persons with disabilities will always appear in your results and must always be included in your affirmative marketing.

Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.



# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="84.40%"/>	<input type="text" value="86.41%"/>	
Black	<input type="text" value="10.09%"/>	<input type="text" value="4.16%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.65%"/>	
Asian	<input type="text" value="2.75%"/>	<input type="text" value="0.76%"/>	
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="69.72%"/>	<input type="text" value="38.63%"/>	
Non-Hispani	<input type="text" value="30.28%"/>	<input type="text" value="61.37%"/>	<input type="text" value="-18.82%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="26.61%"/>	<input type="text" value="25.75%"/>	
2 HH	<input type="text" value="21.10%"/>	<input type="text" value="33.07%"/>	<input type="text" value="-5.36%"/>
3Plus HH	<input type="text" value="52.29%"/>	<input type="text" value="41.17%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="92.47%"/>	<input type="text" value="86.41%"/>	
Black	<input type="text" value="6.85%"/>	<input type="text" value="4.16%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.65%"/>	
Asian	<input type="text" value="0.68%"/>	<input type="text" value="0.76%"/>	
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="69.18%"/>	<input type="text" value="38.63%"/>	
Non-Hispani	<input type="text" value="30.82%"/>	<input type="text" value="61.37%"/>	<input type="text" value="-18.28%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="48.63%"/>	<input type="text" value="25.75%"/>	
2 HH	<input type="text" value="29.45%"/>	<input type="text" value="33.07%"/>	
3Plus HH	<input type="text" value="21.92%"/>	<input type="text" value="41.17%"/>	<input type="text" value="-11.02%"/>

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="77.55%"/>	<input type="text" value="86.41%"/>	
Black	<input type="text" value="21.77%"/>	<input type="text" value="4.16%"/>	
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.65%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="0.76%"/>	<input type="text" value="-0.61%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.05%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="25.85%"/>	<input type="text" value="38.63%"/>	<input type="text" value="-5.05%"/>
Non-Hispani	<input type="text" value="74.15%"/>	<input type="text" value="61.37%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="28.57%"/>	<input type="text" value="25.75%"/>	
2 HH	<input type="text" value="36.73%"/>	<input type="text" value="33.07%"/>	
3Plus HH	<input type="text" value="34.69%"/>	<input type="text" value="41.17%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="99.56%"/>	<input type="text" value="83.79%"/>	
Black	<input type="text" value="0.00%"/>	<input type="text" value="3.65%"/>	<input type="text" value="-2.92%"/>
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.68%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.13%"/>	<input type="text" value="-0.90%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.11%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="96.51%"/>	<input type="text" value="75.62%"/>	
Non-Hispani	<input type="text" value="3.49%"/>	<input type="text" value="24.38%"/>	<input type="text" value="-16.01%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="3.49%"/>	<input type="text" value="22.05%"/>	
2 HH	<input type="text" value="15.72%"/>	<input type="text" value="27.22%"/>	<input type="text" value="-6.06%"/>
3Plus HH	<input type="text" value="80.79%"/>	<input type="text" value="50.73%"/>	

People with disabilities

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Source: TDHCA's Housing Contract System 2006 to 2015, households closed. American Community Survey, 2011 to 2015, 5 year estimates.

# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="99.07%"/>	<input type="text" value="83.79%"/>	
Black	<input type="text" value="0.93%"/>	<input type="text" value="3.65%"/>	<input type="text" value="-2.00%"/>
Amer. India	<input type="text" value="0.00%"/>	<input type="text" value="0.68%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.13%"/>	<input type="text" value="-0.90%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.11%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="85.19%"/>	<input type="text" value="75.62%"/>	
Non-Hispani	<input type="text" value="14.81%"/>	<input type="text" value="24.38%"/>	<input type="text" value="-4.69%"/>
<b>Household Size</b>			
1 HH	<input type="text" value="42.59%"/>	<input type="text" value="22.05%"/>	
2 HH	<input type="text" value="34.26%"/>	<input type="text" value="27.22%"/>	
3Plus HH	<input type="text" value="23.15%"/>	<input type="text" value="50.73%"/>	<input type="text" value="-17.44%"/>

People with disabilities

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# TDHCA Single Family Affirmative Marketing Tool

External Data

TDHCA Region  Activity type

	TDHCA Household Data	Census Demographic Data	Affirmative Marketing Test
<b>Race</b>			
White	<input type="text" value="83.82%"/>	<input type="text" value="83.79%"/>	
Black	<input type="text" value="5.88%"/>	<input type="text" value="3.65%"/>	
Amer. India	<input type="text" value="1.47%"/>	<input type="text" value="0.68%"/>	
Asian	<input type="text" value="0.00%"/>	<input type="text" value="1.13%"/>	<input type="text" value="-0.90%"/>
Hawaii	<input type="text" value="0.00%"/>	<input type="text" value="0.11%"/>	
<b>Ethnicity</b>			
Hispanic	<input type="text" value="66.18%"/>	<input type="text" value="75.62%"/>	
Non-Hispani	<input type="text" value="33.82%"/>	<input type="text" value="24.38%"/>	
<b>Household Size</b>			
1 HH	<input type="text" value="55.88%"/>	<input type="text" value="22.05%"/>	
2 HH	<input type="text" value="13.24%"/>	<input type="text" value="27.22%"/>	<input type="text" value="-8.54%"/>
3Plus HH	<input type="text" value="30.88%"/>	<input type="text" value="50.73%"/>	<input type="text" value="-9.70%"/>

People with disabilities

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