



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

## **RALEIGH DURHAM FAYETTEVILLE :::**

### **BROADCAST TV MARKET AREA**

#### **Population**

Total Population	2,931,586
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#### **Housing Status**

( in housing units unless noted )

Total	1,254,495
Occupied	1,131,891
Owner-occupied	727,805
Population in owner-occupied ( number of individuals )	1,871,590
Renter-occupied	404,086
Population in renter-occupied ( number of individuals )	975,263
Households with individuals under 18	398,483
Vacant	122,604
Vacant: for rent	42,528
Vacant: for sale	19,166

#### **Population by Sex/Age**

Male	1,423,475
Female	1,508,111
Under 18	734,078
18 & over	2,197,508
20 - 24	208,438
25 - 34	413,224
35 - 49	634,748
50 - 64	527,942
65 & over	328,162

#### **Population by Ethnicity**

Hispanic or Latino	285,018
Non Hispanic or Latino	2,646,568

#### **Population by Race**

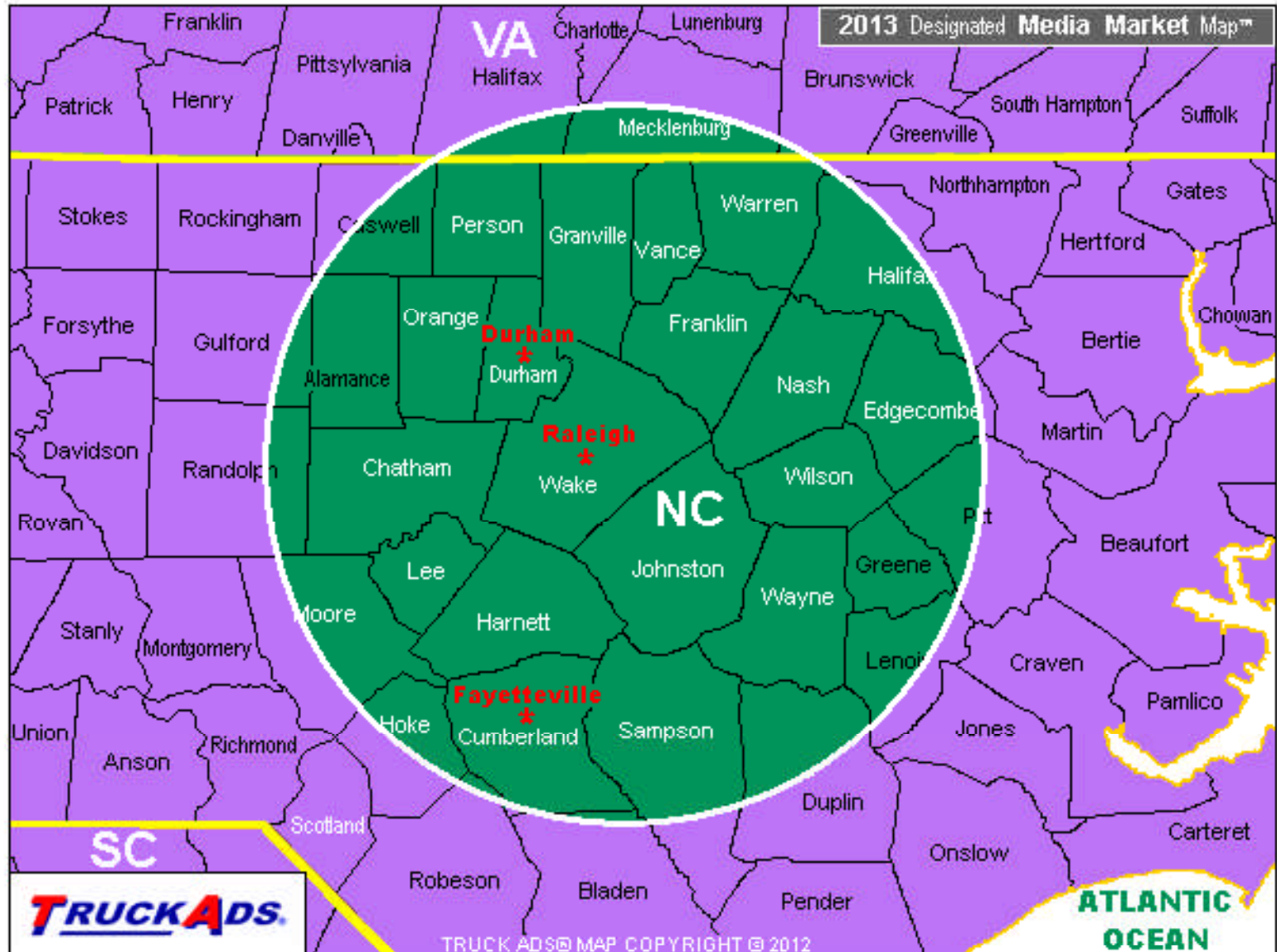
White	1,783,627
African American	808,788
Asian	86,464
American Indian and Alaska Native	30,930
Native Hawaiian and Pacific Islander	2,533
Other	145,329
Identified by two or more	73,915

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# RALEIGH DURHAM FAYETTEVILLE :::

## BROADCAST TV MARKET AREA



### 23 COUNTIES IN THIS DESIGNATED MARKET

**NORTH CAROLINA:** Chatham, NC ~ Cumberland, NC ~ Durham, NC ~ Edgecombe, NC ~ Franklin, NC ~ Granville, NC ~ Halifax, NC ~ Harnett, NC ~ Hoke, NC ~ Johnston, NC ~ Lee, NC ~ Moore, NC ~ Nash, NC ~ Orange, NC ~ Person, NC ~ Sampson, NC ~ Scotland, NC ~ Vance, NC ~ Wake, NC ~ Warren, NC ~ Wayne, NC ~ Wilson, NC ~

**VIRGINIA:** Mecklenburg, VA

## NC - Chatham County

### Population

Total Population	63,505
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### Housing Status

( in housing units unless noted )

Total	28,753
Occupied	25,845
Owner-occupied	19,995
Population in owner-occupied ( number of individuals )	48,598
Renter-occupied	5,850
Population in renter-occupied ( number of individuals )	14,129
Households with individuals under 18	7,561
Vacant	2,908
Vacant: for rent	592
Vacant: for sale	468

### Population by Sex/Age

Male	30,654
Female	32,851
Under 18	13,841
18 & over	49,664
20 - 24	2,779
25 - 34	6,547
35 - 49	13,266
50 - 64	14,236
65 & over	11,631

### Population by Ethnicity

Hispanic or Latino	8,228
Non Hispanic or Latino	55,277

### Population by Race

White	48,237
African American	8,392
Asian	703
American Indian and Alaska Native	344
Native Hawaiian and Pacific Islander	24
Other	4,619
Identified by two or more	1,186

## NC - Cumberland County

### Population

Total Population	319,431
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### Housing Status

( in housing units unless noted )

Total	135,524
Occupied	122,431
Owner-occupied	68,367
Population in owner-occupied ( number of individuals )	175,477
Renter-occupied	54,064
Population in renter-occupied ( number of individuals )	133,797
Households with individuals under 18	47,120
Vacant	13,093
Vacant: for rent	6,367
Vacant: for sale	2,015

### Population by Sex/Age

Male	154,328
Female	165,103
Under 18	85,541
18 & over	233,890
20 - 24	30,463
25 - 34	50,494
35 - 49	61,702
50 - 64	50,998
65 & over	30,200

### Population by Ethnicity

Hispanic or Latino	30,190
Non Hispanic or Latino	289,241

### Population by Race

White	164,064
African American	117,117
Asian	7,090
American Indian and Alaska Native	5,140
Native Hawaiian and Pacific Islander	1,225
Other	9,943
Identified by two or more	14,852

## NC - Durham County

### Population

Total Population	267,587
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### Housing Status

( in housing units unless noted )

Total	120,217
Occupied	109,348
Owner-occupied	59,299
Population in owner-occupied ( number of individuals )	143,487
Renter-occupied	50,049
Population in renter-occupied ( number of individuals )	113,979
Households with individuals under 18	33,414
Vacant	10,869
Vacant: for rent	5,700
Vacant: for sale	1,880

### Population by Sex/Age

Male	127,656
Female	139,931
Under 18	60,321
18 & over	207,266
20 - 24	23,232
25 - 34	48,956
35 - 49	55,163
50 - 64	44,847
65 & over	26,117

### Population by Ethnicity

Hispanic or Latino	36,077
Non Hispanic or Latino	231,510

### Population by Race

White	124,274
African American	101,577
Asian	12,278
American Indian and Alaska Native	1,339
Native Hawaiian and Pacific Islander	172
Other	21,094
Identified by two or more	6,853

## NC - Edgecombe County

### Population

Total Population	56,552
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### Housing Status

( in housing units unless noted )

Total	24,838
Occupied	21,680
Owner-occupied	13,477
Population in owner-occupied ( number of individuals )	33,943
Renter-occupied	8,203
Population in renter-occupied ( number of individuals )	21,179
Households with individuals under 18	7,294
Vacant	3,158
Vacant: for rent	1,113
Vacant: for sale	286

### Population by Sex/Age

Male	26,239
Female	30,313
Under 18	13,879
18 & over	42,673
20 - 24	3,459
25 - 34	6,504
35 - 49	10,968
50 - 64	12,174
65 & over	8,104

### Population by Ethnicity

Hispanic or Latino	2,104
Non Hispanic or Latino	54,448

### Population by Race

White	21,923
African American	32,435
Asian	113
American Indian and Alaska Native	169
Native Hawaiian and Pacific Islander	15
Other	1,326
Identified by two or more	571

## NC - Franklin County

### Population

Total Population	60,619
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### Housing Status

( in housing units unless noted )

Total	26,577
Occupied	23,023
Owner-occupied	17,029
Population in owner-occupied ( number of individuals )	43,772
Renter-occupied	5,994
Population in renter-occupied ( number of individuals )	15,207
Households with individuals under 18	7,963
Vacant	3,554
Vacant: for rent	495
Vacant: for sale	426

### Population by Sex/Age

Male	30,166
Female	30,453
Under 18	14,862
18 & over	45,757
20 - 24	3,329
25 - 34	7,007
35 - 49	13,767
50 - 64	12,358
65 & over	7,678

### Population by Ethnicity

Hispanic or Latino	4,776
Non Hispanic or Latino	55,843

### Population by Race

White	40,003
African American	16,212
Asian	288
American Indian and Alaska Native	329
Native Hawaiian and Pacific Islander	12
Other	2,666
Identified by two or more	1,109

## NC - Granville County

### Population

Total Population	59,916
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### Housing Status

( in housing units unless noted )

Total	22,827
Occupied	20,628
Owner-occupied	15,172
Population in owner-occupied ( number of individuals )	39,388
Renter-occupied	5,456
Population in renter-occupied ( number of individuals )	13,580
Households with individuals under 18	7,344
Vacant	2,199
Vacant: for rent	548
Vacant: for sale	359

### Population by Sex/Age

Male	32,015
Female	27,901
Under 18	13,333
18 & over	46,583
20 - 24	3,428
25 - 34	7,185
35 - 49	14,451
50 - 64	12,386
65 & over	7,441

### Population by Ethnicity

Hispanic or Latino	4,482
Non Hispanic or Latino	55,434

### Population by Race

White	36,205
African American	19,652
Asian	326
American Indian and Alaska Native	338
Native Hawaiian and Pacific Islander	34
Other	2,323
Identified by two or more	1,038



## NC - Halifax County

### Population

Total Population	54,691
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### Housing Status

( in housing units unless noted )

Total	25,781
Occupied	21,970
Owner-occupied	14,068
Population in owner-occupied ( number of individuals )	33,977
Renter-occupied	7,902
Population in renter-occupied ( number of individuals )	19,298
Households with individuals under 18	6,987
Vacant	3,811
Vacant: for rent	769
Vacant: for sale	269

### Population by Sex/Age

Male	26,137
Female	28,554
Under 18	12,618
18 & over	42,073
20 - 24	3,104
25 - 34	5,871
35 - 49	10,888
50 - 64	11,900
65 & over	8,836

### Population by Ethnicity

Hispanic or Latino	1,152
Non Hispanic or Latino	53,539

### Population by Race

White	21,890
African American	29,109
Asian	362
American Indian and Alaska Native	2,071
Native Hawaiian and Pacific Islander	19
Other	581
Identified by two or more	659

## NC - Harnett County

### Population

Total Population	114,678
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### Housing Status

( in housing units unless noted )

Total	46,731
Occupied	41,594
Owner-occupied	27,817
Population in owner-occupied ( number of individuals )	73,377
Renter-occupied	13,777
Population in renter-occupied ( number of individuals )	37,921
Households with individuals under 18	16,513
Vacant	5,137
Vacant: for rent	1,808
Vacant: for sale	829

### Population by Sex/Age

Male	56,199
Female	58,479
Under 18	31,827
18 & over	82,851
20 - 24	7,975
25 - 34	16,292
35 - 49	24,178
50 - 64	18,816
65 & over	11,947

### Population by Ethnicity

Hispanic or Latino	12,359
Non Hispanic or Latino	102,319

### Population by Race

White	78,300
African American	23,973
Asian	1,029
American Indian and Alaska Native	1,392
Native Hawaiian and Pacific Islander	139
Other	6,272
Identified by two or more	3,573

## NC - Hoke County

### Population

Total Population	46,952
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### Housing Status

( in housing units unless noted )

Total	18,211
Occupied	16,532
Owner-occupied	11,686
Population in owner-occupied ( number of individuals )	32,332
Renter-occupied	4,846
Population in renter-occupied ( number of individuals )	13,950
Households with individuals under 18	7,431
Vacant	1,679
Vacant: for rent	539
Vacant: for sale	463

### Population by Sex/Age

Male	22,878
Female	24,074
Under 18	14,185
18 & over	32,767
20 - 24	3,067
25 - 34	8,403
35 - 49	9,611
50 - 64	7,097
65 & over	3,483

### Population by Ethnicity

Hispanic or Latino	5,823
Non Hispanic or Latino	41,129

### Population by Race

White	21,272
African American	15,716
Asian	484
American Indian and Alaska Native	4,512
Native Hawaiian and Pacific Islander	117
Other	2,743
Identified by two or more	2,108

## NC - Johnston County

### Population

Total Population	168,878
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### Housing Status

( in housing units unless noted )

Total	67,682
Occupied	61,909
Owner-occupied	45,318
Population in owner-occupied ( number of individuals )	121,769
Renter-occupied	16,591
Population in renter-occupied ( number of individuals )	45,338
Households with individuals under 18	24,984
Vacant	5,773
Vacant: for rent	1,798
Vacant: for sale	1,133

### Population by Sex/Age

Male	83,150
Female	85,728
Under 18	46,970
18 & over	121,908
20 - 24	8,460
25 - 34	21,614
35 - 49	40,776
50 - 64	29,748
65 & over	17,259

### Population by Ethnicity

Hispanic or Latino	21,814
Non Hispanic or Latino	147,064

### Population by Race

White	125,349
African American	25,546
Asian	1,021
American Indian and Alaska Native	939
Native Hawaiian and Pacific Islander	51
Other	12,653
Identified by two or more	3,319

## NC - Lee County

### Population

Total Population	57,866
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### Housing Status

( in housing units unless noted )

Total	24,136
Occupied	22,058
Owner-occupied	14,674
Population in owner-occupied ( number of individuals )	38,239
Renter-occupied	7,384
Population in renter-occupied ( number of individuals )	18,628
Households with individuals under 18	7,914
Vacant	2,078
Vacant: for rent	668
Vacant: for sale	402

### Population by Sex/Age

Male	28,264
Female	29,602
Under 18	14,860
18 & over	43,006
20 - 24	3,417
25 - 34	7,505
35 - 49	11,888
50 - 64	10,835
65 & over	7,937

### Population by Ethnicity

Hispanic or Latino	10,576
Non Hispanic or Latino	47,290

### Population by Race

White	38,688
African American	11,565
Asian	489
American Indian and Alaska Native	407
Native Hawaiian and Pacific Islander	20
Other	5,286
Identified by two or more	1,411

## NC - Moore County

### Population

Total Population	88,247
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### Housing Status

( in housing units unless noted )

Total	43,940
Occupied	37,540
Owner-occupied	28,046
Population in owner-occupied ( number of individuals )	66,043
Renter-occupied	9,494
Population in renter-occupied ( number of individuals )	21,356
Households with individuals under 18	10,315
Vacant	6,400
Vacant: for rent	1,247
Vacant: for sale	839

### Population by Sex/Age

Male	42,176
Female	46,071
Under 18	19,149
18 & over	69,098
20 - 24	3,743
25 - 34	9,009
35 - 49	16,526
50 - 64	18,103
65 & over	19,986

### Population by Ethnicity

Hispanic or Latino	5,261
Non Hispanic or Latino	82,986

### Population by Race

White	70,913
African American	11,839
Asian	754
American Indian and Alaska Native	732
Native Hawaiian and Pacific Islander	64
Other	2,426
Identified by two or more	1,519

## NC - Nash County

### Population

Total Population	95,840
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### Housing Status

( in housing units unless noted )

Total	42,286
Occupied	37,782
Owner-occupied	24,490
Population in owner-occupied ( number of individuals )	61,615
Renter-occupied	13,292
Population in renter-occupied ( number of individuals )	32,015
Households with individuals under 18	12,652
Vacant	4,504
Vacant: for rent	1,743
Vacant: for sale	651

### Population by Sex/Age

Male	46,275
Female	49,565
Under 18	22,935
18 & over	72,905
20 - 24	5,397
25 - 34	11,006
35 - 49	20,371
50 - 64	20,244
65 & over	13,393

### Population by Ethnicity

Hispanic or Latino	6,015
Non Hispanic or Latino	89,825

### Population by Race

White	53,531
African American	35,650
Asian	747
American Indian and Alaska Native	657
Native Hawaiian and Pacific Islander	19
Other	3,677
Identified by two or more	1,559

## NC - Orange County

### Population

Total Population	133,801
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### Housing Status

( in housing units unless noted )

Total	55,597
Occupied	51,457
Owner-occupied	30,930
Population in owner-occupied ( number of individuals )	79,113
Renter-occupied	20,527
Population in renter-occupied ( number of individuals )	45,131
Households with individuals under 18	15,713
Vacant	4,140
Vacant: for rent	1,732
Vacant: for sale	631

### Population by Sex/Age

Male	63,954
Female	69,847
Under 18	27,969
18 & over	105,832
20 - 24	16,966
25 - 34	17,329
35 - 49	26,502
50 - 64	24,702
65 & over	12,889

### Population by Ethnicity

Hispanic or Latino	11,017
Non Hispanic or Latino	122,784

### Population by Race

White	99,495
African American	15,928
Asian	9,023
American Indian and Alaska Native	570
Native Hawaiian and Pacific Islander	41
Other	5,341
Identified by two or more	3,403



## NC - Person County

### Population

Total Population	39,464
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### Housing Status

( in housing units unless noted )

Total	18,193
Occupied	15,826
Owner-occupied	11,426
Population in owner-occupied ( number of individuals )	28,471
Renter-occupied	4,400
Population in renter-occupied ( number of individuals )	10,551
Households with individuals under 18	5,188
Vacant	2,367
Vacant: for rent	493
Vacant: for sale	271

### Population by Sex/Age

Male	19,137
Female	20,327
Under 18	9,114
18 & over	30,350
20 - 24	1,971
25 - 34	4,240
35 - 49	8,432
50 - 64	8,724
65 & over	5,993

### Population by Ethnicity

Hispanic or Latino	1,593
Non Hispanic or Latino	37,871

### Population by Race

White	26,968
African American	10,646
Asian	116
American Indian and Alaska Native	266
Native Hawaiian and Pacific Islander	4
Other	868
Identified by two or more	596

## NC - Sampson County

### Population

Total Population	63,431
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### Housing Status

( in housing units unless noted )

Total	27,234
Occupied	24,005
Owner-occupied	16,688
Population in owner-occupied ( number of individuals )	43,312
Renter-occupied	7,317
Population in renter-occupied ( number of individuals )	19,032
Households with individuals under 18	8,555
Vacant	3,229
Vacant: for rent	705
Vacant: for sale	233

### Population by Sex/Age

Male	31,108
Female	32,323
Under 18	16,277
18 & over	47,154
20 - 24	3,569
25 - 34	7,616
35 - 49	13,083
50 - 64	12,297
65 & over	9,044

### Population by Ethnicity

Hispanic or Latino	10,440
Non Hispanic or Latino	52,991

### Population by Race

White	35,985
African American	17,128
Asian	242
American Indian and Alaska Native	1,297
Native Hawaiian and Pacific Islander	72
Other	7,430
Identified by two or more	1,277

## NC - Scotland County

### Population

Total Population	36,157
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### Housing Status

( in housing units unless noted )

Total	15,193
Occupied	13,614
Owner-occupied	8,678
Population in owner-occupied ( number of individuals )	22,179
Renter-occupied	4,936
Population in renter-occupied ( number of individuals )	12,248
Households with individuals under 18	4,858
Vacant	1,579
Vacant: for rent	518
Vacant: for sale	153

### Population by Sex/Age

Male	17,466
Female	18,691
Under 18	9,073
18 & over	27,084
20 - 24	2,248
25 - 34	4,124
35 - 49	7,199
50 - 64	7,532
65 & over	4,914

### Population by Ethnicity

Hispanic or Latino	754
Non Hispanic or Latino	35,403

### Population by Race

White	16,822
African American	13,943
Asian	276
American Indian and Alaska Native	3,934
Native Hawaiian and Pacific Islander	8
Other	385
Identified by two or more	789

## NC - Vance County

### Population

Total Population	45,422
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### Housing Status

( in housing units unless noted )

Total	20,082
Occupied	17,395
Owner-occupied	10,765
Population in owner-occupied ( number of individuals )	27,378
Renter-occupied	6,630
Population in renter-occupied ( number of individuals )	17,198
Households with individuals under 18	6,157
Vacant	2,687
Vacant: for rent	645
Vacant: for sale	272

### Population by Sex/Age

Male	21,319
Female	24,103
Under 18	11,541
18 & over	33,881
20 - 24	2,830
25 - 34	5,030
35 - 49	9,082
50 - 64	9,157
65 & over	6,421

### Population by Ethnicity

Hispanic or Latino	3,051
Non Hispanic or Latino	42,371

### Population by Race

White	20,058
African American	22,645
Asian	202
American Indian and Alaska Native	147
Native Hawaiian and Pacific Islander	7
Other	1,754
Identified by two or more	609

## NC - Wake County

### Population

Total Population	900,993
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### Housing Status

( in housing units unless noted )

Total	371,836
Occupied	345,645
Owner-occupied	225,154
Population in owner-occupied ( number of individuals )	599,727
Renter-occupied	120,491
Population in renter-occupied ( number of individuals )	280,283
Households with individuals under 18	127,213
Vacant	26,191
Vacant: for rent	11,146
Vacant: for sale	5,904

### Population by Sex/Age

Male	438,792
Female	462,201
Under 18	234,613
18 & over	666,380
20 - 24	62,344
25 - 34	136,926
35 - 49	215,955
50 - 64	149,697
65 & over	76,549

### Population by Ethnicity

Hispanic or Latino	87,922
Non Hispanic or Latino	813,071

### Population by Race

White	597,546
African American	186,510
Asian	48,553
American Indian and Alaska Native	4,503
Native Hawaiian and Pacific Islander	387
Other	40,928
Identified by two or more	22,566

## NC - Warren County

### Population

Total Population	20,972
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### Housing Status

( in housing units unless noted )

Total	11,806
Occupied	8,321
Owner-occupied	6,041
Population in owner-occupied ( number of individuals )	14,275
Renter-occupied	2,280
Population in renter-occupied ( number of individuals )	5,529
Households with individuals under 18	2,298
Vacant	3,485
Vacant: for rent	225
Vacant: for sale	145

### Population by Sex/Age

Male	10,597
Female	10,375
Under 18	4,258
18 & over	16,714
20 - 24	1,202
25 - 34	2,218
35 - 49	3,875
50 - 64	4,972
65 & over	3,961

### Population by Ethnicity

Hispanic or Latino	692
Non Hispanic or Latino	20,280

### Population by Race

White	8,128
African American	10,970
Asian	51
American Indian and Alaska Native	1,050
Native Hawaiian and Pacific Islander	3
Other	428
Identified by two or more	342

## NC - Wayne County

### Population

Total Population	122,623
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### Housing Status

( in housing units unless noted )

Total	52,949
Occupied	47,831
Owner-occupied	29,828
Population in owner-occupied ( number of individuals )	74,956
Renter-occupied	18,003
Population in renter-occupied ( number of individuals )	44,448
Households with individuals under 18	16,631
Vacant	5,118
Vacant: for rent	1,868
Vacant: for sale	684

### Population by Sex/Age

Male	59,956
Female	62,667
Under 18	30,484
18 & over	92,139
20 - 24	8,893
25 - 34	16,157
35 - 49	24,445
50 - 64	23,178
65 & over	16,078

### Population by Ethnicity

Hispanic or Latino	12,162
Non Hispanic or Latino	110,461

### Population by Race

White	72,135
African American	38,499
Asian	1,431
American Indian and Alaska Native	481
Native Hawaiian and Pacific Islander	64
Other	7,189
Identified by two or more	2,824

## NC - Wilson County

### Population

Total Population	81,234
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### Housing Status

( in housing units unless noted )

Total	35,511
Occupied	31,962
Owner-occupied	19,197
Population in owner-occupied ( number of individuals )	48,203
Renter-occupied	12,765
Population in renter-occupied ( number of individuals )	31,438
Households with individuals under 18	10,781
Vacant	3,549
Vacant: for rent	1,483
Vacant: for sale	538

### Population by Sex/Age

Male	38,784
Female	42,450
Under 18	20,052
18 & over	61,182
20 - 24	4,882
25 - 34	9,784
35 - 49	16,302
50 - 64	16,473
65 & over	11,517

### Population by Ethnicity

Hispanic or Latino	7,724
Non Hispanic or Latino	73,510

### Population by Race

White	42,222
African American	31,686
Asian	668
American Indian and Alaska Native	238
Native Hawaiian and Pacific Islander	25
Other	5,122
Identified by two or more	1,273



## VA - Mecklenburg County

### Population

Total Population	32,727
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### Housing Status

( in housing units unless noted )

Total	18,591
Occupied	13,495
Owner-occupied	9,660
Population in owner-occupied ( number of individuals )	21,959
Renter-occupied	3,835
Population in renter-occupied ( number of individuals )	9,028
Households with individuals under 18	3,597
Vacant	5,096
Vacant: for rent	326
Vacant: for sale	315

### Population by Sex/Age

Male	16,225
Female	16,502
Under 18	6,376
18 & over	26,351
20 - 24	1,680
25 - 34	3,407
35 - 49	6,318
50 - 64	7,468
65 & over	6,784

### Population by Ethnicity

Hispanic or Latino	806
Non Hispanic or Latino	31,921

### Population by Race

White	19,619
African American	12,050
Asian	218
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	11
Other	275
Identified by two or more	479