



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

**SHREVEPORT :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	981,070
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**Housing Status**

( in housing units unless noted )

Total	441,707
Occupied	384,053
Owner-occupied	260,806
Population in owner-occupied ( number of individuals )	652,022
Renter-occupied	123,247
Population in renter-occupied ( number of individuals )	300,461
Households with individuals under 18	129,489
Vacant	57,654
Vacant: for rent	12,549
Vacant: for sale	3,909

**Population by Sex/Age**

Male	478,407
Female	502,663
Under 18	241,917
18 & over	739,153
20 - 24	65,070
25 - 34	126,156
35 - 49	187,231
50 - 64	190,579
65 & over	142,246

**Population by Ethnicity**

Hispanic or Latino	51,247
Non Hispanic or Latino	929,823

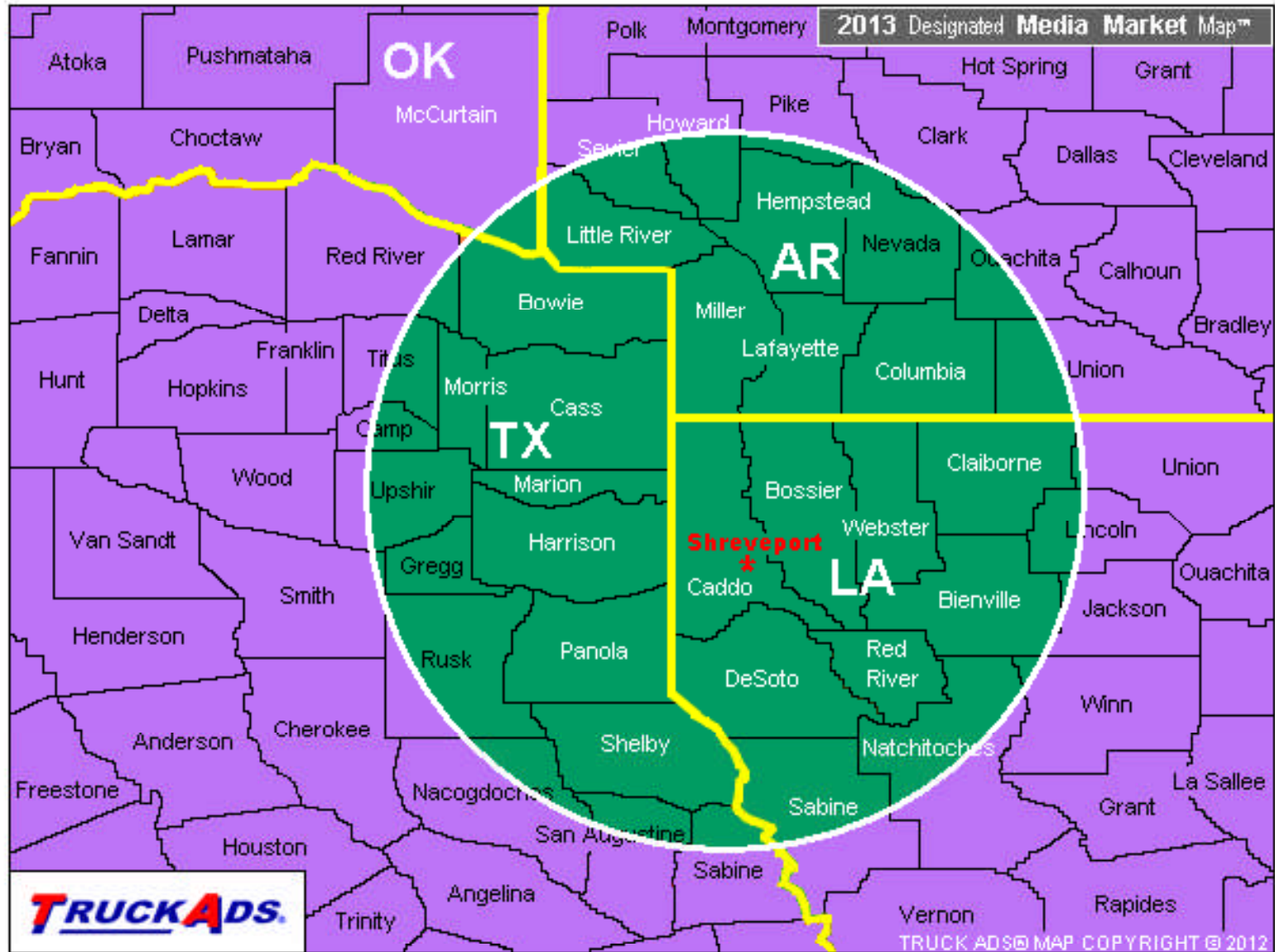
**Population by Race**

White	614,601
African American	301,699
Asian	7,246
American Indian and Alaska Native	12,537
Native Hawaiian and Pacific Islander	481
Other	26,084
Identified by two or more	18,422



# SHREVEPORT :::

## BROADCAST TV MARKET AREA



### 24 COUNTIES IN THIS DESIGNATED MARKET

**LOUISIANA:** Bienville, LA ~ Bossier, LA ~ Caddo, LA ~ Claiborne, LA ~ DeSoto, LA ~ Natchitoches, LA ~ Red River, LA ~ Sabine, LA ~ Webster, LA ~ **TEXAS:** Bowie, TX ~ Cass, TX ~ Harrison, TX ~ Marion, TX ~ Morris, TX ~ Panola, TX ~ Shelby, TX ~ **ARKANSAS:** Columbia, AR ~ Hempstead, AR ~ Howard, AR ~ Lafayette, AR ~ Little River, AR ~ Miller, AR ~ Sevier, AR ~ **OKLAHOMA:** McCurtain, OK

## LA - Bienville Parish

### Population

Total Population	14,353
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### Housing Status

( in housing units unless noted )

Total	7,718
Occupied	5,838
Owner-occupied	4,361
Population in owner-occupied ( number of individuals )	10,534
Renter-occupied	1,477
Population in renter-occupied ( number of individuals )	3,500
Households with individuals under 18	1,862
Vacant	1,880
Vacant: for rent	249
Vacant: for sale	31

### Population by Sex/Age

Male	6,921
Female	7,432
Under 18	3,341
18 & over	11,012
20 - 24	860
25 - 34	1,516
35 - 49	2,716
50 - 64	2,871
65 & over	2,651

### Population by Ethnicity

Hispanic or Latino	207
Non Hispanic or Latino	14,146

### Population by Race

White	7,935
African American	6,076
Asian	34
American Indian and Alaska Native	50
Native Hawaiian and Pacific Islander	0
Other	82
Identified by two or more	176

## LA - Bossier Parish

### Population

Total Population	116,979
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### Housing Status

( in housing units unless noted )

Total	49,351
Occupied	45,215
Owner-occupied	30,213
Population in owner-occupied ( number of individuals )	78,266
Renter-occupied	15,002
Population in renter-occupied ( number of individuals )	36,752
Households with individuals under 18	16,417
Vacant	4,136
Vacant: for rent	1,321
Vacant: for sale	528

### Population by Sex/Age

Male	57,511
Female	59,468
Under 18	30,034
18 & over	86,945
20 - 24	8,404
25 - 34	17,509
35 - 49	23,418
50 - 64	20,602
65 & over	14,026

### Population by Ethnicity

Hispanic or Latino	7,026
Non Hispanic or Latino	109,953

### Population by Race

White	84,430
African American	24,461
Asian	1,927
American Indian and Alaska Native	641
Native Hawaiian and Pacific Islander	163
Other	2,805
Identified by two or more	2,552

## LA - Caddo Parish

### Population

Total Population	254,969
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### Housing Status

( in housing units unless noted )

Total	112,028
Occupied	102,139
Owner-occupied	63,198
Population in owner-occupied ( number of individuals )	155,232
Renter-occupied	38,941
Population in renter-occupied ( number of individuals )	93,490
Households with individuals under 18	33,654
Vacant	9,889
Vacant: for rent	3,251
Vacant: for sale	871

### Population by Sex/Age

Male	121,191
Female	133,778
Under 18	62,654
18 & over	192,315
20 - 24	18,249
25 - 34	35,186
35 - 49	47,145
50 - 64	49,679
65 & over	34,643

### Population by Ethnicity

Hispanic or Latino	6,129
Non Hispanic or Latino	248,840

### Population by Race

White	124,942
African American	120,264
Asian	2,683
American Indian and Alaska Native	1,092
Native Hawaiian and Pacific Islander	126
Other	2,104
Identified by two or more	3,758



## LA - Claiborne Parish

### Population

Total Population	17,195
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### Housing Status

( in housing units unless noted )

Total	7,761
Occupied	6,017
Owner-occupied	4,479
Population in owner-occupied ( number of individuals )	10,474
Renter-occupied	1,538
Population in renter-occupied ( number of individuals )	3,804
Households with individuals under 18	1,838
Vacant	1,744
Vacant: for rent	174
Vacant: for sale	51

### Population by Sex/Age

Male	9,611
Female	7,584
Under 18	3,380
18 & over	13,815
20 - 24	1,111
25 - 34	2,497
35 - 49	3,544
50 - 64	3,509
65 & over	2,754

### Population by Ethnicity

Hispanic or Latino	171
Non Hispanic or Latino	17,024

### Population by Race

White	8,167
African American	8,733
Asian	41
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	1
Other	46
Identified by two or more	144

## LA - De Soto Parish

### Population

Total Population	26,656
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### Housing Status

( in housing units unless noted )

Total	12,290
Occupied	10,562
Owner-occupied	7,964
Population in owner-occupied ( number of individuals )	20,071
Renter-occupied	2,598
Population in renter-occupied ( number of individuals )	6,370
Households with individuals under 18	3,547
Vacant	1,728
Vacant: for rent	197
Vacant: for sale	84

### Population by Sex/Age

Male	12,862
Female	13,794
Under 18	6,650
18 & over	20,006
20 - 24	1,507
25 - 34	3,061
35 - 49	5,198
50 - 64	5,725
65 & over	3,848

### Population by Ethnicity

Hispanic or Latino	661
Non Hispanic or Latino	25,995

### Population by Race

White	15,456
African American	10,449
Asian	42
American Indian and Alaska Native	204
Native Hawaiian and Pacific Islander	11
Other	186
Identified by two or more	308

## LA - Natchitoches Parish

### Population

Total Population	39,566
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### Housing Status

( in housing units unless noted )

Total	18,587
Occupied	15,614
Owner-occupied	9,628
Population in owner-occupied ( number of individuals )	23,735
Renter-occupied	5,986
Population in renter-occupied ( number of individuals )	13,641
Households with individuals under 18	5,057
Vacant	2,973
Vacant: for rent	689
Vacant: for sale	101

### Population by Sex/Age

Male	18,861
Female	20,705
Under 18	9,600
18 & over	29,966
20 - 24	4,093
25 - 34	4,838
35 - 49	6,628
50 - 64	7,088
65 & over	5,329

### Population by Ethnicity

Hispanic or Latino	735
Non Hispanic or Latino	38,831

### Population by Race

White	21,494
African American	16,362
Asian	134
American Indian and Alaska Native	376
Native Hawaiian and Pacific Islander	11
Other	344
Identified by two or more	845



## LA - Red River Parish

### Population

Total Population	9,091
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### Housing Status

( in housing units unless noted )

Total	4,128
Occupied	3,472
Owner-occupied	2,657
Population in owner-occupied ( number of individuals )	6,810
Renter-occupied	815
Population in renter-occupied ( number of individuals )	2,117
Households with individuals under 18	1,213
Vacant	656
Vacant: for rent	215
Vacant: for sale	16

### Population by Sex/Age

Male	4,350
Female	4,741
Under 18	2,313
18 & over	6,778
20 - 24	534
25 - 34	1,108
35 - 49	1,675
50 - 64	1,816
65 & over	1,386

### Population by Ethnicity

Hispanic or Latino	101
Non Hispanic or Latino	8,990

### Population by Race

White	5,360
African American	3,595
Asian	12
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	2
Other	31
Identified by two or more	58

## LA - Sabine Parish

### Population

Total Population	24,233
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### Housing Status

( in housing units unless noted )

Total	14,130
Occupied	9,622
Owner-occupied	7,544
Population in owner-occupied ( number of individuals )	18,701
Renter-occupied	2,078
Population in renter-occupied ( number of individuals )	5,092
Households with individuals under 18	3,107
Vacant	4,508
Vacant: for rent	240
Vacant: for sale	94

### Population by Sex/Age

Male	12,009
Female	12,224
Under 18	5,922
18 & over	18,311
20 - 24	1,319
25 - 34	2,724
35 - 49	4,490
50 - 64	4,937
65 & over	4,179

### Population by Ethnicity

Hispanic or Latino	820
Non Hispanic or Latino	23,413

### Population by Race

White	17,155
African American	4,026
Asian	56
American Indian and Alaska Native	2,082
Native Hawaiian and Pacific Islander	0
Other	100
Identified by two or more	814

## LA - Webster Parish

### Population

Total Population	41,207
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### Housing Status

( in housing units unless noted )

Total	19,336
Occupied	16,537
Owner-occupied	11,704
Population in owner-occupied ( number of individuals )	28,124
Renter-occupied	4,833
Population in renter-occupied ( number of individuals )	11,852
Households with individuals under 18	5,396
Vacant	2,799
Vacant: for rent	543
Vacant: for sale	136

### Population by Sex/Age

Male	20,041
Female	21,166
Under 18	9,710
18 & over	31,497
20 - 24	2,477
25 - 34	4,831
35 - 49	7,914
50 - 64	8,364
65 & over	6,894

### Population by Ethnicity

Hispanic or Latino	670
Non Hispanic or Latino	40,537

### Population by Race

White	26,469
African American	13,823
Asian	120
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	8
Other	156
Identified by two or more	481

## TX - Bowie County

### Population

Total Population	92,565
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### Housing Status

( in housing units unless noted )

Total	38,493
Occupied	34,669
Owner-occupied	22,731
Population in owner-occupied ( number of individuals )	57,181
Renter-occupied	11,938
Population in renter-occupied ( number of individuals )	29,178
Households with individuals under 18	11,963
Vacant	3,824
Vacant: for rent	1,234
Vacant: for sale	422

### Population by Sex/Age

Male	46,758
Female	45,807
Under 18	22,452
18 & over	70,113
20 - 24	5,645
25 - 34	12,341
35 - 49	18,950
50 - 64	17,680
65 & over	13,103

### Population by Ethnicity

Hispanic or Latino	6,062
Non Hispanic or Latino	86,503

### Population by Race

White	63,641
African American	22,387
Asian	734
American Indian and Alaska Native	694
Native Hawaiian and Pacific Islander	51
Other	3,077
Identified by two or more	1,981

## TX - Cass County

### Population

Total Population	30,464
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### Housing Status

( in housing units unless noted )

Total	14,379
Occupied	12,429
Owner-occupied	9,470
Population in owner-occupied ( number of individuals )	23,062
Renter-occupied	2,959
Population in renter-occupied ( number of individuals )	7,048
Households with individuals under 18	3,870
Vacant	1,950
Vacant: for rent	341
Vacant: for sale	234

### Population by Sex/Age

Male	14,777
Female	15,687
Under 18	7,065
18 & over	23,399
20 - 24	1,479
25 - 34	3,130
35 - 49	5,746
50 - 64	6,550
65 & over	5,815

### Population by Ethnicity

Hispanic or Latino	1,053
Non Hispanic or Latino	29,411

### Population by Race

White	24,079
African American	5,315
Asian	91
American Indian and Alaska Native	161
Native Hawaiian and Pacific Islander	4
Other	390
Identified by two or more	424

## TX - Harrison County

### Population

Total Population	65,631
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### Housing Status

( in housing units unless noted )

Total	27,704
Occupied	24,523
Owner-occupied	18,004
Population in owner-occupied ( number of individuals )	47,274
Renter-occupied	6,519
Population in renter-occupied ( number of individuals )	16,994
Households with individuals under 18	8,817
Vacant	3,181
Vacant: for rent	621
Vacant: for sale	287

### Population by Sex/Age

Male	32,224
Female	33,407
Under 18	16,981
18 & over	48,650
20 - 24	4,176
25 - 34	8,016
35 - 49	12,740
50 - 64	13,153
65 & over	8,716

### Population by Ethnicity

Hispanic or Latino	7,254
Non Hispanic or Latino	58,377

### Population by Race

White	45,020
African American	14,398
Asian	339
American Indian and Alaska Native	447
Native Hawaiian and Pacific Islander	31
Other	4,277
Identified by two or more	1,119



## TX - Marion County

### Population

Total Population	10,546
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### Housing Status

( in housing units unless noted )

Total	6,218
Occupied	4,595
Owner-occupied	3,637
Population in owner-occupied ( number of individuals )	8,211
Renter-occupied	958
Population in renter-occupied ( number of individuals )	2,168
Households with individuals under 18	1,120
Vacant	1,623
Vacant: for rent	143
Vacant: for sale	83

### Population by Sex/Age

Male	5,171
Female	5,375
Under 18	2,009
18 & over	8,537
20 - 24	456
25 - 34	931
35 - 49	1,931
50 - 64	2,721
65 & over	2,270

### Population by Ethnicity

Hispanic or Latino	328
Non Hispanic or Latino	10,218

### Population by Race

White	7,752
African American	2,325
Asian	50
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	3
Other	105
Identified by two or more	226

## TX - Morris County

### Population

Total Population	12,934
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### Housing Status

( in housing units unless noted )

Total	6,024
Occupied	5,226
Owner-occupied	3,954
Population in owner-occupied ( number of individuals )	9,634
Renter-occupied	1,272
Population in renter-occupied ( number of individuals )	3,155
Households with individuals under 18	1,636
Vacant	798
Vacant: for rent	133
Vacant: for sale	87

### Population by Sex/Age

Male	6,239
Female	6,695
Under 18	3,013
18 & over	9,921
20 - 24	636
25 - 34	1,413
35 - 49	2,286
50 - 64	2,743
65 & over	2,506

### Population by Ethnicity

Hispanic or Latino	1,003
Non Hispanic or Latino	11,931

### Population by Race

White	9,014
African American	2,976
Asian	45
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	7
Other	545
Identified by two or more	254

## TX - Panola County

### Population

Total Population	23,796
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### Housing Status

( in housing units unless noted )

Total	10,920
Occupied	9,271
Owner-occupied	7,112
Population in owner-occupied ( number of individuals )	17,982
Renter-occupied	2,159
Population in renter-occupied ( number of individuals )	5,456
Households with individuals under 18	3,092
Vacant	1,649
Vacant: for rent	221
Vacant: for sale	116

### Population by Sex/Age

Male	11,808
Female	11,988
Under 18	5,870
18 & over	17,926
20 - 24	1,351
25 - 34	2,927
35 - 49	4,325
50 - 64	4,939
65 & over	3,705

### Population by Ethnicity

Hispanic or Latino	1,970
Non Hispanic or Latino	21,826

### Population by Race

White	18,267
African American	3,867
Asian	73
American Indian and Alaska Native	105
Native Hawaiian and Pacific Islander	3
Other	1,064
Identified by two or more	417

## TX - Shelby County

### Population

Total Population	25,448
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### Housing Status

( in housing units unless noted )

Total	11,873
Occupied	9,648
Owner-occupied	7,220
Population in owner-occupied ( number of individuals )	18,818
Renter-occupied	2,428
Population in renter-occupied ( number of individuals )	6,458
Households with individuals under 18	3,385
Vacant	2,225
Vacant: for rent	257
Vacant: for sale	95

### Population by Sex/Age

Male	12,591
Female	12,857
Under 18	6,727
18 & over	18,721
20 - 24	1,541
25 - 34	2,956
35 - 49	4,785
50 - 64	4,747
65 & over	3,988

### Population by Ethnicity

Hispanic or Latino	4,164
Non Hispanic or Latino	21,284

### Population by Race

White	17,467
African American	4,432
Asian	81
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	0
Other	3,021
Identified by two or more	358

## AR - Columbia County

### Population

Total Population	24,552
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### Housing Status

( in housing units unless noted )

Total	11,596
Occupied	9,759
Owner-occupied	6,510
Population in owner-occupied ( number of individuals )	15,824
Renter-occupied	3,249
Population in renter-occupied ( number of individuals )	7,413
Households with individuals under 18	3,041
Vacant	1,837
Vacant: for rent	570
Vacant: for sale	128

### Population by Sex/Age

Male	11,715
Female	12,837
Under 18	5,594
18 & over	18,958
20 - 24	2,367
25 - 34	2,697
35 - 49	4,385
50 - 64	4,453
65 & over	3,928

### Population by Ethnicity

Hispanic or Latino	533
Non Hispanic or Latino	24,019

### Population by Race

White	14,696
African American	9,059
Asian	177
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	4
Other	289
Identified by two or more	256

## AR - Hempstead County

### Population

Total Population	22,609
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### Housing Status

( in housing units unless noted )

Total	10,419
Occupied	8,839
Owner-occupied	5,926
Population in owner-occupied ( number of individuals )	14,807
Renter-occupied	2,913
Population in renter-occupied ( number of individuals )	7,501
Households with individuals under 18	3,097
Vacant	1,580
Vacant: for rent	376
Vacant: for sale	88

### Population by Sex/Age

Male	10,905
Female	11,704
Under 18	5,878
18 & over	16,731
20 - 24	1,305
25 - 34	2,788
35 - 49	4,273
50 - 64	4,360
65 & over	3,396

### Population by Ethnicity

Hispanic or Latino	2,713
Non Hispanic or Latino	19,896

### Population by Race

White	13,431
African American	6,646
Asian	82
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	19
Other	1,911
Identified by two or more	432



## AR - Howard County

### Population

Total Population	13,789
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### Housing Status

( in housing units unless noted )

Total	6,238
Occupied	5,365
Owner-occupied	3,766
Population in owner-occupied ( number of individuals )	9,628
Renter-occupied	1,599
Population in renter-occupied ( number of individuals )	3,980
Households with individuals under 18	1,930
Vacant	873
Vacant: for rent	185
Vacant: for sale	49

### Population by Sex/Age

Male	6,656
Female	7,133
Under 18	3,623
18 & over	10,166
20 - 24	798
25 - 34	1,608
35 - 49	2,739
50 - 64	2,567
65 & over	2,104

### Population by Ethnicity

Hispanic or Latino	1,349
Non Hispanic or Latino	12,440

### Population by Race

White	9,894
African American	2,846
Asian	87
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	10
Other	681
Identified by two or more	175

## AR - Lafayette County

### Population

Total Population	7,645
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### Housing Status

( in housing units unless noted )

Total	4,353
Occupied	3,150
Owner-occupied	2,375
Population in owner-occupied ( number of individuals )	5,727
Renter-occupied	775
Population in renter-occupied ( number of individuals )	1,807
Households with individuals under 18	935
Vacant	1,203
Vacant: for rent	93
Vacant: for sale	43

### Population by Sex/Age

Male	3,693
Female	3,952
Under 18	1,776
18 & over	5,869
20 - 24	389
25 - 34	778
35 - 49	1,401
50 - 64	1,601
65 & over	1,483

### Population by Ethnicity

Hispanic or Latino	131
Non Hispanic or Latino	7,514

### Population by Race

White	4,642
African American	2,845
Asian	26
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	0
Other	54
Identified by two or more	61

## AR - Little River County

### Population

Total Population	13,171
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### Housing Status

( in housing units unless noted )

Total	6,460
Occupied	5,411
Owner-occupied	3,997
Population in owner-occupied ( number of individuals )	9,750
Renter-occupied	1,414
Population in renter-occupied ( number of individuals )	3,298
Households with individuals under 18	1,729
Vacant	1,049
Vacant: for rent	187
Vacant: for sale	46

### Population by Sex/Age

Male	6,403
Female	6,768
Under 18	3,137
18 & over	10,034
20 - 24	688
25 - 34	1,443
35 - 49	2,553
50 - 64	2,783
65 & over	2,253

### Population by Ethnicity

Hispanic or Latino	357
Non Hispanic or Latino	12,814

### Population by Race

White	9,948
African American	2,519
Asian	39
American Indian and Alaska Native	192
Native Hawaiian and Pacific Islander	2
Other	207
Identified by two or more	264

## AR - Miller County

### Population

Total Population	43,462
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### Housing Status

( in housing units unless noted )

Total	19,281
Occupied	17,219
Owner-occupied	10,942
Population in owner-occupied ( number of individuals )	26,977
Renter-occupied	6,277
Population in renter-occupied ( number of individuals )	15,005
Households with individuals under 18	5,809
Vacant	2,062
Vacant: for rent	602
Vacant: for sale	139

### Population by Sex/Age

Male	21,401
Female	22,061
Under 18	10,549
18 & over	32,913
20 - 24	2,828
25 - 34	5,950
35 - 49	8,633
50 - 64	8,367
65 & over	5,982

### Population by Ethnicity

Hispanic or Latino	1,038
Non Hispanic or Latino	42,424

### Population by Race

White	31,134
African American	10,667
Asian	198
American Indian and Alaska Native	293
Native Hawaiian and Pacific Islander	17
Other	415
Identified by two or more	738

## AR - Sevier County

### Population

Total Population	17,058
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### Housing Status

( in housing units unless noted )

Total	6,887
Occupied	5,975
Owner-occupied	4,248
Population in owner-occupied ( number of individuals )	12,005
Renter-occupied	1,727
Population in renter-occupied ( number of individuals )	4,880
Households with individuals under 18	2,441
Vacant	912
Vacant: for rent	143
Vacant: for sale	50

### Population by Sex/Age

Male	8,464
Female	8,594
Under 18	5,040
18 & over	12,018
20 - 24	1,036
25 - 34	2,178
35 - 49	3,345
50 - 64	2,779
65 & over	2,147

### Population by Ethnicity

Hispanic or Latino	5,220
Non Hispanic or Latino	11,838

### Population by Race

White	11,949
African American	734
Asian	63
American Indian and Alaska Native	398
Native Hawaiian and Pacific Islander	4
Other	3,387
Identified by two or more	523

## OK - McCurtain County

### Population

Total Population	33,151
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### Housing Status

( in housing units unless noted )

Total	15,533
Occupied	12,958
Owner-occupied	9,166
Population in owner-occupied ( number of individuals )	23,195
Renter-occupied	3,792
Population in renter-occupied ( number of individuals )	9,502
Households with individuals under 18	4,533
Vacant	2,575
Vacant: for rent	564
Vacant: for sale	130

### Population by Sex/Age

Male	16,245
Female	16,906
Under 18	8,599
18 & over	24,552
20 - 24	1,821
25 - 34	3,730
35 - 49	6,411
50 - 64	6,545
65 & over	5,140

### Population by Ethnicity

Hispanic or Latino	1,552
Non Hispanic or Latino	31,599

### Population by Race

White	22,259
African American	2,894
Asian	112
American Indian and Alaska Native	5,017
Native Hawaiian and Pacific Islander	4
Other	807
Identified by two or more	2,058