



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

**JACKSON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	931,761
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**Housing Status**

( in housing units unless noted )

Total	393,265
Occupied	347,576
Owner-occupied	244,075
Population in owner-occupied ( number of individuals )	636,083
Renter-occupied	103,501
Population in renter-occupied ( number of individuals )	264,543
Households with individuals under 18	126,914
Vacant	45,689
Vacant: for rent	10,851
Vacant: for sale	4,707

**Population by Sex/Age**

Male	448,606
Female	483,155
Under 18	243,318
18 & over	688,443
20 - 24	61,573
25 - 34	124,439
35 - 49	182,848
50 - 64	176,589
65 & over	115,537

**Population by Ethnicity**

Hispanic or Latino	22,545
Non Hispanic or Latino	909,216

**Population by Race**

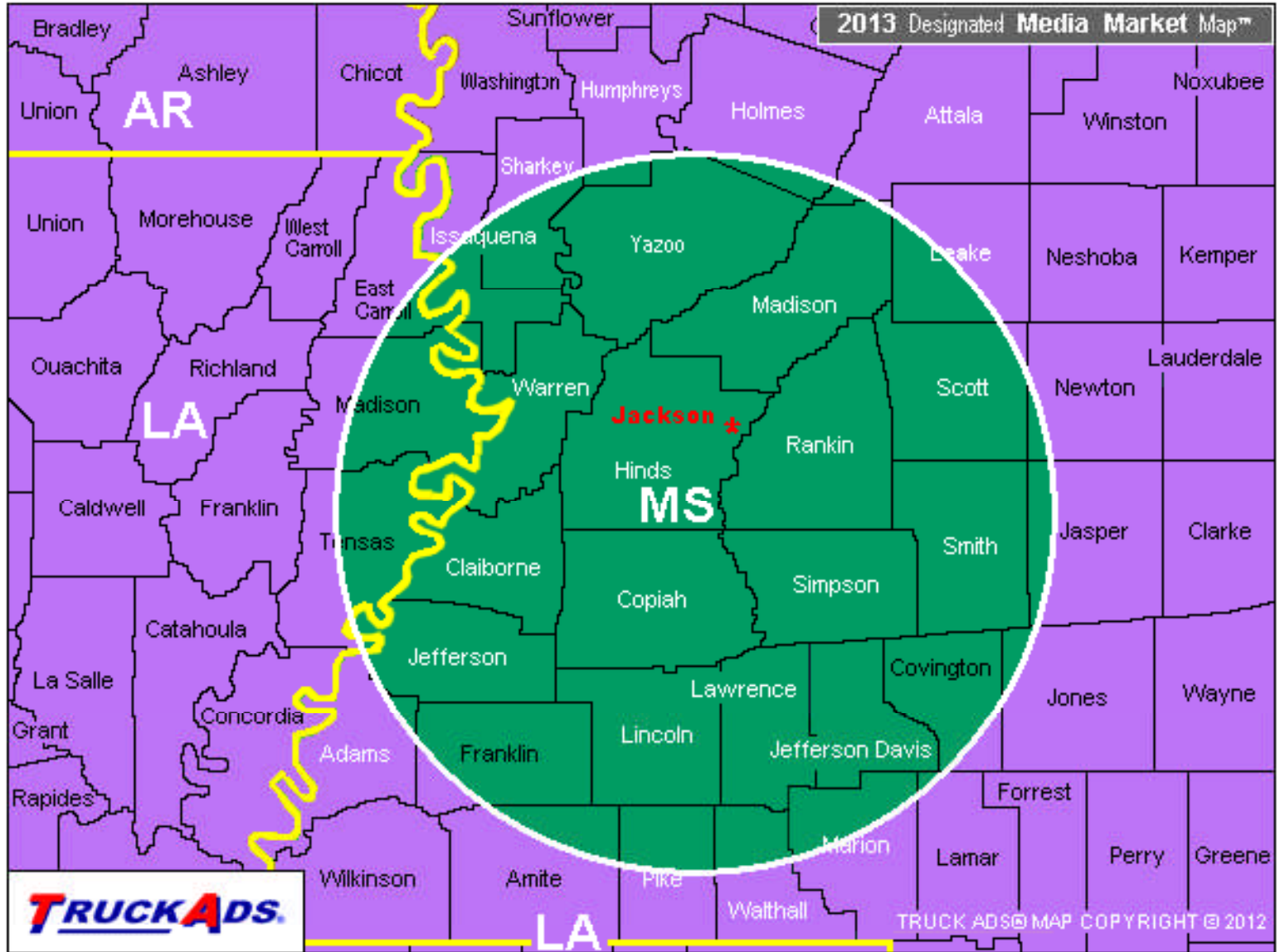
White	455,975
African American	445,921
Asian	7,115
American Indian and Alaska Native	3,200
Native Hawaiian and Pacific Islander	333
Other	10,765
Identified by two or more	8,452

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# JACKSON :::

## BROADCAST TV MARKET AREA



### 24 COUNTIES IN THIS DESIGNATED MARKET

**MISSISSIPPI:** Adams, MS ~ Attala, MS ~ Claiborne, MS ~ Copiah, MS ~ Hinds, MS ~ Holmes, MS ~ Humphreys, MS ~ Issaquena, MS ~ Jefferson, MS ~ Jefferson Davis, MS ~ Lawrence, MS ~ Leake, MS ~ Lincoln, MS ~ Madison, MS ~ Marion, MS ~ Pike, MS ~ Rankin, MS ~ Scott, MS ~ Sharkey, MS ~ Simpson, MS ~ Smith, MS ~ Walthall, MS ~ Warren, MS ~ Yazoo, MS

## MS - Adams County

### Population

Total Population	32,297
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### Housing Status

( in housing units unless noted )

Total	14,656
Occupied	12,643
Owner-occupied	8,623
Population in owner-occupied ( number of individuals )	20,445
Renter-occupied	4,020
Population in renter-occupied ( number of individuals )	9,532
Households with individuals under 18	3,945
Vacant	2,013
Vacant: for rent	419
Vacant: for sale	179

### Population by Sex/Age

Male	16,129
Female	16,168
Under 18	7,195
18 & over	25,102
20 - 24	1,870
25 - 34	3,957
35 - 49	6,256
50 - 64	7,127
65 & over	5,116

### Population by Ethnicity

Hispanic or Latino	2,150
Non Hispanic or Latino	30,147

### Population by Race

White	13,793
African American	17,287
Asian	127
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	4
Other	536
Identified by two or more	446

## MS - Attala County

### Population

Total Population	19,564
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### Housing Status

( in housing units unless noted )

Total	9,126
Occupied	7,619
Owner-occupied	5,787
Population in owner-occupied ( number of individuals )	14,558
Renter-occupied	1,832
Population in renter-occupied ( number of individuals )	4,663
Households with individuals under 18	2,676
Vacant	1,507
Vacant: for rent	154
Vacant: for sale	72

### Population by Sex/Age

Male	9,303
Female	10,261
Under 18	5,086
18 & over	14,478
20 - 24	1,064
25 - 34	2,141
35 - 49	3,606
50 - 64	3,811
65 & over	3,369

### Population by Ethnicity

Hispanic or Latino	323
Non Hispanic or Latino	19,241

### Population by Race

White	11,000
African American	8,208
Asian	54
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	4
Other	133
Identified by two or more	121

## MS - Claiborne County

### Population

Total Population	9,604
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### Housing Status

( in housing units unless noted )

Total	4,223
Occupied	3,440
Owner-occupied	2,545
Population in owner-occupied ( number of individuals )	6,541
Renter-occupied	895
Population in renter-occupied ( number of individuals )	2,164
Households with individuals under 18	1,182
Vacant	783
Vacant: for rent	129
Vacant: for sale	18

### Population by Sex/Age

Male	4,519
Female	5,085
Under 18	2,269
18 & over	7,335
20 - 24	1,056
25 - 34	1,067
35 - 49	1,547
50 - 64	1,920
65 & over	1,165

### Population by Ethnicity

Hispanic or Latino	74
Non Hispanic or Latino	9,530

### Population by Race

White	1,367
African American	8,104
Asian	40
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	29
Identified by two or more	55

## MS - Copiah County

### Population

Total Population	29,449
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### Housing Status

( in housing units unless noted )

Total	12,184
Occupied	10,708
Owner-occupied	8,295
Population in owner-occupied ( number of individuals )	21,848
Renter-occupied	2,413
Population in renter-occupied ( number of individuals )	6,574
Households with individuals under 18	3,793
Vacant	1,476
Vacant: for rent	179
Vacant: for sale	98

### Population by Sex/Age

Male	14,238
Female	15,211
Under 18	7,384
18 & over	22,065
20 - 24	2,113
25 - 34	3,473
35 - 49	5,401
50 - 64	5,843
65 & over	4,029

### Population by Ethnicity

Hispanic or Latino	773
Non Hispanic or Latino	28,676

### Population by Race

White	13,627
African American	14,983
Asian	90
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	4
Other	462
Identified by two or more	225

## MS - Hinds County

### Population

Total Population	245,285
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### Housing Status

( in housing units unless noted )

Total	103,421
Occupied	91,351
Owner-occupied	55,313
Population in owner-occupied ( number of individuals )	144,883
Renter-occupied	36,038
Population in renter-occupied ( number of individuals )	92,559
Households with individuals under 18	33,404
Vacant	12,070
Vacant: for rent	4,668
Vacant: for sale	1,502

### Population by Sex/Age

Male	115,203
Female	130,082
Under 18	65,043
18 & over	180,242
20 - 24	20,050
25 - 34	34,692
35 - 49	46,339
50 - 64	43,908
65 & over	26,551

### Population by Ethnicity

Hispanic or Latino	3,630
Non Hispanic or Latino	241,655

### Population by Race

White	69,769
African American	169,370
Asian	1,874
American Indian and Alaska Native	375
Native Hawaiian and Pacific Islander	56
Other	1,707
Identified by two or more	2,134

## MS - Holmes County

### Population

Total Population	19,198
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### Housing Status

( in housing units unless noted )

Total	8,415
Occupied	6,926
Owner-occupied	4,768
Population in owner-occupied ( number of individuals )	12,721
Renter-occupied	2,158
Population in renter-occupied ( number of individuals )	5,886
Households with individuals under 18	2,702
Vacant	1,489
Vacant: for rent	227
Vacant: for sale	81

### Population by Sex/Age

Male	8,983
Female	10,215
Under 18	5,577
18 & over	13,621
20 - 24	1,474
25 - 34	2,212
35 - 49	3,313
50 - 64	3,392
65 & over	2,422

### Population by Ethnicity

Hispanic or Latino	134
Non Hispanic or Latino	19,064

### Population by Race

White	3,001
African American	16,018
Asian	30
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	1
Other	20
Identified by two or more	109



## MS - Humphreys County

### Population

Total Population	9,375
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### Housing Status

( in housing units unless noted )

Total	3,855
Occupied	3,373
Owner-occupied	2,060
Population in owner-occupied ( number of individuals )	5,480
Renter-occupied	1,313
Population in renter-occupied ( number of individuals )	3,812
Households with individuals under 18	1,334
Vacant	482
Vacant: for rent	122
Vacant: for sale	33

### Population by Sex/Age

Male	4,390
Female	4,985
Under 18	2,702
18 & over	6,673
20 - 24	599
25 - 34	1,174
35 - 49	1,691
50 - 64	1,771
65 & over	1,169

### Population by Ethnicity

Hispanic or Latino	202
Non Hispanic or Latino	9,173

### Population by Race

White	2,203
African American	6,987
Asian	20
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	84
Identified by two or more	69

## MS - Issaquena County

### Population

Total Population	1,406
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### Housing Status

( in housing units unless noted )

Total	560
Occupied	472
Owner-occupied	327
Population in owner-occupied ( number of individuals )	769
Renter-occupied	145
Population in renter-occupied ( number of individuals )	386
Households with individuals under 18	136
Vacant	88
Vacant: for rent	5
Vacant: for sale	3

### Population by Sex/Age

Male	816
Female	590
Under 18	281
18 & over	1,125
20 - 24	118
25 - 34	195
35 - 49	274
50 - 64	279
65 & over	203

### Population by Ethnicity

Hispanic or Latino	8
Non Hispanic or Latino	1,398

### Population by Race

White	486
African American	906
Asian	6
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	3

## MS - Jefferson County

### Population

Total Population	7,726
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### Housing Status

( in housing units unless noted )

Total	3,673
Occupied	2,929
Owner-occupied	2,242
Population in owner-occupied ( number of individuals )	5,662
Renter-occupied	687
Population in renter-occupied ( number of individuals )	1,671
Households with individuals under 18	1,033
Vacant	744
Vacant: for rent	117
Vacant: for sale	29

### Population by Sex/Age

Male	3,829
Female	3,897
Under 18	1,825
18 & over	5,901
20 - 24	600
25 - 34	1,035
35 - 49	1,504
50 - 64	1,573
65 & over	998

### Population by Ethnicity

Hispanic or Latino	28
Non Hispanic or Latino	7,698

### Population by Race

White	1,060
African American	6,620
Asian	2
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	1
Other	3
Identified by two or more	27

## MS - Jefferson Davis County

### Population

Total Population	12,487
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### Housing Status

( in housing units unless noted )

Total	5,876
Occupied	4,977
Owner-occupied	4,103
Population in owner-occupied ( number of individuals )	10,246
Renter-occupied	874
Population in renter-occupied ( number of individuals )	2,125
Households with individuals under 18	1,572
Vacant	899
Vacant: for rent	131
Vacant: for sale	41

### Population by Sex/Age

Male	5,965
Female	6,522
Under 18	2,948
18 & over	9,539
20 - 24	749
25 - 34	1,327
35 - 49	2,372
50 - 64	2,702
65 & over	2,068

### Population by Ethnicity

Hispanic or Latino	101
Non Hispanic or Latino	12,386

### Population by Race

White	4,834
African American	7,477
Asian	18
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	2
Other	37
Identified by two or more	87

## MS - Lawrence County

### Population

Total Population	12,929
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### Housing Status

( in housing units unless noted )

Total	6,019
Occupied	5,078
Owner-occupied	4,169
Population in owner-occupied ( number of individuals )	10,509
Renter-occupied	909
Population in renter-occupied ( number of individuals )	2,420
Households with individuals under 18	1,793
Vacant	941
Vacant: for rent	54
Vacant: for sale	48

### Population by Sex/Age

Male	6,347
Female	6,582
Under 18	3,266
18 & over	9,663
20 - 24	740
25 - 34	1,531
35 - 49	2,519
50 - 64	2,650
65 & over	1,922

### Population by Ethnicity

Hispanic or Latino	274
Non Hispanic or Latino	12,655

### Population by Race

White	8,624
African American	3,974
Asian	33
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	185
Identified by two or more	93

## MS - Leake County

### Population

Total Population	23,805
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### Housing Status

( in housing units unless noted )

Total	9,415
Occupied	8,272
Owner-occupied	6,374
Population in owner-occupied ( number of individuals )	16,570
Renter-occupied	1,898
Population in renter-occupied ( number of individuals )	5,390
Households with individuals under 18	3,127
Vacant	1,143
Vacant: for rent	208
Vacant: for sale	75

### Population by Sex/Age

Male	12,350
Female	11,455
Under 18	7,362
18 & over	16,443
20 - 24	1,410
25 - 34	2,915
35 - 49	4,246
50 - 64	4,092
65 & over	3,101

### Population by Ethnicity

Hispanic or Latino	1,020
Non Hispanic or Latino	22,785

### Population by Race

White	11,793
African American	9,654
Asian	50
American Indian and Alaska Native	1,439
Native Hawaiian and Pacific Islander	0
Other	668
Identified by two or more	201

## MS - Lincoln County

### Population

Total Population	34,869
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### Housing Status

( in housing units unless noted )

Total	15,255
Occupied	13,296
Owner-occupied	10,233
Population in owner-occupied ( number of individuals )	26,292
Renter-occupied	3,063
Population in renter-occupied ( number of individuals )	7,863
Households with individuals under 18	4,793
Vacant	1,959
Vacant: for rent	307
Vacant: for sale	142

### Population by Sex/Age

Male	16,682
Female	18,187
Under 18	9,103
18 & over	25,766
20 - 24	1,886
25 - 34	4,257
35 - 49	6,796
50 - 64	6,888
65 & over	4,944

### Population by Ethnicity

Hispanic or Latino	330
Non Hispanic or Latino	34,539

### Population by Race

White	23,864
African American	10,443
Asian	117
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	8
Other	112
Identified by two or more	262

## MS - Madison County

### Population

Total Population	95,203
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### Housing Status

( in housing units unless noted )

Total	38,558
Occupied	35,829
Owner-occupied	25,228
Population in owner-occupied ( number of individuals )	68,386
Renter-occupied	10,601
Population in renter-occupied ( number of individuals )	25,052
Households with individuals under 18	13,722
Vacant	2,729
Vacant: for rent	735
Vacant: for sale	510

### Population by Sex/Age

Male	45,612
Female	49,591
Under 18	25,648
18 & over	69,555
20 - 24	5,618
25 - 34	12,822
35 - 49	20,627
50 - 64	18,048
65 & over	9,917

### Population by Ethnicity

Hispanic or Latino	2,806
Non Hispanic or Latino	92,397

### Population by Race

White	54,270
African American	36,368
Asian	2,040
American Indian and Alaska Native	165
Native Hawaiian and Pacific Islander	26
Other	1,541
Identified by two or more	793



## MS - Marion County

### Population

Total Population	27,088
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### Housing Status

( in housing units unless noted )

Total	11,838
Occupied	10,135
Owner-occupied	7,925
Population in owner-occupied ( number of individuals )	20,686
Renter-occupied	2,210
Population in renter-occupied ( number of individuals )	5,709
Households with individuals under 18	3,657
Vacant	1,703
Vacant: for rent	236
Vacant: for sale	101

### Population by Sex/Age

Male	13,092
Female	13,996
Under 18	6,932
18 & over	20,156
20 - 24	1,607
25 - 34	3,434
35 - 49	5,217
50 - 64	5,221
65 & over	3,977

### Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	26,752

### Population by Race

White	17,822
African American	8,752
Asian	85
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	9
Other	131
Identified by two or more	243

## MS - Pike County

### Population

Total Population	40,404
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### Housing Status

( in housing units unless noted )

Total	17,861
Occupied	15,370
Owner-occupied	10,740
Population in owner-occupied ( number of individuals )	27,468
Renter-occupied	4,630
Population in renter-occupied ( number of individuals )	12,071
Households with individuals under 18	5,623
Vacant	2,491
Vacant: for rent	441
Vacant: for sale	228

### Population by Sex/Age

Male	19,232
Female	21,172
Under 18	10,971
18 & over	29,433
20 - 24	2,293
25 - 34	4,883
35 - 49	7,462
50 - 64	7,840
65 & over	5,731

### Population by Ethnicity

Hispanic or Latino	489
Non Hispanic or Latino	39,915

### Population by Race

White	18,745
African American	20,813
Asian	232
American Indian and Alaska Native	116
Native Hawaiian and Pacific Islander	9
Other	183
Identified by two or more	306

## MS - Rankin County

### Population

Total Population	141,617
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### Housing Status

( in housing units unless noted )

Total	56,487
Occupied	52,836
Owner-occupied	39,875
Population in owner-occupied ( number of individuals )	104,158
Renter-occupied	12,961
Population in renter-occupied ( number of individuals )	31,830
Households with individuals under 18	19,655
Vacant	3,651
Vacant: for rent	965
Vacant: for sale	830

### Population by Sex/Age

Male	68,525
Female	73,092
Under 18	35,534
18 & over	106,083
20 - 24	8,292
25 - 34	21,440
35 - 49	30,739
50 - 64	26,255
65 & over	16,236

### Population by Ethnicity

Hispanic or Latino	3,795
Non Hispanic or Latino	137,822

### Population by Race

White	109,523
African American	26,634
Asian	1,582
American Indian and Alaska Native	260
Native Hawaiian and Pacific Islander	92
Other	2,011
Identified by two or more	1,515

## MS - Scott County

### Population

Total Population	28,264
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### Housing Status

( in housing units unless noted )

Total	11,470
Occupied	10,248
Owner-occupied	7,497
Population in owner-occupied ( number of individuals )	20,035
Renter-occupied	2,751
Population in renter-occupied ( number of individuals )	8,000
Households with individuals under 18	3,947
Vacant	1,222
Vacant: for rent	260
Vacant: for sale	56

### Population by Sex/Age

Male	13,828
Female	14,436
Under 18	7,634
18 & over	20,630
20 - 24	1,942
25 - 34	3,772
35 - 49	5,436
50 - 64	5,150
65 & over	3,512

### Population by Ethnicity

Hispanic or Latino	3,013
Non Hispanic or Latino	25,251

### Population by Race

White	15,051
African American	10,585
Asian	51
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	61
Other	2,031
Identified by two or more	398

## MS - Sharkey County

### Population

Total Population	4,916
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### Housing Status

( in housing units unless noted )

Total	2,100
Occupied	1,834
Owner-occupied	1,139
Population in owner-occupied ( number of individuals )	2,982
Renter-occupied	695
Population in renter-occupied ( number of individuals )	1,826
Households with individuals under 18	626
Vacant	266
Vacant: for rent	52
Vacant: for sale	11

### Population by Sex/Age

Male	2,251
Female	2,665
Under 18	1,256
18 & over	3,660
20 - 24	296
25 - 34	535
35 - 49	883
50 - 64	1,105
65 & over	707

### Population by Ethnicity

Hispanic or Latino	39
Non Hispanic or Latino	4,877

### Population by Race

White	1,370
African American	3,490
Asian	11
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	22

## MS - Simpson County

### Population

Total Population	27,503
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### Housing Status

( in housing units unless noted )

Total	11,934
Occupied	10,330
Owner-occupied	7,947
Population in owner-occupied ( number of individuals )	20,744
Renter-occupied	2,383
Population in renter-occupied ( number of individuals )	6,117
Households with individuals under 18	3,733
Vacant	1,604
Vacant: for rent	202
Vacant: for sale	110

### Population by Sex/Age

Male	13,339
Female	14,164
Under 18	7,251
18 & over	20,252
20 - 24	1,612
25 - 34	3,240
35 - 49	5,254
50 - 64	5,560
65 & over	3,848

### Population by Ethnicity

Hispanic or Latino	387
Non Hispanic or Latino	27,116

### Population by Race

White	17,260
African American	9,666
Asian	78
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	35
Other	191
Identified by two or more	224

## MS - Smith County

### Population

Total Population	16,491
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### Housing Status

( in housing units unless noted )

Total	7,237
Occupied	6,221
Owner-occupied	5,261
Population in owner-occupied ( number of individuals )	13,785
Renter-occupied	960
Population in renter-occupied ( number of individuals )	2,599
Households with individuals under 18	2,231
Vacant	1,016
Vacant: for rent	88
Vacant: for sale	50

### Population by Sex/Age

Male	8,028
Female	8,463
Under 18	4,261
18 & over	12,230
20 - 24	960
25 - 34	1,796
35 - 49	3,217
50 - 64	3,340
65 & over	2,520

### Population by Ethnicity

Hispanic or Latino	198
Non Hispanic or Latino	16,293

### Population by Race

White	12,503
African American	3,776
Asian	13
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	2
Other	87
Identified by two or more	91

## MS - Walthall County

### Population

Total Population	15,443
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### Housing Status

( in housing units unless noted )

Total	7,132
Occupied	5,888
Owner-occupied	4,870
Population in owner-occupied ( number of individuals )	12,707
Renter-occupied	1,018
Population in renter-occupied ( number of individuals )	2,608
Households with individuals under 18	2,098
Vacant	1,244
Vacant: for rent	129
Vacant: for sale	54

### Population by Sex/Age

Male	7,502
Female	7,941
Under 18	4,075
18 & over	11,368
20 - 24	835
25 - 34	1,884
35 - 49	2,737
50 - 64	3,063
65 & over	2,445

### Population by Ethnicity

Hispanic or Latino	238
Non Hispanic or Latino	15,205

### Population by Race

White	8,250
African American	6,873
Asian	24
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	3
Other	65
Identified by two or more	173



## MS - Warren County

### Population

Total Population	48,773
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### Housing Status

( in housing units unless noted )

Total	21,896
Occupied	18,941
Owner-occupied	12,932
Population in owner-occupied ( number of individuals )	33,298
Renter-occupied	6,009
Population in renter-occupied ( number of individuals )	14,951
Households with individuals under 18	6,680
Vacant	2,955
Vacant: for rent	697
Vacant: for sale	314

### Population by Sex/Age

Male	23,167
Female	25,606
Under 18	12,638
18 & over	36,135
20 - 24	2,665
25 - 34	6,167
35 - 49	9,494
50 - 64	10,226
65 & over	6,258

### Population by Ethnicity

Hispanic or Latino	896
Non Hispanic or Latino	47,877

### Population by Race

White	24,548
African American	22,920
Asian	413
American Indian and Alaska Native	129
Native Hawaiian and Pacific Islander	10
Other	329
Identified by two or more	424

## MS - Yazoo County

### Population

Total Population	28,065
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### Housing Status

( in housing units unless noted )

Total	10,074
Occupied	8,860
Owner-occupied	5,822
Population in owner-occupied ( number of individuals )	15,310
Renter-occupied	3,038
Population in renter-occupied ( number of individuals )	8,735
Households with individuals under 18	3,452
Vacant	1,214
Vacant: for rent	326
Vacant: for sale	122

### Population by Sex/Age

Male	15,276
Female	12,789
Under 18	7,077
18 & over	20,988
20 - 24	1,724
25 - 34	4,490
35 - 49	5,918
50 - 64	4,825
65 & over	3,329

### Population by Ethnicity

Hispanic or Latino	1,301
Non Hispanic or Latino	26,764

### Population by Race

White	11,212
African American	16,013
Asian	125
American Indian and Alaska Native	82
Native Hawaiian and Pacific Islander	4
Other	198
Identified by two or more	431