



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

**MACON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	669,912
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**Housing Status**

( in housing units unless noted )

Total	288,624
Occupied	249,351
Owner-occupied	164,856
Population in owner-occupied ( number of individuals )	419,753
Renter-occupied	84,495
Population in renter-occupied ( number of individuals )	211,024
Households with individuals under 18	86,431
Vacant	39,273
Vacant: for rent	11,903
Vacant: for sale	4,370

**Population by Sex/Age**

Male	331,088
Female	338,824
Under 18	162,400
18 & over	507,512
20 - 24	48,182
25 - 34	86,267
35 - 49	136,588
50 - 64	129,529
65 & over	84,751

**Population by Ethnicity**

Hispanic or Latino	25,267
Non Hispanic or Latino	644,645

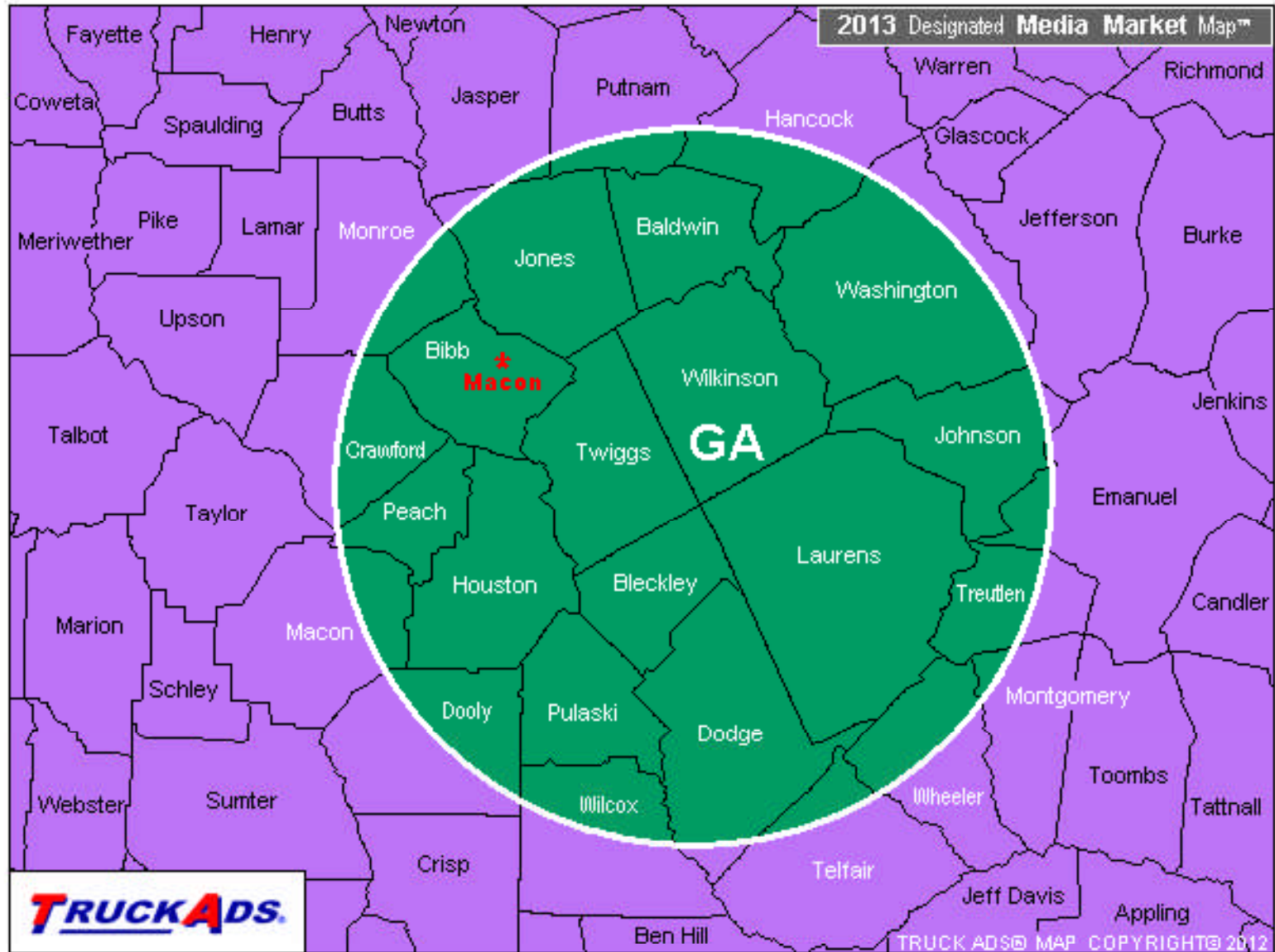
**Population by Race**

White	376,120
African American	262,047
Asian	8,674
American Indian and Alaska Native	1,630
Native Hawaiian and Pacific Islander	411
Other	10,733
Identified by two or more	10,297



# MACON :::

## BROADCAST TV MARKET AREA



### 23 COUNTIES IN THIS DESIGNATED MARKET

GEORGIA: Baldwin, GA ~ Bibb, GA ~ Bleckley, GA ~ Crawford, GA ~ Dodge, GA ~ Dooly, GA ~ Hancock, GA ~ Houston, GA ~ Johnson, GA ~ Jones, GA ~ Laurens, GA ~ Macon, GA ~ Monroe, GA ~ Montgomery, GA ~ Peach, GA ~ Pulaski, GA ~ Telfair, GA ~ Treutlen, GA ~ Twiggs, GA ~ Washington, GA ~ Wheeler, GA ~ Wilcox, GA ~ Wilkinson, GA

## GA - Baldwin County

### Population

Total Population	45,720
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### Housing Status

( in housing units unless noted )

Total	20,159
Occupied	16,788
Owner-occupied	9,939
Population in owner-occupied ( number of individuals )	24,538
Renter-occupied	6,849
Population in renter-occupied ( number of individuals )	16,613
Households with individuals under 18	5,112
Vacant	3,371
Vacant: for rent	1,066
Vacant: for sale	388

### Population by Sex/Age

Male	22,683
Female	23,037
Under 18	9,351
18 & over	36,369
20 - 24	5,767
25 - 34	5,528
35 - 49	8,357
50 - 64	8,564
65 & over	5,508

### Population by Ethnicity

Hispanic or Latino	919
Non Hispanic or Latino	44,801

### Population by Race

White	25,121
African American	18,965
Asian	582
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	19
Other	379
Identified by two or more	556

## GA - Bibb County

### Population

Total Population	155,547
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### Housing Status

( in housing units unless noted )

Total	69,662
Occupied	60,295
Owner-occupied	33,537
Population in owner-occupied ( number of individuals )	84,199
Renter-occupied	26,758
Population in renter-occupied ( number of individuals )	65,297
Households with individuals under 18	20,344
Vacant	9,367
Vacant: for rent	3,922
Vacant: for sale	1,184

### Population by Sex/Age

Male	73,286
Female	82,261
Under 18	40,119
18 & over	115,428
20 - 24	11,537
25 - 34	20,188
35 - 49	29,682
50 - 64	29,445
65 & over	19,689

### Population by Ethnicity

Hispanic or Latino	4,389
Non Hispanic or Latino	151,158

### Population by Race

White	67,199
African American	81,116
Asian	2,531
American Indian and Alaska Native	332
Native Hawaiian and Pacific Islander	120
Other	2,014
Identified by two or more	2,235

## GA - Bleckley County

### Population

Total Population	13,063
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### Housing Status

( in housing units unless noted )

Total	5,304
Occupied	4,660
Owner-occupied	3,257
Population in owner-occupied ( number of individuals )	8,059
Renter-occupied	1,403
Population in renter-occupied ( number of individuals )	3,565
Households with individuals under 18	1,545
Vacant	644
Vacant: for rent	128
Vacant: for sale	61

### Population by Sex/Age

Male	6,217
Female	6,846
Under 18	2,949
18 & over	10,114
20 - 24	1,095
25 - 34	1,316
35 - 49	2,410
50 - 64	2,259
65 & over	1,971

### Population by Ethnicity

Hispanic or Latino	301
Non Hispanic or Latino	12,762

### Population by Race

White	9,151
African American	3,564
Asian	110
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	3
Other	94
Identified by two or more	128

## GA - Crawford County

### Population

Total Population	12,630
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### Housing Status

( in housing units unless noted )

Total	5,292
Occupied	4,822
Owner-occupied	3,858
Population in owner-occupied ( number of individuals )	10,037
Renter-occupied	964
Population in renter-occupied ( number of individuals )	2,460
Households with individuals under 18	1,557
Vacant	470
Vacant: for rent	73
Vacant: for sale	65

### Population by Sex/Age

Male	6,381
Female	6,249
Under 18	2,868
18 & over	9,762
20 - 24	724
25 - 34	1,327
35 - 49	2,851
50 - 64	2,866
65 & over	1,662

### Population by Ethnicity

Hispanic or Latino	301
Non Hispanic or Latino	12,329

### Population by Race

White	9,428
African American	2,818
Asian	33
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	8
Other	127
Identified by two or more	158



## GA - Dodge County

### Population

Total Population	21,796
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### Housing Status

( in housing units unless noted )

Total	9,857
Occupied	8,177
Owner-occupied	5,671
Population in owner-occupied ( number of individuals )	13,970
Renter-occupied	2,506
Population in renter-occupied ( number of individuals )	5,875
Households with individuals under 18	2,747
Vacant	1,680
Vacant: for rent	427
Vacant: for sale	109

### Population by Sex/Age

Male	11,449
Female	10,347
Under 18	5,077
18 & over	16,719
20 - 24	1,445
25 - 34	2,632
35 - 49	4,623
50 - 64	4,217
65 & over	3,015

### Population by Ethnicity

Hispanic or Latino	732
Non Hispanic or Latino	21,064

### Population by Race

White	14,549
African American	6,504
Asian	101
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	14
Other	358
Identified by two or more	215

## GA - Dooly County

### Population

Total Population	14,918
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### Housing Status

( in housing units unless noted )

Total	6,328
Occupied	5,286
Owner-occupied	3,690
Population in owner-occupied ( number of individuals )	8,879
Renter-occupied	1,596
Population in renter-occupied ( number of individuals )	4,061
Households with individuals under 18	1,656
Vacant	1,042
Vacant: for rent	243
Vacant: for sale	89

### Population by Sex/Age

Male	8,053
Female	6,865
Under 18	3,159
18 & over	11,759
20 - 24	881
25 - 34	2,087
35 - 49	3,168
50 - 64	3,207
65 & over	2,055

### Population by Ethnicity

Hispanic or Latino	862
Non Hispanic or Latino	14,056

### Population by Race

White	6,810
African American	7,442
Asian	96
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	3
Other	415
Identified by two or more	136



## GA - Hancock County

### Population

Total Population	9,429
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### Housing Status

( in housing units unless noted )

Total	5,360
Occupied	3,341
Owner-occupied	2,516
Population in owner-occupied ( number of individuals )	6,042
Renter-occupied	825
Population in renter-occupied ( number of individuals )	1,916
Households with individuals under 18	939
Vacant	2,019
Vacant: for rent	106
Vacant: for sale	114

### Population by Sex/Age

Male	5,170
Female	4,259
Under 18	1,719
18 & over	7,710
20 - 24	613
25 - 34	1,249
35 - 49	1,939
50 - 64	2,210
65 & over	1,468

### Population by Ethnicity

Hispanic or Latino	139
Non Hispanic or Latino	9,290

### Population by Race

White	2,300
African American	6,983
Asian	47
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	1
Other	6
Identified by two or more	57

## GA - Houston County

### Population

Total Population	139,900
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### Housing Status

( in housing units unless noted )

Total	58,325
Occupied	53,051
Owner-occupied	35,364
Population in owner-occupied ( number of individuals )	92,863
Renter-occupied	17,687
Population in renter-occupied ( number of individuals )	45,438
Households with individuals under 18	20,535
Vacant	5,274
Vacant: for rent	2,558
Vacant: for sale	998

### Population by Sex/Age

Male	68,066
Female	71,834
Under 18	37,491
18 & over	102,409
20 - 24	9,426
25 - 34	19,992
35 - 49	30,184
50 - 64	24,329
65 & over	14,571

### Population by Ethnicity

Hispanic or Latino	8,515
Non Hispanic or Latino	131,385

### Population by Race

White	88,626
African American	39,998
Asian	3,403
American Indian and Alaska Native	475
Native Hawaiian and Pacific Islander	185
Other	3,360
Identified by two or more	3,853

## GA - Johnson County

### Population

Total Population	9,980
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### Housing Status

( in housing units unless noted )

Total	4,120
Occupied	3,347
Owner-occupied	2,482
Population in owner-occupied ( number of individuals )	6,180
Renter-occupied	865
Population in renter-occupied ( number of individuals )	2,063
Households with individuals under 18	1,092
Vacant	773
Vacant: for rent	130
Vacant: for sale	46

### Population by Sex/Age

Male	5,592
Female	4,388
Under 18	2,090
18 & over	7,890
20 - 24	580
25 - 34	1,382
35 - 49	2,223
50 - 64	2,117
65 & over	1,389

### Population by Ethnicity

Hispanic or Latino	186
Non Hispanic or Latino	9,794

### Population by Race

White	6,301
African American	3,489
Asian	22
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	3
Other	65
Identified by two or more	81

## GA - Jones County

### Population

Total Population	28,669
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### Housing Status

( in housing units unless noted )

Total	11,688
Occupied	10,586
Owner-occupied	8,530
Population in owner-occupied ( number of individuals )	23,070
Renter-occupied	2,056
Population in renter-occupied ( number of individuals )	5,278
Households with individuals under 18	4,110
Vacant	1,102
Vacant: for rent	230
Vacant: for sale	195

### Population by Sex/Age

Male	13,870
Female	14,799
Under 18	7,473
18 & over	21,196
20 - 24	1,475
25 - 34	3,250
35 - 49	6,323
50 - 64	5,818
65 & over	3,586

### Population by Ethnicity

Hispanic or Latino	315
Non Hispanic or Latino	28,354

### Population by Race

White	20,989
African American	7,008
Asian	187
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	3
Other	103
Identified by two or more	316

## GA - Laurens County

### Population

Total Population	48,434
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### Housing Status

( in housing units unless noted )

Total	21,368
Occupied	18,641
Owner-occupied	12,318
Population in owner-occupied ( number of individuals )	31,110
Renter-occupied	6,323
Population in renter-occupied ( number of individuals )	16,266
Households with individuals under 18	6,640
Vacant	2,727
Vacant: for rent	863
Vacant: for sale	228

### Population by Sex/Age

Male	23,066
Female	25,368
Under 18	12,475
18 & over	35,959
20 - 24	2,772
25 - 34	5,893
35 - 49	9,675
50 - 64	9,409
65 & over	6,884

### Population by Ethnicity

Hispanic or Latino	1,143
Non Hispanic or Latino	47,291

### Population by Race

White	29,355
African American	17,324
Asian	483
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	4
Other	591
Identified by two or more	577

## GA - Macon County

### Population

Total Population	14,740
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### Housing Status

( in housing units unless noted )

Total	6,136
Occupied	4,999
Owner-occupied	3,286
Population in owner-occupied ( number of individuals )	8,258
Renter-occupied	1,713
Population in renter-occupied ( number of individuals )	4,522
Households with individuals under 18	1,649
Vacant	1,137
Vacant: for rent	173
Vacant: for sale	76

### Population by Sex/Age

Male	7,973
Female	6,767
Under 18	3,253
18 & over	11,487
20 - 24	1,022
25 - 34	2,056
35 - 49	3,005
50 - 64	3,154
65 & over	1,827

### Population by Ethnicity

Hispanic or Latino	527
Non Hispanic or Latino	14,213

### Population by Race

White	5,177
African American	8,933
Asian	195
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	20
Other	230
Identified by two or more	145



## GA - Monroe County

### Population

Total Population	26,424
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### Housing Status

( in housing units unless noted )

Total	10,710
Occupied	9,662
Owner-occupied	7,494
Population in owner-occupied ( number of individuals )	19,778
Renter-occupied	2,168
Population in renter-occupied ( number of individuals )	5,438
Households with individuals under 18	3,245
Vacant	1,048
Vacant: for rent	219
Vacant: for sale	137

### Population by Sex/Age

Male	13,271
Female	13,153
Under 18	5,953
18 & over	20,471
20 - 24	1,553
25 - 34	2,898
35 - 49	5,619
50 - 64	6,036
65 & over	3,669

### Population by Ethnicity

Hispanic or Latino	535
Non Hispanic or Latino	25,889

### Population by Race

White	19,365
African American	6,268
Asian	214
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	4
Other	228
Identified by two or more	276

## GA - Montgomery County

### Population

Total Population	9,123
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### Housing Status

( in housing units unless noted )

Total	3,921
Occupied	3,287
Owner-occupied	2,369
Population in owner-occupied ( number of individuals )	6,110
Renter-occupied	918
Population in renter-occupied ( number of individuals )	2,281
Households with individuals under 18	1,139
Vacant	634
Vacant: for rent	146
Vacant: for sale	31

### Population by Sex/Age

Male	4,695
Female	4,428
Under 18	2,084
18 & over	7,039
20 - 24	760
25 - 34	1,084
35 - 49	1,837
50 - 64	1,802
65 & over	1,173

### Population by Ethnicity

Hispanic or Latino	480
Non Hispanic or Latino	8,643

### Population by Race

White	6,291
African American	2,397
Asian	26
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	1
Other	303
Identified by two or more	99

## GA - Peach County

### Population

Total Population	27,695
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### Housing Status

( in housing units unless noted )

Total	11,050
Occupied	9,958
Owner-occupied	6,596
Population in owner-occupied ( number of individuals )	17,037
Renter-occupied	3,362
Population in renter-occupied ( number of individuals )	8,630
Households with individuals under 18	3,444
Vacant	1,092
Vacant: for rent	376
Vacant: for sale	175

### Population by Sex/Age

Male	13,416
Female	14,279
Under 18	6,320
18 & over	21,375
20 - 24	2,880
25 - 34	3,170
35 - 49	5,107
50 - 64	5,100
65 & over	3,164

### Population by Ethnicity

Hispanic or Latino	1,890
Non Hispanic or Latino	25,805

### Population by Race

White	13,383
African American	12,715
Asian	223
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	8
Other	874
Identified by two or more	425

## GA - Pulaski County

### Population

Total Population	12,010
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### Housing Status

( in housing units unless noted )

Total	5,151
Occupied	4,475
Owner-occupied	3,222
Population in owner-occupied ( number of individuals )	7,758
Renter-occupied	1,253
Population in renter-occupied ( number of individuals )	3,004
Households with individuals under 18	1,370
Vacant	676
Vacant: for rent	191
Vacant: for sale	75

### Population by Sex/Age

Male	5,191
Female	6,819
Under 18	2,578
18 & over	9,432
20 - 24	625
25 - 34	1,510
35 - 49	2,583
50 - 64	2,547
65 & over	1,882

### Population by Ethnicity

Hispanic or Latino	465
Non Hispanic or Latino	11,545

### Population by Race

White	7,679
African American	3,824
Asian	105
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	5
Other	234
Identified by two or more	123

## GA - Telfair County

### Population

Total Population	16,500
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### Housing Status

( in housing units unless noted )

Total	7,297
Occupied	5,543
Owner-occupied	3,936
Population in owner-occupied ( number of individuals )	9,293
Renter-occupied	1,607
Population in renter-occupied ( number of individuals )	4,080
Households with individuals under 18	1,756
Vacant	1,754
Vacant: for rent	259
Vacant: for sale	112

### Population by Sex/Age

Male	9,452
Female	7,048
Under 18	3,316
18 & over	13,184
20 - 24	986
25 - 34	2,539
35 - 49	3,766
50 - 64	3,278
65 & over	2,251

### Population by Ethnicity

Hispanic or Latino	2,026
Non Hispanic or Latino	14,474

### Population by Race

White	9,398
African American	6,017
Asian	96
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	4
Other	674
Identified by two or more	285

## GA - Treutlen County

### Population

Total Population	6,885
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### Housing Status

( in housing units unless noted )

Total	2,992
Occupied	2,543
Owner-occupied	1,811
Population in owner-occupied ( number of individuals )	4,588
Renter-occupied	732
Population in renter-occupied ( number of individuals )	1,845
Households with individuals under 18	915
Vacant	449
Vacant: for rent	54
Vacant: for sale	16

### Population by Sex/Age

Male	3,449
Female	3,436
Under 18	1,713
18 & over	5,172
20 - 24	437
25 - 34	941
35 - 49	1,291
50 - 64	1,361
65 & over	940

### Population by Ethnicity

Hispanic or Latino	103
Non Hispanic or Latino	6,782

### Population by Race

White	4,488
African American	2,247
Asian	13
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	0
Other	55
Identified by two or more	68



## GA - Twiggs County

### Population

Total Population	9,023
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### Housing Status

( in housing units unless noted )

Total	4,235
Occupied	3,634
Owner-occupied	2,927
Population in owner-occupied ( number of individuals )	7,288
Renter-occupied	707
Population in renter-occupied ( number of individuals )	1,646
Households with individuals under 18	1,045
Vacant	601
Vacant: for rent	90
Vacant: for sale	49

### Population by Sex/Age

Male	4,398
Female	4,625
Under 18	1,856
18 & over	7,167
20 - 24	533
25 - 34	846
35 - 49	1,808
50 - 64	2,269
65 & over	1,459

### Population by Ethnicity

Hispanic or Latino	124
Non Hispanic or Latino	8,899

### Population by Race

White	5,123
African American	3,724
Asian	14
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	1
Other	30
Identified by two or more	103

## GA - Washington County

### Population

Total Population	21,187
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### Housing Status

( in housing units unless noted )

Total	9,047
Occupied	7,547
Owner-occupied	5,321
Population in owner-occupied ( number of individuals )	13,604
Renter-occupied	2,226
Population in renter-occupied ( number of individuals )	5,687
Households with individuals under 18	2,672
Vacant	1,500
Vacant: for rent	328
Vacant: for sale	111

### Population by Sex/Age

Male	10,812
Female	10,375
Under 18	5,046
18 & over	16,141
20 - 24	1,297
25 - 34	2,687
35 - 49	4,458
50 - 64	4,248
65 & over	2,881

### Population by Ethnicity

Hispanic or Latino	407
Non Hispanic or Latino	20,780

### Population by Race

White	9,531
African American	11,173
Asian	104
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	1
Other	143
Identified by two or more	210

## GA - Wheeler County

### Population

Total Population	7,421
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### Housing Status

( in housing units unless noted )

Total	2,625
Occupied	2,152
Owner-occupied	1,584
Population in owner-occupied ( number of individuals )	4,025
Renter-occupied	568
Population in renter-occupied ( number of individuals )	1,437
Households with individuals under 18	735
Vacant	473
Vacant: for rent	73
Vacant: for sale	9

### Population by Sex/Age

Male	4,580
Female	2,841
Under 18	1,399
18 & over	6,022
20 - 24	585
25 - 34	1,250
35 - 49	1,731
50 - 64	1,396
65 & over	882

### Population by Ethnicity

Hispanic or Latino	356
Non Hispanic or Latino	7,065

### Population by Race

White	4,552
African American	2,614
Asian	16
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	2
Other	174
Identified by two or more	57

## GA - Wilcox County

### Population

Total Population	9,255
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### Housing Status

( in housing units unless noted )

Total	3,510
Occupied	2,891
Owner-occupied	2,192
Population in owner-occupied ( number of individuals )	5,517
Renter-occupied	699
Population in renter-occupied ( number of individuals )	1,719
Households with individuals under 18	952
Vacant	619
Vacant: for rent	111
Vacant: for sale	21

### Population by Sex/Age

Male	5,436
Female	3,819
Under 18	1,787
18 & over	7,468
20 - 24	652
25 - 34	1,407
35 - 49	2,068
50 - 64	1,833
65 & over	1,321

### Population by Ethnicity

Hispanic or Latino	338
Non Hispanic or Latino	8,917

### Population by Race

White	5,706
African American	3,252
Asian	42
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	149
Identified by two or more	89

## GA - Wilkinson County

### Population

Total Population	9,563
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### Housing Status

( in housing units unless noted )

Total	4,487
Occupied	3,666
Owner-occupied	2,956
Population in owner-occupied ( number of individuals )	7,550
Renter-occupied	710
Population in renter-occupied ( number of individuals )	1,903
Households with individuals under 18	1,232
Vacant	821
Vacant: for rent	137
Vacant: for sale	81

### Population by Sex/Age

Male	4,582
Female	4,981
Under 18	2,324
18 & over	7,239
20 - 24	537
25 - 34	1,035
35 - 49	1,880
50 - 64	2,064
65 & over	1,504

### Population by Ethnicity

Hispanic or Latino	214
Non Hispanic or Latino	9,349

### Population by Race

White	5,598
African American	3,672
Asian	31
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	1
Other	127
Identified by two or more	105