



**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

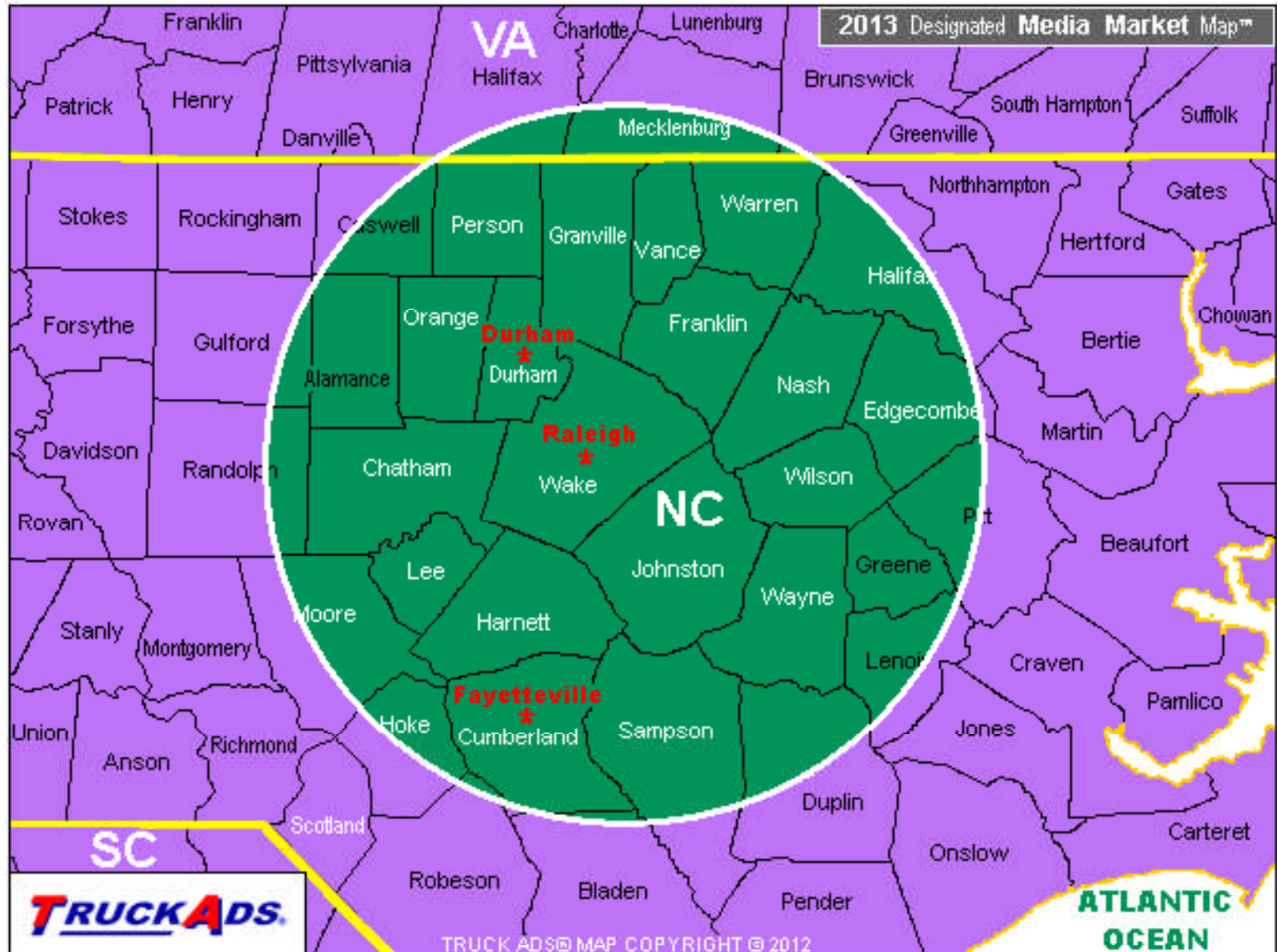
White	1,783,627
African American	808,788
Asian	86,464
American Indian and Alaska Native	30,930
Native Hawaiian and Pacific Islander	2,533
Other	145,329
Identified by two or more	73,915

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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