



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

**ROANOKE LYNCHBURG :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	834,691
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**Housing Status**

( in housing units unless noted )

Total	402,413
Occupied	341,419
Owner-occupied	255,583
Population in owner-occupied ( number of individuals )	618,751
Renter-occupied	85,836
Population in renter-occupied ( number of individuals )	194,386
Households with individuals under 18	97,589
Vacant	60,994
Vacant: for rent	8,465
Vacant: for sale	5,904

**Population by Sex/Age**

Male	410,833
Female	423,858
Under 18	171,902
18 & over	662,789
20 - 24	57,665
25 - 34	84,848
35 - 49	169,338
50 - 64	183,628
65 & over	141,214

**Population by Ethnicity**

Hispanic or Latino	17,471
Non Hispanic or Latino	817,220

**Population by Race**

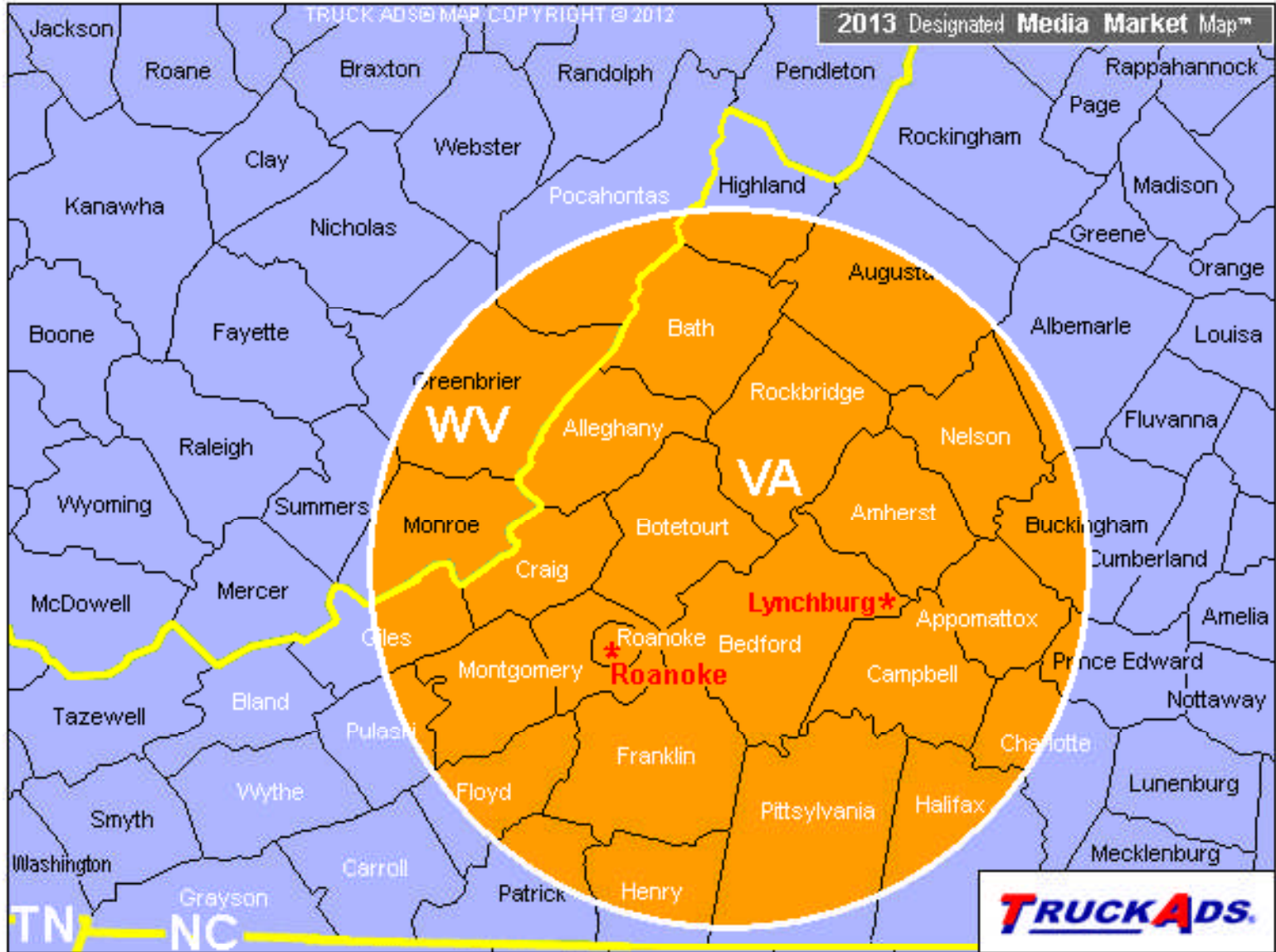
White	717,802
African American	85,157
Asian	10,736
American Indian and Alaska Native	2,081
Native Hawaiian and Pacific Islander	184
Other	7,043
Identified by two or more	11,688

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# ROANOKE LYNCHBURG :::

## BROADCAST TV MARKET AREA



### 25 COUNTIES IN THIS DESIGNATED MARKET

**VIRGINIA:** Alleghany, VA ~ Amherst, VA ~ Appomattox, VA ~ Bath, VA ~ Bedford, VA ~ Bland, VA ~ Botetourt, VA ~ Campbell, VA ~ Carroll, VA ~ Charlotte, VA ~ Craig, VA ~ Floyd, VA ~ Franklin, VA ~ Giles, VA ~ Grayson, VA ~ Halifax, VA ~ Henry, VA ~ Montgomery, VA ~ Nelson, VA ~ Pittsylvania, VA ~ Pulaski, VA ~ Roanoke, VA ~ Rockbridge, VA ~ Wythe, VA ~ **WEST VIRGINIA:** Pocahontas, WV

## VA - Alleghany County

### Population

Total Population	16,250
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### Housing Status

( in housing units unless noted )

Total	8,074
Occupied	6,891
Owner-occupied	5,349
Population in owner-occupied ( number of individuals )	12,637
Renter-occupied	1,542
Population in renter-occupied ( number of individuals )	3,332
Households with individuals under 18	1,926
Vacant	1,183
Vacant: for rent	158
Vacant: for sale	98

### Population by Sex/Age

Male	7,954
Female	8,296
Under 18	3,450
18 & over	12,800
20 - 24	679
25 - 34	1,434
35 - 49	3,247
50 - 64	3,790
65 & over	3,305

### Population by Ethnicity

Hispanic or Latino	176
Non Hispanic or Latino	16,074

### Population by Race

White	15,145
African American	761
Asian	37
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	11
Other	47
Identified by two or more	220

## VA - Amherst County

### Population

Total Population	32,353
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### Housing Status

( in housing units unless noted )

Total	13,976
Occupied	12,560
Owner-occupied	9,600
Population in owner-occupied ( number of individuals )	23,616
Renter-occupied	2,960
Population in renter-occupied ( number of individuals )	7,199
Households with individuals under 18	3,940
Vacant	1,416
Vacant: for rent	217
Vacant: for sale	155

### Population by Sex/Age

Male	15,452
Female	16,901
Under 18	6,940
18 & over	25,413
20 - 24	2,208
25 - 34	3,226
35 - 49	6,544
50 - 64	7,043
65 & over	5,330

### Population by Ethnicity

Hispanic or Latino	625
Non Hispanic or Latino	31,728

### Population by Race

White	24,829
African American	6,148
Asian	154
American Indian and Alaska Native	298
Native Hawaiian and Pacific Islander	7
Other	229
Identified by two or more	688

## VA - Appomattox County

### Population

Total Population	14,973
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### Housing Status

( in housing units unless noted )

Total	6,921
Occupied	6,033
Owner-occupied	4,778
Population in owner-occupied ( number of individuals )	11,940
Renter-occupied	1,255
Population in renter-occupied ( number of individuals )	2,977
Households with individuals under 18	1,869
Vacant	888
Vacant: for rent	99
Vacant: for sale	105

### Population by Sex/Age

Male	7,290
Female	7,683
Under 18	3,325
18 & over	11,648
20 - 24	785
25 - 34	1,619
35 - 49	3,004
50 - 64	3,298
65 & over	2,607

### Population by Ethnicity

Hispanic or Latino	167
Non Hispanic or Latino	14,806

### Population by Race

White	11,597
African American	3,007
Asian	35
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	4
Other	49
Identified by two or more	249



## VA - Bath County

### Population

Total Population	4,731
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### Housing Status

( in housing units unless noted )

Total	3,270
Occupied	2,162
Owner-occupied	1,596
Population in owner-occupied ( number of individuals )	3,648
Renter-occupied	566
Population in renter-occupied ( number of individuals )	1,030
Households with individuals under 18	496
Vacant	1,108
Vacant: for rent	81
Vacant: for sale	44

### Population by Sex/Age

Male	2,390
Female	2,341
Under 18	804
18 & over	3,927
20 - 24	227
25 - 34	409
35 - 49	1,026
50 - 64	1,107
65 & over	1,052

### Population by Ethnicity

Hispanic or Latino	101
Non Hispanic or Latino	4,630

### Population by Race

White	4,432
African American	222
Asian	7
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	0
Other	27
Identified by two or more	38

## VA - Bedford County

### Population

Total Population	68,676
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### Housing Status

( in housing units unless noted )

Total	31,937
Occupied	27,465
Owner-occupied	23,231
Population in owner-occupied ( number of individuals )	58,276
Renter-occupied	4,234
Population in renter-occupied ( number of individuals )	10,113
Households with individuals under 18	8,476
Vacant	4,472
Vacant: for rent	456
Vacant: for sale	576

### Population by Sex/Age

Male	34,057
Female	34,619
Under 18	15,305
18 & over	53,371
20 - 24	2,932
25 - 34	5,973
35 - 49	15,189
50 - 64	16,553
65 & over	11,147

### Population by Ethnicity

Hispanic or Latino	1,090
Non Hispanic or Latino	67,586

### Population by Race

White	62,775
African American	3,942
Asian	707
American Indian and Alaska Native	181
Native Hawaiian and Pacific Islander	14
Other	266
Identified by two or more	791

## VA - Bland County

### Population

Total Population	6,824
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### Housing Status

( in housing units unless noted )

Total	3,265
Occupied	2,566
Owner-occupied	2,163
Population in owner-occupied ( number of individuals )	5,219
Renter-occupied	403
Population in renter-occupied ( number of individuals )	919
Households with individuals under 18	700
Vacant	699
Vacant: for rent	20
Vacant: for sale	49

### Population by Sex/Age

Male	3,765
Female	3,059
Under 18	1,220
18 & over	5,604
20 - 24	292
25 - 34	804
35 - 49	1,591
50 - 64	1,582
65 & over	1,185

### Population by Ethnicity

Hispanic or Latino	39
Non Hispanic or Latino	6,785

### Population by Race

White	6,517
African American	228
Asian	18
American Indian and Alaska Native	1
Native Hawaiian and Pacific Islander	1
Other	10
Identified by two or more	49



## VA - Botetourt County

### Population

Total Population	33,148
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### Housing Status

( in housing units unless noted )

Total	14,562
Occupied	13,126
Owner-occupied	11,232
Population in owner-occupied ( number of individuals )	28,594
Renter-occupied	1,894
Population in renter-occupied ( number of individuals )	4,279
Households with individuals under 18	4,144
Vacant	1,436
Vacant: for rent	147
Vacant: for sale	216

### Population by Sex/Age

Male	16,417
Female	16,731
Under 18	7,434
18 & over	25,714
20 - 24	1,348
25 - 34	2,706
35 - 49	7,388
50 - 64	8,186
65 & over	5,425

### Population by Ethnicity

Hispanic or Latino	356
Non Hispanic or Latino	32,792

### Population by Race

White	31,469
African American	1,005
Asian	175
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	3
Other	63
Identified by two or more	346

## VA - Campbell County

### Population

Total Population	54,842
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### Housing Status

( in housing units unless noted )

Total	24,769
Occupied	22,441
Owner-occupied	16,768
Population in owner-occupied ( number of individuals )	41,447
Renter-occupied	5,673
Population in renter-occupied ( number of individuals )	12,927
Households with individuals under 18	6,903
Vacant	2,328
Vacant: for rent	569
Vacant: for sale	318

### Population by Sex/Age

Male	26,688
Female	28,154
Under 18	12,044
18 & over	42,798
20 - 24	3,636
25 - 34	6,062
35 - 49	11,352
50 - 64	11,633
65 & over	8,685

### Population by Ethnicity

Hispanic or Latino	918
Non Hispanic or Latino	53,924

### Population by Race

White	45,024
African American	7,767
Asian	546
American Indian and Alaska Native	143
Native Hawaiian and Pacific Islander	16
Other	419
Identified by two or more	927

## VA - Carroll County

### Population

Total Population	30,042
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### Housing Status

( in housing units unless noted )

Total	16,569
Occupied	12,831
Owner-occupied	9,955
Population in owner-occupied ( number of individuals )	23,177
Renter-occupied	2,876
Population in renter-occupied ( number of individuals )	6,528
Households with individuals under 18	3,545
Vacant	3,738
Vacant: for rent	329
Vacant: for sale	241

### Population by Sex/Age

Male	14,821
Female	15,221
Under 18	6,218
18 & over	23,824
20 - 24	1,335
25 - 34	2,913
35 - 49	6,309
50 - 64	6,781
65 & over	5,837

### Population by Ethnicity

Hispanic or Latino	776
Non Hispanic or Latino	29,266

### Population by Race

White	29,168
African American	178
Asian	53
American Indian and Alaska Native	66
Native Hawaiian and Pacific Islander	5
Other	386
Identified by two or more	186

## VA - Charlotte County

### Population

Total Population	12,586
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### Housing Status

( in housing units unless noted )

Total	6,273
Occupied	5,109
Owner-occupied	3,797
Population in owner-occupied ( number of individuals )	9,232
Renter-occupied	1,312
Population in renter-occupied ( number of individuals )	3,179
Households with individuals under 18	1,548
Vacant	1,164
Vacant: for rent	68
Vacant: for sale	88

### Population by Sex/Age

Male	6,180
Female	6,406
Under 18	2,901
18 & over	9,685
20 - 24	656
25 - 34	1,166
35 - 49	2,414
50 - 64	2,768
65 & over	2,351

### Population by Ethnicity

Hispanic or Latino	240
Non Hispanic or Latino	12,346

### Population by Race

White	8,467
African American	3,751
Asian	26
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	0
Other	135
Identified by two or more	172

## VA - Craig County

### Population

Total Population	5,190
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### Housing Status

( in housing units unless noted )

Total	2,809
Occupied	2,183
Owner-occupied	1,745
Population in owner-occupied ( number of individuals )	4,249
Renter-occupied	438
Population in renter-occupied ( number of individuals )	932
Households with individuals under 18	629
Vacant	626
Vacant: for rent	38
Vacant: for sale	30

### Population by Sex/Age

Male	2,565
Female	2,625
Under 18	1,111
18 & over	4,079
20 - 24	226
25 - 34	485
35 - 49	1,106
50 - 64	1,261
65 & over	886

### Population by Ethnicity

Hispanic or Latino	36
Non Hispanic or Latino	5,154

### Population by Race

White	5,122
African American	5
Asian	8
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	37

## VA - Floyd County

### Population

Total Population	15,279
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### Housing Status

( in housing units unless noted )

Total	7,790
Occupied	6,415
Owner-occupied	5,115
Population in owner-occupied ( number of individuals )	12,267
Renter-occupied	1,300
Population in renter-occupied ( number of individuals )	2,927
Households with individuals under 18	1,813
Vacant	1,375
Vacant: for rent	106
Vacant: for sale	102

### Population by Sex/Age

Male	7,667
Female	7,612
Under 18	3,347
18 & over	11,932
20 - 24	699
25 - 34	1,610
35 - 49	3,224
50 - 64	3,444
65 & over	2,686

### Population by Ethnicity

Hispanic or Latino	412
Non Hispanic or Latino	14,867

### Population by Race

White	14,660
African American	280
Asian	35
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	1
Other	117
Identified by two or more	166



## VA - Franklin County

### Population

Total Population	56,159
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### Housing Status

( in housing units unless noted )

Total	29,315
Occupied	22,780
Owner-occupied	17,874
Population in owner-occupied ( number of individuals )	43,056
Renter-occupied	4,906
Population in renter-occupied ( number of individuals )	11,631
Households with individuals under 18	6,512
Vacant	6,535
Vacant: for rent	557
Vacant: for sale	599

### Population by Sex/Age

Male	27,706
Female	28,453
Under 18	11,677
18 & over	44,482
20 - 24	3,155
25 - 34	5,322
35 - 49	11,328
50 - 64	13,096
65 & over	9,877

### Population by Ethnicity

Hispanic or Latino	1,424
Non Hispanic or Latino	54,735

### Population by Race

White	49,699
African American	4,575
Asian	252
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	15
Other	781
Identified by two or more	687

## VA - Giles County

### Population

Total Population	17,286
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### Housing Status

( in housing units unless noted )

Total	8,319
Occupied	7,215
Owner-occupied	5,473
Population in owner-occupied ( number of individuals )	13,178
Renter-occupied	1,742
Population in renter-occupied ( number of individuals )	3,972
Households with individuals under 18	2,112
Vacant	1,104
Vacant: for rent	148
Vacant: for sale	108

### Population by Sex/Age

Male	8,473
Female	8,813
Under 18	3,745
18 & over	13,541
20 - 24	846
25 - 34	1,741
35 - 49	3,700
50 - 64	3,768
65 & over	3,116

### Population by Ethnicity

Hispanic or Latino	209
Non Hispanic or Latino	17,077

### Population by Race

White	16,723
African American	261
Asian	55
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	0
Other	62
Identified by two or more	164

## VA - Grayson County

### Population

Total Population	15,533
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### Housing Status

( in housing units unless noted )

Total	9,156
Occupied	6,846
Owner-occupied	5,353
Population in owner-occupied ( number of individuals )	12,094
Renter-occupied	1,493
Population in renter-occupied ( number of individuals )	3,261
Households with individuals under 18	1,725
Vacant	2,310
Vacant: for rent	177
Vacant: for sale	162

### Population by Sex/Age

Male	7,611
Female	7,922
Under 18	2,950
18 & over	12,583
20 - 24	717
25 - 34	1,413
35 - 49	3,116
50 - 64	3,741
65 & over	3,259

### Population by Ethnicity

Hispanic or Latino	416
Non Hispanic or Latino	15,117

### Population by Race

White	14,802
African American	320
Asian	16
American Indian and Alaska Native	31
Native Hawaiian and Pacific Islander	3
Other	224
Identified by two or more	137

## VA - Halifax County

### Population

Total Population	36,241
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### Housing Status

( in housing units unless noted )

Total	18,004
Occupied	15,085
Owner-occupied	11,028
Population in owner-occupied ( number of individuals )	26,130
Renter-occupied	4,057
Population in renter-occupied ( number of individuals )	9,373
Households with individuals under 18	4,342
Vacant	2,919
Vacant: for rent	442
Vacant: for sale	287

### Population by Sex/Age

Male	17,274
Female	18,967
Under 18	7,983
18 & over	28,258
20 - 24	1,645
25 - 34	3,500
35 - 49	6,872
50 - 64	8,381
65 & over	7,019

### Population by Ethnicity

Hispanic or Latino	587
Non Hispanic or Latino	35,654

### Population by Race

White	22,011
African American	13,293
Asian	133
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	6
Other	300
Identified by two or more	395

## VA - Henry County

### Population

Total Population	54,151
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### Housing Status

( in housing units unless noted )

Total	26,268
Occupied	23,151
Owner-occupied	17,137
Population in owner-occupied ( number of individuals )	40,119
Renter-occupied	6,014
Population in renter-occupied ( number of individuals )	13,471
Households with individuals under 18	6,541
Vacant	3,117
Vacant: for rent	1,017
Vacant: for sale	416

### Population by Sex/Age

Male	26,082
Female	28,069
Under 18	11,108
18 & over	43,043
20 - 24	2,749
25 - 34	5,343
35 - 49	11,235
50 - 64	11,937
65 & over	10,656

### Population by Ethnicity

Hispanic or Latino	2,545
Non Hispanic or Latino	51,606

### Population by Race

White	39,487
African American	11,841
Asian	237
American Indian and Alaska Native	97
Native Hawaiian and Pacific Islander	4
Other	1,643
Identified by two or more	842

## VA - Montgomery County

### Population

Total Population	94,392
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### Housing Status

( in housing units unless noted )

Total	38,569
Occupied	35,767
Owner-occupied	19,057
Population in owner-occupied ( number of individuals )	46,983
Renter-occupied	16,710
Population in renter-occupied ( number of individuals )	38,172
Households with individuals under 18	8,590
Vacant	2,802
Vacant: for rent	933
Vacant: for sale	518

### Population by Sex/Age

Male	48,823
Female	45,569
Under 18	15,115
18 & over	79,277
20 - 24	20,672
25 - 34	12,303
35 - 49	14,876
50 - 64	13,375
65 & over	9,228

### Population by Ethnicity

Hispanic or Latino	2,536
Non Hispanic or Latino	91,856

### Population by Race

White	82,643
African American	3,716
Asian	5,112
American Indian and Alaska Native	204
Native Hawaiian and Pacific Islander	30
Other	716
Identified by two or more	1,971



## VA - Nelson County

### Population

Total Population	15,020
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### Housing Status

( in housing units unless noted )

Total	9,931
Occupied	6,396
Owner-occupied	5,051
Population in owner-occupied ( number of individuals )	11,787
Renter-occupied	1,345
Population in renter-occupied ( number of individuals )	3,131
Households with individuals under 18	1,619
Vacant	3,535
Vacant: for rent	146
Vacant: for sale	98

### Population by Sex/Age

Male	7,302
Female	7,718
Under 18	2,892
18 & over	12,128
20 - 24	650
25 - 34	1,426
35 - 49	2,808
50 - 64	3,975
65 & over	2,988

### Population by Ethnicity

Hispanic or Latino	459
Non Hispanic or Latino	14,561

### Population by Race

White	12,509
African American	1,967
Asian	68
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	4
Other	172
Identified by two or more	252

## VA - Pittsylvania County

### Population

Total Population	63,506
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### Housing Status

( in housing units unless noted )

Total	31,307
Occupied	26,183
Owner-occupied	20,220
Population in owner-occupied ( number of individuals )	48,759
Renter-occupied	5,963
Population in renter-occupied ( number of individuals )	13,908
Households with individuals under 18	7,760
Vacant	5,124
Vacant: for rent	830
Vacant: for sale	388

### Population by Sex/Age

Male	31,226
Female	32,280
Under 18	13,485
18 & over	50,021
20 - 24	3,095
25 - 34	6,322
35 - 49	13,467
50 - 64	14,823
65 & over	10,916

### Population by Ethnicity

Hispanic or Latino	1,332
Non Hispanic or Latino	62,174

### Population by Race

White	47,918
African American	14,018
Asian	181
American Indian and Alaska Native	151
Native Hawaiian and Pacific Islander	18
Other	525
Identified by two or more	695

## VA - Pulaski County

### Population

Total Population	34,872
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### Housing Status

( in housing units unless noted )

Total	17,235
Occupied	14,821
Owner-occupied	10,711
Population in owner-occupied ( number of individuals )	24,946
Renter-occupied	4,110
Population in renter-occupied ( number of individuals )	8,966
Households with individuals under 18	3,995
Vacant	2,414
Vacant: for rent	473
Vacant: for sale	250

### Population by Sex/Age

Male	17,239
Female	17,633
Under 18	6,801
18 & over	28,071
20 - 24	1,750
25 - 34	3,611
35 - 49	7,589
50 - 64	8,125
65 & over	6,231

### Population by Ethnicity

Hispanic or Latino	432
Non Hispanic or Latino	34,440

### Population by Race

White	32,250
African American	1,757
Asian	179
American Indian and Alaska Native	64
Native Hawaiian and Pacific Islander	7
Other	116
Identified by two or more	499

## VA - Roanoke County

### Population

Total Population	92,376
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### Housing Status

( in housing units unless noted )

Total	40,016
Occupied	37,608
Owner-occupied	28,956
Population in owner-occupied ( number of individuals )	71,975
Renter-occupied	8,652
Population in renter-occupied ( number of individuals )	18,073
Households with individuals under 18	11,499
Vacant	2,408
Vacant: for rent	714
Vacant: for sale	583

### Population by Sex/Age

Male	44,079
Female	48,297
Under 18	20,113
18 & over	72,263
20 - 24	4,318
25 - 34	9,249
35 - 49	19,629
50 - 64	20,931
65 & over	15,912

### Population by Ethnicity

Hispanic or Latino	1,951
Non Hispanic or Latino	90,425

### Population by Race

White	83,140
African American	4,643
Asian	2,466
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	27
Other	535
Identified by two or more	1,428

## VA - Rockbridge County

### Population

Total Population	22,307
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### Housing Status

( in housing units unless noted )

Total	11,152
Occupied	9,555
Owner-occupied	7,167
Population in owner-occupied ( number of individuals )	16,759
Renter-occupied	2,388
Population in renter-occupied ( number of individuals )	5,373
Households with individuals under 18	2,482
Vacant	1,597
Vacant: for rent	228
Vacant: for sale	201

### Population by Sex/Age

Male	10,996
Female	11,311
Under 18	4,264
18 & over	18,043
20 - 24	1,233
25 - 34	2,059
35 - 49	4,335
50 - 64	5,350
65 & over	4,620

### Population by Ethnicity

Hispanic or Latino	296
Non Hispanic or Latino	22,011

### Population by Race

White	21,097
African American	594
Asian	104
American Indian and Alaska Native	106
Native Hawaiian and Pacific Islander	3
Other	86
Identified by two or more	317

## VA - Wythe County

### Population

Total Population	29,235
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### Housing Status

( in housing units unless noted )

Total	14,079
Occupied	12,472
Owner-occupied	9,205
Population in owner-occupied ( number of individuals )	21,883
Renter-occupied	3,267
Population in renter-occupied ( number of individuals )	7,092
Households with individuals under 18	3,516
Vacant	1,607
Vacant: for rent	253
Vacant: for sale	191

### Population by Sex/Age

Male	14,303
Female	14,932
Under 18	6,110
18 & over	23,125
20 - 24	1,403
25 - 34	3,198
35 - 49	6,286
50 - 64	6,415
65 & over	5,212

### Population by Ethnicity

Hispanic or Latino	280
Non Hispanic or Latino	28,955

### Population by Race

White	27,790
African American	818
Asian	128
American Indian and Alaska Native	41
Native Hawaiian and Pacific Islander	4
Other	110
Identified by two or more	344



## WV - Pocahontas County

### Population

Total Population	8,719
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### Housing Status

( in housing units unless noted )

Total	8,847
Occupied	3,758
Owner-occupied	3,022
Population in owner-occupied ( number of individuals )	6,780
Renter-occupied	736
Population in renter-occupied ( number of individuals )	1,621
Households with individuals under 18	907
Vacant	5,089
Vacant: for rent	259
Vacant: for sale	81

### Population by Sex/Age

Male	4,473
Female	4,246
Under 18	1,560
18 & over	7,159
20 - 24	409
25 - 34	954
35 - 49	1,703
50 - 64	2,265
65 & over	1,684

### Population by Ethnicity

Hispanic or Latino	68
Non Hispanic or Latino	8,651

### Population by Race

White	8,528
African American	60
Asian	4
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	1
Other	19
Identified by two or more	88