



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

SAN ANTONIO :::

BROADCAST TV MARKET AREA

Population

Total Population	2,439,005
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Housing Status

(in housing units unless noted)

Total	959,939
Occupied	863,324
Owner-occupied	559,507
Population in owner-occupied (number of individuals)	1,599,130
Renter-occupied	303,817
Population in renter-occupied (number of individuals)	774,151
Households with individuals under 18	329,655
Vacant	96,615
Vacant: for rent	31,568
Vacant: for sale	11,228

Population by Sex/Age

Male	1,202,977
Female	1,236,028
Under 18	654,909
18 & over	1,784,096
20 - 24	175,106
25 - 34	333,933
35 - 49	493,873
50 - 64	424,276
65 & over	281,135

Population by Ethnicity

Hispanic or Latino	1,348,152
Non Hispanic or Latino	1,090,853

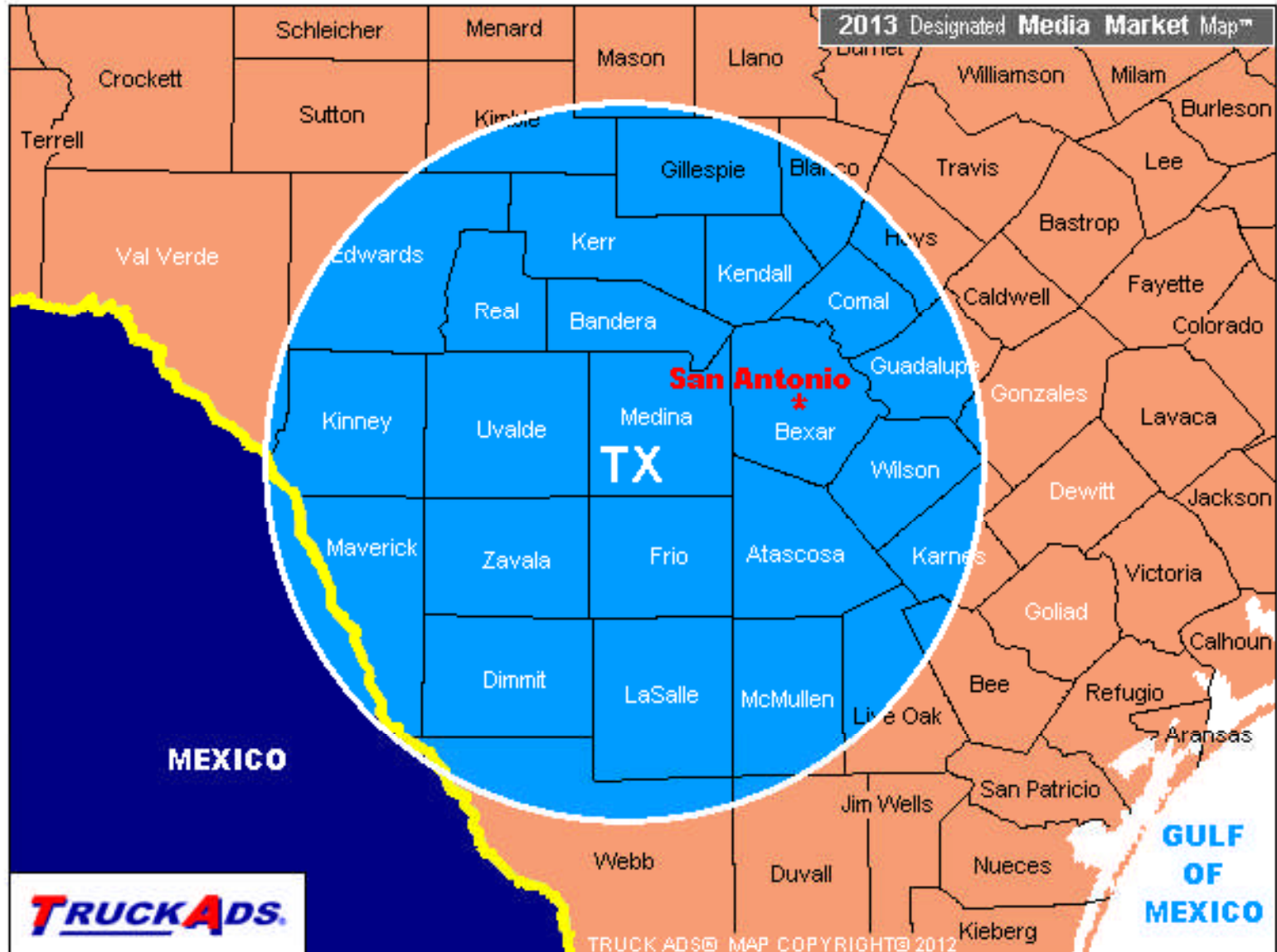
Population by Race

White	1,865,674
African American	149,367
Asian	46,877
American Indian and Alaska Native	19,393
Native Hawaiian and Pacific Islander	2,803
Other	279,307
Identified by two or more	75,584



SAN ANTONIO :::

BROADCAST TV MARKET AREA



24 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Atascosa, TX ~ Bexar, TX ~ Comal, TX ~ DeWitt, TX ~ Dimmit, TX ~ Edwards, TX ~ Frio, TX ~ Goliad, TX ~ Gonzales, TX ~ Guadalupe, TX ~ Karnes, TX ~ Kendall, TX ~ Kerr, TX ~ Kinney, TX ~ La Salle, TX ~ Maverick, TX ~ McMullen, TX ~ Medina, TX ~ Real, TX ~ Uvalde, TX ~ Val Verde, TX ~ Wilson, TX ~ Zavala, TX

TX - Atascosa County

Population

Total Population	44,911
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Housing Status

(in housing units unless noted)

Total	17,631
Occupied	15,246
Owner-occupied	11,559
Population in owner-occupied (number of individuals)	34,129
Renter-occupied	3,687
Population in renter-occupied (number of individuals)	10,398
Households with individuals under 18	6,193
Vacant	2,385
Vacant: for rent	344
Vacant: for sale	205

Population by Sex/Age

Male	22,130
Female	22,781
Under 18	12,862
18 & over	32,049
20 - 24	2,586
25 - 34	5,097
35 - 49	8,844
50 - 64	8,518
65 & over	5,711

Population by Ethnicity

Hispanic or Latino	27,785
Non Hispanic or Latino	17,126

Population by Race

White	38,130
African American	359
Asian	156
American Indian and Alaska Native	341
Native Hawaiian and Pacific Islander	30
Other	4,879
Identified by two or more	1,016

TX - Bandera County

Population

Total Population	20,485
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Housing Status

(in housing units unless noted)

Total	11,561
Occupied	8,564
Owner-occupied	7,158
Population in owner-occupied (number of individuals)	16,837
Renter-occupied	1,406
Population in renter-occupied (number of individuals)	3,328
Households with individuals under 18	2,169
Vacant	2,997
Vacant: for rent	222
Vacant: for sale	224

Population by Sex/Age

Male	10,172
Female	10,313
Under 18	4,023
18 & over	16,462
20 - 24	742
25 - 34	1,570
35 - 49	3,973
50 - 64	5,683
65 & over	4,114

Population by Ethnicity

Hispanic or Latino	3,415
Non Hispanic or Latino	17,070

Population by Race

White	19,010
African American	98
Asian	57
American Indian and Alaska Native	166
Native Hawaiian and Pacific Islander	2
Other	782
Identified by two or more	370

TX - Bexar County

Population

Total Population	1,714,773
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Housing Status

(in housing units unless noted)

Total	662,872
Occupied	608,931
Owner-occupied	368,638
Population in owner-occupied (number of individuals)	1,068,405
Renter-occupied	240,293
Population in renter-occupied (number of individuals)	604,367
Households with individuals under 18	234,943
Vacant	53,941
Vacant: for rent	25,551
Vacant: for sale	7,235

Population by Sex/Age

Male	840,840
Female	873,933
Under 18	465,286
18 & over	1,249,487
20 - 24	133,455
25 - 34	253,267
35 - 49	349,256
50 - 64	281,741
65 & over	175,883

Population by Ethnicity

Hispanic or Latino	1,006,958
Non Hispanic or Latino	707,815

Population by Race

White	1,250,252
African American	128,892
Asian	41,739
American Indian and Alaska Native	14,475
Native Hawaiian and Pacific Islander	2,350
Other	217,389
Identified by two or more	59,676

TX - Comal County

Population

Total Population	108,472
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Housing Status

(in housing units unless noted)

Total	47,108
Occupied	41,363
Owner-occupied	31,714
Population in owner-occupied (number of individuals)	83,534
Renter-occupied	9,649
Population in renter-occupied (number of individuals)	23,878
Households with individuals under 18	13,547
Vacant	5,745
Vacant: for rent	808
Vacant: for sale	703

Population by Sex/Age

Male	53,254
Female	55,218
Under 18	25,697
18 & over	82,775
20 - 24	5,084
25 - 34	10,802
35 - 49	22,556
50 - 64	25,047
65 & over	16,855

Population by Ethnicity

Hispanic or Latino	26,989
Non Hispanic or Latino	81,483

Population by Race

White	97,044
African American	1,727
Asian	849
American Indian and Alaska Native	645
Native Hawaiian and Pacific Islander	51
Other	5,808
Identified by two or more	2,348

TX - DeWitt County

Population

Total Population	20,097
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Housing Status

(in housing units unless noted)

Total	9,176
Occupied	7,407
Owner-occupied	5,548
Population in owner-occupied (number of individuals)	13,677
Renter-occupied	1,859
Population in renter-occupied (number of individuals)	4,630
Households with individuals under 18	2,295
Vacant	1,769
Vacant: for rent	147
Vacant: for sale	110

Population by Sex/Age

Male	10,447
Female	9,650
Under 18	4,493
18 & over	15,604
20 - 24	918
25 - 34	2,238
35 - 49	4,025
50 - 64	4,284
65 & over	3,677

Population by Ethnicity

Hispanic or Latino	6,502
Non Hispanic or Latino	13,595

Population by Race

White	15,206
African American	1,876
Asian	44
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	0
Other	2,414
Identified by two or more	469

TX - Dimmit County

Population

Total Population	9,996
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Housing Status

(in housing units unless noted)

Total	4,350
Occupied	3,421
Owner-occupied	2,478
Population in owner-occupied (number of individuals)	7,163
Renter-occupied	943
Population in renter-occupied (number of individuals)	2,729
Households with individuals under 18	1,417
Vacant	929
Vacant: for rent	97
Vacant: for sale	35

Population by Sex/Age

Male	4,839
Female	5,157
Under 18	3,001
18 & over	6,995
20 - 24	603
25 - 34	1,046
35 - 49	1,784
50 - 64	1,876
65 & over	1,419

Population by Ethnicity

Hispanic or Latino	8,616
Non Hispanic or Latino	1,380

Population by Race

White	8,860
African American	99
Asian	56
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	0
Other	785
Identified by two or more	162

TX - Edwards County

Population

Total Population	2,002
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Housing Status

(in housing units unless noted)

Total	1,606
Occupied	839
Owner-occupied	679
Population in owner-occupied (number of individuals)	1,611
Renter-occupied	160
Population in renter-occupied (number of individuals)	386
Households with individuals under 18	234
Vacant	767
Vacant: for rent	30
Vacant: for sale	26

Population by Sex/Age

Male	1,021
Female	981
Under 18	417
18 & over	1,585
20 - 24	96
25 - 34	169
35 - 49	344
50 - 64	488
65 & over	437

Population by Ethnicity

Hispanic or Latino	1,027
Non Hispanic or Latino	975

Population by Race

White	1,739
African American	11
Asian	7
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	0
Other	197
Identified by two or more	22

TX - Frio County

Population

Total Population	17,217
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Housing Status

(in housing units unless noted)

Total	5,846
Occupied	4,854
Owner-occupied	3,287
Population in owner-occupied (number of individuals)	9,513
Renter-occupied	1,567
Population in renter-occupied (number of individuals)	4,433
Households with individuals under 18	2,028
Vacant	992
Vacant: for rent	163
Vacant: for sale	56

Population by Sex/Age

Male	10,032
Female	7,185
Under 18	4,259
18 & over	12,958
20 - 24	1,510
25 - 34	2,958
35 - 49	3,254
50 - 64	2,718
65 & over	1,936

Population by Ethnicity

Hispanic or Latino	13,401
Non Hispanic or Latino	3,816

Population by Race

White	13,326
African American	584
Asian	367
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	1
Other	2,518
Identified by two or more	336

TX - Goliad County

Population

Total Population	7,210
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Housing Status

(in housing units unless noted)

Total	3,710
Occupied	2,868
Owner-occupied	2,295
Population in owner-occupied (number of individuals)	5,687
Renter-occupied	573
Population in renter-occupied (number of individuals)	1,430
Households with individuals under 18	833
Vacant	842
Vacant: for rent	45
Vacant: for sale	11

Population by Sex/Age

Male	3,596
Female	3,614
Under 18	1,648
18 & over	5,562
20 - 24	273
25 - 34	600
35 - 49	1,377
50 - 64	1,761
65 & over	1,372

Population by Ethnicity

Hispanic or Latino	2,462
Non Hispanic or Latino	4,748

Population by Race

White	6,035
African American	343
Asian	15
American Indian and Alaska Native	50
Native Hawaiian and Pacific Islander	2
Other	595
Identified by two or more	170

TX - Gonzales County

Population

Total Population	19,807
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Housing Status

(in housing units unless noted)

Total	8,794
Occupied	7,120
Owner-occupied	4,843
Population in owner-occupied (number of individuals)	13,181
Renter-occupied	2,277
Population in renter-occupied (number of individuals)	6,315
Households with individuals under 18	2,613
Vacant	1,674
Vacant: for rent	236
Vacant: for sale	90

Population by Sex/Age

Male	9,959
Female	9,848
Under 18	5,368
18 & over	14,439
20 - 24	1,197
25 - 34	2,301
35 - 49	3,644
50 - 64	3,773
65 & over	2,992

Population by Ethnicity

Hispanic or Latino	9,353
Non Hispanic or Latino	10,454

Population by Race

White	14,158
African American	1,468
Asian	78
American Indian and Alaska Native	190
Native Hawaiian and Pacific Islander	5
Other	3,474
Identified by two or more	434

TX - Guadalupe County

Population

Total Population	131,533
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Housing Status

(in housing units unless noted)

Total	50,015
Occupied	45,762
Owner-occupied	35,115
Population in owner-occupied (number of individuals)	100,282
Renter-occupied	10,647
Population in renter-occupied (number of individuals)	29,363
Households with individuals under 18	18,752
Vacant	4,253
Vacant: for rent	925
Vacant: for sale	857

Population by Sex/Age

Male	64,762
Female	66,771
Under 18	36,404
18 & over	95,129
20 - 24	7,366
25 - 34	15,763
35 - 49	29,225
50 - 64	23,741
65 & over	15,297

Population by Ethnicity

Hispanic or Latino	46,889
Non Hispanic or Latino	84,644

Population by Race

White	105,017
African American	8,512
Asian	1,861
American Indian and Alaska Native	897
Native Hawaiian and Pacific Islander	186
Other	11,053
Identified by two or more	4,007

TX - Karnes County

Population

Total Population	14,824
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Housing Status

(in housing units unless noted)

Total	5,650
Occupied	4,463
Owner-occupied	3,191
Population in owner-occupied (number of individuals)	8,274
Renter-occupied	1,272
Population in renter-occupied (number of individuals)	3,214
Households with individuals under 18	1,466
Vacant	1,187
Vacant: for rent	125
Vacant: for sale	49

Population by Sex/Age

Male	8,842
Female	5,982
Under 18	2,962
18 & over	11,862
20 - 24	1,160
25 - 34	2,456
35 - 49	3,146
50 - 64	2,659
65 & over	2,068

Population by Ethnicity

Hispanic or Latino	7,376
Non Hispanic or Latino	7,448

Population by Race

White	10,408
African American	1,377
Asian	32
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	2
Other	2,734
Identified by two or more	200

TX - Kendall County

Population

Total Population	33,410
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Housing Status

(in housing units unless noted)

Total	14,055
Occupied	12,617
Owner-occupied	9,529
Population in owner-occupied (number of individuals)	25,588
Renter-occupied	3,088
Population in renter-occupied (number of individuals)	7,303
Households with individuals under 18	4,163
Vacant	1,438
Vacant: for rent	361
Vacant: for sale	185

Population by Sex/Age

Male	16,299
Female	17,111
Under 18	8,099
18 & over	25,311
20 - 24	1,431
25 - 34	2,813
35 - 49	6,824
50 - 64	7,857
65 & over	5,584

Population by Ethnicity

Hispanic or Latino	6,829
Non Hispanic or Latino	26,581

Population by Race

White	30,299
African American	167
Asian	209
American Indian and Alaska Native	186
Native Hawaiian and Pacific Islander	17
Other	1,888
Identified by two or more	644

TX - Kerr County

Population

Total Population	49,625
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Housing Status

(in housing units unless noted)

Total	23,831
Occupied	20,550
Owner-occupied	14,958
Population in owner-occupied (number of individuals)	34,774
Renter-occupied	5,592
Population in renter-occupied (number of individuals)	12,941
Households with individuals under 18	5,215
Vacant	3,281
Vacant: for rent	664
Vacant: for sale	398

Population by Sex/Age

Male	24,068
Female	25,557
Under 18	10,014
18 & over	39,611
20 - 24	2,572
25 - 34	4,524
35 - 49	8,168
50 - 64	10,676
65 & over	12,314

Population by Ethnicity

Hispanic or Latino	11,895
Non Hispanic or Latino	37,730

Population by Race

White	43,505
African American	884
Asian	373
American Indian and Alaska Native	355
Native Hawaiian and Pacific Islander	30
Other	3,419
Identified by two or more	1,059

TX - Kinney County

Population

Total Population	3,598
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Housing Status

(in housing units unless noted)

Total	1,940
Occupied	1,350
Owner-occupied	1,053
Population in owner-occupied (number of individuals)	2,535
Renter-occupied	297
Population in renter-occupied (number of individuals)	731
Households with individuals under 18	351
Vacant	590
Vacant: for rent	54
Vacant: for sale	39

Population by Sex/Age

Male	1,955
Female	1,643
Under 18	724
18 & over	2,874
20 - 24	205
25 - 34	351
35 - 49	629
50 - 64	734
65 & over	874

Population by Ethnicity

Hispanic or Latino	2,004
Non Hispanic or Latino	1,594

Population by Race

White	3,187
African American	53
Asian	10
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	0
Other	248
Identified by two or more	74

TX - La Salle County

Population

Total Population	6,886
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Housing Status

(in housing units unless noted)

Total	2,746
Occupied	1,931
Owner-occupied	1,403
Population in owner-occupied (number of individuals)	3,909
Renter-occupied	528
Population in renter-occupied (number of individuals)	1,394
Households with individuals under 18	704
Vacant	815
Vacant: for rent	65
Vacant: for sale	22

Population by Sex/Age

Male	4,089
Female	2,797
Under 18	1,494
18 & over	5,392
20 - 24	1,021
25 - 34	1,105
35 - 49	1,169
50 - 64	1,031
65 & over	857

Population by Ethnicity

Hispanic or Latino	5,920
Non Hispanic or Latino	966

Population by Race

White	6,176
African American	34
Asian	7
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	0
Other	549
Identified by two or more	80

TX - Maverick County

Population

Total Population	54,258
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Housing Status

(in housing units unless noted)

Total	17,462
Occupied	15,563
Owner-occupied	10,830
Population in owner-occupied (number of individuals)	38,820
Renter-occupied	4,733
Population in renter-occupied (number of individuals)	14,469
Households with individuals under 18	8,302
Vacant	1,899
Vacant: for rent	352
Vacant: for sale	110

Population by Sex/Age

Male	26,451
Female	27,807
Under 18	18,323
18 & over	35,935
20 - 24	3,701
25 - 34	6,463
35 - 49	10,060
50 - 64	8,138
65 & over	5,727

Population by Ethnicity

Hispanic or Latino	51,914
Non Hispanic or Latino	2,344

Population by Race

White	49,617
African American	135
Asian	177
American Indian and Alaska Native	642
Native Hawaiian and Pacific Islander	4
Other	3,138
Identified by two or more	545

TX - McMullen County

Population

Total Population	707
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Housing Status

(in housing units unless noted)

Total	485
Occupied	310
Owner-occupied	254
Population in owner-occupied (number of individuals)	556
Renter-occupied	56
Population in renter-occupied (number of individuals)	151
Households with individuals under 18	66
Vacant	175
Vacant: for rent	1
Vacant: for sale	1

Population by Sex/Age

Male	367
Female	340
Under 18	119
18 & over	588
20 - 24	33
25 - 34	65
35 - 49	122
50 - 64	163
65 & over	187

Population by Ethnicity

Hispanic or Latino	261
Non Hispanic or Latino	446

Population by Race

White	643
African American	8
Asian	3
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	0
Other	35
Identified by two or more	18

TX - Medina County

Population

Total Population	46,006
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Housing Status

(in housing units unless noted)

Total	17,991
Occupied	15,530
Owner-occupied	12,244
Population in owner-occupied (number of individuals)	34,570
Renter-occupied	3,286
Population in renter-occupied (number of individuals)	9,127
Households with individuals under 18	5,868
Vacant	2,461
Vacant: for rent	327
Vacant: for sale	244

Population by Sex/Age

Male	23,656
Female	22,350
Under 18	11,865
18 & over	34,141
20 - 24	2,897
25 - 34	5,081
35 - 49	9,342
50 - 64	9,276
65 & over	6,210

Population by Ethnicity

Hispanic or Latino	22,871
Non Hispanic or Latino	23,135

Population by Race

White	39,369
African American	1,012
Asian	296
American Indian and Alaska Native	331
Native Hawaiian and Pacific Islander	36
Other	3,950
Identified by two or more	1,012

TX - Real County

Population

Total Population	3,309
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Housing Status

(in housing units unless noted)

Total	2,599
Occupied	1,374
Owner-occupied	1,045
Population in owner-occupied (number of individuals)	2,333
Renter-occupied	329
Population in renter-occupied (number of individuals)	906
Households with individuals under 18	354
Vacant	1,225
Vacant: for rent	87
Vacant: for sale	57

Population by Sex/Age

Male	1,638
Female	1,671
Under 18	660
18 & over	2,649
20 - 24	103
25 - 34	242
35 - 49	545
50 - 64	832
65 & over	853

Population by Ethnicity

Hispanic or Latino	814
Non Hispanic or Latino	2,495

Population by Race

White	2,996
African American	22
Asian	2
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	12
Other	175
Identified by two or more	65

TX - Uvalde County

Population

Total Population	26,405
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Housing Status

(in housing units unless noted)

Total	10,811
Occupied	9,025
Owner-occupied	6,333
Population in owner-occupied (number of individuals)	18,114
Renter-occupied	2,692
Population in renter-occupied (number of individuals)	7,727
Households with individuals under 18	3,664
Vacant	1,786
Vacant: for rent	281
Vacant: for sale	118

Population by Sex/Age

Male	12,909
Female	13,496
Under 18	7,633
18 & over	18,772
20 - 24	1,642
25 - 34	2,908
35 - 49	4,753
50 - 64	4,637
65 & over	3,896

Population by Ethnicity

Hispanic or Latino	18,299
Non Hispanic or Latino	8,106

Population by Race

White	20,631
African American	170
Asian	134
American Indian and Alaska Native	146
Native Hawaiian and Pacific Islander	6
Other	4,534
Identified by two or more	784

TX - Val Verde County

Population

Total Population	48,879
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Housing Status

(in housing units unless noted)

Total	18,651
Occupied	15,654
Owner-occupied	10,252
Population in owner-occupied (number of individuals)	31,963
Renter-occupied	5,402
Population in renter-occupied (number of individuals)	14,971
Households with individuals under 18	6,944
Vacant	2,997
Vacant: for rent	438
Vacant: for sale	187

Population by Sex/Age

Male	24,519
Female	24,360
Under 18	14,564
18 & over	34,315
20 - 24	3,639
25 - 34	6,399
35 - 49	9,259
50 - 64	7,522
65 & over	6,052

Population by Ethnicity

Hispanic or Latino	39,199
Non Hispanic or Latino	9,680

Population by Race

White	41,534
African American	746
Asian	238
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	44
Other	5,067
Identified by two or more	1,010

TX - Wilson County

Population

Total Population	42,918
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Housing Status

(in housing units unless noted)

Total	16,766
Occupied	15,009
Owner-occupied	12,566
Population in owner-occupied (number of individuals)	35,577
Renter-occupied	2,443
Population in renter-occupied (number of individuals)	6,790
Households with individuals under 18	5,876
Vacant	1,757
Vacant: for rent	179
Vacant: for sale	240

Population by Sex/Age

Male	21,372
Female	21,546
Under 18	11,334
18 & over	31,584
20 - 24	1,973
25 - 34	4,320
35 - 49	9,606
50 - 64	9,186
65 & over	5,412

Population by Ethnicity

Hispanic or Latino	16,412
Non Hispanic or Latino	26,506

Population by Race

White	38,231
African American	701
Asian	163
American Indian and Alaska Native	281
Native Hawaiian and Pacific Islander	9
Other	2,614
Identified by two or more	919

TX - Zavala County

Population

Total Population	11,677
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Housing Status

(in housing units unless noted)

Total	4,283
Occupied	3,573
Owner-occupied	2,535
Population in owner-occupied (number of individuals)	8,098
Renter-occupied	1,038
Population in renter-occupied (number of individuals)	3,170
Households with individuals under 18	1,658
Vacant	710
Vacant: for rent	66
Vacant: for sale	26

Population by Sex/Age

Male	5,760
Female	5,917
Under 18	3,660
18 & over	8,017
20 - 24	899
25 - 34	1,395
35 - 49	1,968
50 - 64	1,935
65 & over	1,408

Population by Ethnicity

Hispanic or Latino	10,961
Non Hispanic or Latino	716

Population by Race

White	10,301
African American	89
Asian	4
American Indian and Alaska Native	41
Native Hawaiian and Pacific Islander	16
Other	1,062
Identified by two or more	164