



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

SHREVEPORT :::

BROADCAST TV MARKET AREA

Population

Total Population	981,070
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Housing Status

(in housing units unless noted)

Total	441,707
Occupied	384,053
Owner-occupied	260,806
Population in owner-occupied (number of individuals)	652,022
Renter-occupied	123,247
Population in renter-occupied (number of individuals)	300,461
Households with individuals under 18	129,489
Vacant	57,654
Vacant: for rent	12,549
Vacant: for sale	3,909

Population by Sex/Age

Male	478,407
Female	502,663
Under 18	241,917
18 & over	739,153
20 - 24	65,070
25 - 34	126,156
35 - 49	187,231
50 - 64	190,579
65 & over	142,246

Population by Ethnicity

Hispanic or Latino	51,247
Non Hispanic or Latino	929,823

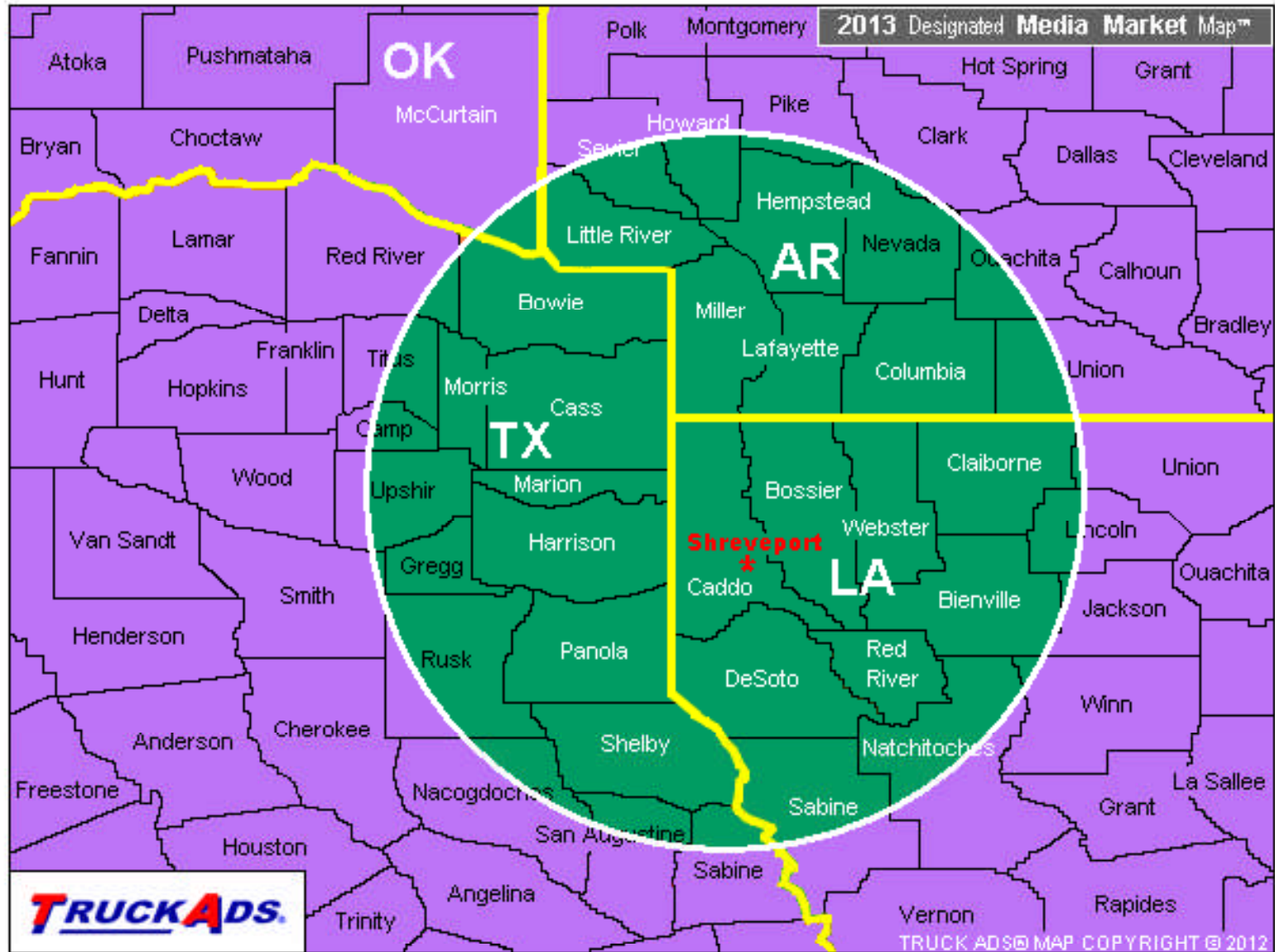
Population by Race

White	614,601
African American	301,699
Asian	7,246
American Indian and Alaska Native	12,537
Native Hawaiian and Pacific Islander	481
Other	26,084
Identified by two or more	18,422



SHREVEPORT :::

BROADCAST TV MARKET AREA



24 COUNTIES IN THIS DESIGNATED MARKET

LOUISIANA: Bienville, LA ~ Bossier, LA ~ Caddo, LA ~ Claiborne, LA ~ DeSoto, LA ~ Natchitoches, LA ~ Red River, LA ~ Sabine, LA ~ Webster, LA ~ **TEXAS:** Bowie, TX ~ Cass, TX ~ Harrison, TX ~ Marion, TX ~ Morris, TX ~ Panola, TX ~ Shelby, TX ~ **ARKANSAS:** Columbia, AR ~ Hempstead, AR ~ Howard, AR ~ Lafayette, AR ~ Little River, AR ~ Miller, AR ~ Sevier, AR ~ **OKLAHOMA:** McCurtain, OK

LA - Bienville Parish

Population

Total Population	14,353
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Housing Status

(in housing units unless noted)

Total	7,718
Occupied	5,838
Owner-occupied	4,361
Population in owner-occupied (number of individuals)	10,534
Renter-occupied	1,477
Population in renter-occupied (number of individuals)	3,500
Households with individuals under 18	1,862
Vacant	1,880
Vacant: for rent	249
Vacant: for sale	31

Population by Sex/Age

Male	6,921
Female	7,432
Under 18	3,341
18 & over	11,012
20 - 24	860
25 - 34	1,516
35 - 49	2,716
50 - 64	2,871
65 & over	2,651

Population by Ethnicity

Hispanic or Latino	207
Non Hispanic or Latino	14,146

Population by Race

White	7,935
African American	6,076
Asian	34
American Indian and Alaska Native	50
Native Hawaiian and Pacific Islander	0
Other	82
Identified by two or more	176

LA - Bossier Parish

Population

Total Population	116,979
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Housing Status

(in housing units unless noted)

Total	49,351
Occupied	45,215
Owner-occupied	30,213
Population in owner-occupied (number of individuals)	78,266
Renter-occupied	15,002
Population in renter-occupied (number of individuals)	36,752
Households with individuals under 18	16,417
Vacant	4,136
Vacant: for rent	1,321
Vacant: for sale	528

Population by Sex/Age

Male	57,511
Female	59,468
Under 18	30,034
18 & over	86,945
20 - 24	8,404
25 - 34	17,509
35 - 49	23,418
50 - 64	20,602
65 & over	14,026

Population by Ethnicity

Hispanic or Latino	7,026
Non Hispanic or Latino	109,953

Population by Race

White	84,430
African American	24,461
Asian	1,927
American Indian and Alaska Native	641
Native Hawaiian and Pacific Islander	163
Other	2,805
Identified by two or more	2,552

LA - Caddo Parish

Population

Total Population	254,969
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Housing Status

(in housing units unless noted)

Total	112,028
Occupied	102,139
Owner-occupied	63,198
Population in owner-occupied (number of individuals)	155,232
Renter-occupied	38,941
Population in renter-occupied (number of individuals)	93,490
Households with individuals under 18	33,654
Vacant	9,889
Vacant: for rent	3,251
Vacant: for sale	871

Population by Sex/Age

Male	121,191
Female	133,778
Under 18	62,654
18 & over	192,315
20 - 24	18,249
25 - 34	35,186
35 - 49	47,145
50 - 64	49,679
65 & over	34,643

Population by Ethnicity

Hispanic or Latino	6,129
Non Hispanic or Latino	248,840

Population by Race

White	124,942
African American	120,264
Asian	2,683
American Indian and Alaska Native	1,092
Native Hawaiian and Pacific Islander	126
Other	2,104
Identified by two or more	3,758

LA - Claiborne Parish

Population

Total Population	17,195
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Housing Status

(in housing units unless noted)

Total	7,761
Occupied	6,017
Owner-occupied	4,479
Population in owner-occupied (number of individuals)	10,474
Renter-occupied	1,538
Population in renter-occupied (number of individuals)	3,804
Households with individuals under 18	1,838
Vacant	1,744
Vacant: for rent	174
Vacant: for sale	51

Population by Sex/Age

Male	9,611
Female	7,584
Under 18	3,380
18 & over	13,815
20 - 24	1,111
25 - 34	2,497
35 - 49	3,544
50 - 64	3,509
65 & over	2,754

Population by Ethnicity

Hispanic or Latino	171
Non Hispanic or Latino	17,024

Population by Race

White	8,167
African American	8,733
Asian	41
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	1
Other	46
Identified by two or more	144

LA - De Soto Parish

Population

Total Population	26,656
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Housing Status

(in housing units unless noted)

Total	12,290
Occupied	10,562
Owner-occupied	7,964
Population in owner-occupied (number of individuals)	20,071
Renter-occupied	2,598
Population in renter-occupied (number of individuals)	6,370
Households with individuals under 18	3,547
Vacant	1,728
Vacant: for rent	197
Vacant: for sale	84

Population by Sex/Age

Male	12,862
Female	13,794
Under 18	6,650
18 & over	20,006
20 - 24	1,507
25 - 34	3,061
35 - 49	5,198
50 - 64	5,725
65 & over	3,848

Population by Ethnicity

Hispanic or Latino	661
Non Hispanic or Latino	25,995

Population by Race

White	15,456
African American	10,449
Asian	42
American Indian and Alaska Native	204
Native Hawaiian and Pacific Islander	11
Other	186
Identified by two or more	308

LA - Natchitoches Parish

Population

Total Population	39,566
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Housing Status

(in housing units unless noted)

Total	18,587
Occupied	15,614
Owner-occupied	9,628
Population in owner-occupied (number of individuals)	23,735
Renter-occupied	5,986
Population in renter-occupied (number of individuals)	13,641
Households with individuals under 18	5,057
Vacant	2,973
Vacant: for rent	689
Vacant: for sale	101

Population by Sex/Age

Male	18,861
Female	20,705
Under 18	9,600
18 & over	29,966
20 - 24	4,093
25 - 34	4,838
35 - 49	6,628
50 - 64	7,088
65 & over	5,329

Population by Ethnicity

Hispanic or Latino	735
Non Hispanic or Latino	38,831

Population by Race

White	21,494
African American	16,362
Asian	134
American Indian and Alaska Native	376
Native Hawaiian and Pacific Islander	11
Other	344
Identified by two or more	845

LA - Red River Parish

Population

Total Population	9,091
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Housing Status

(in housing units unless noted)

Total	4,128
Occupied	3,472
Owner-occupied	2,657
Population in owner-occupied (number of individuals)	6,810
Renter-occupied	815
Population in renter-occupied (number of individuals)	2,117
Households with individuals under 18	1,213
Vacant	656
Vacant: for rent	215
Vacant: for sale	16

Population by Sex/Age

Male	4,350
Female	4,741
Under 18	2,313
18 & over	6,778
20 - 24	534
25 - 34	1,108
35 - 49	1,675
50 - 64	1,816
65 & over	1,386

Population by Ethnicity

Hispanic or Latino	101
Non Hispanic or Latino	8,990

Population by Race

White	5,360
African American	3,595
Asian	12
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	2
Other	31
Identified by two or more	58

LA - Sabine Parish

Population

Total Population	24,233
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Housing Status

(in housing units unless noted)

Total	14,130
Occupied	9,622
Owner-occupied	7,544
Population in owner-occupied (number of individuals)	18,701
Renter-occupied	2,078
Population in renter-occupied (number of individuals)	5,092
Households with individuals under 18	3,107
Vacant	4,508
Vacant: for rent	240
Vacant: for sale	94

Population by Sex/Age

Male	12,009
Female	12,224
Under 18	5,922
18 & over	18,311
20 - 24	1,319
25 - 34	2,724
35 - 49	4,490
50 - 64	4,937
65 & over	4,179

Population by Ethnicity

Hispanic or Latino	820
Non Hispanic or Latino	23,413

Population by Race

White	17,155
African American	4,026
Asian	56
American Indian and Alaska Native	2,082
Native Hawaiian and Pacific Islander	0
Other	100
Identified by two or more	814

LA - Webster Parish

Population

Total Population	41,207
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Housing Status

(in housing units unless noted)

Total	19,336
Occupied	16,537
Owner-occupied	11,704
Population in owner-occupied (number of individuals)	28,124
Renter-occupied	4,833
Population in renter-occupied (number of individuals)	11,852
Households with individuals under 18	5,396
Vacant	2,799
Vacant: for rent	543
Vacant: for sale	136

Population by Sex/Age

Male	20,041
Female	21,166
Under 18	9,710
18 & over	31,497
20 - 24	2,477
25 - 34	4,831
35 - 49	7,914
50 - 64	8,364
65 & over	6,894

Population by Ethnicity

Hispanic or Latino	670
Non Hispanic or Latino	40,537

Population by Race

White	26,469
African American	13,823
Asian	120
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	8
Other	156
Identified by two or more	481

TX - Bowie County

Population

Total Population	92,565
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Housing Status

(in housing units unless noted)

Total	38,493
Occupied	34,669
Owner-occupied	22,731
Population in owner-occupied (number of individuals)	57,181
Renter-occupied	11,938
Population in renter-occupied (number of individuals)	29,178
Households with individuals under 18	11,963
Vacant	3,824
Vacant: for rent	1,234
Vacant: for sale	422

Population by Sex/Age

Male	46,758
Female	45,807
Under 18	22,452
18 & over	70,113
20 - 24	5,645
25 - 34	12,341
35 - 49	18,950
50 - 64	17,680
65 & over	13,103

Population by Ethnicity

Hispanic or Latino	6,062
Non Hispanic or Latino	86,503

Population by Race

White	63,641
African American	22,387
Asian	734
American Indian and Alaska Native	694
Native Hawaiian and Pacific Islander	51
Other	3,077
Identified by two or more	1,981

TX - Cass County

Population

Total Population	30,464
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Housing Status

(in housing units unless noted)

Total	14,379
Occupied	12,429
Owner-occupied	9,470
Population in owner-occupied (number of individuals)	23,062
Renter-occupied	2,959
Population in renter-occupied (number of individuals)	7,048
Households with individuals under 18	3,870
Vacant	1,950
Vacant: for rent	341
Vacant: for sale	234

Population by Sex/Age

Male	14,777
Female	15,687
Under 18	7,065
18 & over	23,399
20 - 24	1,479
25 - 34	3,130
35 - 49	5,746
50 - 64	6,550
65 & over	5,815

Population by Ethnicity

Hispanic or Latino	1,053
Non Hispanic or Latino	29,411

Population by Race

White	24,079
African American	5,315
Asian	91
American Indian and Alaska Native	161
Native Hawaiian and Pacific Islander	4
Other	390
Identified by two or more	424

TX - Harrison County

Population

Total Population	65,631
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Housing Status

(in housing units unless noted)

Total	27,704
Occupied	24,523
Owner-occupied	18,004
Population in owner-occupied (number of individuals)	47,274
Renter-occupied	6,519
Population in renter-occupied (number of individuals)	16,994
Households with individuals under 18	8,817
Vacant	3,181
Vacant: for rent	621
Vacant: for sale	287

Population by Sex/Age

Male	32,224
Female	33,407
Under 18	16,981
18 & over	48,650
20 - 24	4,176
25 - 34	8,016
35 - 49	12,740
50 - 64	13,153
65 & over	8,716

Population by Ethnicity

Hispanic or Latino	7,254
Non Hispanic or Latino	58,377

Population by Race

White	45,020
African American	14,398
Asian	339
American Indian and Alaska Native	447
Native Hawaiian and Pacific Islander	31
Other	4,277
Identified by two or more	1,119

TX - Marion County

Population

Total Population	10,546
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Housing Status

(in housing units unless noted)

Total	6,218
Occupied	4,595
Owner-occupied	3,637
Population in owner-occupied (number of individuals)	8,211
Renter-occupied	958
Population in renter-occupied (number of individuals)	2,168
Households with individuals under 18	1,120
Vacant	1,623
Vacant: for rent	143
Vacant: for sale	83

Population by Sex/Age

Male	5,171
Female	5,375
Under 18	2,009
18 & over	8,537
20 - 24	456
25 - 34	931
35 - 49	1,931
50 - 64	2,721
65 & over	2,270

Population by Ethnicity

Hispanic or Latino	328
Non Hispanic or Latino	10,218

Population by Race

White	7,752
African American	2,325
Asian	50
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	3
Other	105
Identified by two or more	226

TX - Morris County

Population

Total Population	12,934
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Housing Status

(in housing units unless noted)

Total	6,024
Occupied	5,226
Owner-occupied	3,954
Population in owner-occupied (number of individuals)	9,634
Renter-occupied	1,272
Population in renter-occupied (number of individuals)	3,155
Households with individuals under 18	1,636
Vacant	798
Vacant: for rent	133
Vacant: for sale	87

Population by Sex/Age

Male	6,239
Female	6,695
Under 18	3,013
18 & over	9,921
20 - 24	636
25 - 34	1,413
35 - 49	2,286
50 - 64	2,743
65 & over	2,506

Population by Ethnicity

Hispanic or Latino	1,003
Non Hispanic or Latino	11,931

Population by Race

White	9,014
African American	2,976
Asian	45
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	7
Other	545
Identified by two or more	254

TX - Panola County

Population

Total Population	23,796
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Housing Status

(in housing units unless noted)

Total	10,920
Occupied	9,271
Owner-occupied	7,112
Population in owner-occupied (number of individuals)	17,982
Renter-occupied	2,159
Population in renter-occupied (number of individuals)	5,456
Households with individuals under 18	3,092
Vacant	1,649
Vacant: for rent	221
Vacant: for sale	116

Population by Sex/Age

Male	11,808
Female	11,988
Under 18	5,870
18 & over	17,926
20 - 24	1,351
25 - 34	2,927
35 - 49	4,325
50 - 64	4,939
65 & over	3,705

Population by Ethnicity

Hispanic or Latino	1,970
Non Hispanic or Latino	21,826

Population by Race

White	18,267
African American	3,867
Asian	73
American Indian and Alaska Native	105
Native Hawaiian and Pacific Islander	3
Other	1,064
Identified by two or more	417

TX - Shelby County

Population

Total Population	25,448
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Housing Status

(in housing units unless noted)

Total	11,873
Occupied	9,648
Owner-occupied	7,220
Population in owner-occupied (number of individuals)	18,818
Renter-occupied	2,428
Population in renter-occupied (number of individuals)	6,458
Households with individuals under 18	3,385
Vacant	2,225
Vacant: for rent	257
Vacant: for sale	95

Population by Sex/Age

Male	12,591
Female	12,857
Under 18	6,727
18 & over	18,721
20 - 24	1,541
25 - 34	2,956
35 - 49	4,785
50 - 64	4,747
65 & over	3,988

Population by Ethnicity

Hispanic or Latino	4,164
Non Hispanic or Latino	21,284

Population by Race

White	17,467
African American	4,432
Asian	81
American Indian and Alaska Native	89
Native Hawaiian and Pacific Islander	0
Other	3,021
Identified by two or more	358

AR - Columbia County

Population

Total Population	24,552
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Housing Status

(in housing units unless noted)

Total	11,596
Occupied	9,759
Owner-occupied	6,510
Population in owner-occupied (number of individuals)	15,824
Renter-occupied	3,249
Population in renter-occupied (number of individuals)	7,413
Households with individuals under 18	3,041
Vacant	1,837
Vacant: for rent	570
Vacant: for sale	128

Population by Sex/Age

Male	11,715
Female	12,837
Under 18	5,594
18 & over	18,958
20 - 24	2,367
25 - 34	2,697
35 - 49	4,385
50 - 64	4,453
65 & over	3,928

Population by Ethnicity

Hispanic or Latino	533
Non Hispanic or Latino	24,019

Population by Race

White	14,696
African American	9,059
Asian	177
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	4
Other	289
Identified by two or more	256

AR - Hempstead County

Population

Total Population	22,609
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Housing Status

(in housing units unless noted)

Total	10,419
Occupied	8,839
Owner-occupied	5,926
Population in owner-occupied (number of individuals)	14,807
Renter-occupied	2,913
Population in renter-occupied (number of individuals)	7,501
Households with individuals under 18	3,097
Vacant	1,580
Vacant: for rent	376
Vacant: for sale	88

Population by Sex/Age

Male	10,905
Female	11,704
Under 18	5,878
18 & over	16,731
20 - 24	1,305
25 - 34	2,788
35 - 49	4,273
50 - 64	4,360
65 & over	3,396

Population by Ethnicity

Hispanic or Latino	2,713
Non Hispanic or Latino	19,896

Population by Race

White	13,431
African American	6,646
Asian	82
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	19
Other	1,911
Identified by two or more	432

AR - Howard County

Population

Total Population	13,789
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Housing Status

(in housing units unless noted)

Total	6,238
Occupied	5,365
Owner-occupied	3,766
Population in owner-occupied (number of individuals)	9,628
Renter-occupied	1,599
Population in renter-occupied (number of individuals)	3,980
Households with individuals under 18	1,930
Vacant	873
Vacant: for rent	185
Vacant: for sale	49

Population by Sex/Age

Male	6,656
Female	7,133
Under 18	3,623
18 & over	10,166
20 - 24	798
25 - 34	1,608
35 - 49	2,739
50 - 64	2,567
65 & over	2,104

Population by Ethnicity

Hispanic or Latino	1,349
Non Hispanic or Latino	12,440

Population by Race

White	9,894
African American	2,846
Asian	87
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	10
Other	681
Identified by two or more	175

AR - Lafayette County

Population

Total Population	7,645
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Housing Status

(in housing units unless noted)

Total	4,353
Occupied	3,150
Owner-occupied	2,375
Population in owner-occupied (number of individuals)	5,727
Renter-occupied	775
Population in renter-occupied (number of individuals)	1,807
Households with individuals under 18	935
Vacant	1,203
Vacant: for rent	93
Vacant: for sale	43

Population by Sex/Age

Male	3,693
Female	3,952
Under 18	1,776
18 & over	5,869
20 - 24	389
25 - 34	778
35 - 49	1,401
50 - 64	1,601
65 & over	1,483

Population by Ethnicity

Hispanic or Latino	131
Non Hispanic or Latino	7,514

Population by Race

White	4,642
African American	2,845
Asian	26
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	0
Other	54
Identified by two or more	61

AR - Little River County

Population

Total Population	13,171
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Housing Status

(in housing units unless noted)

Total	6,460
Occupied	5,411
Owner-occupied	3,997
Population in owner-occupied (number of individuals)	9,750
Renter-occupied	1,414
Population in renter-occupied (number of individuals)	3,298
Households with individuals under 18	1,729
Vacant	1,049
Vacant: for rent	187
Vacant: for sale	46

Population by Sex/Age

Male	6,403
Female	6,768
Under 18	3,137
18 & over	10,034
20 - 24	688
25 - 34	1,443
35 - 49	2,553
50 - 64	2,783
65 & over	2,253

Population by Ethnicity

Hispanic or Latino	357
Non Hispanic or Latino	12,814

Population by Race

White	9,948
African American	2,519
Asian	39
American Indian and Alaska Native	192
Native Hawaiian and Pacific Islander	2
Other	207
Identified by two or more	264

AR - Miller County

Population

Total Population	43,462
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Housing Status

(in housing units unless noted)

Total	19,281
Occupied	17,219
Owner-occupied	10,942
Population in owner-occupied (number of individuals)	26,977
Renter-occupied	6,277
Population in renter-occupied (number of individuals)	15,005
Households with individuals under 18	5,809
Vacant	2,062
Vacant: for rent	602
Vacant: for sale	139

Population by Sex/Age

Male	21,401
Female	22,061
Under 18	10,549
18 & over	32,913
20 - 24	2,828
25 - 34	5,950
35 - 49	8,633
50 - 64	8,367
65 & over	5,982

Population by Ethnicity

Hispanic or Latino	1,038
Non Hispanic or Latino	42,424

Population by Race

White	31,134
African American	10,667
Asian	198
American Indian and Alaska Native	293
Native Hawaiian and Pacific Islander	17
Other	415
Identified by two or more	738

AR - Sevier County

Population

Total Population	17,058
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Housing Status

(in housing units unless noted)

Total	6,887
Occupied	5,975
Owner-occupied	4,248
Population in owner-occupied (number of individuals)	12,005
Renter-occupied	1,727
Population in renter-occupied (number of individuals)	4,880
Households with individuals under 18	2,441
Vacant	912
Vacant: for rent	143
Vacant: for sale	50

Population by Sex/Age

Male	8,464
Female	8,594
Under 18	5,040
18 & over	12,018
20 - 24	1,036
25 - 34	2,178
35 - 49	3,345
50 - 64	2,779
65 & over	2,147

Population by Ethnicity

Hispanic or Latino	5,220
Non Hispanic or Latino	11,838

Population by Race

White	11,949
African American	734
Asian	63
American Indian and Alaska Native	398
Native Hawaiian and Pacific Islander	4
Other	3,387
Identified by two or more	523

OK - McCurtain County

Population

Total Population	33,151
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Housing Status

(in housing units unless noted)

Total	15,533
Occupied	12,958
Owner-occupied	9,166
Population in owner-occupied (number of individuals)	23,195
Renter-occupied	3,792
Population in renter-occupied (number of individuals)	9,502
Households with individuals under 18	4,533
Vacant	2,575
Vacant: for rent	564
Vacant: for sale	130

Population by Sex/Age

Male	16,245
Female	16,906
Under 18	8,599
18 & over	24,552
20 - 24	1,821
25 - 34	3,730
35 - 49	6,411
50 - 64	6,545
65 & over	5,140

Population by Ethnicity

Hispanic or Latino	1,552
Non Hispanic or Latino	31,599

Population by Race

White	22,259
African American	2,894
Asian	112
American Indian and Alaska Native	5,017
Native Hawaiian and Pacific Islander	4
Other	807
Identified by two or more	2,058