



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

**SPOKANE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,107,953
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**Housing Status**

( in housing units unless noted )

Total	503,438
Occupied	437,786
Owner-occupied	291,897
Population in owner-occupied ( number of individuals )	735,901
Renter-occupied	145,889
Population in renter-occupied ( number of individuals )	340,730
Households with individuals under 18	132,789
Vacant	65,652
Vacant: for rent	12,502
Vacant: for sale	7,168

**Population by Sex/Age**

Male	553,113
Female	554,840
Under 18	259,277
18 & over	848,676
20 - 24	85,670
25 - 34	134,380
35 - 49	204,536
50 - 64	227,141
65 & over	159,026

**Population by Ethnicity**

Hispanic or Latino	89,658
Non Hispanic or Latino	1,018,295

**Population by Race**

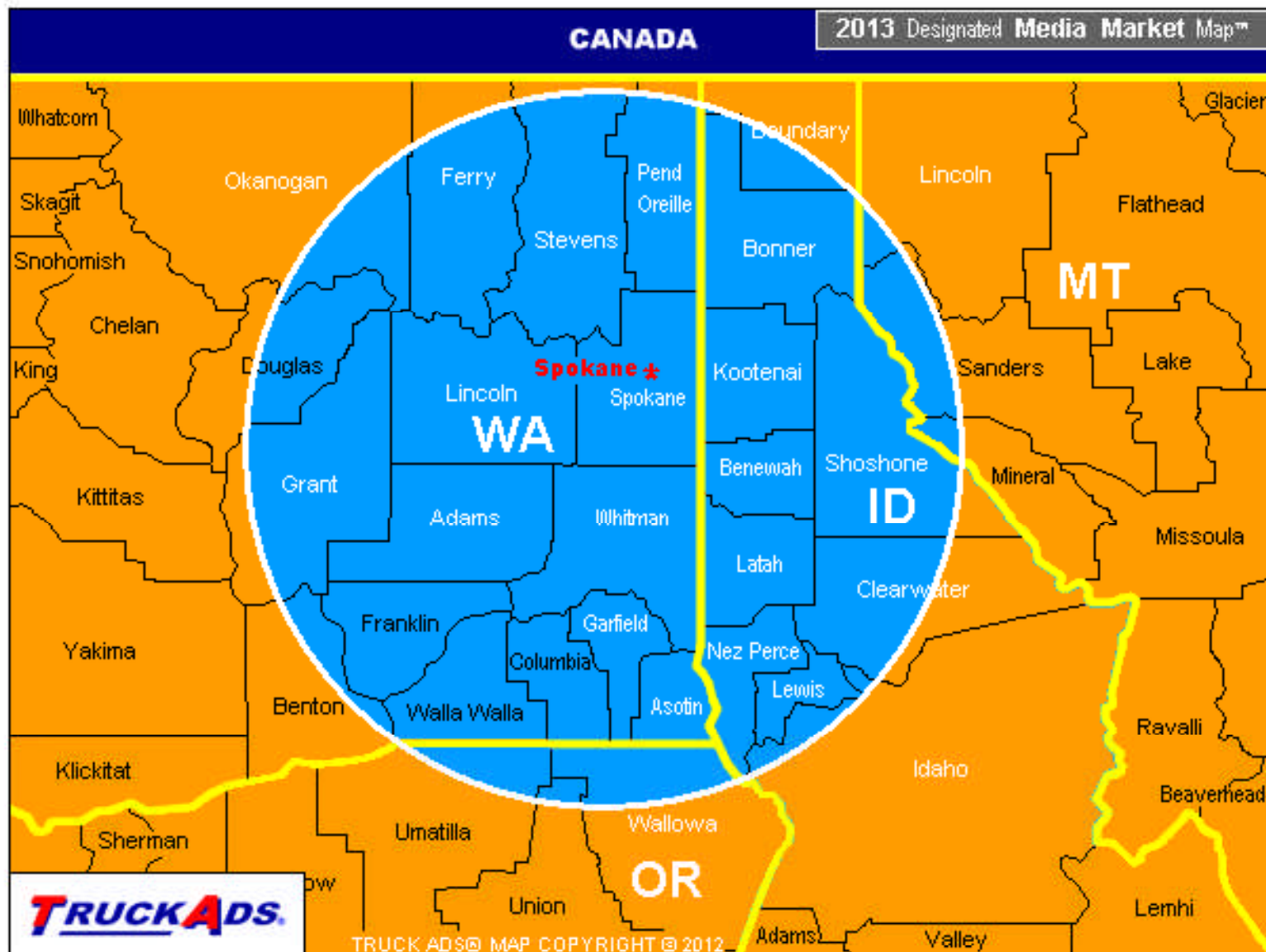
White	977,501
African American	11,495
Asian	17,731
American Indian and Alaska Native	25,164
Native Hawaiian and Pacific Islander	2,565
Other	37,835
Identified by two or more	35,662

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# SPOKANE :::

## BROADCAST TV MARKET AREA



### 23 COUNTIES IN THIS DESIGNATED MARKET

**WASHINGTON:** Adams, WA ~ Asotin, WA ~ Ferry, WA ~ Garfield, WA ~ Grant, WA ~ Lincoln, WA ~ Okanogan, WA ~ Pend Oreille, WA ~ Spokane, WA ~ Stevens, WA ~ Whitman, WA ~ **IDAHO:** Benewah, ID ~ Bonner, ID ~ Boundary, ID ~ Clearwater, ID ~ Idaho, ID ~ Kootenai, ID ~ Latah, ID ~ Lewis, ID ~ Nez Perce, ID ~ Shoshone, ID ~ **OREGON:** Wallowa, OR ~ **MONTANA:** Lincoln, MT

## WA - Adams County

### Population

Total Population	18,728
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### Housing Status

( in housing units unless noted )

Total	6,242
Occupied	5,720
Owner-occupied	3,736
Population in owner-occupied ( number of individuals )	11,788
Renter-occupied	1,984
Population in renter-occupied ( number of individuals )	6,778
Households with individuals under 18	2,738
Vacant	522
Vacant: for rent	75
Vacant: for sale	78

### Population by Sex/Age

Male	9,544
Female	9,184
Under 18	6,512
18 & over	12,216
20 - 24	1,261
25 - 34	2,498
35 - 49	3,236
50 - 64	2,696
65 & over	1,915

### Population by Ethnicity

Hispanic or Latino	11,099
Non Hispanic or Latino	7,629

### Population by Race

White	11,703
African American	109
Asian	125
American Indian and Alaska Native	356
Native Hawaiian and Pacific Islander	4
Other	5,899
Identified by two or more	532

## WA - Asotin County

### Population

Total Population	21,623
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### Housing Status

( in housing units unless noted )

Total	9,872
Occupied	9,236
Owner-occupied	6,190
Population in owner-occupied ( number of individuals )	14,543
Renter-occupied	3,046
Population in renter-occupied ( number of individuals )	6,906
Households with individuals under 18	2,561
Vacant	636
Vacant: for rent	138
Vacant: for sale	96

### Population by Sex/Age

Male	10,453
Female	11,170
Under 18	4,704
18 & over	16,919
20 - 24	1,188
25 - 34	2,413
35 - 49	3,846
50 - 64	4,740
65 & over	4,172

### Population by Ethnicity

Hispanic or Latino	643
Non Hispanic or Latino	20,980

### Population by Race

White	20,392
African American	92
Asian	117
American Indian and Alaska Native	302
Native Hawaiian and Pacific Islander	36
Other	163
Identified by two or more	521

## WA - Ferry County

### Population

Total Population	7,551
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### Housing Status

( in housing units unless noted )

Total	4,403
Occupied	3,190
Owner-occupied	2,295
Population in owner-occupied ( number of individuals )	5,283
Renter-occupied	895
Population in renter-occupied ( number of individuals )	2,016
Households with individuals under 18	764
Vacant	1,213
Vacant: for rent	46
Vacant: for sale	50

### Population by Sex/Age

Male	3,905
Female	3,646
Under 18	1,498
18 & over	6,053
20 - 24	402
25 - 34	652
35 - 49	1,279
50 - 64	2,053
65 & over	1,428

### Population by Ethnicity

Hispanic or Latino	254
Non Hispanic or Latino	7,297

### Population by Race

White	5,758
African American	26
Asian	52
American Indian and Alaska Native	1,259
Native Hawaiian and Pacific Islander	8
Other	89
Identified by two or more	359

## WA - Garfield County

### Population

Total Population	2,266
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### Housing Status

( in housing units unless noted )

Total	1,233
Occupied	989
Owner-occupied	731
Population in owner-occupied ( number of individuals )	1,651
Renter-occupied	258
Population in renter-occupied ( number of individuals )	579
Households with individuals under 18	248
Vacant	244
Vacant: for rent	42
Vacant: for sale	12

### Population by Sex/Age

Male	1,118
Female	1,148
Under 18	454
18 & over	1,812
20 - 24	75
25 - 34	194
35 - 49	388
50 - 64	593
65 & over	506

### Population by Ethnicity

Hispanic or Latino	91
Non Hispanic or Latino	2,175

### Population by Race

White	2,125
African American	0
Asian	39
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	0
Other	52
Identified by two or more	44



## WA - Grant County

### Population

Total Population	89,120
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### Housing Status

( in housing units unless noted )

Total	35,083
Occupied	30,041
Owner-occupied	18,831
Population in owner-occupied ( number of individuals )	53,071
Renter-occupied	11,210
Population in renter-occupied ( number of individuals )	34,804
Households with individuals under 18	12,210
Vacant	5,042
Vacant: for rent	948
Vacant: for sale	401

### Population by Sex/Age

Male	45,420
Female	43,700
Under 18	27,225
18 & over	61,895
20 - 24	6,101
25 - 34	11,689
35 - 49	16,101
50 - 64	14,659
65 & over	10,531

### Population by Ethnicity

Hispanic or Latino	34,163
Non Hispanic or Latino	54,957

### Population by Race

White	64,906
African American	990
Asian	810
American Indian and Alaska Native	1,088
Native Hawaiian and Pacific Islander	71
Other	18,154
Identified by two or more	3,101

## WA - Lincoln County

### Population

Total Population	10,570
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### Housing Status

( in housing units unless noted )

Total	5,776
Occupied	4,422
Owner-occupied	3,451
Population in owner-occupied ( number of individuals )	8,174
Renter-occupied	971
Population in renter-occupied ( number of individuals )	2,302
Households with individuals under 18	1,145
Vacant	1,354
Vacant: for rent	92
Vacant: for sale	94

### Population by Sex/Age

Male	5,277
Female	5,293
Under 18	2,396
18 & over	8,174
20 - 24	391
25 - 34	868
35 - 49	1,765
50 - 64	2,733
65 & over	2,197

### Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	10,331

### Population by Race

White	10,038
African American	28
Asian	41
American Indian and Alaska Native	173
Native Hawaiian and Pacific Islander	5
Other	49
Identified by two or more	236



## WA - Okanogan County

### Population

Total Population	41,120
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### Housing Status

( in housing units unless noted )

Total	22,245
Occupied	16,519
Owner-occupied	11,300
Population in owner-occupied ( number of individuals )	27,085
Renter-occupied	5,219
Population in renter-occupied ( number of individuals )	13,395
Households with individuals under 18	4,854
Vacant	5,726
Vacant: for rent	337
Vacant: for sale	266

### Population by Sex/Age

Male	20,750
Female	20,370
Under 18	9,667
18 & over	31,453
20 - 24	2,022
25 - 34	4,302
35 - 49	7,307
50 - 64	9,794
65 & over	7,070

### Population by Ethnicity

Hispanic or Latino	7,227
Non Hispanic or Latino	33,893

### Population by Race

White	30,399
African American	159
Asian	237
American Indian and Alaska Native	4,675
Native Hawaiian and Pacific Islander	31
Other	4,163
Identified by two or more	1,456

## WA - Pend Oreille County

### Population

Total Population	13,001
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### Housing Status

( in housing units unless noted )

Total	7,936
Occupied	5,479
Owner-occupied	4,225
Population in owner-occupied ( number of individuals )	9,900
Renter-occupied	1,254
Population in renter-occupied ( number of individuals )	3,003
Households with individuals under 18	1,433
Vacant	2,457
Vacant: for rent	138
Vacant: for sale	111

### Population by Sex/Age

Male	6,593
Female	6,408
Under 18	2,808
18 & over	10,193
20 - 24	488
25 - 34	1,044
35 - 49	2,368
50 - 64	3,563
65 & over	2,485

### Population by Ethnicity

Hispanic or Latino	391
Non Hispanic or Latino	12,610

### Population by Race

White	11,907
African American	52
Asian	73
American Indian and Alaska Native	488
Native Hawaiian and Pacific Islander	16
Other	91
Identified by two or more	374

## WA - Spokane County

### Population

Total Population	471,221
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### Housing Status

( in housing units unless noted )

Total	201,434
Occupied	187,167
Owner-occupied	120,763
Population in owner-occupied ( number of individuals )	309,145
Renter-occupied	66,404
Population in renter-occupied ( number of individuals )	147,384
Households with individuals under 18	57,861
Vacant	14,267
Vacant: for rent	6,047
Vacant: for sale	2,562

### Population by Sex/Age

Male	232,696
Female	238,525
Under 18	109,502
18 & over	361,719
20 - 24	38,015
25 - 34	62,297
35 - 49	91,395
50 - 64	93,294
65 & over	60,969

### Population by Ethnicity

Hispanic or Latino	21,260
Non Hispanic or Latino	449,961

### Population by Race

White	420,275
African American	8,056
Asian	9,957
American Indian and Alaska Native	7,295
Native Hawaiian and Pacific Islander	1,902
Other	5,880
Identified by two or more	17,856

## WA - Stevens County

### Population

Total Population	43,531
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### Housing Status

( in housing units unless noted )

Total	21,156
Occupied	17,316
Owner-occupied	13,481
Population in owner-occupied ( number of individuals )	34,052
Renter-occupied	3,835
Population in renter-occupied ( number of individuals )	9,213
Households with individuals under 18	5,117
Vacant	3,840
Vacant: for rent	272
Vacant: for sale	301

### Population by Sex/Age

Male	21,782
Female	21,749
Under 18	10,495
18 & over	33,036
20 - 24	1,675
25 - 34	3,707
35 - 49	8,006
50 - 64	11,112
65 & over	7,516

### Population by Ethnicity

Hispanic or Latino	1,185
Non Hispanic or Latino	42,346

### Population by Race

White	38,923
African American	145
Asian	237
American Indian and Alaska Native	2,413
Native Hawaiian and Pacific Islander	68
Other	289
Identified by two or more	1,456

## WA - Whitman County

### Population

Total Population	44,776
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### Housing Status

( in housing units unless noted )

Total	19,323
Occupied	17,468
Owner-occupied	7,902
Population in owner-occupied ( number of individuals )	19,243
Renter-occupied	9,566
Population in renter-occupied ( number of individuals )	19,585
Households with individuals under 18	3,633
Vacant	1,855
Vacant: for rent	858
Vacant: for sale	222

### Population by Sex/Age

Male	22,806
Female	21,970
Under 18	6,741
18 & over	38,035
20 - 24	11,394
25 - 34	5,945
35 - 49	5,673
50 - 64	5,858
65 & over	4,257

### Population by Ethnicity

Hispanic or Latino	2,040
Non Hispanic or Latino	42,736

### Population by Race

White	37,866
African American	748
Asian	3,472
American Indian and Alaska Native	308
Native Hawaiian and Pacific Islander	103
Other	649
Identified by two or more	1,630

## ID - Benewah County

### Population

Total Population	9,285
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### Housing Status

( in housing units unless noted )

Total	4,629
Occupied	3,837
Owner-occupied	2,942
Population in owner-occupied ( number of individuals )	7,049
Renter-occupied	895
Population in renter-occupied ( number of individuals )	2,166
Households with individuals under 18	1,114
Vacant	792
Vacant: for rent	70
Vacant: for sale	66

### Population by Sex/Age

Male	4,732
Female	4,553
Under 18	2,201
18 & over	7,084
20 - 24	408
25 - 34	827
35 - 49	1,707
50 - 64	2,234
65 & over	1,699

### Population by Ethnicity

Hispanic or Latino	235
Non Hispanic or Latino	9,050

### Population by Race

White	8,039
African American	28
Asian	27
American Indian and Alaska Native	809
Native Hawaiian and Pacific Islander	6
Other	44
Identified by two or more	332



## ID - Bonner County

### Population

Total Population	40,877
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### Housing Status

( in housing units unless noted )

Total	24,669
Occupied	17,100
Owner-occupied	12,757
Population in owner-occupied ( number of individuals )	30,332
Renter-occupied	4,343
Population in renter-occupied ( number of individuals )	10,192
Households with individuals under 18	4,652
Vacant	7,569
Vacant: for rent	470
Vacant: for sale	495

### Population by Sex/Age

Male	20,592
Female	20,285
Under 18	8,850
18 & over	32,027
20 - 24	1,674
25 - 34	3,999
35 - 49	7,666
50 - 64	10,816
65 & over	7,009

### Population by Ethnicity

Hispanic or Latino	911
Non Hispanic or Latino	39,966

### Population by Race

White	39,261
African American	58
Asian	184
American Indian and Alaska Native	315
Native Hawaiian and Pacific Islander	42
Other	163
Identified by two or more	854

## ID - Boundary County

### Population

Total Population	10,972
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### Housing Status

( in housing units unless noted )

Total	5,175
Occupied	4,421
Owner-occupied	3,393
Population in owner-occupied ( number of individuals )	8,465
Renter-occupied	1,028
Population in renter-occupied ( number of individuals )	2,434
Households with individuals under 18	1,312
Vacant	754
Vacant: for rent	93
Vacant: for sale	103

### Population by Sex/Age

Male	5,549
Female	5,423
Under 18	2,812
18 & over	8,160
20 - 24	415
25 - 34	1,127
35 - 49	1,959
50 - 64	2,611
65 & over	1,832

### Population by Ethnicity

Hispanic or Latino	402
Non Hispanic or Latino	10,570

### Population by Race

White	10,398
African American	29
Asian	62
American Indian and Alaska Native	189
Native Hawaiian and Pacific Islander	6
Other	58
Identified by two or more	230

## ID - Clearwater County

### Population

Total Population	8,761
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### Housing Status

( in housing units unless noted )

Total	4,453
Occupied	3,660
Owner-occupied	2,808
Population in owner-occupied ( number of individuals )	6,261
Renter-occupied	852
Population in renter-occupied ( number of individuals )	1,893
Households with individuals under 18	836
Vacant	793
Vacant: for rent	100
Vacant: for sale	73

### Population by Sex/Age

Male	4,739
Female	4,022
Under 18	1,556
18 & over	7,205
20 - 24	331
25 - 34	832
35 - 49	1,651
50 - 64	2,246
65 & over	1,960

### Population by Ethnicity

Hispanic or Latino	268
Non Hispanic or Latino	8,493

### Population by Race

White	8,225
African American	18
Asian	61
American Indian and Alaska Native	194
Native Hawaiian and Pacific Islander	9
Other	73
Identified by two or more	181

## ID - Idaho County

### Population

Total Population	16,267
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### Housing Status

( in housing units unless noted )

Total	8,744
Occupied	6,834
Owner-occupied	5,229
Population in owner-occupied ( number of individuals )	12,125
Renter-occupied	1,605
Population in renter-occupied ( number of individuals )	3,618
Households with individuals under 18	1,670
Vacant	1,910
Vacant: for rent	173
Vacant: for sale	104

### Population by Sex/Age

Male	8,492
Female	7,775
Under 18	3,405
18 & over	12,862
20 - 24	647
25 - 34	1,421
35 - 49	2,805
50 - 64	4,207
65 & over	3,444

### Population by Ethnicity

Hispanic or Latino	421
Non Hispanic or Latino	15,846

### Population by Race

White	15,259
African American	42
Asian	68
American Indian and Alaska Native	480
Native Hawaiian and Pacific Islander	7
Other	103
Identified by two or more	308

## ID - Kootenai County

### Population

Total Population	138,494
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### Housing Status

( in housing units unless noted )

Total	63,177
Occupied	54,200
Owner-occupied	38,353
Population in owner-occupied ( number of individuals )	98,338
Renter-occupied	15,847
Population in renter-occupied ( number of individuals )	38,668
Households with individuals under 18	17,797
Vacant	8,977
Vacant: for rent	1,326
Vacant: for sale	1,283

### Population by Sex/Age

Male	68,257
Female	70,237
Under 18	34,244
18 & over	104,250
20 - 24	8,165
25 - 34	16,742
35 - 49	27,023
50 - 64	28,399
65 & over	20,078

### Population by Ethnicity

Hispanic or Latino	5,268
Non Hispanic or Latino	133,226

### Population by Race

White	130,844
African American	416
Asian	961
American Indian and Alaska Native	1,781
Native Hawaiian and Pacific Islander	129
Other	1,041
Identified by two or more	3,322

## ID - Latah County

### Population

Total Population	37,244
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### Housing Status

( in housing units unless noted )

Total	15,988
Occupied	14,708
Owner-occupied	8,265
Population in owner-occupied ( number of individuals )	20,509
Renter-occupied	6,443
Population in renter-occupied ( number of individuals )	13,649
Households with individuals under 18	3,694
Vacant	1,280
Vacant: for rent	444
Vacant: for sale	149

### Population by Sex/Age

Male	19,163
Female	18,081
Under 18	6,969
18 & over	30,275
20 - 24	6,628
25 - 34	5,224
35 - 49	5,660
50 - 64	6,082
65 & over	3,858

### Population by Ethnicity

Hispanic or Latino	1,326
Non Hispanic or Latino	35,918

### Population by Race

White	34,557
African American	293
Asian	781
American Indian and Alaska Native	237
Native Hawaiian and Pacific Islander	52
Other	375
Identified by two or more	949



## ID - Lewis County

### Population

Total Population	3,821
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### Housing Status

( in housing units unless noted )

Total	1,880
Occupied	1,657
Owner-occupied	1,170
Population in owner-occupied ( number of individuals )	2,685
Renter-occupied	487
Population in renter-occupied ( number of individuals )	1,062
Households with individuals under 18	411
Vacant	223
Vacant: for rent	33
Vacant: for sale	23

### Population by Sex/Age

Male	1,916
Female	1,905
Under 18	848
18 & over	2,973
20 - 24	159
25 - 34	344
35 - 49	624
50 - 64	946
65 & over	834

### Population by Ethnicity

Hispanic or Latino	128
Non Hispanic or Latino	3,693

### Population by Race

White	3,450
African American	14
Asian	17
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	5
Other	63
Identified by two or more	92

## ID - Nez Perce County

### Population

Total Population	39,265
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### Housing Status

( in housing units unless noted )

Total	17,438
Occupied	16,241
Owner-occupied	11,084
Population in owner-occupied ( number of individuals )	27,290
Renter-occupied	5,157
Population in renter-occupied ( number of individuals )	11,009
Households with individuals under 18	4,565
Vacant	1,197
Vacant: for rent	302
Vacant: for sale	196

### Population by Sex/Age

Male	19,468
Female	19,797
Under 18	8,515
18 & over	30,750
20 - 24	2,746
25 - 34	4,632
35 - 49	7,159
50 - 64	7,969
65 & over	7,063

### Population by Ethnicity

Hispanic or Latino	1,109
Non Hispanic or Latino	38,156

### Population by Race

White	35,390
African American	117
Asian	279
American Indian and Alaska Native	2,206
Native Hawaiian and Pacific Islander	37
Other	261
Identified by two or more	975

## ID - Shoshone County

### Population

Total Population	12,765
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### Housing Status

( in housing units unless noted )

Total	7,061
Occupied	5,605
Owner-occupied	4,017
Population in owner-occupied ( number of individuals )	9,037
Renter-occupied	1,588
Population in renter-occupied ( number of individuals )	3,568
Households with individuals under 18	1,423
Vacant	1,456
Vacant: for rent	301
Vacant: for sale	220

### Population by Sex/Age

Male	6,424
Female	6,341
Under 18	2,660
18 & over	10,105
20 - 24	511
25 - 34	1,213
35 - 49	2,428
50 - 64	3,106
65 & over	2,537

### Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	12,385

### Population by Race

White	12,174
African American	26
Asian	47
American Indian and Alaska Native	183
Native Hawaiian and Pacific Islander	12
Other	68
Identified by two or more	255

## OR - Wallowa County

### Population

Total Population	7,008
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### Housing Status

( in housing units unless noted )

Total	4,108
Occupied	3,133
Owner-occupied	2,238
Population in owner-occupied ( number of individuals )	4,989
Renter-occupied	895
Population in renter-occupied ( number of individuals )	1,914
Households with individuals under 18	700
Vacant	975
Vacant: for rent	42
Vacant: for sale	63

### Population by Sex/Age

Male	3,439
Female	3,569
Under 18	1,319
18 & over	5,689
20 - 24	268
25 - 34	638
35 - 49	1,103
50 - 64	1,941
65 & over	1,626

### Population by Ethnicity

Hispanic or Latino	156
Non Hispanic or Latino	6,852

### Population by Race

White	6,731
African American	26
Asian	24
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	7
Other	37
Identified by two or more	138

## MT - Lincoln County

### Population

Total Population	19,687
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### Housing Status

( in housing units unless noted )

Total	11,413
Occupied	8,843
Owner-occupied	6,736
Population in owner-occupied ( number of individuals )	14,886
Renter-occupied	2,107
Population in renter-occupied ( number of individuals )	4,592
Households with individuals under 18	2,051
Vacant	2,570
Vacant: for rent	155
Vacant: for sale	200

### Population by Sex/Age

Male	9,998
Female	9,689
Under 18	3,896
18 & over	15,791
20 - 24	706
25 - 34	1,772
35 - 49	3,387
50 - 64	5,489
65 & over	4,040

### Population by Ethnicity

Hispanic or Latino	462
Non Hispanic or Latino	19,225

### Population by Race

White	18,881
African American	23
Asian	60
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	9
Other	71
Identified by two or more	461