



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

CHARLOTTE :::

BROADCAST TV MARKET AREA

Population

Total Population	2,985,448
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Housing Status

(in housing units unless noted)

Total	1,302,627
Occupied	1,151,117
Owner-occupied	789,103
Population in owner-occupied (number of individuals)	2,038,906
Renter-occupied	362,014
Population in renter-occupied (number of individuals)	885,479
Households with individuals under 18	401,933
Vacant	151,510
Vacant: for rent	47,496
Vacant: for sale	22,338

Population by Sex/Age

Male	1,459,563
Female	1,525,885
Under 18	739,787
18 & over	2,245,661
20 - 24	188,613
25 - 34	392,972
35 - 49	672,263
50 - 64	553,064
65 & over	356,208

Population by Ethnicity

Hispanic or Latino	243,494
Non Hispanic or Latino	2,741,954

Population by Race

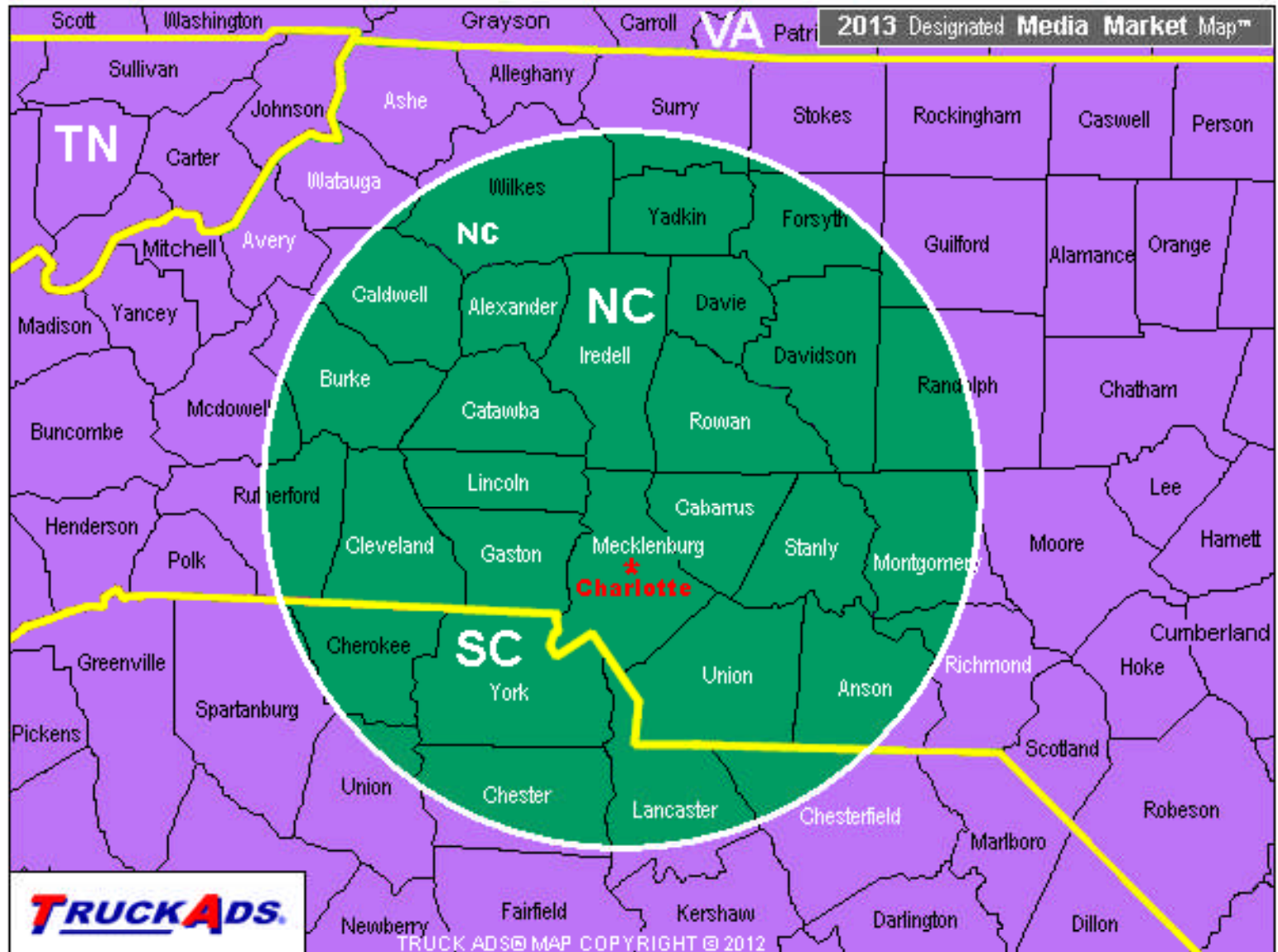
White	2,127,381
African American	586,193
Asian	73,526
American Indian and Alaska Native	13,717
Native Hawaiian and Pacific Islander	1,651
Other	124,074
Identified by two or more	58,906

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CHARLOTTE :::

BROADCAST TV MARKET AREA



23 COUNTIES IN THIS DESIGNATED MARKET

NORTH CAROLINA: Alexander, NC ~ Anson, NC ~ Ashe, NC ~ Avery, NC ~ Burke, NC ~ Cabarrus, NC ~ Caldwell, NC ~ Catawba, NC ~ Cleveland, NC ~ Gaston, NC ~ Iredell, NC ~ Lincoln, NC ~ Mecklenburg, NC ~ Montgomery, NC ~ Rowan, NC ~ Stanly, NC ~ Union, NC ~ Watauga, NC ~ **SOUTH CAROLINA:** Chester, SC ~ Chesterfield, SC ~ Lancaster, SC ~ York, SC
Scioto, OH ~ Vinton, OH

NC - Alexander County

Population

Total Population	37,198
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Housing Status

(in housing units unless noted)

Total	16,189
Occupied	14,425
Owner-occupied	11,188
Population in owner-occupied (number of individuals)	27,938
Renter-occupied	3,237
Population in renter-occupied (number of individuals)	8,099
Households with individuals under 18	4,717
Vacant	1,764
Vacant: for rent	365
Vacant: for sale	183

Population by Sex/Age

Male	18,824
Female	18,374
Under 18	8,453
18 & over	28,745
20 - 24	1,809
25 - 34	4,390
35 - 49	8,365
50 - 64	7,693
65 & over	5,627

Population by Ethnicity

Hispanic or Latino	1,601
Non Hispanic or Latino	35,597

Population by Race

White	33,324
African American	2,043
Asian	360
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	12
Other	838
Identified by two or more	523

NC - Anson County

Population

Total Population	26,948
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Housing Status

(in housing units unless noted)

Total	11,576
Occupied	9,755
Owner-occupied	6,704
Population in owner-occupied (number of individuals)	16,703
Renter-occupied	3,051
Population in renter-occupied (number of individuals)	7,761
Households with individuals under 18	3,142
Vacant	1,821
Vacant: for rent	446
Vacant: for sale	246

Population by Sex/Age

Male	14,015
Female	12,933
Under 18	5,966
18 & over	20,982
20 - 24	1,714
25 - 34	3,552
35 - 49	5,712
50 - 64	5,478
65 & over	3,866

Population by Ethnicity

Hispanic or Latino	812
Non Hispanic or Latino	26,136

Population by Race

White	12,707
African American	13,090
Asian	288
American Indian and Alaska Native	165
Native Hawaiian and Pacific Islander	4
Other	357
Identified by two or more	337

NC - Ashe County

Population

Total Population	27,281
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Housing Status

(in housing units unless noted)

Total	17,342
Occupied	11,755
Owner-occupied	9,152
Population in owner-occupied (number of individuals)	20,937
Renter-occupied	2,603
Population in renter-occupied (number of individuals)	5,975
Households with individuals under 18	3,072
Vacant	5,587
Vacant: for rent	354
Vacant: for sale	268

Population by Sex/Age

Male	13,489
Female	13,792
Under 18	5,301
18 & over	21,980
20 - 24	1,229
25 - 34	2,963
35 - 49	5,449
50 - 64	6,296
65 & over	5,501

Population by Ethnicity

Hispanic or Latino	1,311
Non Hispanic or Latino	25,970

Population by Race

White	26,050
African American	161
Asian	105
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	8
Other	613
Identified by two or more	279

NC - Avery County

Population

Total Population	17,797
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Housing Status

(in housing units unless noted)

Total	13,890
Occupied	6,664
Owner-occupied	5,097
Population in owner-occupied (number of individuals)	11,691
Renter-occupied	1,567
Population in renter-occupied (number of individuals)	3,692
Households with individuals under 18	1,732
Vacant	7,226
Vacant: for rent	450
Vacant: for sale	239

Population by Sex/Age

Male	9,690
Female	8,107
Under 18	3,059
18 & over	14,738
20 - 24	1,234
25 - 34	2,206
35 - 49	3,922
50 - 64	3,774
65 & over	3,097

Population by Ethnicity

Hispanic or Latino	797
Non Hispanic or Latino	17,000

Population by Race

White	16,364
African American	709
Asian	56
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	8
Other	435
Identified by two or more	150

NC - Burke County

Population

Total Population	90,912
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Housing Status

(in housing units unless noted)

Total	40,879
Occupied	35,804
Owner-occupied	25,872
Population in owner-occupied (number of individuals)	63,802
Renter-occupied	9,932
Population in renter-occupied (number of individuals)	23,758
Households with individuals under 18	11,100
Vacant	5,075
Vacant: for rent	1,550
Vacant: for sale	634

Population by Sex/Age

Male	45,468
Female	45,444
Under 18	20,188
18 & over	70,724
20 - 24	5,247
25 - 34	9,727
35 - 49	19,170
50 - 64	18,908
65 & over	14,673

Population by Ethnicity

Hispanic or Latino	4,634
Non Hispanic or Latino	86,278

Population by Race

White	76,716
African American	6,012
Asian	3,185
American Indian and Alaska Native	325
Native Hawaiian and Pacific Islander	303
Other	2,774
Identified by two or more	1,597

NC - Cabarrus County

Population

Total Population	178,011
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Housing Status

(in housing units unless noted)

Total	71,937
Occupied	65,666
Owner-occupied	48,381
Population in owner-occupied (number of individuals)	131,315
Renter-occupied	17,285
Population in renter-occupied (number of individuals)	45,216
Households with individuals under 18	26,133
Vacant	6,271
Vacant: for rent	2,384
Vacant: for sale	1,250

Population by Sex/Age

Male	86,944
Female	91,067
Under 18	48,781
18 & over	129,230
20 - 24	9,083
25 - 34	22,598
35 - 49	42,135
50 - 64	31,148
65 & over	20,085

Population by Ethnicity

Hispanic or Latino	16,767
Non Hispanic or Latino	161,244

Population by Race

White	134,149
African American	27,219
Asian	3,513
American Indian and Alaska Native	659
Native Hawaiian and Pacific Islander	65
Other	8,664
Identified by two or more	3,742

NC - Caldwell County

Population

Total Population	83,029
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Housing Status

(in housing units unless noted)

Total	37,659
Occupied	33,388
Owner-occupied	24,049
Population in owner-occupied (number of individuals)	59,583
Renter-occupied	9,339
Population in renter-occupied (number of individuals)	22,478
Households with individuals under 18	10,818
Vacant	4,271
Vacant: for rent	1,088
Vacant: for sale	460

Population by Sex/Age

Male	40,848
Female	42,181
Under 18	18,786
18 & over	64,243
20 - 24	4,327
25 - 34	8,806
35 - 49	18,632
50 - 64	17,574
65 & over	12,816

Population by Ethnicity

Hispanic or Latino	3,796
Non Hispanic or Latino	79,233

Population by Race

White	74,925
African American	4,086
Asian	428
American Indian and Alaska Native	257
Native Hawaiian and Pacific Islander	27
Other	2,048
Identified by two or more	1,258

NC - Catawba County

Population

Total Population	154,358
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Housing Status

(in housing units unless noted)

Total	67,886
Occupied	60,887
Owner-occupied	42,857
Population in owner-occupied (number of individuals)	108,602
Renter-occupied	18,030
Population in renter-occupied (number of individuals)	43,348
Households with individuals under 18	20,117
Vacant	6,999
Vacant: for rent	2,294
Vacant: for sale	1,138

Population by Sex/Age

Male	75,603
Female	78,755
Under 18	36,795
18 & over	117,563
20 - 24	8,574
25 - 34	18,023
35 - 49	34,011
50 - 64	31,246
65 & over	21,773

Population by Ethnicity

Hispanic or Latino	13,032
Non Hispanic or Latino	141,326

Population by Race

White	126,151
African American	13,041
Asian	5,352
American Indian and Alaska Native	489
Native Hawaiian and Pacific Islander	53
Other	6,395
Identified by two or more	2,877

NC - Cleveland County

Population

Total Population	98,078
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Housing Status

(in housing units unless noted)

Total	43,373
Occupied	38,555
Owner-occupied	26,500
Population in owner-occupied (number of individuals)	65,966
Renter-occupied	12,055
Population in renter-occupied (number of individuals)	30,062
Households with individuals under 18	12,667
Vacant	4,818
Vacant: for rent	1,861
Vacant: for sale	642

Population by Sex/Age

Male	47,319
Female	50,759
Under 18	22,998
18 & over	75,080
20 - 24	5,940
25 - 34	10,417
35 - 49	20,649
50 - 64	20,398
65 & over	14,677

Population by Ethnicity

Hispanic or Latino	2,756
Non Hispanic or Latino	95,322

Population by Race

White	74,123
African American	20,332
Asian	756
American Indian and Alaska Native	232
Native Hawaiian and Pacific Islander	24
Other	1,131
Identified by two or more	1,480

NC - Gaston County

Population

Total Population	206,086
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Housing Status

(in housing units unless noted)

Total	88,686
Occupied	79,867
Owner-occupied	53,873
Population in owner-occupied (number of individuals)	137,555
Renter-occupied	25,994
Population in renter-occupied (number of individuals)	65,214
Households with individuals under 18	27,604
Vacant	8,819
Vacant: for rent	3,459
Vacant: for sale	1,549

Population by Sex/Age

Male	99,718
Female	106,368
Under 18	49,241
18 & over	156,845
20 - 24	12,135
25 - 34	24,667
35 - 49	46,371
50 - 64	40,904
65 & over	27,294

Population by Ethnicity

Hispanic or Latino	12,201
Non Hispanic or Latino	193,885

Population by Race

White	161,166
African American	31,431
Asian	2,478
American Indian and Alaska Native	850
Native Hawaiian and Pacific Islander	63
Other	6,315
Identified by two or more	3,783

NC - Iredell County

Population

Total Population	159,437
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Housing Status

(in housing units unless noted)

Total	69,013
Occupied	61,215
Owner-occupied	44,735
Population in owner-occupied (number of individuals)	116,834
Renter-occupied	16,480
Population in renter-occupied (number of individuals)	41,311
Households with individuals under 18	22,117
Vacant	7,798
Vacant: for rent	2,490
Vacant: for sale	1,367

Population by Sex/Age

Male	78,491
Female	80,946
Under 18	40,585
18 & over	118,852
20 - 24	8,356
25 - 34	18,158
35 - 49	37,126
50 - 64	30,699
65 & over	20,445

Population by Ethnicity

Hispanic or Latino	10,844
Non Hispanic or Latino	148,593

Population by Race

White	128,646
African American	19,047
Asian	2,922
American Indian and Alaska Native	547
Native Hawaiian and Pacific Islander	43
Other	5,348
Identified by two or more	2,884

NC - Lincoln County

Population

Total Population	78,265
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Housing Status

(in housing units unless noted)

Total	33,641
Occupied	30,343
Owner-occupied	23,072
Population in owner-occupied (number of individuals)	59,269
Renter-occupied	7,271
Population in renter-occupied (number of individuals)	18,317
Households with individuals under 18	10,483
Vacant	3,298
Vacant: for rent	893
Vacant: for sale	516

Population by Sex/Age

Male	38,813
Female	39,452
Under 18	18,481
18 & over	59,784
20 - 24	3,959
25 - 34	8,490
35 - 49	18,602
50 - 64	16,497
65 & over	10,361

Population by Ethnicity

Hispanic or Latino	5,238
Non Hispanic or Latino	73,027

Population by Race

White	69,940
African American	4,340
Asian	421
American Indian and Alaska Native	250
Native Hawaiian and Pacific Islander	17
Other	2,078
Identified by two or more	1,219

NC - Mecklenburg County

Population

Total Population	919,628
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Housing Status

(in housing units unless noted)

Total	398,510
Occupied	362,213
Owner-occupied	219,588
Population in owner-occupied (number of individuals)	567,604
Renter-occupied	142,625
Population in renter-occupied (number of individuals)	336,009
Households with individuals under 18	126,102
Vacant	36,297
Vacant: for rent	18,261
Vacant: for sale	7,530

Population by Sex/Age

Male	444,881
Female	474,747
Under 18	233,338
18 & over	686,290
20 - 24	64,097
25 - 34	154,170
35 - 49	212,725
50 - 64	149,780
65 & over	81,113

Population by Ethnicity

Hispanic or Latino	111,944
Non Hispanic or Latino	807,684

Population by Race

White	508,946
African American	282,804
Asian	42,352
American Indian and Alaska Native	4,261
Native Hawaiian and Pacific Islander	668
Other	57,113
Identified by two or more	23,484

NC - Montgomery County

Population

Total Population	27,798
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Housing Status

(in housing units unless noted)

Total	15,914
Occupied	10,544
Owner-occupied	7,710
Population in owner-occupied (number of individuals)	19,562
Renter-occupied	2,834
Population in renter-occupied (number of individuals)	7,143
Households with individuals under 18	3,324
Vacant	5,370
Vacant: for rent	317
Vacant: for sale	238

Population by Sex/Age

Male	13,458
Female	14,340
Under 18	6,746
18 & over	21,052
20 - 24	1,514
25 - 34	3,212
35 - 49	5,454
50 - 64	5,886
65 & over	4,364

Population by Ethnicity

Hispanic or Latino	3,926
Non Hispanic or Latino	23,872

Population by Race

White	19,162
African American	5,231
Asian	441
American Indian and Alaska Native	120
Native Hawaiian and Pacific Islander	3
Other	2,439
Identified by two or more	402

NC - Richmond County

Population

Total Population	46,639
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Housing Status

(in housing units unless noted)

Total	20,738
Occupied	18,430
Owner-occupied	12,102
Population in owner-occupied (number of individuals)	29,793
Renter-occupied	6,328
Population in renter-occupied (number of individuals)	15,686
Households with individuals under 18	6,161
Vacant	2,308
Vacant: for rent	666
Vacant: for sale	242

Population by Sex/Age

Male	22,957
Female	23,682
Under 18	11,380
18 & over	35,259
20 - 24	2,909
25 - 34	5,447
35 - 49	9,495
50 - 64	9,365
65 & over	6,691

Population by Ethnicity

Hispanic or Latino	2,741
Non Hispanic or Latino	43,898

Population by Race

White	28,072
African American	14,269
Asian	431
American Indian and Alaska Native	1,173
Native Hawaiian and Pacific Islander	26
Other	1,700
Identified by two or more	968

NC - Rowan County

Population

Total Population	138,428
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Housing Status

(in housing units unless noted)

Total	60,211
Occupied	53,140
Owner-occupied	36,987
Population in owner-occupied (number of individuals)	93,399
Renter-occupied	16,153
Population in renter-occupied (number of individuals)	40,743
Households with individuals under 18	17,998
Vacant	7,071
Vacant: for rent	2,242
Vacant: for sale	924

Population by Sex/Age

Male	68,363
Female	70,065
Under 18	32,942
18 & over	105,486
20 - 24	8,704
25 - 34	16,679
35 - 49	28,766
50 - 64	27,583
65 & over	19,993

Population by Ethnicity

Hispanic or Latino	10,644
Non Hispanic or Latino	127,784

Population by Race

White	105,923
African American	22,392
Asian	1,386
American Indian and Alaska Native	468
Native Hawaiian and Pacific Islander	49
Other	5,993
Identified by two or more	2,217

NC - Stanly County

Population

Total Population	60,585
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Housing Status

(in housing units unless noted)

Total	27,110
Occupied	23,589
Owner-occupied	17,141
Population in owner-occupied (number of individuals)	42,513
Renter-occupied	6,448
Population in renter-occupied (number of individuals)	16,021
Households with individuals under 18	7,536
Vacant	3,521
Vacant: for rent	895
Vacant: for sale	387

Population by Sex/Age

Male	30,111
Female	30,474
Under 18	13,733
18 & over	46,852
20 - 24	3,815
25 - 34	6,648
35 - 49	12,844
50 - 64	12,286
65 & over	9,507

Population by Ethnicity

Hispanic or Latino	2,166
Non Hispanic or Latino	58,419

Population by Race

White	50,623
African American	6,630
Asian	1,118
American Indian and Alaska Native	197
Native Hawaiian and Pacific Islander	42
Other	1,271
Identified by two or more	704

NC - Union County

Population

Total Population	201,292
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Housing Status

(in housing units unless noted)

Total	72,870
Occupied	67,864
Owner-occupied	55,150
Population in owner-occupied (number of individuals)	161,740
Renter-occupied	12,714
Population in renter-occupied (number of individuals)	37,502
Households with individuals under 18	30,863
Vacant	5,006
Vacant: for rent	1,188
Vacant: for sale	1,393

Population by Sex/Age

Male	99,366
Female	101,926
Under 18	60,880
18 & over	140,412
20 - 24	9,467
25 - 34	21,607
35 - 49	50,837
50 - 64	33,849
65 & over	19,466

Population by Ethnicity

Hispanic or Latino	20,967
Non Hispanic or Latino	180,325

Population by Race

White	158,954
African American	23,558
Asian	3,271
American Indian and Alaska Native	815
Native Hawaiian and Pacific Islander	63
Other	10,760
Identified by two or more	3,871

NC - Watauga County

Population

Total Population	51,079
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Housing Status

(in housing units unless noted)

Total	32,137
Occupied	20,403
Owner-occupied	11,583
Population in owner-occupied (number of individuals)	26,887
Renter-occupied	8,820
Population in renter-occupied (number of individuals)	18,869
Households with individuals under 18	4,092
Vacant	11,734
Vacant: for rent	1,029
Vacant: for sale	612

Population by Sex/Age

Male	25,636
Female	25,443
Under 18	7,074
18 & over	44,005
20 - 24	11,464
25 - 34	5,243
35 - 49	7,483
50 - 64	8,687
65 & over	6,329

Population by Ethnicity

Hispanic or Latino	1,713
Non Hispanic or Latino	49,366

Population by Race

White	48,272
African American	877
Asian	475
American Indian and Alaska Native	129
Native Hawaiian and Pacific Islander	13
Other	597
Identified by two or more	716

SC - Chester County

Population

Total Population	33,140
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Housing Status

(in housing units unless noted)

Total	14,701
Occupied	12,876
Owner-occupied	9,563
Population in owner-occupied (number of individuals)	24,135
Renter-occupied	3,313
Population in renter-occupied (number of individuals)	8,787
Households with individuals under 18	4,385
Vacant	1,825
Vacant: for rent	321
Vacant: for sale	205

Population by Sex/Age

Male	16,018
Female	17,122
Under 18	7,928
18 & over	25,212
20 - 24	1,946
25 - 34	3,597
35 - 49	6,902
50 - 64	7,059
65 & over	4,835

Population by Ethnicity

Hispanic or Latino	479
Non Hispanic or Latino	32,661

Population by Race

White	19,814
African American	12,387
Asian	109
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	5
Other	187
Identified by two or more	502

SC - Chesterfield County

Population

Total Population	46,734
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Housing Status

(in housing units unless noted)

Total	21,482
Occupied	18,173
Owner-occupied	13,240
Population in owner-occupied (number of individuals)	33,322
Renter-occupied	4,933
Population in renter-occupied (number of individuals)	12,538
Households with individuals under 18	6,300
Vacant	3,309
Vacant: for rent	786
Vacant: for sale	231

Population by Sex/Age

Male	22,697
Female	24,037
Under 18	11,557
18 & over	35,177
20 - 24	2,725
25 - 34	5,214
35 - 49	9,952
50 - 64	9,671
65 & over	6,332

Population by Ethnicity

Hispanic or Latino	1,666
Non Hispanic or Latino	45,068

Population by Race

White	29,352
African American	15,253
Asian	172
American Indian and Alaska Native	237
Native Hawaiian and Pacific Islander	12
Other	945
Identified by two or more	763

SC - Lancaster County

Population

Total Population	76,652
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Housing Status

(in housing units unless noted)

Total	32,687
Occupied	29,697
Owner-occupied	22,440
Population in owner-occupied (number of individuals)	55,828
Renter-occupied	7,257
Population in renter-occupied (number of individuals)	18,710
Households with individuals under 18	9,851
Vacant	2,990
Vacant: for rent	801
Vacant: for sale	527

Population by Sex/Age

Male	37,762
Female	38,890
Under 18	17,831
18 & over	58,821
20 - 24	4,114
25 - 34	9,431
35 - 49	16,287
50 - 64	15,399
65 & over	11,737

Population by Ethnicity

Hispanic or Latino	3,384
Non Hispanic or Latino	73,268

Population by Race

White	54,844
African American	18,278
Asian	494
American Indian and Alaska Native	235
Native Hawaiian and Pacific Islander	17
Other	1,815
Identified by two or more	969

SC - York County

Population

Total Population	226,073
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Housing Status

(in housing units unless noted)

Total	94,196
Occupied	85,864
Owner-occupied	62,119
Population in owner-occupied (number of individuals)	163,928
Renter-occupied	23,745
Population in renter-occupied (number of individuals)	58,240
Households with individuals under 18	31,619
Vacant	8,332
Vacant: for rent	3,356
Vacant: for sale	1,557

Population by Sex/Age

Male	109,092
Female	116,981
Under 18	57,744
18 & over	168,329
20 - 24	14,251
25 - 34	27,727
35 - 49	51,374
50 - 64	42,884
65 & over	25,626

Population by Ethnicity

Hispanic or Latino	10,075
Non Hispanic or Latino	215,998

Population by Race

White	169,158
African American	43,003
Asian	3,413
American Indian and Alaska Native	1,934
Native Hawaiian and Pacific Islander	126
Other	4,258
Identified by two or more	4,181