



**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**

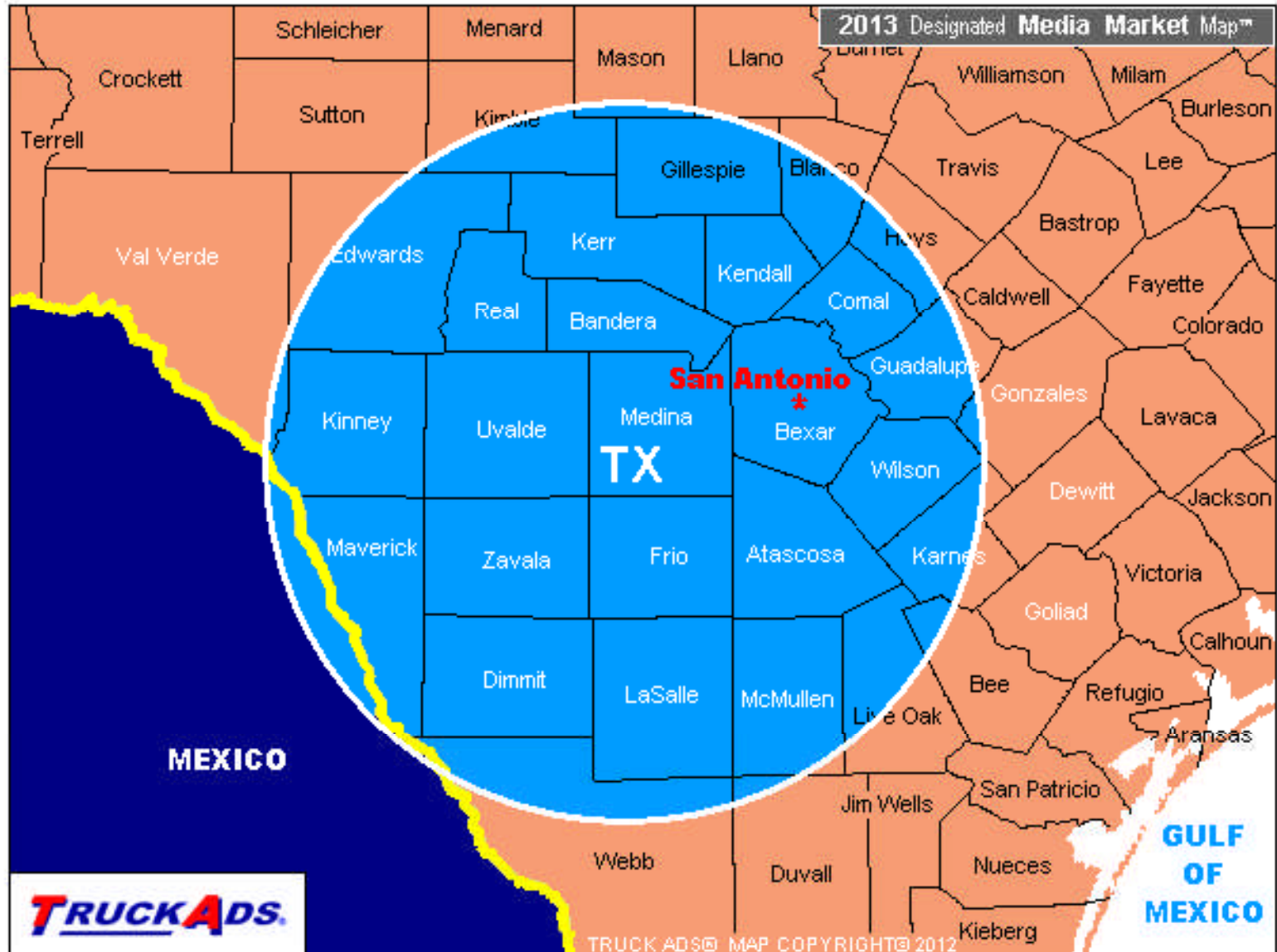
White	1,865,674
African American	149,367
Asian	46,877
American Indian and Alaska Native	19,393
Native Hawaiian and Pacific Islander	2,803
Other	279,307
Identified by two or more	75,584

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# 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