



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

CHAMPAIGN SPRINGFIELD DECATUR :::

BROADCAST TV MARKET AREA

Population

Total Population	978,809
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Housing Status

(in housing units unless noted)

Total	434,117
Occupied	396,392
Owner-occupied	270,184
Population in owner-occupied (number of individuals)	660,009
Renter-occupied	126,208
Population in renter-occupied (number of individuals)	274,982
Households with individuals under 18	116,033
Vacant	37,725
Vacant: for rent	12,536
Vacant: for sale	5,836

Population by Sex/Age

Male	480,411
Female	498,398
Under 18	218,439
18 & over	760,370
20 - 24	84,703
25 - 34	122,821
35 - 49	182,128
50 - 64	191,513
65 & over	142,856

Population by Ethnicity

Hispanic or Latino	30,451
Non Hispanic or Latino	948,358

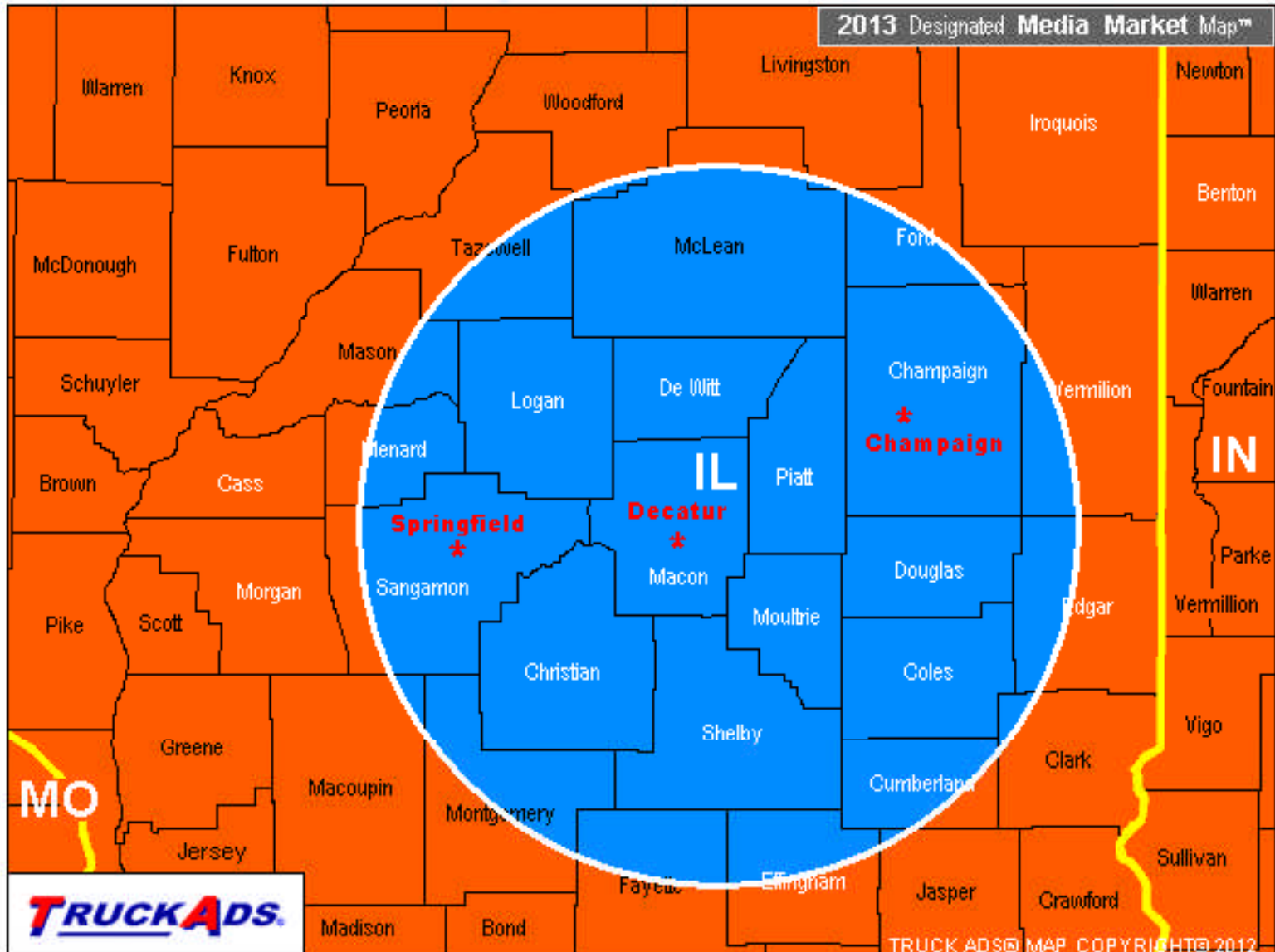
Population by Race

White	836,083
African American	85,178
Asian	24,638
American Indian and Alaska Native	2,059
Native Hawaiian and Pacific Islander	297
Other	11,809
Identified by two or more	18,745

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CHAMPAIGN SPRINGFIELD DECATUR ::: BROADCAST TV MARKET AREA



21 COUNTIES IN THIS DESIGNATED MARKET

ILLINOIS: Cass, IL ~ Champaign, IL ~ Christian, IL ~ Coles, IL ~ Cumberland, IL ~ De Witt, IL ~ Douglas, IL ~ Edgar, IL ~ Effingham, IL ~ Ford, IL ~ Iroquois, IL ~ Logan, IL ~ Macon, IL ~ Menard, IL ~ Morgan, IL ~ Moultrie, IL ~ Piatt, IL ~ Sangamon, IL ~ Shelby, IL ~ Vermilion, IL ~ **INDIANA:** Benton, IN

IL - Cass County

Population

Total Population	13,642
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Housing Status

(in housing units unless noted)

Total	5,836
Occupied	5,270
Owner-occupied	3,826
Population in owner-occupied (number of individuals)	9,691
Renter-occupied	1,444
Population in renter-occupied (number of individuals)	3,767
Households with individuals under 18	1,789
Vacant	566
Vacant: for rent	140
Vacant: for sale	66

Population by Sex/Age

Male	6,838
Female	6,804
Under 18	3,401
18 & over	10,241
20 - 24	771
25 - 34	1,659
35 - 49	2,755
50 - 64	2,573
65 & over	2,142

Population by Ethnicity

Hispanic or Latino	2,291
Non Hispanic or Latino	11,351

Population by Race

White	11,769
African American	419
Asian	44
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	1
Other	1,185
Identified by two or more	186

IL - Champaign County

Population

Total Population	201,081
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Housing Status

(in housing units unless noted)

Total	87,569
Occupied	80,665
Owner-occupied	43,419
Population in owner-occupied (number of individuals)	106,760
Renter-occupied	37,246
Population in renter-occupied (number of individuals)	78,192
Households with individuals under 18	20,847
Vacant	6,904
Vacant: for rent	3,844
Vacant: for sale	1,068

Population by Sex/Age

Male	100,390
Female	100,691
Under 18	39,079
18 & over	162,002
20 - 24	33,849
25 - 34	30,246
35 - 49	32,449
50 - 64	31,458
65 & over	20,066

Population by Ethnicity

Hispanic or Latino	10,607
Non Hispanic or Latino	190,474

Population by Race

White	147,600
African American	24,946
Asian	17,969
American Indian and Alaska Native	549
Native Hawaiian and Pacific Islander	134
Other	4,361
Identified by two or more	5,522

IL - Christian County

Population

Total Population	34,800
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Housing Status

(in housing units unless noted)

Total	15,563
Occupied	14,055
Owner-occupied	10,550
Population in owner-occupied (number of individuals)	25,806
Renter-occupied	3,505
Population in renter-occupied (number of individuals)	7,384
Households with individuals under 18	4,235
Vacant	1,508
Vacant: for rent	340
Vacant: for sale	225

Population by Sex/Age

Male	17,654
Female	17,146
Under 18	7,776
18 & over	27,024
20 - 24	1,923
25 - 34	3,985
35 - 49	7,044
50 - 64	7,077
65 & over	6,096

Population by Ethnicity

Hispanic or Latino	471
Non Hispanic or Latino	34,329

Population by Race

White	33,610
African American	495
Asian	167
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	8
Other	147
Identified by two or more	322

IL - Coles County

Population

Total Population	53,873
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Housing Status

(in housing units unless noted)

Total	23,425
Occupied	21,463
Owner-occupied	12,864
Population in owner-occupied (number of individuals)	30,837
Renter-occupied	8,599
Population in renter-occupied (number of individuals)	18,547
Households with individuals under 18	5,473
Vacant	1,962
Vacant: for rent	815
Vacant: for sale	237

Population by Sex/Age

Male	25,958
Female	27,915
Under 18	9,942
18 & over	43,931
20 - 24	9,123
25 - 34	6,148
35 - 49	8,309
50 - 64	9,366
65 & over	7,431

Population by Ethnicity

Hispanic or Latino	1,155
Non Hispanic or Latino	52,718

Population by Race

White	50,029
African American	2,067
Asian	531
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	13
Other	310
Identified by two or more	819

IL - Cumberland County

Population

Total Population	11,048
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Housing Status

(in housing units unless noted)

Total	4,874
Occupied	4,377
Owner-occupied	3,589
Population in owner-occupied (number of individuals)	9,069
Renter-occupied	788
Population in renter-occupied (number of individuals)	1,862
Households with individuals under 18	1,371
Vacant	497
Vacant: for rent	46
Vacant: for sale	49

Population by Sex/Age

Male	5,517
Female	5,531
Under 18	2,598
18 & over	8,450
20 - 24	602
25 - 34	1,267
35 - 49	2,121
50 - 64	2,337
65 & over	1,838

Population by Ethnicity

Hispanic or Latino	75
Non Hispanic or Latino	10,973

Population by Race

White	10,856
African American	38
Asian	27
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	0
Other	24
Identified by two or more	86

IL - De Witt County

Population

Total Population	16,561
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Housing Status

(in housing units unless noted)

Total	7,521
Occupied	6,811
Owner-occupied	5,239
Population in owner-occupied (number of individuals)	12,836
Renter-occupied	1,572
Population in renter-occupied (number of individuals)	3,476
Households with individuals under 18	2,047
Vacant	710
Vacant: for rent	177
Vacant: for sale	92

Population by Sex/Age

Male	8,201
Female	8,360
Under 18	3,822
18 & over	12,739
20 - 24	775
25 - 34	1,909
35 - 49	3,400
50 - 64	3,489
65 & over	2,768

Population by Ethnicity

Hispanic or Latino	354
Non Hispanic or Latino	16,207

Population by Race

White	16,035
African American	87
Asian	60
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	4
Other	156
Identified by two or more	193

IL - Douglas County

Population

Total Population	19,980
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Housing Status

(in housing units unless noted)

Total	8,390
Occupied	7,720
Owner-occupied	5,918
Population in owner-occupied (number of individuals)	15,549
Renter-occupied	1,802
Population in renter-occupied (number of individuals)	4,263
Households with individuals under 18	2,514
Vacant	670
Vacant: for rent	138
Vacant: for sale	139

Population by Sex/Age

Male	9,847
Female	10,133
Under 18	5,174
18 & over	14,806
20 - 24	1,133
25 - 34	2,396
35 - 49	3,710
50 - 64	3,970
65 & over	3,154

Population by Ethnicity

Hispanic or Latino	1,210
Non Hispanic or Latino	18,770

Population by Race

White	19,113
African American	58
Asian	83
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	0
Other	461
Identified by two or more	231

IL - Edgar County

Population

Total Population	18,576
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Housing Status

(in housing units unless noted)

Total	8,803
Occupied	7,839
Owner-occupied	5,796
Population in owner-occupied (number of individuals)	13,740
Renter-occupied	2,043
Population in renter-occupied (number of individuals)	4,553
Households with individuals under 18	2,238
Vacant	964
Vacant: for rent	177
Vacant: for sale	157

Population by Sex/Age

Male	9,008
Female	9,568
Under 18	4,121
18 & over	14,455
20 - 24	912
25 - 34	2,038
35 - 49	3,519
50 - 64	4,107
65 & over	3,469

Population by Ethnicity

Hispanic or Latino	187
Non Hispanic or Latino	18,389

Population by Race

White	18,268
African American	64
Asian	33
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	4
Other	52
Identified by two or more	130

IL - Effingham County

Population

Total Population	34,242
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Housing Status

(in housing units unless noted)

Total	14,570
Occupied	13,515
Owner-occupied	10,389
Population in owner-occupied (number of individuals)	27,050
Renter-occupied	3,126
Population in renter-occupied (number of individuals)	6,752
Households with individuals under 18	4,414
Vacant	1,055
Vacant: for rent	269
Vacant: for sale	165

Population by Sex/Age

Male	17,009
Female	17,233
Under 18	8,442
18 & over	25,800
20 - 24	1,985
25 - 34	4,164
35 - 49	6,679
50 - 64	6,853
65 & over	5,196

Population by Ethnicity

Hispanic or Latino	597
Non Hispanic or Latino	33,645

Population by Race

White	33,429
African American	79
Asian	147
American Indian and Alaska Native	39
Native Hawaiian and Pacific Islander	7
Other	262
Identified by two or more	279

IL - Ford County

Population

Total Population	14,081
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Housing Status

(in housing units unless noted)

Total	6,282
Occupied	5,676
Owner-occupied	4,293
Population in owner-occupied (number of individuals)	10,566
Renter-occupied	1,383
Population in renter-occupied (number of individuals)	3,105
Households with individuals under 18	1,738
Vacant	606
Vacant: for rent	94
Vacant: for sale	117

Population by Sex/Age

Male	6,854
Female	7,227
Under 18	3,347
18 & over	10,734
20 - 24	654
25 - 34	1,482
35 - 49	2,719
50 - 64	2,919
65 & over	2,633

Population by Ethnicity

Hispanic or Latino	294
Non Hispanic or Latino	13,787

Population by Race

White	13,677
African American	85
Asian	37
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	0
Other	90
Identified by two or more	159

IL - Iroquois County

Population

Total Population	29,718
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Housing Status

(in housing units unless noted)

Total	13,452
Occupied	11,956
Owner-occupied	9,040
Population in owner-occupied (number of individuals)	22,562
Renter-occupied	2,916
Population in renter-occupied (number of individuals)	6,688
Households with individuals under 18	3,606
Vacant	1,496
Vacant: for rent	257
Vacant: for sale	208

Population by Sex/Age

Male	14,519
Female	15,199
Under 18	7,015
18 & over	22,703
20 - 24	1,350
25 - 34	2,982
35 - 49	5,685
50 - 64	6,364
65 & over	5,627

Population by Ethnicity

Hispanic or Latino	1,584
Non Hispanic or Latino	28,134

Population by Race

White	28,155
African American	233
Asian	103
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	2
Other	779
Identified by two or more	395

IL - Logan County

Population

Total Population	30,305
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Housing Status

(in housing units unless noted)

Total	12,107
Occupied	11,070
Owner-occupied	7,996
Population in owner-occupied (number of individuals)	19,247
Renter-occupied	3,074
Population in renter-occupied (number of individuals)	6,697
Households with individuals under 18	3,287
Vacant	1,037
Vacant: for rent	160
Vacant: for sale	233

Population by Sex/Age

Male	15,368
Female	14,937
Under 18	6,062
18 & over	24,243
20 - 24	2,250
25 - 34	4,111
35 - 49	6,127
50 - 64	5,956
65 & over	4,760

Population by Ethnicity

Hispanic or Latino	893
Non Hispanic or Latino	29,412

Population by Race

White	27,008
African American	2,285
Asian	184
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	5
Other	371
Identified by two or more	392

IL - Macon County

Population

Total Population	110,768
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Housing Status

(in housing units unless noted)

Total	50,475
Occupied	45,855
Owner-occupied	32,085
Population in owner-occupied (number of individuals)	76,481
Renter-occupied	13,770
Population in renter-occupied (number of individuals)	30,228
Households with individuals under 18	13,526
Vacant	4,620
Vacant: for rent	1,537
Vacant: for sale	684

Population by Sex/Age

Male	52,950
Female	57,818
Under 18	25,284
18 & over	85,484
20 - 24	7,080
25 - 34	12,988
35 - 49	20,543
50 - 64	23,459
65 & over	18,142

Population by Ethnicity

Hispanic or Latino	2,072
Non Hispanic or Latino	108,696

Population by Race

White	87,855
African American	18,027
Asian	1,118
American Indian and Alaska Native	226
Native Hawaiian and Pacific Islander	32
Other	756
Identified by two or more	2,754

IL - Menard County

Population

Total Population	12,705
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Housing Status

(in housing units unless noted)

Total	5,654
Occupied	5,140
Owner-occupied	4,089
Population in owner-occupied (number of individuals)	10,182
Renter-occupied	1,051
Population in renter-occupied (number of individuals)	2,369
Households with individuals under 18	1,664
Vacant	514
Vacant: for rent	113
Vacant: for sale	71

Population by Sex/Age

Male	6,181
Female	6,524
Under 18	3,001
18 & over	9,704
20 - 24	592
25 - 34	1,272
35 - 49	2,653
50 - 64	2,899
65 & over	1,978

Population by Ethnicity

Hispanic or Latino	121
Non Hispanic or Latino	12,584

Population by Race

White	12,383
African American	76
Asian	30
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	2
Other	46
Identified by two or more	136

IL - Morgan County

Population

Total Population	35,547
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Housing Status

(in housing units unless noted)

Total	15,515
Occupied	14,104
Owner-occupied	9,922
Population in owner-occupied (number of individuals)	23,657
Renter-occupied	4,182
Population in renter-occupied (number of individuals)	8,826
Households with individuals under 18	3,991
Vacant	1,411
Vacant: for rent	401
Vacant: for sale	237

Population by Sex/Age

Male	17,861
Female	17,686
Under 18	7,587
18 & over	27,960
20 - 24	2,529
25 - 34	4,217
35 - 49	6,748
50 - 64	7,409
65 & over	5,935

Population by Ethnicity

Hispanic or Latino	712
Non Hispanic or Latino	34,835

Population by Race

White	32,321
African American	2,122
Asian	168
American Indian and Alaska Native	78
Native Hawaiian and Pacific Islander	7
Other	273
Identified by two or more	578

IL - Moultrie County

Population

Total Population	14,846
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Housing Status

(in housing units unless noted)

Total	6,260
Occupied	5,758
Owner-occupied	4,441
Population in owner-occupied (number of individuals)	11,434
Renter-occupied	1,317
Population in renter-occupied (number of individuals)	3,017
Households with individuals under 18	1,829
Vacant	502
Vacant: for rent	139
Vacant: for sale	80

Population by Sex/Age

Male	7,212
Female	7,634
Under 18	3,701
18 & over	11,145
20 - 24	747
25 - 34	1,757
35 - 49	2,753
50 - 64	2,916
65 & over	2,618

Population by Ethnicity

Hispanic or Latino	129
Non Hispanic or Latino	14,717

Population by Race

White	14,622
African American	41
Asian	31
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	0
Other	34
Identified by two or more	90

IL - Piatt County

Population

Total Population	16,729
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Housing Status

(in housing units unless noted)

Total	7,269
Occupied	6,782
Owner-occupied	5,497
Population in owner-occupied (number of individuals)	13,758
Renter-occupied	1,285
Population in renter-occupied (number of individuals)	2,899
Households with individuals under 18	2,173
Vacant	487
Vacant: for rent	115
Vacant: for sale	101

Population by Sex/Age

Male	8,271
Female	8,458
Under 18	4,007
18 & over	12,722
20 - 24	720
25 - 34	1,758
35 - 49	3,425
50 - 64	3,753
65 & over	2,713

Population by Ethnicity

Hispanic or Latino	167
Non Hispanic or Latino	16,562

Population by Race

White	16,393
African American	58
Asian	51
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	6
Other	35
Identified by two or more	157

IL - Sangamon County

Population

Total Population	197,465
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Housing Status

(in housing units unless noted)

Total	89,901
Occupied	82,986
Owner-occupied	58,351
Population in owner-occupied (number of individuals)	140,658
Renter-occupied	24,635
Population in renter-occupied (number of individuals)	52,841
Households with individuals under 18	25,214
Vacant	6,915
Vacant: for rent	2,547
Vacant: for sale	1,137

Population by Sex/Age

Male	94,780
Female	102,685
Under 18	46,816
18 & over	150,649
20 - 24	11,692
25 - 34	25,490
35 - 49	39,944
50 - 64	41,336
65 & over	27,362

Population by Ethnicity

Hispanic or Latino	3,480
Non Hispanic or Latino	193,985

Population by Race

White	165,103
African American	23,335
Asian	3,220
American Indian and Alaska Native	394
Native Hawaiian and Pacific Islander	47
Other	1,047
Identified by two or more	4,319

IL - Shelby County

Population

Total Population	22,363
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Housing Status

(in housing units unless noted)

Total	10,396
Occupied	9,216
Owner-occupied	7,455
Population in owner-occupied (number of individuals)	18,089
Renter-occupied	1,761
Population in renter-occupied (number of individuals)	4,069
Households with individuals under 18	2,692
Vacant	1,180
Vacant: for rent	99
Vacant: for sale	126

Population by Sex/Age

Male	11,138
Female	11,225
Under 18	5,052
18 & over	17,311
20 - 24	1,108
25 - 34	2,275
35 - 49	4,329
50 - 64	4,814
65 & over	4,232

Population by Ethnicity

Hispanic or Latino	180
Non Hispanic or Latino	22,183

Population by Race

White	22,045
African American	50
Asian	56
American Indian and Alaska Native	43
Native Hawaiian and Pacific Islander	5
Other	38
Identified by two or more	126

IL - Vermilion County

Population

Total Population	81,625
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Housing Status

(in housing units unless noted)

Total	36,318
Occupied	32,655
Owner-occupied	22,830
Population in owner-occupied (number of individuals)	55,426
Renter-occupied	9,825
Population in renter-occupied (number of individuals)	23,296
Households with individuals under 18	10,256
Vacant	3,663
Vacant: for rent	982
Vacant: for sale	580

Population by Sex/Age

Male	40,470
Female	41,155
Under 18	19,928
18 & over	61,697
20 - 24	4,500
25 - 34	9,696
35 - 49	15,429
50 - 64	16,681
65 & over	13,302

Population by Ethnicity

Hispanic or Latino	3,441
Non Hispanic or Latino	78,184

Population by Race

White	67,323
African American	10,571
Asian	564
American Indian and Alaska Native	191
Native Hawaiian and Pacific Islander	17
Other	1,189
Identified by two or more	1,770

IN - Benton County

Population

Total Population	8,854
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Housing Status

(in housing units unless noted)

Total	3,937
Occupied	3,479
Owner-occupied	2,595
Population in owner-occupied (number of individuals)	6,611
Renter-occupied	884
Population in renter-occupied (number of individuals)	2,151
Households with individuals under 18	1,129
Vacant	458
Vacant: for rent	146
Vacant: for sale	64

Population by Sex/Age

Male	4,385
Female	4,469
Under 18	2,284
18 & over	6,570
20 - 24	408
25 - 34	981
35 - 49	1,787
50 - 64	1,777
65 & over	1,394

Population by Ethnicity

Hispanic or Latino	431
Non Hispanic or Latino	8,423

Population by Race

White	8,489
African American	42
Asian	15
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	3
Other	193
Identified by two or more	101