



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

OTTUMWA KIRKSVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	135,062
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Housing Status

(in housing units unless noted)

Total	62,990
Occupied	54,252
Owner-occupied	38,542
Population in owner-occupied (number of individuals)	95,290
Renter-occupied	15,710
Population in renter-occupied (number of individuals)	33,392
Households with individuals under 18	15,397
Vacant	8,738
Vacant: for rent	1,632
Vacant: for sale	828

Population by Sex/Age

Male	66,835
Female	68,227
Under 18	30,627
18 & over	104,435
20 - 24	11,202
25 - 34	14,712
35 - 49	23,650
50 - 64	27,576
65 & over	22,381

Population by Ethnicity

Hispanic or Latino	5,870
Non Hispanic or Latino	129,192

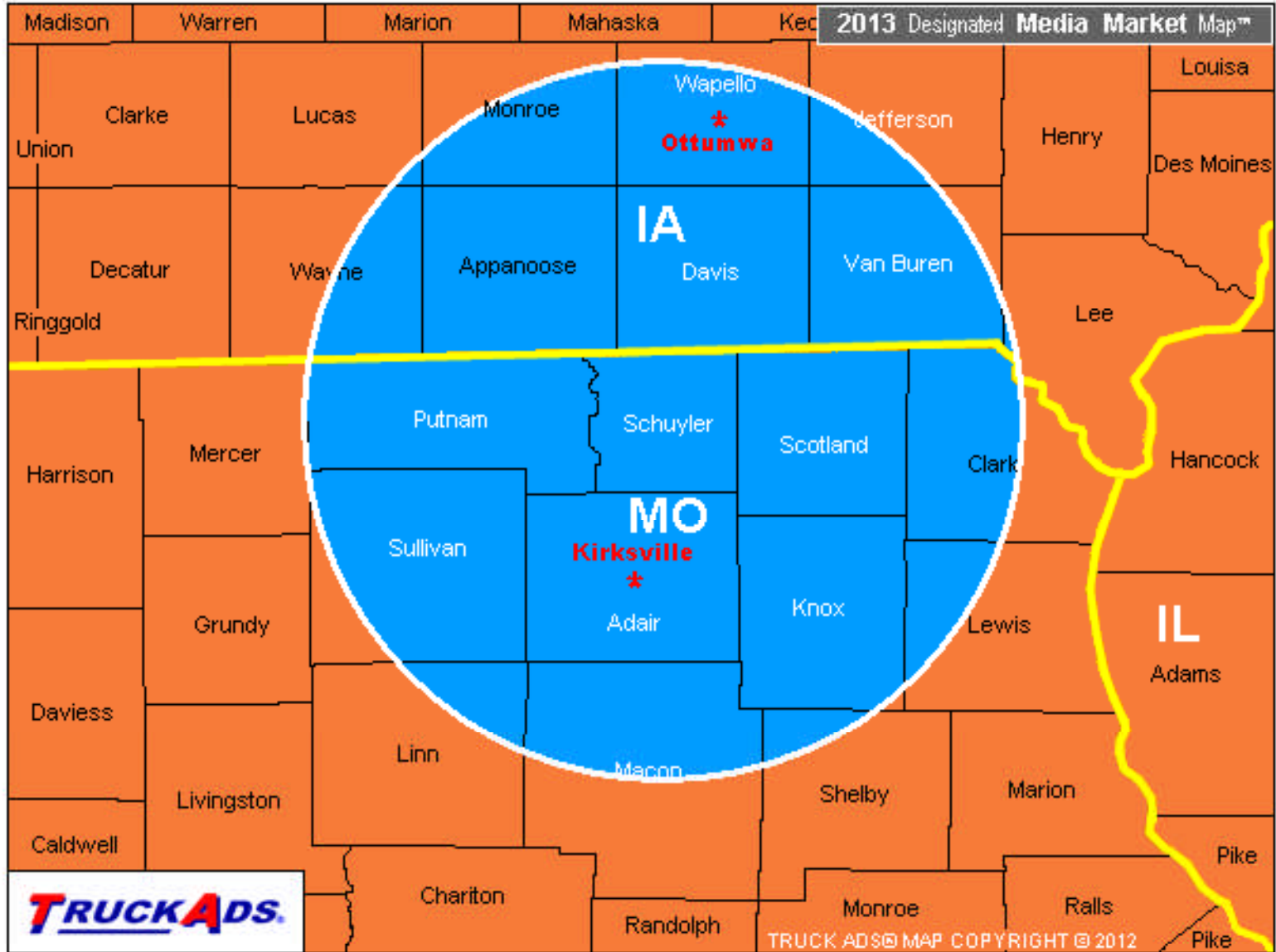
Population by Race

White	126,534
African American	1,540
Asian	2,321
American Indian and Alaska Native	425
Native Hawaiian and Pacific Islander	83
Other	2,319
Identified by two or more	1,840



OTTUMWA KIRKSVILLE :::

BROADCAST TV MARKET AREA



11 COUNTIES IN THIS DESIGNATED MARKET

IOWA: Davis, IA ~ Jefferson, IA ~ Van Buren, IA ~ Wapello, IA ~ **MISSOURI:** Adair, MO ~ Knox, MO ~ Macon, MO ~ Putnam, MO ~ Schuyler, MO ~ Scotland, MO ~ Sullivan, MO

IA - Davis County

Population

Total Population	8,753
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Housing Status

(in housing units unless noted)

Total	3,600
Occupied	3,201
Owner-occupied	2,563
Population in owner-occupied (number of individuals)	7,210
Renter-occupied	638
Population in renter-occupied (number of individuals)	1,419
Households with individuals under 18	1,063
Vacant	399
Vacant: for rent	65
Vacant: for sale	68

Population by Sex/Age

Male	4,340
Female	4,413
Under 18	2,550
18 & over	6,203
20 - 24	429
25 - 34	852
35 - 49	1,520
50 - 64	1,688
65 & over	1,493

Population by Ethnicity

Hispanic or Latino	85
Non Hispanic or Latino	8,668

Population by Race

White	8,614
African American	7
Asian	24
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	0
Other	21
Identified by two or more	68

IA - Jefferson County

Population

Total Population	16,843
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Housing Status

(in housing units unless noted)

Total	7,594
Occupied	6,846
Owner-occupied	4,573
Population in owner-occupied (number of individuals)	10,766
Renter-occupied	2,273
Population in renter-occupied (number of individuals)	4,346
Households with individuals under 18	1,669
Vacant	748
Vacant: for rent	207
Vacant: for sale	89

Population by Sex/Age

Male	8,997
Female	7,846
Under 18	3,066
18 & over	13,777
20 - 24	1,538
25 - 34	2,050
35 - 49	2,725
50 - 64	4,624
65 & over	2,501

Population by Ethnicity

Hispanic or Latino	410
Non Hispanic or Latino	16,433

Population by Race

White	14,759
African American	214
Asian	1,425
American Indian and Alaska Native	31
Native Hawaiian and Pacific Islander	2
Other	144
Identified by two or more	268

IA - Van Buren County

Population

Total Population	7,570
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Housing Status

(in housing units unless noted)

Total	3,670
Occupied	3,108
Owner-occupied	2,525
Population in owner-occupied (number of individuals)	6,228
Renter-occupied	583
Population in renter-occupied (number of individuals)	1,245
Households with individuals under 18	860
Vacant	562
Vacant: for rent	86
Vacant: for sale	42

Population by Sex/Age

Male	3,806
Female	3,764
Under 18	1,822
18 & over	5,748
20 - 24	332
25 - 34	785
35 - 49	1,357
50 - 64	1,612
65 & over	1,498

Population by Ethnicity

Hispanic or Latino	88
Non Hispanic or Latino	7,482

Population by Race

White	7,439
African American	15
Asian	40
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	1
Other	12
Identified by two or more	53

IA - Wapello County

Population

Total Population	35,625
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Housing Status

(in housing units unless noted)

Total	16,098
Occupied	14,552
Owner-occupied	10,594
Population in owner-occupied (number of individuals)	26,188
Renter-occupied	3,958
Population in renter-occupied (number of individuals)	8,570
Households with individuals under 18	4,330
Vacant	1,546
Vacant: for rent	550
Vacant: for sale	236

Population by Sex/Age

Male	17,422
Female	18,203
Under 18	8,119
18 & over	27,506
20 - 24	2,315
25 - 34	4,323
35 - 49	6,610
50 - 64	7,282
65 & over	5,856

Population by Ethnicity

Hispanic or Latino	3,234
Non Hispanic or Latino	32,391

Population by Race

White	32,802
African American	482
Asian	254
American Indian and Alaska Native	176
Native Hawaiian and Pacific Islander	48
Other	1,312
Identified by two or more	551

MO - Adair County

Population

Total Population	25,607
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Housing Status

(in housing units unless noted)

Total	11,263
Occupied	9,877
Owner-occupied	5,809
Population in owner-occupied (number of individuals)	14,110
Renter-occupied	4,068
Population in renter-occupied (number of individuals)	8,597
Households with individuals under 18	2,560
Vacant	1,386
Vacant: for rent	327
Vacant: for sale	123

Population by Sex/Age

Male	12,204
Female	13,403
Under 18	4,972
18 & over	20,635
20 - 24	4,668
25 - 34	2,535
35 - 49	3,977
50 - 64	4,125
65 & over	3,210

Population by Ethnicity

Hispanic or Latino	523
Non Hispanic or Latino	25,084

Population by Race

White	24,066
African American	408
Asian	453
American Indian and Alaska Native	79
Native Hawaiian and Pacific Islander	13
Other	153
Identified by two or more	435

MO - Knox County

Population

Total Population	4,131
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Housing Status

(in housing units unless noted)

Total	2,289
Occupied	1,708
Owner-occupied	1,356
Population in owner-occupied (number of individuals)	3,255
Renter-occupied	352
Population in renter-occupied (number of individuals)	789
Households with individuals under 18	471
Vacant	581
Vacant: for rent	24
Vacant: for sale	39

Population by Sex/Age

Male	2,032
Female	2,099
Under 18	1,032
18 & over	3,099
20 - 24	165
25 - 34	386
35 - 49	762
50 - 64	857
65 & over	828

Population by Ethnicity

Hispanic or Latino	34
Non Hispanic or Latino	4,097

Population by Race

White	4,047
African American	14
Asian	8
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	0
Other	13
Identified by two or more	42

MO - Macon County

Population

Total Population	15,566
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Housing Status

(in housing units unless noted)

Total	7,665
Occupied	6,412
Owner-occupied	4,733
Population in owner-occupied (number of individuals)	11,651
Renter-occupied	1,679
Population in renter-occupied (number of individuals)	3,629
Households with individuals under 18	1,901
Vacant	1,253
Vacant: for rent	157
Vacant: for sale	121

Population by Sex/Age

Male	7,615
Female	7,951
Under 18	3,779
18 & over	11,787
20 - 24	734
25 - 34	1,630
35 - 49	2,829
50 - 64	3,210
65 & over	3,026

Population by Ethnicity

Hispanic or Latino	150
Non Hispanic or Latino	15,416

Population by Race

White	14,816
African American	353
Asian	64
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	9
Other	49
Identified by two or more	242

MO - Putnam County

Population

Total Population	4,979
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Housing Status

(in housing units unless noted)

Total	2,982
Occupied	2,132
Owner-occupied	1,656
Population in owner-occupied (number of individuals)	3,946
Renter-occupied	476
Population in renter-occupied (number of individuals)	976
Households with individuals under 18	585
Vacant	850
Vacant: for rent	59
Vacant: for sale	28

Population by Sex/Age

Male	2,476
Female	2,503
Under 18	1,160
18 & over	3,819
20 - 24	204
25 - 34	491
35 - 49	884
50 - 64	1,062
65 & over	1,076

Population by Ethnicity

Hispanic or Latino	36
Non Hispanic or Latino	4,943

Population by Race

White	4,889
African American	9
Asian	24
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	1
Other	7
Identified by two or more	42

MO - Schuyler County

Population

Total Population	4,431
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Housing Status

(in housing units unless noted)

Total	2,102
Occupied	1,796
Owner-occupied	1,355
Population in owner-occupied (number of individuals)	3,428
Renter-occupied	441
Population in renter-occupied (number of individuals)	956
Households with individuals under 18	545
Vacant	306
Vacant: for rent	32
Vacant: for sale	15

Population by Sex/Age

Male	2,155
Female	2,276
Under 18	1,140
18 & over	3,291
20 - 24	231
25 - 34	415
35 - 49	799
50 - 64	862
65 & over	870

Population by Ethnicity

Hispanic or Latino	29
Non Hispanic or Latino	4,402

Population by Race

White	4,369
African American	1
Asian	10
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	0
Other	8
Identified by two or more	36

MO - Scotland County

Population

Total Population	4,843
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Housing Status

(in housing units unless noted)

Total	2,369
Occupied	1,880
Owner-occupied	1,439
Population in owner-occupied (number of individuals)	3,786
Renter-occupied	441
Population in renter-occupied (number of individuals)	981
Households with individuals under 18	582
Vacant	489
Vacant: for rent	44
Vacant: for sale	29

Population by Sex/Age

Male	2,355
Female	2,488
Under 18	1,362
18 & over	3,481
20 - 24	253
25 - 34	495
35 - 49	865
50 - 64	871
65 & over	879

Population by Ethnicity

Hispanic or Latino	33
Non Hispanic or Latino	4,810

Population by Race

White	4,776
African American	3
Asian	11
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	18
Identified by two or more	23

MO - Sullivan County

Population

Total Population	6,714
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Housing Status

(in housing units unless noted)

Total	3,358
Occupied	2,740
Owner-occupied	1,939
Population in owner-occupied (number of individuals)	4,722
Renter-occupied	801
Population in renter-occupied (number of individuals)	1,884
Households with individuals under 18	831
Vacant	618
Vacant: for rent	81
Vacant: for sale	38

Population by Sex/Age

Male	3,433
Female	3,281
Under 18	1,625
18 & over	5,089
20 - 24	333
25 - 34	750
35 - 49	1,322
50 - 64	1,383
65 & over	1,144

Population by Ethnicity

Hispanic or Latino	1,248
Non Hispanic or Latino	5,466

Population by Race

White	5,957
African American	34
Asian	8
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	9
Other	582
Identified by two or more	80