



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

**CEDAR RAPIDS WATERLOO DUBUQUE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	865,042
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**Housing Status**

( in housing units unless noted )

Total	375,363
Occupied	347,631
Owner-occupied	250,102
Population in owner-occupied ( number of individuals )	627,732
Renter-occupied	97,529
Population in renter-occupied ( number of individuals )	204,565
Households with individuals under 18	103,229
Vacant	27,732
Vacant: for rent	7,852
Vacant: for sale	4,518

**Population by Sex/Age**

Male	427,733
Female	437,309
Under 18	200,015
18 & over	665,027
20 - 24	72,604
25 - 34	111,017
35 - 49	162,188
50 - 64	165,431
65 & over	123,604

**Population by Ethnicity**

Hispanic or Latino	25,048
Non Hispanic or Latino	839,994

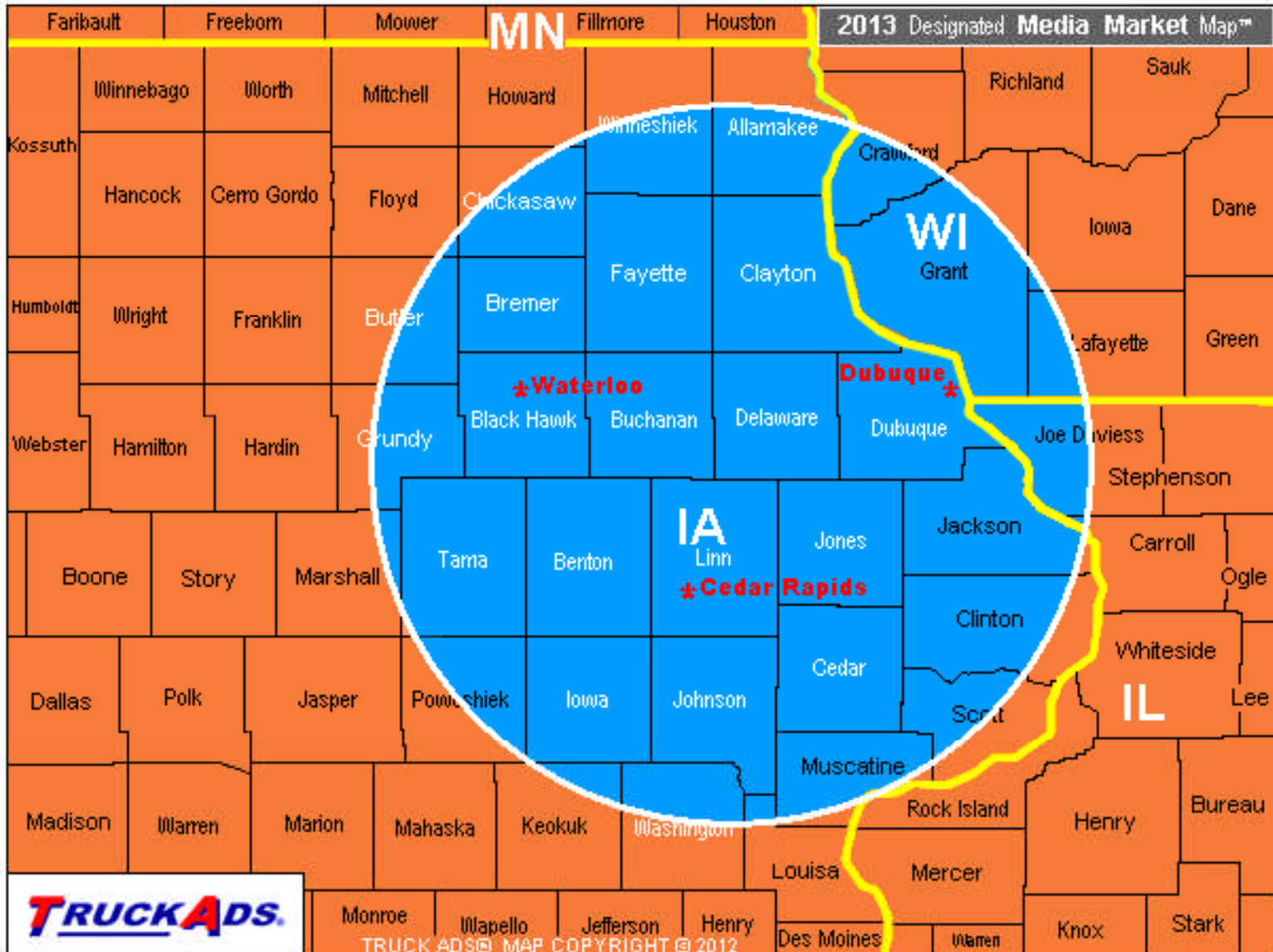
**Population by Race**

White	792,723
African American	30,508
Asian	14,449
American Indian and Alaska Native	3,051
Native Hawaiian and Pacific Islander	813
Other	8,527
Identified by two or more	14,971

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# CEDAR RAPIDS WATERLOO DUBUQUE ::: BROADCAST TV MARKET AREA



## 20 COUNTIES IN THIS DESIGNATED MARKET

**IOWA:** Allamakee, IA ~ Benton, IA ~ Black Hawk, IA ~ Bremer, IA ~ Buchanan, IA ~ Butler, IA ~ Cedar, IA ~ Chickasaw, IA ~ Clayton, IA ~ Delaware, IA ~ Dubuque, IA ~ Fayette, IA ~ Grundy, IA ~ Iowa, IA ~ Johnson, IA ~ Jones, IA ~ Linn, IA ~ Tama, IA ~ Washington, IA ~ Winneshiek, IA

## IA - Allamakee County

### Population

Total Population	14,330
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### Housing Status

( in housing units unless noted )

Total	7,617
Occupied	5,845
Owner-occupied	4,539
Population in owner-occupied ( number of individuals )	10,972
Renter-occupied	1,306
Population in renter-occupied ( number of individuals )	3,026
Households with individuals under 18	1,620
Vacant	1,772
Vacant: for rent	206
Vacant: for sale	88

### Population by Sex/Age

Male	7,310
Female	7,020
Under 18	3,310
18 & over	11,020
20 - 24	699
25 - 34	1,442
35 - 49	2,596
50 - 64	3,149
65 & over	2,803

### Population by Ethnicity

Hispanic or Latino	757
Non Hispanic or Latino	13,573

### Population by Race

White	13,750
African American	113
Asian	34
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	17
Other	292
Identified by two or more	88

## IA - Benton County

### Population

Total Population	26,076
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### Housing Status

( in housing units unless noted )

Total	11,095
Occupied	10,302
Owner-occupied	8,323
Population in owner-occupied ( number of individuals )	21,470
Renter-occupied	1,979
Population in renter-occupied ( number of individuals )	4,293
Households with individuals under 18	3,428
Vacant	793
Vacant: for rent	174
Vacant: for sale	146

### Population by Sex/Age

Male	13,027
Female	13,049
Under 18	6,646
18 & over	19,430
20 - 24	1,085
25 - 34	2,819
35 - 49	5,695
50 - 64	5,220
65 & over	4,015

### Population by Ethnicity

Hispanic or Latino	275
Non Hispanic or Latino	25,801

### Population by Race

White	25,569
African American	102
Asian	66
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	2
Other	53
Identified by two or more	239

## IA - Black Hawk County

### Population

Total Population	131,090
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### Housing Status

( in housing units unless noted )

Total	55,887
Occupied	52,470
Owner-occupied	35,649
Population in owner-occupied ( number of individuals )	88,103
Renter-occupied	16,821
Population in renter-occupied ( number of individuals )	37,020
Households with individuals under 18	15,055
Vacant	3,417
Vacant: for rent	1,195
Vacant: for sale	602

### Population by Sex/Age

Male	63,708
Female	67,382
Under 18	28,496
18 & over	102,594
20 - 24	14,954
25 - 34	17,423
35 - 49	21,961
50 - 64	24,651
65 & over	18,131

### Population by Ethnicity

Hispanic or Latino	4,907
Non Hispanic or Latino	126,183

### Population by Race

White	112,215
African American	11,640
Asian	1,707
American Indian and Alaska Native	297
Native Hawaiian and Pacific Islander	201
Other	2,045
Identified by two or more	2,985



## IA - Bremer County

### Population

Total Population	24,276
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### Housing Status

( in housing units unless noted )

Total	9,915
Occupied	9,385
Owner-occupied	7,476
Population in owner-occupied ( number of individuals )	18,631
Renter-occupied	1,909
Population in renter-occupied ( number of individuals )	3,927
Households with individuals under 18	2,831
Vacant	530
Vacant: for rent	94
Vacant: for sale	96

### Population by Sex/Age

Male	11,869
Female	12,407
Under 18	5,513
18 & over	18,763
20 - 24	2,000
25 - 34	2,480
35 - 49	4,393
50 - 64	4,694
65 & over	4,192

### Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	24,037

### Population by Race

White	23,601
African American	191
Asian	174
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	2
Other	61
Identified by two or more	231

## IA - Buchanan County

### Population

Total Population	20,958
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### Housing Status

( in housing units unless noted )

Total	8,968
Occupied	8,161
Owner-occupied	6,441
Population in owner-occupied ( number of individuals )	16,842
Renter-occupied	1,720
Population in renter-occupied ( number of individuals )	3,773
Households with individuals under 18	2,586
Vacant	807
Vacant: for rent	146
Vacant: for sale	100

### Population by Sex/Age

Male	10,401
Female	10,557
Under 18	5,676
18 & over	15,282
20 - 24	1,070
25 - 34	2,360
35 - 49	4,008
50 - 64	4,187
65 & over	3,205

### Population by Ethnicity

Hispanic or Latino	243
Non Hispanic or Latino	20,715

### Population by Race

White	20,505
African American	67
Asian	90
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	1
Other	36
Identified by two or more	227

## IA - Butler County

### Population

Total Population	14,867
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### Housing Status

( in housing units unless noted )

Total	6,682
Occupied	6,120
Owner-occupied	4,994
Population in owner-occupied ( number of individuals )	12,225
Renter-occupied	1,126
Population in renter-occupied ( number of individuals )	2,400
Households with individuals under 18	1,776
Vacant	562
Vacant: for rent	117
Vacant: for sale	82

### Population by Sex/Age

Male	7,337
Female	7,530
Under 18	3,503
18 & over	11,364
20 - 24	601
25 - 34	1,606
35 - 49	2,656
50 - 64	3,287
65 & over	2,944

### Population by Ethnicity

Hispanic or Latino	133
Non Hispanic or Latino	14,734

### Population by Race

White	14,636
African American	26
Asian	35
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	2
Other	36
Identified by two or more	111



## IA - Cedar County

### Population

Total Population	18,499
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### Housing Status

( in housing units unless noted )

Total	8,064
Occupied	7,511
Owner-occupied	5,903
Population in owner-occupied ( number of individuals )	14,752
Renter-occupied	1,608
Population in renter-occupied ( number of individuals )	3,423
Households with individuals under 18	2,364
Vacant	553
Vacant: for rent	95
Vacant: for sale	99

### Population by Sex/Age

Male	9,151
Female	9,348
Under 18	4,537
18 & over	13,962
20 - 24	747
25 - 34	1,964
35 - 49	3,785
50 - 64	3,984
65 & over	3,093

### Population by Ethnicity

Hispanic or Latino	284
Non Hispanic or Latino	18,215

### Population by Race

White	18,090
African American	52
Asian	85
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	3
Other	43
Identified by two or more	197

## IA - Chickasaw County

### Population

Total Population	12,439
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### Housing Status

( in housing units unless noted )

Total	5,679
Occupied	5,204
Owner-occupied	4,216
Population in owner-occupied ( number of individuals )	10,167
Renter-occupied	988
Population in renter-occupied ( number of individuals )	2,089
Households with individuals under 18	1,486
Vacant	475
Vacant: for rent	123
Vacant: for sale	65

### Population by Sex/Age

Male	6,255
Female	6,184
Under 18	3,035
18 & over	9,404
20 - 24	554
25 - 34	1,244
35 - 49	2,251
50 - 64	2,739
65 & over	2,376

### Population by Ethnicity

Hispanic or Latino	269
Non Hispanic or Latino	12,170

### Population by Race

White	12,119
African American	41
Asian	40
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	169
Identified by two or more	60

## IA - Clayton County

### Population

Total Population	18,129
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### Housing Status

( in housing units unless noted )

Total	8,999
Occupied	7,599
Owner-occupied	5,819
Population in owner-occupied ( number of individuals )	14,178
Renter-occupied	1,780
Population in renter-occupied ( number of individuals )	3,664
Households with individuals under 18	2,056
Vacant	1,400
Vacant: for rent	174
Vacant: for sale	113

### Population by Sex/Age

Male	9,079
Female	9,050
Under 18	4,204
18 & over	13,925
20 - 24	785
25 - 34	1,724
35 - 49	3,336
50 - 64	4,199
65 & over	3,504

### Population by Ethnicity

Hispanic or Latino	306
Non Hispanic or Latino	17,823

### Population by Race

White	17,731
African American	61
Asian	42
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	17
Other	110
Identified by two or more	148

## IA - Delaware County

### Population

Total Population	17,764
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### Housing Status

( in housing units unless noted )

Total	8,028
Occupied	7,062
Owner-occupied	5,634
Population in owner-occupied ( number of individuals )	14,473
Renter-occupied	1,428
Population in renter-occupied ( number of individuals )	3,073
Households with individuals under 18	2,237
Vacant	966
Vacant: for rent	107
Vacant: for sale	66

### Population by Sex/Age

Male	8,875
Female	8,889
Under 18	4,483
18 & over	13,281
20 - 24	741
25 - 34	1,858
35 - 49	3,585
50 - 64	3,765
65 & over	2,944

### Population by Ethnicity

Hispanic or Latino	139
Non Hispanic or Latino	17,625

### Population by Race

White	17,507
African American	48
Asian	49
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	25
Identified by two or more	115

## IA - Dubuque County

### Population

Total Population	93,653
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### Housing Status

( in housing units unless noted )

Total	38,951
Occupied	36,815
Owner-occupied	26,969
Population in owner-occupied ( number of individuals )	69,580
Renter-occupied	9,846
Population in renter-occupied ( number of individuals )	19,805
Households with individuals under 18	11,348
Vacant	2,136
Vacant: for rent	754
Vacant: for sale	317

### Population by Sex/Age

Male	46,132
Female	47,521
Under 18	22,252
18 & over	71,401
20 - 24	6,788
25 - 34	11,119
35 - 49	17,737
50 - 64	18,294
65 & over	14,355

### Population by Ethnicity

Hispanic or Latino	1,807
Non Hispanic or Latino	91,846

### Population by Race

White	88,092
African American	2,486
Asian	878
American Indian and Alaska Native	178
Native Hawaiian and Pacific Islander	288
Other	514
Identified by two or more	1,217

## IA - Fayette County

### Population

Total Population	20,880
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### Housing Status

( in housing units unless noted )

Total	9,558
Occupied	8,634
Owner-occupied	6,454
Population in owner-occupied ( number of individuals )	15,464
Renter-occupied	2,180
Population in renter-occupied ( number of individuals )	4,634
Households with individuals under 18	2,360
Vacant	924
Vacant: for rent	209
Vacant: for sale	119

### Population by Sex/Age

Male	10,432
Female	10,448
Under 18	4,691
18 & over	16,189
20 - 24	1,290
25 - 34	2,054
35 - 49	3,737
50 - 64	4,372
65 & over	4,055

### Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	20,500

### Population by Race

White	20,253
African American	198
Asian	107
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	15
Other	93
Identified by two or more	193



## IA - Grundy County

### Population

Total Population	12,453
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### Housing Status

( in housing units unless noted )

Total	5,530
Occupied	5,131
Owner-occupied	4,213
Population in owner-occupied ( number of individuals )	10,430
Renter-occupied	918
Population in renter-occupied ( number of individuals )	1,869
Households with individuals under 18	1,552
Vacant	399
Vacant: for rent	55
Vacant: for sale	81

### Population by Sex/Age

Male	6,156
Female	6,297
Under 18	2,965
18 & over	9,488
20 - 24	533
25 - 34	1,287
35 - 49	2,383
50 - 64	2,670
65 & over	2,342

### Population by Ethnicity

Hispanic or Latino	122
Non Hispanic or Latino	12,331

### Population by Race

White	12,269
African American	28
Asian	27
American Indian and Alaska Native	4
Native Hawaiian and Pacific Islander	7
Other	31
Identified by two or more	87

## IA - Iowa County

### Population

Total Population	16,355
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### Housing Status

( in housing units unless noted )

Total	7,258
Occupied	6,677
Owner-occupied	5,217
Population in owner-occupied ( number of individuals )	13,178
Renter-occupied	1,460
Population in renter-occupied ( number of individuals )	2,887
Households with individuals under 18	2,078
Vacant	581
Vacant: for rent	172
Vacant: for sale	95

### Population by Sex/Age

Male	8,069
Female	8,286
Under 18	4,017
18 & over	12,338
20 - 24	671
25 - 34	1,702
35 - 49	3,359
50 - 64	3,451
65 & over	2,811

### Population by Ethnicity

Hispanic or Latino	307
Non Hispanic or Latino	16,048

### Population by Race

White	16,002
African American	57
Asian	56
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	2
Other	88
Identified by two or more	123

## IA - Johnson County

### Population

Total Population	130,882
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### Housing Status

( in housing units unless noted )

Total	55,967
Occupied	52,715
Owner-occupied	31,299
Population in owner-occupied ( number of individuals )	78,475
Renter-occupied	21,416
Population in renter-occupied ( number of individuals )	44,550
Households with individuals under 18	13,740
Vacant	3,252
Vacant: for rent	1,173
Vacant: for sale	810

### Population by Sex/Age

Male	65,462
Female	65,420
Under 18	25,918
18 & over	104,964
20 - 24	21,052
25 - 34	22,496
35 - 49	22,404
50 - 64	20,725
65 & over	11,211

### Population by Ethnicity

Hispanic or Latino	6,200
Non Hispanic or Latino	124,682

### Population by Race

White	112,083
African American	6,305
Asian	6,819
American Indian and Alaska Native	287
Native Hawaiian and Pacific Islander	51
Other	2,372
Identified by two or more	2,965

## IA - Jones County

### Population

Total Population	20,638
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### Housing Status

( in housing units unless noted )

Total	8,911
Occupied	8,181
Owner-occupied	6,254
Population in owner-occupied ( number of individuals )	15,311
Renter-occupied	1,927
Population in renter-occupied ( number of individuals )	4,023
Households with individuals under 18	2,377
Vacant	730
Vacant: for rent	181
Vacant: for sale	127

### Population by Sex/Age

Male	10,713
Female	9,925
Under 18	4,626
18 & over	16,012
20 - 24	967
25 - 34	2,410
35 - 49	4,265
50 - 64	4,401
65 & over	3,556

### Population by Ethnicity

Hispanic or Latino	270
Non Hispanic or Latino	20,368

### Population by Race

White	19,901
African American	408
Asian	90
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	2
Other	65
Identified by two or more	123

## IA - Linn County

### Population

Total Population	211,226
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### Housing Status

( in housing units unless noted )

Total	92,251
Occupied	86,134
Owner-occupied	62,596
Population in owner-occupied ( number of individuals )	157,974
Renter-occupied	23,538
Population in renter-occupied ( number of individuals )	48,086
Households with individuals under 18	27,235
Vacant	6,117
Vacant: for rent	2,285
Vacant: for sale	1,198

### Population by Sex/Age

Male	103,950
Female	107,276
Under 18	51,847
18 & over	159,379
20 - 24	14,039
25 - 34	29,027
35 - 49	42,832
50 - 64	39,352
65 & over	27,488

### Population by Ethnicity

Hispanic or Latino	5,534
Non Hispanic or Latino	205,692

### Population by Race

White	191,884
African American	8,346
Asian	3,806
American Indian and Alaska Native	565
Native Hawaiian and Pacific Islander	180
Other	1,512
Identified by two or more	4,933

## IA - Tama County

### Population

Total Population	17,767
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### Housing Status

( in housing units unless noted )

Total	7,766
Occupied	6,947
Owner-occupied	5,480
Population in owner-occupied ( number of individuals )	13,781
Renter-occupied	1,467
Population in renter-occupied ( number of individuals )	3,587
Households with individuals under 18	2,197
Vacant	819
Vacant: for rent	181
Vacant: for sale	111

### Population by Sex/Age

Male	8,731
Female	9,036
Under 18	4,540
18 & over	13,227
20 - 24	806
25 - 34	1,769
35 - 49	3,363
50 - 64	3,605
65 & over	3,274

### Population by Ethnicity

Hispanic or Latino	1,320
Non Hispanic or Latino	16,447

### Population by Race

White	15,373
African American	60
Asian	46
American Indian and Alaska Native	1,327
Native Hawaiian and Pacific Islander	4
Other	506
Identified by two or more	451



## IA - Washington County

### Population

Total Population	21,704
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### Housing Status

( in housing units unless noted )

Total	9,516
Occupied	8,741
Owner-occupied	6,539
Population in owner-occupied ( number of individuals )	16,723
Renter-occupied	2,202
Population in renter-occupied ( number of individuals )	4,671
Households with individuals under 18	2,711
Vacant	775
Vacant: for rent	217
Vacant: for sale	138

### Population by Sex/Age

Male	10,626
Female	11,078
Under 18	5,459
18 & over	16,245
20 - 24	930
25 - 34	2,341
35 - 49	4,241
50 - 64	4,491
65 & over	3,758

### Population by Ethnicity

Hispanic or Latino	1,138
Non Hispanic or Latino	20,566

### Population by Race

White	20,796
African American	146
Asian	72
American Indian and Alaska Native	56
Native Hawaiian and Pacific Islander	13
Other	303
Identified by two or more	318

## IA - Winneshiek County

### Population

Total Population	21,056
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### Housing Status

( in housing units unless noted )

Total	8,721
Occupied	7,997
Owner-occupied	6,087
Population in owner-occupied ( number of individuals )	15,003
Renter-occupied	1,910
Population in renter-occupied ( number of individuals )	3,765
Households with individuals under 18	2,192
Vacant	724
Vacant: for rent	194
Vacant: for sale	65

### Population by Sex/Age

Male	10,450
Female	10,606
Under 18	4,297
18 & over	16,759
20 - 24	2,292
25 - 34	1,892
35 - 49	3,601
50 - 64	4,195
65 & over	3,547

### Population by Ethnicity

Hispanic or Latino	418
Non Hispanic or Latino	20,638

### Population by Race

White	20,347
African American	133
Asian	226
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	4
Other	173
Identified by two or more	160