



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

DAVENPORT ROCK ISLAND MOLINE :::

BROADCAST TV MARKET AREA

Population

Total Population	778,760
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Housing Status

(in housing units unless noted)

Total	350,146
Occupied	317,602
Owner-occupied	231,279
Population in owner-occupied (number of individuals)	571,373
Renter-occupied	86,323
Population in renter-occupied (number of individuals)	187,888
Households with individuals under 18	95,724
Vacant	32,544
Vacant: for rent	8,401
Vacant: for sale	4,643

Population by Sex/Age

Male	384,281
Female	394,479
Under 18	181,224
18 & over	597,536
20 - 24	44,757
25 - 34	91,440
35 - 49	150,346
50 - 64	163,618
65 & over	126,988

Population by Ethnicity

Hispanic or Latino	55,468
Non Hispanic or Latino	723,292

Population by Race

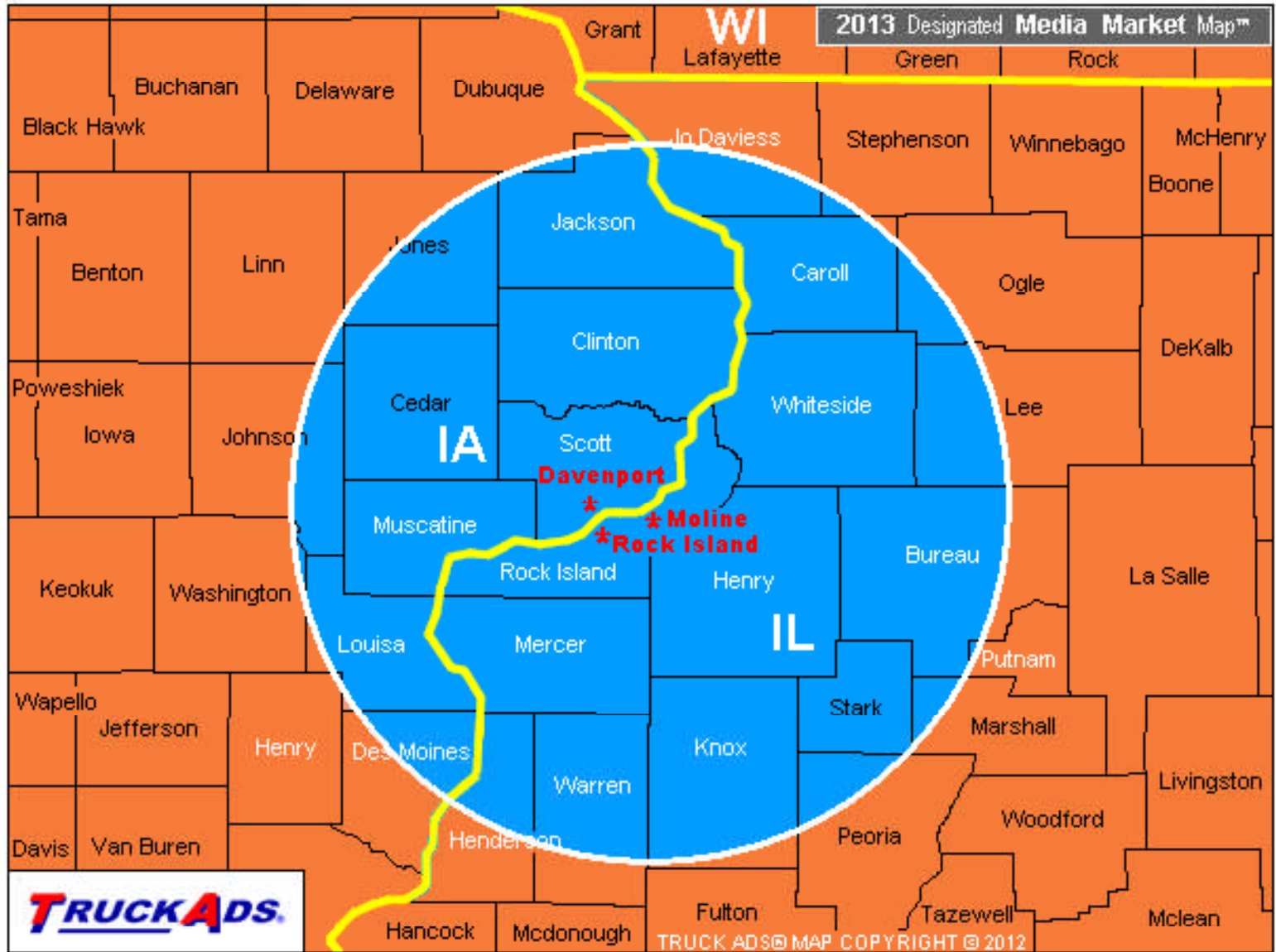
White	695,040
African American	35,756
Asian	8,613
American Indian and Alaska Native	2,015
Native Hawaiian and Pacific Islander	353
Other	19,574
Identified by two or more	17,409

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DAVENPORT ROCK ISLAND MOLINE :::

BROADCAST TV MARKET AREA



18 COUNTIES IN THIS DESIGNATED MARKET

IOWA: Clinton, IA ~ Des Moines, IA ~ Henry, IA ~ Jackson, IA ~ Louisa, IA ~ Muscatine, IA ~ Scott, IA ~
ILLINOIS: Bureau, IL ~ Carroll, IL ~ Henderson, IL ~ Henry, IL ~ Jo Daviess, IL ~ Knox, IL ~ Mercer, IL ~ Putnam,
IL ~ Rock Island, IL ~ Warren, IL ~ Whiteside, IL

IA - Clinton County

Population

Total Population	49,116
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Housing Status

(in housing units unless noted)

Total	21,733
Occupied	20,223
Owner-occupied	14,695
Population in owner-occupied (number of individuals)	36,433
Renter-occupied	5,528
Population in renter-occupied (number of individuals)	11,831
Households with individuals under 18	6,146
Vacant	1,510
Vacant: for rent	431
Vacant: for sale	277

Population by Sex/Age

Male	24,165
Female	24,951
Under 18	11,590
18 & over	37,526
20 - 24	2,722
25 - 34	5,391
35 - 49	9,592
50 - 64	10,281
65 & over	8,267

Population by Ethnicity

Hispanic or Latino	1,243
Non Hispanic or Latino	47,873

Population by Race

White	46,152
African American	1,291
Asian	280
American Indian and Alaska Native	121
Native Hawaiian and Pacific Islander	12
Other	361
Identified by two or more	899

IA - Des Moines County

Population

Total Population	40,325
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Housing Status

(in housing units unless noted)

Total	18,535
Occupied	17,003
Owner-occupied	12,345
Population in owner-occupied (number of individuals)	29,817
Renter-occupied	4,658
Population in renter-occupied (number of individuals)	9,823
Households with individuals under 18	4,983
Vacant	1,532
Vacant: for rent	581
Vacant: for sale	240

Population by Sex/Age

Male	19,600
Female	20,725
Under 18	9,343
18 & over	30,982
20 - 24	2,041
25 - 34	4,774
35 - 49	7,609
50 - 64	8,495
65 & over	7,096

Population by Ethnicity

Hispanic or Latino	1,042
Non Hispanic or Latino	39,283

Population by Race

White	36,704
African American	2,048
Asian	290
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	21
Other	232
Identified by two or more	931

IA - Henry County

Population

Total Population	20,145
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Housing Status

(in housing units unless noted)

Total	8,280
Occupied	7,666
Owner-occupied	5,645
Population in owner-occupied (number of individuals)	14,188
Renter-occupied	2,021
Population in renter-occupied (number of individuals)	4,403
Households with individuals under 18	2,397
Vacant	614
Vacant: for rent	229
Vacant: for sale	94

Population by Sex/Age

Male	10,310
Female	9,835
Under 18	4,669
18 & over	15,476
20 - 24	1,254
25 - 34	2,350
35 - 49	4,017
50 - 64	4,101
65 & over	3,228

Population by Ethnicity

Hispanic or Latino	764
Non Hispanic or Latino	19,381

Population by Race

White	18,557
African American	447
Asian	461
American Indian and Alaska Native	61
Native Hawaiian and Pacific Islander	22
Other	274
Identified by two or more	323

IA - Jackson County

Population

Total Population	19,848
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Housing Status

(in housing units unless noted)

Total	9,415
Occupied	8,289
Owner-occupied	6,299
Population in owner-occupied (number of individuals)	15,480
Renter-occupied	1,990
Population in renter-occupied (number of individuals)	4,167
Households with individuals under 18	2,392
Vacant	1,126
Vacant: for rent	173
Vacant: for sale	151

Population by Sex/Age

Male	9,846
Female	10,002
Under 18	4,605
18 & over	15,243
20 - 24	837
25 - 34	1,966
35 - 49	3,971
50 - 64	4,297
65 & over	3,693

Population by Ethnicity

Hispanic or Latino	220
Non Hispanic or Latino	19,628

Population by Race

White	19,339
African American	61
Asian	47
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	89
Other	67
Identified by two or more	205

IA - Louisa County

Population

Total Population	11,387
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Housing Status

(in housing units unless noted)

Total	5,002
Occupied	4,346
Owner-occupied	3,416
Population in owner-occupied (number of individuals)	8,968
Renter-occupied	930
Population in renter-occupied (number of individuals)	2,303
Households with individuals under 18	1,459
Vacant	656
Vacant: for rent	163
Vacant: for sale	69

Population by Sex/Age

Male	5,793
Female	5,594
Under 18	2,943
18 & over	8,444
20 - 24	535
25 - 34	1,325
35 - 49	2,353
50 - 64	2,269
65 & over	1,704

Population by Ethnicity

Hispanic or Latino	1,797
Non Hispanic or Latino	9,590

Population by Race

White	10,272
African American	60
Asian	102
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	8
Other	739
Identified by two or more	173

IA - Muscatine County

Population

Total Population	42,745
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Housing Status

(in housing units unless noted)

Total	17,910
Occupied	16,412
Owner-occupied	12,258
Population in owner-occupied (number of individuals)	32,333
Renter-occupied	4,154
Population in renter-occupied (number of individuals)	9,859
Households with individuals under 18	5,702
Vacant	1,498
Vacant: for rent	434
Vacant: for sale	245

Population by Sex/Age

Male	21,227
Female	21,518
Under 18	11,164
18 & over	31,581
20 - 24	2,312
25 - 34	5,167
35 - 49	8,623
50 - 64	8,526
65 & over	5,843

Population by Ethnicity

Hispanic or Latino	6,803
Non Hispanic or Latino	35,942

Population by Race

White	38,061
African American	606
Asian	350
American Indian and Alaska Native	133
Native Hawaiian and Pacific Islander	13
Other	2,769
Identified by two or more	813

IA - Scott County

Population

Total Population	165,224
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Housing Status

(in housing units unless noted)

Total	71,835
Occupied	66,765
Owner-occupied	46,653
Population in owner-occupied (number of individuals)	118,542
Renter-occupied	20,112
Population in renter-occupied (number of individuals)	43,348
Households with individuals under 18	21,395
Vacant	5,070
Vacant: for rent	1,925
Vacant: for sale	893

Population by Sex/Age

Male	80,977
Female	84,247
Under 18	40,566
18 & over	124,658
20 - 24	10,499
25 - 34	22,093
35 - 49	32,846
50 - 64	33,352
65 & over	21,605

Population by Ethnicity

Hispanic or Latino	9,197
Non Hispanic or Latino	156,027

Population by Race

White	142,267
African American	11,728
Asian	3,332
American Indian and Alaska Native	496
Native Hawaiian and Pacific Islander	68
Other	2,428
Identified by two or more	4,905

IL - Bureau County

Population

Total Population	34,978
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Housing Status

(in housing units unless noted)

Total	15,720
Occupied	14,262
Owner-occupied	10,845
Population in owner-occupied (number of individuals)	26,845
Renter-occupied	3,417
Population in renter-occupied (number of individuals)	7,677
Households with individuals under 18	4,256
Vacant	1,458
Vacant: for rent	320
Vacant: for sale	273

Population by Sex/Age

Male	17,119
Female	17,859
Under 18	8,155
18 & over	26,823
20 - 24	1,630
25 - 34	3,794
35 - 49	6,778
50 - 64	7,472
65 & over	6,326

Population by Ethnicity

Hispanic or Latino	2,695
Non Hispanic or Latino	32,283

Population by Race

White	32,937
African American	212
Asian	228
American Indian and Alaska Native	98
Native Hawaiian and Pacific Islander	6
Other	1,046
Identified by two or more	451

IL - Carroll County

Population

Total Population	15,387
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Housing Status

(in housing units unless noted)

Total	8,437
Occupied	6,622
Owner-occupied	5,163
Population in owner-occupied (number of individuals)	11,968
Renter-occupied	1,459
Population in renter-occupied (number of individuals)	3,196
Households with individuals under 18	1,740
Vacant	1,815
Vacant: for rent	182
Vacant: for sale	145

Population by Sex/Age

Male	7,708
Female	7,679
Under 18	3,161
18 & over	12,226
20 - 24	700
25 - 34	1,478
35 - 49	2,836
50 - 64	3,597
65 & over	3,262

Population by Ethnicity

Hispanic or Latino	437
Non Hispanic or Latino	14,950

Population by Race

White	14,906
African American	123
Asian	53
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	3
Other	87
Identified by two or more	168

IL - Henderson County

Population

Total Population	7,331
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Housing Status

(in housing units unless noted)

Total	3,827
Occupied	3,149
Owner-occupied	2,530
Population in owner-occupied (number of individuals)	5,897
Renter-occupied	619
Population in renter-occupied (number of individuals)	1,383
Households with individuals under 18	846
Vacant	678
Vacant: for rent	61
Vacant: for sale	47

Population by Sex/Age

Male	3,614
Female	3,717
Under 18	1,493
18 & over	5,838
20 - 24	301
25 - 34	680
35 - 49	1,397
50 - 64	1,769
65 & over	1,532

Population by Ethnicity

Hispanic or Latino	79
Non Hispanic or Latino	7,252

Population by Race

White	7,198
African American	15
Asian	15
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	5
Other	13
Identified by two or more	70

IL - Henry County

Population

Total Population	50,486
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Housing Status

(in housing units unless noted)

Total	22,161
Occupied	20,373
Owner-occupied	15,986
Population in owner-occupied (number of individuals)	39,948
Renter-occupied	4,387
Population in renter-occupied (number of individuals)	9,814
Households with individuals under 18	6,334
Vacant	1,788
Vacant: for rent	478
Vacant: for sale	317

Population by Sex/Age

Male	25,112
Female	25,374
Under 18	12,095
18 & over	38,391
20 - 24	2,365
25 - 34	5,503
35 - 49	9,787
50 - 64	10,860
65 & over	8,624

Population by Ethnicity

Hispanic or Latino	2,402
Non Hispanic or Latino	48,084

Population by Race

White	47,846
African American	796
Asian	191
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	14
Other	814
Identified by two or more	732

IL - Jo Daviess County

Population

Total Population	22,678
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Housing Status

(in housing units unless noted)

Total	13,574
Occupied	9,753
Owner-occupied	7,740
Population in owner-occupied (number of individuals)	18,139
Renter-occupied	2,013
Population in renter-occupied (number of individuals)	4,372
Households with individuals under 18	2,463
Vacant	3,821
Vacant: for rent	339
Vacant: for sale	199

Population by Sex/Age

Male	11,377
Female	11,301
Under 18	4,715
18 & over	17,963
20 - 24	963
25 - 34	2,060
35 - 49	4,173
50 - 64	5,501
65 & over	4,832

Population by Ethnicity

Hispanic or Latino	609
Non Hispanic or Latino	22,069

Population by Race

White	22,046
African American	107
Asian	72
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	11
Other	194
Identified by two or more	203

IL - Knox County

Population

Total Population	52,919
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Housing Status

(in housing units unless noted)

Total	24,077
Occupied	21,535
Owner-occupied	15,003
Population in owner-occupied (number of individuals)	35,263
Renter-occupied	6,532
Population in renter-occupied (number of individuals)	13,701
Households with individuals under 18	5,866
Vacant	2,542
Vacant: for rent	614
Vacant: for sale	327

Population by Sex/Age

Male	26,582
Female	26,337
Under 18	10,880
18 & over	42,039
20 - 24	3,639
25 - 34	6,091
35 - 49	9,734
50 - 64	11,162
65 & over	9,762

Population by Ethnicity

Hispanic or Latino	2,558
Non Hispanic or Latino	50,361

Population by Race

White	46,329
African American	3,810
Asian	338
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	9
Other	1,023
Identified by two or more	1,306

IL - Mercer County

Population

Total Population	16,434
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Housing Status

(in housing units unless noted)

Total	7,358
Occupied	6,734
Owner-occupied	5,420
Population in owner-occupied (number of individuals)	13,427
Renter-occupied	1,314
Population in renter-occupied (number of individuals)	2,822
Households with individuals under 18	2,029
Vacant	624
Vacant: for rent	89
Vacant: for sale	99

Population by Sex/Age

Male	8,125
Female	8,309
Under 18	3,720
18 & over	12,714
20 - 24	754
25 - 34	1,630
35 - 49	3,327
50 - 64	3,612
65 & over	3,001

Population by Ethnicity

Hispanic or Latino	307
Non Hispanic or Latino	16,127

Population by Race

White	16,153
African American	47
Asian	52
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	1
Other	42
Identified by two or more	122

IL - Putnam County

Population

Total Population	6,006
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Housing Status

(in housing units unless noted)

Total	3,074
Occupied	2,509
Owner-occupied	2,082
Population in owner-occupied (number of individuals)	5,034
Renter-occupied	427
Population in renter-occupied (number of individuals)	970
Households with individuals under 18	696
Vacant	565
Vacant: for rent	43
Vacant: for sale	62

Population by Sex/Age

Male	3,035
Female	2,971
Under 18	1,279
18 & over	4,727
20 - 24	277
25 - 34	608
35 - 49	1,171
50 - 64	1,470
65 & over	1,069

Population by Ethnicity

Hispanic or Latino	252
Non Hispanic or Latino	5,754

Population by Race

White	5,803
African American	32
Asian	13
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	1
Other	82
Identified by two or more	69

IL - Rock Island County

Population

Total Population	147,546
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Housing Status

(in housing units unless noted)

Total	65,756
Occupied	61,303
Owner-occupied	42,418
Population in owner-occupied (number of individuals)	102,858
Renter-occupied	18,885
Population in renter-occupied (number of individuals)	40,375
Households with individuals under 18	17,767
Vacant	4,453
Vacant: for rent	1,595
Vacant: for sale	735

Population by Sex/Age

Male	72,375
Female	75,171
Under 18	33,187
18 & over	114,359
20 - 24	9,468
25 - 34	18,462
35 - 49	27,590
50 - 64	30,843
65 & over	23,881

Population by Ethnicity

Hispanic or Latino	17,118
Non Hispanic or Latino	130,428

Population by Race

White	120,382
African American	13,289
Asian	2,419
American Indian and Alaska Native	395
Native Hawaiian and Pacific Islander	48
Other	6,555
Identified by two or more	4,458

IL - Warren County

Population

Total Population	17,707
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Housing Status

(in housing units unless noted)

Total	7,682
Occupied	6,918
Owner-occupied	5,089
Population in owner-occupied (number of individuals)	12,359
Renter-occupied	1,829
Population in renter-occupied (number of individuals)	4,232
Households with individuals under 18	2,045
Vacant	764
Vacant: for rent	128
Vacant: for sale	132

Population by Sex/Age

Male	8,601
Female	9,106
Under 18	3,919
18 & over	13,788
20 - 24	1,368
25 - 34	1,907
35 - 49	3,153
50 - 64	3,596
65 & over	3,016

Population by Ethnicity

Hispanic or Latino	1,490
Non Hispanic or Latino	16,217

Population by Race

White	16,165
African American	303
Asian	94
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	13
Other	804
Identified by two or more	286

IL - Whiteside County

Population

Total Population	58,498
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Housing Status

(in housing units unless noted)

Total	25,770
Occupied	23,740
Owner-occupied	17,692
Population in owner-occupied (number of individuals)	43,874
Renter-occupied	6,048
Population in renter-occupied (number of individuals)	13,612
Households with individuals under 18	7,208
Vacant	2,030
Vacant: for rent	616
Vacant: for sale	338

Population by Sex/Age

Male	28,715
Female	29,783
Under 18	13,740
18 & over	44,758
20 - 24	3,092
25 - 34	6,161
35 - 49	11,389
50 - 64	12,415
65 & over	10,247

Population by Ethnicity

Hispanic or Latino	6,455
Non Hispanic or Latino	52,043

Population by Race

White	53,923
African American	781
Asian	276
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	9
Other	2,044
Identified by two or more	1,295