



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

JOPLIN PITTSBURG :::

BROADCAST TV MARKET AREA

Population

Total Population	439,599
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Housing Status

(in housing units unless noted)

Total	196,032
Occupied	172,855
Owner-occupied	119,518
Population in owner-occupied (number of individuals)	302,489
Renter-occupied	53,337
Population in renter-occupied (number of individuals)	126,703
Households with individuals under 18	56,314
Vacant	23,177
Vacant: for rent	5,700
Vacant: for sale	3,069

Population by Sex/Age

Male	216,350
Female	223,249
Under 18	109,691
18 & over	329,908
20 - 24	29,973
25 - 34	52,569
35 - 49	81,897
50 - 64	83,771
65 & over	67,640

Population by Ethnicity

Hispanic or Latino	21,795
Non Hispanic or Latino	417,804

Population by Race

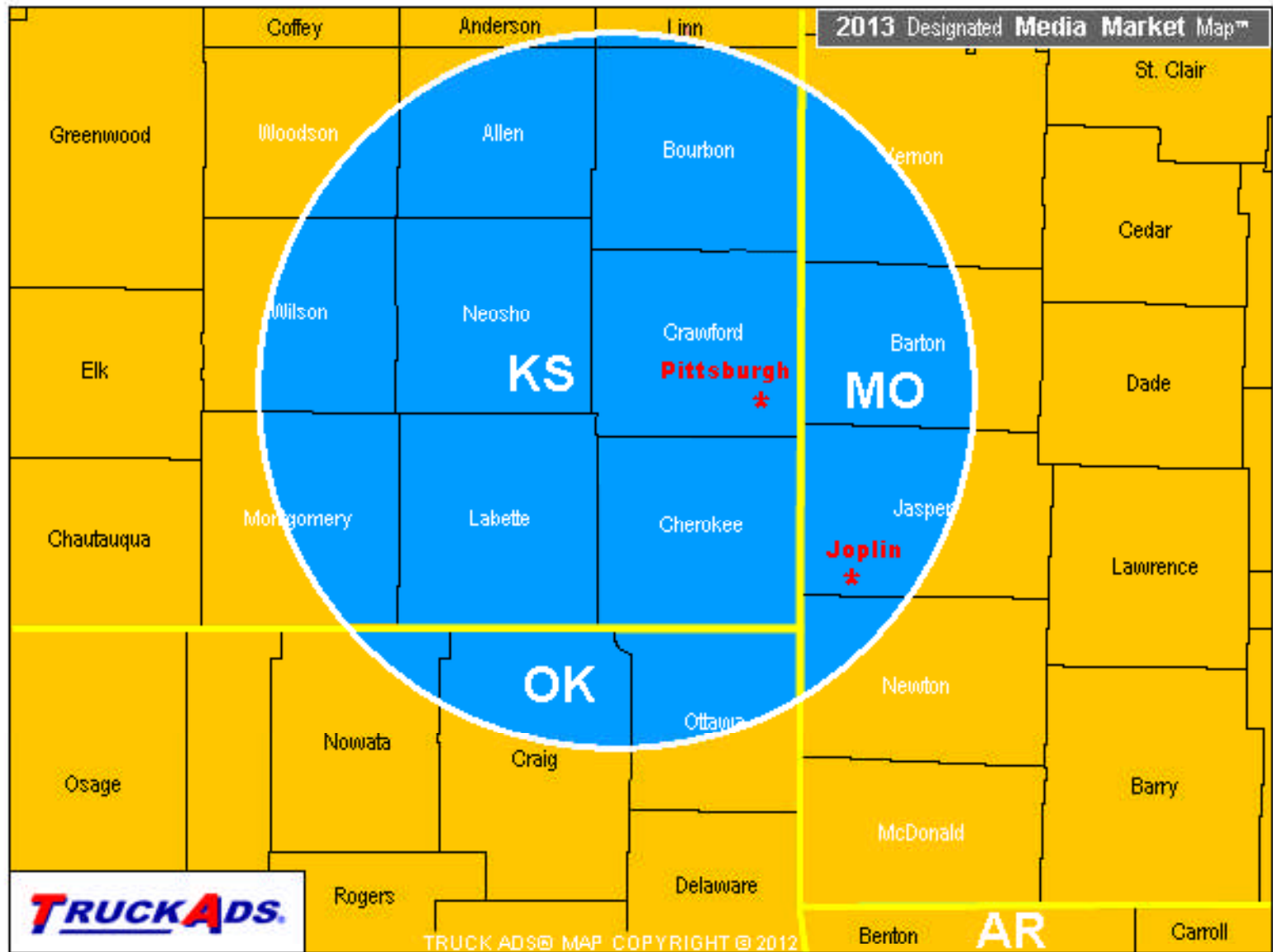
White	387,369
African American	8,118
Asian	3,500
American Indian and Alaska Native	13,506
Native Hawaiian and Pacific Islander	1,574
Other	10,457
Identified by two or more	15,075

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JOPLIN PITTSBURGH :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

KANSAS: Allen, KS ~ Bourbon, KS ~ Cherokee, KS ~ Crawford, KS ~ Labette, KS ~ Montgomery, KS ~ Neosho, KS ~ Wilson, KS ~ Woodson, KS ~ **MISSOURI:** Barton, MO ~ Jasper, MO ~ Newton, MO ~ Vernon, MO ~ McDonald, MO ~ **OKLAHOMA:** Ottawa, OK

KS - Allen County

Population

Total Population	13,371
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Housing Status

(in housing units unless noted)

Total	6,226
Occupied	5,475
Owner-occupied	3,958
Population in owner-occupied (number of individuals)	9,535
Renter-occupied	1,517
Population in renter-occupied (number of individuals)	3,454
Households with individuals under 18	1,635
Vacant	751
Vacant: for rent	164
Vacant: for sale	83

Population by Sex/Age

Male	6,525
Female	6,846
Under 18	3,148
18 & over	10,223
20 - 24	766
25 - 34	1,466
35 - 49	2,363
50 - 64	2,705
65 & over	2,445

Population by Ethnicity

Hispanic or Latino	392
Non Hispanic or Latino	12,979

Population by Race

White	12,478
African American	249
Asian	68
American Indian and Alaska Native	108
Native Hawaiian and Pacific Islander	2
Other	131
Identified by two or more	335

KS - Bourbon County

Population

Total Population	15,173
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Housing Status

(in housing units unless noted)

Total	7,167
Occupied	5,986
Owner-occupied	4,244
Population in owner-occupied (number of individuals)	10,672
Renter-occupied	1,742
Population in renter-occupied (number of individuals)	4,092
Households with individuals under 18	1,894
Vacant	1,181
Vacant: for rent	200
Vacant: for sale	138

Population by Sex/Age

Male	7,430
Female	7,743
Under 18	3,886
18 & over	11,287
20 - 24	936
25 - 34	1,677
35 - 49	2,492
50 - 64	2,983
65 & over	2,628

Population by Ethnicity

Hispanic or Latino	309
Non Hispanic or Latino	14,864

Population by Race

White	14,115
African American	427
Asian	69
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	5
Other	89
Identified by two or more	354

KS - Cherokee County

Population

Total Population	21,603
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Housing Status

(in housing units unless noted)

Total	9,890
Occupied	8,625
Owner-occupied	6,347
Population in owner-occupied (number of individuals)	15,957
Renter-occupied	2,278
Population in renter-occupied (number of individuals)	5,444
Households with individuals under 18	2,824
Vacant	1,265
Vacant: for rent	274
Vacant: for sale	176

Population by Sex/Age

Male	10,740
Female	10,863
Under 18	5,389
18 & over	16,214
20 - 24	1,157
25 - 34	2,301
35 - 49	4,375
50 - 64	4,390
65 & over	3,448

Population by Ethnicity

Hispanic or Latino	424
Non Hispanic or Latino	21,179

Population by Race

White	19,513
African American	118
Asian	64
American Indian and Alaska Native	876
Native Hawaiian and Pacific Islander	65
Other	114
Identified by two or more	853

KS - Crawford County

Population

Total Population	39,134
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Housing Status

(in housing units unless noted)

Total	17,801
Occupied	15,729
Owner-occupied	9,665
Population in owner-occupied (number of individuals)	23,836
Renter-occupied	6,064
Population in renter-occupied (number of individuals)	13,525
Households with individuals under 18	4,585
Vacant	2,072
Vacant: for rent	621
Vacant: for sale	267

Population by Sex/Age

Male	19,421
Female	19,713
Under 18	8,725
18 & over	30,409
20 - 24	5,041
25 - 34	5,005
35 - 49	6,463
50 - 64	6,653
65 & over	5,463

Population by Ethnicity

Hispanic or Latino	1,762
Non Hispanic or Latino	37,372

Population by Race

White	35,685
African American	785
Asian	476
American Indian and Alaska Native	354
Native Hawaiian and Pacific Islander	79
Other	730
Identified by two or more	1,025

KS - Labette County

Population

Total Population	21,607
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Housing Status

(in housing units unless noted)

Total	10,092
Occupied	8,822
Owner-occupied	6,194
Population in owner-occupied (number of individuals)	15,348
Renter-occupied	2,628
Population in renter-occupied (number of individuals)	5,779
Households with individuals under 18	2,713
Vacant	1,270
Vacant: for rent	289
Vacant: for sale	136

Population by Sex/Age

Male	10,697
Female	10,910
Under 18	5,262
18 & over	16,345
20 - 24	1,280
25 - 34	2,325
35 - 49	4,104
50 - 64	4,403
65 & over	3,587

Population by Ethnicity

Hispanic or Latino	875
Non Hispanic or Latino	20,732

Population by Race

White	19,024
African American	1,008
Asian	77
American Indian and Alaska Native	467
Native Hawaiian and Pacific Islander	5
Other	153
Identified by two or more	873

KS - Montgomery County

Population

Total Population	35,471
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Housing Status

(in housing units unless noted)

Total	16,578
Occupied	14,382
Owner-occupied	10,080
Population in owner-occupied (number of individuals)	24,664
Renter-occupied	4,302
Population in renter-occupied (number of individuals)	9,695
Households with individuals under 18	4,383
Vacant	2,196
Vacant: for rent	468
Vacant: for sale	265

Population by Sex/Age

Male	17,404
Female	18,067
Under 18	8,399
18 & over	27,072
20 - 24	2,161
25 - 34	4,065
35 - 49	6,387
50 - 64	7,022
65 & over	6,156

Population by Ethnicity

Hispanic or Latino	1,844
Non Hispanic or Latino	33,627

Population by Race

White	29,561
African American	2,059
Asian	205
American Indian and Alaska Native	1,188
Native Hawaiian and Pacific Islander	38
Other	670
Identified by two or more	1,750

KS - Neosho County

Population

Total Population	16,512
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Housing Status

(in housing units unless noted)

Total	7,513
Occupied	6,645
Owner-occupied	4,818
Population in owner-occupied (number of individuals)	11,985
Renter-occupied	1,827
Population in renter-occupied (number of individuals)	4,077
Households with individuals under 18	2,083
Vacant	868
Vacant: for rent	208
Vacant: for sale	106

Population by Sex/Age

Male	8,151
Female	8,361
Under 18	4,082
18 & over	12,430
20 - 24	923
25 - 34	1,790
35 - 49	2,982
50 - 64	3,346
65 & over	2,866

Population by Ethnicity

Hispanic or Latino	686
Non Hispanic or Latino	15,826

Population by Race

White	15,542
African American	197
Asian	83
American Indian and Alaska Native	179
Native Hawaiian and Pacific Islander	6
Other	180
Identified by two or more	325

KS - Wilson County

Population

Total Population	9,409
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Housing Status

(in housing units unless noted)

Total	4,682
Occupied	3,933
Owner-occupied	2,980
Population in owner-occupied (number of individuals)	7,215
Renter-occupied	953
Population in renter-occupied (number of individuals)	2,073
Households with individuals under 18	1,176
Vacant	749
Vacant: for rent	95
Vacant: for sale	86

Population by Sex/Age

Male	4,622
Female	4,787
Under 18	2,293
18 & over	7,116
20 - 24	428
25 - 34	1,015
35 - 49	1,622
50 - 64	2,072
65 & over	1,813

Population by Ethnicity

Hispanic or Latino	217
Non Hispanic or Latino	9,192

Population by Race

White	8,995
African American	31
Asian	36
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	5
Other	34
Identified by two or more	209

KS - Woodson County

Population

Total Population	3,309
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Housing Status

(in housing units unless noted)

Total	2,022
Occupied	1,524
Owner-occupied	1,189
Population in owner-occupied (number of individuals)	2,580
Renter-occupied	335
Population in renter-occupied (number of individuals)	690
Households with individuals under 18	340
Vacant	498
Vacant: for rent	29
Vacant: for sale	35

Population by Sex/Age

Male	1,655
Female	1,654
Under 18	658
18 & over	2,651
20 - 24	135
25 - 34	341
35 - 49	558
50 - 64	813
65 & over	750

Population by Ethnicity

Hispanic or Latino	69
Non Hispanic or Latino	3,240

Population by Race

White	3,161
African American	12
Asian	2
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	0
Other	33
Identified by two or more	64

MO - Barton County

Population

Total Population	12,402
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Housing Status

(in housing units unless noted)

Total	5,600
Occupied	4,929
Owner-occupied	3,532
Population in owner-occupied (number of individuals)	8,909
Renter-occupied	1,397
Population in renter-occupied (number of individuals)	3,403
Households with individuals under 18	1,611
Vacant	671
Vacant: for rent	154
Vacant: for sale	68

Population by Sex/Age

Male	6,113
Female	6,289
Under 18	3,214
18 & over	9,188
20 - 24	613
25 - 34	1,347
35 - 49	2,282
50 - 64	2,497
65 & over	2,132

Population by Ethnicity

Hispanic or Latino	231
Non Hispanic or Latino	12,171

Population by Race

White	11,788
African American	47
Asian	29
American Indian and Alaska Native	142
Native Hawaiian and Pacific Islander	4
Other	86
Identified by two or more	306

MO - Jasper County

Population

Total Population	117,404
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Housing Status

(in housing units unless noted)

Total	50,668
Occupied	45,639
Owner-occupied	29,264
Population in owner-occupied (number of individuals)	75,295
Renter-occupied	16,375
Population in renter-occupied (number of individuals)	39,631
Households with individuals under 18	15,683
Vacant	5,029
Vacant: for rent	1,601
Vacant: for sale	809

Population by Sex/Age

Male	57,292
Female	60,112
Under 18	30,279
18 & over	87,125
20 - 24	8,710
25 - 34	16,143
35 - 49	22,240
50 - 64	20,838
65 & over	15,714

Population by Ethnicity

Hispanic or Latino	8,027
Non Hispanic or Latino	109,377

Population by Race

White	103,596
African American	2,267
Asian	1,167
American Indian and Alaska Native	1,778
Native Hawaiian and Pacific Islander	293
Other	4,568
Identified by two or more	3,735

MO - McDonald County

Population

Total Population	23,083
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Housing Status

(in housing units unless noted)

Total	9,925
Occupied	8,404
Owner-occupied	6,019
Population in owner-occupied (number of individuals)	16,402
Renter-occupied	2,385
Population in renter-occupied (number of individuals)	6,524
Households with individuals under 18	3,115
Vacant	1,521
Vacant: for rent	284
Vacant: for sale	204

Population by Sex/Age

Male	11,661
Female	11,422
Under 18	6,475
18 & over	16,608
20 - 24	1,318
25 - 34	2,743
35 - 49	4,765
50 - 64	4,271
65 & over	2,887

Population by Ethnicity

Hispanic or Latino	2,587
Non Hispanic or Latino	20,496

Population by Race

White	19,619
African American	133
Asian	192
American Indian and Alaska Native	663
Native Hawaiian and Pacific Islander	258
Other	1,468
Identified by two or more	750

MO - Newton County

Population

Total Population	58,114
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Housing Status

(in housing units unless noted)

Total	24,313
Occupied	22,021
Owner-occupied	16,328
Population in owner-occupied (number of individuals)	42,750
Renter-occupied	5,693
Population in renter-occupied (number of individuals)	14,484
Households with individuals under 18	7,572
Vacant	2,292
Vacant: for rent	595
Vacant: for sale	378

Population by Sex/Age

Male	28,833
Female	29,281
Under 18	14,762
18 & over	43,352
20 - 24	3,391
25 - 34	6,461
35 - 49	11,471
50 - 64	11,440
65 & over	8,857

Population by Ethnicity

Hispanic or Latino	2,537
Non Hispanic or Latino	55,577

Population by Race

White	51,914
African American	438
Asian	770
American Indian and Alaska Native	1,339
Native Hawaiian and Pacific Islander	507
Other	1,359
Identified by two or more	1,787

MO - Vernon County

Population

Total Population	21,159
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Housing Status

(in housing units unless noted)

Total	9,495
Occupied	8,396
Owner-occupied	5,907
Population in owner-occupied (number of individuals)	14,695
Renter-occupied	2,489
Population in renter-occupied (number of individuals)	5,598
Households with individuals under 18	2,609
Vacant	1,099
Vacant: for rent	417
Vacant: for sale	129

Population by Sex/Age

Male	10,269
Female	10,890
Under 18	5,263
18 & over	15,896
20 - 24	1,161
25 - 34	2,321
35 - 49	3,926
50 - 64	4,323
65 & over	3,476

Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	20,823

Population by Race

White	20,409
African American	102
Asian	104
American Indian and Alaska Native	155
Native Hawaiian and Pacific Islander	8
Other	86
Identified by two or more	295

OK - Ottawa County

Population

Total Population	31,848
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Housing Status

(in housing units unless noted)

Total	14,060
Occupied	12,345
Owner-occupied	8,993
Population in owner-occupied (number of individuals)	22,646
Renter-occupied	3,352
Population in renter-occupied (number of individuals)	8,234
Households with individuals under 18	4,091
Vacant	1,715
Vacant: for rent	301
Vacant: for sale	189

Population by Sex/Age

Male	15,537
Female	16,311
Under 18	7,856
18 & over	23,992
20 - 24	1,953
25 - 34	3,569
35 - 49	5,867
50 - 64	6,015
65 & over	5,418

Population by Ethnicity

Hispanic or Latino	1,499
Non Hispanic or Latino	30,349

Population by Race

White	21,969
African American	245
Asian	158
American Indian and Alaska Native	6,007
Native Hawaiian and Pacific Islander	299
Other	756
Identified by two or more	2,414