



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

PEORIA BLOOMINGTON :::

BROADCAST TV MARKET AREA

Population

Total Population	639,443
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Housing Status

(in housing units unless noted)

Total	273,106
Occupied	252,133
Owner-occupied	180,062
Population in owner-occupied (number of individuals)	455,468
Renter-occupied	72,071
Population in renter-occupied (number of individuals)	157,830
Households with individuals under 18	78,163
Vacant	20,973
Vacant: for rent	7,125
Vacant: for sale	3,767

Population by Sex/Age

Male	313,421
Female	326,022
Under 18	149,022
18 & over	490,421
20 - 24	49,194
25 - 34	82,717
35 - 49	124,560
50 - 64	123,229
65 & over	89,465

Population by Ethnicity

Hispanic or Latino	20,495
Non Hispanic or Latino	618,948

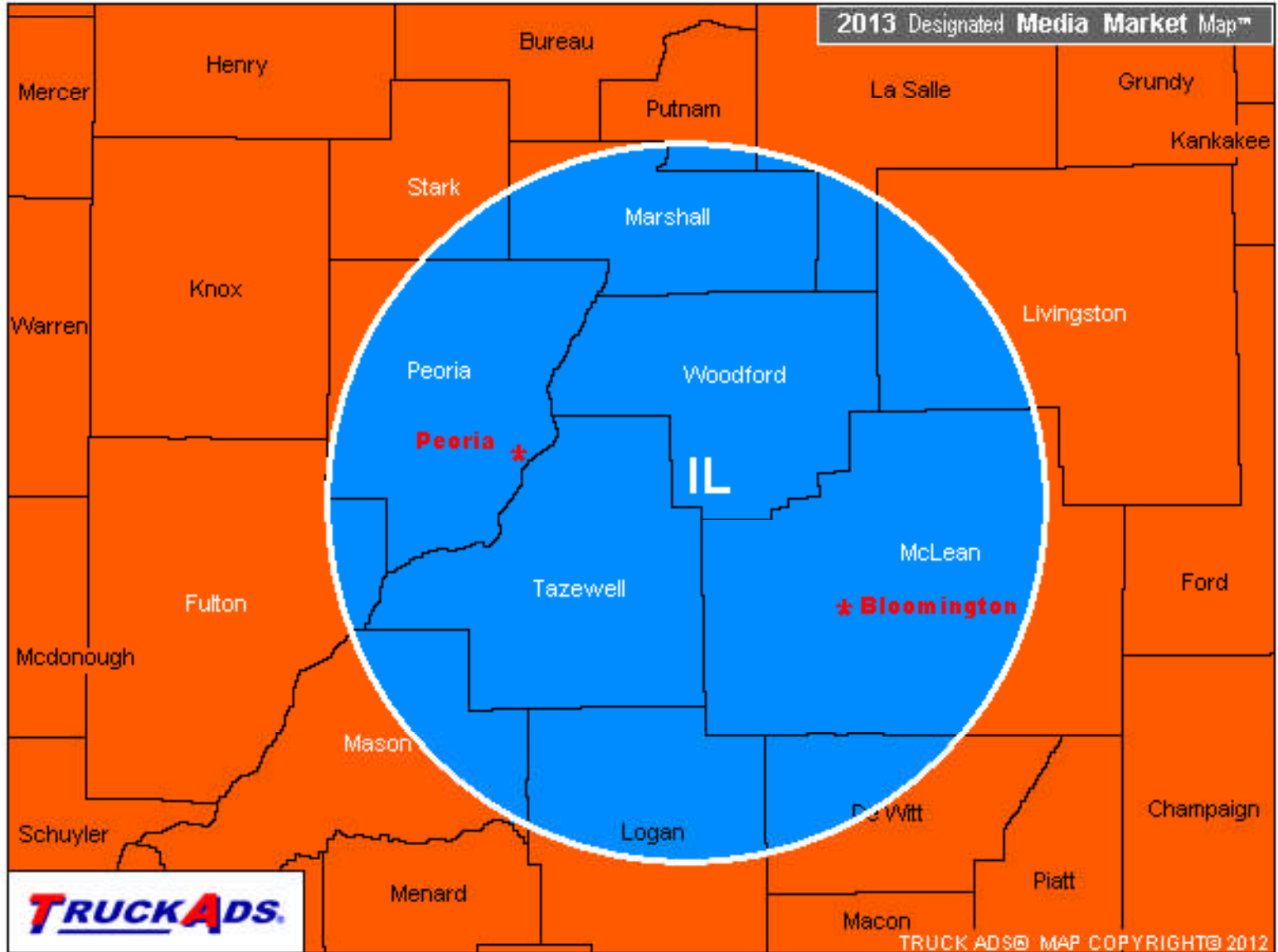
Population by Race

White	552,493
African American	50,327
Asian	14,710
American Indian and Alaska Native	1,614
Native Hawaiian and Pacific Islander	160
Other	7,645
Identified by two or more	12,494



PEORIA BLOOMINGTON :::

BROADCAST TV MARKET AREA



9 COUNTIES IN THIS DESIGNATED MARKET

ILLINOIS: Fulton, IL ~ Livingston, IL ~ Marshall, IL ~ Mason, IL ~ Mclean, IL ~ Peoria, IL ~ Stark, IL ~ Tazewell, IL ~ Woodford, IL

IL - Fulton County

Population

Total Population	37,069
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Housing Status

(in housing units unless noted)

Total	16,195
Occupied	14,536
Owner-occupied	11,082
Population in owner-occupied (number of individuals)	26,702
Renter-occupied	3,454
Population in renter-occupied (number of individuals)	7,684
Households with individuals under 18	4,258
Vacant	1,659
Vacant: for rent	380
Vacant: for sale	293

Population by Sex/Age

Male	19,153
Female	17,916
Under 18	7,753
18 & over	29,316
20 - 24	2,103
25 - 34	4,574
35 - 49	7,491
50 - 64	7,610
65 & over	6,692

Population by Ethnicity

Hispanic or Latino	896
Non Hispanic or Latino	36,173

Population by Race

White	34,625
African American	1,269
Asian	112
American Indian and Alaska Native	131
Native Hawaiian and Pacific Islander	2
Other	596
Identified by two or more	334

IL - Livingston County

Population

Total Population	38,950
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Housing Status

(in housing units unless noted)

Total	15,895
Occupied	14,613
Owner-occupied	11,001
Population in owner-occupied (number of individuals)	27,593
Renter-occupied	3,612
Population in renter-occupied (number of individuals)	7,967
Households with individuals under 18	4,491
Vacant	1,282
Vacant: for rent	332
Vacant: for sale	258

Population by Sex/Age

Male	19,526
Female	19,424
Under 18	8,758
18 & over	30,192
20 - 24	2,239
25 - 34	4,806
35 - 49	7,973
50 - 64	8,041
65 & over	6,142

Population by Ethnicity

Hispanic or Latino	1,532
Non Hispanic or Latino	37,418

Population by Race

White	35,752
African American	1,915
Asian	199
American Indian and Alaska Native	67
Native Hawaiian and Pacific Islander	1
Other	518
Identified by two or more	498

IL - Marshall County

Population

Total Population	12,640
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Housing Status

(in housing units unless noted)

Total	5,914
Occupied	5,161
Owner-occupied	4,177
Population in owner-occupied (number of individuals)	10,150
Renter-occupied	984
Population in renter-occupied (number of individuals)	2,235
Households with individuals under 18	1,413
Vacant	753
Vacant: for rent	88
Vacant: for sale	110

Population by Sex/Age

Male	6,226
Female	6,414
Under 18	2,742
18 & over	9,898
20 - 24	574
25 - 34	1,258
35 - 49	2,428
50 - 64	2,857
65 & over	2,468

Population by Ethnicity

Hispanic or Latino	314
Non Hispanic or Latino	12,326

Population by Race

White	12,271
African American	44
Asian	45
American Indian and Alaska Native	22
Native Hawaiian and Pacific Islander	2
Other	137
Identified by two or more	119

IL - Mason County

Population

Total Population	14,666
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Housing Status

(in housing units unless noted)

Total	7,077
Occupied	6,079
Owner-occupied	4,728
Population in owner-occupied (number of individuals)	11,331
Renter-occupied	1,351
Population in renter-occupied (number of individuals)	3,129
Households with individuals under 18	1,759
Vacant	998
Vacant: for rent	139
Vacant: for sale	115

Population by Sex/Age

Male	7,198
Female	7,468
Under 18	3,227
18 & over	11,439
20 - 24	684
25 - 34	1,484
35 - 49	2,913
50 - 64	3,187
65 & over	2,805

Population by Ethnicity

Hispanic or Latino	117
Non Hispanic or Latino	14,549

Population by Race

White	14,382
African American	54
Asian	40
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	135

IL - McLean County

Population

Total Population	169,572
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Housing Status

(in housing units unless noted)

Total	69,656
Occupied	65,104
Owner-occupied	43,358
Population in owner-occupied (number of individuals)	111,659
Renter-occupied	21,746
Population in renter-occupied (number of individuals)	47,237
Households with individuals under 18	20,450
Vacant	4,552
Vacant: for rent	1,961
Vacant: for sale	824

Population by Sex/Age

Male	82,329
Female	87,243
Under 18	38,412
18 & over	131,160
20 - 24	20,902
25 - 34	23,471
35 - 49	32,471
50 - 64	28,500
65 & over	17,340

Population by Ethnicity

Hispanic or Latino	7,434
Non Hispanic or Latino	162,138

Population by Race

White	142,940
African American	12,426
Asian	7,227
American Indian and Alaska Native	383
Native Hawaiian and Pacific Islander	55
Other	2,603
Identified by two or more	3,938

IL - Peoria County

Population

Total Population	186,494
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Housing Status

(in housing units unless noted)

Total	83,034
Occupied	75,793
Owner-occupied	50,515
Population in owner-occupied (number of individuals)	125,425
Renter-occupied	25,278
Population in renter-occupied (number of individuals)	56,090
Households with individuals under 18	23,113
Vacant	7,241
Vacant: for rent	2,947
Vacant: for sale	1,199

Population by Sex/Age

Male	90,247
Female	96,247
Under 18	44,893
18 & over	141,601
20 - 24	13,362
25 - 34	25,037
35 - 49	35,161
50 - 64	36,258
65 & over	25,963

Population by Ethnicity

Hispanic or Latino	7,102
Non Hispanic or Latino	179,392

Population by Race

White	138,800
African American	33,030
Asian	5,856
American Indian and Alaska Native	526
Native Hawaiian and Pacific Islander	62
Other	2,956
Identified by two or more	5,264

IL - Stark County

Population

Total Population	5,994
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Housing Status

(in housing units unless noted)

Total	2,674
Occupied	2,425
Owner-occupied	1,937
Population in owner-occupied (number of individuals)	4,792
Renter-occupied	488
Population in renter-occupied (number of individuals)	1,110
Households with individuals under 18	702
Vacant	249
Vacant: for rent	45
Vacant: for sale	39

Population by Sex/Age

Male	2,923
Female	3,071
Under 18	1,411
18 & over	4,583
20 - 24	264
25 - 34	572
35 - 49	1,132
50 - 64	1,290
65 & over	1,194

Population by Ethnicity

Hispanic or Latino	59
Non Hispanic or Latino	5,935

Population by Race

White	5,855
African American	28
Asian	19
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	62

IL - Tazewell County

Population

Total Population	135,394
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Housing Status

(in housing units unless noted)

Total	57,516
Occupied	54,146
Owner-occupied	41,349
Population in owner-occupied (number of individuals)	105,472
Renter-occupied	12,797
Population in renter-occupied (number of individuals)	27,079
Households with individuals under 18	17,006
Vacant	3,370
Vacant: for rent	1,078
Vacant: for sale	750

Population by Sex/Age

Male	66,719
Female	68,675
Under 18	31,836
18 & over	103,558
20 - 24	7,012
25 - 34	17,363
35 - 49	27,340
50 - 64	27,514
65 & over	21,139

Population by Ethnicity

Hispanic or Latino	2,514
Non Hispanic or Latino	132,880

Population by Race

White	130,225
African American	1,374
Asian	999
American Indian and Alaska Native	365
Native Hawaiian and Pacific Islander	33
Other	677
Identified by two or more	1,721

IL - Woodford County

Population

Total Population	38,664
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Housing Status

(in housing units unless noted)

Total	15,145
Occupied	14,276
Owner-occupied	11,915
Population in owner-occupied (number of individuals)	32,344
Renter-occupied	2,361
Population in renter-occupied (number of individuals)	5,299
Households with individuals under 18	4,971
Vacant	869
Vacant: for rent	155
Vacant: for sale	179

Population by Sex/Age

Male	19,100
Female	19,564
Under 18	9,990
18 & over	28,674
20 - 24	2,054
25 - 34	4,152
35 - 49	7,651
50 - 64	7,972
65 & over	5,722

Population by Ethnicity

Hispanic or Latino	527
Non Hispanic or Latino	38,137

Population by Race

White	37,643
African American	187
Asian	213
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	5
Other	119
Identified by two or more	423