



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

**QUINCY HANNIBAL KEOKUK :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	262,458
------------------	---------

**Housing Status**

( in housing units unless noted )

Total	120,092
Occupied	105,568
Owner-occupied	76,158
Population in owner-occupied ( number of individuals )	185,732
Renter-occupied	29,410
Population in renter-occupied ( number of individuals )	62,723
Households with individuals under 18	30,443
Vacant	14,524
Vacant: for rent	3,107
Vacant: for sale	1,504

**Population by Sex/Age**

Male	130,940
Female	131,518
Under 18	57,576
18 & over	204,882
20 - 24	19,999
25 - 34	29,823
35 - 49	48,846
50 - 64	53,158
65 & over	44,609

**Population by Ethnicity**

Hispanic or Latino	4,473
Non Hispanic or Latino	257,985

**Population by Race**

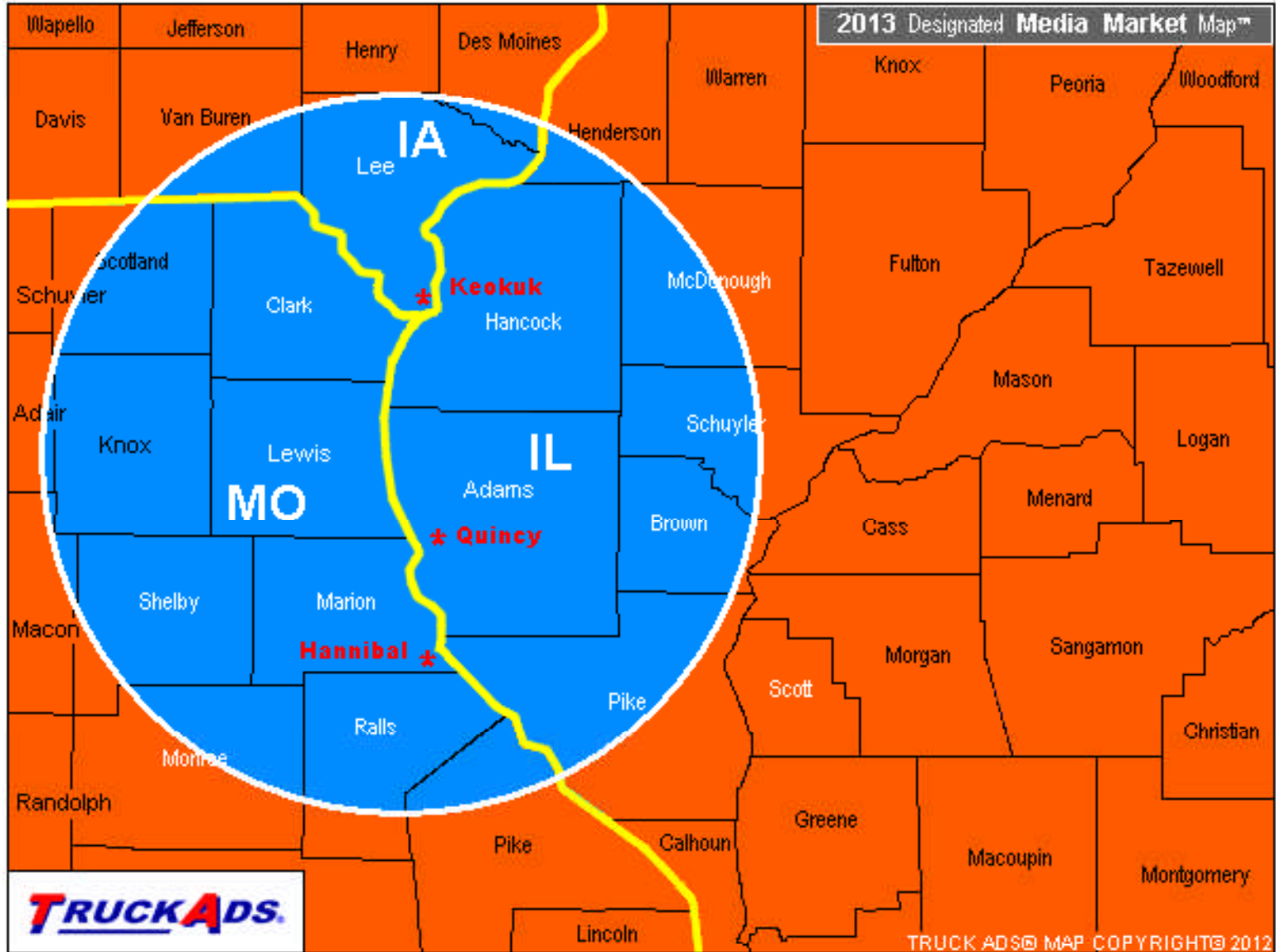
White	245,903
African American	9,113
Asian	1,587
American Indian and Alaska Native	498
Native Hawaiian and Pacific Islander	86
Other	1,386
Identified by two or more	3,885

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



# QUINCY HANNIBAL KEOKUK :::

## BROADCAST TV MARKET AREA



### 14 COUNTIES IN THIS DESIGNATED MARKET

**ILLINOIS:** Adams, IL ~ Brown, IL ~ Hancock, IL ~ McDonough, IL ~ Pike, IL ~ Schuyler, IL ~ Scott, IL ~  
**MISSOURI:** Clark, MO ~ Lewis, MO ~ Marion, MO ~ Monroe, MO ~ Ralls, MO ~ Shelby, MO ~ **IOWA:** Lee, IA

## IL - Adams County

### Population

Total Population	67,103
------------------	--------

### Housing Status

( in housing units unless noted )

Total	29,842
Occupied	27,375
Owner-occupied	19,757
Population in owner-occupied ( number of individuals )	48,808
Renter-occupied	7,618
Population in renter-occupied ( number of individuals )	16,008
Households with individuals under 18	8,191
Vacant	2,467
Vacant: for rent	638
Vacant: for sale	341

### Population by Sex/Age

Male	32,667
Female	34,436
Under 18	15,461
18 & over	51,642
20 - 24	4,107
25 - 34	7,736
35 - 49	12,805
50 - 64	13,352
65 & over	11,747

### Population by Ethnicity

Hispanic or Latino	776
Non Hispanic or Latino	66,327

### Population by Race

White	62,868
African American	2,331
Asian	441
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	12
Other	243
Identified by two or more	1,097

## IL - Brown County

### Population

Total Population	6,937
------------------	-------

### Housing Status

( in housing units unless noted )

Total	2,462
Occupied	2,099
Owner-occupied	1,611
Population in owner-occupied ( number of individuals )	3,862
Renter-occupied	488
Population in renter-occupied ( number of individuals )	965
Households with individuals under 18	596
Vacant	363
Vacant: for rent	46
Vacant: for sale	25

### Population by Sex/Age

Male	4,450
Female	2,487
Under 18	1,114
18 & over	5,823
20 - 24	590
25 - 34	1,318
35 - 49	1,668
50 - 64	1,197
65 & over	859

### Population by Ethnicity

Hispanic or Latino	402
Non Hispanic or Latino	6,535

### Population by Race

White	5,276
African American	1,280
Asian	16
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	2
Other	306
Identified by two or more	43

## IL - Hancock County

### Population

Total Population	19,104
------------------	--------

### Housing Status

( in housing units unless noted )

Total	9,274
Occupied	8,040
Owner-occupied	6,338
Population in owner-occupied ( number of individuals )	15,241
Renter-occupied	1,702
Population in renter-occupied ( number of individuals )	3,640
Households with individuals under 18	2,208
Vacant	1,234
Vacant: for rent	252
Vacant: for sale	140

### Population by Sex/Age

Male	9,390
Female	9,714
Under 18	4,197
18 & over	14,907
20 - 24	872
25 - 34	1,995
35 - 49	3,504
50 - 64	4,283
65 & over	3,786

### Population by Ethnicity

Hispanic or Latino	185
Non Hispanic or Latino	18,919

### Population by Race

White	18,723
African American	52
Asian	46
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	11
Other	56
Identified by two or more	176

## IL - McDonough County

### Population

Total Population	32,612
------------------	--------

### Housing Status

( in housing units unless noted )

Total	14,419
Occupied	13,057
Owner-occupied	7,632
Population in owner-occupied ( number of individuals )	17,706
Renter-occupied	5,425
Population in renter-occupied ( number of individuals )	10,870
Households with individuals under 18	2,876
Vacant	1,362
Vacant: for rent	459
Vacant: for sale	161

### Population by Sex/Age

Male	16,330
Female	16,282
Under 18	5,243
18 & over	27,369
20 - 24	6,872
25 - 34	3,532
35 - 49	4,496
50 - 64	5,341
65 & over	4,644

### Population by Ethnicity

Hispanic or Latino	867
Non Hispanic or Latino	31,745

### Population by Race

White	29,476
African American	1,642
Asian	580
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	2
Other	237
Identified by two or more	600



## IL - Pike County

### Population

Total Population	16,430
------------------	--------

### Housing Status

( in housing units unless noted )

Total	7,951
Occupied	6,639
Owner-occupied	5,108
Population in owner-occupied ( number of individuals )	12,369
Renter-occupied	1,531
Population in renter-occupied ( number of individuals )	3,434
Households with individuals under 18	2,009
Vacant	1,312
Vacant: for rent	182
Vacant: for sale	140

### Population by Sex/Age

Male	8,198
Female	8,232
Under 18	3,712
18 & over	12,718
20 - 24	893
25 - 34	1,752
35 - 49	3,119
50 - 64	3,440
65 & over	3,136

### Population by Ethnicity

Hispanic or Latino	172
Non Hispanic or Latino	16,258

### Population by Race

White	15,928
African American	275
Asian	38
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	7
Other	38
Identified by two or more	116

## IL - Schuyler County

### Population

Total Population	7,544
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,459
Occupied	3,040
Owner-occupied	2,408
Population in owner-occupied ( number of individuals )	5,678
Renter-occupied	632
Population in renter-occupied ( number of individuals )	1,403
Households with individuals under 18	856
Vacant	419
Vacant: for rent	33
Vacant: for sale	28

### Population by Sex/Age

Male	3,933
Female	3,611
Under 18	1,580
18 & over	5,964
20 - 24	338
25 - 34	805
35 - 49	1,604
50 - 64	1,647
65 & over	1,398

### Population by Ethnicity

Hispanic or Latino	90
Non Hispanic or Latino	7,454

### Population by Race

White	7,205
African American	243
Asian	9
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	36
Identified by two or more	39



## IL - Scott County

### Population

Total Population	5,355
------------------	-------

### Housing Status

( in housing units unless noted )

Total	2,459
Occupied	2,214
Owner-occupied	1,714
Population in owner-occupied ( number of individuals )	4,177
Renter-occupied	500
Population in renter-occupied ( number of individuals )	1,135
Households with individuals under 18	709
Vacant	245
Vacant: for rent	39
Vacant: for sale	30

### Population by Sex/Age

Male	2,619
Female	2,736
Under 18	1,272
18 & over	4,083
20 - 24	243
25 - 34	573
35 - 49	1,093
50 - 64	1,087
65 & over	966

### Population by Ethnicity

Hispanic or Latino	43
Non Hispanic or Latino	5,312

### Population by Race

White	5,279
African American	9
Asian	12
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	40

## MO - Clark County

### Population

Total Population	7,139
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,473
Occupied	2,933
Owner-occupied	2,231
Population in owner-occupied ( number of individuals )	5,486
Renter-occupied	702
Population in renter-occupied ( number of individuals )	1,563
Households with individuals under 18	872
Vacant	540
Vacant: for rent	81
Vacant: for sale	32

### Population by Sex/Age

Male	3,568
Female	3,571
Under 18	1,717
18 & over	5,422
20 - 24	352
25 - 34	754
35 - 49	1,376
50 - 64	1,523
65 & over	1,261

### Population by Ethnicity

Hispanic or Latino	42
Non Hispanic or Latino	7,097

### Population by Race

White	7,011
African American	19
Asian	23
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	5
Identified by two or more	72

## MO - Lewis County

### Population

Total Population	10,211
------------------	--------

### Housing Status

( in housing units unless noted )

Total	4,535
Occupied	3,874
Owner-occupied	2,889
Population in owner-occupied ( number of individuals )	7,326
Renter-occupied	985
Population in renter-occupied ( number of individuals )	2,103
Households with individuals under 18	1,203
Vacant	661
Vacant: for rent	144
Vacant: for sale	58

### Population by Sex/Age

Male	5,118
Female	5,093
Under 18	2,395
18 & over	7,816
20 - 24	843
25 - 34	1,084
35 - 49	1,885
50 - 64	1,960
65 & over	1,664

### Population by Ethnicity

Hispanic or Latino	159
Non Hispanic or Latino	10,052

### Population by Race

White	9,635
African American	323
Asian	25
American Indian and Alaska Native	30
Native Hawaiian and Pacific Islander	7
Other	49
Identified by two or more	142

## MO - Marion County

### Population

Total Population	28,781
------------------	--------

### Housing Status

( in housing units unless noted )

Total	12,826
Occupied	11,377
Owner-occupied	7,551
Population in owner-occupied ( number of individuals )	18,898
Renter-occupied	3,826
Population in renter-occupied ( number of individuals )	8,515
Households with individuals under 18	3,607
Vacant	1,449
Vacant: for rent	377
Vacant: for sale	178

### Population by Sex/Age

Male	13,854
Female	14,927
Under 18	6,888
18 & over	21,893
20 - 24	1,869
25 - 34	3,516
35 - 49	5,542
50 - 64	5,656
65 & over	4,507

### Population by Ethnicity

Hispanic or Latino	391
Non Hispanic or Latino	28,390

### Population by Race

White	26,421
African American	1,417
Asian	153
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	21
Other	107
Identified by two or more	611

## MO - Monroe County

### Population

Total Population	8,840
------------------	-------

### Housing Status

( in housing units unless noted )

Total	4,798
Occupied	3,638
Owner-occupied	2,806
Population in owner-occupied ( number of individuals )	6,897
Renter-occupied	832
Population in renter-occupied ( number of individuals )	1,815
Households with individuals under 18	1,030
Vacant	1,160
Vacant: for rent	127
Vacant: for sale	69

### Population by Sex/Age

Male	4,416
Female	4,424
Under 18	2,061
18 & over	6,779
20 - 24	420
25 - 34	881
35 - 49	1,647
50 - 64	1,970
65 & over	1,648

### Population by Ethnicity

Hispanic or Latino	85
Non Hispanic or Latino	8,755

### Population by Race

White	8,403
African American	264
Asian	28
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	1
Other	9
Identified by two or more	109

## MO - Ralls County

### Population

Total Population	10,167
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,183
Occupied	4,091
Owner-occupied	3,373
Population in owner-occupied ( number of individuals )	8,397
Renter-occupied	718
Population in renter-occupied ( number of individuals )	1,716
Households with individuals under 18	1,270
Vacant	1,092
Vacant: for rent	132
Vacant: for sale	72

### Population by Sex/Age

Male	5,141
Female	5,026
Under 18	2,378
18 & over	7,789
20 - 24	391
25 - 34	1,088
35 - 49	2,067
50 - 64	2,361
65 & over	1,676

### Population by Ethnicity

Hispanic or Latino	98
Non Hispanic or Latino	10,069

### Population by Race

White	9,892
African American	108
Asian	20
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	12
Other	22
Identified by two or more	99



## MO - Shelby County

### Population

Total Population	6,373
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,206
Occupied	2,581
Owner-occupied	1,911
Population in owner-occupied ( number of individuals )	4,644
Renter-occupied	670
Population in renter-occupied ( number of individuals )	1,531
Households with individuals under 18	794
Vacant	625
Vacant: for rent	86
Vacant: for sale	43

### Population by Sex/Age

Male	3,125
Female	3,248
Under 18	1,597
18 & over	4,776
20 - 24	269
25 - 34	726
35 - 49	1,091
50 - 64	1,322
65 & over	1,239

### Population by Ethnicity

Hispanic or Latino	71
Non Hispanic or Latino	6,302

### Population by Race

White	6,249
African American	32
Asian	13
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	0
Other	21
Identified by two or more	47

## IA - Lee County

### Population

Total Population	35,862
------------------	--------

### Housing Status

( in housing units unless noted )

Total	16,205
Occupied	14,610
Owner-occupied	10,829
Population in owner-occupied ( number of individuals )	26,243
Renter-occupied	3,781
Population in renter-occupied ( number of individuals )	8,025
Households with individuals under 18	4,222
Vacant	1,595
Vacant: for rent	511
Vacant: for sale	187

### Population by Sex/Age

Male	18,131
Female	17,731
Under 18	7,961
18 & over	27,901
20 - 24	1,940
25 - 34	4,063
35 - 49	6,949
50 - 64	8,019
65 & over	6,078

### Population by Ethnicity

Hispanic or Latino	1,092
Non Hispanic or Latino	34,770

### Population by Race

White	33,537
African American	1,118
Asian	183
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	11
Other	251
Identified by two or more	694