



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

ROCHESTER MASON CITY AUSTIN :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 385,247 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 171,011 |
| Occupied | 157,024 |
| Owner-occupied | 119,346 |
| Population in owner-occupied (number of individuals) | 299,006 |
| Renter-occupied | 37,678 |
| Population in renter-occupied (number of individuals) | 78,752 |
| Households with individuals under 18 | 47,864 |
| Vacant | 13,987 |
| Vacant: for rent | 3,465 |
| Vacant: for sale | 2,486 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 189,701 |
| Female | 195,546 |
| Under 18 | 93,714 |
| 18 & over | 291,533 |
| 20 - 24 | 20,153 |
| 25 - 34 | 48,432 |
| 35 - 49 | 74,343 |
| 50 - 64 | 77,573 |
| 65 & over | 62,047 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 17,381 |
| Non Hispanic or Latino | 367,866 |

Population by Race

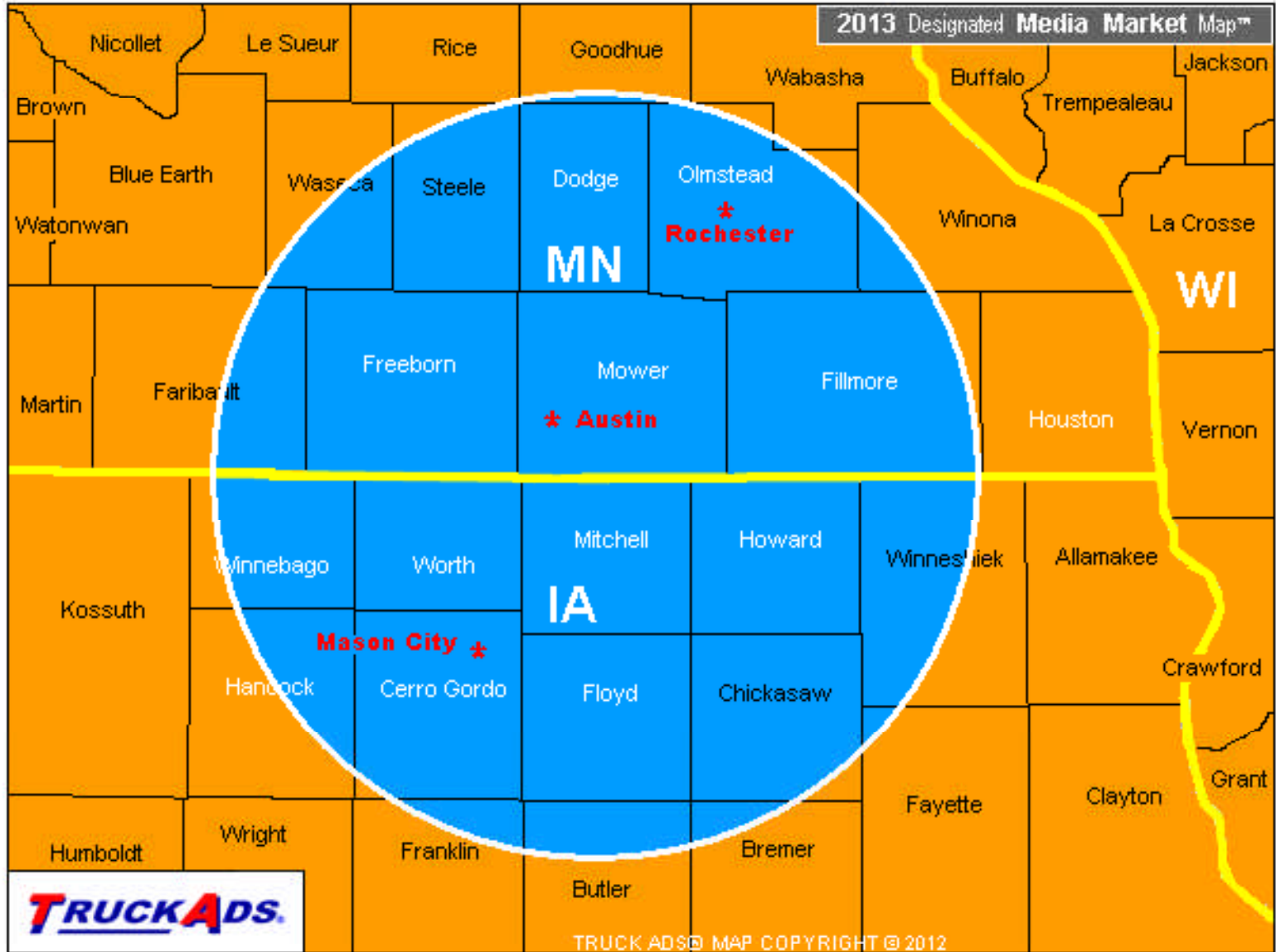
| | |
|--------------------------------------|---------|
| White | 353,000 |
| African American | 9,124 |
| Asian | 9,747 |
| American Indian and Alaska Native | 813 |
| Native Hawaiian and Pacific Islander | 154 |
| Other | 6,056 |
| Identified by two or more | 6,353 |

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ROCHESTER MASON CITY AUSTIN :::

BROADCAST TV MARKET AREA



13 COUNTIES IN THIS DESIGNATED MARKET

MINNESOTA: Dodge, MN ~ Fillmore, MN ~ Freeborn, MN ~ Houston, MN ~ Mower, MN ~ Olmstead, MN ~ **IOWA:** Cerro Gordo, IA ~ Floyd, IA ~ Hancock, IA ~ Howard, IA ~ Mitchell, IA ~ Winnebago, IA ~ Worth, IA

MN - Dodge County

Population

| | |
|------------------|--------|
| Total Population | 20,087 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 7,947 |
| Occupied | 7,460 |
| Owner-occupied | 6,176 |
| Population in owner-occupied (number of individuals) | 17,000 |
| Renter-occupied | 1,284 |
| Population in renter-occupied (number of individuals) | 2,938 |
| Households with individuals under 18 | 2,899 |
| Vacant | 487 |
| Vacant: for rent | 88 |
| Vacant: for sale | 132 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,039 |
| Female | 10,048 |
| Under 18 | 5,824 |
| 18 & over | 14,263 |
| 20 - 24 | 909 |
| 25 - 34 | 2,471 |
| 35 - 49 | 4,358 |
| 50 - 64 | 3,601 |
| 65 & over | 2,460 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 915 |
| Non Hispanic or Latino | 19,172 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 19,294 |
| African American | 60 |
| Asian | 90 |
| American Indian and Alaska Native | 54 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 312 |
| Identified by two or more | 273 |

MN - Fillmore County

Population

| | |
|------------------|--------|
| Total Population | 20,866 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,732 |
| Occupied | 8,545 |
| Owner-occupied | 6,826 |
| Population in owner-occupied (number of individuals) | 17,121 |
| Renter-occupied | 1,719 |
| Population in renter-occupied (number of individuals) | 3,386 |
| Households with individuals under 18 | 2,516 |
| Vacant | 1,187 |
| Vacant: for rent | 165 |
| Vacant: for sale | 134 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,370 |
| Female | 10,496 |
| Under 18 | 5,065 |
| 18 & over | 15,801 |
| 20 - 24 | 899 |
| 25 - 34 | 2,266 |
| 35 - 49 | 3,807 |
| 50 - 64 | 4,376 |
| 65 & over | 4,000 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 207 |
| Non Hispanic or Latino | 20,659 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 20,497 |
| African American | 49 |
| Asian | 71 |
| American Indian and Alaska Native | 22 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 54 |
| Identified by two or more | 173 |

MN - Freeborn County

Population

| | |
|------------------|--------|
| Total Population | 31,255 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 14,231 |
| Occupied | 13,177 |
| Owner-occupied | 10,089 |
| Population in owner-occupied (number of individuals) | 24,130 |
| Renter-occupied | 3,088 |
| Population in renter-occupied (number of individuals) | 6,488 |
| Households with individuals under 18 | 3,542 |
| Vacant | 1,054 |
| Vacant: for rent | 272 |
| Vacant: for sale | 230 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 15,462 |
| Female | 15,793 |
| Under 18 | 6,872 |
| 18 & over | 24,383 |
| 20 - 24 | 1,536 |
| 25 - 34 | 3,329 |
| 35 - 49 | 5,815 |
| 50 - 64 | 6,676 |
| 65 & over | 6,309 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,750 |
| Non Hispanic or Latino | 28,505 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 29,121 |
| African American | 231 |
| Asian | 238 |
| American Indian and Alaska Native | 68 |
| Native Hawaiian and Pacific Islander | 18 |
| Other | 1,061 |
| Identified by two or more | 518 |

MN - Houston County

Population

| | |
|------------------|--------|
| Total Population | 19,027 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,601 |
| Occupied | 7,849 |
| Owner-occupied | 6,405 |
| Population in owner-occupied (number of individuals) | 16,024 |
| Renter-occupied | 1,444 |
| Population in renter-occupied (number of individuals) | 2,746 |
| Households with individuals under 18 | 2,305 |
| Vacant | 752 |
| Vacant: for rent | 115 |
| Vacant: for sale | 64 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,437 |
| Female | 9,590 |
| Under 18 | 4,403 |
| 18 & over | 14,624 |
| 20 - 24 | 860 |
| 25 - 34 | 1,968 |
| 35 - 49 | 3,654 |
| 50 - 64 | 4,410 |
| 65 & over | 3,307 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 132 |
| Non Hispanic or Latino | 18,895 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 18,570 |
| African American | 101 |
| Asian | 89 |
| American Indian and Alaska Native | 33 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 12 |
| Identified by two or more | 220 |

MN - Mower County

Population

| | |
|------------------|--------|
| Total Population | 39,163 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 17,027 |
| Occupied | 15,828 |
| Owner-occupied | 11,717 |
| Population in owner-occupied (number of individuals) | 29,077 |
| Renter-occupied | 4,111 |
| Population in renter-occupied (number of individuals) | 9,454 |
| Households with individuals under 18 | 4,823 |
| Vacant | 1,199 |
| Vacant: for rent | 375 |
| Vacant: for sale | 272 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 19,497 |
| Female | 19,666 |
| Under 18 | 9,883 |
| 18 & over | 29,280 |
| 20 - 24 | 2,184 |
| 25 - 34 | 4,710 |
| 35 - 49 | 7,187 |
| 50 - 64 | 7,404 |
| 65 & over | 6,818 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 4,138 |
| Non Hispanic or Latino | 35,025 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 35,495 |
| African American | 818 |
| Asian | 649 |
| American Indian and Alaska Native | 97 |
| Native Hawaiian and Pacific Islander | 40 |
| Other | 1,336 |
| Identified by two or more | 728 |

MN - Olmsted County

Population

| | |
|------------------|---------|
| Total Population | 144,248 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|---------|
| Total | 60,495 |
| Occupied | 57,080 |
| Owner-occupied | 42,812 |
| Population in owner-occupied (number of individuals) | 111,205 |
| Renter-occupied | 14,268 |
| Population in renter-occupied (number of individuals) | 30,273 |
| Households with individuals under 18 | 18,855 |
| Vacant | 3,415 |
| Vacant: for rent | 1,230 |
| Vacant: for sale | 860 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 70,485 |
| Female | 73,763 |
| Under 18 | 36,440 |
| 18 & over | 107,808 |
| 20 - 24 | 8,239 |
| 25 - 34 | 22,018 |
| 35 - 49 | 29,158 |
| 50 - 64 | 27,192 |
| 65 & over | 18,133 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 6,081 |
| Non Hispanic or Latino | 138,167 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 123,605 |
| African American | 6,870 |
| Asian | 7,806 |
| American Indian and Alaska Native | 353 |
| Native Hawaiian and Pacific Islander | 65 |
| Other | 2,368 |
| Identified by two or more | 3,181 |

IA - Cerro Gordo County

Population

| | |
|------------------|--------|
| Total Population | 44,151 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 22,163 |
| Occupied | 19,350 |
| Owner-occupied | 13,755 |
| Population in owner-occupied (number of individuals) | 32,154 |
| Renter-occupied | 5,595 |
| Population in renter-occupied (number of individuals) | 10,839 |
| Households with individuals under 18 | 5,108 |
| Vacant | 2,813 |
| Vacant: for rent | 523 |
| Vacant: for sale | 305 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 21,542 |
| Female | 22,609 |
| Under 18 | 9,491 |
| 18 & over | 34,660 |
| 20 - 24 | 2,410 |
| 25 - 34 | 4,946 |
| 35 - 49 | 8,183 |
| 50 - 64 | 9,891 |
| 65 & over | 7,919 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,694 |
| Non Hispanic or Latino | 42,457 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 41,964 |
| African American | 578 |
| Asian | 377 |
| American Indian and Alaska Native | 91 |
| Native Hawaiian and Pacific Islander | 9 |
| Other | 416 |
| Identified by two or more | 716 |

IA - Floyd County

Population

| | |
|------------------|--------|
| Total Population | 16,303 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 7,526 |
| Occupied | 6,886 |
| Owner-occupied | 5,117 |
| Population in owner-occupied (number of individuals) | 12,502 |
| Renter-occupied | 1,769 |
| Population in renter-occupied (number of individuals) | 3,497 |
| Households with individuals under 18 | 1,942 |
| Vacant | 640 |
| Vacant: for rent | 180 |
| Vacant: for sale | 103 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 7,989 |
| Female | 8,314 |
| Under 18 | 3,891 |
| 18 & over | 12,412 |
| 20 - 24 | 762 |
| 25 - 34 | 1,626 |
| 35 - 49 | 3,003 |
| 50 - 64 | 3,366 |
| 65 & over | 3,263 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 331 |
| Non Hispanic or Latino | 15,972 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 15,620 |
| African American | 203 |
| Asian | 216 |
| American Indian and Alaska Native | 23 |
| Native Hawaiian and Pacific Islander | 5 |
| Other | 111 |
| Identified by two or more | 125 |

IA - Hancock County

Population

| | |
|------------------|--------|
| Total Population | 11,341 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 5,330 |
| Occupied | 4,741 |
| Owner-occupied | 3,780 |
| Population in owner-occupied (number of individuals) | 9,054 |
| Renter-occupied | 961 |
| Population in renter-occupied (number of individuals) | 2,102 |
| Households with individuals under 18 | 1,346 |
| Vacant | 589 |
| Vacant: for rent | 107 |
| Vacant: for sale | 97 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,656 |
| Female | 5,685 |
| Under 18 | 2,658 |
| 18 & over | 8,683 |
| 20 - 24 | 457 |
| 25 - 34 | 1,197 |
| 35 - 49 | 2,092 |
| 50 - 64 | 2,565 |
| 65 & over | 2,166 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 398 |
| Non Hispanic or Latino | 10,943 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,957 |
| African American | 56 |
| Asian | 47 |
| American Indian and Alaska Native | 16 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 158 |
| Identified by two or more | 106 |

IA - Howard County

Population

| | |
|------------------|-------|
| Total Population | 9,566 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,367 |
| Occupied | 3,944 |
| Owner-occupied | 3,143 |
| Population in owner-occupied (number of individuals) | 7,655 |
| Renter-occupied | 801 |
| Population in renter-occupied (number of individuals) | 1,698 |
| Households with individuals under 18 | 1,156 |
| Vacant | 423 |
| Vacant: for rent | 75 |
| Vacant: for sale | 65 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 4,746 |
| Female | 4,820 |
| Under 18 | 2,412 |
| 18 & over | 7,154 |
| 20 - 24 | 423 |
| 25 - 34 | 1,069 |
| 35 - 49 | 1,722 |
| 50 - 64 | 1,894 |
| 65 & over | 1,847 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 118 |
| Non Hispanic or Latino | 9,448 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 9,380 |
| African American | 25 |
| Asian | 24 |
| American Indian and Alaska Native | 10 |
| Native Hawaiian and Pacific Islander | 7 |
| Other | 39 |
| Identified by two or more | 81 |

IA - Mitchell County

Population

| | |
|------------------|--------|
| Total Population | 10,776 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 4,850 |
| Occupied | 4,395 |
| Owner-occupied | 3,524 |
| Population in owner-occupied (number of individuals) | 8,837 |
| Renter-occupied | 871 |
| Population in renter-occupied (number of individuals) | 1,692 |
| Households with individuals under 18 | 1,238 |
| Vacant | 455 |
| Vacant: for rent | 93 |
| Vacant: for sale | 51 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,309 |
| Female | 5,467 |
| Under 18 | 2,664 |
| 18 & over | 8,112 |
| 20 - 24 | 479 |
| 25 - 34 | 976 |
| 35 - 49 | 1,954 |
| 50 - 64 | 2,103 |
| 65 & over | 2,342 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 110 |
| Non Hispanic or Latino | 10,666 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,621 |
| African American | 21 |
| Asian | 28 |
| American Indian and Alaska Native | 10 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 40 |
| Identified by two or more | 54 |

IA - Winnebago County

Population

| | |
|------------------|--------|
| Total Population | 10,866 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 5,194 |
| Occupied | 4,597 |
| Owner-occupied | 3,471 |
| Population in owner-occupied (number of individuals) | 8,075 |
| Renter-occupied | 1,126 |
| Population in renter-occupied (number of individuals) | 2,303 |
| Households with individuals under 18 | 1,215 |
| Vacant | 597 |
| Vacant: for rent | 167 |
| Vacant: for sale | 98 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 5,383 |
| Female | 5,483 |
| Under 18 | 2,354 |
| 18 & over | 8,512 |
| 20 - 24 | 705 |
| 25 - 34 | 1,070 |
| 35 - 49 | 1,922 |
| 50 - 64 | 2,392 |
| 65 & over | 2,093 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 360 |
| Non Hispanic or Latino | 10,506 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 10,441 |
| African American | 85 |
| Asian | 88 |
| American Indian and Alaska Native | 22 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 118 |
| Identified by two or more | 111 |

IA - Worth County

Population

| | |
|------------------|-------|
| Total Population | 7,598 |
|------------------|-------|

Housing Status

(in housing units unless noted)

| | |
|--|-------|
| Total | 3,548 |
| Occupied | 3,172 |
| Owner-occupied | 2,531 |
| Population in owner-occupied (number of individuals) | 6,172 |
| Renter-occupied | 641 |
| Population in renter-occupied (number of individuals) | 1,336 |
| Households with individuals under 18 | 919 |
| Vacant | 376 |
| Vacant: for rent | 75 |
| Vacant: for sale | 75 |

Population by Sex/Age

| | |
|-----------|-------|
| Male | 3,786 |
| Female | 3,812 |
| Under 18 | 1,757 |
| 18 & over | 5,841 |
| 20 - 24 | 290 |
| 25 - 34 | 786 |
| 35 - 49 | 1,488 |
| 50 - 64 | 1,703 |
| 65 & over | 1,390 |

Population by Ethnicity

| | |
|------------------------|-------|
| Hispanic or Latino | 147 |
| Non Hispanic or Latino | 7,451 |

Population by Race

| | |
|--------------------------------------|-------|
| White | 7,435 |
| African American | 27 |
| Asian | 24 |
| American Indian and Alaska Native | 14 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 31 |
| Identified by two or more | 67 |