



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

SIoux CITY :::
BROADCAST TV MARKET AREA

Population

Total Population	409,932
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Housing Status
 (in housing units unless noted)

Total	180,859
Occupied	160,911
Owner-occupied	115,755
Population in owner-occupied (number of individuals)	296,491
Renter-occupied	45,156
Population in renter-occupied (number of individuals)	101,527
Households with individuals under 18	50,752
Vacant	19,948
Vacant: for rent	4,338
Vacant: for sale	2,014

Population by Sex/Age

Male	203,329
Female	206,603
Under 18	103,820
18 & over	306,112
20 - 24	25,394
25 - 34	46,942
35 - 49	74,269
50 - 64	81,062
65 & over	66,011

Population by Ethnicity

Hispanic or Latino	39,209
Non Hispanic or Latino	370,723

Population by Race

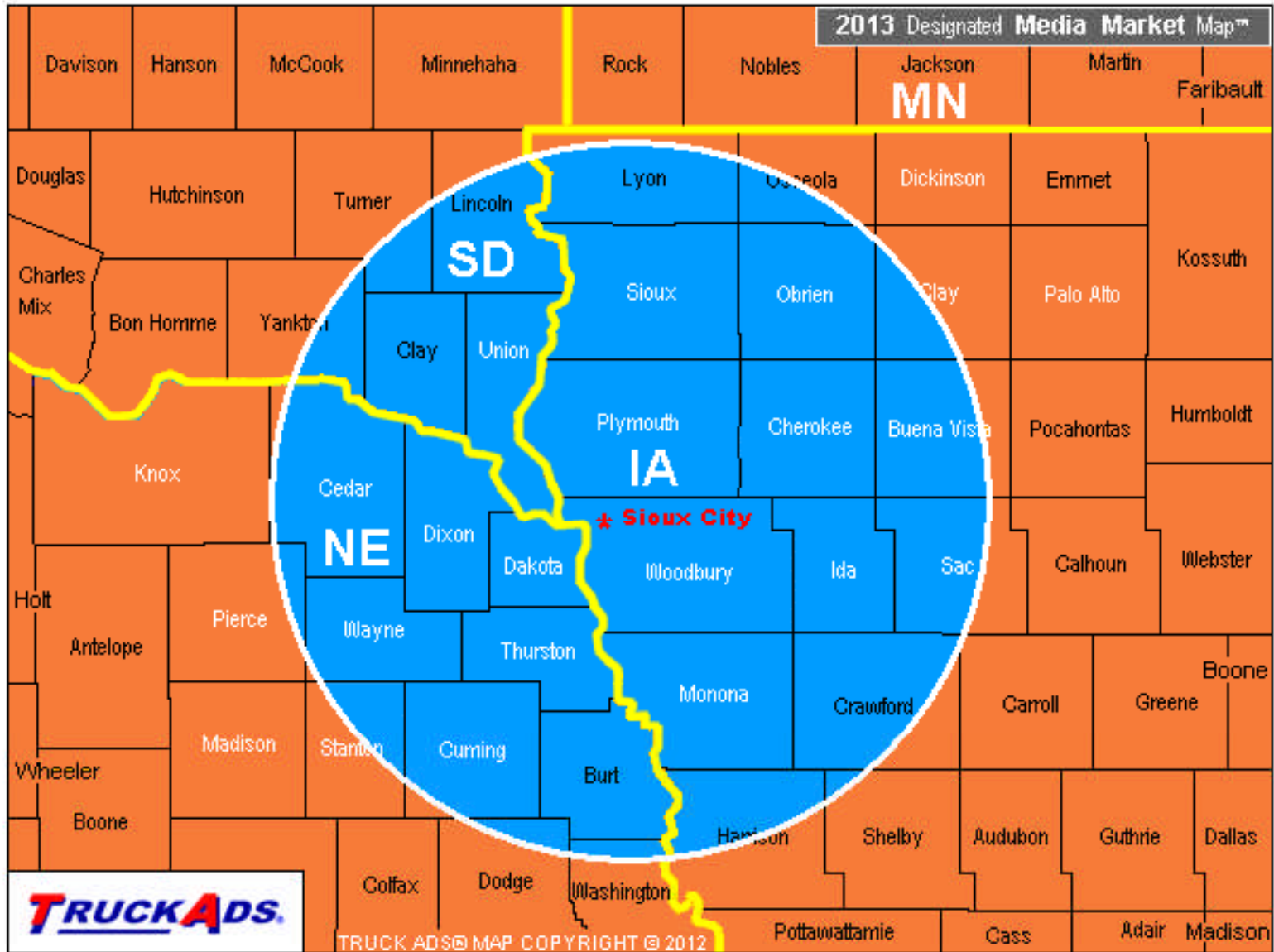
White	365,174
African American	5,003
Asian	5,405
American Indian and Alaska Native	8,653
Native Hawaiian and Pacific Islander	354
Other	18,273
Identified by two or more	7,070

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SIoux CITY :::

BROADCAST TV MARKET AREA



23 COUNTIES IN THIS DESIGNATED MARKET

IOWA: Buena Vista, IA ~ Cherokee, IA ~ Clay, IA ~ Dickinson, IA ~ Ida, IA ~ Monona, IA ~ O'Brien, IA ~ Palo Alto, IA ~ Plymouth, IA ~ Sac, IA ~ Sioux, IA ~ Woodbury, IA ~ **NEBRASKA:** Cedar, NE ~ Cuming, NE ~ Dakota, NE ~ Dixon, NE ~ Knox, NE ~ Madison, NE ~ Pierce, NE ~ Stanton, NE ~ Thurston, NE ~ Wayne, NE ~ **SOUTH DAKOTA:** Union, SD

IA - Buena Vista County

Population

Total Population	20,260
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Housing Status

(in housing units unless noted)

Total	8,237
Occupied	7,522
Owner-occupied	5,276
Population in owner-occupied (number of individuals)	13,816
Renter-occupied	2,246
Population in renter-occupied (number of individuals)	5,430
Households with individuals under 18	2,389
Vacant	715
Vacant: for rent	201
Vacant: for sale	82

Population by Sex/Age

Male	10,142
Female	10,118
Under 18	5,056
18 & over	15,204
20 - 24	1,578
25 - 34	2,254
35 - 49	3,567
50 - 64	3,961
65 & over	3,055

Population by Ethnicity

Hispanic or Latino	4,608
Non Hispanic or Latino	15,652

Population by Race

White	16,341
African American	540
Asian	1,141
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	100
Other	1,728
Identified by two or more	359

IA - Cherokee County

Population

Total Population	12,072
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Housing Status

(in housing units unless noted)

Total	5,777
Occupied	5,207
Owner-occupied	3,947
Population in owner-occupied (number of individuals)	9,098
Renter-occupied	1,260
Population in renter-occupied (number of individuals)	2,603
Households with individuals under 18	1,322
Vacant	570
Vacant: for rent	127
Vacant: for sale	62

Population by Sex/Age

Male	5,954
Female	6,118
Under 18	2,555
18 & over	9,517
20 - 24	537
25 - 34	1,189
35 - 49	2,131
50 - 64	2,817
65 & over	2,604

Population by Ethnicity

Hispanic or Latino	274
Non Hispanic or Latino	11,798

Population by Race

White	11,667
African American	66
Asian	62
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	9
Other	131
Identified by two or more	105

IA - Clay County

Population

Total Population	16,667
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Housing Status

(in housing units unless noted)

Total	8,062
Occupied	7,282
Owner-occupied	5,144
Population in owner-occupied (number of individuals)	12,140
Renter-occupied	2,138
Population in renter-occupied (number of individuals)	4,293
Households with individuals under 18	2,023
Vacant	780
Vacant: for rent	251
Vacant: for sale	87

Population by Sex/Age

Male	8,171
Female	8,496
Under 18	3,830
18 & over	12,837
20 - 24	801
25 - 34	1,973
35 - 49	3,019
50 - 64	3,602
65 & over	3,066

Population by Ethnicity

Hispanic or Latino	477
Non Hispanic or Latino	16,190

Population by Race

White	16,077
African American	69
Asian	99
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	1
Other	196
Identified by two or more	187

IA - Dickinson County

Population

Total Population	16,667
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Housing Status

(in housing units unless noted)

Total	12,849
Occupied	7,554
Owner-occupied	5,883
Population in owner-occupied (number of individuals)	13,284
Renter-occupied	1,671
Population in renter-occupied (number of individuals)	3,172
Households with individuals under 18	1,744
Vacant	5,295
Vacant: for rent	358
Vacant: for sale	301

Population by Sex/Age

Male	8,260
Female	8,407
Under 18	3,227
18 & over	13,440
20 - 24	639
25 - 34	1,729
35 - 49	2,986
50 - 64	4,092
65 & over	3,712

Population by Ethnicity

Hispanic or Latino	178
Non Hispanic or Latino	16,489

Population by Race

White	16,386
African American	29
Asian	72
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	5
Other	37
Identified by two or more	125

IA - Ida County

Population

Total Population	7,089
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Housing Status

(in housing units unless noted)

Total	3,426
Occupied	3,052
Owner-occupied	2,282
Population in owner-occupied (number of individuals)	5,401
Renter-occupied	770
Population in renter-occupied (number of individuals)	1,566
Households with individuals under 18	845
Vacant	374
Vacant: for rent	97
Vacant: for sale	41

Population by Sex/Age

Male	3,539
Female	3,550
Under 18	1,698
18 & over	5,391
20 - 24	292
25 - 34	740
35 - 49	1,208
50 - 64	1,560
65 & over	1,465

Population by Ethnicity

Hispanic or Latino	100
Non Hispanic or Latino	6,989

Population by Race

White	6,957
African American	17
Asian	19
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	1
Other	42
Identified by two or more	41

IA - Monona County

Population

Total Population	9,243
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Housing Status

(in housing units unless noted)

Total	4,697
Occupied	4,050
Owner-occupied	3,014
Population in owner-occupied (number of individuals)	6,971
Renter-occupied	1,036
Population in renter-occupied (number of individuals)	2,072
Households with individuals under 18	1,031
Vacant	647
Vacant: for rent	131
Vacant: for sale	60

Population by Sex/Age

Male	4,516
Female	4,727
Under 18	2,048
18 & over	7,195
20 - 24	345
25 - 34	825
35 - 49	1,619
50 - 64	2,030
65 & over	2,190

Population by Ethnicity

Hispanic or Latino	107
Non Hispanic or Latino	9,136

Population by Race

White	8,972
African American	33
Asian	20
American Indian and Alaska Native	97
Native Hawaiian and Pacific Islander	4
Other	27
Identified by two or more	90

IA - O'Brien County

Population

Total Population	14,398
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Housing Status

(in housing units unless noted)

Total	6,649
Occupied	6,069
Owner-occupied	4,594
Population in owner-occupied (number of individuals)	11,048
Renter-occupied	1,475
Population in renter-occupied (number of individuals)	2,984
Households with individuals under 18	1,671
Vacant	580
Vacant: for rent	147
Vacant: for sale	85

Population by Sex/Age

Male	7,166
Female	7,232
Under 18	3,393
18 & over	11,005
20 - 24	656
25 - 34	1,586
35 - 49	2,487
50 - 64	3,038
65 & over	2,937

Population by Ethnicity

Hispanic or Latino	545
Non Hispanic or Latino	13,853

Population by Race

White	13,829
African American	67
Asian	82
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	1
Other	287
Identified by two or more	114

IA - Palo Alto County

Population

Total Population	9,421
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Housing Status

(in housing units unless noted)

Total	4,628
Occupied	3,994
Owner-occupied	2,956
Population in owner-occupied (number of individuals)	7,046
Renter-occupied	1,038
Population in renter-occupied (number of individuals)	2,031
Households with individuals under 18	1,058
Vacant	634
Vacant: for rent	110
Vacant: for sale	64

Population by Sex/Age

Male	4,678
Female	4,743
Under 18	2,068
18 & over	7,353
20 - 24	536
25 - 34	982
35 - 49	1,563
50 - 64	1,947
65 & over	2,009

Population by Ethnicity

Hispanic or Latino	152
Non Hispanic or Latino	9,269

Population by Race

White	9,211
African American	44
Asian	31
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	6
Other	29
Identified by two or more	79

IA - Plymouth County

Population

Total Population	24,986
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Housing Status

(in housing units unless noted)

Total	10,550
Occupied	9,875
Owner-occupied	7,699
Population in owner-occupied (number of individuals)	19,930
Renter-occupied	2,176
Population in renter-occupied (number of individuals)	4,707
Households with individuals under 18	3,207
Vacant	675
Vacant: for rent	178
Vacant: for sale	112

Population by Sex/Age

Male	12,373
Female	12,613
Under 18	6,484
18 & over	18,502
20 - 24	997
25 - 34	2,680
35 - 49	4,845
50 - 64	5,263
65 & over	4,149

Population by Ethnicity

Hispanic or Latino	742
Non Hispanic or Latino	24,244

Population by Race

White	24,086
African American	76
Asian	117
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	16
Other	370
Identified by two or more	250

IA - Sac County

Population

Total Population	10,350
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Housing Status

(in housing units unless noted)

Total	5,429
Occupied	4,482
Owner-occupied	3,520
Population in owner-occupied (number of individuals)	8,242
Renter-occupied	962
Population in renter-occupied (number of individuals)	1,885
Households with individuals under 18	1,135
Vacant	947
Vacant: for rent	83
Vacant: for sale	64

Population by Sex/Age

Male	5,064
Female	5,286
Under 18	2,325
18 & over	8,025
20 - 24	373
25 - 34	963
35 - 49	1,846
50 - 64	2,354
65 & over	2,291

Population by Ethnicity

Hispanic or Latino	195
Non Hispanic or Latino	10,155

Population by Race

White	10,125
African American	31
Asian	16
American Indian and Alaska Native	7
Native Hawaiian and Pacific Islander	5
Other	79
Identified by two or more	87

IA - Sioux County

Population

Total Population	33,704
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Housing Status

(in housing units unless noted)

Total	12,279
Occupied	11,584
Owner-occupied	9,308
Population in owner-occupied (number of individuals)	26,029
Renter-occupied	2,276
Population in renter-occupied (number of individuals)	5,265
Households with individuals under 18	4,082
Vacant	695
Vacant: for rent	164
Vacant: for sale	121

Population by Sex/Age

Male	16,831
Female	16,873
Under 18	9,047
18 & over	24,657
20 - 24	2,985
25 - 34	4,045
35 - 49	5,491
50 - 64	5,706
65 & over	4,808

Population by Ethnicity

Hispanic or Latino	3,001
Non Hispanic or Latino	30,703

Population by Race

White	31,441
African American	129
Asian	272
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	4
Other	1,448
Identified by two or more	314

IA - Woodbury County

Population

Total Population	102,172
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Housing Status

(in housing units unless noted)

Total	41,484
Occupied	39,052
Owner-occupied	26,149
Population in owner-occupied (number of individuals)	69,594
Renter-occupied	12,903
Population in renter-occupied (number of individuals)	29,942
Households with individuals under 18	13,447
Vacant	2,432
Vacant: for rent	1,050
Vacant: for sale	331

Population by Sex/Age

Male	50,394
Female	51,778
Under 18	27,214
18 & over	74,958
20 - 24	7,404
25 - 34	13,061
35 - 49	19,326
50 - 64	18,754
65 & over	13,125

Population by Ethnicity

Hispanic or Latino	13,993
Non Hispanic or Latino	88,179

Population by Race

White	85,387
African American	2,456
Asian	2,423
American Indian and Alaska Native	2,254
Native Hawaiian and Pacific Islander	106
Other	6,240
Identified by two or more	3,306

NE - Cedar County

Population

Total Population	8,852
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Housing Status

(in housing units unless noted)

Total	4,148
Occupied	3,539
Owner-occupied	2,867
Population in owner-occupied (number of individuals)	7,218
Renter-occupied	672
Population in renter-occupied (number of individuals)	1,490
Households with individuals under 18	1,031
Vacant	609
Vacant: for rent	122
Vacant: for sale	68

Population by Sex/Age

Male	4,500
Female	4,352
Under 18	2,250
18 & over	6,602
20 - 24	353
25 - 34	780
35 - 49	1,561
50 - 64	1,907
65 & over	1,804

Population by Ethnicity

Hispanic or Latino	113
Non Hispanic or Latino	8,739

Population by Race

White	8,703
African American	7
Asian	7
American Indian and Alaska Native	22
Native Hawaiian and Pacific Islander	0
Other	52
Identified by two or more	61

NE - Cuming County

Population

Total Population	9,139
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Housing Status

(in housing units unless noted)

Total	4,204
Occupied	3,756
Owner-occupied	2,665
Population in owner-occupied (number of individuals)	6,540
Renter-occupied	1,091
Population in renter-occupied (number of individuals)	2,469
Households with individuals under 18	1,086
Vacant	448
Vacant: for rent	113
Vacant: for sale	47

Population by Sex/Age

Male	4,532
Female	4,607
Under 18	2,282
18 & over	6,857
20 - 24	335
25 - 34	903
35 - 49	1,686
50 - 64	1,848
65 & over	1,901

Population by Ethnicity

Hispanic or Latino	754
Non Hispanic or Latino	8,385

Population by Race

White	8,518
African American	13
Asian	18
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	3
Other	456
Identified by two or more	102

NE - Dakota County

Population

Total Population	21,006
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Housing Status

(in housing units unless noted)

Total	7,631
Occupied	7,218
Owner-occupied	4,612
Population in owner-occupied (number of individuals)	13,936
Renter-occupied	2,606
Population in renter-occupied (number of individuals)	6,821
Households with individuals under 18	2,958
Vacant	413
Vacant: for rent	210
Vacant: for sale	47

Population by Sex/Age

Male	10,489
Female	10,517
Under 18	6,318
18 & over	14,688
20 - 24	1,388
25 - 34	2,774
35 - 49	3,944
50 - 64	3,596
65 & over	2,391

Population by Ethnicity

Hispanic or Latino	7,419
Non Hispanic or Latino	13,587

Population by Race

White	14,810
African American	660
Asian	631
American Indian and Alaska Native	566
Native Hawaiian and Pacific Islander	44
Other	3,812
Identified by two or more	483

NE - Dixon County

Population

Total Population	6,000
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Housing Status

(in housing units unless noted)

Total	2,688
Occupied	2,370
Owner-occupied	1,812
Population in owner-occupied (number of individuals)	4,596
Renter-occupied	558
Population in renter-occupied (number of individuals)	1,323
Households with individuals under 18	733
Vacant	318
Vacant: for rent	64
Vacant: for sale	34

Population by Sex/Age

Male	2,964
Female	3,036
Under 18	1,537
18 & over	4,463
20 - 24	260
25 - 34	592
35 - 49	1,084
50 - 64	1,323
65 & over	1,070

Population by Ethnicity

Hispanic or Latino	622
Non Hispanic or Latino	5,378

Population by Race

White	5,548
African American	18
Asian	10
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	5
Other	338
Identified by two or more	58

NE - Knox County

Population

Total Population	8,701
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Housing Status

(in housing units unless noted)

Total	4,788
Occupied	3,647
Owner-occupied	2,759
Population in owner-occupied (number of individuals)	6,535
Renter-occupied	888
Population in renter-occupied (number of individuals)	1,932
Households with individuals under 18	983
Vacant	1,141
Vacant: for rent	102
Vacant: for sale	40

Population by Sex/Age

Male	4,262
Female	4,439
Under 18	2,096
18 & over	6,605
20 - 24	296
25 - 34	747
35 - 49	1,473
50 - 64	1,943
65 & over	1,979

Population by Ethnicity

Hispanic or Latino	155
Non Hispanic or Latino	8,546

Population by Race

White	7,753
African American	8
Asian	17
American Indian and Alaska Native	786
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	117

NE - Madison County

Population

Total Population	34,876
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Housing Status

(in housing units unless noted)

Total	15,014
Occupied	13,939
Owner-occupied	9,168
Population in owner-occupied (number of individuals)	23,596
Renter-occupied	4,771
Population in renter-occupied (number of individuals)	10,209
Households with individuals under 18	4,399
Vacant	1,075
Vacant: for rent	435
Vacant: for sale	165

Population by Sex/Age

Male	17,314
Female	17,562
Under 18	8,727
18 & over	26,149
20 - 24	2,458
25 - 34	4,276
35 - 49	6,286
50 - 64	6,821
65 & over	5,124

Population by Ethnicity

Hispanic or Latino	4,504
Non Hispanic or Latino	30,372

Population by Race

White	30,752
African American	444
Asian	167
American Indian and Alaska Native	401
Native Hawaiian and Pacific Islander	16
Other	2,486
Identified by two or more	610

NE - Pierce County

Population

Total Population	7,266
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Housing Status

(in housing units unless noted)

Total	3,222
Occupied	2,911
Owner-occupied	2,298
Population in owner-occupied (number of individuals)	5,721
Renter-occupied	613
Population in renter-occupied (number of individuals)	1,429
Households with individuals under 18	933
Vacant	311
Vacant: for rent	36
Vacant: for sale	34

Population by Sex/Age

Male	3,669
Female	3,597
Under 18	1,885
18 & over	5,381
20 - 24	261
25 - 34	749
35 - 49	1,451
50 - 64	1,463
65 & over	1,304

Population by Ethnicity

Hispanic or Latino	93
Non Hispanic or Latino	7,173

Population by Race

White	7,147
African American	14
Asian	12
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	0
Other	39
Identified by two or more	38

NE - Stanton County

Population

Total Population	6,129
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Housing Status

(in housing units unless noted)

Total	2,633
Occupied	2,387
Owner-occupied	1,888
Population in owner-occupied (number of individuals)	4,917
Renter-occupied	499
Population in renter-occupied (number of individuals)	1,212
Households with individuals under 18	835
Vacant	246
Vacant: for rent	29
Vacant: for sale	24

Population by Sex/Age

Male	3,031
Female	3,098
Under 18	1,684
18 & over	4,445
20 - 24	271
25 - 34	754
35 - 49	1,171
50 - 64	1,255
65 & over	865

Population by Ethnicity

Hispanic or Latino	281
Non Hispanic or Latino	5,848

Population by Race

White	5,814
African American	41
Asian	6
American Indian and Alaska Native	25
Native Hawaiian and Pacific Islander	0
Other	173
Identified by two or more	70

NE - Thurston County

Population

Total Population	6,940
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Housing Status

(in housing units unless noted)

Total	2,408
Occupied	2,158
Owner-occupied	1,374
Population in owner-occupied (number of individuals)	3,965
Renter-occupied	784
Population in renter-occupied (number of individuals)	2,917
Households with individuals under 18	987
Vacant	250
Vacant: for rent	71
Vacant: for sale	24

Population by Sex/Age

Male	3,446
Female	3,494
Under 18	2,467
18 & over	4,473
20 - 24	429
25 - 34	750
35 - 49	1,129
50 - 64	1,097
65 & over	825

Population by Ethnicity

Hispanic or Latino	190
Non Hispanic or Latino	6,750

Population by Race

White	2,801
African American	17
Asian	6
American Indian and Alaska Native	3,963
Native Hawaiian and Pacific Islander	2
Other	16
Identified by two or more	135

NE - Wayne County

Population

Total Population	9,595
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Housing Status

(in housing units unless noted)

Total	3,776
Occupied	3,507
Owner-occupied	2,255
Population in owner-occupied (number of individuals)	5,616
Renter-occupied	1,252
Population in renter-occupied (number of individuals)	2,717
Households with individuals under 18	963
Vacant	269
Vacant: for rent	104
Vacant: for sale	45

Population by Sex/Age

Male	4,816
Female	4,779
Under 18	1,862
18 & over	7,733
20 - 24	1,647
25 - 34	941
35 - 49	1,387
50 - 64	1,576
65 & over	1,315

Population by Ethnicity

Hispanic or Latino	401
Non Hispanic or Latino	9,194

Population by Race

White	9,091
African American	129
Asian	48
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	15
Other	173
Identified by two or more	107

SD - Union County

Population

Total Population	14,399
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Housing Status

(in housing units unless noted)

Total	6,280
Occupied	5,756
Owner-occupied	4,285
Population in owner-occupied (number of individuals)	11,252
Renter-occupied	1,471
Population in renter-occupied (number of individuals)	3,058
Households with individuals under 18	1,890
Vacant	524
Vacant: for rent	155
Vacant: for sale	76

Population by Sex/Age

Male	7,218
Female	7,181
Under 18	3,767
18 & over	10,632
20 - 24	553
25 - 34	1,649
35 - 49	3,009
50 - 64	3,109
65 & over	2,022

Population by Ethnicity

Hispanic or Latino	305
Non Hispanic or Latino	14,094

Population by Race

White	13,758
African American	95
Asian	129
American Indian and Alaska Native	80
Native Hawaiian and Pacific Islander	11
Other	94
Identified by two or more	232