



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

ST. JOSEPH :::

BROADCAST TV MARKET AREA

Population

Total Population	119,349
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Housing Status

(in housing units unless noted)

Total	52,115
Occupied	46,478
Owner-occupied	31,364
Population in owner-occupied (number of individuals)	78,829
Renter-occupied	15,114
Population in renter-occupied (number of individuals)	35,305
Households with individuals under 18	14,719
Vacant	5,637
Vacant: for rent	1,611
Vacant: for sale	656

Population by Sex/Age

Male	59,531
Female	59,818
Under 18	27,873
18 & over	91,476
20 - 24	8,606
25 - 34	15,147
35 - 49	23,281
50 - 64	23,157
65 & over	17,511

Population by Ethnicity

Hispanic or Latino	5,168
Non Hispanic or Latino	114,181

Population by Race

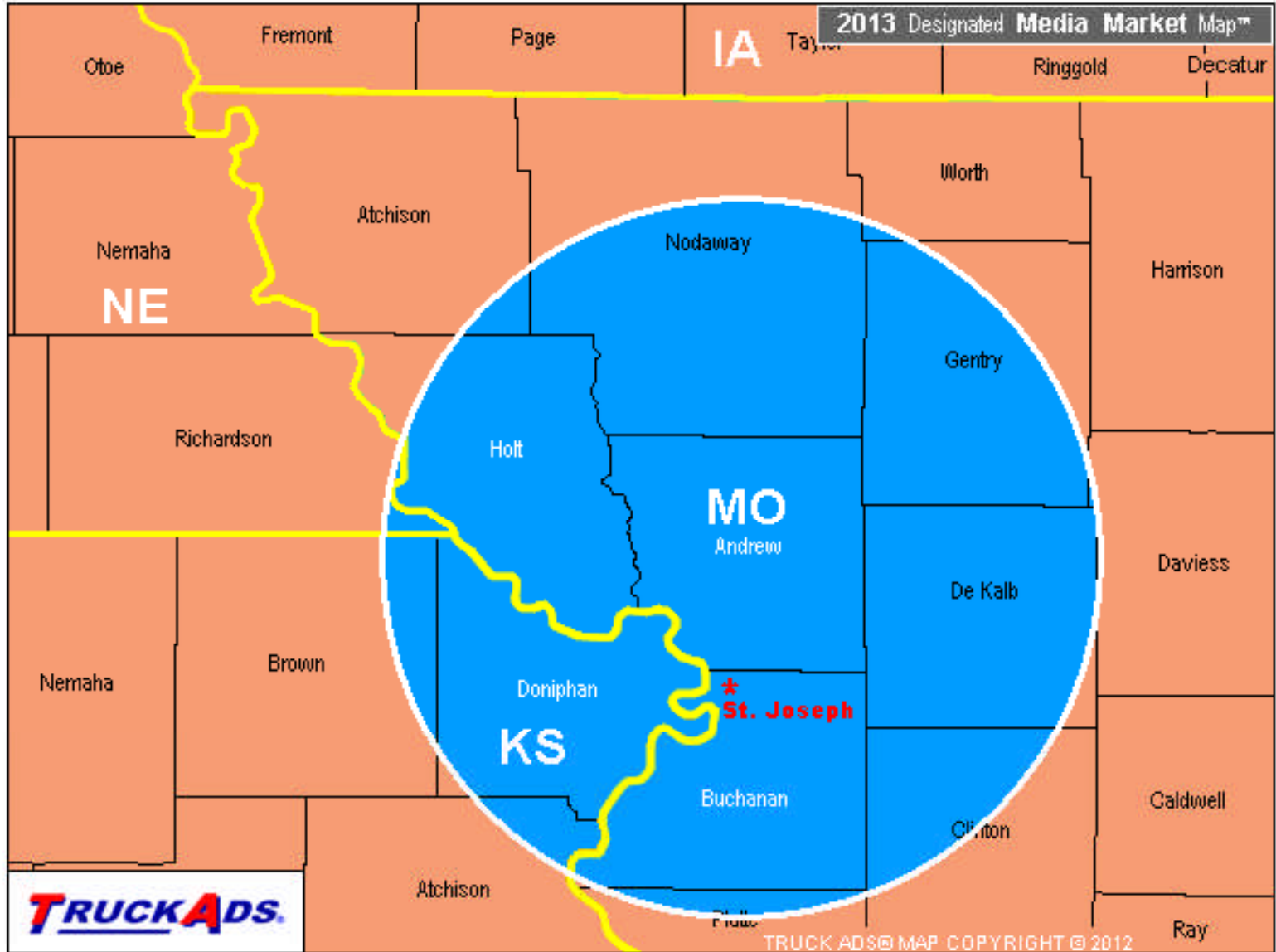
White	108,483
African American	4,985
Asian	828
American Indian and Alaska Native	577
Native Hawaiian and Pacific Islander	188
Other	1,703
Identified by two or more	2,585

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ST. JOSEPH :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

MISSOURI: Andrew, MO ~ Buchanan, MO ~ Holt, MO ~ KANSAS: Doniphan, KS

MO - Andrew County

Population

Total Population	17,291
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Housing Status

(in housing units unless noted)

Total	7,306
Occupied	6,700
Owner-occupied	5,263
Population in owner-occupied (number of individuals)	13,873
Renter-occupied	1,437
Population in renter-occupied (number of individuals)	3,226
Households with individuals under 18	2,221
Vacant	606
Vacant: for rent	85
Vacant: for sale	81

Population by Sex/Age

Male	8,513
Female	8,778
Under 18	4,164
18 & over	13,127
20 - 24	857
25 - 34	1,901
35 - 49	3,495
50 - 64	3,738
65 & over	2,681

Population by Ethnicity

Hispanic or Latino	290
Non Hispanic or Latino	17,001

Population by Race

White	16,843
African American	72
Asian	75
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	2
Other	54
Identified by two or more	194

MO - Buchanan County

Population

Total Population	89,201
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Housing Status

(in housing units unless noted)

Total	38,427
Occupied	34,509
Owner-occupied	22,171
Population in owner-occupied (number of individuals)	55,535
Renter-occupied	12,338
Population in renter-occupied (number of individuals)	29,171
Households with individuals under 18	11,022
Vacant	3,918
Vacant: for rent	1,372
Vacant: for sale	517

Population by Sex/Age

Male	44,586
Female	44,615
Under 18	20,963
18 & over	68,238
20 - 24	6,992
25 - 34	11,945
35 - 49	17,392
50 - 64	16,635
65 & over	12,501

Population by Ethnicity

Hispanic or Latino	4,674
Non Hispanic or Latino	84,527

Population by Race

White	79,443
African American	4,662
Asian	722
American Indian and Alaska Native	396
Native Hawaiian and Pacific Islander	185
Other	1,608
Identified by two or more	2,185

MO - Holt County

Population

Total Population	4,912
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Housing Status

(in housing units unless noted)

Total	2,806
Occupied	2,133
Owner-occupied	1,620
Population in owner-occupied (number of individuals)	3,772
Renter-occupied	513
Population in renter-occupied (number of individuals)	1,039
Households with individuals under 18	543
Vacant	673
Vacant: for rent	32
Vacant: for sale	23

Population by Sex/Age

Male	2,426
Female	2,486
Under 18	971
18 & over	3,941
20 - 24	218
25 - 34	504
35 - 49	936
50 - 64	1,135
65 & over	1,043

Population by Ethnicity

Hispanic or Latino	39
Non Hispanic or Latino	4,873

Population by Race

White	4,801
African American	8
Asian	15
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	1
Other	13
Identified by two or more	26

KS - Doniphan County

Population

Total Population	7,945
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Housing Status

(in housing units unless noted)

Total	3,576
Occupied	3,136
Owner-occupied	2,310
Population in owner-occupied (number of individuals)	5,649
Renter-occupied	826
Population in renter-occupied (number of individuals)	1,869
Households with individuals under 18	933
Vacant	440
Vacant: for rent	122
Vacant: for sale	35

Population by Sex/Age

Male	4,006
Female	3,939
Under 18	1,775
18 & over	6,170
20 - 24	539
25 - 34	797
35 - 49	1,458
50 - 64	1,649
65 & over	1,286

Population by Ethnicity

Hispanic or Latino	165
Non Hispanic or Latino	7,780

Population by Race

White	7,396
African American	243
Asian	16
American Indian and Alaska Native	82
Native Hawaiian and Pacific Islander	0
Other	28
Identified by two or more	180