



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

CEDAR RAPIDS WATERLOO DUBUQUE :::

BROADCAST TV MARKET AREA

Population

Total Population	865,042
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Housing Status

(in housing units unless noted)

Total	375,363
Occupied	347,631
Owner-occupied	250,102
Population in owner-occupied (number of individuals)	627,732
Renter-occupied	97,529
Population in renter-occupied (number of individuals)	204,565
Households with individuals under 18	103,229
Vacant	27,732
Vacant: for rent	7,852
Vacant: for sale	4,518

Population by Sex/Age

Male	427,733
Female	437,309
Under 18	200,015
18 & over	665,027
20 - 24	72,604
25 - 34	111,017
35 - 49	162,188
50 - 64	165,431
65 & over	123,604

Population by Ethnicity

Hispanic or Latino	25,048
Non Hispanic or Latino	839,994

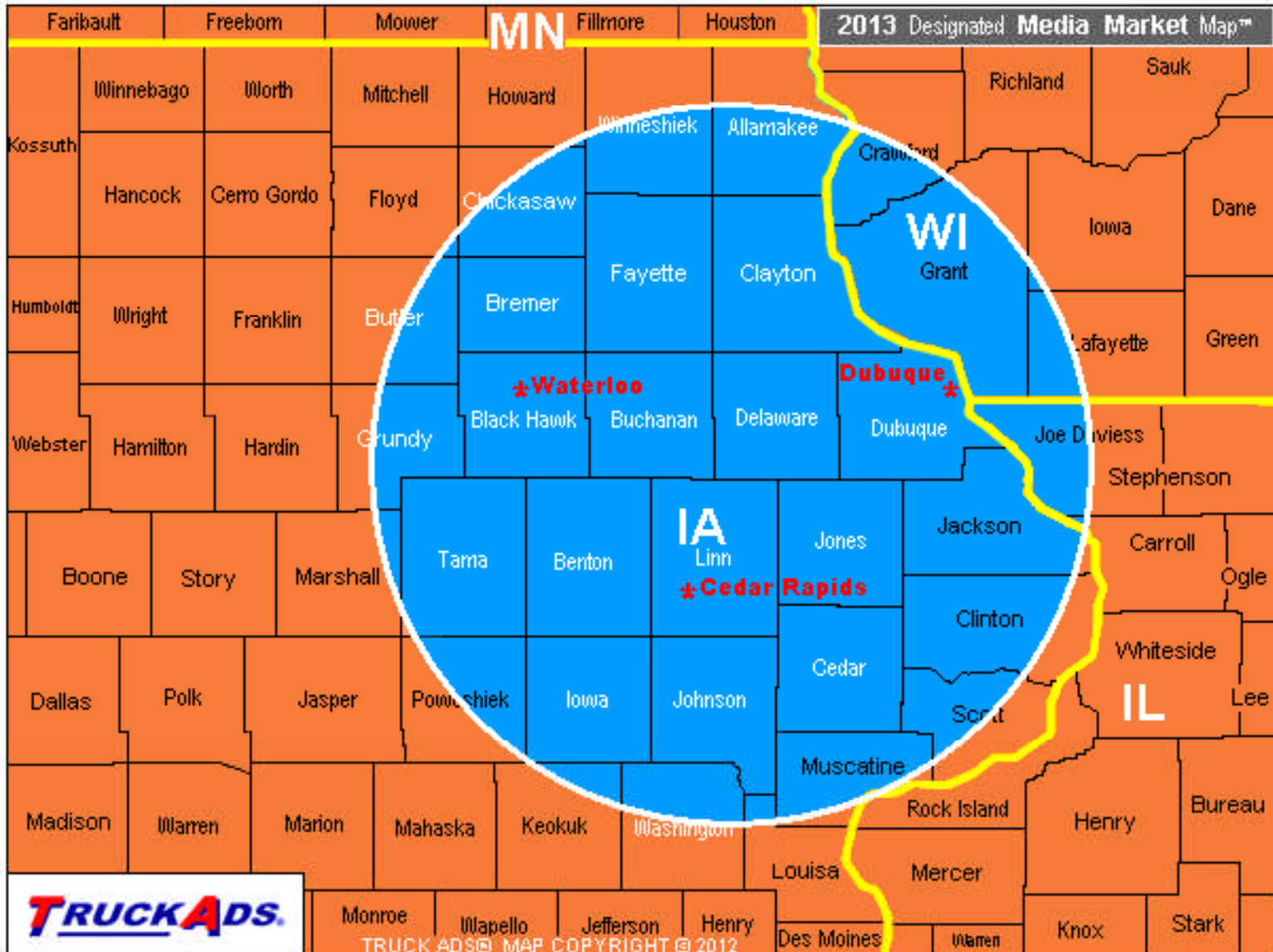
Population by Race

White	792,723
African American	30,508
Asian	14,449
American Indian and Alaska Native	3,051
Native Hawaiian and Pacific Islander	813
Other	8,527
Identified by two or more	14,971

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CEDAR RAPIDS WATERLOO DUBUQUE ::: BROADCAST TV MARKET AREA



20 COUNTIES IN THIS DESIGNATED MARKET

IOWA: Allamakee, IA ~ Benton, IA ~ Black Hawk, IA ~ Bremer, IA ~ Buchanan, IA ~ Butler, IA ~ Cedar, IA ~ Chickasaw, IA ~ Clayton, IA ~ Delaware, IA ~ Dubuque, IA ~ Fayette, IA ~ Grundy, IA ~ Iowa, IA ~ Johnson, IA ~ Jones, IA ~ Linn, IA ~ Tama, IA ~ Washington, IA ~ Winneshiek, IA

IA - Allamakee County

Population

Total Population	14,330
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Housing Status

(in housing units unless noted)

Total	7,617
Occupied	5,845
Owner-occupied	4,539
Population in owner-occupied (number of individuals)	10,972
Renter-occupied	1,306
Population in renter-occupied (number of individuals)	3,026
Households with individuals under 18	1,620
Vacant	1,772
Vacant: for rent	206
Vacant: for sale	88

Population by Sex/Age

Male	7,310
Female	7,020
Under 18	3,310
18 & over	11,020
20 - 24	699
25 - 34	1,442
35 - 49	2,596
50 - 64	3,149
65 & over	2,803

Population by Ethnicity

Hispanic or Latino	757
Non Hispanic or Latino	13,573

Population by Race

White	13,750
African American	113
Asian	34
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	17
Other	292
Identified by two or more	88

IA - Benton County

Population

Total Population	26,076
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Housing Status

(in housing units unless noted)

Total	11,095
Occupied	10,302
Owner-occupied	8,323
Population in owner-occupied (number of individuals)	21,470
Renter-occupied	1,979
Population in renter-occupied (number of individuals)	4,293
Households with individuals under 18	3,428
Vacant	793
Vacant: for rent	174
Vacant: for sale	146

Population by Sex/Age

Male	13,027
Female	13,049
Under 18	6,646
18 & over	19,430
20 - 24	1,085
25 - 34	2,819
35 - 49	5,695
50 - 64	5,220
65 & over	4,015

Population by Ethnicity

Hispanic or Latino	275
Non Hispanic or Latino	25,801

Population by Race

White	25,569
African American	102
Asian	66
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	2
Other	53
Identified by two or more	239

IA - Black Hawk County

Population

Total Population	131,090
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Housing Status

(in housing units unless noted)

Total	55,887
Occupied	52,470
Owner-occupied	35,649
Population in owner-occupied (number of individuals)	88,103
Renter-occupied	16,821
Population in renter-occupied (number of individuals)	37,020
Households with individuals under 18	15,055
Vacant	3,417
Vacant: for rent	1,195
Vacant: for sale	602

Population by Sex/Age

Male	63,708
Female	67,382
Under 18	28,496
18 & over	102,594
20 - 24	14,954
25 - 34	17,423
35 - 49	21,961
50 - 64	24,651
65 & over	18,131

Population by Ethnicity

Hispanic or Latino	4,907
Non Hispanic or Latino	126,183

Population by Race

White	112,215
African American	11,640
Asian	1,707
American Indian and Alaska Native	297
Native Hawaiian and Pacific Islander	201
Other	2,045
Identified by two or more	2,985

IA - Bremer County

Population

Total Population	24,276
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Housing Status

(in housing units unless noted)

Total	9,915
Occupied	9,385
Owner-occupied	7,476
Population in owner-occupied (number of individuals)	18,631
Renter-occupied	1,909
Population in renter-occupied (number of individuals)	3,927
Households with individuals under 18	2,831
Vacant	530
Vacant: for rent	94
Vacant: for sale	96

Population by Sex/Age

Male	11,869
Female	12,407
Under 18	5,513
18 & over	18,763
20 - 24	2,000
25 - 34	2,480
35 - 49	4,393
50 - 64	4,694
65 & over	4,192

Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	24,037

Population by Race

White	23,601
African American	191
Asian	174
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	2
Other	61
Identified by two or more	231

IA - Buchanan County

Population

Total Population	20,958
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Housing Status

(in housing units unless noted)

Total	8,968
Occupied	8,161
Owner-occupied	6,441
Population in owner-occupied (number of individuals)	16,842
Renter-occupied	1,720
Population in renter-occupied (number of individuals)	3,773
Households with individuals under 18	2,586
Vacant	807
Vacant: for rent	146
Vacant: for sale	100

Population by Sex/Age

Male	10,401
Female	10,557
Under 18	5,676
18 & over	15,282
20 - 24	1,070
25 - 34	2,360
35 - 49	4,008
50 - 64	4,187
65 & over	3,205

Population by Ethnicity

Hispanic or Latino	243
Non Hispanic or Latino	20,715

Population by Race

White	20,505
African American	67
Asian	90
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	1
Other	36
Identified by two or more	227

IA - Butler County

Population

Total Population	14,867
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Housing Status

(in housing units unless noted)

Total	6,682
Occupied	6,120
Owner-occupied	4,994
Population in owner-occupied (number of individuals)	12,225
Renter-occupied	1,126
Population in renter-occupied (number of individuals)	2,400
Households with individuals under 18	1,776
Vacant	562
Vacant: for rent	117
Vacant: for sale	82

Population by Sex/Age

Male	7,337
Female	7,530
Under 18	3,503
18 & over	11,364
20 - 24	601
25 - 34	1,606
35 - 49	2,656
50 - 64	3,287
65 & over	2,944

Population by Ethnicity

Hispanic or Latino	133
Non Hispanic or Latino	14,734

Population by Race

White	14,636
African American	26
Asian	35
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	2
Other	36
Identified by two or more	111

IA - Cedar County

Population

Total Population	18,499
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Housing Status

(in housing units unless noted)

Total	8,064
Occupied	7,511
Owner-occupied	5,903
Population in owner-occupied (number of individuals)	14,752
Renter-occupied	1,608
Population in renter-occupied (number of individuals)	3,423
Households with individuals under 18	2,364
Vacant	553
Vacant: for rent	95
Vacant: for sale	99

Population by Sex/Age

Male	9,151
Female	9,348
Under 18	4,537
18 & over	13,962
20 - 24	747
25 - 34	1,964
35 - 49	3,785
50 - 64	3,984
65 & over	3,093

Population by Ethnicity

Hispanic or Latino	284
Non Hispanic or Latino	18,215

Population by Race

White	18,090
African American	52
Asian	85
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	3
Other	43
Identified by two or more	197

IA - Chickasaw County

Population

Total Population	12,439
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Housing Status

(in housing units unless noted)

Total	5,679
Occupied	5,204
Owner-occupied	4,216
Population in owner-occupied (number of individuals)	10,167
Renter-occupied	988
Population in renter-occupied (number of individuals)	2,089
Households with individuals under 18	1,486
Vacant	475
Vacant: for rent	123
Vacant: for sale	65

Population by Sex/Age

Male	6,255
Female	6,184
Under 18	3,035
18 & over	9,404
20 - 24	554
25 - 34	1,244
35 - 49	2,251
50 - 64	2,739
65 & over	2,376

Population by Ethnicity

Hispanic or Latino	269
Non Hispanic or Latino	12,170

Population by Race

White	12,119
African American	41
Asian	40
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	169
Identified by two or more	60

IA - Clayton County

Population

Total Population	18,129
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Housing Status

(in housing units unless noted)

Total	8,999
Occupied	7,599
Owner-occupied	5,819
Population in owner-occupied (number of individuals)	14,178
Renter-occupied	1,780
Population in renter-occupied (number of individuals)	3,664
Households with individuals under 18	2,056
Vacant	1,400
Vacant: for rent	174
Vacant: for sale	113

Population by Sex/Age

Male	9,079
Female	9,050
Under 18	4,204
18 & over	13,925
20 - 24	785
25 - 34	1,724
35 - 49	3,336
50 - 64	4,199
65 & over	3,504

Population by Ethnicity

Hispanic or Latino	306
Non Hispanic or Latino	17,823

Population by Race

White	17,731
African American	61
Asian	42
American Indian and Alaska Native	20
Native Hawaiian and Pacific Islander	17
Other	110
Identified by two or more	148

IA - Delaware County

Population

Total Population	17,764
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Housing Status

(in housing units unless noted)

Total	8,028
Occupied	7,062
Owner-occupied	5,634
Population in owner-occupied (number of individuals)	14,473
Renter-occupied	1,428
Population in renter-occupied (number of individuals)	3,073
Households with individuals under 18	2,237
Vacant	966
Vacant: for rent	107
Vacant: for sale	66

Population by Sex/Age

Male	8,875
Female	8,889
Under 18	4,483
18 & over	13,281
20 - 24	741
25 - 34	1,858
35 - 49	3,585
50 - 64	3,765
65 & over	2,944

Population by Ethnicity

Hispanic or Latino	139
Non Hispanic or Latino	17,625

Population by Race

White	17,507
African American	48
Asian	49
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	25
Identified by two or more	115

IA - Dubuque County

Population

Total Population	93,653
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Housing Status

(in housing units unless noted)

Total	38,951
Occupied	36,815
Owner-occupied	26,969
Population in owner-occupied (number of individuals)	69,580
Renter-occupied	9,846
Population in renter-occupied (number of individuals)	19,805
Households with individuals under 18	11,348
Vacant	2,136
Vacant: for rent	754
Vacant: for sale	317

Population by Sex/Age

Male	46,132
Female	47,521
Under 18	22,252
18 & over	71,401
20 - 24	6,788
25 - 34	11,119
35 - 49	17,737
50 - 64	18,294
65 & over	14,355

Population by Ethnicity

Hispanic or Latino	1,807
Non Hispanic or Latino	91,846

Population by Race

White	88,092
African American	2,486
Asian	878
American Indian and Alaska Native	178
Native Hawaiian and Pacific Islander	288
Other	514
Identified by two or more	1,217

IA - Fayette County

Population

Total Population	20,880
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Housing Status

(in housing units unless noted)

Total	9,558
Occupied	8,634
Owner-occupied	6,454
Population in owner-occupied (number of individuals)	15,464
Renter-occupied	2,180
Population in renter-occupied (number of individuals)	4,634
Households with individuals under 18	2,360
Vacant	924
Vacant: for rent	209
Vacant: for sale	119

Population by Sex/Age

Male	10,432
Female	10,448
Under 18	4,691
18 & over	16,189
20 - 24	1,290
25 - 34	2,054
35 - 49	3,737
50 - 64	4,372
65 & over	4,055

Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	20,500

Population by Race

White	20,253
African American	198
Asian	107
American Indian and Alaska Native	21
Native Hawaiian and Pacific Islander	15
Other	93
Identified by two or more	193

IA - Grundy County

Population

Total Population	12,453
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Housing Status

(in housing units unless noted)

Total	5,530
Occupied	5,131
Owner-occupied	4,213
Population in owner-occupied (number of individuals)	10,430
Renter-occupied	918
Population in renter-occupied (number of individuals)	1,869
Households with individuals under 18	1,552
Vacant	399
Vacant: for rent	55
Vacant: for sale	81

Population by Sex/Age

Male	6,156
Female	6,297
Under 18	2,965
18 & over	9,488
20 - 24	533
25 - 34	1,287
35 - 49	2,383
50 - 64	2,670
65 & over	2,342

Population by Ethnicity

Hispanic or Latino	122
Non Hispanic or Latino	12,331

Population by Race

White	12,269
African American	28
Asian	27
American Indian and Alaska Native	4
Native Hawaiian and Pacific Islander	7
Other	31
Identified by two or more	87

IA - Iowa County

Population

Total Population	16,355
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Housing Status

(in housing units unless noted)

Total	7,258
Occupied	6,677
Owner-occupied	5,217
Population in owner-occupied (number of individuals)	13,178
Renter-occupied	1,460
Population in renter-occupied (number of individuals)	2,887
Households with individuals under 18	2,078
Vacant	581
Vacant: for rent	172
Vacant: for sale	95

Population by Sex/Age

Male	8,069
Female	8,286
Under 18	4,017
18 & over	12,338
20 - 24	671
25 - 34	1,702
35 - 49	3,359
50 - 64	3,451
65 & over	2,811

Population by Ethnicity

Hispanic or Latino	307
Non Hispanic or Latino	16,048

Population by Race

White	16,002
African American	57
Asian	56
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	2
Other	88
Identified by two or more	123

IA - Johnson County

Population

Total Population	130,882
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Housing Status

(in housing units unless noted)

Total	55,967
Occupied	52,715
Owner-occupied	31,299
Population in owner-occupied (number of individuals)	78,475
Renter-occupied	21,416
Population in renter-occupied (number of individuals)	44,550
Households with individuals under 18	13,740
Vacant	3,252
Vacant: for rent	1,173
Vacant: for sale	810

Population by Sex/Age

Male	65,462
Female	65,420
Under 18	25,918
18 & over	104,964
20 - 24	21,052
25 - 34	22,496
35 - 49	22,404
50 - 64	20,725
65 & over	11,211

Population by Ethnicity

Hispanic or Latino	6,200
Non Hispanic or Latino	124,682

Population by Race

White	112,083
African American	6,305
Asian	6,819
American Indian and Alaska Native	287
Native Hawaiian and Pacific Islander	51
Other	2,372
Identified by two or more	2,965

IA - Jones County

Population

Total Population	20,638
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Housing Status

(in housing units unless noted)

Total	8,911
Occupied	8,181
Owner-occupied	6,254
Population in owner-occupied (number of individuals)	15,311
Renter-occupied	1,927
Population in renter-occupied (number of individuals)	4,023
Households with individuals under 18	2,377
Vacant	730
Vacant: for rent	181
Vacant: for sale	127

Population by Sex/Age

Male	10,713
Female	9,925
Under 18	4,626
18 & over	16,012
20 - 24	967
25 - 34	2,410
35 - 49	4,265
50 - 64	4,401
65 & over	3,556

Population by Ethnicity

Hispanic or Latino	270
Non Hispanic or Latino	20,368

Population by Race

White	19,901
African American	408
Asian	90
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	2
Other	65
Identified by two or more	123

IA - Linn County

Population

Total Population	211,226
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Housing Status

(in housing units unless noted)

Total	92,251
Occupied	86,134
Owner-occupied	62,596
Population in owner-occupied (number of individuals)	157,974
Renter-occupied	23,538
Population in renter-occupied (number of individuals)	48,086
Households with individuals under 18	27,235
Vacant	6,117
Vacant: for rent	2,285
Vacant: for sale	1,198

Population by Sex/Age

Male	103,950
Female	107,276
Under 18	51,847
18 & over	159,379
20 - 24	14,039
25 - 34	29,027
35 - 49	42,832
50 - 64	39,352
65 & over	27,488

Population by Ethnicity

Hispanic or Latino	5,534
Non Hispanic or Latino	205,692

Population by Race

White	191,884
African American	8,346
Asian	3,806
American Indian and Alaska Native	565
Native Hawaiian and Pacific Islander	180
Other	1,512
Identified by two or more	4,933

IA - Tama County

Population

Total Population	17,767
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Housing Status

(in housing units unless noted)

Total	7,766
Occupied	6,947
Owner-occupied	5,480
Population in owner-occupied (number of individuals)	13,781
Renter-occupied	1,467
Population in renter-occupied (number of individuals)	3,587
Households with individuals under 18	2,197
Vacant	819
Vacant: for rent	181
Vacant: for sale	111

Population by Sex/Age

Male	8,731
Female	9,036
Under 18	4,540
18 & over	13,227
20 - 24	806
25 - 34	1,769
35 - 49	3,363
50 - 64	3,605
65 & over	3,274

Population by Ethnicity

Hispanic or Latino	1,320
Non Hispanic or Latino	16,447

Population by Race

White	15,373
African American	60
Asian	46
American Indian and Alaska Native	1,327
Native Hawaiian and Pacific Islander	4
Other	506
Identified by two or more	451

IA - Washington County

Population

Total Population	21,704
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Housing Status

(in housing units unless noted)

Total	9,516
Occupied	8,741
Owner-occupied	6,539
Population in owner-occupied (number of individuals)	16,723
Renter-occupied	2,202
Population in renter-occupied (number of individuals)	4,671
Households with individuals under 18	2,711
Vacant	775
Vacant: for rent	217
Vacant: for sale	138

Population by Sex/Age

Male	10,626
Female	11,078
Under 18	5,459
18 & over	16,245
20 - 24	930
25 - 34	2,341
35 - 49	4,241
50 - 64	4,491
65 & over	3,758

Population by Ethnicity

Hispanic or Latino	1,138
Non Hispanic or Latino	20,566

Population by Race

White	20,796
African American	146
Asian	72
American Indian and Alaska Native	56
Native Hawaiian and Pacific Islander	13
Other	303
Identified by two or more	318

IA - Winneshiek County

Population

Total Population	21,056
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Housing Status

(in housing units unless noted)

Total	8,721
Occupied	7,997
Owner-occupied	6,087
Population in owner-occupied (number of individuals)	15,003
Renter-occupied	1,910
Population in renter-occupied (number of individuals)	3,765
Households with individuals under 18	2,192
Vacant	724
Vacant: for rent	194
Vacant: for sale	65

Population by Sex/Age

Male	10,450
Female	10,606
Under 18	4,297
18 & over	16,759
20 - 24	2,292
25 - 34	1,892
35 - 49	3,601
50 - 64	4,195
65 & over	3,547

Population by Ethnicity

Hispanic or Latino	418
Non Hispanic or Latino	20,638

Population by Race

White	20,347
African American	133
Asian	226
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	4
Other	173
Identified by two or more	160