



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

CINCINNATI :::

BROADCAST TV MARKET AREA

Population

Total Population	2,332,701
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Housing Status

(in housing units unless noted)

Total	1,007,577
Occupied	908,709
Owner-occupied	615,714
Population in owner-occupied (number of individuals)	1,620,527
Renter-occupied	292,995
Population in renter-occupied (number of individuals)	662,466
Households with individuals under 18	305,959
Vacant	98,868
Vacant: for rent	39,018
Vacant: for sale	15,910

Population by Sex/Age

Male	1,141,393
Female	1,191,308
Under 18	582,200
18 & over	1,750,501
20 - 24	153,188
25 - 34	297,369
35 - 49	488,373
50 - 64	455,960
65 & over	289,665

Population by Ethnicity

Hispanic or Latino	58,220
Non Hispanic or Latino	2,274,481

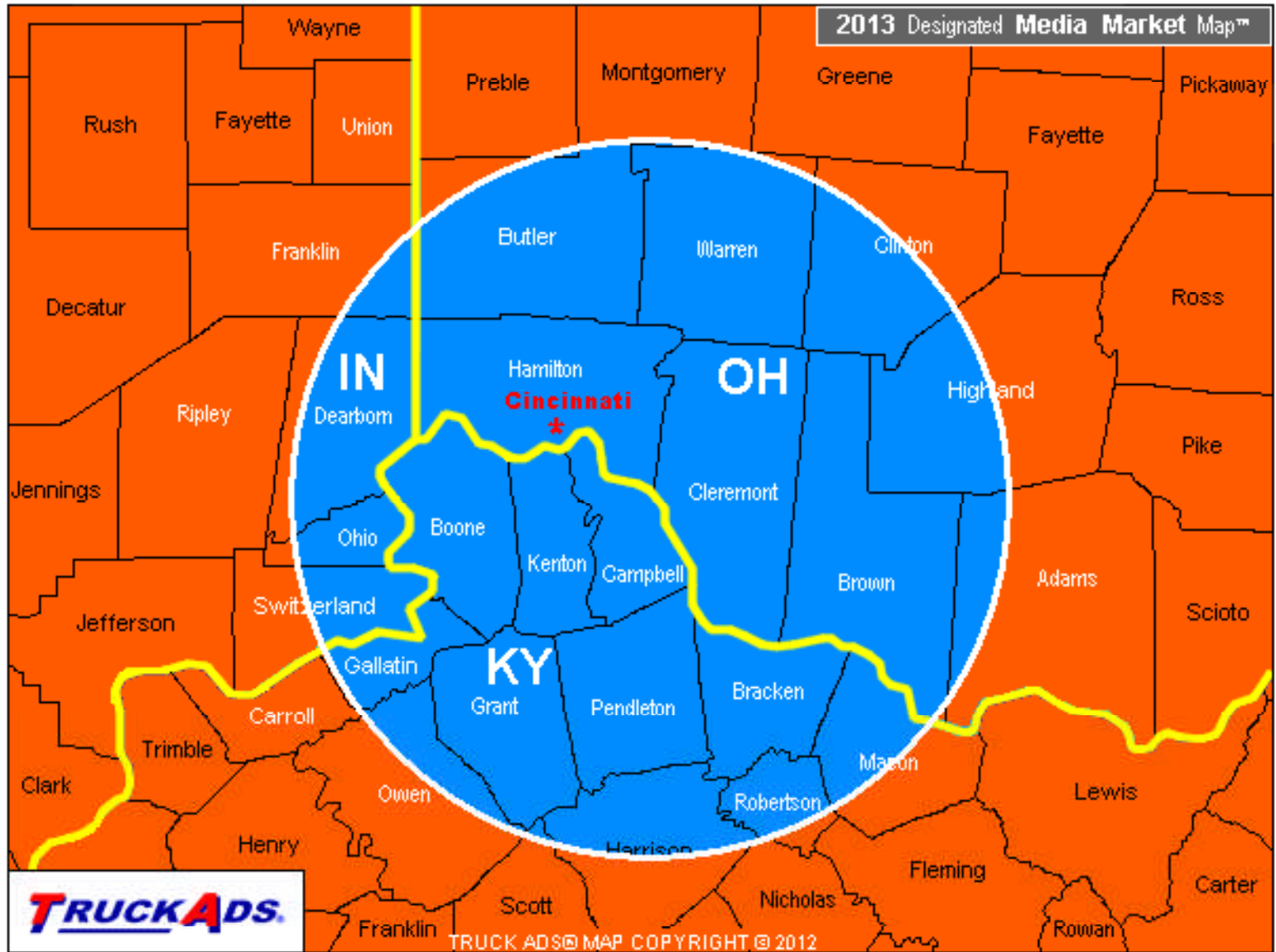
Population by Race

White	1,960,485
African American	259,040
Asian	41,133
American Indian and Alaska Native	4,596
Native Hawaiian and Pacific Islander	1,435
Other	23,680
Identified by two or more	42,332



CINCINNATI :::

BROADCAST TV MARKET AREA



25 COUNTIES IN THIS DESIGNATED MARKET

OHIO: Adams, OH ~ Brown, OH ~ Butler, OH ~ Clermont, OH ~ Clinton, OH ~ Hamilton, OH ~ Highland, OH ~ Warren, OH ~ **INDIANA:** Dearborn, IN ~ Franklin, IN ~ Ohio, IN ~ Ripley, IN ~ Switzerland, IN ~ Union, IN ~ **KENTUCKY:** Boone, KY ~ Bracken, KY ~ Campbell, KY ~ Carroll, KY ~ Gallatin, KY ~ Grant, KY ~ Kenton, KY ~ Mason, KY ~ Owen, KY ~ Pendleton, KY ~ Robertson, KY

OH - Adams County

Population

Total Population	28,550
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Housing Status

(in housing units unless noted)

Total	12,978
Occupied	11,147
Owner-occupied	7,946
Population in owner-occupied (number of individuals)	20,242
Renter-occupied	3,201
Population in renter-occupied (number of individuals)	7,970
Households with individuals under 18	3,735
Vacant	1,831
Vacant: for rent	315
Vacant: for sale	193

Population by Sex/Age

Male	14,095
Female	14,455
Under 18	7,135
18 & over	21,415
20 - 24	1,527
25 - 34	3,152
35 - 49	5,922
50 - 64	5,851
65 & over	4,230

Population by Ethnicity

Hispanic or Latino	243
Non Hispanic or Latino	28,307

Population by Race

White	27,882
African American	87
Asian	33
American Indian and Alaska Native	108
Native Hawaiian and Pacific Islander	2
Other	59
Identified by two or more	379

OH - Brown County

Population

Total Population	44,846
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Housing Status

(in housing units unless noted)

Total	19,301
Occupied	17,014
Owner-occupied	12,859
Population in owner-occupied (number of individuals)	33,847
Renter-occupied	4,155
Population in renter-occupied (number of individuals)	10,424
Households with individuals under 18	5,874
Vacant	2,287
Vacant: for rent	407
Vacant: for sale	295

Population by Sex/Age

Male	22,253
Female	22,593
Under 18	11,038
18 & over	33,808
20 - 24	2,328
25 - 34	5,065
35 - 49	9,576
50 - 64	9,252
65 & over	6,469

Population by Ethnicity

Hispanic or Latino	269
Non Hispanic or Latino	44,577

Population by Race

White	43,736
African American	384
Asian	108
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	3
Other	95
Identified by two or more	445

OH - Butler County

Population

Total Population	368,130
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Housing Status

(in housing units unless noted)

Total	148,273
Occupied	135,960
Owner-occupied	94,757
Population in owner-occupied (number of individuals)	255,261
Renter-occupied	41,203
Population in renter-occupied (number of individuals)	101,916
Households with individuals under 18	48,860
Vacant	12,313
Vacant: for rent	5,886
Vacant: for sale	2,059

Population by Sex/Age

Male	180,140
Female	187,990
Under 18	92,604
18 & over	275,526
20 - 24	28,994
25 - 34	44,956
35 - 49	76,232
50 - 64	70,125
65 & over	42,484

Population by Ethnicity

Hispanic or Latino	14,670
Non Hispanic or Latino	353,460

Population by Race

White	316,667
African American	26,972
Asian	8,811
American Indian and Alaska Native	770
Native Hawaiian and Pacific Islander	288
Other	6,755
Identified by two or more	7,867

OH - Clermont County

Population

Total Population	197,363
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Housing Status

(in housing units unless noted)

Total	80,656
Occupied	74,828
Owner-occupied	55,801
Population in owner-occupied (number of individuals)	151,496
Renter-occupied	19,027
Population in renter-occupied (number of individuals)	44,150
Households with individuals under 18	26,873
Vacant	5,828
Vacant: for rent	2,219
Vacant: for sale	1,199

Population by Sex/Age

Male	97,326
Female	100,037
Under 18	50,590
18 & over	146,773
20 - 24	10,895
25 - 34	23,777
35 - 49	43,120
50 - 64	40,977
65 & over	23,244

Population by Ethnicity

Hispanic or Latino	2,896
Non Hispanic or Latino	194,467

Population by Race

White	189,250
African American	2,284
Asian	1,920
American Indian and Alaska Native	403
Native Hawaiian and Pacific Islander	61
Other	792
Identified by two or more	2,653

OH - Clinton County

Population

Total Population	42,040
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Housing Status

(in housing units unless noted)

Total	18,133
Occupied	16,210
Owner-occupied	10,890
Population in owner-occupied (number of individuals)	28,112
Renter-occupied	5,320
Population in renter-occupied (number of individuals)	12,783
Households with individuals under 18	5,428
Vacant	1,923
Vacant: for rent	712
Vacant: for sale	327

Population by Sex/Age

Male	20,609
Female	21,431
Under 18	10,262
18 & over	31,778
20 - 24	2,740
25 - 34	4,895
35 - 49	8,446
50 - 64	8,721
65 & over	5,684

Population by Ethnicity

Hispanic or Latino	559
Non Hispanic or Latino	41,481

Population by Race

White	39,805
African American	932
Asian	213
American Indian and Alaska Native	96
Native Hawaiian and Pacific Islander	17
Other	199
Identified by two or more	778

OH - Hamilton County

Population

Total Population	802,374
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Housing Status

(in housing units unless noted)

Total	377,364
Occupied	333,945
Owner-occupied	198,750
Population in owner-occupied (number of individuals)	498,252
Renter-occupied	135,195
Population in renter-occupied (number of individuals)	284,611
Households with individuals under 18	99,231
Vacant	43,419
Vacant: for rent	20,210
Vacant: for sale	6,162

Population by Sex/Age

Male	385,221
Female	417,153
Under 18	189,640
18 & over	612,734
20 - 24	59,608
25 - 34	108,115
35 - 49	156,711
50 - 64	156,972
65 & over	106,863

Population by Ethnicity

Hispanic or Latino	20,607
Non Hispanic or Latino	781,767

Population by Race

White	552,330
African American	205,952
Asian	16,182
American Indian and Alaska Native	1,617
Native Hawaiian and Pacific Islander	603
Other	8,504
Identified by two or more	17,186

OH - Highland County

Population

Total Population	43,589
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Housing Status

(in housing units unless noted)

Total	19,380
Occupied	16,693
Owner-occupied	12,010
Population in owner-occupied (number of individuals)	31,325
Renter-occupied	4,683
Population in renter-occupied (number of individuals)	11,780
Households with individuals under 18	5,673
Vacant	2,687
Vacant: for rent	564
Vacant: for sale	356

Population by Sex/Age

Male	21,348
Female	22,241
Under 18	11,092
18 & over	32,497
20 - 24	2,297
25 - 34	5,064
35 - 49	8,733
50 - 64	8,661
65 & over	6,618

Population by Ethnicity

Hispanic or Latino	319
Non Hispanic or Latino	43,270

Population by Race

White	42,042
African American	604
Asian	102
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	3
Other	59
Identified by two or more	668

OH - Warren County

Population

Total Population	212,693
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Housing Status

(in housing units unless noted)

Total	80,750
Occupied	76,424
Owner-occupied	60,143
Population in owner-occupied (number of individuals)	168,607
Renter-occupied	16,281
Population in renter-occupied (number of individuals)	38,101
Households with individuals under 18	30,615
Vacant	4,326
Vacant: for rent	1,387
Vacant: for sale	1,082

Population by Sex/Age

Male	106,896
Female	105,797
Under 18	58,475
18 & over	154,218
20 - 24	9,732
25 - 34	25,050
35 - 49	51,966
50 - 64	40,004
65 & over	22,936

Population by Ethnicity

Hispanic or Latino	4,784
Non Hispanic or Latino	207,909

Population by Race

White	192,431
African American	6,940
Asian	8,284
American Indian and Alaska Native	341
Native Hawaiian and Pacific Islander	99
Other	1,414
Identified by two or more	3,184

IN - Dearborn County

Population

Total Population	50,047
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Housing Status

(in housing units unless noted)

Total	20,171
Occupied	18,743
Owner-occupied	14,707
Population in owner-occupied (number of individuals)	39,961
Renter-occupied	4,036
Population in renter-occupied (number of individuals)	9,556
Households with individuals under 18	6,582
Vacant	1,428
Vacant: for rent	330
Vacant: for sale	343

Population by Sex/Age

Male	24,870
Female	25,177
Under 18	12,515
18 & over	37,532
20 - 24	2,592
25 - 34	5,429
35 - 49	11,014
50 - 64	10,726
65 & over	6,567

Population by Ethnicity

Hispanic or Latino	502
Non Hispanic or Latino	49,545

Population by Race

White	48,780
African American	300
Asian	189
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	26
Other	175
Identified by two or more	490

IN - Franklin County

Population

Total Population	23,087
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Housing Status

(in housing units unless noted)

Total	9,538
Occupied	8,579
Owner-occupied	6,893
Population in owner-occupied (number of individuals)	18,694
Renter-occupied	1,686
Population in renter-occupied (number of individuals)	4,206
Households with individuals under 18	3,084
Vacant	959
Vacant: for rent	127
Vacant: for sale	119

Population by Sex/Age

Male	11,540
Female	11,547
Under 18	6,033
18 & over	17,054
20 - 24	1,046
25 - 34	2,356
35 - 49	5,016
50 - 64	4,791
65 & over	3,261

Population by Ethnicity

Hispanic or Latino	210
Non Hispanic or Latino	22,877

Population by Race

White	22,703
African American	37
Asian	55
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	2
Other	75
Identified by two or more	181

IN - Ohio County

Population

Total Population	6,128
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Housing Status

(in housing units unless noted)

Total	2,784
Occupied	2,477
Owner-occupied	1,866
Population in owner-occupied (number of individuals)	4,794
Renter-occupied	611
Population in renter-occupied (number of individuals)	1,282
Households with individuals under 18	710
Vacant	307
Vacant: for rent	69
Vacant: for sale	50

Population by Sex/Age

Male	3,033
Female	3,095
Under 18	1,300
18 & over	4,828
20 - 24	318
25 - 34	611
35 - 49	1,344
50 - 64	1,390
65 & over	1,019

Population by Ethnicity

Hispanic or Latino	69
Non Hispanic or Latino	6,059

Population by Race

White	6,012
African American	22
Asian	19
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	44

IN - Ripley County

Population

Total Population	28,818
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Housing Status

(in housing units unless noted)

Total	11,952
Occupied	10,789
Owner-occupied	8,204
Population in owner-occupied (number of individuals)	22,241
Renter-occupied	2,585
Population in renter-occupied (number of individuals)	6,128
Households with individuals under 18	3,901
Vacant	1,163
Vacant: for rent	318
Vacant: for sale	141

Population by Sex/Age

Male	14,215
Female	14,603
Under 18	7,590
18 & over	21,228
20 - 24	1,412
25 - 34	3,223
35 - 49	5,959
50 - 64	5,614
65 & over	4,281

Population by Ethnicity

Hispanic or Latino	445
Non Hispanic or Latino	28,373

Population by Race

White	28,132
African American	69
Asian	146
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	4
Other	158
Identified by two or more	258

IN - Switzerland County

Population

Total Population	10,613
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Housing Status

(in housing units unless noted)

Total	4,969
Occupied	4,034
Owner-occupied	3,052
Population in owner-occupied (number of individuals)	8,012
Renter-occupied	982
Population in renter-occupied (number of individuals)	2,494
Households with individuals under 18	1,350
Vacant	935
Vacant: for rent	99
Vacant: for sale	92

Population by Sex/Age

Male	5,412
Female	5,201
Under 18	2,722
18 & over	7,891
20 - 24	547
25 - 34	1,211
35 - 49	2,238
50 - 64	2,059
65 & over	1,549

Population by Ethnicity

Hispanic or Latino	147
Non Hispanic or Latino	10,466

Population by Race

White	10,381
African American	32
Asian	18
American Indian and Alaska Native	18
Native Hawaiian and Pacific Islander	2
Other	79
Identified by two or more	83

IN - Union County

Population

Total Population	7,516
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Housing Status

(in housing units unless noted)

Total	3,239
Occupied	2,938
Owner-occupied	2,131
Population in owner-occupied (number of individuals)	5,452
Renter-occupied	807
Population in renter-occupied (number of individuals)	1,997
Households with individuals under 18	1,010
Vacant	301
Vacant: for rent	79
Vacant: for sale	39

Population by Sex/Age

Male	3,714
Female	3,802
Under 18	1,885
18 & over	5,631
20 - 24	355
25 - 34	798
35 - 49	1,574
50 - 64	1,589
65 & over	1,087

Population by Ethnicity

Hispanic or Latino	82
Non Hispanic or Latino	7,434

Population by Race

White	7,331
African American	33
Asian	19
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	6
Other	25
Identified by two or more	79

KY - Boone County

Population

Total Population	118,811
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Housing Status

(in housing units unless noted)

Total	46,154
Occupied	43,216
Owner-occupied	32,167
Population in owner-occupied (number of individuals)	90,627
Renter-occupied	11,049
Population in renter-occupied (number of individuals)	27,349
Households with individuals under 18	17,483
Vacant	2,938
Vacant: for rent	1,145
Vacant: for sale	656

Population by Sex/Age

Male	58,782
Female	60,029
Under 18	33,579
18 & over	85,232
20 - 24	6,281
25 - 34	15,703
35 - 49	27,628
50 - 64	21,642
65 & over	11,313

Population by Ethnicity

Hispanic or Latino	4,205
Non Hispanic or Latino	114,606

Population by Race

White	109,050
African American	2,992
Asian	2,534
American Indian and Alaska Native	228
Native Hawaiian and Pacific Islander	95
Other	1,753
Identified by two or more	2,159

KY - Bracken County

Population

Total Population	8,488
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Housing Status

(in housing units unless noted)

Total	3,840
Occupied	3,317
Owner-occupied	2,469
Population in owner-occupied (number of individuals)	6,257
Renter-occupied	848
Population in renter-occupied (number of individuals)	2,190
Households with individuals under 18	1,164
Vacant	523
Vacant: for rent	59
Vacant: for sale	70

Population by Sex/Age

Male	4,228
Female	4,260
Under 18	2,152
18 & over	6,336
20 - 24	466
25 - 34	944
35 - 49	1,839
50 - 64	1,701
65 & over	1,159

Population by Ethnicity

Hispanic or Latino	96
Non Hispanic or Latino	8,392

Population by Race

White	8,300
African American	29
Asian	5
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	1
Other	47
Identified by two or more	89

KY - Campbell County

Population

Total Population	90,336
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Housing Status

(in housing units unless noted)

Total	39,523
Occupied	36,069
Owner-occupied	24,689
Population in owner-occupied (number of individuals)	62,771
Renter-occupied	11,380
Population in renter-occupied (number of individuals)	24,602
Households with individuals under 18	11,025
Vacant	3,454
Vacant: for rent	1,353
Vacant: for sale	680

Population by Sex/Age

Male	44,269
Female	46,067
Under 18	20,600
18 & over	69,736
20 - 24	6,973
25 - 34	12,501
35 - 49	18,126
50 - 64	17,567
65 & over	11,557

Population by Ethnicity

Hispanic or Latino	1,495
Non Hispanic or Latino	88,841

Population by Race

White	85,215
African American	2,290
Asian	753
American Indian and Alaska Native	126
Native Hawaiian and Pacific Islander	20
Other	540
Identified by two or more	1,392

KY - Carroll County

Population

Total Population	10,811
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Housing Status

(in housing units unless noted)

Total	4,696
Occupied	4,061
Owner-occupied	2,540
Population in owner-occupied (number of individuals)	6,458
Renter-occupied	1,521
Population in renter-occupied (number of individuals)	4,028
Households with individuals under 18	1,430
Vacant	635
Vacant: for rent	249
Vacant: for sale	73

Population by Sex/Age

Male	5,506
Female	5,305
Under 18	2,718
18 & over	8,093
20 - 24	615
25 - 34	1,407
35 - 49	2,297
50 - 64	2,104
65 & over	1,395

Population by Ethnicity

Hispanic or Latino	789
Non Hispanic or Latino	10,022

Population by Race

White	9,955
African American	163
Asian	60
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	2
Other	351
Identified by two or more	252

KY - Gallatin County

Population

Total Population	8,589
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Housing Status

(in housing units unless noted)

Total	3,786
Occupied	3,160
Owner-occupied	2,285
Population in owner-occupied (number of individuals)	6,259
Renter-occupied	875
Population in renter-occupied (number of individuals)	2,245
Households with individuals under 18	1,192
Vacant	626
Vacant: for rent	167
Vacant: for sale	92

Population by Sex/Age

Male	4,308
Female	4,281
Under 18	2,303
18 & over	6,286
20 - 24	478
25 - 34	1,004
35 - 49	1,911
50 - 64	1,682
65 & over	979

Population by Ethnicity

Hispanic or Latino	372
Non Hispanic or Latino	8,217

Population by Race

White	8,132
African American	113
Asian	15
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	3
Other	139
Identified by two or more	176

KY - Grant County

Population

Total Population	24,662
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Housing Status

(in housing units unless noted)

Total	9,942
Occupied	8,614
Owner-occupied	6,165
Population in owner-occupied (number of individuals)	17,277
Renter-occupied	2,449
Population in renter-occupied (number of individuals)	6,928
Households with individuals under 18	3,574
Vacant	1,328
Vacant: for rent	317
Vacant: for sale	182

Population by Sex/Age

Male	12,301
Female	12,361
Under 18	6,923
18 & over	17,739
20 - 24	1,425
25 - 34	3,236
35 - 49	5,365
50 - 64	4,415
65 & over	2,648

Population by Ethnicity

Hispanic or Latino	577
Non Hispanic or Latino	24,085

Population by Race

White	23,842
African American	178
Asian	80
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	38
Other	245
Identified by two or more	222

KY - Kenton County

Population

Total Population	159,720
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Housing Status

(in housing units unless noted)

Total	68,975
Occupied	62,768
Owner-occupied	42,443
Population in owner-occupied (number of individuals)	111,546
Renter-occupied	20,325
Population in renter-occupied (number of individuals)	45,842
Households with individuals under 18	21,158
Vacant	6,207
Vacant: for rent	2,399
Vacant: for sale	1,318

Population by Sex/Age

Male	78,915
Female	80,805
Under 18	39,946
18 & over	119,774
20 - 24	10,088
25 - 34	23,876
35 - 49	33,606
50 - 64	30,570
65 & over	17,853

Population by Ethnicity

Hispanic or Latino	4,225
Non Hispanic or Latino	155,495

Population by Race

White	145,394
African American	7,359
Asian	1,447
American Indian and Alaska Native	294
Native Hawaiian and Pacific Islander	155
Other	1,906
Identified by two or more	3,165

KY - Mason County

Population

Total Population	17,490
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Housing Status

(in housing units unless noted)

Total	8,105
Occupied	7,031
Owner-occupied	4,755
Population in owner-occupied (number of individuals)	11,796
Renter-occupied	2,276
Population in renter-occupied (number of individuals)	5,396
Households with individuals under 18	2,320
Vacant	1,074
Vacant: for rent	351
Vacant: for sale	156

Population by Sex/Age

Male	8,434
Female	9,056
Under 18	4,265
18 & over	13,225
20 - 24	975
25 - 34	1,893
35 - 49	3,653
50 - 64	3,652
65 & over	2,645

Population by Ethnicity

Hispanic or Latino	248
Non Hispanic or Latino	17,242

Population by Race

White	15,801
African American	1,120
Asian	101
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	1
Other	115
Identified by two or more	316

KY - Owen County

Population

Total Population	10,841
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Housing Status

(in housing units unless noted)

Total	5,634
Occupied	4,296
Owner-occupied	3,272
Population in owner-occupied (number of individuals)	8,220
Renter-occupied	1,024
Population in renter-occupied (number of individuals)	2,621
Households with individuals under 18	1,422
Vacant	1,338
Vacant: for rent	65
Vacant: for sale	106

Population by Sex/Age

Male	5,385
Female	5,456
Under 18	2,663
18 & over	8,178
20 - 24	541
25 - 34	1,226
35 - 49	2,276
50 - 64	2,305
65 & over	1,570

Population by Ethnicity

Hispanic or Latino	246
Non Hispanic or Latino	10,595

Population by Race

White	10,470
African American	91
Asian	17
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	1
Other	135
Identified by two or more	110

KY - Pendleton County

Population

Total Population	14,877
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Housing Status

(in housing units unless noted)

Total	6,339
Occupied	5,494
Owner-occupied	4,215
Population in owner-occupied (number of individuals)	11,266
Renter-occupied	1,279
Population in renter-occupied (number of individuals)	3,396
Households with individuals under 18	1,976
Vacant	845
Vacant: for rent	170
Vacant: for sale	102

Population by Sex/Age

Male	7,446
Female	7,431
Under 18	3,680
18 & over	11,197
20 - 24	838
25 - 34	1,646
35 - 49	3,367
50 - 64	3,099
65 & over	1,827

Population by Ethnicity

Hispanic or Latino	143
Non Hispanic or Latino	14,734

Population by Race

White	14,603
African American	53
Asian	20
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	3
Other	31
Identified by two or more	134

KY - Robertson County

Population

Total Population	2,282
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Housing Status

(in housing units unless noted)

Total	1,095
Occupied	902
Owner-occupied	705
Population in owner-occupied (number of individuals)	1,754
Renter-occupied	197
Population in renter-occupied (number of individuals)	471
Households with individuals under 18	289
Vacant	193
Vacant: for rent	21
Vacant: for sale	18

Population by Sex/Age

Male	1,147
Female	1,135
Under 18	490
18 & over	1,792
20 - 24	117
25 - 34	231
35 - 49	454
50 - 64	491
65 & over	427

Population by Ethnicity

Hispanic or Latino	22
Non Hispanic or Latino	2,260

Population by Race

White	2,241
African American	4
Asian	2
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	10
Identified by two or more	22