



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

**COLUMBIA JEFFERSON CITY :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	480,915
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**Housing Status**

( in housing units unless noted )

Total	218,105
Occupied	186,891
Owner-occupied	125,973
Population in owner-occupied ( number of individuals )	316,604
Renter-occupied	60,918
Population in renter-occupied ( number of individuals )	136,418
Households with individuals under 18	57,481
Vacant	31,214
Vacant: for rent	6,687
Vacant: for sale	3,114

**Population by Sex/Age**

Male	239,542
Female	241,373
Under 18	108,773
18 & over	372,142
20 - 24	44,457
25 - 34	63,621
35 - 49	92,561
50 - 64	90,159
65 & over	63,188

**Population by Ethnicity**

Hispanic or Latino	10,646
Non Hispanic or Latino	470,269

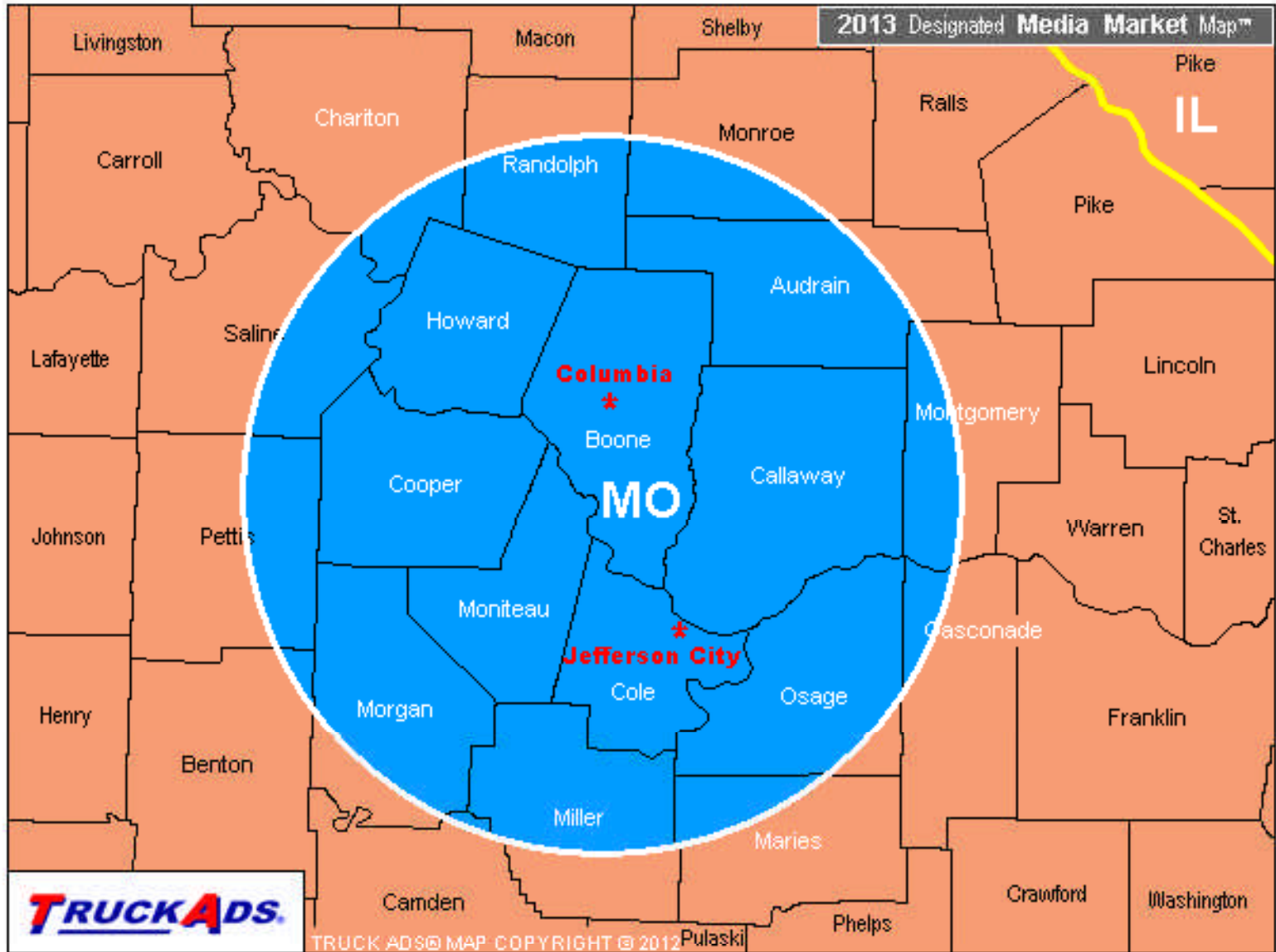
**Population by Race**

White	425,830
African American	31,777
Asian	7,992
American Indian and Alaska Native	1,838
Native Hawaiian and Pacific Islander	238
Other	3,432
Identified by two or more	9,808



# COLUMBIA JEFFERSON CITY :::

## BROADCAST TV MARKET AREA



### 15 COUNTIES IN THIS DESIGNATED MARKET

**MISSOURI:** Audrain, MO ~ Boone, MO ~ Callaway, MO ~ Chariton, MO ~ Cole, MO ~ Cooper, MO ~ Gasconade, MO ~ Howard, MO ~ Maries, MO ~ Miller, MO ~ Moniteau, MO ~ Montgomery, MO ~ Morgan, MO ~ Osage, MO ~ Randolph, MO

## MO - Audrain County

### Population

Total Population	25,529
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### Housing Status

( in housing units unless noted )

Total	10,852
Occupied	9,590
Owner-occupied	6,823
Population in owner-occupied ( number of individuals )	16,934
Renter-occupied	2,767
Population in renter-occupied ( number of individuals )	6,495
Households with individuals under 18	3,045
Vacant	1,262
Vacant: for rent	349
Vacant: for sale	212

### Population by Sex/Age

Male	11,798
Female	13,731
Under 18	6,369
18 & over	19,160
20 - 24	1,405
25 - 34	3,253
35 - 49	4,905
50 - 64	4,841
65 & over	4,084

### Population by Ethnicity

Hispanic or Latino	665
Non Hispanic or Latino	24,864

### Population by Race

White	22,931
African American	1,646
Asian	115
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	8
Other	298
Identified by two or more	440

## MO - Boone County

### Population

Total Population	162,642
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### Housing Status

( in housing units unless noted )

Total	69,551
Occupied	64,077
Owner-occupied	35,929
Population in owner-occupied ( number of individuals )	90,869
Renter-occupied	28,148
Population in renter-occupied ( number of individuals )	62,775
Households with individuals under 18	18,720
Vacant	5,474
Vacant: for rent	2,645
Vacant: for sale	941

### Population by Sex/Age

Male	78,950
Female	83,692
Under 18	34,251
18 & over	128,391
20 - 24	24,870
25 - 34	24,715
35 - 49	28,591
50 - 64	25,955
65 & over	15,072

### Population by Ethnicity

Hispanic or Latino	4,895
Non Hispanic or Latino	157,747

### Population by Race

White	134,621
African American	15,111
Asian	6,144
American Indian and Alaska Native	624
Native Hawaiian and Pacific Islander	93
Other	1,476
Identified by two or more	4,573

## MO - Callaway County

### Population

Total Population	44,332
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### Housing Status

( in housing units unless noted )

Total	18,522
Occupied	16,333
Owner-occupied	12,115
Population in owner-occupied ( number of individuals )	30,773
Renter-occupied	4,218
Population in renter-occupied ( number of individuals )	9,652
Households with individuals under 18	5,307
Vacant	2,189
Vacant: for rent	568
Vacant: for sale	234

### Population by Sex/Age

Male	22,766
Female	21,566
Under 18	10,003
18 & over	34,329
20 - 24	3,459
25 - 34	5,582
35 - 49	9,258
50 - 64	8,908
65 & over	5,460

### Population by Ethnicity

Hispanic or Latino	707
Non Hispanic or Latino	43,625

### Population by Race

White	40,778
African American	2,032
Asian	245
American Indian and Alaska Native	217
Native Hawaiian and Pacific Islander	17
Other	201
Identified by two or more	842

## MO - Chariton County

### Population

Total Population	7,831
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### Housing Status

( in housing units unless noted )

Total	4,167
Occupied	3,242
Owner-occupied	2,611
Population in owner-occupied ( number of individuals )	6,255
Renter-occupied	631
Population in renter-occupied ( number of individuals )	1,363
Households with individuals under 18	890
Vacant	925
Vacant: for rent	103
Vacant: for sale	40

### Population by Sex/Age

Male	3,861
Female	3,970
Under 18	1,769
18 & over	6,062
20 - 24	339
25 - 34	763
35 - 49	1,368
50 - 64	1,754
65 & over	1,675

### Population by Ethnicity

Hispanic or Latino	40
Non Hispanic or Latino	7,791

### Population by Race

White	7,571
African American	156
Asian	7
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	0
Other	12
Identified by two or more	66

## MO - Cole County

### Population

Total Population	75,990
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### Housing Status

( in housing units unless noted )

Total	32,324
Occupied	29,722
Owner-occupied	19,969
Population in owner-occupied ( number of individuals )	50,608
Renter-occupied	9,753
Population in renter-occupied ( number of individuals )	20,414
Households with individuals under 18	9,747
Vacant	2,602
Vacant: for rent	831
Vacant: for sale	365

### Population by Sex/Age

Male	38,340
Female	37,650
Under 18	17,937
18 & over	58,053
20 - 24	4,857
25 - 34	10,475
35 - 49	16,013
50 - 64	15,307
65 & over	9,325

### Population by Ethnicity

Hispanic or Latino	1,795
Non Hispanic or Latino	74,195

### Population by Race

White	64,137
African American	8,512
Asian	966
American Indian and Alaska Native	242
Native Hawaiian and Pacific Islander	46
Other	667
Identified by two or more	1,420

## MO - Cooper County

### Population

Total Population	17,601
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### Housing Status

( in housing units unless noted )

Total	7,463
Occupied	6,554
Owner-occupied	4,769
Population in owner-occupied ( number of individuals )	11,823
Renter-occupied	1,785
Population in renter-occupied ( number of individuals )	4,245
Households with individuals under 18	2,073
Vacant	909
Vacant: for rent	169
Vacant: for sale	147

### Population by Sex/Age

Male	9,267
Female	8,334
Under 18	3,979
18 & over	13,622
20 - 24	1,249
25 - 34	2,407
35 - 49	3,355
50 - 64	3,461
65 & over	2,702

### Population by Ethnicity

Hispanic or Latino	232
Non Hispanic or Latino	17,369

### Population by Race

White	15,914
African American	1,207
Asian	78
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	3
Other	39
Identified by two or more	302



## MO - Gasconade County

### Population

Total Population	15,222
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### Housing Status

( in housing units unless noted )

Total	8,205
Occupied	6,250
Owner-occupied	4,906
Population in owner-occupied ( number of individuals )	11,948
Renter-occupied	1,344
Population in renter-occupied ( number of individuals )	3,024
Households with individuals under 18	1,769
Vacant	1,955
Vacant: for rent	225
Vacant: for sale	172

### Population by Sex/Age

Male	7,459
Female	7,763
Under 18	3,364
18 & over	11,858
20 - 24	706
25 - 34	1,478
35 - 49	2,936
50 - 64	3,342
65 & over	3,062

### Population by Ethnicity

Hispanic or Latino	152
Non Hispanic or Latino	15,070

### Population by Race

White	14,903
African American	27
Asian	53
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	6
Other	33
Identified by two or more	168

## MO - Howard County

### Population

Total Population	10,144
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### Housing Status

( in housing units unless noted )

Total	4,582
Occupied	3,981
Owner-occupied	3,026
Population in owner-occupied ( number of individuals )	7,437
Renter-occupied	955
Population in renter-occupied ( number of individuals )	1,993
Households with individuals under 18	1,148
Vacant	601
Vacant: for rent	104
Vacant: for sale	46

### Population by Sex/Age

Male	5,041
Female	5,103
Under 18	2,178
18 & over	7,966
20 - 24	894
25 - 34	1,097
35 - 49	1,815
50 - 64	2,081
65 & over	1,609

### Population by Ethnicity

Hispanic or Latino	122
Non Hispanic or Latino	10,022

### Population by Race

White	9,310
African American	532
Asian	26
American Indian and Alaska Native	47
Native Hawaiian and Pacific Islander	4
Other	35
Identified by two or more	190

## MO - Maries County

### Population

Total Population	9,176
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### Housing Status

( in housing units unless noted )

Total	4,611
Occupied	3,705
Owner-occupied	2,951
Population in owner-occupied ( number of individuals )	7,336
Renter-occupied	754
Population in renter-occupied ( number of individuals )	1,773
Households with individuals under 18	1,111
Vacant	906
Vacant: for rent	105
Vacant: for sale	39

### Population by Sex/Age

Male	4,638
Female	4,538
Under 18	2,154
18 & over	7,022
20 - 24	468
25 - 34	933
35 - 49	1,831
50 - 64	1,922
65 & over	1,646

### Population by Ethnicity

Hispanic or Latino	75
Non Hispanic or Latino	9,101

### Population by Race

White	8,964
African American	24
Asian	5
American Indian and Alaska Native	54
Native Hawaiian and Pacific Islander	1
Other	24
Identified by two or more	104

## MO - Miller County

### Population

Total Population	24,748
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### Housing Status

( in housing units unless noted )

Total	12,758
Occupied	9,917
Owner-occupied	7,341
Population in owner-occupied ( number of individuals )	18,353
Renter-occupied	2,576
Population in renter-occupied ( number of individuals )	6,124
Households with individuals under 18	3,269
Vacant	2,841
Vacant: for rent	414
Vacant: for sale	242

### Population by Sex/Age

Male	12,314
Female	12,434
Under 18	6,144
18 & over	18,604
20 - 24	1,330
25 - 34	2,792
35 - 49	4,913
50 - 64	5,097
65 & over	3,897

### Population by Ethnicity

Hispanic or Latino	343
Non Hispanic or Latino	24,405

### Population by Race

White	23,941
African American	99
Asian	70
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	36
Other	96
Identified by two or more	370

## MO - Moniteau County

### Population

Total Population	15,607
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### Housing Status

( in housing units unless noted )

Total	6,176
Occupied	5,532
Owner-occupied	4,226
Population in owner-occupied ( number of individuals )	11,152
Renter-occupied	1,306
Population in renter-occupied ( number of individuals )	3,139
Households with individuals under 18	1,944
Vacant	644
Vacant: for rent	171
Vacant: for sale	80

### Population by Sex/Age

Male	8,229
Female	7,378
Under 18	3,926
18 & over	11,681
20 - 24	874
25 - 34	2,034
35 - 49	3,356
50 - 64	2,893
65 & over	2,153

### Population by Ethnicity

Hispanic or Latino	586
Non Hispanic or Latino	15,021

### Population by Race

White	14,426
African American	581
Asian	56
American Indian and Alaska Native	54
Native Hawaiian and Pacific Islander	10
Other	294
Identified by two or more	186

## MO - Montgomery County

### Population

Total Population	12,236
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### Housing Status

( in housing units unless noted )

Total	6,130
Occupied	4,868
Owner-occupied	3,675
Population in owner-occupied ( number of individuals )	8,902
Renter-occupied	1,193
Population in renter-occupied ( number of individuals )	2,940
Households with individuals under 18	1,439
Vacant	1,262
Vacant: for rent	111
Vacant: for sale	87

### Population by Sex/Age

Male	6,118
Female	6,118
Under 18	2,853
18 & over	9,383
20 - 24	557
25 - 34	1,295
35 - 49	2,367
50 - 64	2,583
65 & over	2,286

### Population by Ethnicity

Hispanic or Latino	172
Non Hispanic or Latino	12,064

### Population by Race

White	11,713
African American	201
Asian	31
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	2
Other	84
Identified by two or more	182

## MO - Morgan County

### Population

Total Population	20,565
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### Housing Status

( in housing units unless noted )

Total	15,517
Occupied	8,450
Owner-occupied	6,702
Population in owner-occupied ( number of individuals )	16,223
Renter-occupied	1,748
Population in renter-occupied ( number of individuals )	4,040
Households with individuals under 18	2,154
Vacant	7,067
Vacant: for rent	291
Vacant: for sale	266

### Population by Sex/Age

Male	10,246
Female	10,319
Under 18	4,534
18 & over	16,031
20 - 24	943
25 - 34	1,814
35 - 49	3,623
50 - 64	4,616
65 & over	4,535

### Population by Ethnicity

Hispanic or Latino	365
Non Hispanic or Latino	20,200

### Population by Race

White	19,770
African American	131
Asian	76
American Indian and Alaska Native	135
Native Hawaiian and Pacific Islander	2
Other	87
Identified by two or more	364

## MO - Osage County

### Population

Total Population	13,878
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### Housing Status

( in housing units unless noted )

Total	6,533
Occupied	5,328
Owner-occupied	4,329
Population in owner-occupied ( number of individuals )	11,356
Renter-occupied	999
Population in renter-occupied ( number of individuals )	2,117
Households with individuals under 18	1,752
Vacant	1,205
Vacant: for rent	183
Vacant: for sale	54

### Population by Sex/Age

Male	7,219
Female	6,659
Under 18	3,433
18 & over	10,445
20 - 24	810
25 - 34	1,510
35 - 49	2,917
50 - 64	2,646
65 & over	2,077

### Population by Ethnicity

Hispanic or Latino	84
Non Hispanic or Latino	13,794

### Population by Race

White	13,718
African American	28
Asian	14
American Indian and Alaska Native	32
Native Hawaiian and Pacific Islander	7
Other	13
Identified by two or more	66



## MO - Randolph County

### Population

Total Population	25,414
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### Housing Status

( in housing units unless noted )

Total	10,714
Occupied	9,342
Owner-occupied	6,601
Population in owner-occupied ( number of individuals )	16,635
Renter-occupied	2,741
Population in renter-occupied ( number of individuals )	6,324
Households with individuals under 18	3,113
Vacant	1,372
Vacant: for rent	418
Vacant: for sale	189

### Population by Sex/Age

Male	13,296
Female	12,118
Under 18	5,879
18 & over	19,535
20 - 24	1,696
25 - 34	3,473
35 - 49	5,313
50 - 64	4,753
65 & over	3,605

### Population by Ethnicity

Hispanic or Latino	413
Non Hispanic or Latino	25,001

### Population by Race

White	23,133
African American	1,490
Asian	106
American Indian and Alaska Native	74
Native Hawaiian and Pacific Islander	3
Other	73
Identified by two or more	535