



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

JONESBORO :::

BROADCAST TV MARKET AREA

Population

Total Population	239,217
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Housing Status

(in housing units unless noted)

Total	107,192
Occupied	94,995
Owner-occupied	62,890
Population in owner-occupied (number of individuals)	155,569
Renter-occupied	32,105
Population in renter-occupied (number of individuals)	77,537
Households with individuals under 18	31,331
Vacant	12,197
Vacant: for rent	3,027
Vacant: for sale	1,386

Population by Sex/Age

Male	116,744
Female	122,473
Under 18	58,285
18 & over	180,932
20 - 24	16,601
25 - 34	29,629
35 - 49	46,076
50 - 64	44,080
65 & over	36,917

Population by Ethnicity

Hispanic or Latino	7,853
Non Hispanic or Latino	231,364

Population by Race

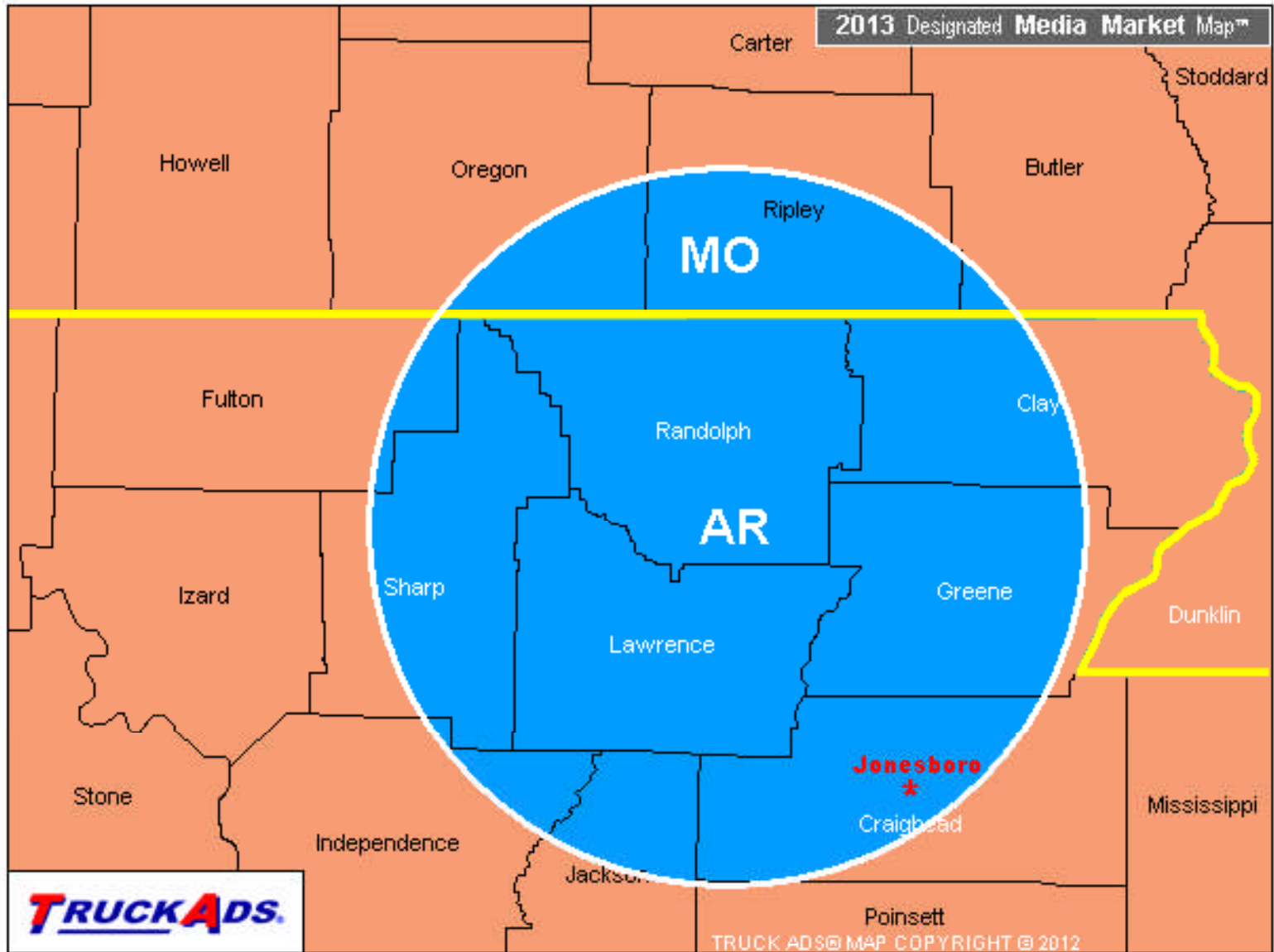
White	212,635
African American	16,392
Asian	1,415
American Indian and Alaska Native	987
Native Hawaiian and Pacific Islander	57
Other	4,018
Identified by two or more	3,713

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JONESBORO :::

BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

ARKANSAS: Clay, AR ~ Craighead, AR ~ Greene, AR ~ Lawrence, AR ~ Randolph, AR ~ Sharp, AR ~ **MISSOURI:** Dunklin, MO

AR - Clay County

Population

Total Population	16,083
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Housing Status

(in housing units unless noted)

Total	8,031
Occupied	6,845
Owner-occupied	4,961
Population in owner-occupied (number of individuals)	11,665
Renter-occupied	1,884
Population in renter-occupied (number of individuals)	4,293
Households with individuals under 18	1,998
Vacant	1,186
Vacant: for rent	217
Vacant: for sale	119

Population by Sex/Age

Male	7,871
Female	8,212
Under 18	3,590
18 & over	12,493
20 - 24	773
25 - 34	1,612
35 - 49	3,129
50 - 64	3,331
65 & over	3,220

Population by Ethnicity

Hispanic or Latino	217
Non Hispanic or Latino	15,866

Population by Race

White	15,682
African American	56
Asian	20
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	1
Other	80
Identified by two or more	202

AR - Craighead County

Population

Total Population	96,443
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Housing Status

(in housing units unless noted)

Total	40,515
Occupied	37,291
Owner-occupied	22,623
Population in owner-occupied (number of individuals)	57,418
Renter-occupied	14,668
Population in renter-occupied (number of individuals)	35,446
Households with individuals under 18	12,973
Vacant	3,224
Vacant: for rent	1,324
Vacant: for sale	476

Population by Sex/Age

Male	47,077
Female	49,366
Under 18	24,141
18 & over	72,302
20 - 24	8,758
25 - 34	13,912
35 - 49	18,175
50 - 64	15,954
65 & over	11,740

Population by Ethnicity

Hispanic or Latino	4,277
Non Hispanic or Latino	92,166

Population by Race

White	78,323
African American	12,640
Asian	1,075
American Indian and Alaska Native	342
Native Hawaiian and Pacific Islander	29
Other	2,339
Identified by two or more	1,695

AR - Greene County

Population

Total Population	42,090
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Housing Status

(in housing units unless noted)

Total	17,892
Occupied	16,425
Owner-occupied	11,216
Population in owner-occupied (number of individuals)	28,393
Renter-occupied	5,209
Population in renter-occupied (number of individuals)	13,095
Households with individuals under 18	5,799
Vacant	1,467
Vacant: for rent	434
Vacant: for sale	196

Population by Sex/Age

Male	20,642
Female	21,448
Under 18	10,590
18 & over	31,500
20 - 24	2,516
25 - 34	5,204
35 - 49	8,848
50 - 64	7,752
65 & over	6,034

Population by Ethnicity

Hispanic or Latino	901
Non Hispanic or Latino	41,189

Population by Race

White	40,578
African American	233
Asian	108
American Indian and Alaska Native	209
Native Hawaiian and Pacific Islander	7
Other	390
Identified by two or more	565

AR - Lawrence County

Population

Total Population	17,415
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Housing Status

(in housing units unless noted)

Total	8,000
Occupied	6,938
Owner-occupied	4,808
Population in owner-occupied (number of individuals)	11,785
Renter-occupied	2,130
Population in renter-occupied (number of individuals)	5,035
Households with individuals under 18	2,147
Vacant	1,062
Vacant: for rent	156
Vacant: for sale	87

Population by Sex/Age

Male	8,468
Female	8,947
Under 18	3,992
18 & over	13,423
20 - 24	1,082
25 - 34	1,846
35 - 49	3,353
50 - 64	3,422
65 & over	3,160

Population by Ethnicity

Hispanic or Latino	158
Non Hispanic or Latino	17,257

Population by Race

White	16,952
African American	137
Asian	22
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	4
Other	32
Identified by two or more	205

AR - Randolph County

Population

Total Population	17,969
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Housing Status

(in housing units unless noted)

Total	8,513
Occupied	7,299
Owner-occupied	5,349
Population in owner-occupied (number of individuals)	13,172
Renter-occupied	1,950
Population in renter-occupied (number of individuals)	4,448
Households with individuals under 18	2,229
Vacant	1,214
Vacant: for rent	151
Vacant: for sale	104

Population by Sex/Age

Male	8,810
Female	9,159
Under 18	4,171
18 & over	13,798
20 - 24	998
25 - 34	1,928
35 - 49	3,444
50 - 64	3,607
65 & over	3,361

Population by Ethnicity

Hispanic or Latino	283
Non Hispanic or Latino	17,686

Population by Race

White	17,339
African American	128
Asian	32
American Indian and Alaska Native	90
Native Hawaiian and Pacific Islander	5
Other	123
Identified by two or more	252

AR - Sharp County

Population

Total Population	17,264
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Housing Status

(in housing units unless noted)

Total	9,822
Occupied	7,360
Owner-occupied	5,782
Population in owner-occupied (number of individuals)	13,411
Renter-occupied	1,578
Population in renter-occupied (number of individuals)	3,664
Households with individuals under 18	1,975
Vacant	2,462
Vacant: for rent	275
Vacant: for sale	241

Population by Sex/Age

Male	8,532
Female	8,732
Under 18	3,717
18 & over	13,547
20 - 24	732
25 - 34	1,517
35 - 49	2,981
50 - 64	3,797
65 & over	4,134

Population by Ethnicity

Hispanic or Latino	290
Non Hispanic or Latino	16,974

Population by Race

White	16,582
African American	93
Asian	50
American Indian and Alaska Native	170
Native Hawaiian and Pacific Islander	2
Other	72
Identified by two or more	295

MO - Dunklin County

Population

Total Population	31,953
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Housing Status

(in housing units unless noted)

Total	14,419
Occupied	12,837
Owner-occupied	8,151
Population in owner-occupied (number of individuals)	19,725
Renter-occupied	4,686
Population in renter-occupied (number of individuals)	11,556
Households with individuals under 18	4,210
Vacant	1,582
Vacant: for rent	470
Vacant: for sale	163

Population by Sex/Age

Male	15,344
Female	16,609
Under 18	8,084
18 & over	23,869
20 - 24	1,742
25 - 34	3,610
35 - 49	6,146
50 - 64	6,217
65 & over	5,268

Population by Ethnicity

Hispanic or Latino	1,727
Non Hispanic or Latino	30,226

Population by Race

White	27,179
African American	3,105
Asian	108
American Indian and Alaska Native	71
Native Hawaiian and Pacific Islander	9
Other	982
Identified by two or more	499