



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

QUINCY HANNIBAL KEOKUK :::

BROADCAST TV MARKET AREA

Population

Total Population	262,458
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Housing Status

(in housing units unless noted)

Total	120,092
Occupied	105,568
Owner-occupied	76,158
Population in owner-occupied (number of individuals)	185,732
Renter-occupied	29,410
Population in renter-occupied (number of individuals)	62,723
Households with individuals under 18	30,443
Vacant	14,524
Vacant: for rent	3,107
Vacant: for sale	1,504

Population by Sex/Age

Male	130,940
Female	131,518
Under 18	57,576
18 & over	204,882
20 - 24	19,999
25 - 34	29,823
35 - 49	48,846
50 - 64	53,158
65 & over	44,609

Population by Ethnicity

Hispanic or Latino	4,473
Non Hispanic or Latino	257,985

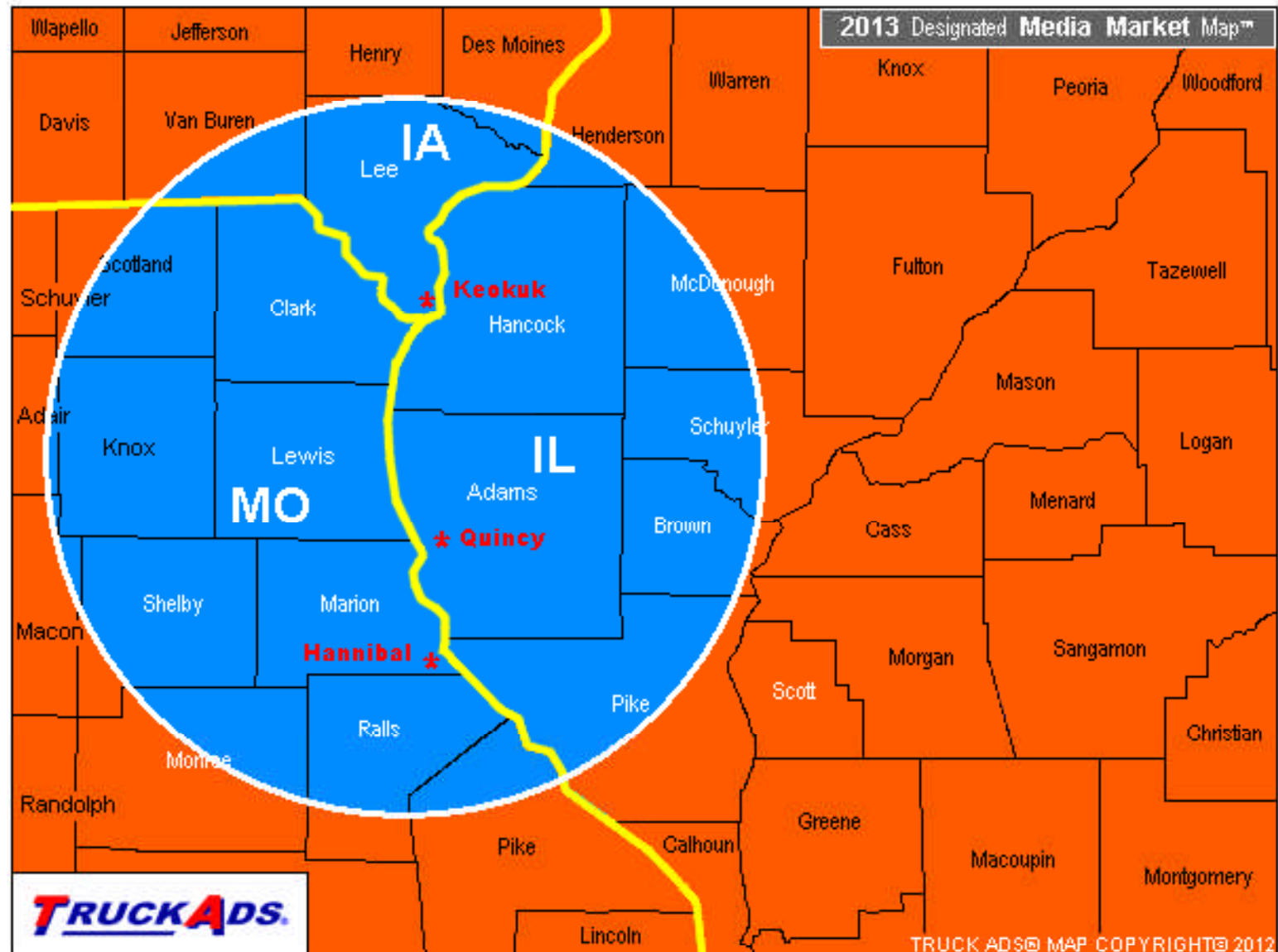
Population by Race

White	245,903
African American	9,113
Asian	1,587
American Indian and Alaska Native	498
Native Hawaiian and Pacific Islander	86
Other	1,386
Identified by two or more	3,885



QUINCY HANNIBAL KEOKUK :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

ILLINOIS: Adams, IL ~ Brown, IL ~ Hancock, IL ~ McDonough, IL ~ Pike, IL ~ Schuyler, IL ~ Scott, IL ~
MISSOURI: Clark, MO ~ Lewis, MO ~ Marion, MO ~ Monroe, MO ~ Ralls, MO ~ Shelby, MO ~ **IOWA:** Lee, IA

IL - Adams County

Population

Total Population	67,103
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Housing Status

(in housing units unless noted)

Total	29,842
Occupied	27,375
Owner-occupied	19,757
Population in owner-occupied (number of individuals)	48,808
Renter-occupied	7,618
Population in renter-occupied (number of individuals)	16,008
Households with individuals under 18	8,191
Vacant	2,467
Vacant: for rent	638
Vacant: for sale	341

Population by Sex/Age

Male	32,667
Female	34,436
Under 18	15,461
18 & over	51,642
20 - 24	4,107
25 - 34	7,736
35 - 49	12,805
50 - 64	13,352
65 & over	11,747

Population by Ethnicity

Hispanic or Latino	776
Non Hispanic or Latino	66,327

Population by Race

White	62,868
African American	2,331
Asian	441
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	12
Other	243
Identified by two or more	1,097

IL - Brown County

Population

Total Population	6,937
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Housing Status

(in housing units unless noted)

Total	2,462
Occupied	2,099
Owner-occupied	1,611
Population in owner-occupied (number of individuals)	3,862
Renter-occupied	488
Population in renter-occupied (number of individuals)	965
Households with individuals under 18	596
Vacant	363
Vacant: for rent	46
Vacant: for sale	25

Population by Sex/Age

Male	4,450
Female	2,487
Under 18	1,114
18 & over	5,823
20 - 24	590
25 - 34	1,318
35 - 49	1,668
50 - 64	1,197
65 & over	859

Population by Ethnicity

Hispanic or Latino	402
Non Hispanic or Latino	6,535

Population by Race

White	5,276
African American	1,280
Asian	16
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	2
Other	306
Identified by two or more	43

IL - Hancock County

Population

Total Population	19,104
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Housing Status

(in housing units unless noted)

Total	9,274
Occupied	8,040
Owner-occupied	6,338
Population in owner-occupied (number of individuals)	15,241
Renter-occupied	1,702
Population in renter-occupied (number of individuals)	3,640
Households with individuals under 18	2,208
Vacant	1,234
Vacant: for rent	252
Vacant: for sale	140

Population by Sex/Age

Male	9,390
Female	9,714
Under 18	4,197
18 & over	14,907
20 - 24	872
25 - 34	1,995
35 - 49	3,504
50 - 64	4,283
65 & over	3,786

Population by Ethnicity

Hispanic or Latino	185
Non Hispanic or Latino	18,919

Population by Race

White	18,723
African American	52
Asian	46
American Indian and Alaska Native	40
Native Hawaiian and Pacific Islander	11
Other	56
Identified by two or more	176

IL - McDonough County

Population

Total Population	32,612
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Housing Status

(in housing units unless noted)

Total	14,419
Occupied	13,057
Owner-occupied	7,632
Population in owner-occupied (number of individuals)	17,706
Renter-occupied	5,425
Population in renter-occupied (number of individuals)	10,870
Households with individuals under 18	2,876
Vacant	1,362
Vacant: for rent	459
Vacant: for sale	161

Population by Sex/Age

Male	16,330
Female	16,282
Under 18	5,243
18 & over	27,369
20 - 24	6,872
25 - 34	3,532
35 - 49	4,496
50 - 64	5,341
65 & over	4,644

Population by Ethnicity

Hispanic or Latino	867
Non Hispanic or Latino	31,745

Population by Race

White	29,476
African American	1,642
Asian	580
American Indian and Alaska Native	75
Native Hawaiian and Pacific Islander	2
Other	237
Identified by two or more	600

IL - Pike County

Population

Total Population	16,430
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Housing Status

(in housing units unless noted)

Total	7,951
Occupied	6,639
Owner-occupied	5,108
Population in owner-occupied (number of individuals)	12,369
Renter-occupied	1,531
Population in renter-occupied (number of individuals)	3,434
Households with individuals under 18	2,009
Vacant	1,312
Vacant: for rent	182
Vacant: for sale	140

Population by Sex/Age

Male	8,198
Female	8,232
Under 18	3,712
18 & over	12,718
20 - 24	893
25 - 34	1,752
35 - 49	3,119
50 - 64	3,440
65 & over	3,136

Population by Ethnicity

Hispanic or Latino	172
Non Hispanic or Latino	16,258

Population by Race

White	15,928
African American	275
Asian	38
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	7
Other	38
Identified by two or more	116

IL - Schuyler County

Population

Total Population	7,544
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Housing Status

(in housing units unless noted)

Total	3,459
Occupied	3,040
Owner-occupied	2,408
Population in owner-occupied (number of individuals)	5,678
Renter-occupied	632
Population in renter-occupied (number of individuals)	1,403
Households with individuals under 18	856
Vacant	419
Vacant: for rent	33
Vacant: for sale	28

Population by Sex/Age

Male	3,933
Female	3,611
Under 18	1,580
18 & over	5,964
20 - 24	338
25 - 34	805
35 - 49	1,604
50 - 64	1,647
65 & over	1,398

Population by Ethnicity

Hispanic or Latino	90
Non Hispanic or Latino	7,454

Population by Race

White	7,205
African American	243
Asian	9
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	36
Identified by two or more	39

IL - Scott County

Population

Total Population	5,355
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Housing Status

(in housing units unless noted)

Total	2,459
Occupied	2,214
Owner-occupied	1,714
Population in owner-occupied (number of individuals)	4,177
Renter-occupied	500
Population in renter-occupied (number of individuals)	1,135
Households with individuals under 18	709
Vacant	245
Vacant: for rent	39
Vacant: for sale	30

Population by Sex/Age

Male	2,619
Female	2,736
Under 18	1,272
18 & over	4,083
20 - 24	243
25 - 34	573
35 - 49	1,093
50 - 64	1,087
65 & over	966

Population by Ethnicity

Hispanic or Latino	43
Non Hispanic or Latino	5,312

Population by Race

White	5,279
African American	9
Asian	12
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	40

MO - Clark County

Population

Total Population	7,139
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Housing Status

(in housing units unless noted)

Total	3,473
Occupied	2,933
Owner-occupied	2,231
Population in owner-occupied (number of individuals)	5,486
Renter-occupied	702
Population in renter-occupied (number of individuals)	1,563
Households with individuals under 18	872
Vacant	540
Vacant: for rent	81
Vacant: for sale	32

Population by Sex/Age

Male	3,568
Female	3,571
Under 18	1,717
18 & over	5,422
20 - 24	352
25 - 34	754
35 - 49	1,376
50 - 64	1,523
65 & over	1,261

Population by Ethnicity

Hispanic or Latino	42
Non Hispanic or Latino	7,097

Population by Race

White	7,011
African American	19
Asian	23
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	5
Identified by two or more	72

MO - Lewis County

Population

Total Population	10,211
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Housing Status

(in housing units unless noted)

Total	4,535
Occupied	3,874
Owner-occupied	2,889
Population in owner-occupied (number of individuals)	7,326
Renter-occupied	985
Population in renter-occupied (number of individuals)	2,103
Households with individuals under 18	1,203
Vacant	661
Vacant: for rent	144
Vacant: for sale	58

Population by Sex/Age

Male	5,118
Female	5,093
Under 18	2,395
18 & over	7,816
20 - 24	843
25 - 34	1,084
35 - 49	1,885
50 - 64	1,960
65 & over	1,664

Population by Ethnicity

Hispanic or Latino	159
Non Hispanic or Latino	10,052

Population by Race

White	9,635
African American	323
Asian	25
American Indian and Alaska Native	30
Native Hawaiian and Pacific Islander	7
Other	49
Identified by two or more	142

MO - Marion County

Population

Total Population	28,781
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Housing Status

(in housing units unless noted)

Total	12,826
Occupied	11,377
Owner-occupied	7,551
Population in owner-occupied (number of individuals)	18,898
Renter-occupied	3,826
Population in renter-occupied (number of individuals)	8,515
Households with individuals under 18	3,607
Vacant	1,449
Vacant: for rent	377
Vacant: for sale	178

Population by Sex/Age

Male	13,854
Female	14,927
Under 18	6,888
18 & over	21,893
20 - 24	1,869
25 - 34	3,516
35 - 49	5,542
50 - 64	5,656
65 & over	4,507

Population by Ethnicity

Hispanic or Latino	391
Non Hispanic or Latino	28,390

Population by Race

White	26,421
African American	1,417
Asian	153
American Indian and Alaska Native	51
Native Hawaiian and Pacific Islander	21
Other	107
Identified by two or more	611

MO - Monroe County

Population

Total Population	8,840
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Housing Status

(in housing units unless noted)

Total	4,798
Occupied	3,638
Owner-occupied	2,806
Population in owner-occupied (number of individuals)	6,897
Renter-occupied	832
Population in renter-occupied (number of individuals)	1,815
Households with individuals under 18	1,030
Vacant	1,160
Vacant: for rent	127
Vacant: for sale	69

Population by Sex/Age

Male	4,416
Female	4,424
Under 18	2,061
18 & over	6,779
20 - 24	420
25 - 34	881
35 - 49	1,647
50 - 64	1,970
65 & over	1,648

Population by Ethnicity

Hispanic or Latino	85
Non Hispanic or Latino	8,755

Population by Race

White	8,403
African American	264
Asian	28
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	1
Other	9
Identified by two or more	109

MO - Ralls County

Population

Total Population	10,167
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Housing Status

(in housing units unless noted)

Total	5,183
Occupied	4,091
Owner-occupied	3,373
Population in owner-occupied (number of individuals)	8,397
Renter-occupied	718
Population in renter-occupied (number of individuals)	1,716
Households with individuals under 18	1,270
Vacant	1,092
Vacant: for rent	132
Vacant: for sale	72

Population by Sex/Age

Male	5,141
Female	5,026
Under 18	2,378
18 & over	7,789
20 - 24	391
25 - 34	1,088
35 - 49	2,067
50 - 64	2,361
65 & over	1,676

Population by Ethnicity

Hispanic or Latino	98
Non Hispanic or Latino	10,069

Population by Race

White	9,892
African American	108
Asian	20
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	12
Other	22
Identified by two or more	99

MO - Shelby County

Population

Total Population	6,373
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Housing Status

(in housing units unless noted)

Total	3,206
Occupied	2,581
Owner-occupied	1,911
Population in owner-occupied (number of individuals)	4,644
Renter-occupied	670
Population in renter-occupied (number of individuals)	1,531
Households with individuals under 18	794
Vacant	625
Vacant: for rent	86
Vacant: for sale	43

Population by Sex/Age

Male	3,125
Female	3,248
Under 18	1,597
18 & over	4,776
20 - 24	269
25 - 34	726
35 - 49	1,091
50 - 64	1,322
65 & over	1,239

Population by Ethnicity

Hispanic or Latino	71
Non Hispanic or Latino	6,302

Population by Race

White	6,249
African American	32
Asian	13
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	0
Other	21
Identified by two or more	47

IA - Lee County

Population

Total Population	35,862
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Housing Status

(in housing units unless noted)

Total	16,205
Occupied	14,610
Owner-occupied	10,829
Population in owner-occupied (number of individuals)	26,243
Renter-occupied	3,781
Population in renter-occupied (number of individuals)	8,025
Households with individuals under 18	4,222
Vacant	1,595
Vacant: for rent	511
Vacant: for sale	187

Population by Sex/Age

Male	18,131
Female	17,731
Under 18	7,961
18 & over	27,901
20 - 24	1,940
25 - 34	4,063
35 - 49	6,949
50 - 64	8,019
65 & over	6,078

Population by Ethnicity

Hispanic or Latino	1,092
Non Hispanic or Latino	34,770

Population by Race

White	33,537
African American	1,118
Asian	183
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	11
Other	251
Identified by two or more	694