



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

**ROCHESTER MASON CITY AUSTIN :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	385,247
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**Housing Status**

( in housing units unless noted )

Total	171,011
Occupied	157,024
Owner-occupied	119,346
Population in owner-occupied ( number of individuals )	299,006
Renter-occupied	37,678
Population in renter-occupied ( number of individuals )	78,752
Households with individuals under 18	47,864
Vacant	13,987
Vacant: for rent	3,465
Vacant: for sale	2,486

**Population by Sex/Age**

Male	189,701
Female	195,546
Under 18	93,714
18 & over	291,533
20 - 24	20,153
25 - 34	48,432
35 - 49	74,343
50 - 64	77,573
65 & over	62,047

**Population by Ethnicity**

Hispanic or Latino	17,381
Non Hispanic or Latino	367,866

**Population by Race**

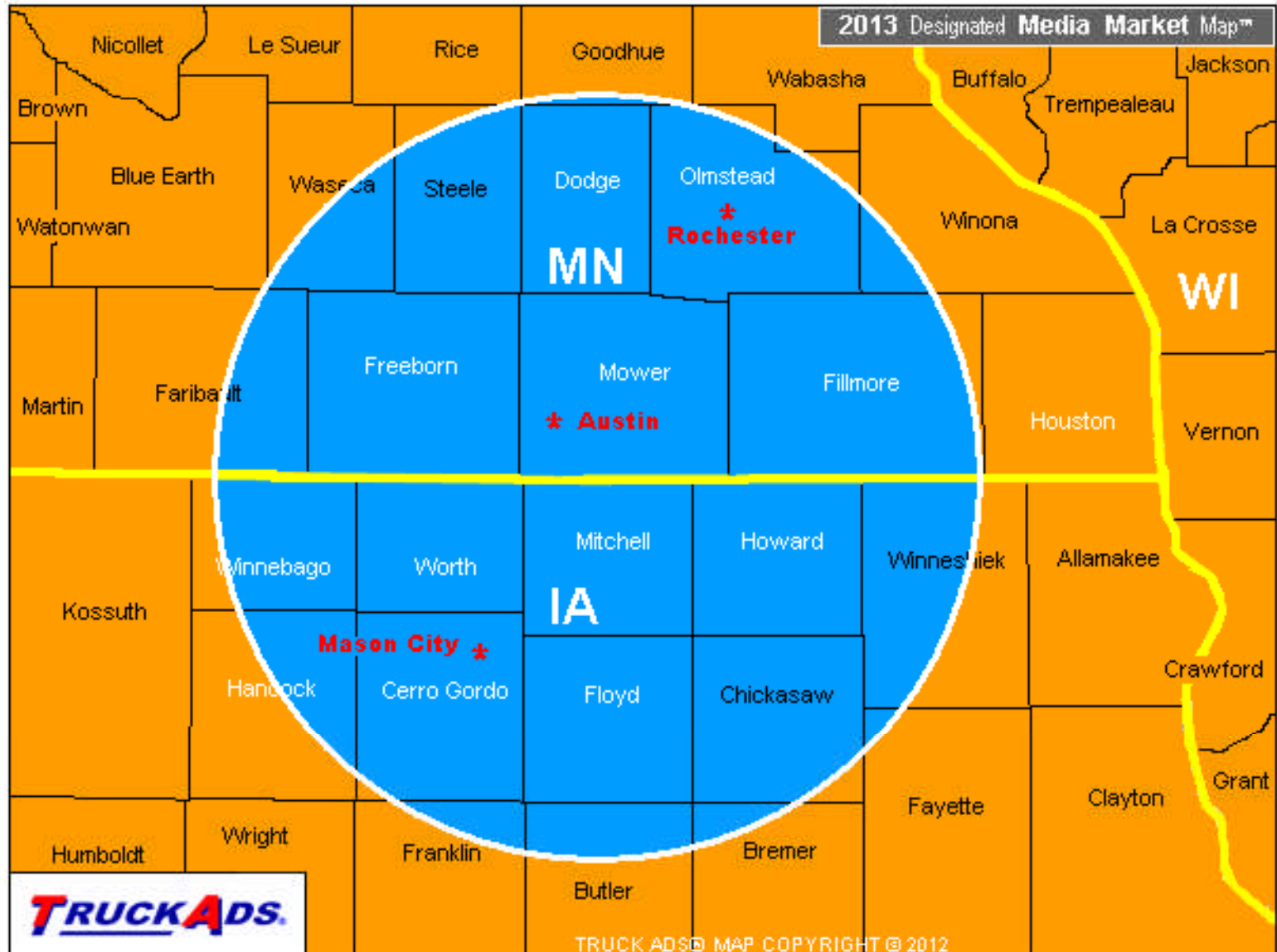
White	353,000
African American	9,124
Asian	9,747
American Indian and Alaska Native	813
Native Hawaiian and Pacific Islander	154
Other	6,056
Identified by two or more	6,353

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# ROCHESTER MASON CITY AUSTIN :::

## BROADCAST TV MARKET AREA



### 13 COUNTIES IN THIS DESIGNATED MARKET

**MINNESOTA:** Dodge, MN ~ Fillmore, MN ~ Freeborn, MN ~ Houston, MN ~ Mower, MN ~ Olmstead, MN ~ **IOWA:** Cerro Gordo, IA ~ Floyd, IA ~ Hancock, IA ~ Howard, IA ~ Mitchell, IA ~ Winnebago, IA ~ Worth, IA

## MN - Dodge County

### Population

Total Population	20,087
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### Housing Status

( in housing units unless noted )

Total	7,947
Occupied	7,460
Owner-occupied	6,176
Population in owner-occupied ( number of individuals )	17,000
Renter-occupied	1,284
Population in renter-occupied ( number of individuals )	2,938
Households with individuals under 18	2,899
Vacant	487
Vacant: for rent	88
Vacant: for sale	132

### Population by Sex/Age

Male	10,039
Female	10,048
Under 18	5,824
18 & over	14,263
20 - 24	909
25 - 34	2,471
35 - 49	4,358
50 - 64	3,601
65 & over	2,460

### Population by Ethnicity

Hispanic or Latino	915
Non Hispanic or Latino	19,172

### Population by Race

White	19,294
African American	60
Asian	90
American Indian and Alaska Native	54
Native Hawaiian and Pacific Islander	4
Other	312
Identified by two or more	273

## MN - Fillmore County

### Population

Total Population	20,866
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### Housing Status

( in housing units unless noted )

Total	9,732
Occupied	8,545
Owner-occupied	6,826
Population in owner-occupied ( number of individuals )	17,121
Renter-occupied	1,719
Population in renter-occupied ( number of individuals )	3,386
Households with individuals under 18	2,516
Vacant	1,187
Vacant: for rent	165
Vacant: for sale	134

### Population by Sex/Age

Male	10,370
Female	10,496
Under 18	5,065
18 & over	15,801
20 - 24	899
25 - 34	2,266
35 - 49	3,807
50 - 64	4,376
65 & over	4,000

### Population by Ethnicity

Hispanic or Latino	207
Non Hispanic or Latino	20,659

### Population by Race

White	20,497
African American	49
Asian	71
American Indian and Alaska Native	22
Native Hawaiian and Pacific Islander	0
Other	54
Identified by two or more	173

## MN - Freeborn County

### Population

Total Population	31,255
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### Housing Status

( in housing units unless noted )

Total	14,231
Occupied	13,177
Owner-occupied	10,089
Population in owner-occupied ( number of individuals )	24,130
Renter-occupied	3,088
Population in renter-occupied ( number of individuals )	6,488
Households with individuals under 18	3,542
Vacant	1,054
Vacant: for rent	272
Vacant: for sale	230

### Population by Sex/Age

Male	15,462
Female	15,793
Under 18	6,872
18 & over	24,383
20 - 24	1,536
25 - 34	3,329
35 - 49	5,815
50 - 64	6,676
65 & over	6,309

### Population by Ethnicity

Hispanic or Latino	2,750
Non Hispanic or Latino	28,505

### Population by Race

White	29,121
African American	231
Asian	238
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	18
Other	1,061
Identified by two or more	518

## MN - Houston County

### Population

Total Population	19,027
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### Housing Status

( in housing units unless noted )

Total	8,601
Occupied	7,849
Owner-occupied	6,405
Population in owner-occupied ( number of individuals )	16,024
Renter-occupied	1,444
Population in renter-occupied ( number of individuals )	2,746
Households with individuals under 18	2,305
Vacant	752
Vacant: for rent	115
Vacant: for sale	64

### Population by Sex/Age

Male	9,437
Female	9,590
Under 18	4,403
18 & over	14,624
20 - 24	860
25 - 34	1,968
35 - 49	3,654
50 - 64	4,410
65 & over	3,307

### Population by Ethnicity

Hispanic or Latino	132
Non Hispanic or Latino	18,895

### Population by Race

White	18,570
African American	101
Asian	89
American Indian and Alaska Native	33
Native Hawaiian and Pacific Islander	2
Other	12
Identified by two or more	220

## MN - Mower County

### Population

Total Population	39,163
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### Housing Status

( in housing units unless noted )

Total	17,027
Occupied	15,828
Owner-occupied	11,717
Population in owner-occupied ( number of individuals )	29,077
Renter-occupied	4,111
Population in renter-occupied ( number of individuals )	9,454
Households with individuals under 18	4,823
Vacant	1,199
Vacant: for rent	375
Vacant: for sale	272

### Population by Sex/Age

Male	19,497
Female	19,666
Under 18	9,883
18 & over	29,280
20 - 24	2,184
25 - 34	4,710
35 - 49	7,187
50 - 64	7,404
65 & over	6,818

### Population by Ethnicity

Hispanic or Latino	4,138
Non Hispanic or Latino	35,025

### Population by Race

White	35,495
African American	818
Asian	649
American Indian and Alaska Native	97
Native Hawaiian and Pacific Islander	40
Other	1,336
Identified by two or more	728

## MN - Olmsted County

### Population

Total Population	144,248
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### Housing Status

( in housing units unless noted )

Total	60,495
Occupied	57,080
Owner-occupied	42,812
Population in owner-occupied ( number of individuals )	111,205
Renter-occupied	14,268
Population in renter-occupied ( number of individuals )	30,273
Households with individuals under 18	18,855
Vacant	3,415
Vacant: for rent	1,230
Vacant: for sale	860

### Population by Sex/Age

Male	70,485
Female	73,763
Under 18	36,440
18 & over	107,808
20 - 24	8,239
25 - 34	22,018
35 - 49	29,158
50 - 64	27,192
65 & over	18,133

### Population by Ethnicity

Hispanic or Latino	6,081
Non Hispanic or Latino	138,167

### Population by Race

White	123,605
African American	6,870
Asian	7,806
American Indian and Alaska Native	353
Native Hawaiian and Pacific Islander	65
Other	2,368
Identified by two or more	3,181



## IA - Cerro Gordo County

### Population

Total Population	44,151
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### Housing Status

( in housing units unless noted )

Total	22,163
Occupied	19,350
Owner-occupied	13,755
Population in owner-occupied ( number of individuals )	32,154
Renter-occupied	5,595
Population in renter-occupied ( number of individuals )	10,839
Households with individuals under 18	5,108
Vacant	2,813
Vacant: for rent	523
Vacant: for sale	305

### Population by Sex/Age

Male	21,542
Female	22,609
Under 18	9,491
18 & over	34,660
20 - 24	2,410
25 - 34	4,946
35 - 49	8,183
50 - 64	9,891
65 & over	7,919

### Population by Ethnicity

Hispanic or Latino	1,694
Non Hispanic or Latino	42,457

### Population by Race

White	41,964
African American	578
Asian	377
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	9
Other	416
Identified by two or more	716

## IA - Floyd County

### Population

Total Population	16,303
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### Housing Status

( in housing units unless noted )

Total	7,526
Occupied	6,886
Owner-occupied	5,117
Population in owner-occupied ( number of individuals )	12,502
Renter-occupied	1,769
Population in renter-occupied ( number of individuals )	3,497
Households with individuals under 18	1,942
Vacant	640
Vacant: for rent	180
Vacant: for sale	103

### Population by Sex/Age

Male	7,989
Female	8,314
Under 18	3,891
18 & over	12,412
20 - 24	762
25 - 34	1,626
35 - 49	3,003
50 - 64	3,366
65 & over	3,263

### Population by Ethnicity

Hispanic or Latino	331
Non Hispanic or Latino	15,972

### Population by Race

White	15,620
African American	203
Asian	216
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	5
Other	111
Identified by two or more	125

## IA - Hancock County

### Population

Total Population	11,341
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### Housing Status

( in housing units unless noted )

Total	5,330
Occupied	4,741
Owner-occupied	3,780
Population in owner-occupied ( number of individuals )	9,054
Renter-occupied	961
Population in renter-occupied ( number of individuals )	2,102
Households with individuals under 18	1,346
Vacant	589
Vacant: for rent	107
Vacant: for sale	97

### Population by Sex/Age

Male	5,656
Female	5,685
Under 18	2,658
18 & over	8,683
20 - 24	457
25 - 34	1,197
35 - 49	2,092
50 - 64	2,565
65 & over	2,166

### Population by Ethnicity

Hispanic or Latino	398
Non Hispanic or Latino	10,943

### Population by Race

White	10,957
African American	56
Asian	47
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	158
Identified by two or more	106

## IA - Howard County

### Population

Total Population	9,566
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### Housing Status

( in housing units unless noted )

Total	4,367
Occupied	3,944
Owner-occupied	3,143
Population in owner-occupied ( number of individuals )	7,655
Renter-occupied	801
Population in renter-occupied ( number of individuals )	1,698
Households with individuals under 18	1,156
Vacant	423
Vacant: for rent	75
Vacant: for sale	65

### Population by Sex/Age

Male	4,746
Female	4,820
Under 18	2,412
18 & over	7,154
20 - 24	423
25 - 34	1,069
35 - 49	1,722
50 - 64	1,894
65 & over	1,847

### Population by Ethnicity

Hispanic or Latino	118
Non Hispanic or Latino	9,448

### Population by Race

White	9,380
African American	25
Asian	24
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	7
Other	39
Identified by two or more	81

## IA - Mitchell County

### Population

Total Population	10,776
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### Housing Status

( in housing units unless noted )

Total	4,850
Occupied	4,395
Owner-occupied	3,524
Population in owner-occupied ( number of individuals )	8,837
Renter-occupied	871
Population in renter-occupied ( number of individuals )	1,692
Households with individuals under 18	1,238
Vacant	455
Vacant: for rent	93
Vacant: for sale	51

### Population by Sex/Age

Male	5,309
Female	5,467
Under 18	2,664
18 & over	8,112
20 - 24	479
25 - 34	976
35 - 49	1,954
50 - 64	2,103
65 & over	2,342

### Population by Ethnicity

Hispanic or Latino	110
Non Hispanic or Latino	10,666

### Population by Race

White	10,621
African American	21
Asian	28
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	2
Other	40
Identified by two or more	54

## IA - Winnebago County

### Population

Total Population	10,866
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### Housing Status

( in housing units unless noted )

Total	5,194
Occupied	4,597
Owner-occupied	3,471
Population in owner-occupied ( number of individuals )	8,075
Renter-occupied	1,126
Population in renter-occupied ( number of individuals )	2,303
Households with individuals under 18	1,215
Vacant	597
Vacant: for rent	167
Vacant: for sale	98

### Population by Sex/Age

Male	5,383
Female	5,483
Under 18	2,354
18 & over	8,512
20 - 24	705
25 - 34	1,070
35 - 49	1,922
50 - 64	2,392
65 & over	2,093

### Population by Ethnicity

Hispanic or Latino	360
Non Hispanic or Latino	10,506

### Population by Race

White	10,441
African American	85
Asian	88
American Indian and Alaska Native	22
Native Hawaiian and Pacific Islander	1
Other	118
Identified by two or more	111

## IA - Worth County

### Population

Total Population	7,598
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### Housing Status

( in housing units unless noted )

Total	3,548
Occupied	3,172
Owner-occupied	2,531
Population in owner-occupied ( number of individuals )	6,172
Renter-occupied	641
Population in renter-occupied ( number of individuals )	1,336
Households with individuals under 18	919
Vacant	376
Vacant: for rent	75
Vacant: for sale	75

### Population by Sex/Age

Male	3,786
Female	3,812
Under 18	1,757
18 & over	5,841
20 - 24	290
25 - 34	786
35 - 49	1,488
50 - 64	1,703
65 & over	1,390

### Population by Ethnicity

Hispanic or Latino	147
Non Hispanic or Latino	7,451

### Population by Race

White	7,435
African American	27
Asian	24
American Indian and Alaska Native	14
Native Hawaiian and Pacific Islander	0
Other	31
Identified by two or more	67