



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

**GREEN BAY APPLETON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,114,030
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**Housing Status**

( in housing units unless noted )

Total	526,164
Occupied	450,085
Owner-occupied	324,375
Population in owner-occupied ( number of individuals )	823,121
Renter-occupied	125,710
Population in renter-occupied ( number of individuals )	261,951
Households with individuals under 18	136,961
Vacant	76,079
Vacant: for rent	11,190
Vacant: for sale	7,165

**Population by Sex/Age**

Male	556,040
Female	557,990
Under 18	259,567
18 & over	854,463
20 - 24	67,834
25 - 34	136,141
35 - 49	232,923
50 - 64	227,033
65 & over	160,777

**Population by Ethnicity**

Hispanic or Latino	45,314
Non Hispanic or Latino	1,068,716

**Population by Race**

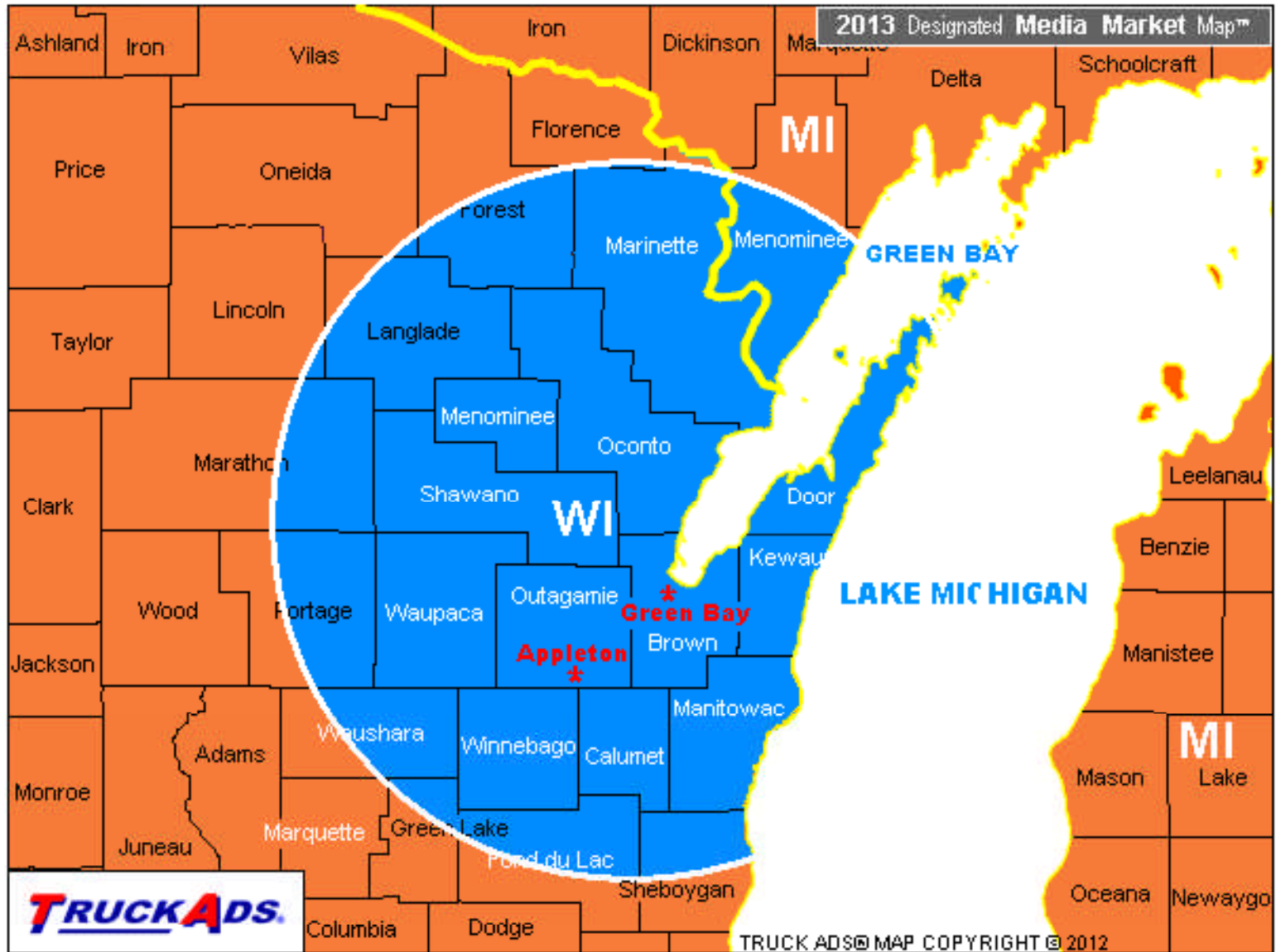
White	1,021,576
African American	13,508
Asian	21,112
American Indian and Alaska Native	20,797
Native Hawaiian and Pacific Islander	338
Other	19,874
Identified by two or more	16,825

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# GREEN BAY APPLETON :::

## BROADCAST TV MARKET AREA



### 16 COUNTIES IN THIS DESIGNATED MARKET

**WISCONSIN:** Brown, WI ~ Calumet, WI ~ Door, WI ~ Fond du Lac, WI ~ Kewaunee, WI ~ Manitowac, WI ~ Marinette, WI ~ Marquette, WI ~ Menominee, WI ~ Oconto, WI ~ Outagamie, WI ~ Shawano, WI ~ Waupaca, WI ~ Waushara, WI ~ Winnebago, WI ~ **MICHIGAN:** Menominee, MI

## WI - Brown County

### Population

Total Population	248,007
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### Housing Status

( in housing units unless noted )

Total	104,371
Occupied	98,383
Owner-occupied	64,585
Population in owner-occupied ( number of individuals )	169,103
Renter-occupied	33,798
Population in renter-occupied ( number of individuals )	72,275
Households with individuals under 18	32,474
Vacant	5,988
Vacant: for rent	2,620
Vacant: for sale	1,204

### Population by Sex/Age

Male	122,658
Female	125,349
Under 18	61,823
18 & over	186,184
20 - 24	17,407
25 - 34	33,977
35 - 49	52,308
50 - 64	46,633
65 & over	28,789

### Population by Ethnicity

Hispanic or Latino	17,985
Non Hispanic or Latino	230,022

### Population by Race

White	214,415
African American	5,491
Asian	6,724
American Indian and Alaska Native	6,715
Native Hawaiian and Pacific Islander	104
Other	9,155
Identified by two or more	5,403

## WI - Calumet County

### Population

Total Population	48,971
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### Housing Status

( in housing units unless noted )

Total	19,695
Occupied	18,575
Owner-occupied	15,066
Population in owner-occupied ( number of individuals )	41,348
Renter-occupied	3,509
Population in renter-occupied ( number of individuals )	7,425
Households with individuals under 18	6,862
Vacant	1,120
Vacant: for rent	254
Vacant: for sale	268

### Population by Sex/Age

Male	24,543
Female	24,428
Under 18	13,238
18 & over	35,733
20 - 24	2,091
25 - 34	5,895
35 - 49	11,556
50 - 64	9,492
65 & over	5,625

### Population by Ethnicity

Hispanic or Latino	1,690
Non Hispanic or Latino	47,281

### Population by Race

White	46,187
African American	246
Asian	1,031
American Indian and Alaska Native	203
Native Hawaiian and Pacific Islander	16
Other	705
Identified by two or more	583

## WI - Door County

### Population

Total Population	27,785
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### Housing Status

( in housing units unless noted )

Total	23,966
Occupied	12,548
Owner-occupied	9,719
Population in owner-occupied ( number of individuals )	21,946
Renter-occupied	2,829
Population in renter-occupied ( number of individuals )	5,491
Households with individuals under 18	2,828
Vacant	11,418
Vacant: for rent	747
Vacant: for sale	378

### Population by Sex/Age

Male	13,679
Female	14,106
Under 18	5,076
18 & over	22,709
20 - 24	1,009
25 - 34	2,530
35 - 49	5,025
50 - 64	7,353
65 & over	6,245

### Population by Ethnicity

Hispanic or Latino	671
Non Hispanic or Latino	27,114

### Population by Race

White	26,839
African American	144
Asian	112
American Indian and Alaska Native	162
Native Hawaiian and Pacific Islander	4
Other	249
Identified by two or more	275

## WI - Fond du Lac County

### Population

Total Population	101,633
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### Housing Status

( in housing units unless noted )

Total	43,910
Occupied	40,697
Owner-occupied	29,407
Population in owner-occupied ( number of individuals )	74,684
Renter-occupied	11,290
Population in renter-occupied ( number of individuals )	23,360
Households with individuals under 18	12,144
Vacant	3,213
Vacant: for rent	997
Vacant: for sale	592

### Population by Sex/Age

Male	49,926
Female	51,707
Under 18	23,044
18 & over	78,589
20 - 24	6,298
25 - 34	12,299
35 - 49	20,770
50 - 64	21,063
65 & over	15,225

### Population by Ethnicity

Hispanic or Latino	4,368
Non Hispanic or Latino	97,265

### Population by Race

White	95,674
African American	1,305
Asian	1,148
American Indian and Alaska Native	471
Native Hawaiian and Pacific Islander	21
Other	1,700
Identified by two or more	1,314

## WI - Kewaunee County

### Population

Total Population	20,574
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### Housing Status

( in housing units unless noted )

Total	9,304
Occupied	8,239
Owner-occupied	6,631
Population in owner-occupied ( number of individuals )	17,010
Renter-occupied	1,608
Population in renter-occupied ( number of individuals )	3,386
Households with individuals under 18	2,515
Vacant	1,065
Vacant: for rent	198
Vacant: for sale	163

### Population by Sex/Age

Male	10,460
Female	10,114
Under 18	4,849
18 & over	15,725
20 - 24	951
25 - 34	2,258
35 - 49	4,306
50 - 64	4,393
65 & over	3,393

### Population by Ethnicity

Hispanic or Latino	463
Non Hispanic or Latino	20,111

### Population by Race

White	19,955
African American	69
Asian	60
American Indian and Alaska Native	77
Native Hawaiian and Pacific Islander	5
Other	219
Identified by two or more	189

## WI - Manitowoc County

### Population

Total Population	81,442
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### Housing Status

( in housing units unless noted )

Total	37,189
Occupied	34,013
Owner-occupied	25,642
Population in owner-occupied ( number of individuals )	63,706
Renter-occupied	8,371
Population in renter-occupied ( number of individuals )	16,636
Households with individuals under 18	9,582
Vacant	3,176
Vacant: for rent	1,060
Vacant: for sale	512

### Population by Sex/Age

Male	40,489
Female	40,953
Under 18	18,210
18 & over	63,232
20 - 24	4,033
25 - 34	8,884
35 - 49	16,706
50 - 64	17,943
65 & over	13,714

### Population by Ethnicity

Hispanic or Latino	2,565
Non Hispanic or Latino	78,877

### Population by Race

White	76,402
African American	442
Asian	2,050
American Indian and Alaska Native	450
Native Hawaiian and Pacific Islander	10
Other	1,069
Identified by two or more	1,019



## WI - Marinette County

### Population

Total Population	41,749
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### Housing Status

( in housing units unless noted )

Total	30,379
Occupied	17,974
Owner-occupied	13,889
Population in owner-occupied ( number of individuals )	32,412
Renter-occupied	4,085
Population in renter-occupied ( number of individuals )	8,264
Households with individuals under 18	4,647
Vacant	12,405
Vacant: for rent	482
Vacant: for sale	426

### Population by Sex/Age

Male	20,758
Female	20,991
Under 18	8,567
18 & over	33,182
20 - 24	2,181
25 - 34	4,128
35 - 49	7,918
50 - 64	9,682
65 & over	8,254

### Population by Ethnicity

Hispanic or Latino	522
Non Hispanic or Latino	41,227

### Population by Race

White	40,559
African American	108
Asian	218
American Indian and Alaska Native	238
Native Hawaiian and Pacific Islander	9
Other	176
Identified by two or more	441

## WI - Marquette County

### Population

Total Population	15,404
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### Housing Status

( in housing units unless noted )

Total	9,896
Occupied	6,571
Owner-occupied	5,320
Population in owner-occupied ( number of individuals )	12,464
Renter-occupied	1,251
Population in renter-occupied ( number of individuals )	2,787
Households with individuals under 18	1,586
Vacant	3,325
Vacant: for rent	108
Vacant: for sale	212

### Population by Sex/Age

Male	7,808
Female	7,596
Under 18	3,085
18 & over	12,319
20 - 24	691
25 - 34	1,354
35 - 49	3,008
50 - 64	3,735
65 & over	3,246

### Population by Ethnicity

Hispanic or Latino	391
Non Hispanic or Latino	15,013

### Population by Race

White	14,920
African American	77
Asian	68
American Indian and Alaska Native	86
Native Hawaiian and Pacific Islander	0
Other	126
Identified by two or more	127

## WI - Menominee County

### Population

Total Population	4,232
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### Housing Status

( in housing units unless noted )

Total	2,253
Occupied	1,318
Owner-occupied	937
Population in owner-occupied ( number of individuals )	2,847
Renter-occupied	381
Population in renter-occupied ( number of individuals )	1,326
Households with individuals under 18	638
Vacant	935
Vacant: for rent	5
Vacant: for sale	8

### Population by Sex/Age

Male	2,098
Female	2,134
Under 18	1,379
18 & over	2,853
20 - 24	280
25 - 34	442
35 - 49	807
50 - 64	689
65 & over	482

### Population by Ethnicity

Hispanic or Latino	178
Non Hispanic or Latino	4,054

### Population by Race

White	451
African American	19
Asian	1
American Indian and Alaska Native	3,701
Native Hawaiian and Pacific Islander	0
Other	6
Identified by two or more	54

## WI - Oconto County

### Population

Total Population	37,660
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### Housing Status

( in housing units unless noted )

Total	23,537
Occupied	15,415
Owner-occupied	12,788
Population in owner-occupied ( number of individuals )	31,820
Renter-occupied	2,627
Population in renter-occupied ( number of individuals )	5,559
Households with individuals under 18	4,500
Vacant	8,122
Vacant: for rent	242
Vacant: for sale	326

### Population by Sex/Age

Male	19,194
Female	18,466
Under 18	8,432
18 & over	29,228
20 - 24	1,595
25 - 34	3,789
35 - 49	8,351
50 - 64	8,636
65 & over	6,022

### Population by Ethnicity

Hispanic or Latino	519
Non Hispanic or Latino	37,141

### Population by Race

White	36,418
African American	73
Asian	111
American Indian and Alaska Native	467
Native Hawaiian and Pacific Islander	5
Other	198
Identified by two or more	388

## WI - Outagamie County

### Population

Total Population	176,695
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### Housing Status

( in housing units unless noted )

Total	73,149
Occupied	69,648
Owner-occupied	49,738
Population in owner-occupied ( number of individuals )	132,189
Renter-occupied	19,910
Population in renter-occupied ( number of individuals )	41,467
Households with individuals under 18	23,334
Vacant	3,501
Vacant: for rent	1,299
Vacant: for sale	893

### Population by Sex/Age

Male	88,130
Female	88,565
Under 18	44,424
18 & over	132,271
20 - 24	10,703
25 - 34	23,916
35 - 49	38,796
50 - 64	33,382
65 & over	20,834

### Population by Ethnicity

Hispanic or Latino	6,359
Non Hispanic or Latino	170,336

### Population by Race

White	161,238
African American	1,736
Asian	5,229
American Indian and Alaska Native	2,982
Native Hawaiian and Pacific Islander	65
Other	2,728
Identified by two or more	2,717

## WI - Shawano County

### Population

Total Population	41,949
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### Housing Status

( in housing units unless noted )

Total	20,720
Occupied	17,019
Owner-occupied	12,999
Population in owner-occupied ( number of individuals )	32,511
Renter-occupied	4,020
Population in renter-occupied ( number of individuals )	8,644
Households with individuals under 18	4,974
Vacant	3,701
Vacant: for rent	356
Vacant: for sale	348

### Population by Sex/Age

Male	20,921
Female	21,028
Under 18	9,562
18 & over	32,387
20 - 24	2,013
25 - 34	4,382
35 - 49	8,643
50 - 64	8,692
65 & over	7,680

### Population by Ethnicity

Hispanic or Latino	905
Non Hispanic or Latino	41,044

### Population by Race

White	37,254
African American	143
Asian	180
American Indian and Alaska Native	3,172
Native Hawaiian and Pacific Islander	13
Other	366
Identified by two or more	821

## WI - Waupaca County

### Population

Total Population	52,410
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### Housing Status

( in housing units unless noted )

Total	25,396
Occupied	21,387
Owner-occupied	16,160
Population in owner-occupied ( number of individuals )	40,196
Renter-occupied	5,227
Population in renter-occupied ( number of individuals )	10,579
Households with individuals under 18	6,210
Vacant	4,009
Vacant: for rent	637
Vacant: for sale	462

### Population by Sex/Age

Male	26,447
Female	25,963
Under 18	11,870
18 & over	40,540
20 - 24	2,350
25 - 34	5,549
35 - 49	10,764
50 - 64	11,294
65 & over	9,462

### Population by Ethnicity

Hispanic or Latino	1,307
Non Hispanic or Latino	51,103

### Population by Race

White	50,916
African American	154
Asian	194
American Indian and Alaska Native	258
Native Hawaiian and Pacific Islander	6
Other	425
Identified by two or more	457

## WI - Waushara County

### Population

Total Population	24,496
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### Housing Status

( in housing units unless noted )

Total	14,843
Occupied	9,949
Owner-occupied	8,145
Population in owner-occupied ( number of individuals )	19,325
Renter-occupied	1,804
Population in renter-occupied ( number of individuals )	3,910
Households with individuals under 18	2,460
Vacant	4,894
Vacant: for rent	195
Vacant: for sale	251

### Population by Sex/Age

Male	12,893
Female	11,603
Under 18	4,834
18 & over	19,662
20 - 24	1,022
25 - 34	2,520
35 - 49	4,925
50 - 64	5,795
65 & over	4,883

### Population by Ethnicity

Hispanic or Latino	1,329
Non Hispanic or Latino	23,167

### Population by Race

White	23,012
African American	454
Asian	94
American Indian and Alaska Native	131
Native Hawaiian and Pacific Islander	14
Other	509
Identified by two or more	282



## WI - Winnebago County

### Population

Total Population	166,994
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### Housing Status

( in housing units unless noted )

Total	73,329
Occupied	67,875
Owner-occupied	45,036
Population in owner-occupied ( number of individuals )	112,483
Renter-occupied	22,839
Population in renter-occupied ( number of individuals )	46,272
Households with individuals under 18	19,515
Vacant	5,454
Vacant: for rent	1,771
Vacant: for sale	947

### Population by Sex/Age

Male	83,952
Female	83,042
Under 18	36,132
18 & over	130,862
20 - 24	14,187
25 - 34	21,920
35 - 49	34,425
50 - 64	32,311
65 & over	22,336

### Population by Ethnicity

Hispanic or Latino	5,784
Non Hispanic or Latino	161,210

### Population by Race

White	154,445
African American	2,975
Asian	3,822
American Indian and Alaska Native	1,036
Native Hawaiian and Pacific Islander	58
Other	2,188
Identified by two or more	2,470

## MI - Menominee County

### Population

Total Population	24,029
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### Housing Status

( in housing units unless noted )

Total	14,227
Occupied	10,474
Owner-occupied	8,313
Population in owner-occupied ( number of individuals )	19,077
Renter-occupied	2,161
Population in renter-occupied ( number of individuals )	4,570
Households with individuals under 18	2,692
Vacant	3,753
Vacant: for rent	219
Vacant: for sale	175

### Population by Sex/Age

Male	12,084
Female	11,945
Under 18	5,042
18 & over	18,987
20 - 24	1,023
25 - 34	2,298
35 - 49	4,615
50 - 64	5,940
65 & over	4,587

### Population by Ethnicity

Hispanic or Latino	278
Non Hispanic or Latino	23,751

### Population by Race

White	22,891
African American	72
Asian	70
American Indian and Alaska Native	648
Native Hawaiian and Pacific Islander	8
Other	55
Identified by two or more	285