



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

LA CROSSE EAU CLAIRE :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 530,637 |
|------------------|---------|

**Housing Status
(in housing units unless noted)**

| | |
|--|---------|
| Total | 233,193 |
| Occupied | 209,384 |
| Owner-occupied | 146,972 |
| Population in owner-occupied (number of individuals) | 376,251 |
| Renter-occupied | 62,412 |
| Population in renter-occupied (number of individuals) | 132,658 |
| Households with individuals under 18 | 60,989 |
| Vacant | 23,809 |
| Vacant: for rent | 3,913 |
| Vacant: for sale | 2,497 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 265,419 |
| Female | 265,218 |
| Under 18 | 121,327 |
| 18 & over | 409,310 |
| 20 - 24 | 45,423 |
| 25 - 34 | 63,859 |
| 35 - 49 | 99,306 |
| 50 - 64 | 104,864 |
| 65 & over | 76,415 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 11,682 |
| Non Hispanic or Latino | 518,955 |

Population by Race

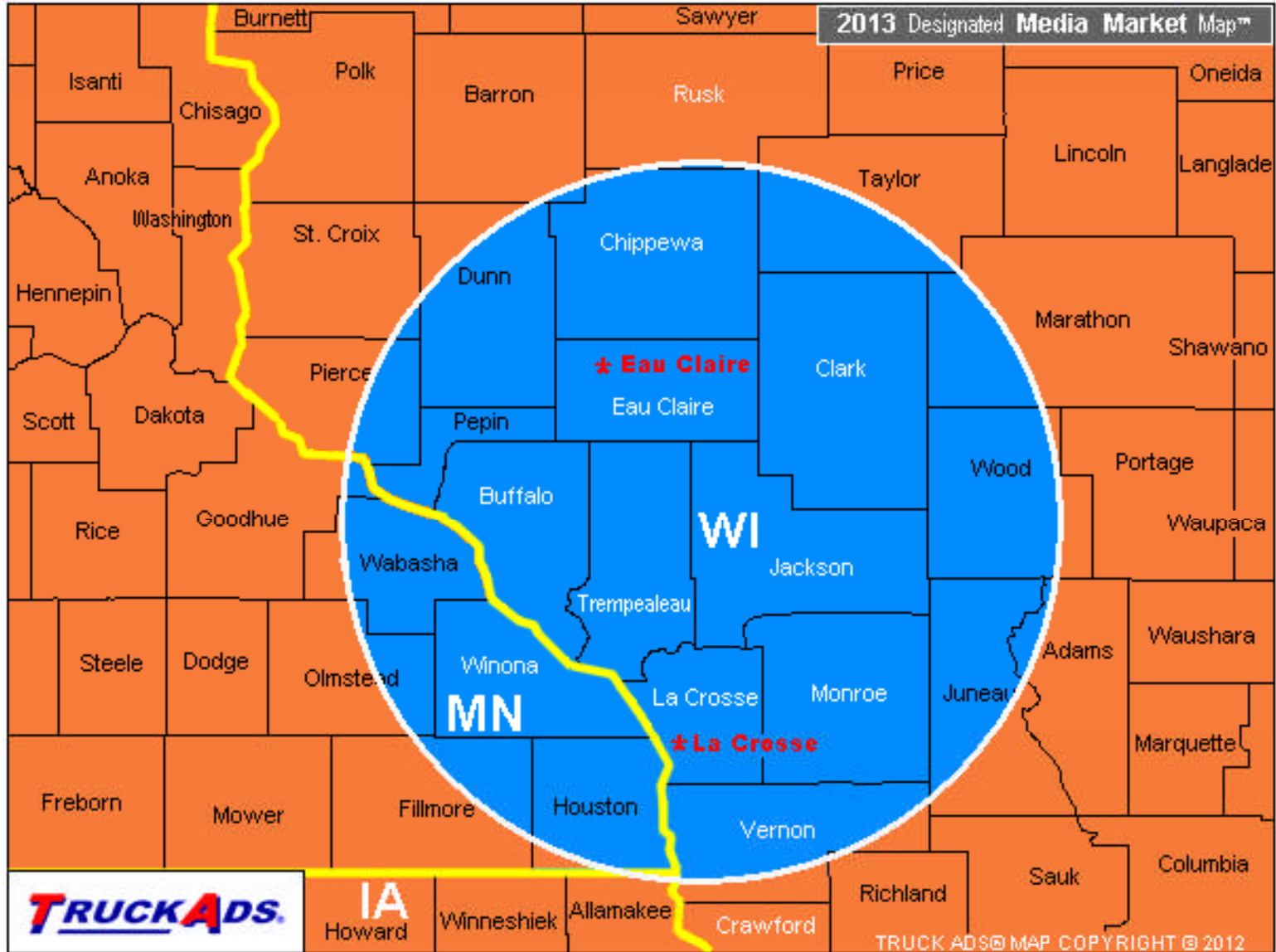
| | |
|--------------------------------------|---------|
| White | 499,145 |
| African American | 5,673 |
| Asian | 10,730 |
| American Indian and Alaska Native | 3,637 |
| Native Hawaiian and Pacific Islander | 158 |
| Other | 4,580 |
| Identified by two or more | 6,714 |

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LA CROSSE EAU CLAIRE :::

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

WISCONSIN: Buffalo, WI ~ Chippewa, WI ~ Clark, WI ~ Crawford, WI ~ Eau Claire, WI ~ Jackson, WI ~ La Crosse, WI ~ Monroe, WI ~ Pepin, WI ~ Rusk, WI ~ Trempealeau, WI ~ Vernon, WI ~ **MINNESOTA:** Winona, MN

WI - Buffalo County

Population

| | |
|------------------|--------|
| Total Population | 13,587 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 6,664 |
| Occupied | 5,708 |
| Owner-occupied | 4,413 |
| Population in owner-occupied (number of individuals) | 10,898 |
| Renter-occupied | 1,295 |
| Population in renter-occupied (number of individuals) | 2,582 |
| Households with individuals under 18 | 1,593 |
| Vacant | 956 |
| Vacant: for rent | 174 |
| Vacant: for sale | 81 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 6,859 |
| Female | 6,728 |
| Under 18 | 3,021 |
| 18 & over | 10,566 |
| 20 - 24 | 629 |
| 25 - 34 | 1,375 |
| 35 - 49 | 2,720 |
| 50 - 64 | 3,078 |
| 65 & over | 2,459 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 237 |
| Non Hispanic or Latino | 13,350 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 13,253 |
| African American | 37 |
| Asian | 28 |
| American Indian and Alaska Native | 38 |
| Native Hawaiian and Pacific Islander | 0 |
| Other | 122 |
| Identified by two or more | 109 |

WI - Chippewa County

Population

| | |
|------------------|--------|
| Total Population | 62,415 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 27,185 |
| Occupied | 24,410 |
| Owner-occupied | 18,203 |
| Population in owner-occupied (number of individuals) | 46,483 |
| Renter-occupied | 6,207 |
| Population in renter-occupied (number of individuals) | 13,390 |
| Households with individuals under 18 | 7,618 |
| Vacant | 2,775 |
| Vacant: for rent | 406 |
| Vacant: for sale | 281 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 32,404 |
| Female | 30,011 |
| Under 18 | 14,709 |
| 18 & over | 47,706 |
| 20 - 24 | 3,335 |
| 25 - 34 | 7,883 |
| 35 - 49 | 13,105 |
| 50 - 64 | 13,057 |
| 65 & over | 8,935 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 800 |
| Non Hispanic or Latino | 61,615 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 59,504 |
| African American | 982 |
| Asian | 774 |
| American Indian and Alaska Native | 310 |
| Native Hawaiian and Pacific Islander | 14 |
| Other | 182 |
| Identified by two or more | 649 |

WI - Clark County

Population

| | |
|------------------|--------|
| Total Population | 34,690 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 15,076 |
| Occupied | 12,679 |
| Owner-occupied | 10,122 |
| Population in owner-occupied (number of individuals) | 28,238 |
| Renter-occupied | 2,557 |
| Population in renter-occupied (number of individuals) | 5,916 |
| Households with individuals under 18 | 4,133 |
| Vacant | 2,397 |
| Vacant: for rent | 274 |
| Vacant: for sale | 205 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 17,577 |
| Female | 17,113 |
| Under 18 | 10,091 |
| 18 & over | 24,599 |
| 20 - 24 | 1,816 |
| 25 - 34 | 3,773 |
| 35 - 49 | 6,318 |
| 50 - 64 | 6,418 |
| 65 & over | 5,413 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,292 |
| Non Hispanic or Latino | 33,398 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 33,338 |
| African American | 80 |
| Asian | 127 |
| American Indian and Alaska Native | 174 |
| Native Hawaiian and Pacific Islander | 8 |
| Other | 773 |
| Identified by two or more | 190 |

WI - Crawford County

Population

| | |
|------------------|--------|
| Total Population | 16,644 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,802 |
| Occupied | 6,812 |
| Owner-occupied | 5,151 |
| Population in owner-occupied (number of individuals) | 12,485 |
| Renter-occupied | 1,661 |
| Population in renter-occupied (number of individuals) | 3,374 |
| Households with individuals under 18 | 1,856 |
| Vacant | 1,990 |
| Vacant: for rent | 172 |
| Vacant: for sale | 105 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 8,575 |
| Female | 8,069 |
| Under 18 | 3,724 |
| 18 & over | 12,920 |
| 20 - 24 | 779 |
| 25 - 34 | 1,743 |
| 35 - 49 | 3,153 |
| 50 - 64 | 3,871 |
| 65 & over | 3,062 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 150 |
| Non Hispanic or Latino | 16,494 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 16,080 |
| African American | 296 |
| Asian | 63 |
| American Indian and Alaska Native | 39 |
| Native Hawaiian and Pacific Islander | 3 |
| Other | 36 |
| Identified by two or more | 127 |

WI - Eau Claire County

Population

| | |
|------------------|--------|
| Total Population | 98,736 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 42,151 |
| Occupied | 39,493 |
| Owner-occupied | 25,087 |
| Population in owner-occupied (number of individuals) | 63,459 |
| Renter-occupied | 14,406 |
| Population in renter-occupied (number of individuals) | 30,481 |
| Households with individuals under 18 | 10,949 |
| Vacant | 2,658 |
| Vacant: for rent | 786 |
| Vacant: for sale | 426 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 48,351 |
| Female | 50,385 |
| Under 18 | 20,872 |
| 18 & over | 77,864 |
| 20 - 24 | 12,373 |
| 25 - 34 | 13,131 |
| 35 - 49 | 17,370 |
| 50 - 64 | 17,912 |
| 65 & over | 12,435 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,804 |
| Non Hispanic or Latino | 96,932 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 91,946 |
| African American | 874 |
| Asian | 3,297 |
| American Indian and Alaska Native | 471 |
| Native Hawaiian and Pacific Islander | 31 |
| Other | 519 |
| Identified by two or more | 1,598 |

WI - Jackson County

Population

| | |
|------------------|--------|
| Total Population | 20,449 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,727 |
| Occupied | 7,843 |
| Owner-occupied | 5,917 |
| Population in owner-occupied (number of individuals) | 14,853 |
| Renter-occupied | 1,926 |
| Population in renter-occupied (number of individuals) | 4,263 |
| Households with individuals under 18 | 2,320 |
| Vacant | 1,884 |
| Vacant: for rent | 151 |
| Vacant: for sale | 99 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 10,874 |
| Female | 9,575 |
| Under 18 | 4,631 |
| 18 & over | 15,818 |
| 20 - 24 | 1,067 |
| 25 - 34 | 2,482 |
| 35 - 49 | 4,214 |
| 50 - 64 | 4,314 |
| 65 & over | 3,303 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 519 |
| Non Hispanic or Latino | 19,930 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 18,258 |
| African American | 400 |
| Asian | 53 |
| American Indian and Alaska Native | 1,271 |
| Native Hawaiian and Pacific Islander | 20 |
| Other | 144 |
| Identified by two or more | 303 |

WI - La Crosse County

Population

| | |
|------------------|---------|
| Total Population | 114,638 |
|------------------|---------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 48,402 |
| Occupied | 46,137 |
| Owner-occupied | 29,562 |
| Population in owner-occupied (number of individuals) | 75,167 |
| Renter-occupied | 16,575 |
| Population in renter-occupied (number of individuals) | 34,276 |
| Households with individuals under 18 | 12,949 |
| Vacant | 2,265 |
| Vacant: for rent | 625 |
| Vacant: for sale | 488 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 55,961 |
| Female | 58,677 |
| Under 18 | 24,462 |
| 18 & over | 90,176 |
| 20 - 24 | 12,626 |
| 25 - 34 | 14,774 |
| 35 - 49 | 20,794 |
| 50 - 64 | 21,570 |
| 65 & over | 15,201 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 1,741 |
| Non Hispanic or Latino | 112,897 |

Population by Race

| | |
|--------------------------------------|---------|
| White | 105,540 |
| African American | 1,610 |
| Asian | 4,742 |
| American Indian and Alaska Native | 493 |
| Native Hawaiian and Pacific Islander | 28 |
| Other | 371 |
| Identified by two or more | 1,854 |

WI - Monroe County

Population

| | |
|------------------|--------|
| Total Population | 44,673 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 19,204 |
| Occupied | 17,376 |
| Owner-occupied | 12,404 |
| Population in owner-occupied (number of individuals) | 32,717 |
| Renter-occupied | 4,972 |
| Population in renter-occupied (number of individuals) | 11,097 |
| Households with individuals under 18 | 5,667 |
| Vacant | 1,828 |
| Vacant: for rent | 387 |
| Vacant: for sale | 214 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 22,648 |
| Female | 22,025 |
| Under 18 | 11,670 |
| 18 & over | 33,003 |
| 20 - 24 | 2,228 |
| 25 - 34 | 5,321 |
| 35 - 49 | 8,917 |
| 50 - 64 | 9,274 |
| 65 & over | 6,223 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,661 |
| Non Hispanic or Latino | 43,012 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 41,940 |
| African American | 512 |
| Asian | 289 |
| American Indian and Alaska Native | 510 |
| Native Hawaiian and Pacific Islander | 40 |
| Other | 764 |
| Identified by two or more | 618 |

WI - Rusk County

Population

| | |
|------------------|--------|
| Total Population | 14,755 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 8,883 |
| Occupied | 6,232 |
| Owner-occupied | 4,770 |
| Population in owner-occupied (number of individuals) | 11,463 |
| Renter-occupied | 1,462 |
| Population in renter-occupied (number of individuals) | 3,118 |
| Households with individuals under 18 | 1,632 |
| Vacant | 2,651 |
| Vacant: for rent | 116 |
| Vacant: for sale | 100 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 7,371 |
| Female | 7,384 |
| Under 18 | 3,315 |
| 18 & over | 11,440 |
| 20 - 24 | 575 |
| 25 - 34 | 1,332 |
| 35 - 49 | 2,836 |
| 50 - 64 | 3,409 |
| 65 & over | 2,964 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 173 |
| Non Hispanic or Latino | 14,582 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 14,398 |
| African American | 61 |
| Asian | 41 |
| American Indian and Alaska Native | 74 |
| Native Hawaiian and Pacific Islander | 1 |
| Other | 37 |
| Identified by two or more | 143 |

WI - Trempealeau County

Population

| | |
|------------------|--------|
| Total Population | 28,816 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 12,619 |
| Occupied | 11,524 |
| Owner-occupied | 8,559 |
| Population in owner-occupied (number of individuals) | 21,892 |
| Renter-occupied | 2,965 |
| Population in renter-occupied (number of individuals) | 6,412 |
| Households with individuals under 18 | 3,631 |
| Vacant | 1,095 |
| Vacant: for rent | 304 |
| Vacant: for sale | 122 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 14,638 |
| Female | 14,178 |
| Under 18 | 6,985 |
| 18 & over | 21,831 |
| 20 - 24 | 1,346 |
| 25 - 34 | 3,378 |
| 35 - 49 | 5,986 |
| 50 - 64 | 5,926 |
| 65 & over | 4,567 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,667 |
| Non Hispanic or Latino | 27,149 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 27,230 |
| African American | 62 |
| Asian | 123 |
| American Indian and Alaska Native | 63 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 1,086 |
| Identified by two or more | 248 |

WI - Vernon County

Population

| | |
|------------------|--------|
| Total Population | 29,773 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 13,720 |
| Occupied | 11,616 |
| Owner-occupied | 9,165 |
| Population in owner-occupied (number of individuals) | 24,260 |
| Renter-occupied | 2,451 |
| Population in renter-occupied (number of individuals) | 5,123 |
| Households with individuals under 18 | 3,544 |
| Vacant | 2,104 |
| Vacant: for rent | 222 |
| Vacant: for sale | 159 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 14,854 |
| Female | 14,919 |
| Under 18 | 7,878 |
| 18 & over | 21,895 |
| 20 - 24 | 1,281 |
| 25 - 34 | 2,965 |
| 35 - 49 | 5,544 |
| 50 - 64 | 6,466 |
| 65 & over | 4,962 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 394 |
| Non Hispanic or Latino | 29,379 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 29,085 |
| African American | 109 |
| Asian | 92 |
| American Indian and Alaska Native | 61 |
| Native Hawaiian and Pacific Islander | 7 |
| Other | 145 |
| Identified by two or more | 274 |

MN - Winona County

Population

| | |
|------------------|--------|
| Total Population | 51,461 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 20,760 |
| Occupied | 19,554 |
| Owner-occupied | 13,619 |
| Population in owner-occupied (number of individuals) | 34,336 |
| Renter-occupied | 5,935 |
| Population in renter-occupied (number of individuals) | 12,626 |
| Households with individuals under 18 | 5,097 |
| Vacant | 1,206 |
| Vacant: for rent | 296 |
| Vacant: for sale | 217 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 25,307 |
| Female | 26,154 |
| Under 18 | 9,969 |
| 18 & over | 41,492 |
| 20 - 24 | 7,368 |
| 25 - 34 | 5,702 |
| 35 - 49 | 8,349 |
| 50 - 64 | 9,569 |
| 65 & over | 6,891 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,244 |
| Non Hispanic or Latino | 50,217 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 48,573 |
| African American | 650 |
| Asian | 1,101 |
| American Indian and Alaska Native | 133 |
| Native Hawaiian and Pacific Islander | 2 |
| Other | 401 |
| Identified by two or more | 601 |