



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

**BURLINGTON PLATTSBURGH :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	754,719
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**Housing Status**

( in housing units unless noted )

Total	384,493
Occupied	305,512
Owner-occupied	215,375
Population in owner-occupied ( number of individuals )	528,413
Renter-occupied	90,137
Population in renter-occupied ( number of individuals )	187,115
Households with individuals under 18	85,985
Vacant	78,981
Vacant: for rent	6,991
Vacant: for sale	4,389

**Population by Sex/Age**

Male	374,942
Female	379,777
Under 18	152,652
18 & over	602,067
20 - 24	57,520
25 - 34	85,746
35 - 49	154,817
50 - 64	167,980
65 & over	108,822

**Population by Ethnicity**

Hispanic or Latino	12,510
Non Hispanic or Latino	742,209

**Population by Race**

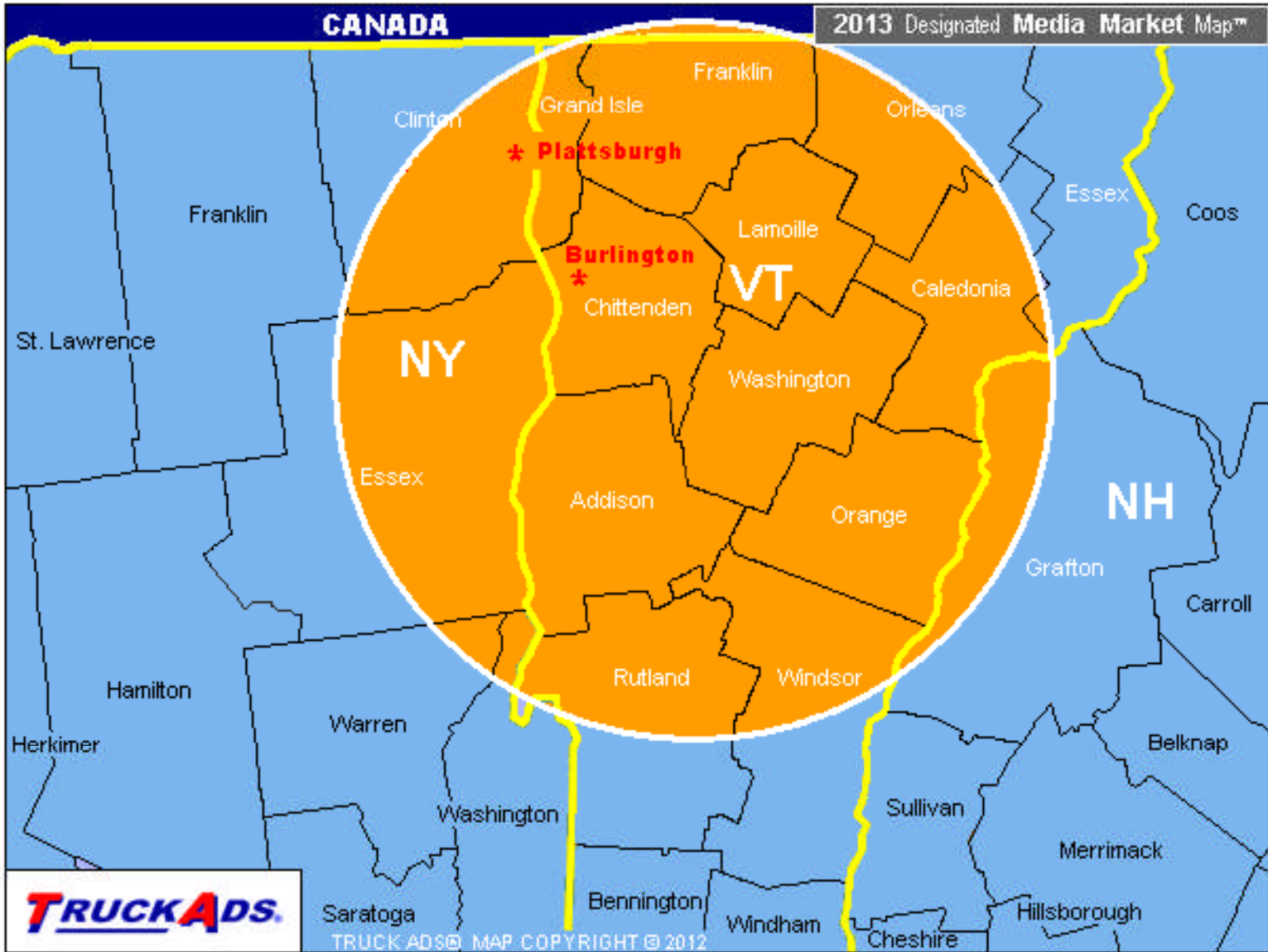
White	714,505
African American	10,658
Asian	11,009
American Indian and Alaska Native	2,740
Native Hawaiian and Pacific Islander	167
Other	3007
Identified by two or more	12,633

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# BURLINGTON PLATTSBURGH :::

## BROADCAST TV MARKET AREA



### 15 COUNTIES IN THIS DESIGNATED MARKET

**NEW YORK:** Clinton, NY ~ Essex, NY ~ **VERMONT:** Addison, VT ~ Caledonia, VT ~ Chittenden, VT ~ Essex, VT ~ Franklin, VT ~ Grand Isle, VT ~ Lamoille, VT ~ Orange, VT ~ Orleans, VT ~ Rutland, VT ~ Washington, VT ~ Windsor, VT ~ **NEW HAMPSHIRE:** Grafton, NH

## NY - Clinton County

### Population

Total Population	82,128
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### Housing Status

( in housing units unless noted )

Total	35,888
Occupied	31,582
Owner-occupied	21,576
Population in owner-occupied ( number of individuals )	54,138
Renter-occupied	10,006
Population in renter-occupied ( number of individuals )	20,837
Households with individuals under 18	9,117
Vacant	4,306
Vacant: for rent	596
Vacant: for sale	366

### Population by Sex/Age

Male	42,097
Female	40,031
Under 18	15,890
18 & over	66,238
20 - 24	7,633
25 - 34	10,157
35 - 49	17,551
50 - 64	16,491
65 & over	10,952

### Population by Ethnicity

Hispanic or Latino	2,054
Non Hispanic or Latino	80,074

### Population by Race

White	75,997
African American	3,209
Asian	898
American Indian and Alaska Native	286
Native Hawaiian and Pacific Islander	19
Other	540
Identified by two or more	1,179

## NY - Essex County

### Population

Total Population	39,370
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### Housing Status

( in housing units unless noted )

Total	25,603
Occupied	16,262
Owner-occupied	11,989
Population in owner-occupied ( number of individuals )	28,189
Renter-occupied	4,273
Population in renter-occupied ( number of individuals )	8,534
Households with individuals under 18	4,185
Vacant	9,341
Vacant: for rent	666
Vacant: for sale	340

### Population by Sex/Age

Male	20,391
Female	18,979
Under 18	7,586
18 & over	31,784
20 - 24	2,056
25 - 34	4,547
35 - 49	8,131
50 - 64	9,081
65 & over	7,143

### Population by Ethnicity

Hispanic or Latino	993
Non Hispanic or Latino	38,377

### Population by Race

White	37,100
African American	1,073
Asian	263
American Indian and Alaska Native	126
Native Hawaiian and Pacific Islander	9
Other	320
Identified by two or more	479

## VT - Addison County

### Population

Total Population	36,821
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### Housing Status

( in housing units unless noted )

Total	16,760
Occupied	14,084
Owner-occupied	10,662
Population in owner-occupied ( number of individuals )	26,596
Renter-occupied	3,422
Population in renter-occupied ( number of individuals )	7,373
Households with individuals under 18	4,157
Vacant	2,676
Vacant: for rent	241
Vacant: for sale	181

### Population by Sex/Age

Male	18,364
Female	18,457
Under 18	7,502
18 & over	29,319
20 - 24	3,069
25 - 34	3,402
35 - 49	7,527
50 - 64	8,494
65 & over	5,102

### Population by Ethnicity

Hispanic or Latino	685
Non Hispanic or Latino	36,136

### Population by Race

White	35,078
African American	283
Asian	532
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	6
Other	202
Identified by two or more	632

## VT - Caledonia County

### Population

Total Population	31,227
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### Housing Status

( in housing units unless noted )

Total	15,942
Occupied	12,553
Owner-occupied	9,233
Population in owner-occupied ( number of individuals )	22,843
Renter-occupied	3,320
Population in renter-occupied ( number of individuals )	7,039
Households with individuals under 18	3,696
Vacant	3,389
Vacant: for rent	340
Vacant: for sale	186

### Population by Sex/Age

Male	15,509
Female	15,718
Under 18	6,793
18 & over	24,434
20 - 24	1,957
25 - 34	3,215
35 - 49	6,075
50 - 64	7,319
65 & over	4,793

### Population by Ethnicity

Hispanic or Latino	331
Non Hispanic or Latino	30,896

### Population by Race

White	30,138
African American	167
Asian	251
American Indian and Alaska Native	138
Native Hawaiian and Pacific Islander	1
Other	92
Identified by two or more	440



## VT - Chittenden County

### Population

Total Population	156,545
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### Housing Status

( in housing units unless noted )

Total	65,722
Occupied	61,827
Owner-occupied	40,310
Population in owner-occupied ( number of individuals )	101,732
Renter-occupied	21,517
Population in renter-occupied ( number of individuals )	45,018
Households with individuals under 18	17,791
Vacant	3,895
Vacant: for rent	806
Vacant: for sale	587

### Population by Sex/Age

Male	76,309
Female	80,236
Under 18	31,313
18 & over	125,232
20 - 24	16,462
25 - 34	20,612
35 - 49	31,855
50 - 64	30,903
65 & over	17,685

### Population by Ethnicity

Hispanic or Latino	2,856
Non Hispanic or Latino	153,689

### Population by Race

White	144,752
African American	3,319
Asian	4,399
American Indian and Alaska Native	414
Native Hawaiian and Pacific Islander	48
Other	605
Identified by two or more	3,008

## VT - Essex County

### Population

Total Population	6,306
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### Housing Status

( in housing units unless noted )

Total	5,019
Occupied	2,818
Owner-occupied	2,260
Population in owner-occupied ( number of individuals )	5,081
Renter-occupied	558
Population in renter-occupied ( number of individuals )	1,209
Households with individuals under 18	681
Vacant	2,201
Vacant: for rent	64
Vacant: for sale	53

### Population by Sex/Age

Male	3,188
Female	3,118
Under 18	1,197
18 & over	5,109
20 - 24	278
25 - 34	525
35 - 49	1,304
50 - 64	1,661
65 & over	1,220

### Population by Ethnicity

Hispanic or Latino	59
Non Hispanic or Latino	6,247

### Population by Race

White	6,138
African American	18
Asian	22
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	0
Other	9
Identified by two or more	83



## VT - Franklin County

### Population

Total Population	47,746
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### Housing Status

( in housing units unless noted )

Total	21,588
Occupied	18,513
Owner-occupied	13,829
Population in owner-occupied ( number of individuals )	36,425
Renter-occupied	4,684
Population in renter-occupied ( number of individuals )	10,792
Households with individuals under 18	6,467
Vacant	3,075
Vacant: for rent	369
Vacant: for sale	280

### Population by Sex/Age

Male	23,688
Female	24,058
Under 18	11,807
18 & over	35,939
20 - 24	2,355
25 - 34	5,714
35 - 49	10,945
50 - 64	10,068
65 & over	5,808

### Population by Ethnicity

Hispanic or Latino	571
Non Hispanic or Latino	47,175

### Population by Race

White	45,648
African American	213
Asian	231
American Indian and Alaska Native	500
Native Hawaiian and Pacific Islander	14
Other	125
Identified by two or more	1,015

## VT - Grand Isle County

### Population

Total Population	6,970
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### Housing Status

( in housing units unless noted )

Total	5,048
Occupied	2,902
Owner-occupied	2,358
Population in owner-occupied ( number of individuals )	5,692
Renter-occupied	544
Population in renter-occupied ( number of individuals )	1,278
Households with individuals under 18	823
Vacant	2,146
Vacant: for rent	82
Vacant: for sale	98

### Population by Sex/Age

Male	3,478
Female	3,492
Under 18	1,417
18 & over	5,553
20 - 24	300
25 - 34	673
35 - 49	1,533
50 - 64	1,935
65 & over	979

### Population by Ethnicity

Hispanic or Latino	80
Non Hispanic or Latino	6,890

### Population by Race

White	6,641
African American	25
Asian	21
American Indian and Alaska Native	66
Native Hawaiian and Pacific Islander	4
Other	18
Identified by two or more	195

## VT - Lamoille County

### Population

Total Population	24,475
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### Housing Status

( in housing units unless noted )

Total	12,969
Occupied	10,014
Owner-occupied	7,128
Population in owner-occupied ( number of individuals )	17,769
Renter-occupied	2,886
Population in renter-occupied ( number of individuals )	6,012
Households with individuals under 18	3,061
Vacant	2,955
Vacant: for rent	251
Vacant: for sale	132

### Population by Sex/Age

Male	12,244
Female	12,231
Under 18	5,467
18 & over	19,008
20 - 24	1,572
25 - 34	2,901
35 - 49	5,240
50 - 64	5,254
65 & over	3,264

### Population by Ethnicity

Hispanic or Latino	322
Non Hispanic or Latino	24,153

### Population by Race

White	23,656
African American	149
Asian	125
American Indian and Alaska Native	94
Native Hawaiian and Pacific Islander	4
Other	83
Identified by two or more	364

## VT - Orange County

### Population

Total Population	28,936
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### Housing Status

( in housing units unless noted )

Total	14,845
Occupied	11,887
Owner-occupied	9,349
Population in owner-occupied ( number of individuals )	22,769
Renter-occupied	2,538
Population in renter-occupied ( number of individuals )	5,452
Households with individuals under 18	3,359
Vacant	2,958
Vacant: for rent	211
Vacant: for sale	177

### Population by Sex/Age

Male	14,421
Female	14,515
Under 18	6,049
18 & over	22,887
20 - 24	1,551
25 - 34	2,972
35 - 49	6,015
50 - 64	7,259
65 & over	4,276

### Population by Ethnicity

Hispanic or Latino	282
Non Hispanic or Latino	28,654

### Population by Race

White	28,077
African American	110
Asian	140
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	3
Other	82
Identified by two or more	439

## VT - Orleans County

### Population

Total Population	27,231
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### Housing Status

( in housing units unless noted )

Total	16,162
Occupied	11,320
Owner-occupied	8,553
Population in owner-occupied ( number of individuals )	20,458
Renter-occupied	2,767
Population in renter-occupied ( number of individuals )	5,955
Households with individuals under 18	3,159
Vacant	4,842
Vacant: for rent	272
Vacant: for sale	184

### Population by Sex/Age

Male	13,611
Female	13,620
Under 18	5,796
18 & over	21,435
20 - 24	1,385
25 - 34	2,950
35 - 49	5,407
50 - 64	6,285
65 & over	4,824

### Population by Ethnicity

Hispanic or Latino	305
Non Hispanic or Latino	26,926

### Population by Race

White	26,310
African American	162
Asian	93
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	9
Other	89
Identified by two or more	445

## VT - Rutland County

### Population

Total Population	61,642
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### Housing Status

( in housing units unless noted )

Total	33,768
Occupied	25,984
Owner-occupied	18,147
Population in owner-occupied ( number of individuals )	43,515
Renter-occupied	7,837
Population in renter-occupied ( number of individuals )	15,809
Households with individuals under 18	6,728
Vacant	7,784
Vacant: for rent	676
Vacant: for sale	416

### Population by Sex/Age

Male	30,385
Female	31,257
Under 18	11,882
18 & over	49,760
20 - 24	4,081
25 - 34	6,106
35 - 49	12,455
50 - 64	14,905
65 & over	10,257

### Population by Ethnicity

Hispanic or Latino	681
Non Hispanic or Latino	60,961

### Population by Race

White	59,829
African American	334
Asian	370
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	10
Other	150
Identified by two or more	799



## VT - Washington County

### Population

Total Population	59,534
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### Housing Status

( in housing units unless noted )

Total	29,941
Occupied	25,027
Owner-occupied	17,540
Population in owner-occupied ( number of individuals )	42,549
Renter-occupied	7,487
Population in renter-occupied ( number of individuals )	14,575
Households with individuals under 18	7,065
Vacant	4,914
Vacant: for rent	592
Vacant: for sale	275

### Population by Sex/Age

Male	29,412
Female	30,122
Under 18	12,320
18 & over	47,214
20 - 24	3,597
25 - 34	6,427
35 - 49	12,661
50 - 64	14,091
65 & over	8,617

### Population by Ethnicity

Hispanic or Latino	995
Non Hispanic or Latino	58,539

### Population by Race

White	57,192
African American	441
Asian	502
American Indian and Alaska Native	151
Native Hawaiian and Pacific Islander	11
Other	185
Identified by two or more	1,052

## VT - Windsor County

### Population

Total Population	56,670
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### Housing Status

( in housing units unless noted )

Total	34,118
Occupied	24,753
Owner-occupied	17,897
Population in owner-occupied ( number of individuals )	41,961
Renter-occupied	6,856
Population in renter-occupied ( number of individuals )	13,811
Households with individuals under 18	6,415
Vacant	9,365
Vacant: for rent	787
Vacant: for sale	494

### Population by Sex/Age

Male	27,774
Female	28,896
Under 18	11,249
18 & over	45,421
20 - 24	2,598
25 - 34	6,097
35 - 49	11,342
50 - 64	14,250
65 & over	10,091

### Population by Ethnicity

Hispanic or Latino	696
Non Hispanic or Latino	55,974

### Population by Race

White	54,563
African American	327
Asian	529
American Indian and Alaska Native	154
Native Hawaiian and Pacific Islander	13
Other	141
Identified by two or more	943

## NH - Grafton County

### Population

Total Population	89,118
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### Housing Status

( in housing units unless noted )

Total	51,120
Occupied	35,986
Owner-occupied	24,544
Population in owner-occupied ( number of individuals )	58,696
Renter-occupied	11,442
Population in renter-occupied ( number of individuals )	23,421
Households with individuals under 18	9,281
Vacant	15,134
Vacant: for rent	1,038
Vacant: for sale	620

### Population by Sex/Age

Male	44,071
Female	45,047
Under 18	16,384
18 & over	72,734
20 - 24	8,626
25 - 34	9,448
35 - 49	16,776
50 - 64	19,984
65 & over	13,811

### Population by Ethnicity

Hispanic or Latino	1,600
Non Hispanic or Latino	87,518

### Population by Race

White	83,386
African American	828
Asian	2,633
American Indian and Alaska Native	329
Native Hawaiian and Pacific Islander	16
Other	366
Identified by two or more	1,560