



**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

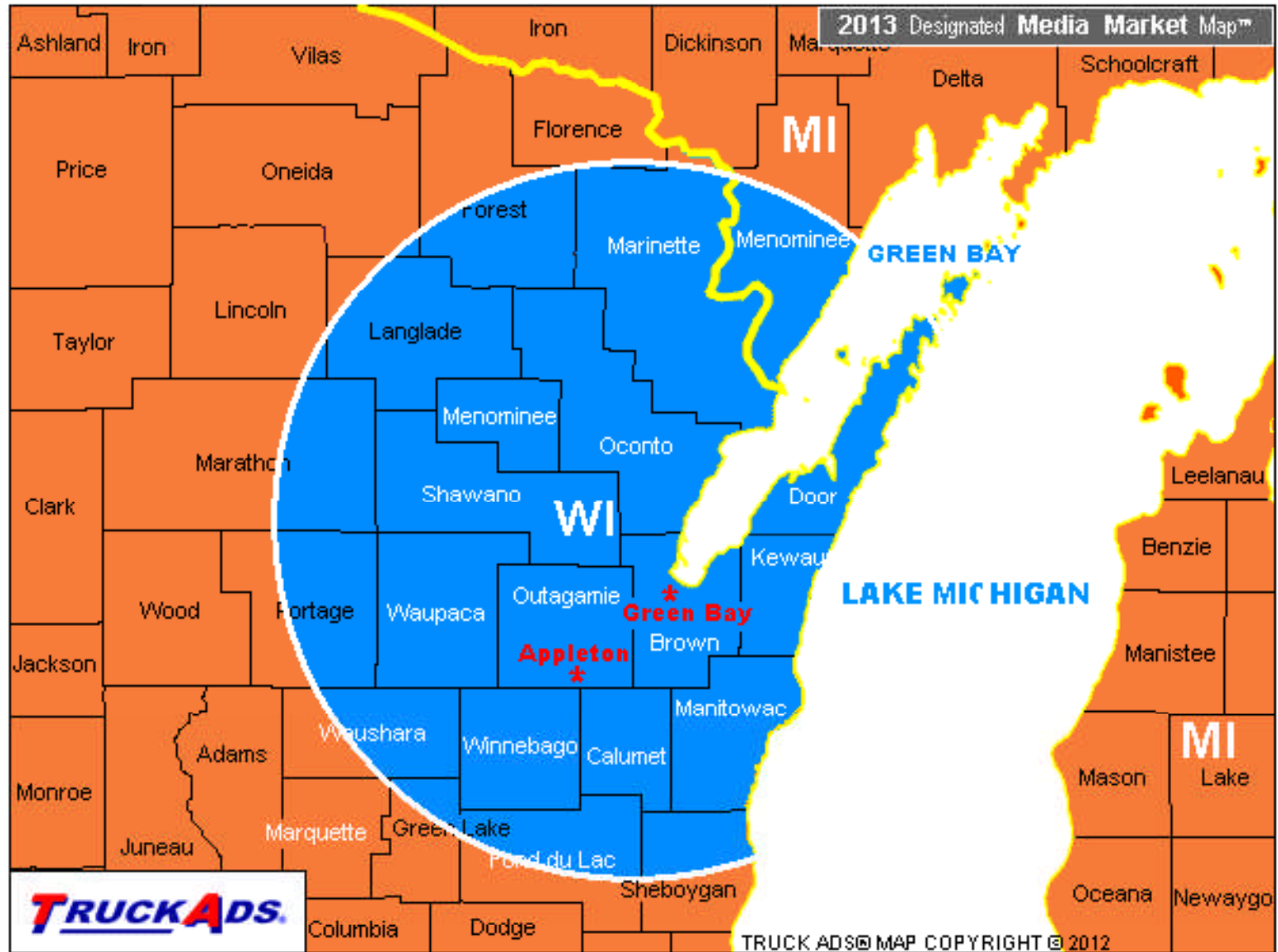
White	1,021,576
African American	13,508
Asian	21,112
American Indian and Alaska Native	20,797
Native Hawaiian and Pacific Islander	338
Other	19,874
Identified by two or more	16,825

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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 ~ Keweenaw, 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