



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

LA CROSSE EAU CLAIRE :::

BROADCAST TV MARKET AREA

Population

Total Population	530,637
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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

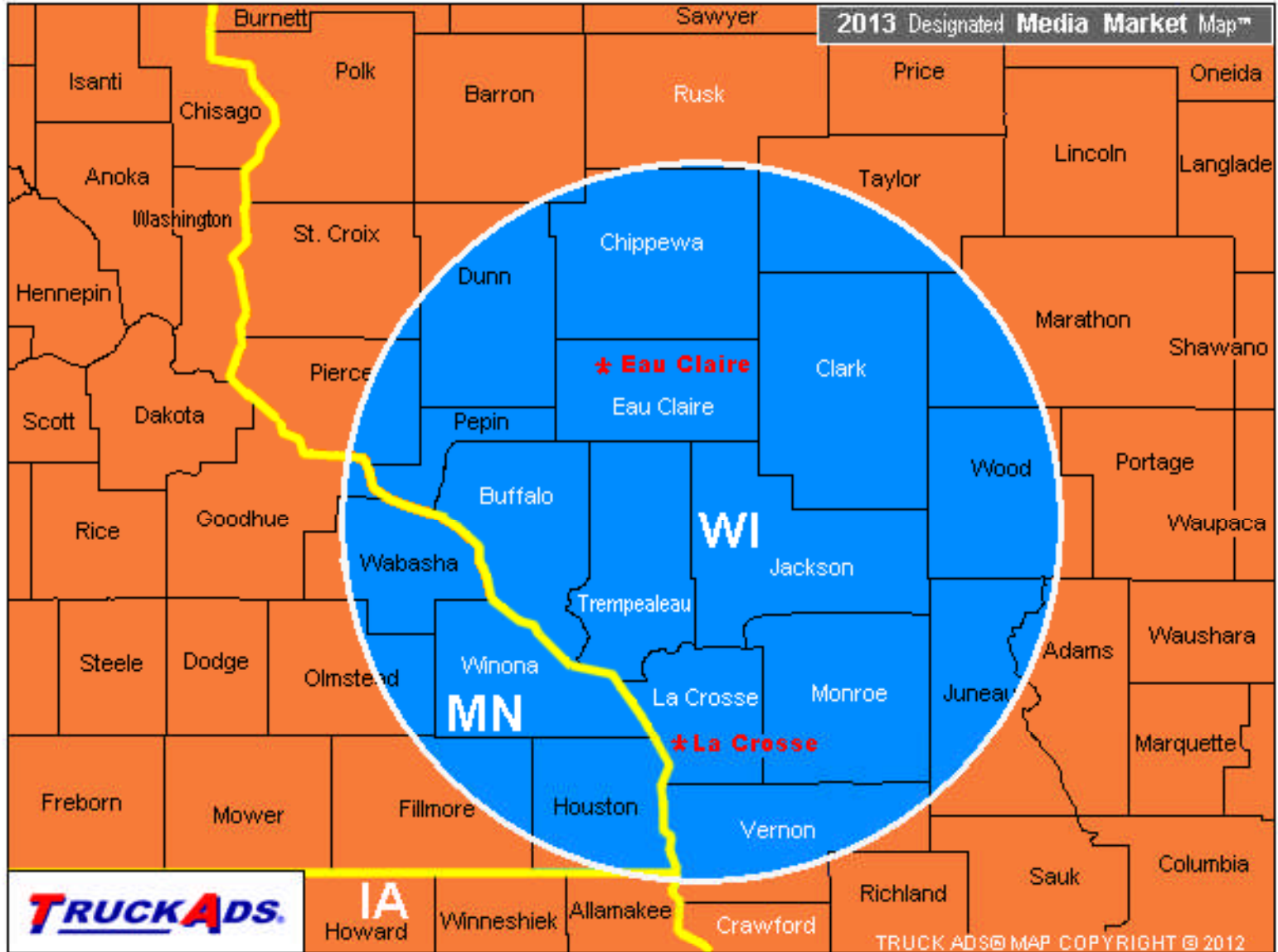
White	499,145
African American	5,673
Asian	10,730
American Indian and Alaska Native	3,637
Native Hawaiian and Pacific Islander	158
Other	4,580
Identified by two or more	6,714

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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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