



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

MADISON :::

BROADCAST TV MARKET AREA

Population

Total Population	940,471
------------------	---------

Housing Status

(in housing units unless noted)

Total	419,212
Occupied	382,876
Owner-occupied	251,237
Population in owner-occupied (number of individuals)	637,250
Renter-occupied	131,639
Population in renter-occupied (number of individuals)	278,505
Households with individuals under 18	114,135
Vacant	36,336
Vacant: for rent	10,835
Vacant: for sale	5,764

Population by Sex/Age

Male	468,417
Female	472,054
Under 18	214,251
18 & over	726,220
20 - 24	74,222
25 - 34	132,366
35 - 49	192,238
50 - 64	182,446
65 & over	116,748

Population by Ethnicity

Hispanic or Latino	48,755
Non Hispanic or Latino	891,716

Population by Race

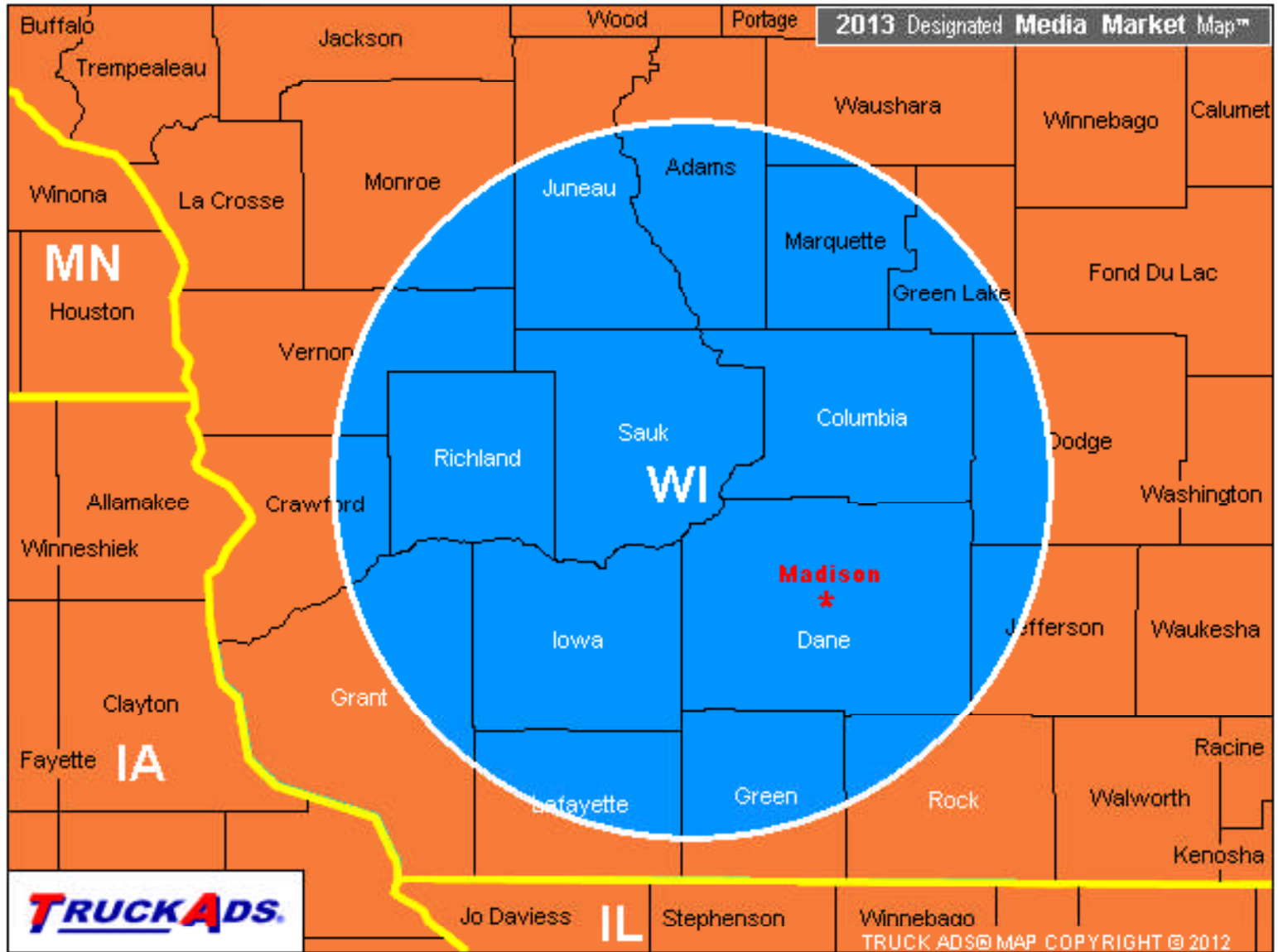
White	834,484
African American	35,892
Asian	26,210
American Indian and Alaska Native	3,988
Native Hawaiian and Pacific Islander	279
Other	21,032
Identified by two or more	18,586

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



MADISON :::

BROADCAST TV MARKET AREA



10 COUNTIES IN THIS DESIGNATED MARKET

WISCONSIN: Columbia, WI ~ Dane, WI ~ Grant, WI ~ Green, WI ~ Iowa, WI ~ Juneau, WI ~ Lafayette, WI ~ Richland, WI ~ Rock, WI ~ Sauk, WI

WI - Columbia County

Population

Total Population	56,833
------------------	--------

Housing Status

(in housing units unless noted)

Total	26,137
Occupied	22,735
Owner-occupied	16,955
Population in owner-occupied (number of individuals)	43,160
Renter-occupied	5,780
Population in renter-occupied (number of individuals)	12,147
Households with individuals under 18	7,054
Vacant	3,402
Vacant: for rent	534
Vacant: for sale	443

Population by Sex/Age

Male	28,935
Female	27,898
Under 18	13,267
18 & over	43,566
20 - 24	2,652
25 - 34	6,804
35 - 49	12,450
50 - 64	12,157
65 & over	8,294

Population by Ethnicity

Hispanic or Latino	1,444
Non Hispanic or Latino	55,389

Population by Race

White	54,468
African American	717
Asian	301
American Indian and Alaska Native	277
Native Hawaiian and Pacific Islander	29
Other	441
Identified by two or more	600

WI - Dane County

Population

Total Population	488,073
------------------	---------

Housing Status

(in housing units unless noted)

Total	216,022
Occupied	203,750
Owner-occupied	121,509
Population in owner-occupied (number of individuals)	306,801
Renter-occupied	82,241
Population in renter-occupied (number of individuals)	168,497
Households with individuals under 18	57,816
Vacant	12,272
Vacant: for rent	5,750
Vacant: for sale	2,434

Population by Sex/Age

Male	241,411
Female	246,662
Under 18	106,084
18 & over	381,989
20 - 24	47,252
25 - 34	78,853
35 - 49	99,711
50 - 64	90,257
65 & over	50,144

Population by Ethnicity

Hispanic or Latino	28,925
Non Hispanic or Latino	459,148

Population by Race

White	413,631
African American	25,347
Asian	23,035
American Indian and Alaska Native	1,730
Native Hawaiian and Pacific Islander	166
Other	12,064
Identified by two or more	12,100

WI - Grant County

Population

Total Population	51,208
------------------	--------

Housing Status

(in housing units unless noted)

Total	21,581
Occupied	19,396
Owner-occupied	13,727
Population in owner-occupied (number of individuals)	34,870
Renter-occupied	5,669
Population in renter-occupied (number of individuals)	12,441
Households with individuals under 18	5,398
Vacant	2,185
Vacant: for rent	548
Vacant: for sale	259

Population by Sex/Age

Male	26,636
Female	24,572
Under 18	10,886
18 & over	40,322
20 - 24	5,914
25 - 34	5,384
35 - 49	8,603
50 - 64	9,671
65 & over	7,974

Population by Ethnicity

Hispanic or Latino	649
Non Hispanic or Latino	50,559

Population by Race

White	49,655
African American	588
Asian	312
American Indian and Alaska Native	103
Native Hawaiian and Pacific Islander	5
Other	221
Identified by two or more	324

WI - Green County

Population

Total Population	36,842
------------------	--------

Housing Status

(in housing units unless noted)

Total	15,856
Occupied	14,866
Owner-occupied	11,192
Population in owner-occupied (number of individuals)	28,584
Renter-occupied	3,674
Population in renter-occupied (number of individuals)	7,853
Households with individuals under 18	4,781
Vacant	990
Vacant: for rent	231
Vacant: for sale	189

Population by Sex/Age

Male	18,241
Female	18,601
Under 18	8,953
18 & over	27,889
20 - 24	1,599
25 - 34	4,126
35 - 49	7,920
50 - 64	7,956
65 & over	5,497

Population by Ethnicity

Hispanic or Latino	1,033
Non Hispanic or Latino	35,809

Population by Race

White	35,593
African American	140
Asian	198
American Indian and Alaska Native	65
Native Hawaiian and Pacific Islander	11
Other	490
Identified by two or more	345

WI - Iowa County

Population

Total Population	23,687
------------------	--------

Housing Status

(in housing units unless noted)

Total	10,719
Occupied	9,547
Owner-occupied	7,275
Population in owner-occupied (number of individuals)	18,589
Renter-occupied	2,272
Population in renter-occupied (number of individuals)	4,884
Households with individuals under 18	3,047
Vacant	1,172
Vacant: for rent	250
Vacant: for sale	132

Population by Sex/Age

Male	11,878
Female	11,809
Under 18	5,889
18 & over	17,798
20 - 24	1,036
25 - 34	2,655
35 - 49	5,096
50 - 64	5,289
65 & over	3,269

Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	23,351

Population by Race

White	23,127
African American	87
Asian	129
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	5
Other	102
Identified by two or more	201

WI - Juneau County

Population

Total Population	26,664
------------------	--------

Housing Status

(in housing units unless noted)

Total	14,669
Occupied	10,527
Owner-occupied	7,908
Population in owner-occupied (number of individuals)	19,122
Renter-occupied	2,619
Population in renter-occupied (number of individuals)	5,891
Households with individuals under 18	2,923
Vacant	4,142
Vacant: for rent	255
Vacant: for sale	300

Population by Sex/Age

Male	14,029
Female	12,635
Under 18	5,673
18 & over	20,991
20 - 24	1,274
25 - 34	2,978
35 - 49	5,611
50 - 64	5,896
65 & over	4,677

Population by Ethnicity

Hispanic or Latino	687
Non Hispanic or Latino	25,977

Population by Race

White	25,077
African American	557
Asian	115
American Indian and Alaska Native	398
Native Hawaiian and Pacific Islander	7
Other	188
Identified by two or more	322

WI - Lafayette County

Population

Total Population	16,836
------------------	--------

Housing Status

(in housing units unless noted)

Total	7,230
Occupied	6,609
Owner-occupied	5,119
Population in owner-occupied (number of individuals)	13,301
Renter-occupied	1,490
Population in renter-occupied (number of individuals)	3,415
Households with individuals under 18	2,070
Vacant	621
Vacant: for rent	119
Vacant: for sale	120

Population by Sex/Age

Male	8,582
Female	8,254
Under 18	4,349
18 & over	12,487
20 - 24	888
25 - 34	1,807
35 - 49	3,250
50 - 64	3,524
65 & over	2,601

Population by Ethnicity

Hispanic or Latino	522
Non Hispanic or Latino	16,314

Population by Race

White	16,292
African American	39
Asian	58
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	0
Other	303
Identified by two or more	96

WI - Richland County

Population

Total Population	18,021
------------------	--------

Housing Status

(in housing units unless noted)

Total	8,868
Occupied	7,349
Owner-occupied	5,482
Population in owner-occupied (number of individuals)	13,828
Renter-occupied	1,867
Population in renter-occupied (number of individuals)	3,857
Households with individuals under 18	2,059
Vacant	1,519
Vacant: for rent	172
Vacant: for sale	142

Population by Sex/Age

Male	9,042
Female	8,979
Under 18	4,200
18 & over	13,821
20 - 24	862
25 - 34	1,866
35 - 49	3,303
50 - 64	4,030
65 & over	3,245

Population by Ethnicity

Hispanic or Latino	360
Non Hispanic or Latino	17,661

Population by Race

White	17,540
African American	82
Asian	95
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	4
Other	119
Identified by two or more	135

WI - Rock County

Population

Total Population	160,331
------------------	---------

Housing Status

(in housing units unless noted)

Total	68,422
Occupied	62,905
Owner-occupied	44,380
Population in owner-occupied (number of individuals)	114,315
Renter-occupied	18,525
Population in renter-occupied (number of individuals)	43,082
Households with individuals under 18	21,170
Vacant	5,517
Vacant: for rent	2,035
Vacant: for sale	1,203

Population by Sex/Age

Male	78,815
Female	81,516
Under 18	40,183
18 & over	120,148
20 - 24	9,409
25 - 34	20,159
35 - 49	33,508
50 - 64	30,927
65 & over	21,759

Population by Ethnicity

Hispanic or Latino	12,124
Non Hispanic or Latino	148,207

Population by Race

White	140,513
African American	7,978
Asian	1,630
American Indian and Alaska Native	516
Native Hawaiian and Pacific Islander	39
Other	5,948
Identified by two or more	3,707

WI - Sauk County

Population

Total Population	61,976
------------------	--------

Housing Status

(in housing units unless noted)

Total	29,708
Occupied	25,192
Owner-occupied	17,690
Population in owner-occupied (number of individuals)	44,680
Renter-occupied	7,502
Population in renter-occupied (number of individuals)	16,438
Households with individuals under 18	7,817
Vacant	4,516
Vacant: for rent	941
Vacant: for sale	542

Population by Sex/Age

Male	30,848
Female	31,128
Under 18	14,767
18 & over	47,209
20 - 24	3,336
25 - 34	7,734
35 - 49	12,786
50 - 64	12,739
65 & over	9,288

Population by Ethnicity

Hispanic or Latino	2,675
Non Hispanic or Latino	59,301

Population by Race

White	58,588
African American	357
Asian	337
American Indian and Alaska Native	769
Native Hawaiian and Pacific Islander	13
Other	1,156
Identified by two or more	756