



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

# PORTLAND AUBURN :::

### BROADCAST TV MARKET AREA

#### Population

Total Population	947,882
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#### Housing Status

( in housing units unless noted )

Total	515,171
Occupied	396,551
Owner-occupied	281,805
Population in owner-occupied ( number of individuals )	688,457
Renter-occupied	114,746
Population in renter-occupied ( number of individuals )	236,108
Households with individuals under 18	111,679
Vacant	118,620
Vacant: for rent	11,682
Vacant: for sale	6,594

#### Population by Sex/Age

Male	463,225
Female	484,657
Under 18	198,024
18 & over	749,858
20 - 24	53,796
25 - 34	103,806
35 - 49	202,975
50 - 64	215,809
65 & over	149,075

#### Population by Ethnicity

Hispanic or Latino	13,212
Non Hispanic or Latino	934,670

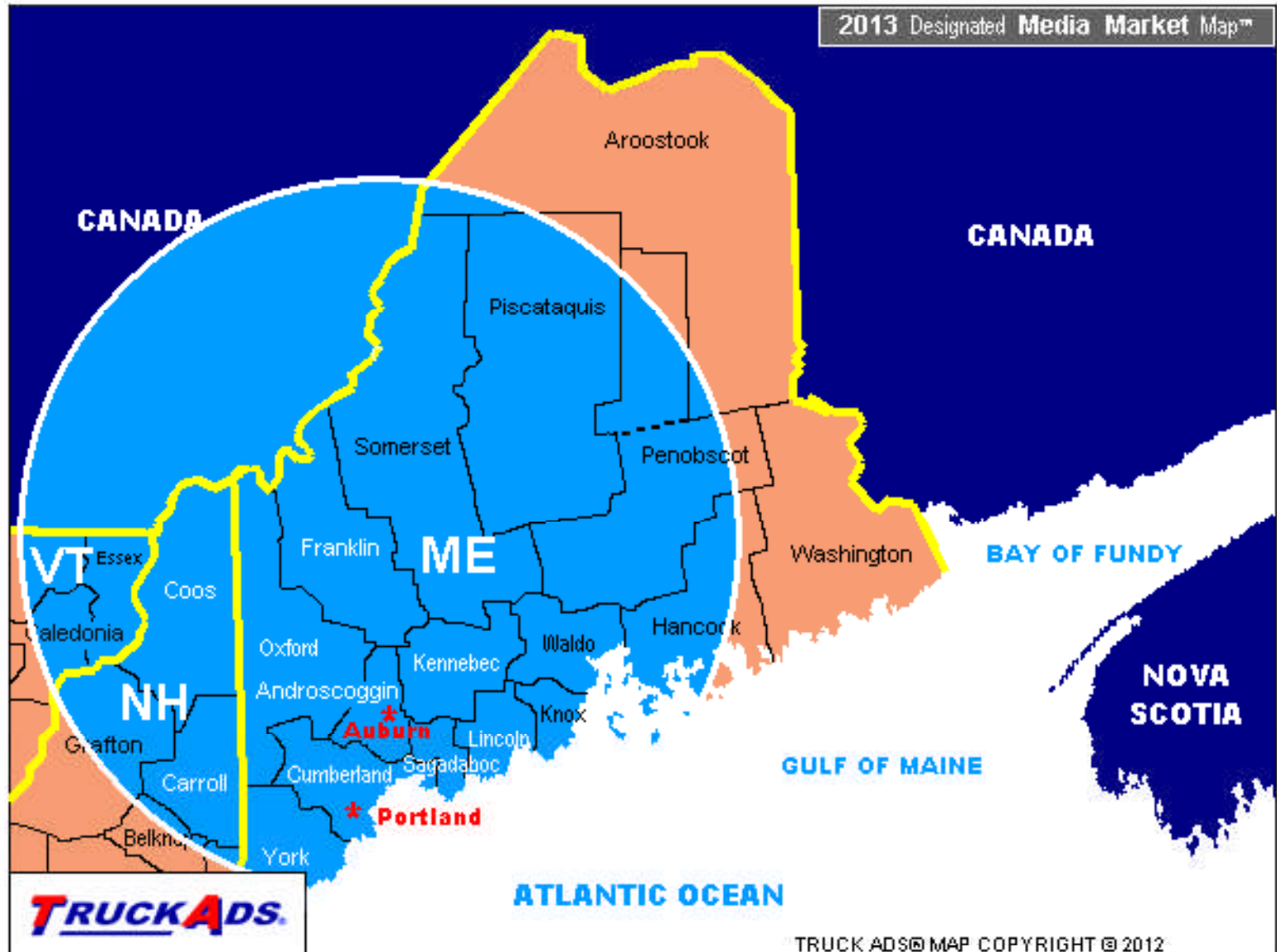
#### Population by Race

White	901,099
African American	13,440
Asian	10,951
American Indian and Alaska Native	3,327
Native Hawaiian and Pacific Islander	240
Other	3,409
Identified by two or more	15,416



# PORTLAND AUBURN :::

BROADCAST TV MARKET AREA



## 10 COUNTIES IN THIS DESIGNATED MARKET

**MAINE:** Androskoggin, ME ~ Cumberland, ME ~ Franklin, ME ~ Kennebec, ME ~ Lincoln, ME ~ Oxford, ME ~ Sagadahoc, ME ~ York, ME ~ **NEW HAMPSHIRE:** Coos, NH ~ Carroll, NH

## ME - Androscoggin County

### Population

Total Population	107,702
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### Housing Status

( in housing units unless noted )

Total	49,090
Occupied	44,315
Owner-occupied	28,544
Population in owner-occupied ( number of individuals )	71,119
Renter-occupied	15,771
Population in renter-occupied ( number of individuals )	33,823
Households with individuals under 18	13,363
Vacant	4,775
Vacant: for rent	1,477
Vacant: for sale	625

### Population by Sex/Age

Male	52,716
Female	54,986
Under 18	24,308
18 & over	83,394
20 - 24	6,966
25 - 34	12,960
35 - 49	23,147
50 - 64	22,081
65 & over	15,184

### Population by Ethnicity

Hispanic or Latino	1,669
Non Hispanic or Latino	106,033

### Population by Race

White	99,939
African American	3,931
Asian	778
American Indian and Alaska Native	409
Native Hawaiian and Pacific Islander	32
Other	457
Identified by two or more	2,156

## ME - Cumberland County

### Population

Total Population	281,674
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### Housing Status

( in housing units unless noted )

Total	138,657
Occupied	117,339
Owner-occupied	78,545
Population in owner-occupied ( number of individuals )	195,532
Renter-occupied	38,794
Population in renter-occupied ( number of individuals )	76,952
Households with individuals under 18	33,198
Vacant	21,318
Vacant: for rent	2,738
Vacant: for sale	1,351

### Population by Sex/Age

Male	136,684
Female	144,990
Under 18	58,894
18 & over	222,780
20 - 24	17,608
25 - 34	34,158
35 - 49	62,140
50 - 64	60,868
65 & over	40,157

### Population by Ethnicity

Hispanic or Latino	5,045
Non Hispanic or Latino	276,629

### Population by Race

White	261,396
African American	6,781
Asian	5,769
American Indian and Alaska Native	901
Native Hawaiian and Pacific Islander	87
Other	1,557
Identified by two or more	5,183

## ME - Franklin County

### Population

Total Population	30,768
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### Housing Status

( in housing units unless noted )

Total	21,709
Occupied	13,000
Owner-occupied	9,815
Population in owner-occupied ( number of individuals )	23,163
Renter-occupied	3,185
Population in renter-occupied ( number of individuals )	6,495
Households with individuals under 18	3,405
Vacant	8,709
Vacant: for rent	526
Vacant: for sale	320

### Population by Sex/Age

Male	15,053
Female	15,715
Under 18	6,047
18 & over	24,721
20 - 24	2,379
25 - 34	2,945
35 - 49	5,892
50 - 64	7,152
65 & over	5,160

### Population by Ethnicity

Hispanic or Latino	315
Non Hispanic or Latino	30,453

### Population by Race

White	29,952
African American	71
Asian	132
American Indian and Alaska Native	116
Native Hawaiian and Pacific Islander	10
Other	50
Identified by two or more	437

## ME - Kennebec County

### Population

Total Population	122,151
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### Housing Status

( in housing units unless noted )

Total	60,972
Occupied	51,128
Owner-occupied	36,451
Population in owner-occupied ( number of individuals )	88,764
Renter-occupied	14,677
Population in renter-occupied ( number of individuals )	29,751
Households with individuals under 18	14,400
Vacant	9,844
Vacant: for rent	1,382
Vacant: for sale	724

### Population by Sex/Age

Male	59,529
Female	62,622
Under 18	25,308
18 & over	96,843
20 - 24	7,211
25 - 34	13,291
35 - 49	25,856
50 - 64	28,251
65 & over	18,960

### Population by Ethnicity

Hispanic or Latino	1,504
Non Hispanic or Latino	120,647

### Population by Race

White	117,501
African American	687
Asian	892
American Indian and Alaska Native	586
Native Hawaiian and Pacific Islander	45
Other	372
Identified by two or more	2,068



## ME - Lincoln County

### Population

Total Population	34,457
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### Housing Status

( in housing units unless noted )

Total	23,493
Occupied	15,149
Owner-occupied	12,267
Population in owner-occupied ( number of individuals )	28,041
Renter-occupied	2,882
Population in renter-occupied ( number of individuals )	5,918
Households with individuals under 18	3,744
Vacant	8,344
Vacant: for rent	477
Vacant: for sale	446

### Population by Sex/Age

Male	16,899
Female	17,558
Under 18	6,468
18 & over	27,989
20 - 24	1,430
25 - 34	3,057
35 - 49	6,639
50 - 64	8,831
65 & over	7,393

### Population by Ethnicity

Hispanic or Latino	287
Non Hispanic or Latino	34,170

### Population by Race

White	33,636
African American	109
Asian	186
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	1
Other	39
Identified by two or more	372

## ME - Oxford County

### Population

Total Population	57,833
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### Housing Status

( in housing units unless noted )

Total	36,055
Occupied	24,300
Owner-occupied	18,649
Population in owner-occupied ( number of individuals )	44,743
Renter-occupied	5,651
Population in renter-occupied ( number of individuals )	12,241
Households with individuals under 18	6,827
Vacant	11,755
Vacant: for rent	845
Vacant: for sale	558

### Population by Sex/Age

Male	28,692
Female	29,141
Under 18	12,317
18 & over	45,516
20 - 24	2,692
25 - 34	5,787
35 - 49	12,008
50 - 64	13,781
65 & over	9,843

### Population by Ethnicity

Hispanic or Latino	587
Non Hispanic or Latino	57,246

### Population by Race

White	55,990
African American	212
Asian	359
American Indian and Alaska Native	211
Native Hawaiian and Pacific Islander	14
Other	157
Identified by two or more	890



## ME - Sagadahoc County

### Population

Total Population	35,293
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### Housing Status

( in housing units unless noted )

Total	18,288
Occupied	15,088
Owner-occupied	11,315
Population in owner-occupied ( number of individuals )	27,189
Renter-occupied	3,773
Population in renter-occupied ( number of individuals )	7,839
Households with individuals under 18	4,283
Vacant	3,200
Vacant: for rent	478
Vacant: for sale	275

### Population by Sex/Age

Male	17,088
Female	18,205
Under 18	7,422
18 & over	27,871
20 - 24	1,606
25 - 34	3,626
35 - 49	7,759
50 - 64	8,407
65 & over	5,788

### Population by Ethnicity

Hispanic or Latino	453
Non Hispanic or Latino	34,840

### Population by Race

White	33,969
African American	254
Asian	269
American Indian and Alaska Native	127
Native Hawaiian and Pacific Islander	6
Other	95
Identified by two or more	573

## ME - York County

### Population

Total Population	197,131
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### Housing Status

( in housing units unless noted )

Total	105,773
Occupied	81,009
Owner-occupied	59,483
Population in owner-occupied ( number of individuals )	148,419
Renter-occupied	21,526
Population in renter-occupied ( number of individuals )	45,607
Households with individuals under 18	23,767
Vacant	24,764
Vacant: for rent	2,581
Vacant: for sale	1,296

### Population by Sex/Age

Male	96,076
Female	101,055
Under 18	42,091
18 & over	155,040
20 - 24	10,512
25 - 34	20,846
35 - 49	43,012
50 - 64	45,586
65 & over	30,353

### Population by Ethnicity

Hispanic or Latino	2,478
Non Hispanic or Latino	194,653

### Population by Race

White	190,044
African American	1,108
Asian	2,096
American Indian and Alaska Native	603
Native Hawaiian and Pacific Islander	37
Other	512
Identified by two or more	2,731

## NH - Coos County

### Population

Total Population	33,055
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### Housing Status

( in housing units unless noted )

Total	21,321
Occupied	14,171
Owner-occupied	10,071
Population in owner-occupied ( number of individuals )	23,437
Renter-occupied	4,100
Population in renter-occupied ( number of individuals )	8,151
Households with individuals under 18	3,589
Vacant	7,150
Vacant: for rent	599
Vacant: for sale	400

### Population by Sex/Age

Male	16,802
Female	16,253
Under 18	6,252
18 & over	26,803
20 - 24	1,543
25 - 34	3,209
35 - 49	6,771
50 - 64	8,197
65 & over	6,399

### Population by Ethnicity

Hispanic or Latino	401
Non Hispanic or Latino	32,654

### Population by Race

White	32,045
African American	148
Asian	165
American Indian and Alaska Native	128
Native Hawaiian and Pacific Islander	1
Other	95
Identified by two or more	473

## NH - Carroll County

### Population

Total Population	47,818
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### Housing Status

( in housing units unless noted )

Total	39,813
Occupied	21,052
Owner-occupied	16,665
Population in owner-occupied ( number of individuals )	38,050
Renter-occupied	4,387
Population in renter-occupied ( number of individuals )	9,331
Households with individuals under 18	5,103
Vacant	18,761
Vacant: for rent	579
Vacant: for sale	599

### Population by Sex/Age

Male	23,686
Female	24,132
Under 18	8,917
18 & over	38,901
20 - 24	1,849
25 - 34	3,927
35 - 49	9,751
50 - 64	12,655
65 & over	9,838

### Population by Ethnicity

Hispanic or Latino	473
Non Hispanic or Latino	47,345

### Population by Race

White	46,627
African American	139
Asian	305
American Indian and Alaska Native	132
Native Hawaiian and Pacific Islander	7
Other	75
Identified by two or more	533