



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

WAUSAU RHINELANDER :::

BROADCAST TV MARKET AREA

Population

Total Population	454,429
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Housing Status

(in housing units unless noted)

Total	259,149
Occupied	188,136
Owner-occupied	141,306
Population in owner-occupied (number of individuals)	347,558
Renter-occupied	46,830
Population in renter-occupied (number of individuals)	96,870
Households with individuals under 18	52,123
Vacant	71,013
Vacant: for rent	5,227
Vacant: for sale	3,465

Population by Sex/Age

Male	228,313
Female	226,116
Under 18	99,411
18 & over	355,018
20 - 24	26,526
25 - 34	49,382
35 - 49	91,194
50 - 64	98,474
65 & over	77,336

Population by Ethnicity

Hispanic or Latino	9,269
Non Hispanic or Latino	445,160

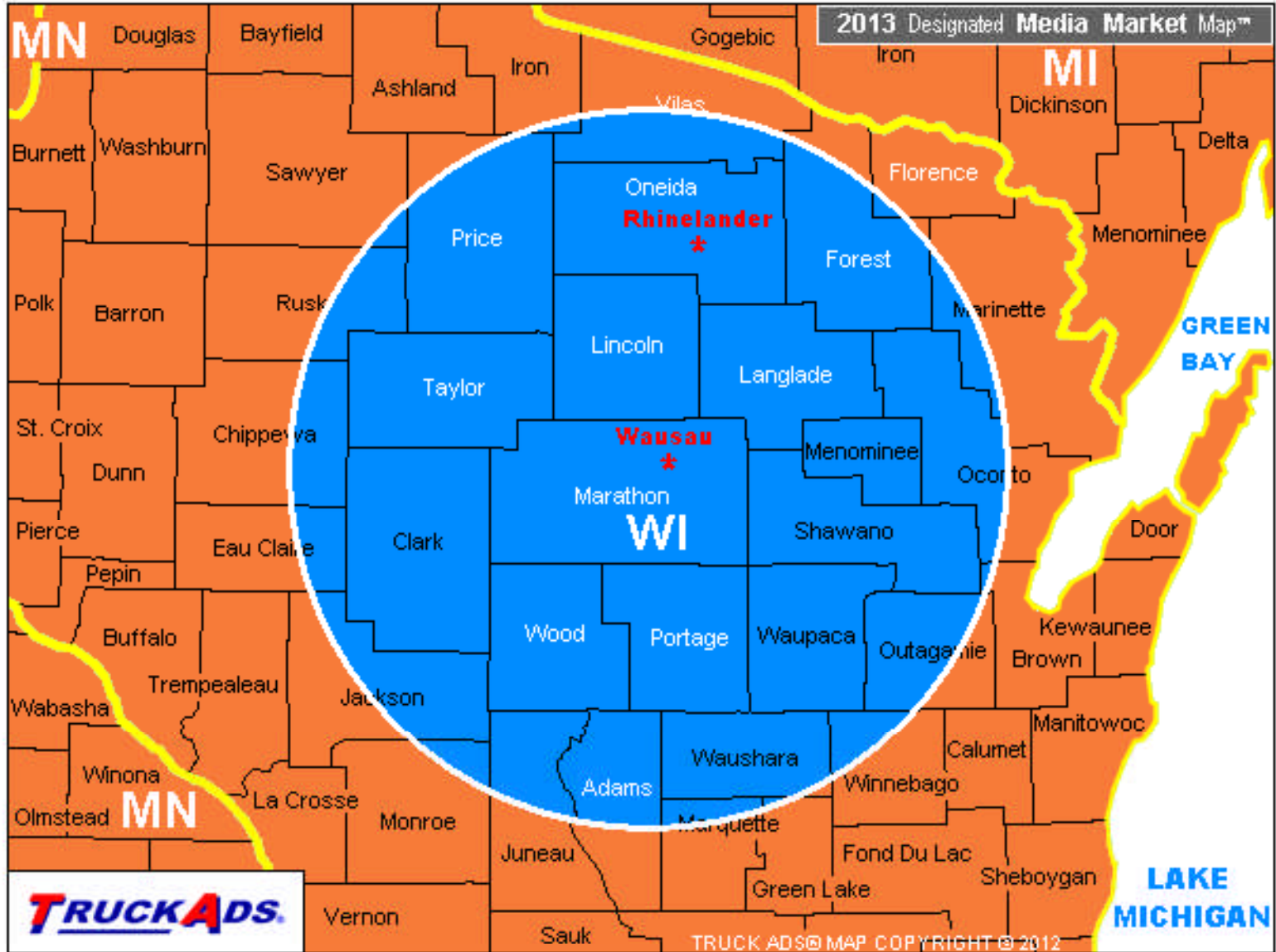
Population by Race

White	425,519
African American	2,849
Asian	11,095
American Indian and Alaska Native	6,059
Native Hawaiian and Pacific Islander	160
Other	3,202
Identified by two or more	5,545



WAUSAU RHINELANDER :::

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

WISCONSIN: Adams, WI ~ Forest, WI ~ Florence, WI ~ Langlade, WI ~ Lincoln, WI ~ Marathon, WI ~ Oneida, WI ~ Portage, WI ~ Price, WI ~ Taylor, WI ~ Vilas, WI ~ Wood, WI

WI - Adams County

Population

Total Population	20,875
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Housing Status

(in housing units unless noted)

Total	17,436
Occupied	8,666
Owner-occupied	7,203
Population in owner-occupied (number of individuals)	16,081
Renter-occupied	1,463
Population in renter-occupied (number of individuals)	3,362
Households with individuals under 18	1,823
Vacant	8,770
Vacant: for rent	166
Vacant: for sale	306

Population by Sex/Age

Male	11,221
Female	9,654
Under 18	3,421
18 & over	17,454
20 - 24	840
25 - 34	2,053
35 - 49	4,036
50 - 64	5,231
65 & over	4,899

Population by Ethnicity

Hispanic or Latino	783
Non Hispanic or Latino	20,092

Population by Race

White	19,409
African American	633
Asian	82
American Indian and Alaska Native	205
Native Hawaiian and Pacific Islander	4
Other	266
Identified by two or more	276

WI - Florence County

Population

Total Population	4,423
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Housing Status

(in housing units unless noted)

Total	4,780
Occupied	1,987
Owner-occupied	1,707
Population in owner-occupied (number of individuals)	3,849
Renter-occupied	280
Population in renter-occupied (number of individuals)	515
Households with individuals under 18	441
Vacant	2,793
Vacant: for rent	47
Vacant: for sale	55

Population by Sex/Age

Male	2,262
Female	2,161
Under 18	774
18 & over	3,649
20 - 24	157
25 - 34	362
35 - 49	914
50 - 64	1,204
65 & over	931

Population by Ethnicity

Hispanic or Latino	37
Non Hispanic or Latino	4,386

Population by Race

White	4,306
African American	10
Asian	13
American Indian and Alaska Native	31
Native Hawaiian and Pacific Islander	1
Other	14
Identified by two or more	48

WI - Forest County

Population

Total Population	9,304
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Housing Status

(in housing units unless noted)

Total	8,970
Occupied	3,836
Owner-occupied	2,988
Population in owner-occupied (number of individuals)	7,037
Renter-occupied	848
Population in renter-occupied (number of individuals)	1,888
Households with individuals under 18	1,050
Vacant	5,134
Vacant: for rent	92
Vacant: for sale	111

Population by Sex/Age

Male	4,724
Female	4,580
Under 18	2,043
18 & over	7,261
20 - 24	520
25 - 34	867
35 - 49	1,702
50 - 64	1,995
65 & over	1,888

Population by Ethnicity

Hispanic or Latino	138
Non Hispanic or Latino	9,166

Population by Race

White	7,690
African American	76
Asian	13
American Indian and Alaska Native	1,256
Native Hawaiian and Pacific Islander	11
Other	32
Identified by two or more	226

WI - Langlade County

Population

Total Population	19,977
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Housing Status

(in housing units unless noted)

Total	12,360
Occupied	8,587
Owner-occupied	6,561
Population in owner-occupied (number of individuals)	15,548
Renter-occupied	2,026
Population in renter-occupied (number of individuals)	4,148
Households with individuals under 18	2,281
Vacant	3,773
Vacant: for rent	190
Vacant: for sale	161

Population by Sex/Age

Male	10,032
Female	9,945
Under 18	4,215
18 & over	15,762
20 - 24	900
25 - 34	1,961
35 - 49	3,936
50 - 64	4,542
65 & over	3,986

Population by Ethnicity

Hispanic or Latino	324
Non Hispanic or Latino	19,653

Population by Race

White	19,267
African American	72
Asian	62
American Indian and Alaska Native	191
Native Hawaiian and Pacific Islander	1
Other	100
Identified by two or more	284

WI - Lincoln County

Population

Total Population	28,743
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Housing Status

(in housing units unless noted)

Total	16,784
Occupied	12,094
Owner-occupied	9,318
Population in owner-occupied (number of individuals)	22,659
Renter-occupied	2,776
Population in renter-occupied (number of individuals)	5,524
Households with individuals under 18	3,343
Vacant	4,690
Vacant: for rent	380
Vacant: for sale	201

Population by Sex/Age

Male	14,412
Female	14,331
Under 18	6,302
18 & over	22,441
20 - 24	1,169
25 - 34	2,798
35 - 49	6,036
50 - 64	6,532
65 & over	5,269

Population by Ethnicity

Hispanic or Latino	340
Non Hispanic or Latino	28,403

Population by Race

White	27,929
African American	157
Asian	124
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	10
Other	131
Identified by two or more	292

WI - Marathon County

Population

Total Population	134,063
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Housing Status

(in housing units unless noted)

Total	57,734
Occupied	53,176
Owner-occupied	39,090
Population in owner-occupied (number of individuals)	102,465
Renter-occupied	14,086
Population in renter-occupied (number of individuals)	29,943
Households with individuals under 18	16,727
Vacant	4,558
Vacant: for rent	1,758
Vacant: for sale	878

Population by Sex/Age

Male	67,308
Female	66,755
Under 18	32,869
18 & over	101,194
20 - 24	7,100
25 - 34	16,363
35 - 49	28,252
50 - 64	27,078
65 & over	18,988

Population by Ethnicity

Hispanic or Latino	2,992
Non Hispanic or Latino	131,071

Population by Race

White	122,446
African American	841
Asian	7,146
American Indian and Alaska Native	634
Native Hawaiian and Pacific Islander	32
Other	1,223
Identified by two or more	1,741

WI - Oneida County

Population

Total Population	35,998
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Housing Status

(in housing units unless noted)

Total	30,125
Occupied	16,003
Owner-occupied	12,540
Population in owner-occupied (number of individuals)	28,594
Renter-occupied	3,463
Population in renter-occupied (number of individuals)	6,794
Households with individuals under 18	3,730
Vacant	14,122
Vacant: for rent	492
Vacant: for sale	495

Population by Sex/Age

Male	17,993
Female	18,005
Under 18	6,639
18 & over	29,359
20 - 24	1,580
25 - 34	3,255
35 - 49	7,128
50 - 64	8,893
65 & over	7,800

Population by Ethnicity

Hispanic or Latino	385
Non Hispanic or Latino	35,613

Population by Race

White	34,787
African American	152
Asian	188
American Indian and Alaska Native	323
Native Hawaiian and Pacific Islander	5
Other	82
Identified by two or more	461

WI - Portage County

Population

Total Population	70,019
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Housing Status

(in housing units unless noted)

Total	30,054
Occupied	27,814
Owner-occupied	19,251
Population in owner-occupied (number of individuals)	48,770
Renter-occupied	8,563
Population in renter-occupied (number of individuals)	17,740
Households with individuals under 18	7,705
Vacant	2,240
Vacant: for rent	539
Vacant: for sale	263

Population by Sex/Age

Male	34,984
Female	35,035
Under 18	14,547
18 & over	55,472
20 - 24	8,178
25 - 34	8,431
35 - 49	13,093
50 - 64	13,516
65 & over	8,955

Population by Ethnicity

Hispanic or Latino	1,853
Non Hispanic or Latino	68,166

Population by Race

White	65,981
African American	383
Asian	1,969
American Indian and Alaska Native	265
Native Hawaiian and Pacific Islander	14
Other	546
Identified by two or more	861

WI - Price County

Population

Total Population	14,159
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Housing Status

(in housing units unless noted)

Total	11,120
Occupied	6,329
Owner-occupied	5,104
Population in owner-occupied (number of individuals)	11,625
Renter-occupied	1,225
Population in renter-occupied (number of individuals)	2,330
Households with individuals under 18	1,452
Vacant	4,791
Vacant: for rent	249
Vacant: for sale	160

Population by Sex/Age

Male	7,180
Female	6,979
Under 18	2,699
18 & over	11,460
20 - 24	453
25 - 34	1,191
35 - 49	2,864
50 - 64	3,689
65 & over	2,968

Population by Ethnicity

Hispanic or Latino	153
Non Hispanic or Latino	14,006

Population by Race

White	13,750
African American	39
Asian	62
American Indian and Alaska Native	54
Native Hawaiian and Pacific Islander	64
Other	42
Identified by two or more	148

WI - Taylor County

Population

Total Population	20,689
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Housing Status

(in housing units unless noted)

Total	10,582
Occupied	8,388
Owner-occupied	6,693
Population in owner-occupied (number of individuals)	16,992
Renter-occupied	1,695
Population in renter-occupied (number of individuals)	3,466
Households with individuals under 18	2,473
Vacant	2,194
Vacant: for rent	130
Vacant: for sale	129

Population by Sex/Age

Male	10,559
Female	10,130
Under 18	5,089
18 & over	15,600
20 - 24	978
25 - 34	2,213
35 - 49	4,285
50 - 64	4,366
65 & over	3,334

Population by Ethnicity

Hispanic or Latino	316
Non Hispanic or Latino	20,373

Population by Race

White	20,248
African American	58
Asian	56
American Indian and Alaska Native	43
Native Hawaiian and Pacific Islander	8
Other	128
Identified by two or more	148

WI - Vilas County

Population

Total Population	21,430
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Housing Status

(in housing units unless noted)

Total	25,116
Occupied	9,658
Owner-occupied	7,722
Population in owner-occupied (number of individuals)	16,950
Renter-occupied	1,936
Population in renter-occupied (number of individuals)	4,290
Households with individuals under 18	2,074
Vacant	15,458
Vacant: for rent	385
Vacant: for sale	370

Population by Sex/Age

Male	10,861
Female	10,569
Under 18	3,809
18 & over	17,621
20 - 24	738
25 - 34	1,639
35 - 49	3,885
50 - 64	5,396
65 & over	5,556

Population by Ethnicity

Hispanic or Latino	268
Non Hispanic or Latino	21,162

Population by Race

White	18,658
African American	35
Asian	61
American Indian and Alaska Native	2,370
Native Hawaiian and Pacific Islander	1
Other	45
Identified by two or more	260

WI - Wood County

Population

Total Population	74,749
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Housing Status

(in housing units unless noted)

Total	34,088
Occupied	31,598
Owner-occupied	23,129
Population in owner-occupied (number of individuals)	56,988
Renter-occupied	8,469
Population in renter-occupied (number of individuals)	16,870
Households with individuals under 18	9,024
Vacant	2,490
Vacant: for rent	799
Vacant: for sale	336

Population by Sex/Age

Male	36,777
Female	37,972
Under 18	17,004
18 & over	57,745
20 - 24	3,913
25 - 34	8,249
35 - 49	15,063
50 - 64	16,032
65 & over	12,762

Population by Ethnicity

Hispanic or Latino	1,680
Non Hispanic or Latino	73,069

Population by Race

White	71,048
African American	393
Asian	1,319
American Indian and Alaska Native	587
Native Hawaiian and Pacific Islander	9
Other	593
Identified by two or more	800