



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

BURLINGTON PLATTSBURGH :::

BROADCAST TV MARKET AREA

Population

Total Population	754,719
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Housing Status

(in housing units unless noted)

Total	384,493
Occupied	305,512
Owner-occupied	215,375
Population in owner-occupied (number of individuals)	528,413
Renter-occupied	90,137
Population in renter-occupied (number of individuals)	187,115
Households with individuals under 18	85,985
Vacant	78,981
Vacant: for rent	6,991
Vacant: for sale	4,389

Population by Sex/Age

Male	374,942
Female	379,777
Under 18	152,652
18 & over	602,067
20 - 24	57,520
25 - 34	85,746
35 - 49	154,817
50 - 64	167,980
65 & over	108,822

Population by Ethnicity

Hispanic or Latino	12,510
Non Hispanic or Latino	742,209

Population by Race

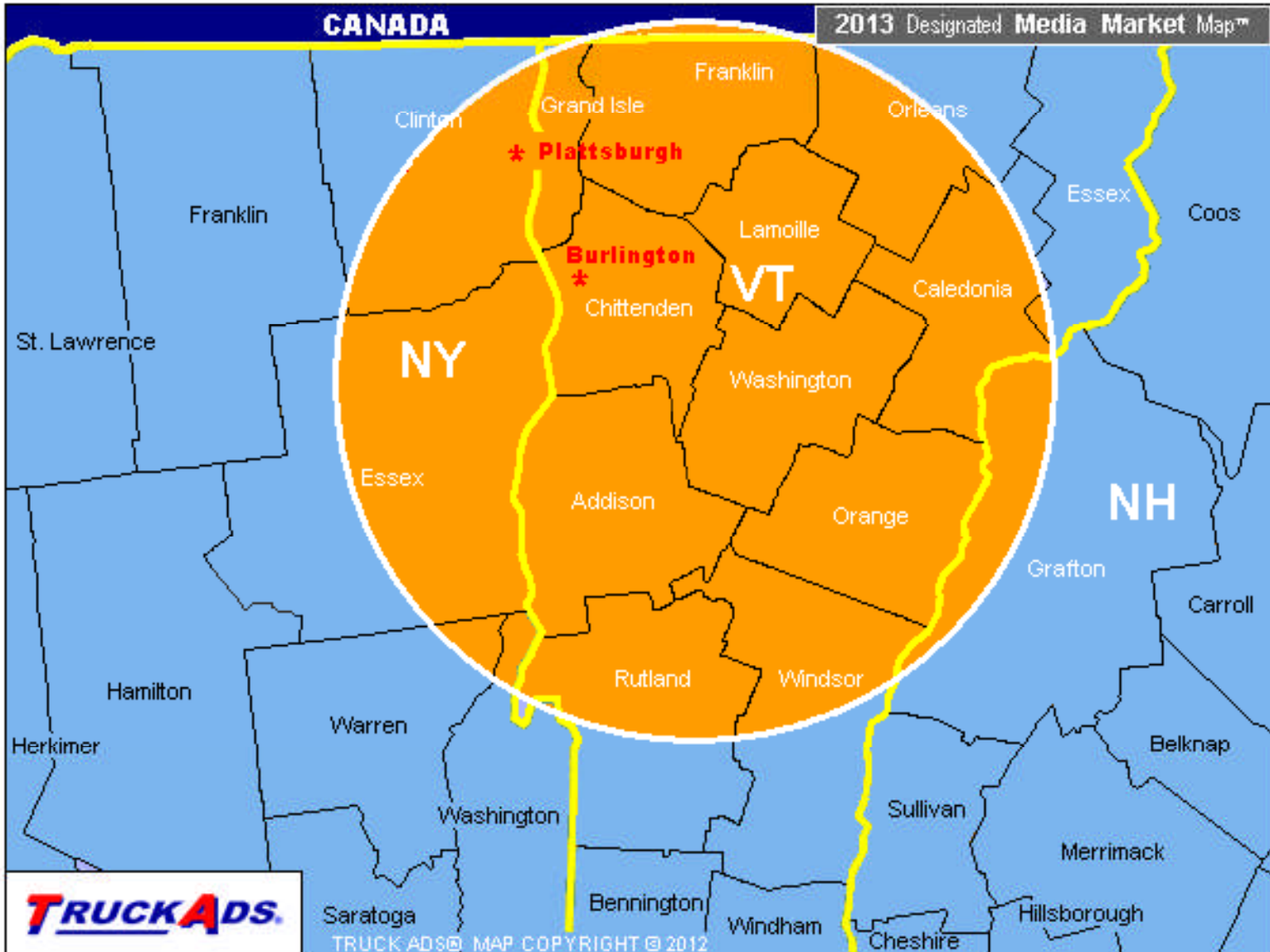
White	714,505
African American	10,658
Asian	11,009
American Indian and Alaska Native	2,740
Native Hawaiian and Pacific Islander	167
Other	3007
Identified by two or more	12,633

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BURLINGTON PLATTSBURGH :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Clinton, NY ~ Essex, NY ~ **VERMONT:** Addison, VT ~ Caledonia, VT ~ Chittenden, VT ~ Essex, VT ~ Franklin, VT ~ Grand Isle, VT ~ Lamoille, VT ~ Orange, VT ~ Orleans, VT ~ Rutland, VT ~ Washington, VT ~ Windsor, VT ~ **NEW HAMPSHIRE:** Grafton, NH

NY - Clinton County

Population

Total Population	82,128
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Housing Status

(in housing units unless noted)

Total	35,888
Occupied	31,582
Owner-occupied	21,576
Population in owner-occupied (number of individuals)	54,138
Renter-occupied	10,006
Population in renter-occupied (number of individuals)	20,837
Households with individuals under 18	9,117
Vacant	4,306
Vacant: for rent	596
Vacant: for sale	366

Population by Sex/Age

Male	42,097
Female	40,031
Under 18	15,890
18 & over	66,238
20 - 24	7,633
25 - 34	10,157
35 - 49	17,551
50 - 64	16,491
65 & over	10,952

Population by Ethnicity

Hispanic or Latino	2,054
Non Hispanic or Latino	80,074

Population by Race

White	75,997
African American	3,209
Asian	898
American Indian and Alaska Native	286
Native Hawaiian and Pacific Islander	19
Other	540
Identified by two or more	1,179

NY - Essex County

Population

Total Population	39,370
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Housing Status

(in housing units unless noted)

Total	25,603
Occupied	16,262
Owner-occupied	11,989
Population in owner-occupied (number of individuals)	28,189
Renter-occupied	4,273
Population in renter-occupied (number of individuals)	8,534
Households with individuals under 18	4,185
Vacant	9,341
Vacant: for rent	666
Vacant: for sale	340

Population by Sex/Age

Male	20,391
Female	18,979
Under 18	7,586
18 & over	31,784
20 - 24	2,056
25 - 34	4,547
35 - 49	8,131
50 - 64	9,081
65 & over	7,143

Population by Ethnicity

Hispanic or Latino	993
Non Hispanic or Latino	38,377

Population by Race

White	37,100
African American	1,073
Asian	263
American Indian and Alaska Native	126
Native Hawaiian and Pacific Islander	9
Other	320
Identified by two or more	479

VT - Addison County

Population

Total Population	36,821
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Housing Status

(in housing units unless noted)

Total	16,760
Occupied	14,084
Owner-occupied	10,662
Population in owner-occupied (number of individuals)	26,596
Renter-occupied	3,422
Population in renter-occupied (number of individuals)	7,373
Households with individuals under 18	4,157
Vacant	2,676
Vacant: for rent	241
Vacant: for sale	181

Population by Sex/Age

Male	18,364
Female	18,457
Under 18	7,502
18 & over	29,319
20 - 24	3,069
25 - 34	3,402
35 - 49	7,527
50 - 64	8,494
65 & over	5,102

Population by Ethnicity

Hispanic or Latino	685
Non Hispanic or Latino	36,136

Population by Race

White	35,078
African American	283
Asian	532
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	6
Other	202
Identified by two or more	632

VT - Caledonia County

Population

Total Population	31,227
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Housing Status

(in housing units unless noted)

Total	15,942
Occupied	12,553
Owner-occupied	9,233
Population in owner-occupied (number of individuals)	22,843
Renter-occupied	3,320
Population in renter-occupied (number of individuals)	7,039
Households with individuals under 18	3,696
Vacant	3,389
Vacant: for rent	340
Vacant: for sale	186

Population by Sex/Age

Male	15,509
Female	15,718
Under 18	6,793
18 & over	24,434
20 - 24	1,957
25 - 34	3,215
35 - 49	6,075
50 - 64	7,319
65 & over	4,793

Population by Ethnicity

Hispanic or Latino	331
Non Hispanic or Latino	30,896

Population by Race

White	30,138
African American	167
Asian	251
American Indian and Alaska Native	138
Native Hawaiian and Pacific Islander	1
Other	92
Identified by two or more	440

VT - Chittenden County

Population

Total Population	156,545
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Housing Status

(in housing units unless noted)

Total	65,722
Occupied	61,827
Owner-occupied	40,310
Population in owner-occupied (number of individuals)	101,732
Renter-occupied	21,517
Population in renter-occupied (number of individuals)	45,018
Households with individuals under 18	17,791
Vacant	3,895
Vacant: for rent	806
Vacant: for sale	587

Population by Sex/Age

Male	76,309
Female	80,236
Under 18	31,313
18 & over	125,232
20 - 24	16,462
25 - 34	20,612
35 - 49	31,855
50 - 64	30,903
65 & over	17,685

Population by Ethnicity

Hispanic or Latino	2,856
Non Hispanic or Latino	153,689

Population by Race

White	144,752
African American	3,319
Asian	4,399
American Indian and Alaska Native	414
Native Hawaiian and Pacific Islander	48
Other	605
Identified by two or more	3,008

VT - Essex County

Population

Total Population	6,306
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Housing Status

(in housing units unless noted)

Total	5,019
Occupied	2,818
Owner-occupied	2,260
Population in owner-occupied (number of individuals)	5,081
Renter-occupied	558
Population in renter-occupied (number of individuals)	1,209
Households with individuals under 18	681
Vacant	2,201
Vacant: for rent	64
Vacant: for sale	53

Population by Sex/Age

Male	3,188
Female	3,118
Under 18	1,197
18 & over	5,109
20 - 24	278
25 - 34	525
35 - 49	1,304
50 - 64	1,661
65 & over	1,220

Population by Ethnicity

Hispanic or Latino	59
Non Hispanic or Latino	6,247

Population by Race

White	6,138
African American	18
Asian	22
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	0
Other	9
Identified by two or more	83

VT - Franklin County

Population

Total Population	47,746
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Housing Status

(in housing units unless noted)

Total	21,588
Occupied	18,513
Owner-occupied	13,829
Population in owner-occupied (number of individuals)	36,425
Renter-occupied	4,684
Population in renter-occupied (number of individuals)	10,792
Households with individuals under 18	6,467
Vacant	3,075
Vacant: for rent	369
Vacant: for sale	280

Population by Sex/Age

Male	23,688
Female	24,058
Under 18	11,807
18 & over	35,939
20 - 24	2,355
25 - 34	5,714
35 - 49	10,945
50 - 64	10,068
65 & over	5,808

Population by Ethnicity

Hispanic or Latino	571
Non Hispanic or Latino	47,175

Population by Race

White	45,648
African American	213
Asian	231
American Indian and Alaska Native	500
Native Hawaiian and Pacific Islander	14
Other	125
Identified by two or more	1,015

VT - Grand Isle County

Population

Total Population	6,970
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Housing Status

(in housing units unless noted)

Total	5,048
Occupied	2,902
Owner-occupied	2,358
Population in owner-occupied (number of individuals)	5,692
Renter-occupied	544
Population in renter-occupied (number of individuals)	1,278
Households with individuals under 18	823
Vacant	2,146
Vacant: for rent	82
Vacant: for sale	98

Population by Sex/Age

Male	3,478
Female	3,492
Under 18	1,417
18 & over	5,553
20 - 24	300
25 - 34	673
35 - 49	1,533
50 - 64	1,935
65 & over	979

Population by Ethnicity

Hispanic or Latino	80
Non Hispanic or Latino	6,890

Population by Race

White	6,641
African American	25
Asian	21
American Indian and Alaska Native	66
Native Hawaiian and Pacific Islander	4
Other	18
Identified by two or more	195

VT - Lamoille County

Population

Total Population	24,475
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Housing Status

(in housing units unless noted)

Total	12,969
Occupied	10,014
Owner-occupied	7,128
Population in owner-occupied (number of individuals)	17,769
Renter-occupied	2,886
Population in renter-occupied (number of individuals)	6,012
Households with individuals under 18	3,061
Vacant	2,955
Vacant: for rent	251
Vacant: for sale	132

Population by Sex/Age

Male	12,244
Female	12,231
Under 18	5,467
18 & over	19,008
20 - 24	1,572
25 - 34	2,901
35 - 49	5,240
50 - 64	5,254
65 & over	3,264

Population by Ethnicity

Hispanic or Latino	322
Non Hispanic or Latino	24,153

Population by Race

White	23,656
African American	149
Asian	125
American Indian and Alaska Native	94
Native Hawaiian and Pacific Islander	4
Other	83
Identified by two or more	364

VT - Orange County

Population

Total Population	28,936
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Housing Status

(in housing units unless noted)

Total	14,845
Occupied	11,887
Owner-occupied	9,349
Population in owner-occupied (number of individuals)	22,769
Renter-occupied	2,538
Population in renter-occupied (number of individuals)	5,452
Households with individuals under 18	3,359
Vacant	2,958
Vacant: for rent	211
Vacant: for sale	177

Population by Sex/Age

Male	14,421
Female	14,515
Under 18	6,049
18 & over	22,887
20 - 24	1,551
25 - 34	2,972
35 - 49	6,015
50 - 64	7,259
65 & over	4,276

Population by Ethnicity

Hispanic or Latino	282
Non Hispanic or Latino	28,654

Population by Race

White	28,077
African American	110
Asian	140
American Indian and Alaska Native	85
Native Hawaiian and Pacific Islander	3
Other	82
Identified by two or more	439

VT - Orleans County

Population

Total Population	27,231
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Housing Status

(in housing units unless noted)

Total	16,162
Occupied	11,320
Owner-occupied	8,553
Population in owner-occupied (number of individuals)	20,458
Renter-occupied	2,767
Population in renter-occupied (number of individuals)	5,955
Households with individuals under 18	3,159
Vacant	4,842
Vacant: for rent	272
Vacant: for sale	184

Population by Sex/Age

Male	13,611
Female	13,620
Under 18	5,796
18 & over	21,435
20 - 24	1,385
25 - 34	2,950
35 - 49	5,407
50 - 64	6,285
65 & over	4,824

Population by Ethnicity

Hispanic or Latino	305
Non Hispanic or Latino	26,926

Population by Race

White	26,310
African American	162
Asian	93
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	9
Other	89
Identified by two or more	445

VT - Rutland County

Population

Total Population	61,642
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Housing Status

(in housing units unless noted)

Total	33,768
Occupied	25,984
Owner-occupied	18,147
Population in owner-occupied (number of individuals)	43,515
Renter-occupied	7,837
Population in renter-occupied (number of individuals)	15,809
Households with individuals under 18	6,728
Vacant	7,784
Vacant: for rent	676
Vacant: for sale	416

Population by Sex/Age

Male	30,385
Female	31,257
Under 18	11,882
18 & over	49,760
20 - 24	4,081
25 - 34	6,106
35 - 49	12,455
50 - 64	14,905
65 & over	10,257

Population by Ethnicity

Hispanic or Latino	681
Non Hispanic or Latino	60,961

Population by Race

White	59,829
African American	334
Asian	370
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	10
Other	150
Identified by two or more	799

VT - Washington County

Population

Total Population	59,534
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Housing Status

(in housing units unless noted)

Total	29,941
Occupied	25,027
Owner-occupied	17,540
Population in owner-occupied (number of individuals)	42,549
Renter-occupied	7,487
Population in renter-occupied (number of individuals)	14,575
Households with individuals under 18	7,065
Vacant	4,914
Vacant: for rent	592
Vacant: for sale	275

Population by Sex/Age

Male	29,412
Female	30,122
Under 18	12,320
18 & over	47,214
20 - 24	3,597
25 - 34	6,427
35 - 49	12,661
50 - 64	14,091
65 & over	8,617

Population by Ethnicity

Hispanic or Latino	995
Non Hispanic or Latino	58,539

Population by Race

White	57,192
African American	441
Asian	502
American Indian and Alaska Native	151
Native Hawaiian and Pacific Islander	11
Other	185
Identified by two or more	1,052

VT - Windsor County

Population

Total Population	56,670
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Housing Status

(in housing units unless noted)

Total	34,118
Occupied	24,753
Owner-occupied	17,897
Population in owner-occupied (number of individuals)	41,961
Renter-occupied	6,856
Population in renter-occupied (number of individuals)	13,811
Households with individuals under 18	6,415
Vacant	9,365
Vacant: for rent	787
Vacant: for sale	494

Population by Sex/Age

Male	27,774
Female	28,896
Under 18	11,249
18 & over	45,421
20 - 24	2,598
25 - 34	6,097
35 - 49	11,342
50 - 64	14,250
65 & over	10,091

Population by Ethnicity

Hispanic or Latino	696
Non Hispanic or Latino	55,974

Population by Race

White	54,563
African American	327
Asian	529
American Indian and Alaska Native	154
Native Hawaiian and Pacific Islander	13
Other	141
Identified by two or more	943

NH - Grafton County

Population

Total Population	89,118
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Housing Status

(in housing units unless noted)

Total	51,120
Occupied	35,986
Owner-occupied	24,544
Population in owner-occupied (number of individuals)	58,696
Renter-occupied	11,442
Population in renter-occupied (number of individuals)	23,421
Households with individuals under 18	9,281
Vacant	15,134
Vacant: for rent	1,038
Vacant: for sale	620

Population by Sex/Age

Male	44,071
Female	45,047
Under 18	16,384
18 & over	72,734
20 - 24	8,626
25 - 34	9,448
35 - 49	16,776
50 - 64	19,984
65 & over	13,811

Population by Ethnicity

Hispanic or Latino	1,600
Non Hispanic or Latino	87,518

Population by Race

White	83,386
African American	828
Asian	2,633
American Indian and Alaska Native	329
Native Hawaiian and Pacific Islander	16
Other	366
Identified by two or more	1,560