



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

**MILWAUKEE :::
BROADCAST TV MARKET AREA**

Population

Total Population	2,326,973
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Housing Status

(in housing units unless noted)

Total	1,006,396
Occupied	920,353
Owner-occupied	590,241
Population in owner-occupied (number of individuals)	1,534,308
Renter-occupied	330,112
Population in renter-occupied (number of individuals)	734,168
Households with individuals under 18	293,808
Vacant	86,043
Vacant: for rent	28,908
Vacant: for sale	12,732

Population by Sex/Age

Male	1,143,093
Female	1,183,880
Under 18	569,681
18 & over	1,757,292
20 - 24	154,913
25 - 34	302,769
35 - 49	481,021
50 - 64	454,329
65 & over	298,773

Population by Ethnicity

Hispanic or Latino	216,368
Non Hispanic or Latino	2,110,605

Population by Race

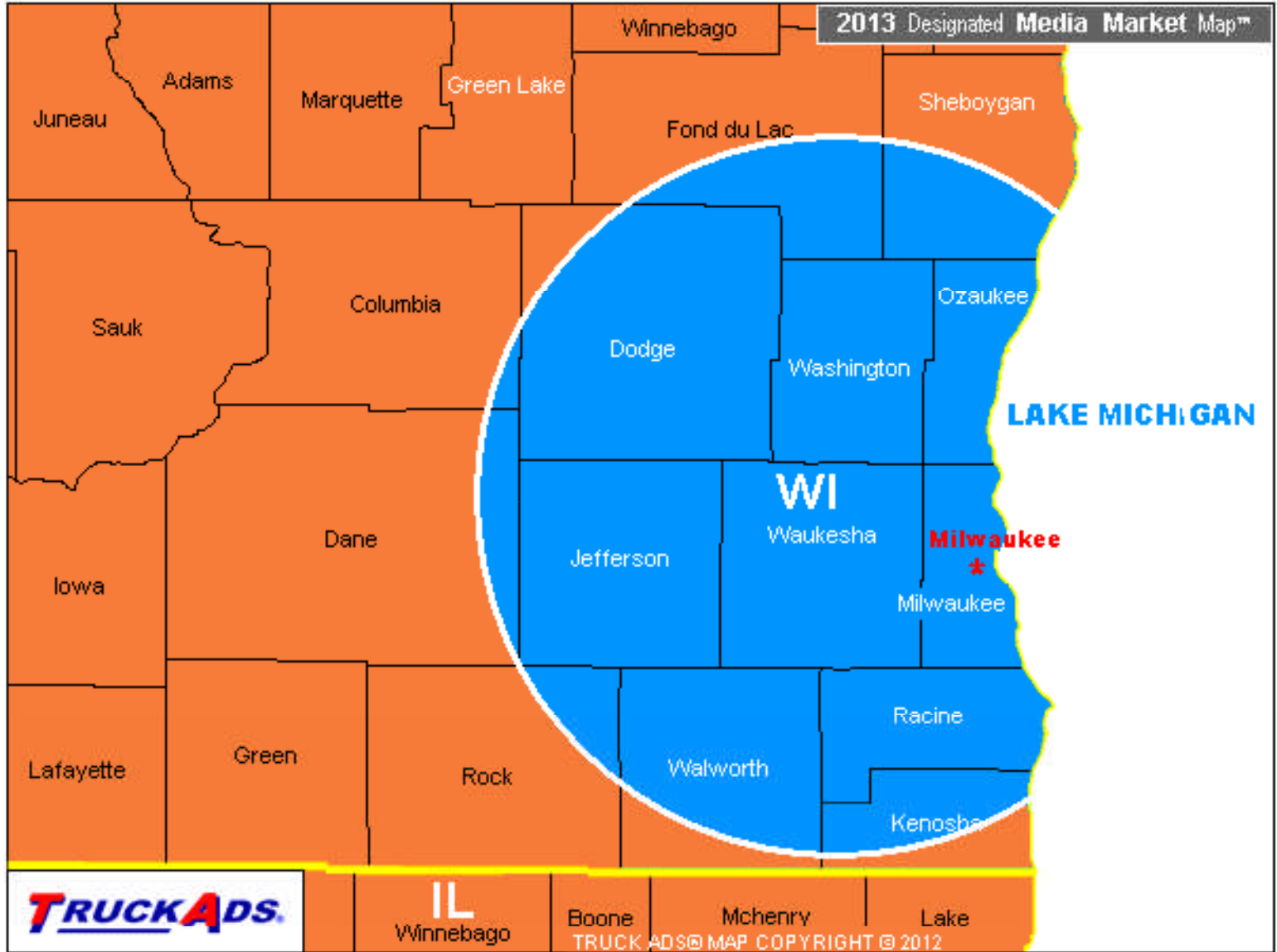
White	1,820,243
African American	299,643
Asian	57,854
American Indian and Alaska Native	11,524
Native Hawaiian and Pacific Islander	828
Other	85,888
Identified by two or more	50,993

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MILWAUKEE :::

BROADCAST TV MARKET AREA



11 COUNTIES IN THIS DESIGNATED MARKET

WISCONSIN: Dodge, WI ~ Green Lake, WI ~ Jefferson, WI ~ Kenosha, WI ~ Milwaukee, WI ~ Ozaukee, WI ~ Racine, WI ~ Sheboygan, WI ~ Walworth, WI ~ Washington, WI ~ Waukesha, WI

WI - Dodge County

Population

Total Population	88,759
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Housing Status

(in housing units unless noted)

Total	37,005
Occupied	33,840
Owner-occupied	24,617
Population in owner-occupied (number of individuals)	62,998
Renter-occupied	9,223
Population in renter-occupied (number of individuals)	19,569
Households with individuals under 18	10,281
Vacant	3,165
Vacant: for rent	889
Vacant: for sale	502

Population by Sex/Age

Male	46,679
Female	42,080
Under 18	19,579
18 & over	69,180
20 - 24	4,867
25 - 34	11,432
35 - 49	19,607
50 - 64	18,059
65 & over	13,251

Population by Ethnicity

Hispanic or Latino	3,522
Non Hispanic or Latino	85,237

Population by Race

White	83,294
African American	2,381
Asian	472
American Indian and Alaska Native	385
Native Hawaiian and Pacific Islander	41
Other	1,309
Identified by two or more	877

WI - Green Lake County

Population

Total Population	19,051
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Housing Status

(in housing units unless noted)

Total	10,616
Occupied	7,919
Owner-occupied	6,019
Population in owner-occupied (number of individuals)	14,802
Renter-occupied	1,900
Population in renter-occupied (number of individuals)	4,037
Households with individuals under 18	2,127
Vacant	2,697
Vacant: for rent	254
Vacant: for sale	212

Population by Sex/Age

Male	9,509
Female	9,542
Under 18	4,388
18 & over	14,663
20 - 24	817
25 - 34	1,904
35 - 49	3,606
50 - 64	4,290
65 & over	3,652

Population by Ethnicity

Hispanic or Latino	743
Non Hispanic or Latino	18,308

Population by Race

White	18,428
African American	88
Asian	86
American Indian and Alaska Native	52
Native Hawaiian and Pacific Islander	5
Other	268
Identified by two or more	124

WI - Jefferson County

Population

Total Population	83,686
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Housing Status

(in housing units unless noted)

Total	35,147
Occupied	32,117
Owner-occupied	22,769
Population in owner-occupied (number of individuals)	59,035
Renter-occupied	9,348
Population in renter-occupied (number of individuals)	20,973
Households with individuals under 18	10,322
Vacant	3,030
Vacant: for rent	682
Vacant: for sale	486

Population by Sex/Age

Male	41,638
Female	42,048
Under 18	19,857
18 & over	63,829
20 - 24	5,436
25 - 34	10,074
35 - 49	17,557
50 - 64	16,567
65 & over	11,042

Population by Ethnicity

Hispanic or Latino	5,555
Non Hispanic or Latino	78,131

Population by Race

White	78,632
African American	681
Asian	560
American Indian and Alaska Native	257
Native Hawaiian and Pacific Islander	18
Other	2,479
Identified by two or more	1,059

WI - Kenosha County

Population

Total Population	166,426
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Housing Status

(in housing units unless noted)

Total	69,288
Occupied	62,650
Owner-occupied	42,581
Population in owner-occupied (number of individuals)	113,878
Renter-occupied	20,069
Population in renter-occupied (number of individuals)	47,947
Households with individuals under 18	22,280
Vacant	6,638
Vacant: for rent	1,781
Vacant: for sale	1,027

Population by Sex/Age

Male	82,444
Female	83,982
Under 18	42,829
18 & over	123,597
20 - 24	11,307
25 - 34	20,873
35 - 49	36,974
50 - 64	30,409
65 & over	18,679

Population by Ethnicity

Hispanic or Latino	19,592
Non Hispanic or Latino	146,834

Population by Race

White	139,416
African American	11,052
Asian	2,393
American Indian and Alaska Native	814
Native Hawaiian and Pacific Islander	89
Other	7,880
Identified by two or more	4,782

WI - Milwaukee County

Population

Total Population	947,735
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Housing Status

(in housing units unless noted)

Total	418,053
Occupied	383,591
Owner-occupied	196,834
Population in owner-occupied (number of individuals)	500,784
Renter-occupied	186,757
Population in renter-occupied (number of individuals)	422,461
Households with individuals under 18	119,782
Vacant	34,462
Vacant: for rent	16,220
Vacant: for sale	4,573

Population by Sex/Age

Male	457,717
Female	490,018
Under 18	236,377
18 & over	711,358
20 - 24	77,957
25 - 34	146,338
35 - 49	181,903
50 - 64	165,707
65 & over	109,133

Population by Ethnicity

Hispanic or Latino	126,039
Non Hispanic or Latino	821,696

Population by Race

White	574,656
African American	253,764
Asian	32,422
American Indian and Alaska Native	6,808
Native Hawaiian and Pacific Islander	363
Other	51,429
Identified by two or more	28,293

WI - Ozaukee County

Population

Total Population	86,395
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Housing Status

(in housing units unless noted)

Total	36,267
Occupied	34,228
Owner-occupied	26,245
Population in owner-occupied (number of individuals)	68,892
Renter-occupied	7,983
Population in renter-occupied (number of individuals)	15,699
Households with individuals under 18	10,796
Vacant	2,039
Vacant: for rent	630
Vacant: for sale	489

Population by Sex/Age

Male	42,340
Female	44,055
Under 18	20,372
18 & over	66,023
20 - 24	4,234
25 - 34	8,095
35 - 49	18,321
50 - 64	19,979
65 & over	13,208

Population by Ethnicity

Hispanic or Latino	1,956
Non Hispanic or Latino	84,439

Population by Race

White	82,010
African American	1,177
Asian	1,509
American Indian and Alaska Native	208
Native Hawaiian and Pacific Islander	20
Other	483
Identified by two or more	988

WI - Racine County

Population

Total Population	195,408
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Housing Status

(in housing units unless noted)

Total	82,164
Occupied	75,651
Owner-occupied	52,852
Population in owner-occupied (number of individuals)	137,123
Renter-occupied	22,799
Population in renter-occupied (number of individuals)	53,290
Households with individuals under 18	25,096
Vacant	6,513
Vacant: for rent	2,334
Vacant: for sale	1,271

Population by Sex/Age

Male	96,771
Female	98,637
Under 18	48,510
18 & over	146,898
20 - 24	11,189
25 - 34	23,796
35 - 49	41,653
50 - 64	39,832
65 & over	25,739

Population by Ethnicity

Hispanic or Latino	22,546
Non Hispanic or Latino	172,862

Population by Race

White	155,731
African American	21,767
Asian	2,121
American Indian and Alaska Native	781
Native Hawaiian and Pacific Islander	53
Other	10,046
Identified by two or more	4,909

WI - Sheboygan County

Population

Total Population	115,507
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Housing Status

(in housing units unless noted)

Total	50,766
Occupied	46,390
Owner-occupied	33,280
Population in owner-occupied (number of individuals)	84,901
Renter-occupied	13,110
Population in renter-occupied (number of individuals)	27,583
Households with individuals under 18	14,068
Vacant	4,376
Vacant: for rent	1,483
Vacant: for sale	743

Population by Sex/Age

Male	58,010
Female	57,497
Under 18	27,582
18 & over	87,925
20 - 24	6,198
25 - 34	13,864
35 - 49	24,367
50 - 64	23,981
65 & over	16,821

Population by Ethnicity

Hispanic or Latino	6,329
Non Hispanic or Latino	109,178

Population by Race

White	103,861
African American	1,684
Asian	5,310
American Indian and Alaska Native	444
Native Hawaiian and Pacific Islander	35
Other	2,297
Identified by two or more	1,876

WI - Walworth County

Population

Total Population	102,228
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Housing Status

(in housing units unless noted)

Total	51,531
Occupied	39,699
Owner-occupied	27,310
Population in owner-occupied (number of individuals)	70,864
Renter-occupied	12,389
Population in renter-occupied (number of individuals)	28,655
Households with individuals under 18	12,418
Vacant	11,832
Vacant: for rent	1,123
Vacant: for sale	945

Population by Sex/Age

Male	51,237
Female	50,991
Under 18	24,000
18 & over	78,228
20 - 24	8,684
25 - 34	11,470
35 - 49	20,585
50 - 64	20,384
65 & over	13,757

Population by Ethnicity

Hispanic or Latino	10,578
Non Hispanic or Latino	91,650

Population by Race

White	93,935
African American	980
Asian	845
American Indian and Alaska Native	308
Native Hawaiian and Pacific Islander	43
Other	4,604
Identified by two or more	1,513

WI - Washington County

Population

Total Population	131,887
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Housing Status

(in housing units unless noted)

Total	54,695
Occupied	51,605
Owner-occupied	40,464
Population in owner-occupied (number of individuals)	107,079
Renter-occupied	11,141
Population in renter-occupied (number of individuals)	23,665
Households with individuals under 18	17,200
Vacant	3,090
Vacant: for rent	869
Vacant: for sale	756

Population by Sex/Age

Male	65,393
Female	66,494
Under 18	32,377
18 & over	99,510
20 - 24	5,920
25 - 34	14,751
35 - 49	30,543
50 - 64	27,686
65 & over	17,803

Population by Ethnicity

Hispanic or Latino	3,385
Non Hispanic or Latino	128,502

Population by Race

White	126,317
African American	1,155
Asian	1,415
American Indian and Alaska Native	401
Native Hawaiian and Pacific Islander	30
Other	1,052
Identified by two or more	1,517

WI - Waukesha County

Population

Total Population	389,891
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Housing Status

(in housing units unless noted)

Total	160,864
Occupied	152,663
Owner-occupied	117,270
Population in owner-occupied (number of individuals)	313,952
Renter-occupied	35,393
Population in renter-occupied (number of individuals)	70,289
Households with individuals under 18	49,438
Vacant	8,201
Vacant: for rent	2,643
Vacant: for sale	1,728

Population by Sex/Age

Male	191,355
Female	198,536
Under 18	93,810
18 & over	296,081
20 - 24	18,304
25 - 34	40,172
35 - 49	85,905
50 - 64	87,435
65 & over	55,688

Population by Ethnicity

Hispanic or Latino	16,123
Non Hispanic or Latino	373,768

Population by Race

White	363,963
African American	4,914
Asian	10,721
American Indian and Alaska Native	1,066
Native Hawaiian and Pacific Islander	131
Other	4,041
Identified by two or more	5,055