



**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

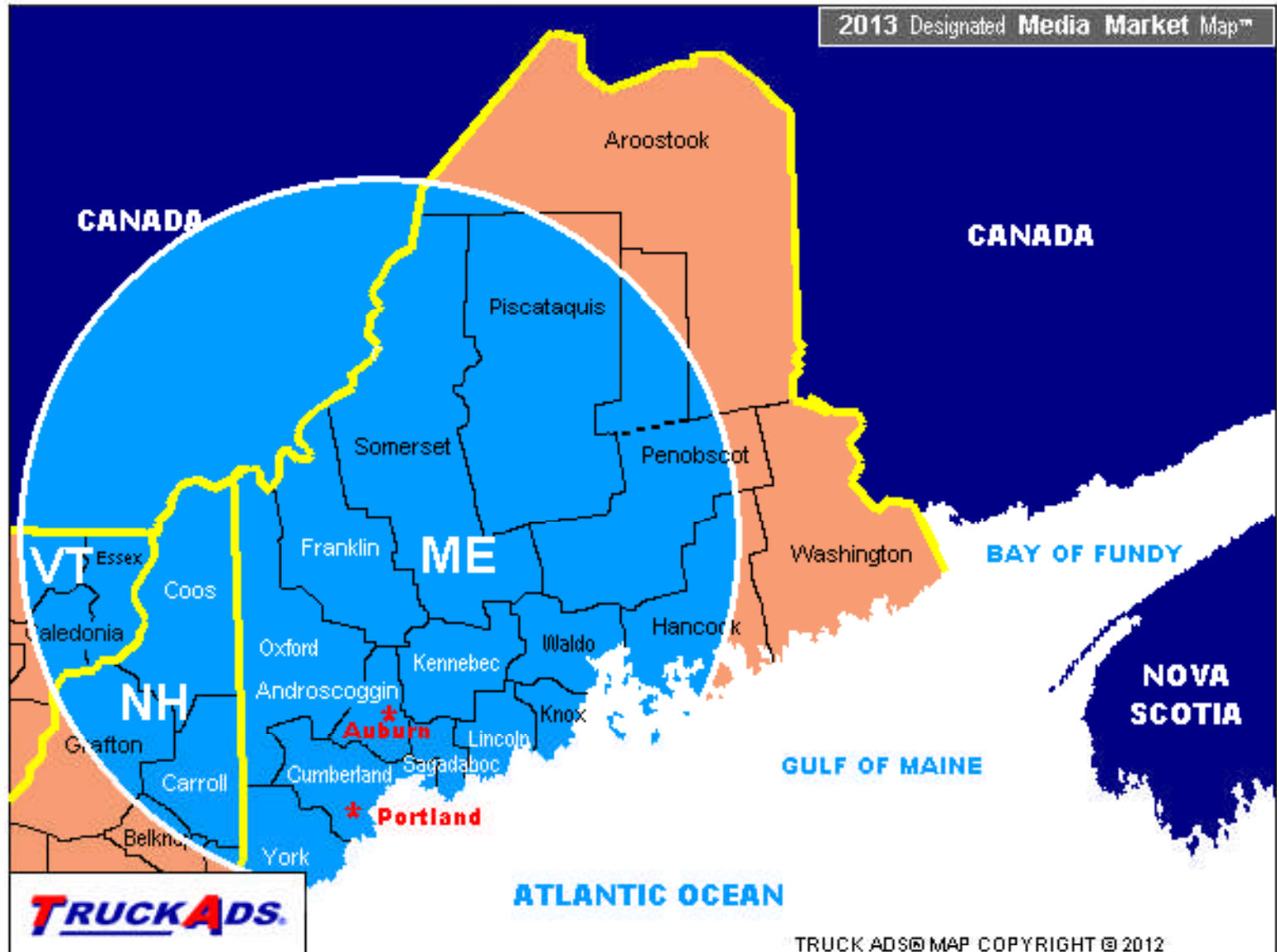
Population by Race

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