



**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**

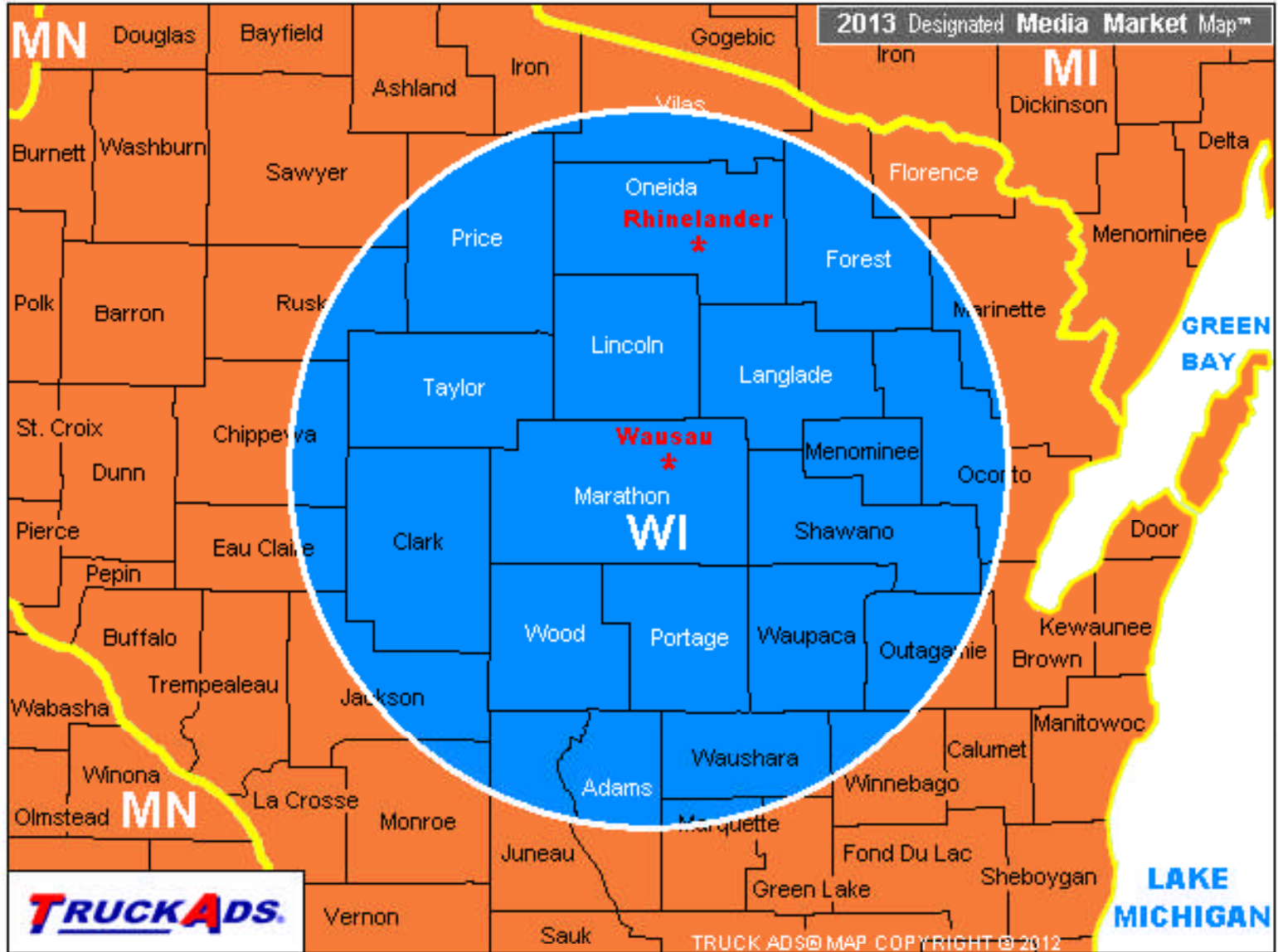
White	425,519
African American	2,849
Asian	11,095
American Indian and Alaska Native	6,059
Native Hawaiian and Pacific Islander	160
Other	3,202
Identified by two or more	5,545

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# 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