LAYERS

POPULATION BY COUNTY

0 10K 20K 50K 75K 250K +500K

PARTY AFFILIATION

Democrat Points

0 - 10 10 - 20 20+

Republican Points

0 - 10 10 - 20 20+

MEDIA

- Television
- Radio
- Newspapers
- Magazines
- Out of Home
- Social Media

$ MEDIA COST

10K 20K 50K 75K 250K

0

RACE

$ INCOME

NEWS

CRAWFORD COUNTY

Television **$20,000**

HISPANIC OR LATINO 3%

BLACK OR AFRICAN AMERICAN 3%

NATIVE AMERICAN 3%

ASIAN 3%

WHITE

OTHER 3%

PARTY AFFILIATION

20+ 20+

10-20 10-20

0-10 0-10

POPULATION CENTERS

- 500,000 +
- 250,000 - 500,000
- 75,000 - 250,000
- 50,000 - 75,000
- 20,000 - 50,000
- 10,000 - 20,000

LAYERS

POPULATION BY COUNTY

0 10K 20K 50K 75K 250K +500K

PARTY AFFILIATION

Democrat Points

0 - 10 10 - 20 20+

Republican Points

0 - 10 10 - 20 20+

MEDIAN INCOME

0 10K 20K 50K 75K 250K

RACE

- HISPANIC OR LATINO
- BLACK OR AFRICAN AMERICAN
- NATIVE AMERICAN OR AMERICAN INDIAN
- ASIAN/PACIFIC ISLANDER
- WHITE
- OTHER

MEDIAN AGE

18-24 25 - 34 35 - 44 45 - 54 55 - 64 65+

NEWS

MEDIA IN SELECTED COUNTIES

Television	$200,000
Radio	$50,000
Newspapers	$30,000
Magazines	$20,000
Out of Home	$20,000
Social Media	$8,000

PARTY AFFILIATION

20+ 20+

10-20 10-20

0-10 0-10

POPULATION CENTERS

- 500,000 +
- 250,000 - 500,000
- 75,000 - 250,000
- 50,000 - 75,000
- 20,000 - 50,000
- 10,000 - 20,000