



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

ELMIRA :::
BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 299,269 |
|------------------|---------|

Housing Status
 (in housing units unless noted)

| | |
|--|---------|
| Total | 140,266 |
| Occupied | 120,413 |
| Owner-occupied | 87,111 |
| Population in owner-occupied (number of individuals) | 217,504 |
| Renter-occupied | 33,302 |
| Population in renter-occupied (number of individuals) | 72,438 |
| Households with individuals under 18 | 36,071 |
| Vacant | 19,853 |
| Vacant: for rent | 2,576 |
| Vacant: for sale | 1,299 |

Population by Sex/Age

| | |
|-----------|---------|
| Male | 148,337 |
| Female | 150,932 |
| Under 18 | 67,535 |
| 18 & over | 231,734 |
| 20 - 24 | 17,365 |
| 25 - 34 | 32,622 |
| 35 - 49 | 60,146 |
| 50 - 64 | 65,068 |
| 65 & over | 48,371 |

Population by Ethnicity

| | |
|------------------------|---------|
| Hispanic or Latino | 4,976 |
| Non Hispanic or Latino | 294,293 |

Population by Race

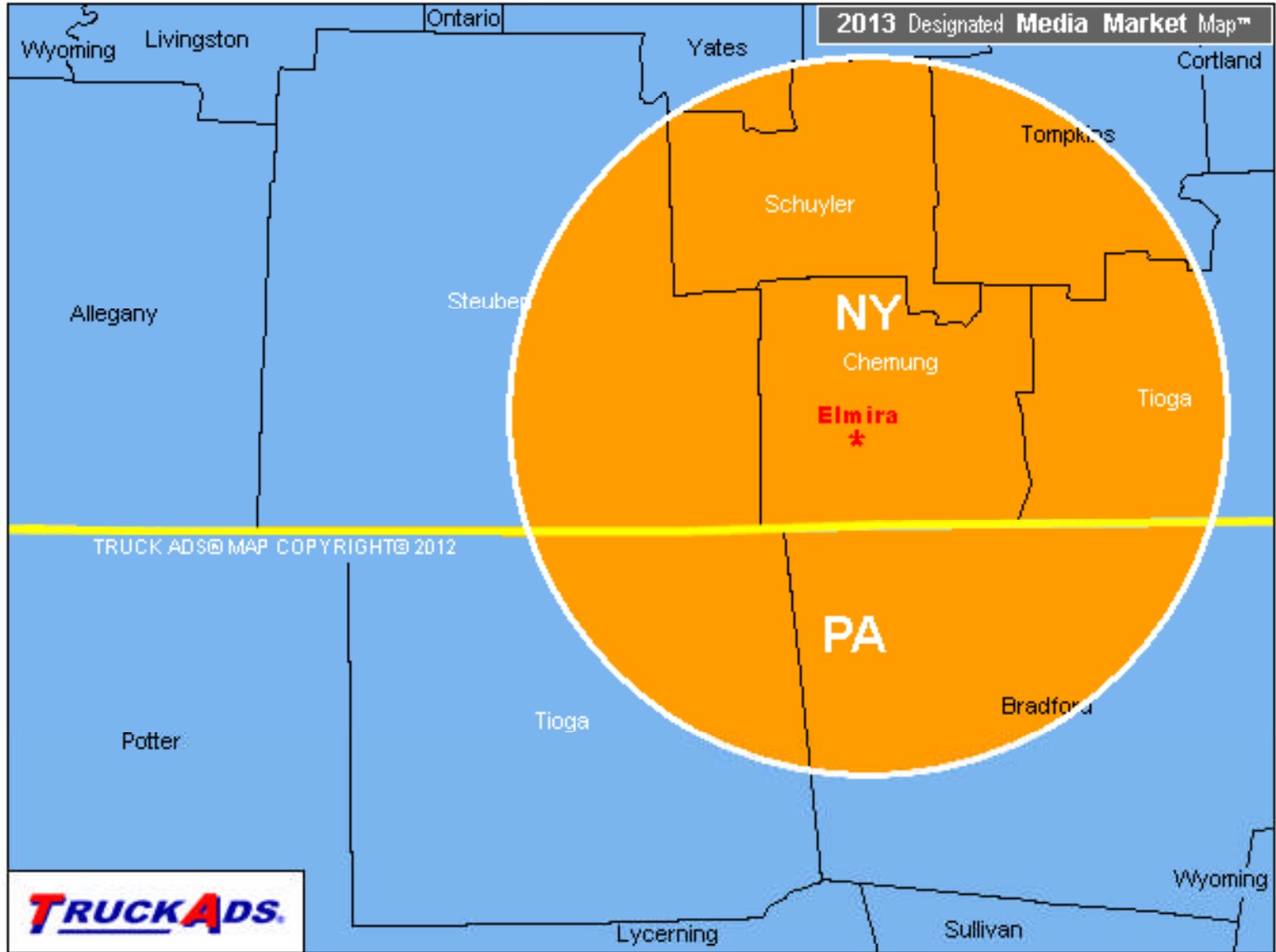
| | |
|--------------------------------------|---------|
| White | 281,297 |
| African American | 8,235 |
| Asian | 2,826 |
| American Indian and Alaska Native | 687 |
| Native Hawaiian and Pacific Islander | 60 |
| Other | 1,155 |
| Identified by two or more | 5,009 |

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ELMIRA :::

BROADCAST TV MARKET AREA



5 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Chemung, NY ~ Schuyler, NY ~ Steuben, NY ~ Tioga, NY ~ **PENNSYLVANIA:** Tioga, PA

NY - Chemung County

Population

| | |
|------------------|--------|
| Total Population | 88,830 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 38,369 |
| Occupied | 35,462 |
| Owner-occupied | 24,011 |
| Population in owner-occupied (number of individuals) | 59,079 |
| Renter-occupied | 11,451 |
| Population in renter-occupied (number of individuals) | 24,835 |
| Households with individuals under 18 | 10,726 |
| Vacant | 2,907 |
| Vacant: for rent | 917 |
| Vacant: for sale | 377 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 44,171 |
| Female | 44,659 |
| Under 18 | 19,880 |
| 18 & over | 68,950 |
| 20 - 24 | 5,533 |
| 25 - 34 | 10,471 |
| 35 - 49 | 17,805 |
| 50 - 64 | 18,795 |
| 65 & over | 13,943 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 2,240 |
| Non Hispanic or Latino | 86,590 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 78,771 |
| African American | 5,828 |
| Asian | 1,057 |
| American Indian and Alaska Native | 233 |
| Native Hawaiian and Pacific Islander | 20 |
| Other | 549 |
| Identified by two or more | 2,372 |

NY - Schuyler County

Population

| | |
|------------------|--------|
| Total Population | 18,343 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 9,455 |
| Occupied | 7,530 |
| Owner-occupied | 5,731 |
| Population in owner-occupied (number of individuals) | 14,089 |
| Renter-occupied | 1,799 |
| Population in renter-occupied (number of individuals) | 3,900 |
| Households with individuals under 18 | 2,119 |
| Vacant | 1,925 |
| Vacant: for rent | 123 |
| Vacant: for sale | 75 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 9,122 |
| Female | 9,221 |
| Under 18 | 3,890 |
| 18 & over | 14,453 |
| 20 - 24 | 969 |
| 25 - 34 | 1,787 |
| 35 - 49 | 3,827 |
| 50 - 64 | 4,318 |
| 65 & over | 3,116 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 234 |
| Non Hispanic or Latino | 18,109 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 17,803 |
| African American | 159 |
| Asian | 53 |
| American Indian and Alaska Native | 47 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 37 |
| Identified by two or more | 240 |

NY - Steuben County

Population

| | |
|------------------|--------|
| Total Population | 98,990 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 48,875 |
| Occupied | 40,344 |
| Owner-occupied | 29,088 |
| Population in owner-occupied (number of individuals) | 73,150 |
| Renter-occupied | 11,256 |
| Population in renter-occupied (number of individuals) | 24,257 |
| Households with individuals under 18 | 12,225 |
| Vacant | 8,531 |
| Vacant: for rent | 864 |
| Vacant: for sale | 496 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 49,126 |
| Female | 49,864 |
| Under 18 | 23,198 |
| 18 & over | 75,792 |
| 20 - 24 | 5,258 |
| 25 - 34 | 10,944 |
| 35 - 49 | 20,013 |
| 50 - 64 | 21,430 |
| 65 & over | 15,718 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 1,371 |
| Non Hispanic or Latino | 97,619 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 94,315 |
| African American | 1,540 |
| Asian | 1,161 |
| American Indian and Alaska Native | 230 |
| Native Hawaiian and Pacific Islander | 17 |
| Other | 343 |
| Identified by two or more | 1,384 |

NY - Tioga County

Population

| | |
|------------------|--------|
| Total Population | 51,125 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 22,203 |
| Occupied | 20,350 |
| Owner-occupied | 15,803 |
| Population in owner-occupied (number of individuals) | 40,447 |
| Renter-occupied | 4,547 |
| Population in renter-occupied (number of individuals) | 10,155 |
| Households with individuals under 18 | 6,389 |
| Vacant | 1,853 |
| Vacant: for rent | 385 |
| Vacant: for sale | 183 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 25,345 |
| Female | 25,780 |
| Under 18 | 11,977 |
| 18 & over | 39,148 |
| 20 - 24 | 2,506 |
| 25 - 34 | 5,294 |
| 35 - 49 | 10,645 |
| 50 - 64 | 11,459 |
| 65 & over | 8,032 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 694 |
| Non Hispanic or Latino | 50,431 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 49,556 |
| African American | 375 |
| Asian | 372 |
| American Indian and Alaska Native | 86 |
| Native Hawaiian and Pacific Islander | 15 |
| Other | 146 |
| Identified by two or more | 575 |

PA - Tioga County

Population

| | |
|------------------|--------|
| Total Population | 41,981 |
|------------------|--------|

Housing Status

(in housing units unless noted)

| | |
|--|--------|
| Total | 21,364 |
| Occupied | 16,727 |
| Owner-occupied | 12,478 |
| Population in owner-occupied (number of individuals) | 30,739 |
| Renter-occupied | 4,249 |
| Population in renter-occupied (number of individuals) | 9,291 |
| Households with individuals under 18 | 4,612 |
| Vacant | 4,637 |
| Vacant: for rent | 287 |
| Vacant: for sale | 168 |

Population by Sex/Age

| | |
|-----------|--------|
| Male | 20,573 |
| Female | 21,408 |
| Under 18 | 8,590 |
| 18 & over | 33,391 |
| 20 - 24 | 3,099 |
| 25 - 34 | 4,126 |
| 35 - 49 | 7,856 |
| 50 - 64 | 9,066 |
| 65 & over | 7,562 |

Population by Ethnicity

| | |
|------------------------|--------|
| Hispanic or Latino | 437 |
| Non Hispanic or Latino | 41,544 |

Population by Race

| | |
|--------------------------------------|--------|
| White | 40,852 |
| African American | 333 |
| Asian | 183 |
| American Indian and Alaska Native | 91 |
| Native Hawaiian and Pacific Islander | 4 |
| Other | 80 |
| Identified by two or more | 438 |