



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

PHILADELPHIA :::

BROADCAST TV MARKET AREA

Population

Total Population	8,013,510
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Housing Status

(in housing units unless noted)

Total	3,323,090
Occupied	3,026,530
Owner-occupied	2,078,720
Population in owner-occupied (number of individuals)	5,594,934
Renter-occupied	947,810
Population in renter-occupied (number of individuals)	2,176,311
Households with individuals under 18	1,000,637
Vacant	296,560
Vacant: for rent	93,079
Vacant: for sale	36,720

Population by Sex/Age

Male	3,879,584
Female	4,133,926
Under 18	1,863,170
18 & over	6,150,340
20 - 24	559,244
25 - 34	1,014,078
35 - 49	1,675,443
50 - 64	1,569,051
65 & over	1,090,793

Population by Ethnicity

Hispanic or Latino	790,142
Non Hispanic or Latino	7,223,368

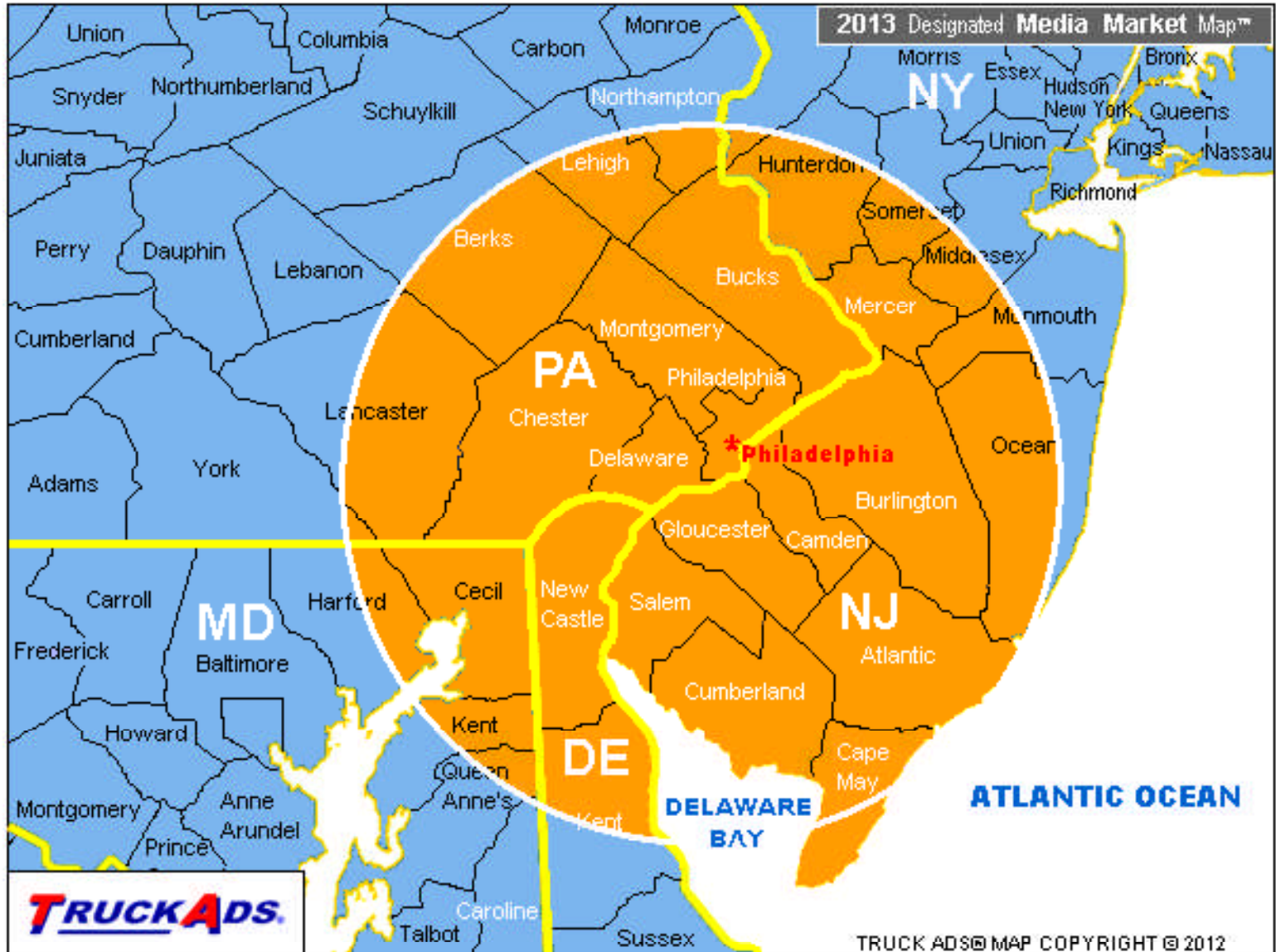
Population by Race

White	5,580,262
African American	1,490,325
Asian	377,086
American Indian and Alaska Native	24,580
Native Hawaiian and Pacific Islander	3,146
Other	341,653
Identified by two or more	196,458



PHILADELPHIA :::

BROADCAST TV MARKET AREA



19 COUNTIES IN THIS DESIGNATED MARKET

PENNSYLVANIA: Berks, PA ~ Bucks, PA ~ Chester, PA ~ Delaware, PA ~ Lehigh, PA ~ Montgomery, PA ~ Northampton, PA ~ Philadelphia, PA ~ **NEW JERSEY:** Atlantic, NJ ~ Burlington, NJ ~ Camden, NJ ~ Cape May, NJ ~ Cumberland, NJ ~ Gloucester, NJ ~ Mercer, NJ ~ Salem, NJ ~ **DELAWARE:** Kent, DE ~ New Castle, DE ~ **MARYLAND:** Caroline, MD

PA - Berks County

Population

Total Population	411,442
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Housing Status

(in housing units unless noted)

Total	164,827
Occupied	154,356
Owner-occupied	110,653
Population in owner-occupied (number of individuals)	295,123
Renter-occupied	43,703
Population in renter-occupied (number of individuals)	104,296
Households with individuals under 18	51,109
Vacant	10,471
Vacant: for rent	3,557
Vacant: for sale	1,941

Population by Sex/Age

Male	201,864
Female	209,578
Under 18	98,136
18 & over	313,306
20 - 24	27,355
25 - 34	46,157
35 - 49	85,968
50 - 64	80,543
65 & over	59,558

Population by Ethnicity

Hispanic or Latino	67,355
Non Hispanic or Latino	344,087

Population by Race

White	342,148
African American	20,143
Asian	5,385
American Indian and Alaska Native	1,285
Native Hawaiian and Pacific Islander	128
Other	32,101
Identified by two or more	10,252

PA - Bucks County

Population

Total Population	625,249
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Housing Status

(in housing units unless noted)

Total	245,956
Occupied	234,849
Owner-occupied	181,013
Population in owner-occupied (number of individuals)	503,187
Renter-occupied	53,836
Population in renter-occupied (number of individuals)	113,829
Households with individuals under 18	78,576
Vacant	11,107
Vacant: for rent	4,319
Vacant: for sale	1,956

Population by Sex/Age

Male	306,663
Female	318,586
Under 18	143,514
18 & over	481,735
20 - 24	32,984
25 - 34	66,297
35 - 49	138,588
50 - 64	138,298
65 & over	91,219

Population by Ethnicity

Hispanic or Latino	26,782
Non Hispanic or Latino	598,467

Population by Race

White	557,647
African American	22,376
Asian	24,008
American Indian and Alaska Native	1,232
Native Hawaiian and Pacific Islander	174
Other	9,430
Identified by two or more	10,382

PA - Chester County

Population

Total Population	498,886
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Housing Status

(in housing units unless noted)

Total	192,462
Occupied	182,900
Owner-occupied	139,328
Population in owner-occupied (number of individuals)	386,198
Renter-occupied	43,572
Population in renter-occupied (number of individuals)	99,352
Households with individuals under 18	64,320
Vacant	9,562
Vacant: for rent	3,672
Vacant: for sale	2,086

Population by Sex/Age

Male	245,161
Female	253,725
Under 18	124,055
18 & over	374,831
20 - 24	30,284
25 - 34	54,473
35 - 49	110,391
50 - 64	101,690
65 & over	63,875

Population by Ethnicity

Hispanic or Latino	32,503
Non Hispanic or Latino	466,383

Population by Race

White	426,707
African American	30,623
Asian	19,296
American Indian and Alaska Native	862
Native Hawaiian and Pacific Islander	161
Other	12,207
Identified by two or more	9,030

PA - Delaware County

Population

Total Population	558,979
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Housing Status

(in housing units unless noted)

Total	222,902
Occupied	208,700
Owner-occupied	147,212
Population in owner-occupied (number of individuals)	401,304
Renter-occupied	61,488
Population in renter-occupied (number of individuals)	134,620
Households with individuals under 18	69,373
Vacant	14,202
Vacant: for rent	6,585
Vacant: for sale	2,447

Population by Sex/Age

Male	267,849
Female	291,130
Under 18	130,412
18 & over	428,567
20 - 24	39,472
25 - 34	66,578
35 - 49	112,339
50 - 64	111,064
65 & over	79,726

Population by Ethnicity

Hispanic or Latino	16,537
Non Hispanic or Latino	542,442

Population by Race

White	405,233
African American	110,260
Asian	26,277
American Indian and Alaska Native	874
Native Hawaiian and Pacific Islander	145
Other	5,211
Identified by two or more	10,979

PA - Lehigh County

Population

Total Population	349,497
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Housing Status

(in housing units unless noted)

Total	142,613
Occupied	133,983
Owner-occupied	90,846
Population in owner-occupied (number of individuals)	239,425
Renter-occupied	43,137
Population in renter-occupied (number of individuals)	101,079
Households with individuals under 18	43,939
Vacant	8,630
Vacant: for rent	3,409
Vacant: for sale	1,633

Population by Sex/Age

Male	169,312
Female	180,185
Under 18	82,680
18 & over	266,817
20 - 24	21,151
25 - 34	42,371
35 - 49	72,898
50 - 64	69,215
65 & over	51,604

Population by Ethnicity

Hispanic or Latino	65,615
Non Hispanic or Latino	283,882

Population by Race

White	276,286
African American	21,440
Asian	10,247
American Indian and Alaska Native	1,279
Native Hawaiian and Pacific Islander	126
Other	30,064
Identified by two or more	10,055

PA - Montgomery County

Population

Total Population	799,874
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Housing Status

(in housing units unless noted)

Total	325,735
Occupied	307,750
Owner-occupied	225,001
Population in owner-occupied (number of individuals)	606,576
Renter-occupied	82,749
Population in renter-occupied (number of individuals)	172,292
Households with individuals under 18	100,047
Vacant	17,985
Vacant: for rent	8,532
Vacant: for sale	3,012

Population by Sex/Age

Male	387,964
Female	411,910
Under 18	183,499
18 & over	616,375
20 - 24	43,590
25 - 34	96,641
35 - 49	173,366
50 - 64	163,781
65 & over	120,727

Population by Ethnicity

Hispanic or Latino	34,233
Non Hispanic or Latino	765,641

Population by Race

White	649,021
African American	69,351
Asian	51,565
American Indian and Alaska Native	1,174
Native Hawaiian and Pacific Islander	296
Other	12,947
Identified by two or more	15,520

PA - Northampton County

Population

Total Population	297,735
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Housing Status

(in housing units unless noted)

Total	120,363
Occupied	113,565
Owner-occupied	82,719
Population in owner-occupied (number of individuals)	218,281
Renter-occupied	30,846
Population in renter-occupied (number of individuals)	68,834
Households with individuals under 18	35,938
Vacant	6,798
Vacant: for rent	2,244
Vacant: for sale	1,353

Population by Sex/Age

Male	145,386
Female	152,349
Under 18	65,177
18 & over	232,558
20 - 24	19,794
25 - 34	32,081
35 - 49	62,472
50 - 64	62,022
65 & over	46,606

Population by Ethnicity

Hispanic or Latino	31,179
Non Hispanic or Latino	266,556

Population by Race

White	256,895
African American	14,986
Asian	7,203
American Indian and Alaska Native	609
Native Hawaiian and Pacific Islander	98
Other	11,289
Identified by two or more	6,655

PA - Philadelphia County

Population

Total Population	1,526,006
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Housing Status

(in housing units unless noted)

Total	670,171
Occupied	599,736
Owner-occupied	324,536
Population in owner-occupied (number of individuals)	839,307
Renter-occupied	275,200
Population in renter-occupied (number of individuals)	629,316
Households with individuals under 18	181,314
Vacant	70,435
Vacant: for rent	27,093
Vacant: for sale	7,157

Population by Sex/Age

Male	719,813
Female	806,193
Under 18	343,837
18 & over	1,182,169
20 - 24	146,717
25 - 34	246,062
35 - 49	286,409
50 - 64	260,692
65 & over	185,309

Population by Ethnicity

Hispanic or Latino	187,611
Non Hispanic or Latino	1,338,395

Population by Race

White	626,221
African American	661,839
Asian	96,405
American Indian and Alaska Native	6,996
Native Hawaiian and Pacific Islander	744
Other	90,731
Identified by two or more	43,070

NJ - Atlantic County

Population

Total Population	274,549
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Housing Status

(in housing units unless noted)

Total	126,647
Occupied	102,847
Owner-occupied	70,156
Population in owner-occupied (number of individuals)	188,091
Renter-occupied	32,691
Population in renter-occupied (number of individuals)	80,412
Households with individuals under 18	34,720
Vacant	23,800
Vacant: for rent	3,469
Vacant: for sale	1,837

Population by Sex/Age

Male	133,175
Female	141,374
Under 18	63,888
18 & over	210,661
20 - 24	17,651
25 - 34	31,243
35 - 49	58,536
50 - 64	56,491
65 & over	38,902

Population by Ethnicity

Hispanic or Latino	46,241
Non Hispanic or Latino	228,308

Population by Race

White	179,566
African American	44,138
Asian	20,595
American Indian and Alaska Native	1,050
Native Hawaiian and Pacific Islander	92
Other	20,218
Identified by two or more	8,890

NJ - Burlington County

Population

Total Population	448,734
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Housing Status

(in housing units unless noted)

Total	175,615
Occupied	166,318
Owner-occupied	129,656
Population in owner-occupied (number of individuals)	352,757
Renter-occupied	36,662
Population in renter-occupied (number of individuals)	82,763
Households with individuals under 18	57,478
Vacant	9,297
Vacant: for rent	3,322
Vacant: for sale	1,985

Population by Sex/Age

Male	220,534
Female	228,200
Under 18	104,243
18 & over	344,491
20 - 24	26,334
25 - 34	51,608
35 - 49	101,164
50 - 64	92,392
65 & over	62,190

Population by Ethnicity

Hispanic or Latino	28,831
Non Hispanic or Latino	419,903

Population by Race

White	331,342
African American	74,505
Asian	19,395
American Indian and Alaska Native	985
Native Hawaiian and Pacific Islander	219
Other	9,193
Identified by two or more	13,095

NJ - Camden County

Population

Total Population	513,657
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Housing Status

(in housing units unless noted)

Total	204,943
Occupied	190,980
Owner-occupied	130,355
Population in owner-occupied (number of individuals)	364,687
Renter-occupied	60,625
Population in renter-occupied (number of individuals)	141,556
Households with individuals under 18	67,258
Vacant	13,963
Vacant: for rent	6,052
Vacant: for sale	2,324

Population by Sex/Age

Male	247,759
Female	265,898
Under 18	125,117
18 & over	388,540
20 - 24	32,963
25 - 34	66,869
35 - 49	108,910
50 - 64	100,573
65 & over	65,725

Population by Ethnicity

Hispanic or Latino	73,124
Non Hispanic or Latino	440,533

Population by Race

White	335,389
African American	100,441
Asian	26,257
American Indian and Alaska Native	1,608
Native Hawaiian and Pacific Islander	165
Other	36,354
Identified by two or more	13,443

NJ - Cape May County

Population

Total Population	97,265
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Housing Status

(in housing units unless noted)

Total	98,309
Occupied	40,812
Owner-occupied	30,155
Population in owner-occupied (number of individuals)	70,793
Renter-occupied	10,657
Population in renter-occupied (number of individuals)	23,844
Households with individuals under 18	10,119
Vacant	57,497
Vacant: for rent	4,427
Vacant: for sale	1,414

Population by Sex/Age

Male	47,287
Female	49,978
Under 18	18,349
18 & over	78,916
20 - 24	5,427
25 - 34	9,188
35 - 49	17,702
50 - 64	23,313
65 & over	20,977

Population by Ethnicity

Hispanic or Latino	6,054
Non Hispanic or Latino	91,211

Population by Race

White	87,369
African American	4,565
Asian	834
American Indian and Alaska Native	205
Native Hawaiian and Pacific Islander	36
Other	2,399
Identified by two or more	1,857

NJ - Cumberland County

Population

Total Population	156,898
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Housing Status

(in housing units unless noted)

Total	55,834
Occupied	51,931
Owner-occupied	34,622
Population in owner-occupied (number of individuals)	94,802
Renter-occupied	17,309
Population in renter-occupied (number of individuals)	49,985
Households with individuals under 18	19,198
Vacant	3,903
Vacant: for rent	1,086
Vacant: for sale	667

Population by Sex/Age

Male	80,808
Female	76,090
Under 18	37,705
18 & over	119,193
20 - 24	10,701
25 - 34	22,518
35 - 49	33,712
50 - 64	28,200
65 & over	19,795

Population by Ethnicity

Hispanic or Latino	42,457
Non Hispanic or Latino	114,441

Population by Race

White	98,430
African American	31,741
Asian	1,907
American Indian and Alaska Native	1,746
Native Hawaiian and Pacific Islander	59
Other	17,492
Identified by two or more	5,523

NJ - Gloucester County

Population

Total Population	288,288
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Housing Status

(in housing units unless noted)

Total	109,796
Occupied	104,271
Owner-occupied	83,525
Population in owner-occupied (number of individuals)	236,998
Renter-occupied	20,746
Population in renter-occupied (number of individuals)	47,067
Households with individuals under 18	38,495
Vacant	5,525
Vacant: for rent	1,797
Vacant: for sale	1,348

Population by Sex/Age

Male	139,969
Female	148,319
Under 18	70,261
18 & over	218,027
20 - 24	18,961
25 - 34	33,101
35 - 49	64,750
50 - 64	57,492
65 & over	35,699

Population by Ethnicity

Hispanic or Latino	13,712
Non Hispanic or Latino	274,576

Population by Race

White	240,890
African American	29,006
Asian	7,609
American Indian and Alaska Native	501
Native Hawaiian and Pacific Islander	95
Other	4,055
Identified by two or more	6,132

NJ - Mercer County

Population

Total Population	366,513
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Housing Status

(in housing units unless noted)

Total	143,169
Occupied	133,155
Owner-occupied	87,700
Population in owner-occupied (number of individuals)	237,527
Renter-occupied	45,455
Population in renter-occupied (number of individuals)	110,181
Households with individuals under 18	45,992
Vacant	10,014
Vacant: for rent	4,251
Vacant: for sale	1,414

Population by Sex/Age

Male	179,033
Female	187,480
Under 18	82,982
18 & over	283,531
20 - 24	27,498
25 - 34	46,842
35 - 49	80,244
50 - 64	70,053
65 & over	46,347

Population by Ethnicity

Hispanic or Latino	55,318
Non Hispanic or Latino	311,195

Population by Race

White	225,011
African American	74,318
Asian	32,752
American Indian and Alaska Native	1,194
Native Hawaiian and Pacific Islander	295
Other	22,856
Identified by two or more	10,087

NJ - Salem County

Population

Total Population	66,083
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Housing Status

(in housing units unless noted)

Total	27,417
Occupied	25,290
Owner-occupied	18,091
Population in owner-occupied (number of individuals)	47,870
Renter-occupied	7,199
Population in renter-occupied (number of individuals)	16,956
Households with individuals under 18	8,403
Vacant	2,127
Vacant: for rent	701
Vacant: for sale	353

Population by Sex/Age

Male	32,178
Female	33,905
Under 18	15,510
18 & over	50,573
20 - 24	3,690
25 - 34	7,358
35 - 49	13,650
50 - 64	14,218
65 & over	9,917

Population by Ethnicity

Hispanic or Latino	4,507
Non Hispanic or Latino	61,576

Population by Race

White	52,757
African American	9,309
Asian	557
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	10
Other	1,745
Identified by two or more	1,465

DE - Kent County

Population

Total Population	162,310
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Housing Status

(in housing units unless noted)

Total	65,338
Occupied	60,278
Owner-occupied	43,046
Population in owner-occupied (number of individuals)	114,496
Renter-occupied	17,232
Population in renter-occupied (number of individuals)	43,492
Households with individuals under 18	21,435
Vacant	5,060
Vacant: for rent	1,572
Vacant: for sale	1,168

Population by Sex/Age

Male	78,035
Female	84,275
Under 18	40,379
18 & over	121,931
20 - 24	12,237
25 - 34	20,017
35 - 49	32,598
50 - 64	29,551
65 & over	21,982

Population by Ethnicity

Hispanic or Latino	9,346
Non Hispanic or Latino	152,964

Population by Race

White	109,999
African American	38,913
Asian	3,306
American Indian and Alaska Native	1,043
Native Hawaiian and Pacific Islander	91
Other	3,235
Identified by two or more	5,723

DE - New Castle County

Population

Total Population	538,479
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Housing Status

(in housing units unless noted)

Total	217,511
Occupied	202,651
Owner-occupied	141,325
Population in owner-occupied (number of individuals)	374,045
Renter-occupied	61,326
Population in renter-occupied (number of individuals)	147,280
Households with individuals under 18	68,514
Vacant	14,860
Vacant: for rent	6,744
Vacant: for sale	2,386

Population by Sex/Age

Male	260,671
Female	277,808
Under 18	125,079
18 & over	413,400
20 - 24	40,457
25 - 34	70,744
35 - 49	114,856
50 - 64	102,822
65 & over	66,222

Population by Ethnicity

Hispanic or Latino	46,921
Non Hispanic or Latino	491,558

Population by Race

White	352,955
African American	127,786
Asian	23,300
American Indian and Alaska Native	1,574
Native Hawaiian and Pacific Islander	159
Other	19,115
Identified by two or more	13,590

MD - Caroline County

Population

Total Population	33,066
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Housing Status

(in housing units unless noted)

Total	13,482
Occupied	12,158
Owner-occupied	8,781
Population in owner-occupied (number of individuals)	23,467
Renter-occupied	3,377
Population in renter-occupied (number of individuals)	9,157
Households with individuals under 18	4,409
Vacant	1,324
Vacant: for rent	247
Vacant: for sale	239

Population by Sex/Age

Male	16,123
Female	16,943
Under 18	8,347
18 & over	24,719
20 - 24	1,978
25 - 34	3,930
35 - 49	6,890
50 - 64	6,641
65 & over	4,413

Population by Ethnicity

Hispanic or Latino	1,816
Non Hispanic or Latino	31,250

Population by Race

White	26,396
African American	4,585
Asian	188
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	53
Other	1,011
Identified by two or more	710