



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

ROCHESTER :::

BROADCAST TV MARKET AREA

Population

Total Population	1,072,039
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Housing Status

(in housing units unless noted)

Total	466,500
Occupied	427,345
Owner-occupied	287,549
Population in owner-occupied (number of individuals)	734,310
Renter-occupied	139,796
Population in renter-occupied (number of individuals)	296,873
Households with individuals under 18	129,786
Vacant	39,155
Vacant: for rent	12,197
Vacant: for sale	4,118

Population by Sex/Age

Male	521,918
Female	550,121
Under 18	242,249
18 & over	829,790
20 - 24	80,038
25 - 34	124,469
35 - 49	217,210
50 - 64	219,777
65 & over	152,242

Population by Ethnicity

Hispanic or Latino	64,335
Non Hispanic or Latino	1,007,704

Population by Race

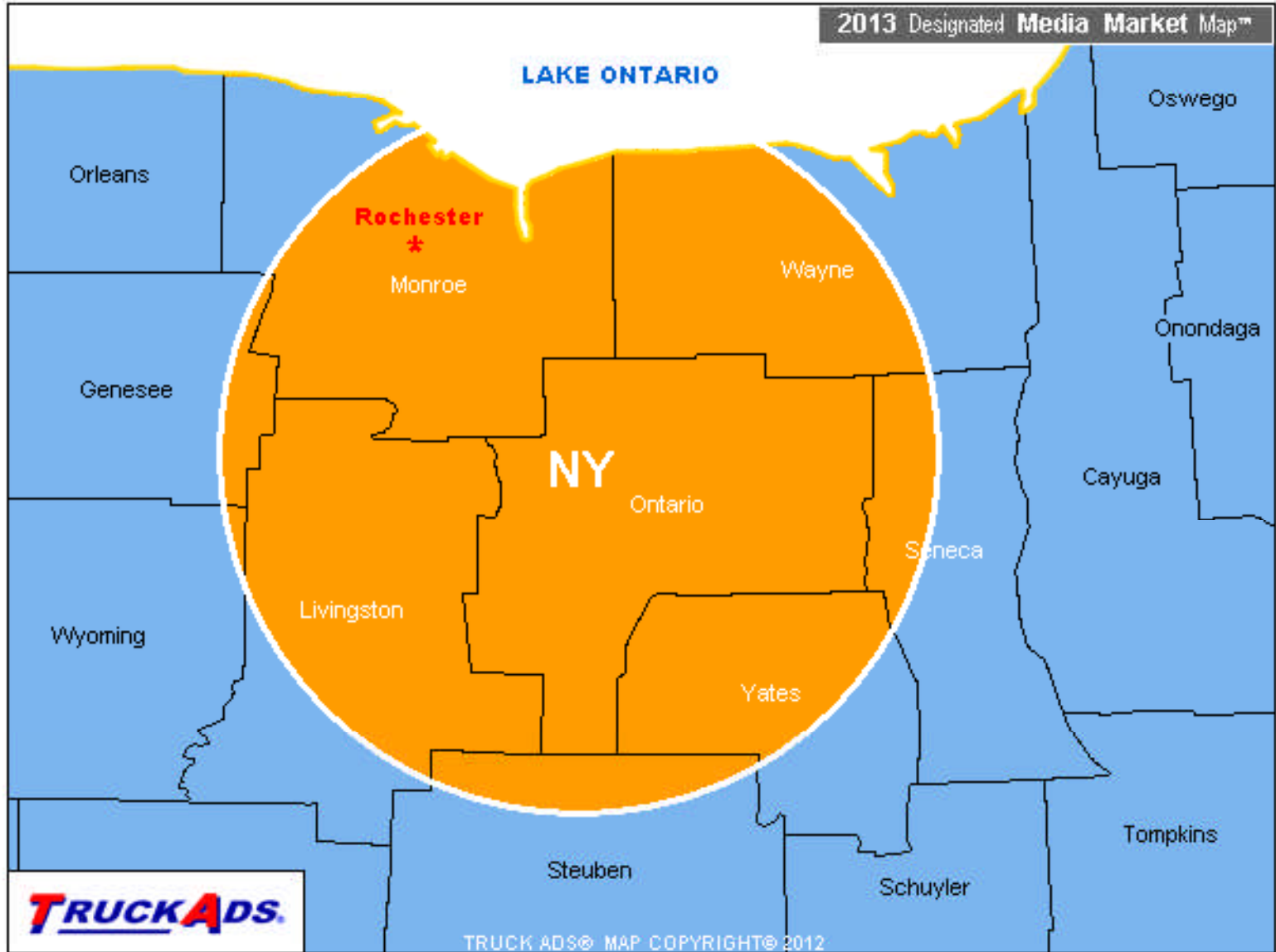
White	873,362
African American	121,898
Asian	27,006
American Indian and Alaska Native	2,999
Native Hawaiian and Pacific Islander	299
Other	22,083
Identified by two or more	24,392

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BROADCAST TV MARKET AREA



6 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Livingston, NY ~ Monroe, NY ~ Ontario, NY ~ Seneca, NY ~ Wayne, NY ~ Yates, NY

NY - Livingston County

Population

Total Population	65,393
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Housing Status

(in housing units unless noted)

Total	27,123
Occupied	24,409
Owner-occupied	17,845
Population in owner-occupied (number of individuals)	45,229
Renter-occupied	6,564
Population in renter-occupied (number of individuals)	14,406
Households with individuals under 18	7,245
Vacant	2,714
Vacant: for rent	444
Vacant: for sale	310

Population by Sex/Age

Male	32,816
Female	32,577
Under 18	13,217
18 & over	52,176
20 - 24	6,383
25 - 34	6,660
35 - 49	13,259
50 - 64	13,782
65 & over	8,985

Population by Ethnicity

Hispanic or Latino	1,802
Non Hispanic or Latino	63,591

Population by Race

White	61,363
African American	1,598
Asian	785
American Indian and Alaska Native	187
Native Hawaiian and Pacific Islander	18
Other	495
Identified by two or more	947

NY - Monroe County

Population

Total Population	744,344
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Housing Status

(in housing units unless noted)

Total	320,593
Occupied	300,422
Owner-occupied	193,125
Population in owner-occupied (number of individuals)	491,449
Renter-occupied	107,297
Population in renter-occupied (number of individuals)	226,612
Households with individuals under 18	90,854
Vacant	20,171
Vacant: for rent	9,448
Vacant: for sale	2,552

Population by Sex/Age

Male	359,108
Female	385,236
Under 18	168,699
18 & over	575,645
20 - 24	58,175
25 - 34	90,938
35 - 49	149,118
50 - 64	148,155
65 & over	103,594

Population by Ethnicity

Hispanic or Latino	54,005
Non Hispanic or Latino	690,339

Population by Race

White	566,535
African American	113,171
Asian	24,281
American Indian and Alaska Native	2,136
Native Hawaiian and Pacific Islander	227
Other	18,885
Identified by two or more	19,109

NY - Ontario County

Population

Total Population	107,931
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Housing Status

(in housing units unless noted)

Total	48,193
Occupied	43,019
Owner-occupied	31,455
Population in owner-occupied (number of individuals)	80,489
Renter-occupied	11,564
Population in renter-occupied (number of individuals)	24,113
Households with individuals under 18	13,100
Vacant	5,174
Vacant: for rent	908
Vacant: for sale	527

Population by Sex/Age

Male	52,742
Female	55,189
Under 18	24,300
18 & over	83,631
20 - 24	6,541
25 - 34	10,597
35 - 49	22,704
50 - 64	24,000
65 & over	16,612

Population by Ethnicity

Hispanic or Latino	3,679
Non Hispanic or Latino	104,252

Population by Race

White	101,078
African American	2,432
Asian	1,126
American Indian and Alaska Native	276
Native Hawaiian and Pacific Islander	24
Other	1,196
Identified by two or more	1,799

NY - Seneca County

Population

Total Population	35,251
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Housing Status

(in housing units unless noted)

Total	16,043
Occupied	13,393
Owner-occupied	9,825
Population in owner-occupied (number of individuals)	24,588
Renter-occupied	3,568
Population in renter-occupied (number of individuals)	7,854
Households with individuals under 18	3,845
Vacant	2,650
Vacant: for rent	336
Vacant: for sale	163

Population by Sex/Age

Male	18,454
Female	16,797
Under 18	7,519
18 & over	27,732
20 - 24	2,473
25 - 34	4,203
35 - 49	7,059
50 - 64	7,680
65 & over	5,472

Population by Ethnicity

Hispanic or Latino	952
Non Hispanic or Latino	34,299

Population by Race

White	32,591
African American	1,607
Asian	244
American Indian and Alaska Native	104
Native Hawaiian and Pacific Islander	2
Other	240
Identified by two or more	463

NY - Wayne County

Population

Total Population	93,772
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Housing Status

(in housing units unless noted)

Total	41,057
Occupied	36,585
Owner-occupied	28,106
Population in owner-occupied (number of individuals)	73,718
Renter-occupied	8,479
Population in renter-occupied (number of individuals)	18,664
Households with individuals under 18	11,942
Vacant	4,472
Vacant: for rent	885
Vacant: for sale	429

Population by Sex/Age

Male	46,520
Female	47,252
Under 18	22,299
18 & over	71,473
20 - 24	4,754
25 - 34	9,708
35 - 49	20,632
50 - 64	20,715
65 & over	13,363

Population by Ethnicity

Hispanic or Latino	3,476
Non Hispanic or Latino	90,296

Population by Race

White	87,148
African American	2,887
Asian	473
American Indian and Alaska Native	258
Native Hawaiian and Pacific Islander	24
Other	1,177
Identified by two or more	1,805

NY - Yates County

Population

Total Population	25,348
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Housing Status

(in housing units unless noted)

Total	13,491
Occupied	9,517
Owner-occupied	7,193
Population in owner-occupied (number of individuals)	18,837
Renter-occupied	2,324
Population in renter-occupied (number of individuals)	5,224
Households with individuals under 18	2,800
Vacant	3,974
Vacant: for rent	176
Vacant: for sale	137

Population by Sex/Age

Male	12,278
Female	13,070
Under 18	6,215
18 & over	19,133
20 - 24	1,712
25 - 34	2,363
35 - 49	4,438
50 - 64	5,445
65 & over	4,216

Population by Ethnicity

Hispanic or Latino	421
Non Hispanic or Latino	24,927

Population by Race

White	24,647
African American	203
Asian	97
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	4
Other	90
Identified by two or more	269