



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

UTICA :::

BROADCAST TV MARKET AREA

Population

Total Population	323,875
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Housing Status

(in housing units unless noted)

Total	157,687
Occupied	128,860
Owner-occupied	89,996
Population in owner-occupied (number of individuals)	223,517
Renter-occupied	38,864
Population in renter-occupied (number of individuals)	83,075
Households with individuals under 18	36,951
Vacant	28,827
Vacant: for rent	3,407
Vacant: for sale	1,744

Population by Sex/Age

Male	159,571
Female	164,304
Under 18	69,090
18 & over	254,785
20 - 24	225,572
25 - 34	33,866
35 - 49	63,610
50 - 64	67,966
65 & over	53,311

Population by Ethnicity

Hispanic or Latino	11,944
Non Hispanic or Latino	311,931

Population by Race

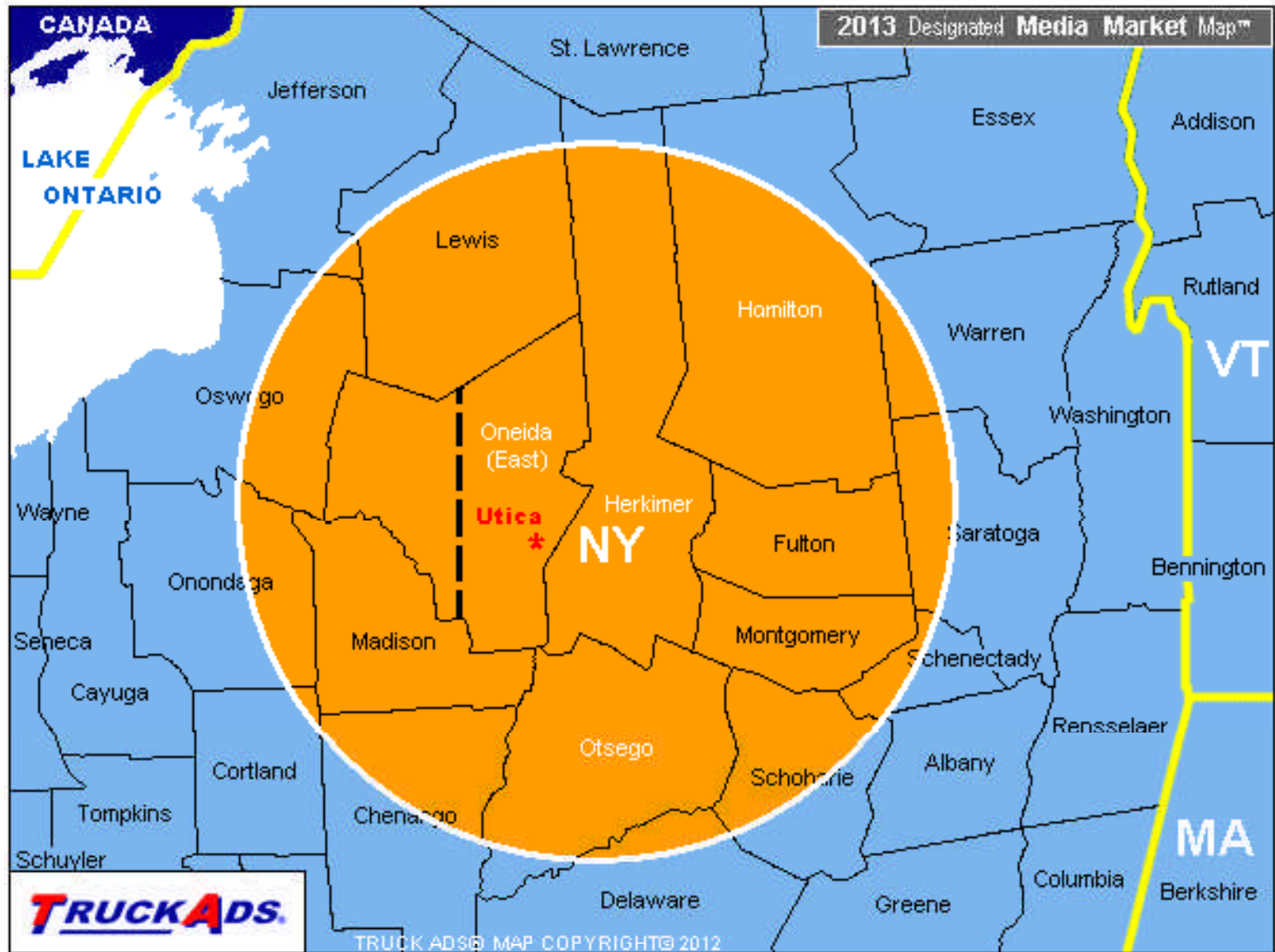
White	292,505
African American	14,043
Asian	7,163
American Indian and Alaska Native	758
Native Hawaiian and Pacific Islander	101
Other	3,560
Identified by two or more	5,745

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UTICA :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Hamilton, NY ~ Herkimer, NY ~ Oneida, NY (Split) ~ Otsego, NY

NY - Hamilton County

Population

Total Population	4,836
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Housing Status

(in housing units unless noted)

Total	8,694
Occupied	2,262
Owner-occupied	1,826
Population in owner-occupied (number of individuals)	3,893
Renter-occupied	436
Population in renter-occupied (number of individuals)	863
Households with individuals under 18	449
Vacant	6,432
Vacant: for rent	75
Vacant: for sale	49

Population by Sex/Age

Male	2,446
Female	2,390
Under 18	795
18 & over	4,041
20 - 24	172
25 - 34	358
35 - 49	926
50 - 64	1,386
65 & over	1,130

Population by Ethnicity

Hispanic or Latino	51
Non Hispanic or Latino	4,785

Population by Race

White	4,705
African American	35
Asian	24
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	4
Other	4
Identified by two or more	53

NY - Herkimer County

Population

Total Population	64,519
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Housing Status

(in housing units unless noted)

Total	33,381
Occupied	26,324
Owner-occupied	18,761
Population in owner-occupied (number of individuals)	47,172
Renter-occupied	7,563
Population in renter-occupied (number of individuals)	15,921
Households with individuals under 18	7,654
Vacant	7,057
Vacant: for rent	672
Vacant: for sale	391

Population by Sex/Age

Male	31,579
Female	32,940
Under 18	14,298
18 & over	50,221
20 - 24	3,761
25 - 34	6,646
35 - 49	12,797
50 - 64	13,986
65 & over	10,856

Population by Ethnicity

Hispanic or Latino	1,040
Non Hispanic or Latino	63,479

Population by Race

White	62,320
African American	700
Asian	332
American Indian and Alaska Native	157
Native Hawaiian and Pacific Islander	11
Other	220
Identified by two or more	779

NY - Oneida County (Partial - Split County)

Population

Total Population	192,261
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Housing Status (in housing units unless noted)

Total	84,835
Occupied	75,654
Owner-occupied	51,524
Population in owner-occupied (number of individuals)	129,609
Renter-occupied	24,130
Population in renter-occupied (number of individuals)	52,195
Households with individuals under 18	22,546
Vacant	9,181
Vacant: for rent	2,045
Vacant: for sale	790

Population by Sex/Age

Male	95,431
Female	96,830
Under 18	42,379
18 & over	149,882
20 - 24	13,253
25 - 34	21,114
35 - 49	38,695
50 - 64	39,268
65 & over	31,044

Population by Ethnicity

Hispanic or Latino	8,932
Non Hispanic or Latino	183,329

Population by Race

White	166,545
African American	12,242
Asian	6,133
American Indian and Alaska Native	469
Native Hawaiian and Pacific Islander	68
Other	2,923
Identified by two or more	3,881

NY - Otsego County

Population

Total Population	62,259
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Housing Status

(in housing units unless noted)

Total	30,777
Occupied	24,620
Owner-occupied	17,885
Population in owner-occupied (number of individuals)	42,843
Renter-occupied	6,735
Population in renter-occupied (number of individuals)	14,096
Households with individuals under 18	6,302
Vacant	6,157
Vacant: for rent	615
Vacant: for sale	514

Population by Sex/Age

Male	30,115
Female	32,144
Under 18	11,618
18 & over	50,641
20 - 24	6,615
25 - 34	5,748
35 - 49	11,192
50 - 64	13,326
65 & over	10,281

Population by Ethnicity

Hispanic or Latino	1,921
Non Hispanic or Latino	60,338

Population by Race

White	58,935
African American	1,066
Asian	674
American Indian and Alaska Native	121
Native Hawaiian and Pacific Islander	18
Other	413
Identified by two or more	1,032