



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

**BUFFALO :::  
BROADCAST TV MARKET AREA**

**Population**

Total Population	1,562,251
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**Housing Status  
( in housing units unless noted )**

Total	728,187
Occupied	641,010
Owner-occupied	431,154
Population in owner-occupied ( number of individuals )	1,074,639
Renter-occupied	209,856
Population in renter-occupied ( number of individuals )	432,457
Households with individuals under 18	182,048
Vacant	87,177
Vacant: for rent	19,777
Vacant: for sale	6,340

**Population by Sex/Age**

Male	761,579
Female	800,672
Under 18	339,661
18 & over	1,222,590
20 - 24	112,565
25 - 34	177,729
35 - 49	309,802
50 - 64	327,318
65 & over	245,689

**Population by Ethnicity**

Hispanic or Latino	61,479
Non Hispanic or Latino	1,500,772

**Population by Race**

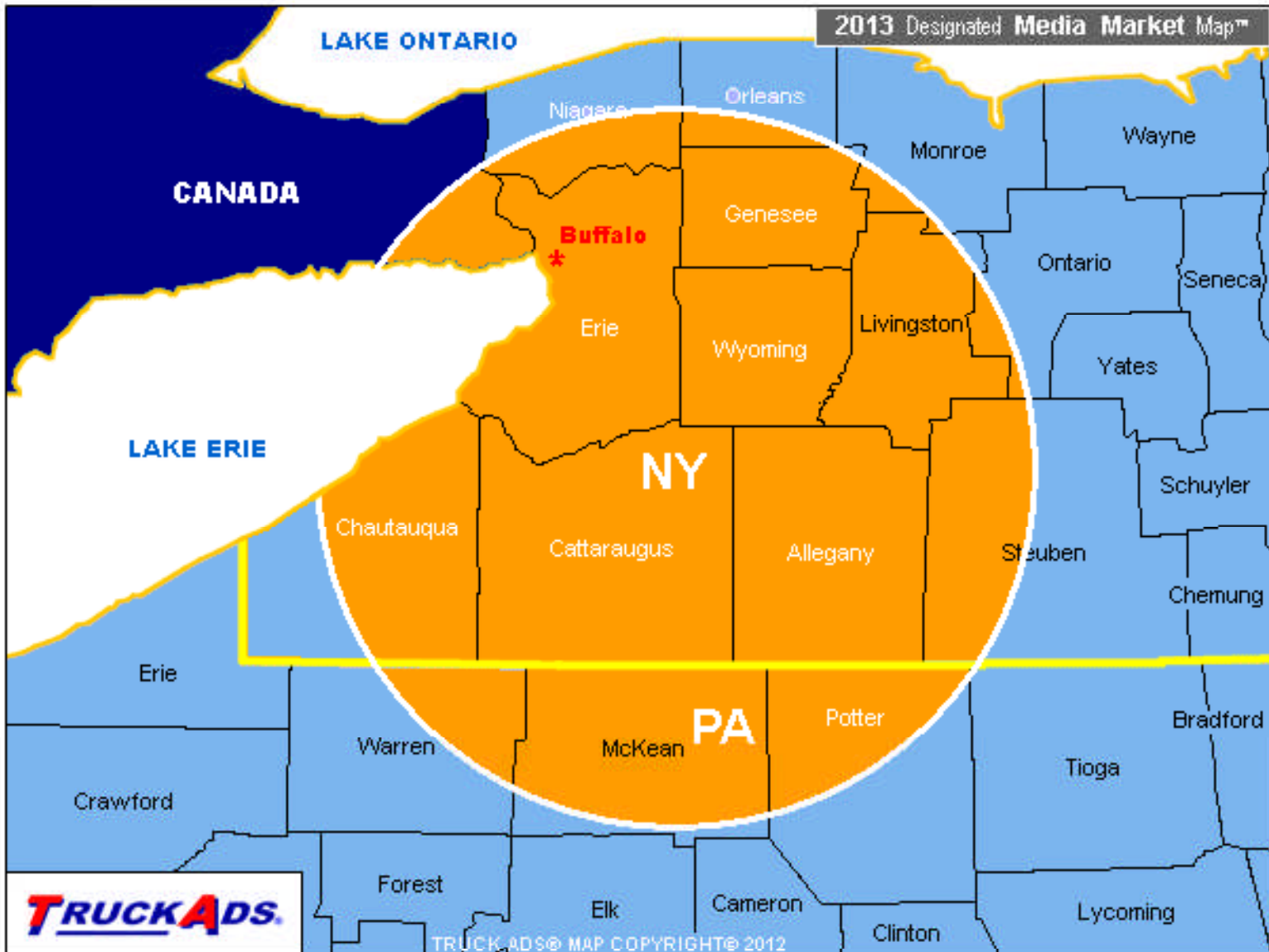
White	1,323,561
African American	150,104
Asian	28,021
American Indian and Alaska Native	12,535
Native Hawaiian and Pacific Islander	362
Other	19,399
Identified by two or more	28,269

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# BUFFALO :::

BROADCAST TV MARKET AREA



## 9 COUNTIES IN THIS DESIGNATED MARKET

**NEW YORK:** Allegany, NY ~ Cattaraugus, NY ~ Chautauqua, NY ~ Erie, NY ~ Genesee, NY ~ Niagara, NY ~ Orleans, NY ~ Wyoming, NY ~ **PENNSYLVANIA:** Potter, PA

## NY - Allegany County

### Population

Total Population	48,946
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### Housing Status

( in housing units unless noted )

Total	26,140
Occupied	18,208
Owner-occupied	13,563
Population in owner-occupied ( number of individuals )	34,378
Renter-occupied	4,645
Population in renter-occupied ( number of individuals )	9,984
Households with individuals under 18	5,377
Vacant	7,932
Vacant: for rent	468
Vacant: for sale	288

### Population by Sex/Age

Male	24,696
Female	24,250
Under 18	10,576
18 & over	38,370
20 - 24	4,761
25 - 34	4,866
35 - 49	8,485
50 - 64	9,828
65 & over	7,443

### Population by Ethnicity

Hispanic or Latino	670
Non Hispanic or Latino	48,276

### Population by Race

White	47,085
African American	524
Asian	452
American Indian and Alaska Native	113
Native Hawaiian and Pacific Islander	9
Other	206
Identified by two or more	557

## NY - Cattaraugus County

### Population

Total Population	80,317
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### Housing Status

( in housing units unless noted )

Total	41,111
Occupied	32,263
Owner-occupied	23,306
Population in owner-occupied ( number of individuals )	58,141
Renter-occupied	8,957
Population in renter-occupied ( number of individuals )	19,497
Households with individuals under 18	9,526
Vacant	8,848
Vacant: for rent	748
Vacant: for sale	483

### Population by Sex/Age

Male	39,729
Female	40,588
Under 18	18,801
18 & over	61,516
20 - 24	5,252
25 - 34	8,525
35 - 49	15,377
50 - 64	17,459
65 & over	12,419

### Population by Ethnicity

Hispanic or Latino	1,345
Non Hispanic or Latino	78,972

### Population by Race

White	74,639
African American	1,024
Asian	528
American Indian and Alaska Native	2,443
Native Hawaiian and Pacific Islander	15
Other	305
Identified by two or more	1,363

## NY - Chautauqua County

### Population

Total Population	134,905
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### Housing Status

( in housing units unless noted )

Total	66,920
Occupied	54,244
Owner-occupied	36,876
Population in owner-occupied ( number of individuals )	90,697
Renter-occupied	17,368
Population in renter-occupied ( number of individuals )	37,694
Households with individuals under 18	15,421
Vacant	12,676
Vacant: for rent	1,876
Vacant: for sale	795

### Population by Sex/Age

Male	66,509
Female	68,396
Under 18	29,446
18 & over	105,459
20 - 24	10,113
25 - 34	13,985
35 - 49	25,406
50 - 64	28,419
65 & over	22,381

### Population by Ethnicity

Hispanic or Latino	8,241
Non Hispanic or Latino	126,664

### Population by Race

White	124,875
African American	3,197
Asian	688
American Indian and Alaska Native	689
Native Hawaiian and Pacific Islander	36
Other	2,669
Identified by two or more	2,751

## NY - Erie County

### Population

Total Population	919,040
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### Housing Status

( in housing units unless noted )

Total	419,974
Occupied	383,164
Owner-occupied	248,299
Population in owner-occupied ( number of individuals )	616,529
Renter-occupied	134,865
Population in renter-occupied ( number of individuals )	274,124
Households with individuals under 18	107,208
Vacant	36,810
Vacant: for rent	12,596
Vacant: for sale	3,071

### Population by Sex/Age

Male	442,971
Female	476,069
Under 18	198,944
18 & over	720,096
20 - 24	68,766
25 - 34	107,906
35 - 49	181,464
50 - 64	189,485
65 & over	144,364

### Population by Ethnicity

Hispanic or Latino	41,731
Non Hispanic or Latino	877,309

### Population by Race

White	735,244
African American	123,931
Asian	23,789
American Indian and Alaska Native	5,908
Native Hawaiian and Pacific Islander	219
Other	13,427
Identified by two or more	16,522

## NY - Genesee County

### Population

Total Population	60,079
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### Housing Status

( in housing units unless noted )

Total	25,589
Occupied	23,728
Owner-occupied	17,067
Population in owner-occupied ( number of individuals )	43,793
Renter-occupied	6,661
Population in renter-occupied ( number of individuals )	14,378
Households with individuals under 18	7,175
Vacant	1,861
Vacant: for rent	601
Vacant: for sale	213

### Population by Sex/Age

Male	29,756
Female	30,323
Under 18	13,259
18 & over	46,820
20 - 24	3,722
25 - 34	6,544
35 - 49	12,625
50 - 64	12,734
65 & over	9,390

### Population by Ethnicity

Hispanic or Latino	1,616
Non Hispanic or Latino	58,463

### Population by Race

White	55,787
African American	1,612
Asian	357
American Indian and Alaska Native	679
Native Hawaiian and Pacific Islander	4
Other	575
Identified by two or more	1,065

## NY - Niagara County

### Population

Total Population	216,469
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### Housing Status

( in housing units unless noted )

Total	99,120
Occupied	90,556
Owner-occupied	62,616
Population in owner-occupied ( number of individuals )	156,358
Renter-occupied	27,940
Population in renter-occupied ( number of individuals )	55,792
Households with individuals under 18	25,665
Vacant	8,564
Vacant: for rent	2,773
Vacant: for sale	925

### Population by Sex/Age

Male	105,008
Female	111,461
Under 18	46,490
18 & over	169,979
20 - 24	14,002
25 - 34	23,884
35 - 49	44,040
50 - 64	47,332
65 & over	34,388

### Population by Ethnicity

Hispanic or Latino	4,694
Non Hispanic or Latino	211,775

### Population by Race

White	191,673
African American	14,851
Asian	1,823
American Indian and Alaska Native	2,285
Native Hawaiian and Pacific Islander	62
Other	1,108
Identified by two or more	4,667



## NY - Orleans County

### Population

Total Population	42,883
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### Housing Status

( in housing units unless noted )

Total	18,431
Occupied	16,119
Owner-occupied	12,141
Population in owner-occupied ( number of individuals )	31,157
Renter-occupied	3,978
Population in renter-occupied ( number of individuals )	9,140
Households with individuals under 18	5,024
Vacant	2,312
Vacant: for rent	243
Vacant: for sale	244

### Population by Sex/Age

Male	21,233
Female	21,650
Under 18	9,540
18 & over	33,343
20 - 24	2,713
25 - 34	4,779
35 - 49	9,317
50 - 64	9,088
65 & over	6,178

### Population by Ethnicity

Hispanic or Latino	1,757
Non Hispanic or Latino	41,126

### Population by Race

White	38,528
African American	2,523
Asian	179
American Indian and Alaska Native	247
Native Hawaiian and Pacific Islander	9
Other	567
Identified by two or more	830

## NY - Wyoming County

### Population

Total Population	42,155
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### Housing Status

( in housing units unless noted )

Total	17,970
Occupied	15,501
Owner-occupied	11,762
Population in owner-occupied ( number of individuals )	30,157
Renter-occupied	3,739
Population in renter-occupied ( number of individuals )	8,037
Households with individuals under 18	4,646
Vacant	2,469
Vacant: for rent	301
Vacant: for sale	200

### Population by Sex/Age

Male	22,953
Female	19,202
Under 18	8,704
18 & over	33,451
20 - 24	2,419
25 - 34	5,595
35 - 49	9,753
50 - 64	9,017
65 & over	5,723

### Population by Ethnicity

Hispanic or Latino	1,244
Non Hispanic or Latino	40,911

### Population by Race

White	38,602
African American	2,375
Asian	160
American Indian and Alaska Native	126
Native Hawaiian and Pacific Islander	7
Other	512
Identified by two or more	373

## PA - Potter County

### Population

Total Population	17,457
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### Housing Status

( in housing units unless noted )

Total	12,932
Occupied	7,227
Owner-occupied	5,524
Population in owner-occupied ( number of individuals )	13,429
Renter-occupied	1,703
Population in renter-occupied ( number of individuals )	3,811
Households with individuals under 18	2,006
Vacant	5,705
Vacant: for rent	171
Vacant: for sale	121

### Population by Sex/Age

Male	8,724
Female	8,733
Under 18	3,901
18 & over	13,556
20 - 24	817
25 - 34	1,645
35 - 49	3,335
50 - 64	3,956
65 & over	3,403

### Population by Ethnicity

Hispanic or Latino	181
Non Hispanic or Latino	17,276

### Population by Race

White	17,128
African American	67
Asian	45
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	1
Other	30
Identified by two or more	141