



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

**SYRACUSE :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	936,120
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**Housing Status**

( in housing units unless noted )

Total	405,797
Occupied	368,297
Owner-occupied	241,413
Population in owner-occupied ( number of individuals )	612,507
Renter-occupied	126,884
Population in renter-occupied ( number of individuals )	272,471
Households with individuals under 18	110,522
Vacant	37,500
Vacant: for rent	8,554
Vacant: for sale	3,649

**Population by Sex/Age**

Male	458,342
Female	477,778
Under 18	204,849
18 & over	731,271
20 - 24	82,949
25 - 34	110,124
35 - 49	184,479
50 - 64	185,539
65 & over	127,963

**Population by Ethnicity**

Hispanic or Latino	31,838
Non Hispanic or Latino	904,282

**Population by Race**

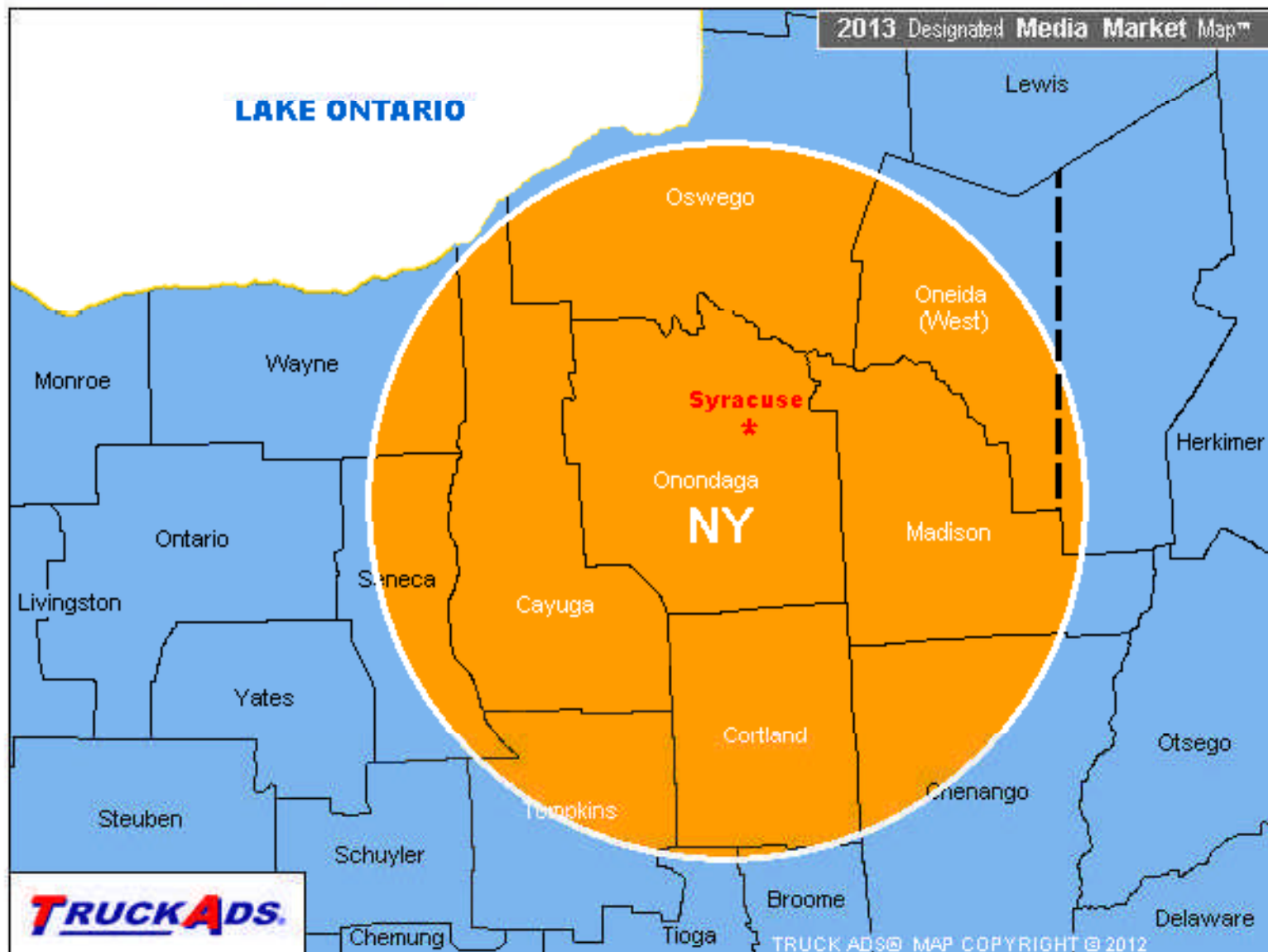
White	809,275
African American	63,963
Asian	25,735
American Indian and Alaska Native	5,778
Native Hawaiian and Pacific Islander	263
Other	8,983
Identified by two or more	22,123 ×

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# SYRACUSE :::

## BROADCAST TV MARKET AREA



### 7 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Cayuga, NY ~ Cortland, NY ~ Madison, NY ~ Oneida, NY (Split) ~ Onondaga, NY ~ Oswego, NY ~ Tompkins, NY

## NY - Cayuga County

### Population

Total Population	80,026
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### Housing Status

( in housing units unless noted )

Total	36,489
Occupied	31,445
Owner-occupied	22,367
Population in owner-occupied ( number of individuals )	56,499
Renter-occupied	9,078
Population in renter-occupied ( number of individuals )	19,282
Households with individuals under 18	9,272
Vacant	5,044
Vacant: for rent	670
Vacant: for sale	357

### Population by Sex/Age

Male	40,833
Female	39,193
Under 18	17,298
18 & over	62,728
20 - 24	4,778
25 - 34	9,424
35 - 49	16,851
50 - 64	17,246
65 & over	12,235

### Population by Ethnicity

Hispanic or Latino	1,896
Non Hispanic or Latino	78,130

### Population by Race

White	74,042
African American	3,195
Asian	390
American Indian and Alaska Native	283
Native Hawaiian and Pacific Islander	31
Other	654
Identified by two or more	1,431

## NY - Cortland County

### Population

Total Population	49,336
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### Housing Status

( in housing units unless noted )

Total	20,577
Occupied	18,671
Owner-occupied	12,121
Population in owner-occupied ( number of individuals )	30,977
Renter-occupied	6,550
Population in renter-occupied ( number of individuals )	14,798
Households with individuals under 18	5,544
Vacant	1,906
Vacant: for rent	339
Vacant: for sale	171

### Population by Sex/Age

Male	24,093
Female	25,243
Under 18	10,411
18 & over	38,925
20 - 24	5,780
25 - 34	5,249
35 - 49	9,205
50 - 64	9,425
65 & over	6,458

### Population by Ethnicity

Hispanic or Latino	1,094
Non Hispanic or Latino	48,242

### Population by Race

White	46,901
African American	760
Asian	416
American Indian and Alaska Native	137
Native Hawaiian and Pacific Islander	5
Other	271
Identified by two or more	846

## NY - Madison County

### Population

Total Population	73,442
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### Housing Status

( in housing units unless noted )

Total	31,757
Occupied	27,754
Owner-occupied	20,473
Population in owner-occupied ( number of individuals )	52,263
Renter-occupied	7,281
Population in renter-occupied ( number of individuals )	16,046
Households with individuals under 18	8,606
Vacant	4,003
Vacant: for rent	528
Vacant: for sale	315

### Population by Sex/Age

Male	36,064
Female	37,378
Under 18	16,005
18 & over	57,437
20 - 24	6,324
25 - 34	7,169
35 - 49	14,682
50 - 64	15,289
65 & over	10,239

### Population by Ethnicity

Hispanic or Latino	1,316
Non Hispanic or Latino	72,126

### Population by Race

White	69,740
African American	1,350
Asian	583
American Indian and Alaska Native	524
Native Hawaiian and Pacific Islander	17
Other	270
Identified by two or more	958

## NY - Oneida County (Partial - Split County)

### Population

Total Population	42,617
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### Housing Status

( in housing units unless noted )

Total	19,345
Occupied	17,374
Owner-occupied	10,482
Population in owner-occupied ( number of individuals )	25,425
Renter-occupied	6,892
Population in renter-occupied ( number of individuals )	14,244
Households with individuals under 18	4,934
Vacant	1,971
Vacant: for rent	632
Vacant: for sale	212

### Population by Sex/Age

Male	21,601
Female	21,016
Under 18	8,998
18 & over	33,619
20 - 24	2,706
25 - 34	5,578
35 - 49	8,541
50 - 64	8,685
65 & over	7,124

### Population by Ethnicity

Hispanic or Latino	1,887
Non Hispanic or Latino	40,730

### Population by Race

White	38,134
African American	2,446
Asian	432
American Indian and Alaska Native	136
Native Hawaiian and Pacific Islander	1
Other	484
Identified by two or more	984



## NY - Onondaga County



### Population

Total Population	467,026
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### Housing Status

( in housing units unless noted )

Total	202,357
Occupied	187,686
Owner-occupied	121,374
Population in owner-occupied ( number of individuals )	308,615
Renter-occupied	66,312
Population in renter-occupied ( number of individuals )	141,342
Households with individuals under 18	57,412
Vacant	14,671
Vacant: for rent	4,562
Vacant: for sale	1,689

### Population by Sex/Age

Male	224,861
Female	242,165
Under 18	107,255
18 & over	359,771
20 - 24	35,887
25 - 34	55,932
35 - 49	93,316
50 - 64	92,803
65 & over	65,578

### Population by Ethnicity

Hispanic or Latino	18,829
Non Hispanic or Latino	448,197

### Population by Race

White	378,885
African American	51,220
Asian	14,454
American Indian and Alaska Native	3,818
Native Hawaiian and Pacific Islander	148
Other	5,479
Identified by two or more	13,022

 **NY - Oswego County**



**Population**

Total Population	122,109
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**Housing Status**

( in housing units unless noted )

Total	53,598
Occupied	46,400
Owner-occupied	33,504
Population in owner-occupied ( number of individuals )	87,038
Renter-occupied	12,896
Population in renter-occupied ( number of individuals )	30,117
Households with individuals under 18	15,323
Vacant	7,198
Vacant: for rent	987
Vacant: for sale	625

**Population by Sex/Age**

Male	60,859
Female	61,250
Under 18	28,223
18 & over	93,886
20 - 24	10,072
25 - 34	13,088
35 - 49	25,653
50 - 64	24,654
65 & over	15,400

**Population by Ethnicity**

Hispanic or Latino	2,552
Non Hispanic or Latino	119,557

**Population by Race**

White	117,632
African American	972
Asian	723
American Indian and Alaska Native	520
Native Hawaiian and Pacific Islander	16
Other	650
Identified by two or more	1,596





## NY - Tompkins County



### Population

Total Population	101,564
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### Housing Status

( in housing units unless noted )

Total	41,674
Occupied	38,967
Owner-occupied	21,092
Population in owner-occupied ( number of individuals )	51,690
Renter-occupied	17,875
Population in renter-occupied ( number of individuals )	36,642
Households with individuals under 18	9,431
Vacant	2,707
Vacant: for rent	836
Vacant: for sale	280

### Population by Sex/Age

Male	50,031
Female	51,533
Under 18	16,659
18 & over	84,905
20 - 24	17,402
25 - 34	13,684
35 - 49	16,231
50 - 64	17,437
65 & over	10,929

### Population by Ethnicity

Hispanic or Latino	4,264
Non Hispanic or Latino	97,300

### Population by Race

White	83,941
African American	4,020
Asian	8,737
American Indian and Alaska Native	360
Native Hawaiian and Pacific Islander	45
Other	1,175
Identified by two or more	3,286