



**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**

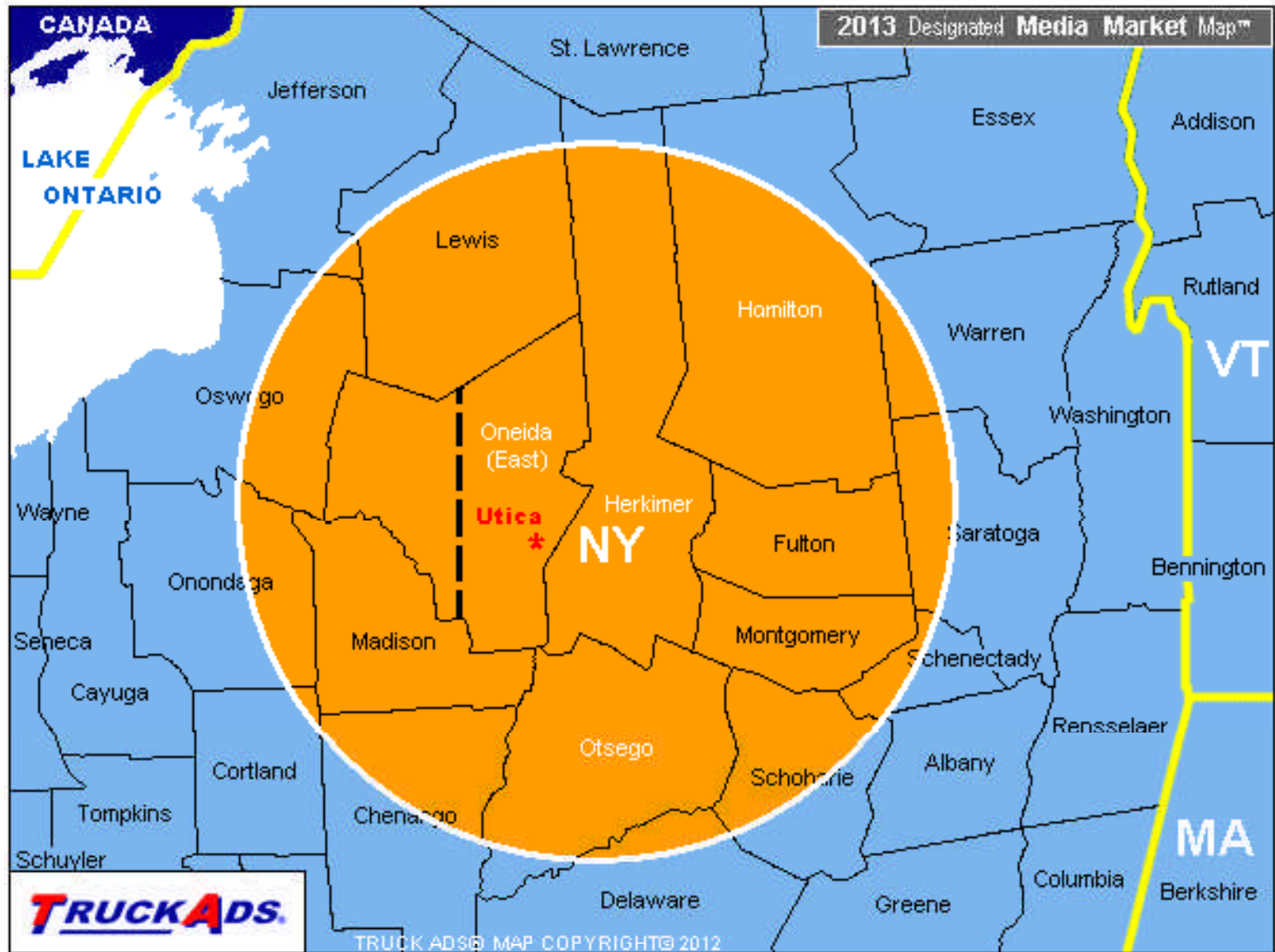
White	292,505
African American	14,043
Asian	7,163
American Indian and Alaska Native	758
Native Hawaiian and Pacific Islander	101
Other	3,560
Identified by two or more	5,745

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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