



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

**WILKES BARRE SCRANTON :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,479,505
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**Housing Status**

( in housing units unless noted )

Total	689,258
Occupied	588,738
Owner-occupied	420,913
Population in owner-occupied ( number of individuals )	1,055,636
Renter-occupied	167,825
Population in renter-occupied ( number of individuals )	362,687
Households with individuals under 18	168,479
Vacant	100,520
Vacant: for rent	14,552
Vacant: for sale	8,711

**Population by Sex/Age**

Male	729,849
Female	749,656
Under 18	308,585
18 & over	1,170,920
20 - 24	98,429
25 - 34	159,260
35 - 49	301,558
50 - 64	314,388
65 & over	250,727

**Population by Ethnicity**

Hispanic or Latino	71,406
Non Hispanic or Latino	1,408,099

**Population by Race**

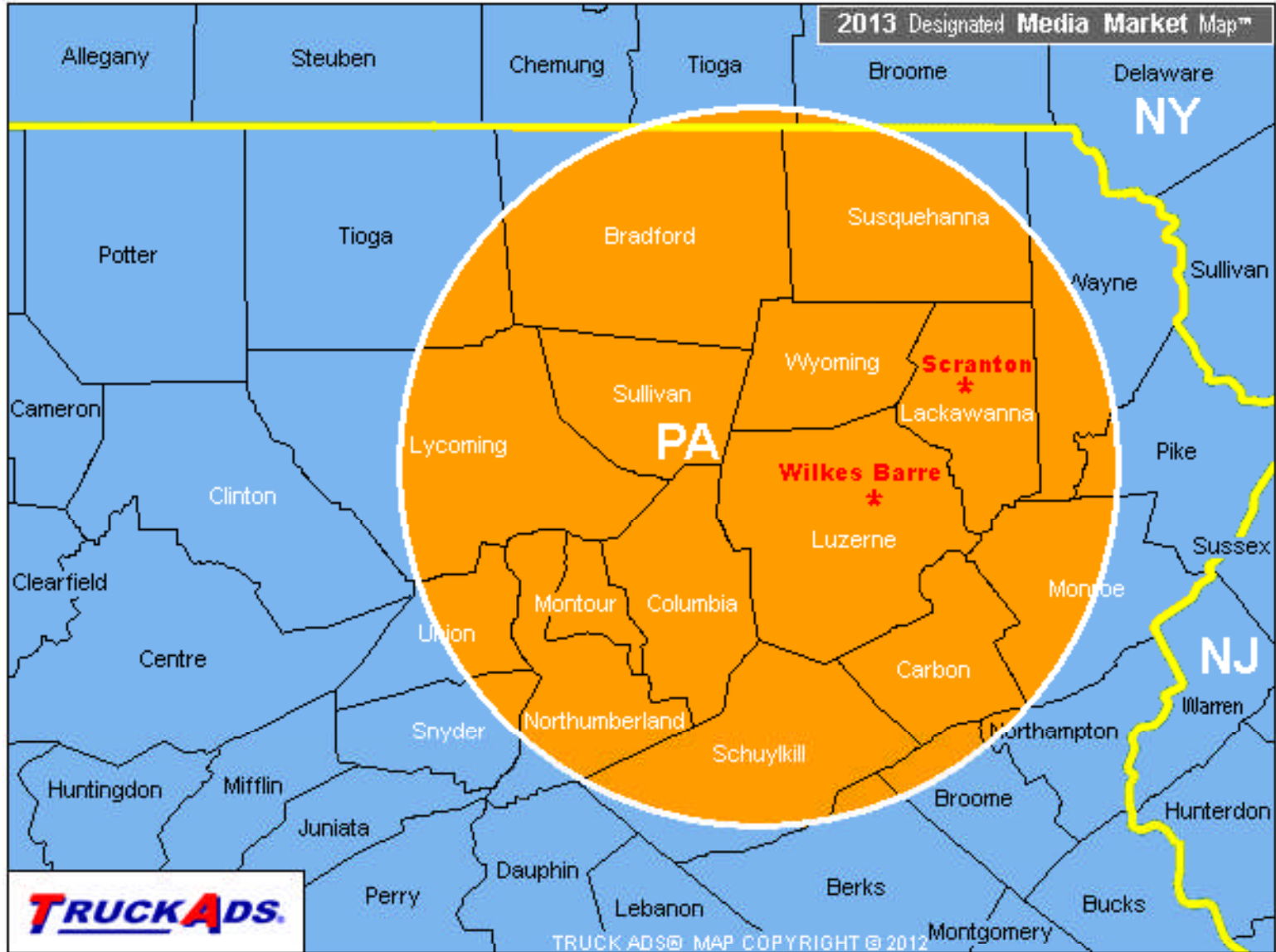
White	1,354,300
African American	57,327
Asian	14,689
American Indian and Alaska Native	2,798
Native Hawaiian and Pacific Islander	366
Other	28,103
Identified by two or more	21,922

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# WILKES BARRE SCRANTON :::

## BROADCAST TV MARKET AREA



### 16 COUNTIES IN THIS DESIGNATED MARKET

**PENNSYLVANIA:** Bradford, PA ~ Carbon, PA ~ Clinton, PA ~ Columbia, PA ~ Lackawanna, PA ~ Luzerne, PA ~ Lycoming, PA ~ Monroe, PA ~ Montour, PA ~ Northumberland, PA ~ Schuylkill, PA ~ Snyder, PA ~ Sullivan, PA ~ Susquehanna, PA ~ Union, PA ~ Wyoming, PA

## PA - Bradford County

### Population

Total Population	62,622
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### Housing Status

( in housing units unless noted )

Total	29,979
Occupied	25,321
Owner-occupied	18,801
Population in owner-occupied ( number of individuals )	47,516
Renter-occupied	6,520
Population in renter-occupied ( number of individuals )	14,527
Households with individuals under 18	7,569
Vacant	4,658
Vacant: for rent	536
Vacant: for sale	171

### Population by Sex/Age

Male	30,828
Female	31,794
Under 18	14,238
18 & over	48,384
20 - 24	3,051
25 - 34	6,378
35 - 49	12,544
50 - 64	13,830
65 & over	11,152

### Population by Ethnicity

Hispanic or Latino	702
Non Hispanic or Latino	61,920

### Population by Race

White	61,035
African American	311
Asian	339
American Indian and Alaska Native	154
Native Hawaiian and Pacific Islander	7
Other	130
Identified by two or more	646

## PA - Carbon County

### Population

Total Population	65,249
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### Housing Status

( in housing units unless noted )

Total	34,299
Occupied	26,684
Owner-occupied	20,643
Population in owner-occupied ( number of individuals )	51,114
Renter-occupied	6,041
Population in renter-occupied ( number of individuals )	13,436
Households with individuals under 18	7,589
Vacant	7,615
Vacant: for rent	605
Vacant: for sale	590

### Population by Sex/Age

Male	32,173
Female	33,076
Under 18	13,540
18 & over	51,709
20 - 24	3,182
25 - 34	6,870
35 - 49	14,000
50 - 64	14,678
65 & over	11,644

### Population by Ethnicity

Hispanic or Latino	2,145
Non Hispanic or Latino	63,104

### Population by Race

White	62,519
African American	976
Asian	311
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	27
Other	504
Identified by two or more	789

## PA - Clinton County

### Population

Total Population	39,238
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### Housing Status

( in housing units unless noted )

Total	19,080
Occupied	15,151
Owner-occupied	10,745
Population in owner-occupied ( number of individuals )	26,837
Renter-occupied	4,406
Population in renter-occupied ( number of individuals )	9,778
Households with individuals under 18	4,243
Vacant	3,929
Vacant: for rent	342
Vacant: for sale	183

### Population by Sex/Age

Male	19,231
Female	20,007
Under 18	8,117
18 & over	31,121
20 - 24	4,034
25 - 34	4,016
35 - 49	7,032
50 - 64	7,715
65 & over	6,350

### Population by Ethnicity

Hispanic or Latino	437
Non Hispanic or Latino	38,801

### Population by Race

White	37,860
African American	625
Asian	200
American Indian and Alaska Native	34
Native Hawaiian and Pacific Islander	15
Other	171
Identified by two or more	333

## PA - Columbia County

### Population

Total Population	67,295
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### Housing Status

( in housing units unless noted )

Total	29,498
Occupied	26,479
Owner-occupied	18,387
Population in owner-occupied ( number of individuals )	44,923
Renter-occupied	8,092
Population in renter-occupied ( number of individuals )	17,985
Households with individuals under 18	6,971
Vacant	3,019
Vacant: for rent	459
Vacant: for sale	268

### Population by Sex/Age

Male	32,276
Female	35,019
Under 18	12,556
18 & over	54,739
20 - 24	7,224
25 - 34	6,537
35 - 49	12,589
50 - 64	13,616
65 & over	10,811

### Population by Ethnicity

Hispanic or Latino	1,349
Non Hispanic or Latino	65,946

### Population by Race

White	64,227
African American	1,246
Asian	563
American Indian and Alaska Native	87
Native Hawaiian and Pacific Islander	15
Other	450
Identified by two or more	707

## PA - Lackawanna County

### Population

Total Population	214,437
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### Housing Status

( in housing units unless noted )

Total	96,832
Occupied	87,226
Owner-occupied	57,353
Population in owner-occupied ( number of individuals )	144,119
Renter-occupied	29,873
Population in renter-occupied ( number of individuals )	62,255
Households with individuals under 18	24,087
Vacant	9,606
Vacant: for rent	2,449
Vacant: for sale	1,088

### Population by Sex/Age

Male	103,119
Female	111,318
Under 18	43,947
18 & over	170,490
20 - 24	14,879
25 - 34	24,239
35 - 49	41,904
50 - 64	44,922
65 & over	37,895

### Population by Ethnicity

Hispanic or Latino	10,682
Non Hispanic or Latino	203,755

### Population by Race

White	197,296
African American	5,423
Asian	3,644
American Indian and Alaska Native	330
Native Hawaiian and Pacific Islander	55
Other	4,393
Identified by two or more	3,296

## PA - Luzerne County

### Population

Total Population	320,918
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### Housing Status

( in housing units unless noted )

Total	148,748
Occupied	131,932
Owner-occupied	89,742
Population in owner-occupied ( number of individuals )	219,622
Renter-occupied	42,190
Population in renter-occupied ( number of individuals )	89,505
Households with individuals under 18	36,036
Vacant	16,816
Vacant: for rent	3,887
Vacant: for sale	2,184

### Population by Sex/Age

Male	156,829
Female	164,089
Under 18	64,800
18 & over	256,118
20 - 24	20,473
25 - 34	35,193
35 - 49	65,841
50 - 64	67,500
65 & over	57,595

### Population by Ethnicity

Hispanic or Latino	21,491
Non Hispanic or Latino	299,427

### Population by Race

White	290,943
African American	10,767
Asian	3,135
American Indian and Alaska Native	558
Native Hawaiian and Pacific Islander	57
Other	10,555
Identified by two or more	4,903



## PA - Lycoming County

### Population

Total Population	116,111
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### Housing Status

( in housing units unless noted )

Total	52,500
Occupied	46,700
Owner-occupied	31,821
Population in owner-occupied ( number of individuals )	78,809
Renter-occupied	14,879
Population in renter-occupied ( number of individuals )	31,865
Households with individuals under 18	13,263
Vacant	5,800
Vacant: for rent	1,029
Vacant: for sale	392

### Population by Sex/Age

Male	56,839
Female	59,272
Under 18	24,212
18 & over	91,899
20 - 24	8,698
25 - 34	12,818
35 - 49	22,577
50 - 64	24,573
65 & over	19,112

### Population by Ethnicity

Hispanic or Latino	1,559
Non Hispanic or Latino	114,552

### Population by Race

White	107,573
African American	5,203
Asian	671
American Indian and Alaska Native	217
Native Hawaiian and Pacific Islander	25
Other	421
Identified by two or more	2,001

## PA - Monroe County

### Population

Total Population	169,842
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### Housing Status

( in housing units unless noted )

Total	80,359
Occupied	61,091
Owner-occupied	48,017
Population in owner-occupied ( number of individuals )	133,299
Renter-occupied	13,074
Population in renter-occupied ( number of individuals )	32,753
Households with individuals under 18	21,844
Vacant	19,268
Vacant: for rent	1,382
Vacant: for sale	1,456

### Population by Sex/Age

Male	83,856
Female	85,986
Under 18	40,574
18 & over	129,268
20 - 24	11,593
25 - 34	15,889
35 - 49	37,688
50 - 64	36,307
65 & over	21,701

### Population by Ethnicity

Hispanic or Latino	22,288
Non Hispanic or Latino	147,554

### Population by Race

White	131,162
African American	22,348
Asian	3,484
American Indian and Alaska Native	572
Native Hawaiian and Pacific Islander	79
Other	7,295
Identified by two or more	4,902

## PA - Montour County

### Population

Total Population	18,267
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### Housing Status

( in housing units unless noted )

Total	7,965
Occupied	7,393
Owner-occupied	5,313
Population in owner-occupied ( number of individuals )	13,358
Renter-occupied	2,080
Population in renter-occupied ( number of individuals )	4,066
Households with individuals under 18	2,042
Vacant	572
Vacant: for rent	166
Vacant: for sale	87

### Population by Sex/Age

Male	8,784
Female	9,483
Under 18	3,874
18 & over	14,393
20 - 24	915
25 - 34	2,067
35 - 49	3,568
50 - 64	4,062
65 & over	3,395

### Population by Ethnicity

Hispanic or Latino	324
Non Hispanic or Latino	17,943

### Population by Race

White	17,408
African American	256
Asian	326
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	2
Other	85
Identified by two or more	174

## PA - Northumberland County

### Population

Total Population	94,528
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### Housing Status

( in housing units unless noted )

Total	45,125
Occupied	39,242
Owner-occupied	28,413
Population in owner-occupied ( number of individuals )	68,506
Renter-occupied	10,829
Population in renter-occupied ( number of individuals )	22,576
Households with individuals under 18	10,631
Vacant	5,883
Vacant: for rent	1,185
Vacant: for sale	522

### Population by Sex/Age

Male	47,195
Female	47,333
Under 18	19,443
18 & over	75,085
20 - 24	5,228
25 - 34	10,701
35 - 49	19,001
50 - 64	20,623
65 & over	17,516

### Population by Ethnicity

Hispanic or Latino	2,253
Non Hispanic or Latino	92,275

### Population by Race

White	90,156
African American	1,921
Asian	332
American Indian and Alaska Native	146
Native Hawaiian and Pacific Islander	13
Other	972
Identified by two or more	988

## PA - Schuylkill County

### Population

Total Population	148,289
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### Housing Status

( in housing units unless noted )

Total	69,323
Occupied	60,192
Owner-occupied	45,496
Population in owner-occupied ( number of individuals )	110,417
Renter-occupied	14,696
Population in renter-occupied ( number of individuals )	31,092
Households with individuals under 18	16,536
Vacant	9,131
Vacant: for rent	1,554
Vacant: for sale	1,128

### Population by Sex/Age

Male	75,175
Female	73,114
Under 18	29,738
18 & over	118,551
20 - 24	7,624
25 - 34	17,111
35 - 49	31,705
50 - 64	32,060
65 & over	26,828

### Population by Ethnicity

Hispanic or Latino	4,080
Non Hispanic or Latino	144,209

### Population by Race

White	140,013
African American	3,967
Asian	710
American Indian and Alaska Native	212
Native Hawaiian and Pacific Islander	26
Other	1,878
Identified by two or more	1,483

## PA - Snyder County

### Population

Total Population	39,702
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### Housing Status

( in housing units unless noted )

Total	16,027
Occupied	14,750
Owner-occupied	10,947
Population in owner-occupied ( number of individuals )	28,821
Renter-occupied	3,803
Population in renter-occupied ( number of individuals )	8,564
Households with individuals under 18	4,534
Vacant	1,277
Vacant: for rent	198
Vacant: for sale	145

### Population by Sex/Age

Male	19,597
Female	20,105
Under 18	8,894
18 & over	30,808
20 - 24	3,236
25 - 34	4,094
35 - 49	7,724
50 - 64	7,877
65 & over	6,144

### Population by Ethnicity

Hispanic or Latino	657
Non Hispanic or Latino	39,045

### Population by Race

White	38,476
African American	428
Asian	214
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	6
Other	198
Identified by two or more	327

## PA - Sullivan County

### Population

Total Population	6,428
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### Housing Status

( in housing units unless noted )

Total	6,304
Occupied	2,777
Owner-occupied	2,220
Population in owner-occupied ( number of individuals )	4,926
Renter-occupied	557
Population in renter-occupied ( number of individuals )	1,068
Households with individuals under 18	568
Vacant	3,527
Vacant: for rent	48
Vacant: for sale	34

### Population by Sex/Age

Male	3,307
Female	3,121
Under 18	1,026
18 & over	5,402
20 - 24	368
25 - 34	509
35 - 49	1,110
50 - 64	1,641
65 & over	1,557

### Population by Ethnicity

Hispanic or Latino	92
Non Hispanic or Latino	6,336

### Population by Race

White	6,163
African American	168
Asian	20
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	0
Other	8
Identified by two or more	43

## PA - Susquehanna County

### Population

Total Population	43,356
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### Housing Status

( in housing units unless noted )

Total	22,968
Occupied	17,798
Owner-occupied	13,911
Population in owner-occupied ( number of individuals )	34,513
Renter-occupied	3,887
Population in renter-occupied ( number of individuals )	8,561
Households with individuals under 18	4,951
Vacant	5,170
Vacant: for rent	265
Vacant: for sale	214

### Population by Sex/Age

Male	21,795
Female	21,561
Under 18	9,167
18 & over	34,189
20 - 24	2,058
25 - 34	4,160
35 - 49	8,748
50 - 64	10,317
65 & over	7,845

### Population by Ethnicity

Hispanic or Latino	564
Non Hispanic or Latino	42,792

### Population by Race

White	42,510
African American	156
Asian	123
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	12
Other	139
Identified by two or more	359



## PA - Union County

### Population

Total Population	44,947
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### Housing Status

( in housing units unless noted )

Total	16,997
Occupied	14,765
Owner-occupied	10,492
Population in owner-occupied ( number of individuals )	27,031
Renter-occupied	4,273
Population in renter-occupied ( number of individuals )	8,807
Households with individuals under 18	4,278
Vacant	2,232
Vacant: for rent	274
Vacant: for sale	169

### Population by Sex/Age

Male	24,711
Female	20,236
Under 18	8,310
18 & over	36,637
20 - 24	4,212
25 - 34	5,757
35 - 49	9,743
50 - 64	8,210
65 & over	6,654

### Population by Ethnicity

Hispanic or Latino	2,346
Non Hispanic or Latino	42,601

### Population by Race

White	39,414
African American	3,324
Asian	522
American Indian and Alaska Native	159
Native Hawaiian and Pacific Islander	24
Other	792
Identified by two or more	712

## PA - Wyoming County

### Population

Total Population	28,276
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### Housing Status

( in housing units unless noted )

Total	13,254
Occupied	11,237
Owner-occupied	8,612
Population in owner-occupied ( number of individuals )	21,825
Renter-occupied	2,625
Population in renter-occupied ( number of individuals )	5,849
Households with individuals under 18	3,337
Vacant	2,017
Vacant: for rent	173
Vacant: for sale	80

### Population by Sex/Age

Male	14,134
Female	14,142
Under 18	6,149
18 & over	22,127
20 - 24	1,654
25 - 34	2,921
35 - 49	5,784
50 - 64	6,457
65 & over	4,528

### Population by Ethnicity

Hispanic or Latino	437
Non Hispanic or Latino	27,839

### Population by Race

White	27,545
African American	208
Asian	95
American Indian and Alaska Native	54
Native Hawaiian and Pacific Islander	3
Other	112
Identified by two or more	259