



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

**BINGHAMTON :::**

**BROADCAST TV MARKET AREA**

**Population**

|                  |         |
|------------------|---------|
| Total Population | 299,057 |
|------------------|---------|

**Housing Status**

( in housing units unless noted )

|  |         |
|--|---------|
| Total  | 146,495 |
| Occupied   | 122,501 |
| Owner-occupied   | 83,349  |
| Population in owner-occupied<br>( number of individuals )  | 202,784 |
| Renter-occupied  | 39,152  |
| Population in renter-occupied<br>( number of individuals ) | 82,901  |
| Households with individuals under 18                       | 33,183  |
| Vacant   | 23,994  |
| Vacant: for rent   | 3,449   |
| Vacant: for sale   | 1,717   |

**Population by Sex/Age**

|           |         |
|-----------|---------|
| Male      | 147,605 |
| Female    | 151,452 |
| Under 18  | 61,443  |
| 18 & over | 237,614 |
| 20 - 24   | 23,337  |
| 25 - 34   | 32,613  |
| 35 - 49   | 56,162  |
| 50 - 64   | 63,680  |
| 65 & over | 50,568  |

**Population by Ethnicity**

|                        |         |
|------------------------|---------|
| Hispanic or Latino     | 9,267   |
| Non Hispanic or Latino | 289,790 |

**Population by Race**

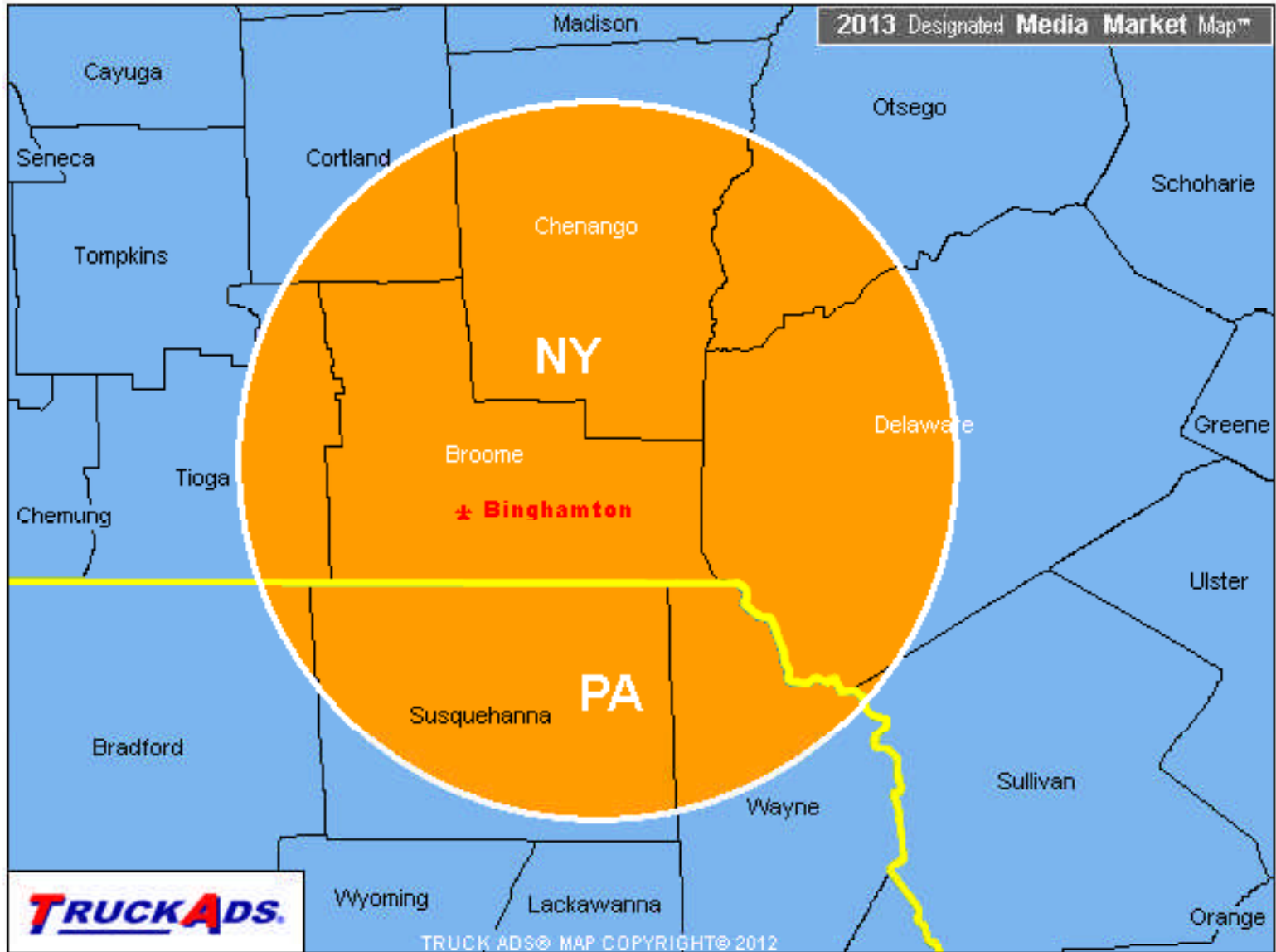
|                                      |         |
|--------------------------------------|---------|
| White                                | 271,015 |
| African American                     | 10,738  |
| Asian                                | 7,636   |
| American Indian and Alaska Native    | 699     |
| Native Hawaiian and Pacific Islander | 100     |
| Other                                | 2,511   |
| Identified by two or more            | 6,358   |

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# BINGHAMTON :::

## BROADCAST TV MARKET AREA



### 3 COUNTIES IN THIS DESIGNATED MARKET

NEW YORK: Broome, NY ~ Chenango, NY ~ Delaware, NY

## NY - Broome County

### Population

|                  |         |
|------------------|---------|
| Total Population | 200,600 |
|------------------|---------|

### Housing Status

( in housing units unless noted )

|  |         |
|--|---------|
| Total  | 90,563  |
| Occupied   | 82,167  |
| Owner-occupied   | 53,260  |
| Population in owner-occupied<br>( number of individuals )  | 129,966 |
| Renter-occupied  | 28,907  |
| Population in renter-occupied<br>( number of individuals ) | 60,493  |
| Households with individuals under 18                       | 21,969  |
| Vacant   | 8,396   |
| Vacant: for rent   | 2,522   |
| Vacant: for sale   | 956     |

### Population by Sex/Age

|           |         |
|-----------|---------|
| Male      | 98,373  |
| Female    | 102,227 |
| Under 18  | 40,559  |
| 18 & over | 160,041 |
| 20 - 24   | 17,950  |
| 25 - 34   | 22,984  |
| 35 - 49   | 37,176  |
| 50 - 64   | 40,972  |
| 65 & over | 32,844  |

### Population by Ethnicity

|                        |         |
|------------------------|---------|
| Hispanic or Latino     | 6,778   |
| Non Hispanic or Latino | 193,822 |

### Population by Race

|                                      |         |
|--------------------------------------|---------|
| White                                | 176,444 |
| African American                     | 9,614   |
| Asian                                | 7,065   |
| American Indian and Alaska Native    | 396     |
| Native Hawaiian and Pacific Islander | 82      |
| Other                                | 1,912   |
| Identified by two or more            | 5,087   |

## NY - Chenango County

### Population

|                  |        |
|------------------|--------|
| Total Population | 50,477 |
|------------------|--------|

### Housing Status

( in housing units unless noted )

|  |        |
|--|--------|
| Total  | 24,710 |
| Occupied   | 20,436 |
| Owner-occupied   | 15,321 |
| Population in owner-occupied<br>( number of individuals )  | 38,337 |
| Renter-occupied  | 5,115  |
| Population in renter-occupied<br>( number of individuals ) | 11,344 |
| Households with individuals under 18                       | 6,153  |
| Vacant   | 4,274  |
| Vacant: for rent   | 362    |
| Vacant: for sale   | 315    |

### Population by Sex/Age

|           |        |
|-----------|--------|
| Male      | 25,136 |
| Female    | 25,341 |
| Under 18  | 11,479 |
| 18 & over | 38,998 |
| 20 - 24   | 2,548  |
| 25 - 34   | 5,227  |
| 35 - 49   | 10,226 |
| 50 - 64   | 11,367 |
| 65 & over | 8,403  |

### Population by Ethnicity

|                        |        |
|------------------------|--------|
| Hispanic or Latino     | 929    |
| Non Hispanic or Latino | 49,548 |

### Population by Race

|                                      |        |
|--------------------------------------|--------|
| White                                | 48,896 |
| African American                     | 345    |
| Asian                                | 204    |
| American Indian and Alaska Native    | 172    |
| Native Hawaiian and Pacific Islander | 6      |
| Other                                | 205    |
| Identified by two or more            | 649    |

## NY - Delaware County

### Population

|                  |        |
|------------------|--------|
| Total Population | 47,980 |
|------------------|--------|

### Housing Status

( in housing units unless noted )

|  |        |
|--|--------|
| Total  | 31,222 |
| Occupied   | 19,898 |
| Owner-occupied   | 14,768 |
| Population in owner-occupied<br>( number of individuals )  | 34,481 |
| Renter-occupied  | 5,130  |
| Population in renter-occupied<br>( number of individuals ) | 11,064 |
| Households with individuals under 18                       | 5,061  |
| Vacant   | 11,324 |
| Vacant: for rent   | 565    |
| Vacant: for sale   | 446    |

### Population by Sex/Age

|           |        |
|-----------|--------|
| Male      | 24,096 |
| Female    | 23,884 |
| Under 18  | 9,405  |
| 18 & over | 38,575 |
| 20 - 24   | 2,839  |
| 25 - 34   | 4,402  |
| 35 - 49   | 8,760  |
| 50 - 64   | 11,341 |
| 65 & over | 9,321  |

### Population by Ethnicity

|                        |        |
|------------------------|--------|
| Hispanic or Latino     | 1,560  |
| Non Hispanic or Latino | 46,420 |

### Population by Race

|                                      |        |
|--------------------------------------|--------|
| White                                | 45,675 |
| African American                     | 779    |
| Asian                                | 367    |
| American Indian and Alaska Native    | 131    |
| Native Hawaiian and Pacific Islander | 12     |
| Other                                | 394    |
| Identified by two or more            | 622    |