



**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

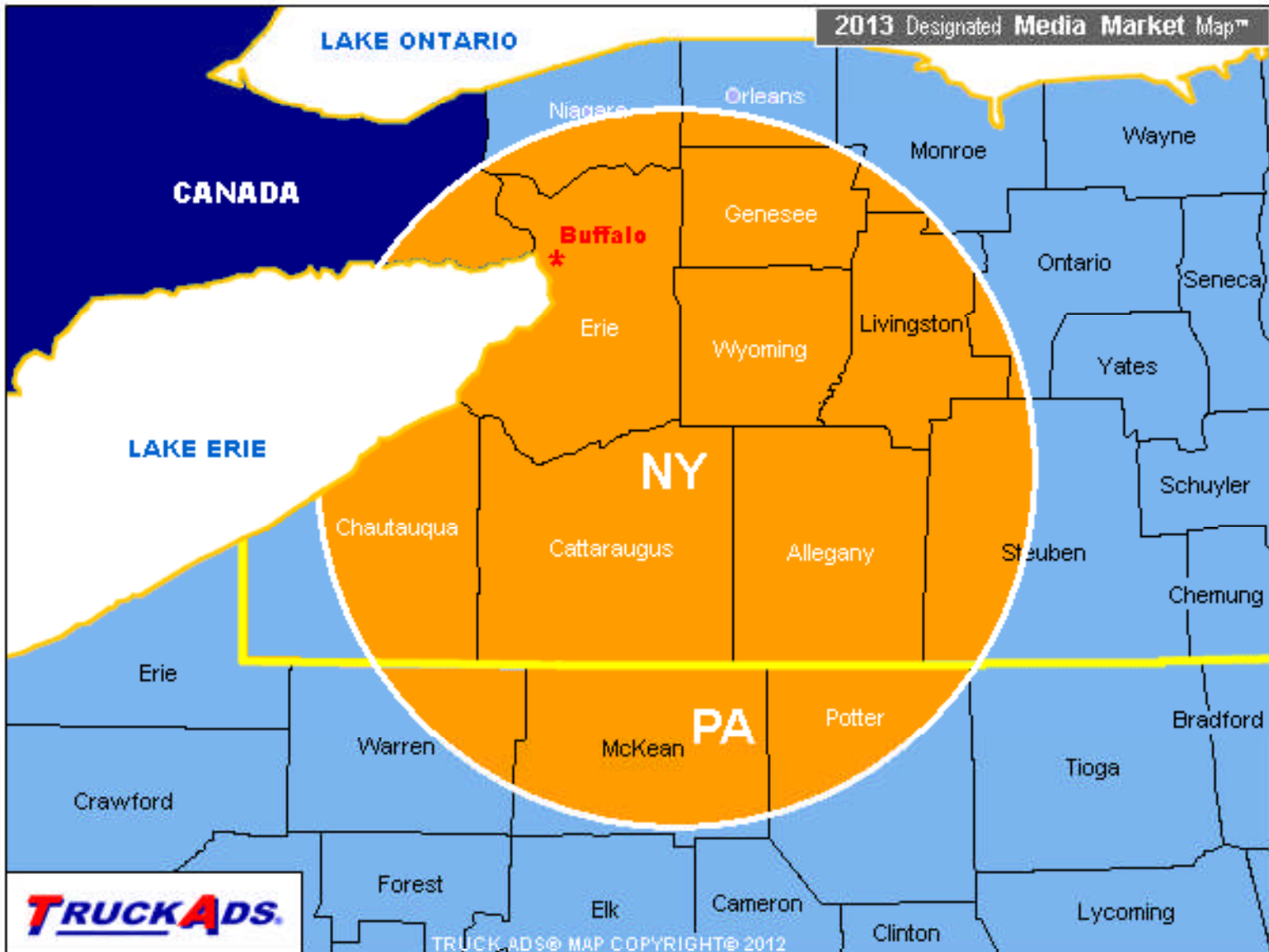
White	1,323,561
African American	150,104
Asian	28,021
American Indian and Alaska Native	12,535
Native Hawaiian and Pacific Islander	362
Other	19,399
Identified by two or more	28,269

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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