



**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

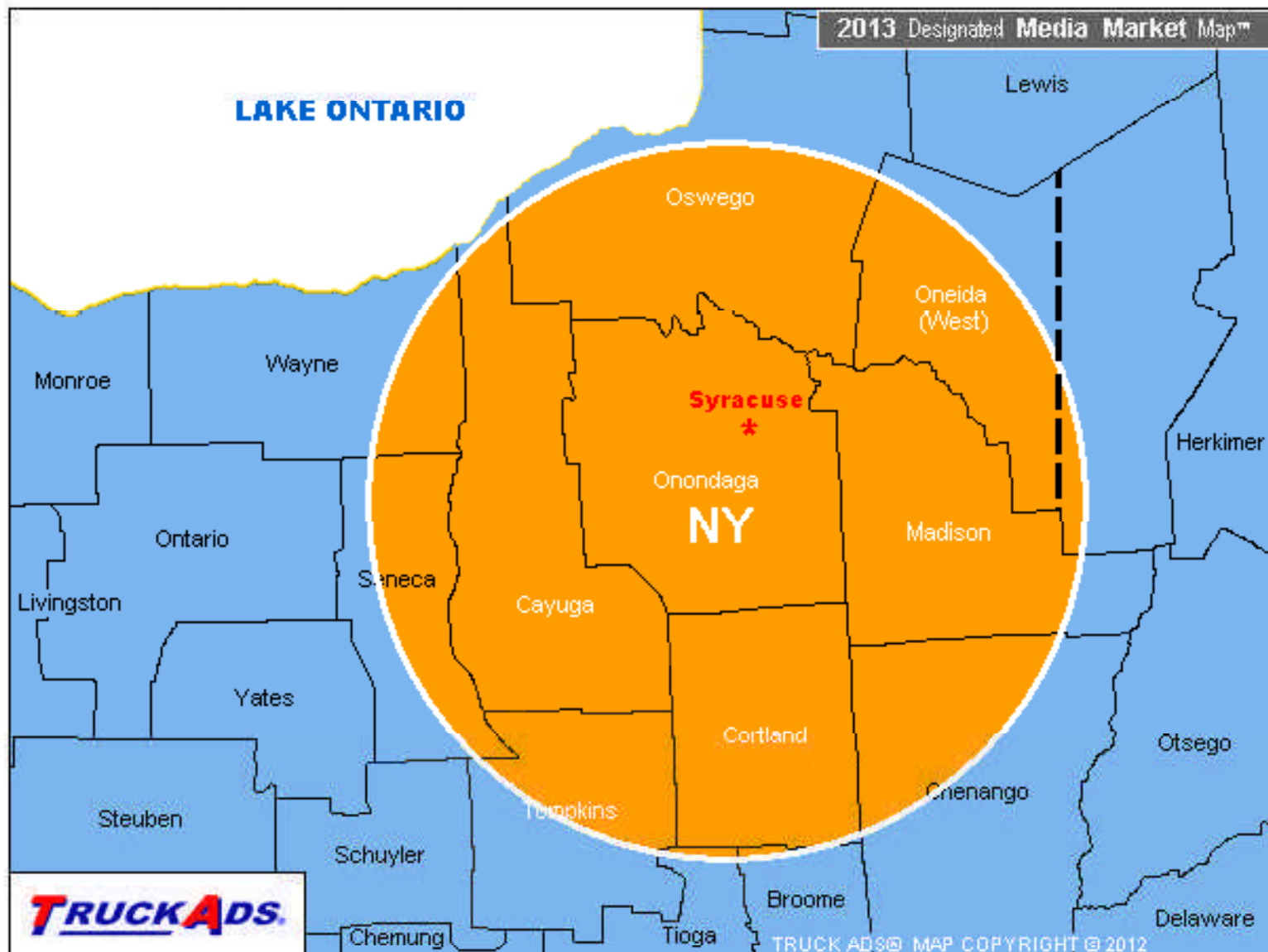
White	809,275
African American	63,963
Asian	25,735
American Indian and Alaska Native	5,778
Native Hawaiian and Pacific Islander	263
Other	8,983
Identified by two or more	22,123 ×

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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