



**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

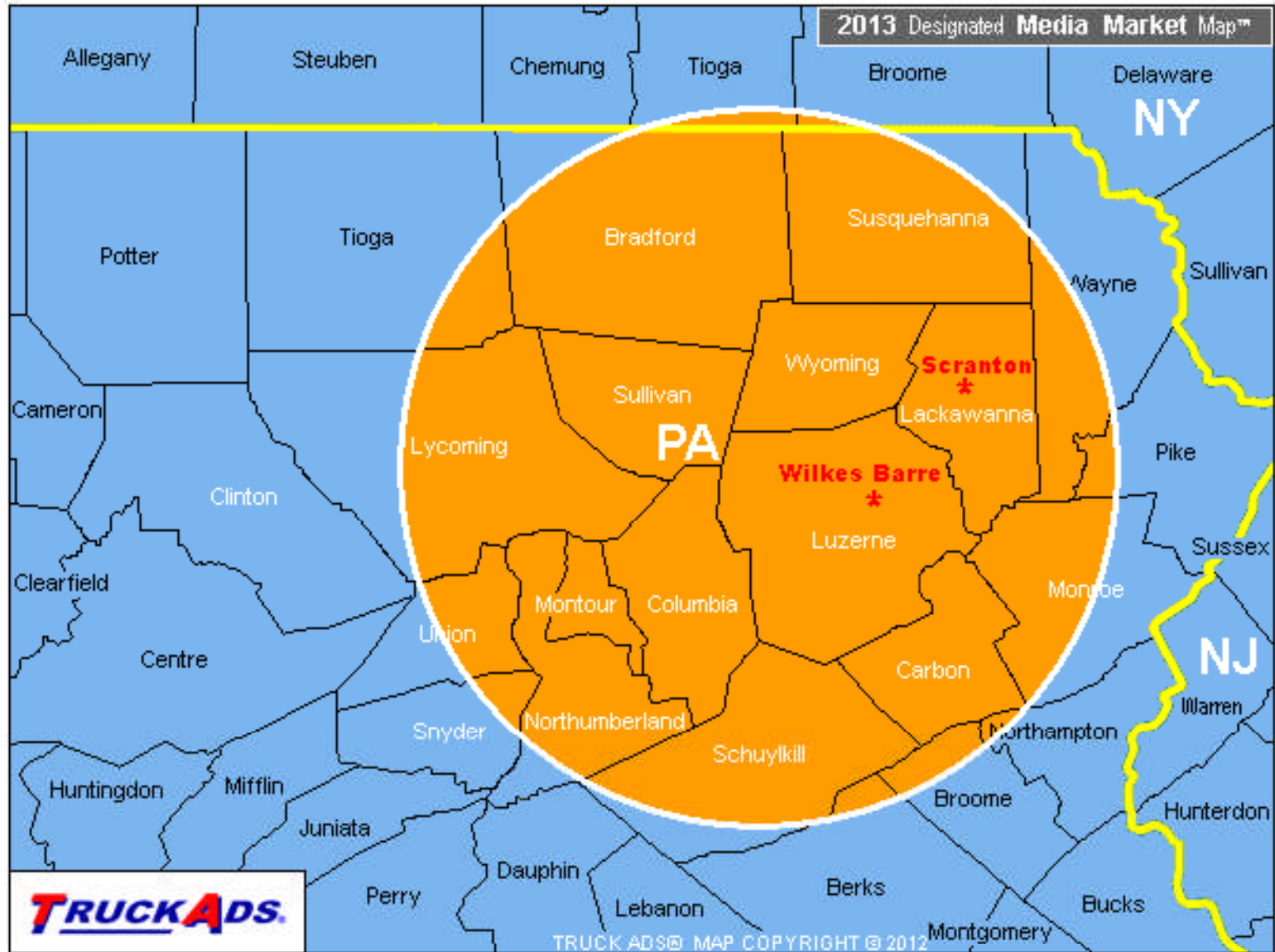
White	1,354,300
African American	57,327
Asian	14,689
American Indian and Alaska Native	2,798
Native Hawaiian and Pacific Islander	366
Other	28,103
Identified by two or more	21,922

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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