



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

BOISE :::

BROADCAST TV MARKET AREA

Population

Total Population	721,571
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Housing Status

(in housing units unless noted)

Total	297,805
Occupied	264,582
Owner-occupied	183,055
Population in owner-occupied (number of individuals)	494,794
Renter-occupied	81,527
Population in renter-occupied (number of individuals)	209,100
Households with individuals under 18	97,500
Vacant	33,223
Vacant: for rent	7,729
Vacant: for sale	6,481

Population by Sex/Age

Male	362,109
Female	359,462
Under 18	199,567
18 & over	522,004
20 - 24	46,148
25 - 34	100,528
35 - 49	145,980
50 - 64	127,166
65 & over	82,731

Population by Ethnicity

Hispanic or Latino	97,082
Non Hispanic or Latino	624,489

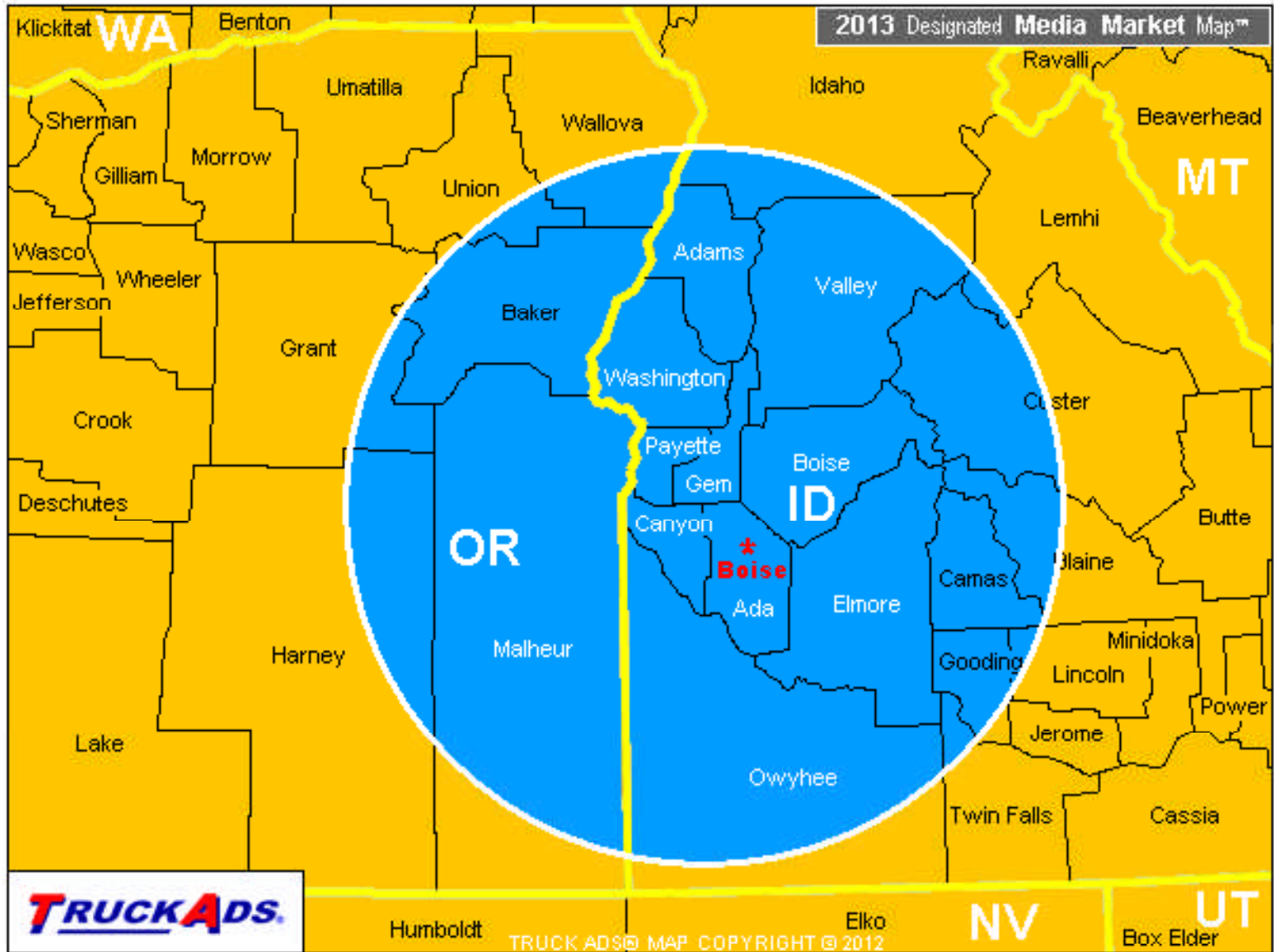
Population by Race

White	630,812
African American	6,765
Asian	12,733
American Indian and Alaska Native	6,379
Native Hawaiian and Pacific Islander	1,439
Other	42,699
Identified by two or more	20,744



BOISE :::

BROADCAST TV MARKET AREA



11 COUNTIES IN THIS DESIGNATED MARKET

IDAHO: Ada, ID ~ Adams, ID ~ Boise, ID ~ Canyon, ID ~ Elmore, ID ~ Gem, ID ~ Owyhee, ID ~ Payette, ID ~ Valley, ID ~ Washington, ID ~ **OREGON:** Malheur, OR

ID - Ada County

Population

Total Population	392,365
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Housing Status

(in housing units unless noted)

Total	159,471
Occupied	148,445
Owner-occupied	101,639
Population in owner-occupied (number of individuals)	270,780
Renter-occupied	46,806
Population in renter-occupied (number of individuals)	111,871
Households with individuals under 18	52,843
Vacant	11,026
Vacant: for rent	4,038
Vacant: for sale	3,284

Population by Sex/Age

Male	196,501
Female	195,864
Under 18	103,706
18 & over	288,659
20 - 24	25,712
25 - 34	57,613
35 - 49	84,020
50 - 64	70,202
65 & over	41,048

Population by Ethnicity

Hispanic or Latino	27,905
Non Hispanic or Latino	364,460

Population by Race

White	354,347
African American	4,441
Asian	9,407
American Indian and Alaska Native	2,610
Native Hawaiian and Pacific Islander	861
Other	9,529
Identified by two or more	11,170

ID - Adams County

Population

Total Population	3,976
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Housing Status

(in housing units unless noted)

Total	2,636
Occupied	1,748
Owner-occupied	1,386
Population in owner-occupied (number of individuals)	3,135
Renter-occupied	362
Population in renter-occupied (number of individuals)	820
Households with individuals under 18	390
Vacant	888
Vacant: for rent	51
Vacant: for sale	47

Population by Sex/Age

Male	2,041
Female	1,935
Under 18	763
18 & over	3,213
20 - 24	135
25 - 34	338
35 - 49	682
50 - 64	1,159
65 & over	828

Population by Ethnicity

Hispanic or Latino	94
Non Hispanic or Latino	3,882

Population by Race

White	3,821
African American	5
Asian	16
American Indian and Alaska Native	39
Native Hawaiian and Pacific Islander	2
Other	26
Identified by two or more	67

ID - Boise County

Population

Total Population	7,028
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Housing Status

(in housing units unless noted)

Total	5,292
Occupied	2,974
Owner-occupied	2,468
Population in owner-occupied (number of individuals)	5,756
Renter-occupied	506
Population in renter-occupied (number of individuals)	1,238
Households with individuals under 18	731
Vacant	2,318
Vacant: for rent	56
Vacant: for sale	123

Population by Sex/Age

Male	3,671
Female	3,357
Under 18	1,509
18 & over	5,519
20 - 24	199
25 - 34	488
35 - 49	1,374
50 - 64	2,188
65 & over	1,118

Population by Ethnicity

Hispanic or Latino	249
Non Hispanic or Latino	6,779

Population by Race

White	6,703
African American	15
Asian	29
American Indian and Alaska Native	55
Native Hawaiian and Pacific Islander	5
Other	58
Identified by two or more	163

ID - Canyon County

Population

Total Population	188,923
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Housing Status

(in housing units unless noted)

Total	69,409
Occupied	63,604
Owner-occupied	44,846
Population in owner-occupied (number of individuals)	130,101
Renter-occupied	18,758
Population in renter-occupied (number of individuals)	55,487
Households with individuals under 18	27,141
Vacant	5,805
Vacant: for rent	1,840
Vacant: for sale	1,869

Population by Sex/Age

Male	93,506
Female	95,417
Under 18	59,492
18 & over	129,431
20 - 24	11,957
25 - 34	26,246
35 - 49	35,932
50 - 64	29,157
65 & over	20,396

Population by Ethnicity

Hispanic or Latino	45,069
Non Hispanic or Latino	143,854

Population by Race

White	156,750
African American	1,077
Asian	1,519
American Indian and Alaska Native	2,028
Native Hawaiian and Pacific Islander	402
Other	21,469
Identified by two or more	5,678

ID - Elmore County

Population

Total Population	27,038
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Housing Status

(in housing units unless noted)

Total	12,162
Occupied	10,140
Owner-occupied	6,185
Population in owner-occupied (number of individuals)	16,248
Renter-occupied	3,955
Population in renter-occupied (number of individuals)	10,158
Households with individuals under 18	3,912
Vacant	2,022
Vacant: for rent	564
Vacant: for sale	229

Population by Sex/Age

Male	13,971
Female	13,067
Under 18	7,675
18 & over	19,363
20 - 24	2,729
25 - 34	4,238
35 - 49	4,929
50 - 64	4,030
65 & over	2,716

Population by Ethnicity

Hispanic or Latino	4,118
Non Hispanic or Latino	22,920

Population by Race

White	22,213
African American	733
Asian	768
American Indian and Alaska Native	270
Native Hawaiian and Pacific Islander	105
Other	1,830
Identified by two or more	1,119

ID - Gem County

Population

Total Population	16,719
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Housing Status

(in housing units unless noted)

Total	7,099
Occupied	6,495
Owner-occupied	4,931
Population in owner-occupied (number of individuals)	12,586
Renter-occupied	1,564
Population in renter-occupied (number of individuals)	3,982
Households with individuals under 18	1,988
Vacant	604
Vacant: for rent	138
Vacant: for sale	160

Population by Sex/Age

Male	8,283
Female	8,436
Under 18	4,098
18 & over	12,621
20 - 24	762
25 - 34	1,626
35 - 49	3,108
50 - 64	3,602
65 & over	3,107

Population by Ethnicity

Hispanic or Latino	1,336
Non Hispanic or Latino	15,383

Population by Race

White	15,616
African American	20
Asian	84
American Indian and Alaska Native	94
Native Hawaiian and Pacific Islander	13
Other	519
Identified by two or more	373

ID - Owyhee County

Population

Total Population	11,526
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Housing Status

(in housing units unless noted)

Total	4,781
Occupied	4,076
Owner-occupied	2,856
Population in owner-occupied (number of individuals)	7,855
Renter-occupied	1,220
Population in renter-occupied (number of individuals)	3,511
Households with individuals under 18	1,506
Vacant	705
Vacant: for rent	104
Vacant: for sale	72

Population by Sex/Age

Male	5,895
Female	5,631
Under 18	3,369
18 & over	8,157
20 - 24	630
25 - 34	1,338
35 - 49	2,129
50 - 64	2,151
65 & over	1,612

Population by Ethnicity

Hispanic or Latino	2,979
Non Hispanic or Latino	8,547

Population by Race

White	8,757
African American	23
Asian	62
American Indian and Alaska Native	495
Native Hawaiian and Pacific Islander	1
Other	1,916
Identified by two or more	272

ID - Payette County

Population

Total Population	22,623
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Housing Status

(in housing units unless noted)

Total	8,945
Occupied	8,262
Owner-occupied	5,989
Population in owner-occupied (number of individuals)	16,212
Renter-occupied	2,273
Population in renter-occupied (number of individuals)	6,317
Households with individuals under 18	3,076
Vacant	683
Vacant: for rent	203
Vacant: for sale	166

Population by Sex/Age

Male	11,191
Female	11,432
Under 18	6,484
18 & over	16,139
20 - 24	1,142
25 - 34	2,546
35 - 49	4,271
50 - 64	4,114
65 & over	3,462

Population by Ethnicity

Hispanic or Latino	3,363
Non Hispanic or Latino	19,260

Population by Race

White	20,053
African American	52
Asian	189
American Indian and Alaska Native	255
Native Hawaiian and Pacific Islander	16
Other	1,419
Identified by two or more	639

ID - Valley County

Population

Total Population	9,862
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Housing Status

(in housing units unless noted)

Total	11,789
Occupied	4,393
Owner-occupied	3,305
Population in owner-occupied (number of individuals)	7,150
Renter-occupied	1,088
Population in renter-occupied (number of individuals)	2,646
Households with individuals under 18	1,057
Vacant	7,396
Vacant: for rent	357
Vacant: for sale	326

Population by Sex/Age

Male	5,107
Female	4,755
Under 18	1,949
18 & over	7,913
20 - 24	369
25 - 34	1,011
35 - 49	1,930
50 - 64	2,790
65 & over	1,659

Population by Ethnicity

Hispanic or Latino	386
Non Hispanic or Latino	9,476

Population by Race

White	9,445
African American	11
Asian	41
American Indian and Alaska Native	68
Native Hawaiian and Pacific Islander	1
Other	154
Identified by two or more	142

ID - Washington County

Population

Total Population	10,198
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Housing Status

(in housing units unless noted)

Total	4,529
Occupied	4,034
Owner-occupied	2,949
Population in owner-occupied (number of individuals)	7,333
Renter-occupied	1,085
Population in renter-occupied (number of individuals)	2,746
Households with individuals under 18	1,228
Vacant	495
Vacant: for rent	81
Vacant: for sale	66

Population by Sex/Age

Male	5,017
Female	5,181
Under 18	2,518
18 & over	7,680
20 - 24	405
25 - 34	938
35 - 49	1,789
50 - 64	2,203
65 & over	2,091

Population by Ethnicity

Hispanic or Latino	1,716
Non Hispanic or Latino	8,482

Population by Race

White	8,835
African American	18
Asian	91
American Indian and Alaska Native	101
Native Hawaiian and Pacific Islander	3
Other	930
Identified by two or more	220

OR - Malheur County

Population

Total Population	31,313
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Housing Status

(in housing units unless noted)

Total	11,692
Occupied	10,411
Owner-occupied	6,501
Population in owner-occupied (number of individuals)	17,638
Renter-occupied	3,910
Population in renter-occupied (number of individuals)	10,324
Households with individuals under 18	3,628
Vacant	1,281
Vacant: for rent	297
Vacant: for sale	139

Population by Sex/Age

Male	16,926
Female	14,387
Under 18	8,004
18 & over	23,309
20 - 24	2,108
25 - 34	4,146
35 - 49	5,816
50 - 64	5,570
65 & over	4,694

Population by Ethnicity

Hispanic or Latino	9,867
Non Hispanic or Latino	21,446

Population by Race

White	24,272
African American	370
Asian	527
American Indian and Alaska Native	364
Native Hawaiian and Pacific Islander	30
Other	4,849
Identified by two or more	901