



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

**HELENA :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	76,034
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**Housing Status**

( in housing units unless noted )

Total	35,980
Occupied	31,507
Owner-occupied	22,057
Population in owner-occupied ( number of individuals )	52,985
Renter-occupied	9,450
Population in renter-occupied ( number of individuals )	19,528
Households with individuals under 18	8,980
Vacant	4,473
Vacant: for rent	463
Vacant: for sale	331

**Population by Sex/Age**

Male	38,465
Female	37,569
Under 18	16,857
18 & over	59,177
20 - 24	4,455
25 - 34	8,896
35 - 49	15,049
50 - 64	17,919
65 & over	10,906

**Population by Ethnicity**

Hispanic or Latino	1,825
Non Hispanic or Latino	74,209

**Population by Race**

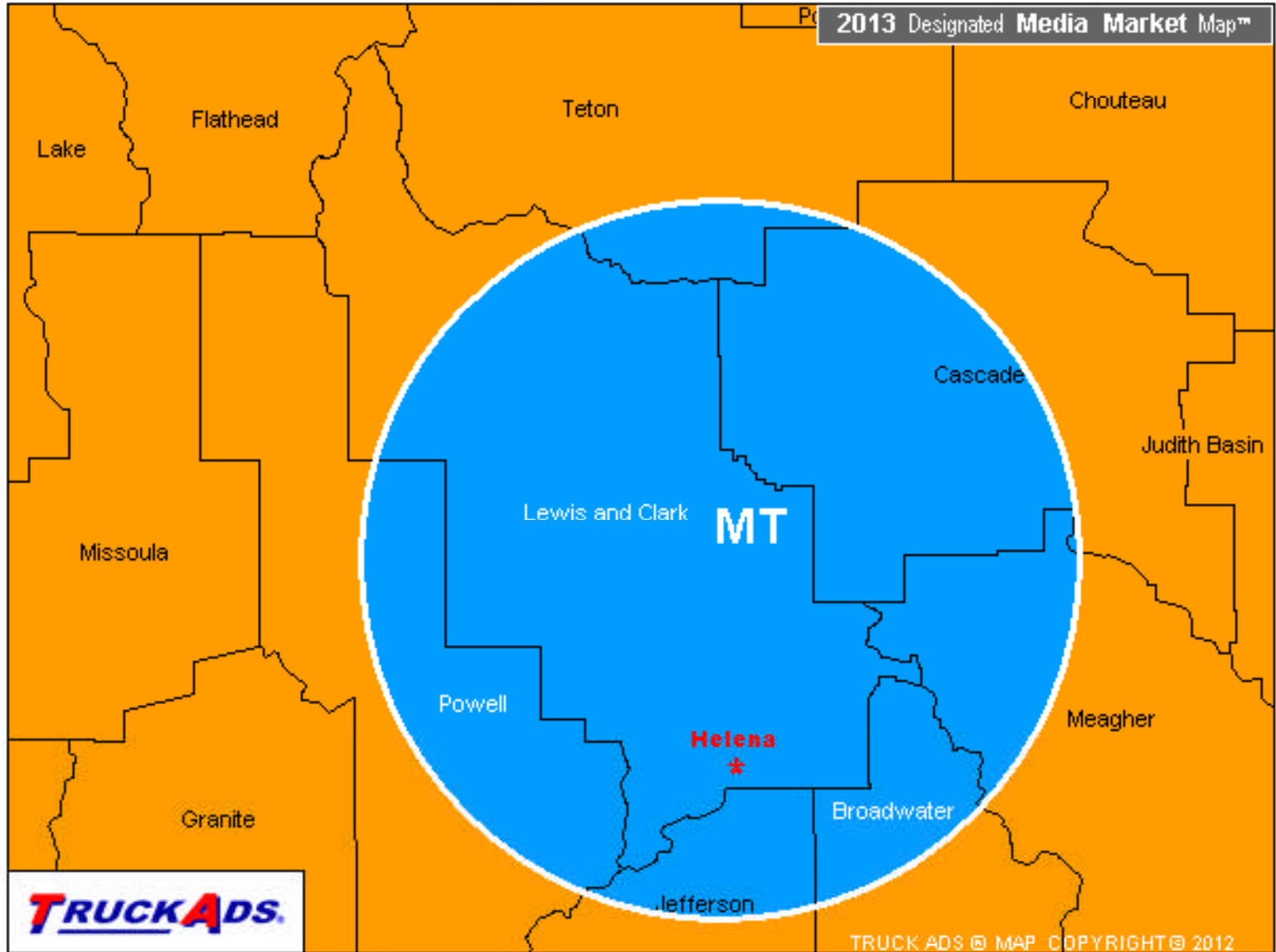
White	71,500
African American	301
Asian	396
American Indian and Alaska Native	1,718
Native Hawaiian and Pacific Islander	57
Other	336
Identified by two or more	1,726

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# HELENA :::

## BROADCAST TV MARKET AREA



### 3 COUNTIES IN THIS DESIGNATED MARKET

MONTANA: Broadwater, MT ~ Lewis and Clark, MT ~ Powell, MT

## MT - Broadwater County

### Population

Total Population	5,612
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### Housing Status

( in housing units unless noted )

Total	2,695
Occupied	2,347
Owner-occupied	1,841
Population in owner-occupied ( number of individuals )	4,456
Renter-occupied	506
Population in renter-occupied ( number of individuals )	1,104
Households with individuals under 18	646
Vacant	348
Vacant: for rent	31
Vacant: for sale	30

### Population by Sex/Age

Male	2,871
Female	2,741
Under 18	1,262
18 & over	4,350
20 - 24	212
25 - 34	500
35 - 49	1,146
50 - 64	1,371
65 & over	997

### Population by Ethnicity

Hispanic or Latino	126
Non Hispanic or Latino	5,486

### Population by Race

White	5,401
African American	15
Asian	9
American Indian and Alaska Native	73
Native Hawaiian and Pacific Islander	11
Other	18
Identified by two or more	85

## MT - Lewis and Clark County

### Population

Total Population	63,395
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### Housing Status

( in housing units unless noted )

Total	30,180
Occupied	26,694
Owner-occupied	18,477
Population in owner-occupied ( number of individuals )	44,594
Renter-occupied	8,217
Population in renter-occupied ( number of individuals )	16,855
Households with individuals under 18	7,680
Vacant	3,486
Vacant: for rent	370
Vacant: for sale	279

### Population by Sex/Age

Male	31,300
Female	32,095
Under 18	14,376
18 & over	49,019
20 - 24	3,847
25 - 34	7,560
35 - 49	12,320
50 - 64	14,829
65 & over	8,757

### Population by Ethnicity

Hispanic or Latino	1,582
Non Hispanic or Latino	61,813

### Population by Race

White	59,605
African American	217
Asian	354
American Indian and Alaska Native	1,335
Native Hawaiian and Pacific Islander	44
Other	288
Identified by two or more	1,552

## MT - Powell County

### Population

Total Population	7,027
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### Housing Status

( in housing units unless noted )

Total	3,105
Occupied	2,466
Owner-occupied	1,739
Population in owner-occupied ( number of individuals )	3,935
Renter-occupied	727
Population in renter-occupied ( number of individuals )	1,569
Households with individuals under 18	654
Vacant	639
Vacant: for rent	62
Vacant: for sale	22

### Population by Sex/Age

Male	4,294
Female	2,733
Under 18	1,219
18 & over	5,808
20 - 24	396
25 - 34	836
35 - 49	1,583
50 - 64	1,719
65 & over	1,152

### Population by Ethnicity

Hispanic or Latino	117
Non Hispanic or Latino	6,910

### Population by Race

White	6,494
African American	69
Asian	33
American Indian and Alaska Native	310
Native Hawaiian and Pacific Islander	2
Other	30
Identified by two or more	89