



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

MISSOULA :::

BROADCAST TV MARKET AREA

Population

Total Population	284,821
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Housing Status
(in housing units unless noted)

Total	142,364
Occupied	118,827
Owner-occupied	79,862
Population in owner-occupied (number of individuals)	193,884
Renter-occupied	38,965
Population in renter-occupied (number of individuals)	85,036
Households with individuals under 18	32,818
Vacant	23,537
Vacant: for rent	2,765
Vacant: for sale	2,239

Population by Sex/Age

Male	142,478
Female	142,343
Under 18	62,299
18 & over	222,522
20 - 24	20,469
25 - 34	36,273
35 - 49	52,341
50 - 64	63,669
65 & over	41,504

Population by Ethnicity

Hispanic or Latino	7,437
Non Hispanic or Latino	277,384

Population by Race

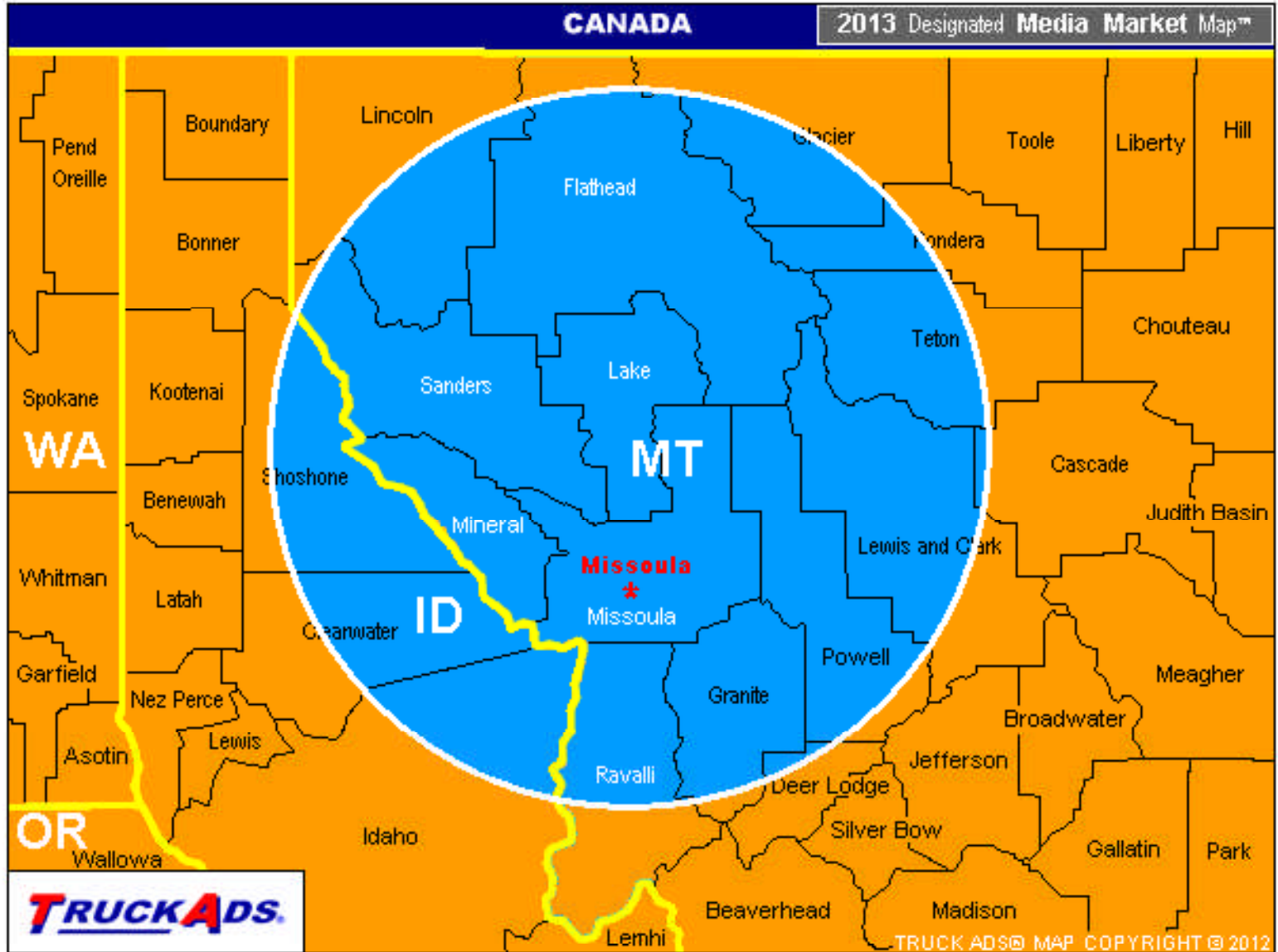
White	261,073
African American	851
Asian	2,154
American Indian and Alaska Native	11,156
Native Hawaiian and Pacific Islander	204
Other	1,305
Identified by two or more	8,078

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MISSOULA :::

BROADCAST TV MARKET AREA



6 COUNTIES IN THIS DESIGNATED MARKET

MONTANA: Flathead, MT ~ Lake, MT ~ Mineral, MT ~ Missoula, MT ~ Ravalli, MT ~ Sanders, MT

MT - Flathead County

Population

Total Population	90,928
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Housing Status

(in housing units unless noted)

Total	46,963
Occupied	37,504
Owner-occupied	26,537
Population in owner-occupied (number of individuals)	65,360
Renter-occupied	10,967
Population in renter-occupied (number of individuals)	24,576
Households with individuals under 18	11,066
Vacant	9,459
Vacant: for rent	967
Vacant: for sale	864

Population by Sex/Age

Male	45,276
Female	45,652
Under 18	21,254
18 & over	69,674
20 - 24	4,567
25 - 34	10,839
35 - 49	17,648
50 - 64	21,361
65 & over	13,103

Population by Ethnicity

Hispanic or Latino	2,070
Non Hispanic or Latino	88,858

Population by Race

White	86,802
African American	201
Asian	531
American Indian and Alaska Native	1,028
Native Hawaiian and Pacific Islander	58
Other	384
Identified by two or more	1,924

MT - Lake County

Population

Total Population	28,746
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Housing Status

(in housing units unless noted)

Total	16,588
Occupied	11,432
Owner-occupied	8,144
Population in owner-occupied (number of individuals)	19,913
Renter-occupied	3,288
Population in renter-occupied (number of individuals)	8,246
Households with individuals under 18	3,543
Vacant	5,156
Vacant: for rent	306
Vacant: for sale	308

Population by Sex/Age

Male	14,223
Female	14,523
Under 18	7,281
18 & over	21,465
20 - 24	1,587
25 - 34	2,968
35 - 49	4,849
50 - 64	6,479
65 & over	4,834

Population by Ethnicity

Hispanic or Latino	998
Non Hispanic or Latino	27,748

Population by Race

White	19,945
African American	98
Asian	115
American Indian and Alaska Native	6,328
Native Hawaiian and Pacific Islander	17
Other	152
Identified by two or more	2,091

MT - Mineral County

Population

Total Population	4,223
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Housing Status

(in housing units unless noted)

Total	2,446
Occupied	1,911
Owner-occupied	1,430
Population in owner-occupied (number of individuals)	3,165
Renter-occupied	481
Population in renter-occupied (number of individuals)	1,036
Households with individuals under 18	418
Vacant	535
Vacant: for rent	63
Vacant: for sale	56

Population by Sex/Age

Male	2,189
Female	2,034
Under 18	758
18 & over	3,465
20 - 24	164
25 - 34	357
35 - 49	751
50 - 64	1,173
65 & over	926

Population by Ethnicity

Hispanic or Latino	80
Non Hispanic or Latino	4,143

Population by Race

White	4,007
African American	11
Asian	30
American Indian and Alaska Native	63
Native Hawaiian and Pacific Islander	0
Other	10
Identified by two or more	102

MT - Missoula County

Population

Total Population	109,299
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Housing Status

(in housing units unless noted)

Total	50,106
Occupied	45,926
Owner-occupied	27,300
Population in owner-occupied (number of individuals)	67,020
Renter-occupied	18,626
Population in renter-occupied (number of individuals)	38,645
Households with individuals under 18	12,155
Vacant	4,180
Vacant: for rent	887
Vacant: for sale	491

Population by Sex/Age

Male	54,974
Female	54,325
Under 18	21,828
18 & over	87,471
20 - 24	12,168
25 - 34	17,431
35 - 49	19,708
50 - 64	21,520
65 & over	12,457

Population by Ethnicity

Hispanic or Latino	2,861
Non Hispanic or Latino	106,438

Population by Race

White	101,320
African American	445
Asian	1,236
American Indian and Alaska Native	2,872
Native Hawaiian and Pacific Islander	105
Other	478
Identified by two or more	2,843

MT - Ravalli County

Population

Total Population	40,212
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Housing Status

(in housing units unless noted)

Total	19,583
Occupied	16,933
Owner-occupied	12,607
Population in owner-occupied (number of individuals)	30,010
Renter-occupied	4,326
Population in renter-occupied (number of individuals)	9,724
Households with individuals under 18	4,487
Vacant	2,650
Vacant: for rent	434
Vacant: for sale	367

Population by Sex/Age

Male	19,964
Female	20,248
Under 18	8,824
18 & over	31,388
20 - 24	1,578
25 - 34	3,742
35 - 49	7,549
50 - 64	9,923
65 & over	7,728

Population by Ethnicity

Hispanic or Latino	1,195
Non Hispanic or Latino	39,017

Population by Race

White	38,546
African American	79
Asian	208
American Indian and Alaska Native	360
Native Hawaiian and Pacific Islander	23
Other	237
Identified by two or more	759

MT - Sanders County

Population

Total Population	11,413
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Housing Status

(in housing units unless noted)

Total	6,678
Occupied	5,121
Owner-occupied	3,844
Population in owner-occupied (number of individuals)	8,416
Renter-occupied	1,277
Population in renter-occupied (number of individuals)	2,809
Households with individuals under 18	1,149
Vacant	1,557
Vacant: for rent	108
Vacant: for sale	153

Population by Sex/Age

Male	5,852
Female	5,561
Under 18	2,354
18 & over	9,059
20 - 24	405
25 - 34	936
35 - 49	1,836
50 - 64	3,213
65 & over	2,456

Population by Ethnicity

Hispanic or Latino	233
Non Hispanic or Latino	11,180

Population by Race

White	10,453
African American	17
Asian	34
American Indian and Alaska Native	505
Native Hawaiian and Pacific Islander	1
Other	44
Identified by two or more	359