



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

SPOKANE :::

BROADCAST TV MARKET AREA

Population

Total Population	1,107,953
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Housing Status

(in housing units unless noted)

Total	503,438
Occupied	437,786
Owner-occupied	291,897
Population in owner-occupied (number of individuals)	735,901
Renter-occupied	145,889
Population in renter-occupied (number of individuals)	340,730
Households with individuals under 18	132,789
Vacant	65,652
Vacant: for rent	12,502
Vacant: for sale	7,168

Population by Sex/Age

Male	553,113
Female	554,840
Under 18	259,277
18 & over	848,676
20 - 24	85,670
25 - 34	134,380
35 - 49	204,536
50 - 64	227,141
65 & over	159,026

Population by Ethnicity

Hispanic or Latino	89,658
Non Hispanic or Latino	1,018,295

Population by Race

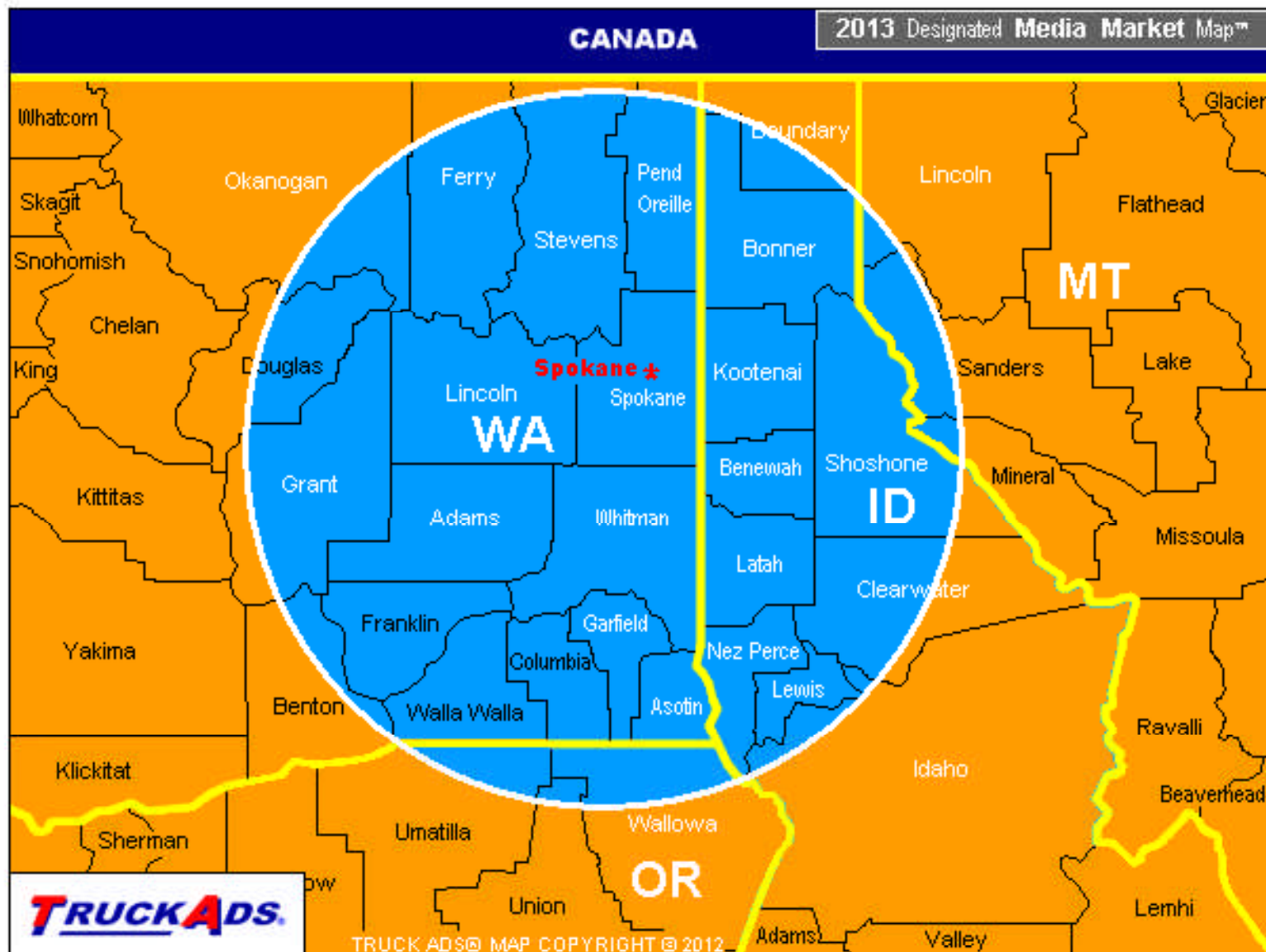
White	977,501
African American	11,495
Asian	17,731
American Indian and Alaska Native	25,164
Native Hawaiian and Pacific Islander	2,565
Other	37,835
Identified by two or more	35,662

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SPOKANE :::

BROADCAST TV MARKET AREA



23 COUNTIES IN THIS DESIGNATED MARKET

WASHINGTON: Adams, WA ~ Asotin, WA ~ Ferry, WA ~ Garfield, WA ~ Grant, WA ~ Lincoln, WA ~ Okanogan, WA ~ Pend Oreille, WA ~ Spokane, WA ~ Stevens, WA ~ Whitman, WA ~ **IDAHO:** Benewah, ID ~ Bonner, ID ~ Boundary, ID ~ Clearwater, ID ~ Idaho, ID ~ Kootenai, ID ~ Latah, ID ~ Lewis, ID ~ Nez Perce, ID ~ Shoshone, ID ~ **OREGON:** Wallowa, OR ~ **MONTANA:** Lincoln, MT

WA - Adams County

Population

Total Population	18,728
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Housing Status

(in housing units unless noted)

Total	6,242
Occupied	5,720
Owner-occupied	3,736
Population in owner-occupied (number of individuals)	11,788
Renter-occupied	1,984
Population in renter-occupied (number of individuals)	6,778
Households with individuals under 18	2,738
Vacant	522
Vacant: for rent	75
Vacant: for sale	78

Population by Sex/Age

Male	9,544
Female	9,184
Under 18	6,512
18 & over	12,216
20 - 24	1,261
25 - 34	2,498
35 - 49	3,236
50 - 64	2,696
65 & over	1,915

Population by Ethnicity

Hispanic or Latino	11,099
Non Hispanic or Latino	7,629

Population by Race

White	11,703
African American	109
Asian	125
American Indian and Alaska Native	356
Native Hawaiian and Pacific Islander	4
Other	5,899
Identified by two or more	532

WA - Asotin County

Population

Total Population	21,623
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Housing Status

(in housing units unless noted)

Total	9,872
Occupied	9,236
Owner-occupied	6,190
Population in owner-occupied (number of individuals)	14,543
Renter-occupied	3,046
Population in renter-occupied (number of individuals)	6,906
Households with individuals under 18	2,561
Vacant	636
Vacant: for rent	138
Vacant: for sale	96

Population by Sex/Age

Male	10,453
Female	11,170
Under 18	4,704
18 & over	16,919
20 - 24	1,188
25 - 34	2,413
35 - 49	3,846
50 - 64	4,740
65 & over	4,172

Population by Ethnicity

Hispanic or Latino	643
Non Hispanic or Latino	20,980

Population by Race

White	20,392
African American	92
Asian	117
American Indian and Alaska Native	302
Native Hawaiian and Pacific Islander	36
Other	163
Identified by two or more	521

WA - Ferry County

Population

Total Population	7,551
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Housing Status

(in housing units unless noted)

Total	4,403
Occupied	3,190
Owner-occupied	2,295
Population in owner-occupied (number of individuals)	5,283
Renter-occupied	895
Population in renter-occupied (number of individuals)	2,016
Households with individuals under 18	764
Vacant	1,213
Vacant: for rent	46
Vacant: for sale	50

Population by Sex/Age

Male	3,905
Female	3,646
Under 18	1,498
18 & over	6,053
20 - 24	402
25 - 34	652
35 - 49	1,279
50 - 64	2,053
65 & over	1,428

Population by Ethnicity

Hispanic or Latino	254
Non Hispanic or Latino	7,297

Population by Race

White	5,758
African American	26
Asian	52
American Indian and Alaska Native	1,259
Native Hawaiian and Pacific Islander	8
Other	89
Identified by two or more	359

WA - Garfield County

Population

Total Population	2,266
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Housing Status

(in housing units unless noted)

Total	1,233
Occupied	989
Owner-occupied	731
Population in owner-occupied (number of individuals)	1,651
Renter-occupied	258
Population in renter-occupied (number of individuals)	579
Households with individuals under 18	248
Vacant	244
Vacant: for rent	42
Vacant: for sale	12

Population by Sex/Age

Male	1,118
Female	1,148
Under 18	454
18 & over	1,812
20 - 24	75
25 - 34	194
35 - 49	388
50 - 64	593
65 & over	506

Population by Ethnicity

Hispanic or Latino	91
Non Hispanic or Latino	2,175

Population by Race

White	2,125
African American	0
Asian	39
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	0
Other	52
Identified by two or more	44

WA - Grant County

Population

Total Population	89,120
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Housing Status

(in housing units unless noted)

Total	35,083
Occupied	30,041
Owner-occupied	18,831
Population in owner-occupied (number of individuals)	53,071
Renter-occupied	11,210
Population in renter-occupied (number of individuals)	34,804
Households with individuals under 18	12,210
Vacant	5,042
Vacant: for rent	948
Vacant: for sale	401

Population by Sex/Age

Male	45,420
Female	43,700
Under 18	27,225
18 & over	61,895
20 - 24	6,101
25 - 34	11,689
35 - 49	16,101
50 - 64	14,659
65 & over	10,531

Population by Ethnicity

Hispanic or Latino	34,163
Non Hispanic or Latino	54,957

Population by Race

White	64,906
African American	990
Asian	810
American Indian and Alaska Native	1,088
Native Hawaiian and Pacific Islander	71
Other	18,154
Identified by two or more	3,101

WA - Lincoln County

Population

Total Population	10,570
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Housing Status

(in housing units unless noted)

Total	5,776
Occupied	4,422
Owner-occupied	3,451
Population in owner-occupied (number of individuals)	8,174
Renter-occupied	971
Population in renter-occupied (number of individuals)	2,302
Households with individuals under 18	1,145
Vacant	1,354
Vacant: for rent	92
Vacant: for sale	94

Population by Sex/Age

Male	5,277
Female	5,293
Under 18	2,396
18 & over	8,174
20 - 24	391
25 - 34	868
35 - 49	1,765
50 - 64	2,733
65 & over	2,197

Population by Ethnicity

Hispanic or Latino	239
Non Hispanic or Latino	10,331

Population by Race

White	10,038
African American	28
Asian	41
American Indian and Alaska Native	173
Native Hawaiian and Pacific Islander	5
Other	49
Identified by two or more	236

WA - Okanogan County

Population

Total Population	41,120
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Housing Status

(in housing units unless noted)

Total	22,245
Occupied	16,519
Owner-occupied	11,300
Population in owner-occupied (number of individuals)	27,085
Renter-occupied	5,219
Population in renter-occupied (number of individuals)	13,395
Households with individuals under 18	4,854
Vacant	5,726
Vacant: for rent	337
Vacant: for sale	266

Population by Sex/Age

Male	20,750
Female	20,370
Under 18	9,667
18 & over	31,453
20 - 24	2,022
25 - 34	4,302
35 - 49	7,307
50 - 64	9,794
65 & over	7,070

Population by Ethnicity

Hispanic or Latino	7,227
Non Hispanic or Latino	33,893

Population by Race

White	30,399
African American	159
Asian	237
American Indian and Alaska Native	4,675
Native Hawaiian and Pacific Islander	31
Other	4,163
Identified by two or more	1,456

WA - Pend Oreille County

Population

Total Population	13,001
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Housing Status

(in housing units unless noted)

Total	7,936
Occupied	5,479
Owner-occupied	4,225
Population in owner-occupied (number of individuals)	9,900
Renter-occupied	1,254
Population in renter-occupied (number of individuals)	3,003
Households with individuals under 18	1,433
Vacant	2,457
Vacant: for rent	138
Vacant: for sale	111

Population by Sex/Age

Male	6,593
Female	6,408
Under 18	2,808
18 & over	10,193
20 - 24	488
25 - 34	1,044
35 - 49	2,368
50 - 64	3,563
65 & over	2,485

Population by Ethnicity

Hispanic or Latino	391
Non Hispanic or Latino	12,610

Population by Race

White	11,907
African American	52
Asian	73
American Indian and Alaska Native	488
Native Hawaiian and Pacific Islander	16
Other	91
Identified by two or more	374

WA - Spokane County

Population

Total Population	471,221
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Housing Status

(in housing units unless noted)

Total	201,434
Occupied	187,167
Owner-occupied	120,763
Population in owner-occupied (number of individuals)	309,145
Renter-occupied	66,404
Population in renter-occupied (number of individuals)	147,384
Households with individuals under 18	57,861
Vacant	14,267
Vacant: for rent	6,047
Vacant: for sale	2,562

Population by Sex/Age

Male	232,696
Female	238,525
Under 18	109,502
18 & over	361,719
20 - 24	38,015
25 - 34	62,297
35 - 49	91,395
50 - 64	93,294
65 & over	60,969

Population by Ethnicity

Hispanic or Latino	21,260
Non Hispanic or Latino	449,961

Population by Race

White	420,275
African American	8,056
Asian	9,957
American Indian and Alaska Native	7,295
Native Hawaiian and Pacific Islander	1,902
Other	5,880
Identified by two or more	17,856

WA - Stevens County

Population

Total Population	43,531
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Housing Status

(in housing units unless noted)

Total	21,156
Occupied	17,316
Owner-occupied	13,481
Population in owner-occupied (number of individuals)	34,052
Renter-occupied	3,835
Population in renter-occupied (number of individuals)	9,213
Households with individuals under 18	5,117
Vacant	3,840
Vacant: for rent	272
Vacant: for sale	301

Population by Sex/Age

Male	21,782
Female	21,749
Under 18	10,495
18 & over	33,036
20 - 24	1,675
25 - 34	3,707
35 - 49	8,006
50 - 64	11,112
65 & over	7,516

Population by Ethnicity

Hispanic or Latino	1,185
Non Hispanic or Latino	42,346

Population by Race

White	38,923
African American	145
Asian	237
American Indian and Alaska Native	2,413
Native Hawaiian and Pacific Islander	68
Other	289
Identified by two or more	1,456

WA - Whitman County

Population

Total Population	44,776
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Housing Status

(in housing units unless noted)

Total	19,323
Occupied	17,468
Owner-occupied	7,902
Population in owner-occupied (number of individuals)	19,243
Renter-occupied	9,566
Population in renter-occupied (number of individuals)	19,585
Households with individuals under 18	3,633
Vacant	1,855
Vacant: for rent	858
Vacant: for sale	222

Population by Sex/Age

Male	22,806
Female	21,970
Under 18	6,741
18 & over	38,035
20 - 24	11,394
25 - 34	5,945
35 - 49	5,673
50 - 64	5,858
65 & over	4,257

Population by Ethnicity

Hispanic or Latino	2,040
Non Hispanic or Latino	42,736

Population by Race

White	37,866
African American	748
Asian	3,472
American Indian and Alaska Native	308
Native Hawaiian and Pacific Islander	103
Other	649
Identified by two or more	1,630

ID - Benewah County

Population

Total Population	9,285
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Housing Status

(in housing units unless noted)

Total	4,629
Occupied	3,837
Owner-occupied	2,942
Population in owner-occupied (number of individuals)	7,049
Renter-occupied	895
Population in renter-occupied (number of individuals)	2,166
Households with individuals under 18	1,114
Vacant	792
Vacant: for rent	70
Vacant: for sale	66

Population by Sex/Age

Male	4,732
Female	4,553
Under 18	2,201
18 & over	7,084
20 - 24	408
25 - 34	827
35 - 49	1,707
50 - 64	2,234
65 & over	1,699

Population by Ethnicity

Hispanic or Latino	235
Non Hispanic or Latino	9,050

Population by Race

White	8,039
African American	28
Asian	27
American Indian and Alaska Native	809
Native Hawaiian and Pacific Islander	6
Other	44
Identified by two or more	332

ID - Bonner County

Population

Total Population	40,877
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Housing Status

(in housing units unless noted)

Total	24,669
Occupied	17,100
Owner-occupied	12,757
Population in owner-occupied (number of individuals)	30,332
Renter-occupied	4,343
Population in renter-occupied (number of individuals)	10,192
Households with individuals under 18	4,652
Vacant	7,569
Vacant: for rent	470
Vacant: for sale	495

Population by Sex/Age

Male	20,592
Female	20,285
Under 18	8,850
18 & over	32,027
20 - 24	1,674
25 - 34	3,999
35 - 49	7,666
50 - 64	10,816
65 & over	7,009

Population by Ethnicity

Hispanic or Latino	911
Non Hispanic or Latino	39,966

Population by Race

White	39,261
African American	58
Asian	184
American Indian and Alaska Native	315
Native Hawaiian and Pacific Islander	42
Other	163
Identified by two or more	854

ID - Boundary County

Population

Total Population	10,972
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Housing Status

(in housing units unless noted)

Total	5,175
Occupied	4,421
Owner-occupied	3,393
Population in owner-occupied (number of individuals)	8,465
Renter-occupied	1,028
Population in renter-occupied (number of individuals)	2,434
Households with individuals under 18	1,312
Vacant	754
Vacant: for rent	93
Vacant: for sale	103

Population by Sex/Age

Male	5,549
Female	5,423
Under 18	2,812
18 & over	8,160
20 - 24	415
25 - 34	1,127
35 - 49	1,959
50 - 64	2,611
65 & over	1,832

Population by Ethnicity

Hispanic or Latino	402
Non Hispanic or Latino	10,570

Population by Race

White	10,398
African American	29
Asian	62
American Indian and Alaska Native	189
Native Hawaiian and Pacific Islander	6
Other	58
Identified by two or more	230

ID - Clearwater County

Population

Total Population	8,761
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Housing Status

(in housing units unless noted)

Total	4,453
Occupied	3,660
Owner-occupied	2,808
Population in owner-occupied (number of individuals)	6,261
Renter-occupied	852
Population in renter-occupied (number of individuals)	1,893
Households with individuals under 18	836
Vacant	793
Vacant: for rent	100
Vacant: for sale	73

Population by Sex/Age

Male	4,739
Female	4,022
Under 18	1,556
18 & over	7,205
20 - 24	331
25 - 34	832
35 - 49	1,651
50 - 64	2,246
65 & over	1,960

Population by Ethnicity

Hispanic or Latino	268
Non Hispanic or Latino	8,493

Population by Race

White	8,225
African American	18
Asian	61
American Indian and Alaska Native	194
Native Hawaiian and Pacific Islander	9
Other	73
Identified by two or more	181

ID - Idaho County

Population

Total Population	16,267
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Housing Status

(in housing units unless noted)

Total	8,744
Occupied	6,834
Owner-occupied	5,229
Population in owner-occupied (number of individuals)	12,125
Renter-occupied	1,605
Population in renter-occupied (number of individuals)	3,618
Households with individuals under 18	1,670
Vacant	1,910
Vacant: for rent	173
Vacant: for sale	104

Population by Sex/Age

Male	8,492
Female	7,775
Under 18	3,405
18 & over	12,862
20 - 24	647
25 - 34	1,421
35 - 49	2,805
50 - 64	4,207
65 & over	3,444

Population by Ethnicity

Hispanic or Latino	421
Non Hispanic or Latino	15,846

Population by Race

White	15,259
African American	42
Asian	68
American Indian and Alaska Native	480
Native Hawaiian and Pacific Islander	7
Other	103
Identified by two or more	308

ID - Kootenai County

Population

Total Population	138,494
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Housing Status

(in housing units unless noted)

Total	63,177
Occupied	54,200
Owner-occupied	38,353
Population in owner-occupied (number of individuals)	98,338
Renter-occupied	15,847
Population in renter-occupied (number of individuals)	38,668
Households with individuals under 18	17,797
Vacant	8,977
Vacant: for rent	1,326
Vacant: for sale	1,283

Population by Sex/Age

Male	68,257
Female	70,237
Under 18	34,244
18 & over	104,250
20 - 24	8,165
25 - 34	16,742
35 - 49	27,023
50 - 64	28,399
65 & over	20,078

Population by Ethnicity

Hispanic or Latino	5,268
Non Hispanic or Latino	133,226

Population by Race

White	130,844
African American	416
Asian	961
American Indian and Alaska Native	1,781
Native Hawaiian and Pacific Islander	129
Other	1,041
Identified by two or more	3,322

ID - Latah County

Population

Total Population	37,244
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Housing Status

(in housing units unless noted)

Total	15,988
Occupied	14,708
Owner-occupied	8,265
Population in owner-occupied (number of individuals)	20,509
Renter-occupied	6,443
Population in renter-occupied (number of individuals)	13,649
Households with individuals under 18	3,694
Vacant	1,280
Vacant: for rent	444
Vacant: for sale	149

Population by Sex/Age

Male	19,163
Female	18,081
Under 18	6,969
18 & over	30,275
20 - 24	6,628
25 - 34	5,224
35 - 49	5,660
50 - 64	6,082
65 & over	3,858

Population by Ethnicity

Hispanic or Latino	1,326
Non Hispanic or Latino	35,918

Population by Race

White	34,557
African American	293
Asian	781
American Indian and Alaska Native	237
Native Hawaiian and Pacific Islander	52
Other	375
Identified by two or more	949

ID - Lewis County

Population

Total Population	3,821
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Housing Status

(in housing units unless noted)

Total	1,880
Occupied	1,657
Owner-occupied	1,170
Population in owner-occupied (number of individuals)	2,685
Renter-occupied	487
Population in renter-occupied (number of individuals)	1,062
Households with individuals under 18	411
Vacant	223
Vacant: for rent	33
Vacant: for sale	23

Population by Sex/Age

Male	1,916
Female	1,905
Under 18	848
18 & over	2,973
20 - 24	159
25 - 34	344
35 - 49	624
50 - 64	946
65 & over	834

Population by Ethnicity

Hispanic or Latino	128
Non Hispanic or Latino	3,693

Population by Race

White	3,450
African American	14
Asian	17
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	5
Other	63
Identified by two or more	92

ID - Nez Perce County

Population

Total Population	39,265
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Housing Status

(in housing units unless noted)

Total	17,438
Occupied	16,241
Owner-occupied	11,084
Population in owner-occupied (number of individuals)	27,290
Renter-occupied	5,157
Population in renter-occupied (number of individuals)	11,009
Households with individuals under 18	4,565
Vacant	1,197
Vacant: for rent	302
Vacant: for sale	196

Population by Sex/Age

Male	19,468
Female	19,797
Under 18	8,515
18 & over	30,750
20 - 24	2,746
25 - 34	4,632
35 - 49	7,159
50 - 64	7,969
65 & over	7,063

Population by Ethnicity

Hispanic or Latino	1,109
Non Hispanic or Latino	38,156

Population by Race

White	35,390
African American	117
Asian	279
American Indian and Alaska Native	2,206
Native Hawaiian and Pacific Islander	37
Other	261
Identified by two or more	975

ID - Shoshone County

Population

Total Population	12,765
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Housing Status

(in housing units unless noted)

Total	7,061
Occupied	5,605
Owner-occupied	4,017
Population in owner-occupied (number of individuals)	9,037
Renter-occupied	1,588
Population in renter-occupied (number of individuals)	3,568
Households with individuals under 18	1,423
Vacant	1,456
Vacant: for rent	301
Vacant: for sale	220

Population by Sex/Age

Male	6,424
Female	6,341
Under 18	2,660
18 & over	10,105
20 - 24	511
25 - 34	1,213
35 - 49	2,428
50 - 64	3,106
65 & over	2,537

Population by Ethnicity

Hispanic or Latino	380
Non Hispanic or Latino	12,385

Population by Race

White	12,174
African American	26
Asian	47
American Indian and Alaska Native	183
Native Hawaiian and Pacific Islander	12
Other	68
Identified by two or more	255

OR - Wallowa County

Population

Total Population	7,008
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Housing Status

(in housing units unless noted)

Total	4,108
Occupied	3,133
Owner-occupied	2,238
Population in owner-occupied (number of individuals)	4,989
Renter-occupied	895
Population in renter-occupied (number of individuals)	1,914
Households with individuals under 18	700
Vacant	975
Vacant: for rent	42
Vacant: for sale	63

Population by Sex/Age

Male	3,439
Female	3,569
Under 18	1,319
18 & over	5,689
20 - 24	268
25 - 34	638
35 - 49	1,103
50 - 64	1,941
65 & over	1,626

Population by Ethnicity

Hispanic or Latino	156
Non Hispanic or Latino	6,852

Population by Race

White	6,731
African American	26
Asian	24
American Indian and Alaska Native	45
Native Hawaiian and Pacific Islander	7
Other	37
Identified by two or more	138

MT - Lincoln County

Population

Total Population	19,687
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Housing Status

(in housing units unless noted)

Total	11,413
Occupied	8,843
Owner-occupied	6,736
Population in owner-occupied (number of individuals)	14,886
Renter-occupied	2,107
Population in renter-occupied (number of individuals)	4,592
Households with individuals under 18	2,051
Vacant	2,570
Vacant: for rent	155
Vacant: for sale	200

Population by Sex/Age

Male	9,998
Female	9,689
Under 18	3,896
18 & over	15,791
20 - 24	706
25 - 34	1,772
35 - 49	3,387
50 - 64	5,489
65 & over	4,040

Population by Ethnicity

Hispanic or Latino	462
Non Hispanic or Latino	19,225

Population by Race

White	18,881
African American	23
Asian	60
American Indian and Alaska Native	182
Native Hawaiian and Pacific Islander	9
Other	71
Identified by two or more	461