



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

BILLINGS :::
BROADCAST TV MARKET AREA

Population

Total Population	302,388
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Housing Status
(in housing units unless noted)

Total	141,949
Occupied	124,899
Owner-occupied	86,823
Population in owner-occupied (number of individuals)	212,672
Renter-occupied	38,076
Population in renter-occupied (number of individuals)	82,457
Households with individuals under 18	36,548
Vacant	17,050
Vacant: for rent	3,005
Vacant: for sale	1,505

Population by Sex/Age

Male	149,768
Female	152,620
Under 18	70,892
18 & over	231,496
20 - 24	17,138
25 - 34	36,482
35 - 49	56,875
50 - 64	67,261
65 & over	46,325

Population by Ethnicity

Hispanic or Latino	12,442
Non Hispanic or Latino	289,946

Population by Race

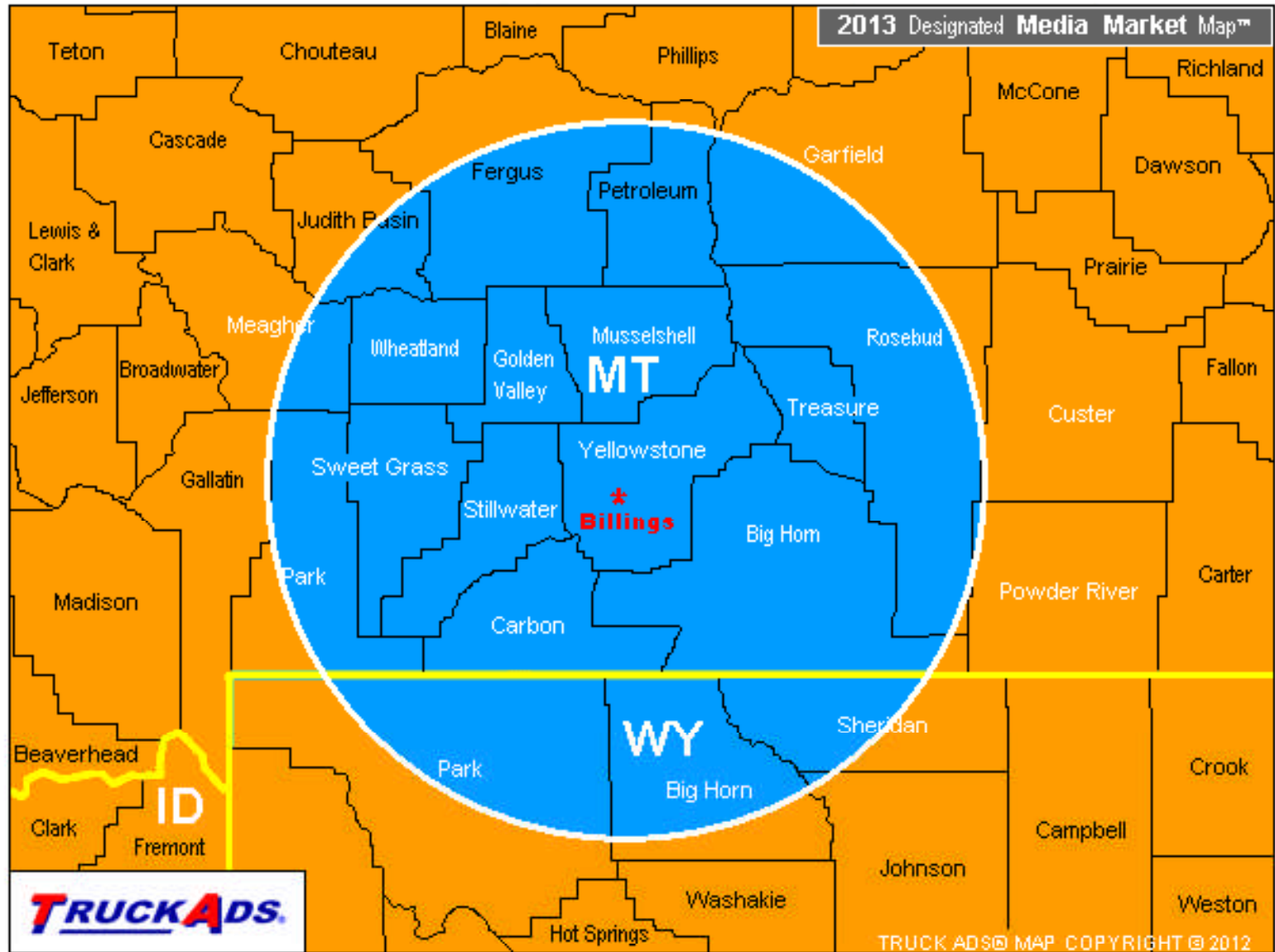
White	270,717
African American	1,304
Asian	1,642
American Indian and Alaska Native	18,607
Native Hawaiian and Pacific Islander	192
Other	3,212
Identified by two or more	6,714

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BILLINGS :::

BROADCAST TV MARKET AREA



18 COUNTIES IN THIS DESIGNATED MARKET

MONTANA: Big Horn, MT ~ Carbon, MT ~ Custer, MT ~ Garfield, MT ~ Golden Valley, MT ~ Meagher, MT ~ Musselshell, MT ~ Park, MT ~ Powder River, MT ~ Rosebud, MT ~ Stillwater, MT ~ Sweet Grass, MT ~ Treasure, MT ~ Wheatland, MT ~ Yellowstone, MT ~ **WYOMING:** Big Horn, WY ~ Park, WY ~ Sheridan, WY

MT - Big Horn County

Population

Total Population	12,865
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Housing Status

(in housing units unless noted)

Total	4,695
Occupied	4,004
Owner-occupied	2,560
Population in owner-occupied (number of individuals)	7,888
Renter-occupied	1,444
Population in renter-occupied (number of individuals)	4,840
Households with individuals under 18	1,827
Vacant	691
Vacant: for rent	76
Vacant: for sale	16

Population by Sex/Age

Male	6,394
Female	6,471
Under 18	4,268
18 & over	8,597
20 - 24	935
25 - 34	1,472
35 - 49	2,242
50 - 64	2,260
65 & over	1,290

Population by Ethnicity

Hispanic or Latino	510
Non Hispanic or Latino	12,355

Population by Race

White	4,035
African American	31
Asian	59
American Indian and Alaska Native	8,275
Native Hawaiian and Pacific Islander	3
Other	126
Identified by two or more	336

MT - Carbon County

Population

Total Population	10,078
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Housing Status

(in housing units unless noted)

Total	6,441
Occupied	4,571
Owner-occupied	3,471
Population in owner-occupied (number of individuals)	7,736
Renter-occupied	1,100
Population in renter-occupied (number of individuals)	2,289
Households with individuals under 18	1,081
Vacant	1,870
Vacant: for rent	132
Vacant: for sale	97

Population by Sex/Age

Male	5,105
Female	4,973
Under 18	1,986
18 & over	8,092
20 - 24	315
25 - 34	917
35 - 49	1,948
50 - 64	2,841
65 & over	1,895

Population by Ethnicity

Hispanic or Latino	188
Non Hispanic or Latino	9,890

Population by Race

White	9,793
African American	33
Asian	22
American Indian and Alaska Native	84
Native Hawaiian and Pacific Islander	3
Other	42
Identified by two or more	101

MT - Custer County

Population

Total Population	11,699
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Housing Status

(in housing units unless noted)

Total	5,560
Occupied	5,031
Owner-occupied	3,349
Population in owner-occupied (number of individuals)	8,123
Renter-occupied	1,682
Population in renter-occupied (number of individuals)	3,163
Households with individuals under 18	1,373
Vacant	529
Vacant: for rent	105
Vacant: for sale	37

Population by Sex/Age

Male	5,810
Female	5,889
Under 18	2,657
18 & over	9,042
20 - 24	656
25 - 34	1,295
35 - 49	2,135
50 - 64	2,581
65 & over	2,044

Population by Ethnicity

Hispanic or Latino	263
Non Hispanic or Latino	11,436

Population by Race

White	11,174
African American	34
Asian	37
American Indian and Alaska Native	196
Native Hawaiian and Pacific Islander	9
Other	64
Identified by two or more	185

MT - Garfield County

Population

Total Population	1,206
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Housing Status

(in housing units unless noted)

Total	844
Occupied	532
Owner-occupied	415
Population in owner-occupied (number of individuals)	962
Renter-occupied	117
Population in renter-occupied (number of individuals)	244
Households with individuals under 18	120
Vacant	312
Vacant: for rent	4
Vacant: for sale	1

Population by Sex/Age

Male	617
Female	589
Under 18	279
18 & over	927
20 - 24	39
25 - 34	124
35 - 49	212
50 - 64	288
65 & over	248

Population by Ethnicity

Hispanic or Latino	3
Non Hispanic or Latino	1,203

Population by Race

White	1,189
African American	3
Asian	1
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	6

MT - Golden Valley County

Population

Total Population	884
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Housing Status

(in housing units unless noted)

Total	476
Occupied	363
Owner-occupied	276
Population in owner-occupied (number of individuals)	619
Renter-occupied	87
Population in renter-occupied (number of individuals)	176
Households with individuals under 18	75
Vacant	113
Vacant: for rent	6
Vacant: for sale	7

Population by Sex/Age

Male	463
Female	421
Under 18	192
18 & over	692
20 - 24	27
25 - 34	57
35 - 49	157
50 - 64	238
65 & over	189

Population by Ethnicity

Hispanic or Latino	31
Non Hispanic or Latino	853

Population by Race

White	831
African American	0
Asian	6
American Indian and Alaska Native	9
Native Hawaiian and Pacific Islander	0
Other	19
Identified by two or more	19

MT - Meagher County

Population

Total Population	1,891
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Housing Status

(in housing units unless noted)

Total	1,432
Occupied	806
Owner-occupied	595
Population in owner-occupied (number of individuals)	1,288
Renter-occupied	211
Population in renter-occupied (number of individuals)	429
Households with individuals under 18	168
Vacant	626
Vacant: for rent	29
Vacant: for sale	19

Population by Sex/Age

Male	957
Female	934
Under 18	365
18 & over	1,526
20 - 24	60
25 - 34	178
35 - 49	299
50 - 64	521
65 & over	428

Population by Ethnicity

Hispanic or Latino	28
Non Hispanic or Latino	1,863

Population by Race

White	1,852
African American	2
Asian	6
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	24

MT - Musselshell County

Population

Total Population	4,538
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Housing Status

(in housing units unless noted)

Total	2,654
Occupied	2,046
Owner-occupied	1,570
Population in owner-occupied (number of individuals)	3,471
Renter-occupied	476
Population in renter-occupied (number of individuals)	1,015
Households with individuals under 18	474
Vacant	608
Vacant: for rent	66
Vacant: for sale	73

Population by Sex/Age

Male	2,262
Female	2,276
Under 18	934
18 & over	3,604
20 - 24	138
25 - 34	349
35 - 49	833
50 - 64	1,339
65 & over	854

Population by Ethnicity

Hispanic or Latino	118
Non Hispanic or Latino	4,420

Population by Race

White	4,360
African American	10
Asian	10
American Indian and Alaska Native	61
Native Hawaiian and Pacific Islander	2
Other	10
Identified by two or more	85

MT - Park County

Population

Total Population	15,636
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Housing Status

(in housing units unless noted)

Total	9,375
Occupied	7,310
Owner-occupied	4,938
Population in owner-occupied (number of individuals)	11,014
Renter-occupied	2,372
Population in renter-occupied (number of individuals)	4,514
Households with individuals under 18	1,721
Vacant	2,065
Vacant: for rent	275
Vacant: for sale	154

Population by Sex/Age

Male	7,793
Female	7,843
Under 18	3,086
18 & over	12,550
20 - 24	554
25 - 34	1,752
35 - 49	3,345
50 - 64	4,069
65 & over	2,589

Population by Ethnicity

Hispanic or Latino	325
Non Hispanic or Latino	15,311

Population by Race

White	15,090
African American	21
Asian	52
American Indian and Alaska Native	131
Native Hawaiian and Pacific Islander	5
Other	80
Identified by two or more	257

MT - Powder River County

Population

Total Population	1,743
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Housing Status

(in housing units unless noted)

Total	1,022
Occupied	755
Owner-occupied	579
Population in owner-occupied (number of individuals)	1,344
Renter-occupied	176
Population in renter-occupied (number of individuals)	364
Households with individuals under 18	200
Vacant	267
Vacant: for rent	16
Vacant: for sale	5

Population by Sex/Age

Male	885
Female	858
Under 18	363
18 & over	1,380
20 - 24	47
25 - 34	141
35 - 49	312
50 - 64	450
65 & over	396

Population by Ethnicity

Hispanic or Latino	24
Non Hispanic or Latino	1,719

Population by Race

White	1,656
African American	1
Asian	3
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	36

MT - Rosebud County

Population

Total Population	9,233
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Housing Status

(in housing units unless noted)

Total	4,057
Occupied	3,395
Owner-occupied	2,259
Population in owner-occupied (number of individuals)	6,037
Renter-occupied	1,136
Population in renter-occupied (number of individuals)	3,131
Households with individuals under 18	1,237
Vacant	662
Vacant: for rent	187
Vacant: for sale	22

Population by Sex/Age

Male	4,671
Female	4,562
Under 18	2,732
18 & over	6,501
20 - 24	477
25 - 34	988
35 - 49	1,683
50 - 64	2,037
65 & over	1,058

Population by Ethnicity

Hispanic or Latino	313
Non Hispanic or Latino	8,920

Population by Race

White	5,664
African American	25
Asian	42
American Indian and Alaska Native	3,202
Native Hawaiian and Pacific Islander	3
Other	42
Identified by two or more	255

MT - Stillwater County

Population

Total Population	9,117
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Housing Status

(in housing units unless noted)

Total	4,803
Occupied	3,796
Owner-occupied	2,960
Population in owner-occupied (number of individuals)	7,096
Renter-occupied	836
Population in renter-occupied (number of individuals)	1,909
Households with individuals under 18	1,096
Vacant	1,007
Vacant: for rent	94
Vacant: for sale	62

Population by Sex/Age

Male	4,674
Female	4,443
Under 18	2,094
18 & over	7,023
20 - 24	292
25 - 34	864
35 - 49	1,751
50 - 64	2,448
65 & over	1,495

Population by Ethnicity

Hispanic or Latino	214
Non Hispanic or Latino	8,903

Population by Race

White	8,823
African American	9
Asian	29
American Indian and Alaska Native	73
Native Hawaiian and Pacific Islander	2
Other	38
Identified by two or more	143

MT - Sweet Grass County

Population

Total Population	3,651
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Housing Status

(in housing units unless noted)

Total	2,148
Occupied	1,590
Owner-occupied	1,112
Population in owner-occupied (number of individuals)	2,603
Renter-occupied	478
Population in renter-occupied (number of individuals)	1,003
Households with individuals under 18	450
Vacant	558
Vacant: for rent	85
Vacant: for sale	44

Population by Sex/Age

Male	1,846
Female	1,805
Under 18	840
18 & over	2,811
20 - 24	109
25 - 34	309
35 - 49	672
50 - 64	900
65 & over	754

Population by Ethnicity

Hispanic or Latino	51
Non Hispanic or Latino	3,600

Population by Race

White	3,528
African American	4
Asian	24
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	1
Other	23
Identified by two or more	56

MT - Treasure County

Population

Total Population	718
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Housing Status

(in housing units unless noted)

Total	422
Occupied	335
Owner-occupied	241
Population in owner-occupied (number of individuals)	520
Renter-occupied	94
Population in renter-occupied (number of individuals)	198
Households with individuals under 18	75
Vacant	87
Vacant: for rent	14
Vacant: for sale	1

Population by Sex/Age

Male	369
Female	349
Under 18	134
18 & over	584
20 - 24	22
25 - 34	57
35 - 49	116
50 - 64	207
65 & over	171

Population by Ethnicity

Hispanic or Latino	25
Non Hispanic or Latino	693

Population by Race

White	674
African American	0
Asian	3
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	0
Other	14
Identified by two or more	21

MT - Wheatland County

Population

Total Population	2,168
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Housing Status

(in housing units unless noted)

Total	1,197
Occupied	887
Owner-occupied	632
Population in owner-occupied (number of individuals)	1,438
Renter-occupied	255
Population in renter-occupied (number of individuals)	583
Households with individuals under 18	210
Vacant	310
Vacant: for rent	27
Vacant: for sale	11

Population by Sex/Age

Male	1,069
Female	1,099
Under 18	513
18 & over	1,655
20 - 24	101
25 - 34	196
35 - 49	345
50 - 64	518
65 & over	448

Population by Ethnicity

Hispanic or Latino	32
Non Hispanic or Latino	2,136

Population by Race

White	2,078
African American	7
Asian	12
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	9
Identified by two or more	52

MT - Yellowstone County

Population

Total Population	147,972
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Housing Status

(in housing units unless noted)

Total	63,943
Occupied	60,672
Owner-occupied	41,529
Population in owner-occupied (number of individuals)	103,775
Renter-occupied	19,143
Population in renter-occupied (number of individuals)	40,502
Households with individuals under 18	18,531
Vacant	3,271
Vacant: for rent	1,229
Vacant: for sale	576

Population by Sex/Age

Male	72,385
Female	75,587
Under 18	35,040
18 & over	112,932
20 - 24	9,639
25 - 34	20,067
35 - 49	28,448
50 - 64	30,300
65 & over	20,868

Population by Ethnicity

Hispanic or Latino	6,955
Non Hispanic or Latino	141,017

Population by Race

White	134,228
African American	935
Asian	939
American Indian and Alaska Native	5,881
Native Hawaiian and Pacific Islander	114
Other	1,763
Identified by two or more	4,112

WY - Big Horn County

Population

Total Population	11,668
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Housing Status

(in housing units unless noted)

Total	5,379
Occupied	4,561
Owner-occupied	3,414
Population in owner-occupied (number of individuals)	8,776
Renter-occupied	1,147
Population in renter-occupied (number of individuals)	2,709
Households with individuals under 18	1,412
Vacant	818
Vacant: for rent	103
Vacant: for sale	72

Population by Sex/Age

Male	5,882
Female	5,786
Under 18	3,013
18 & over	8,655
20 - 24	545
25 - 34	1,173
35 - 49	2,040
50 - 64	2,517
65 & over	2,108

Population by Ethnicity

Hispanic or Latino	984
Non Hispanic or Latino	10,684

Population by Race

White	11,009
African American	26
Asian	39
American Indian and Alaska Native	100
Native Hawaiian and Pacific Islander	2
Other	350
Identified by two or more	142

WY - Park County

Population

Total Population	28,205
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Housing Status

(in housing units unless noted)

Total	13,562
Occupied	11,885
Owner-occupied	8,422
Population in owner-occupied (number of individuals)	19,816
Renter-occupied	3,463
Population in renter-occupied (number of individuals)	7,447
Households with individuals under 18	3,105
Vacant	1,677
Vacant: for rent	228
Vacant: for sale	156

Population by Sex/Age

Male	14,021
Female	14,184
Under 18	5,911
18 & over	22,294
20 - 24	1,595
25 - 34	3,134
35 - 49	4,954
50 - 64	6,769
65 & over	4,942

Population by Ethnicity

Hispanic or Latino	1,365
Non Hispanic or Latino	26,840

Population by Race

White	26,951
African American	56
Asian	166
American Indian and Alaska Native	168
Native Hawaiian and Pacific Islander	25
Other	399
Identified by two or more	440

WY - Sheridan County

Population

Total Population	29,116
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Housing Status

(in housing units unless noted)

Total	13,939
Occupied	12,360
Owner-occupied	8,501
Population in owner-occupied (number of individuals)	20,166
Renter-occupied	3,859
Population in renter-occupied (number of individuals)	7,941
Households with individuals under 18	3,393
Vacant	1,579
Vacant: for rent	329
Vacant: for sale	152

Population by Sex/Age

Male	14,565
Female	14,551
Under 18	6,485
18 & over	22,631
20 - 24	1,587
25 - 34	3,409
35 - 49	5,383
50 - 64	6,978
65 & over	4,548

Population by Ethnicity

Hispanic or Latino	1,013
Non Hispanic or Latino	28,103

Population by Race

White	27,782
African American	107
Asian	192
American Indian and Alaska Native	359
Native Hawaiian and Pacific Islander	23
Other	209
Identified by two or more	444