



**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

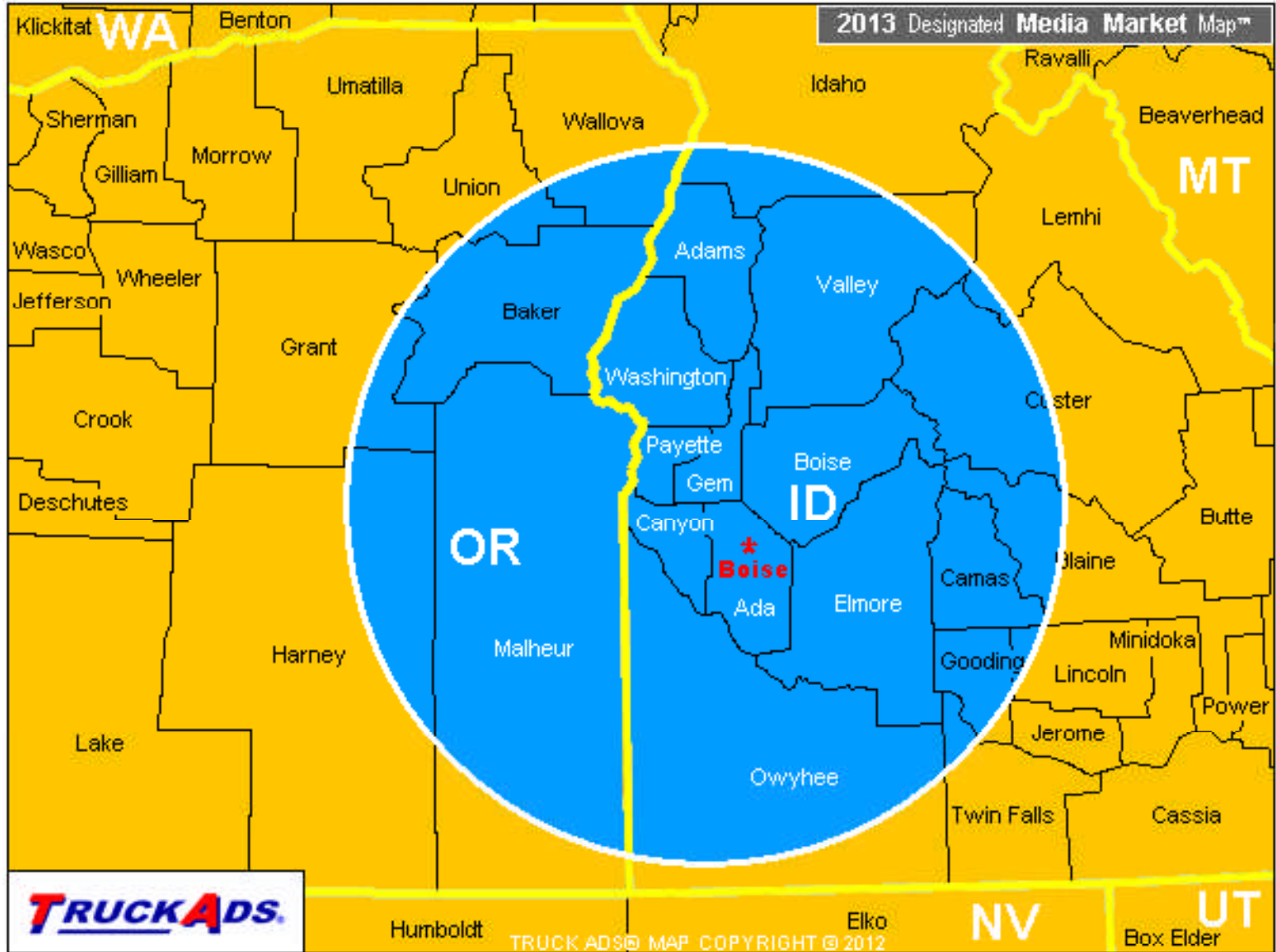
**Population by Race**

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