



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

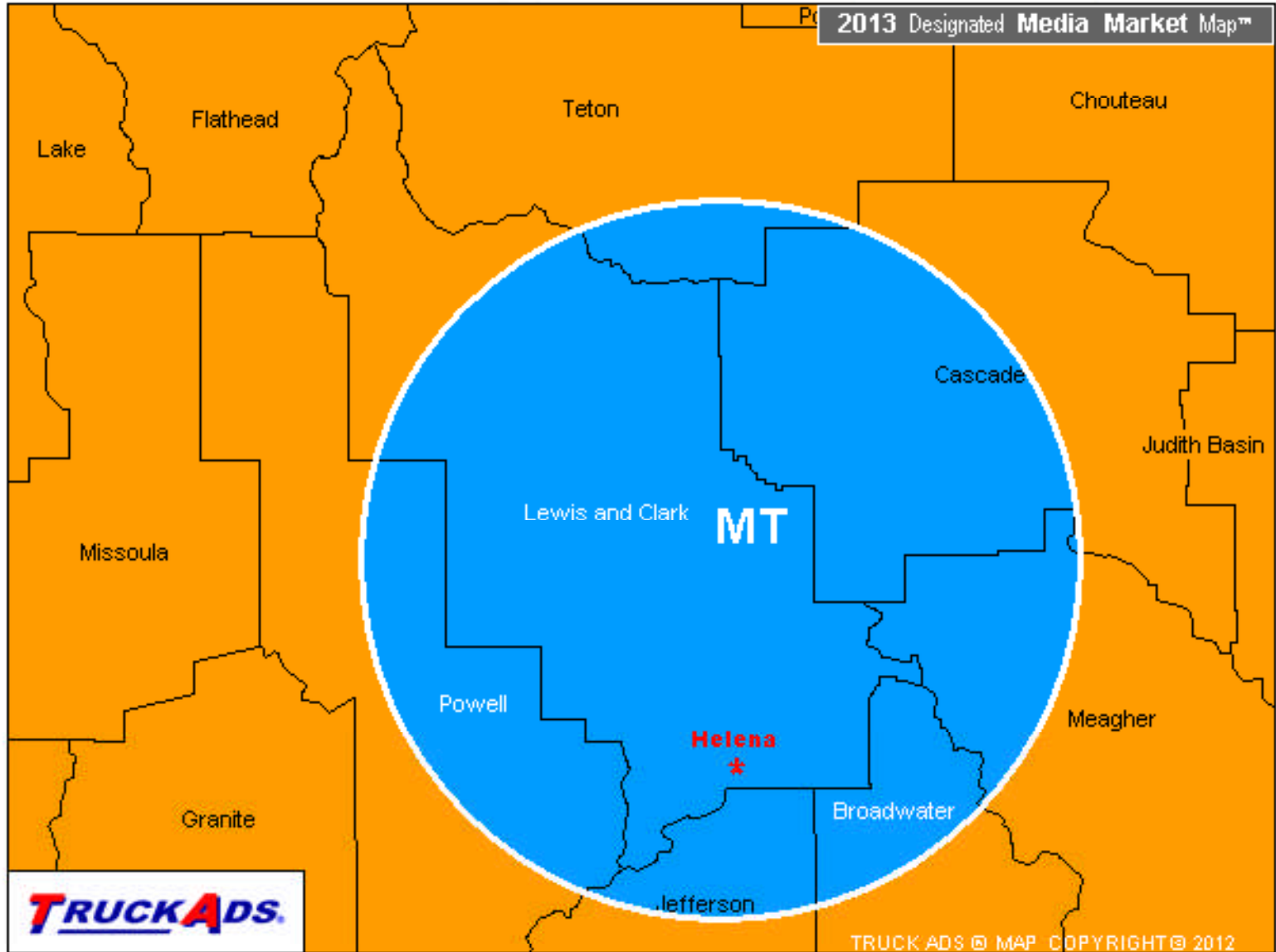
White	71,500
African American	301
Asian	396
American Indian and Alaska Native	1,718
Native Hawaiian and Pacific Islander	57
Other	336
Identified by two or more	1,726

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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