



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

IDAHO FALLS POCATELLO :::

BROADCAST TV MARKET AREA

Population

Total Population	378,005
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Housing Status

(in housing units unless noted)

Total	155,688
Occupied	132,641
Owner-occupied	92,953
Population in owner-occupied (number of individuals)	267,170
Renter-occupied	39,688
Population in renter-occupied (number of individuals)	105,385
Households with individuals under 18	50,145
Vacant	23,047
Vacant: for rent	3,984
Vacant: for sale	2,428

Population by Sex/Age

Male	189,855
Female	188,150
Under 18	110,467
18 & over	267,538
20 - 24	31,882
25 - 34	54,299
35 - 49	64,574
50 - 64	63,007
65 & over	41,367

Population by Ethnicity

Hispanic or Latino	40,582
Non Hispanic or Latino	337,423

Population by Race

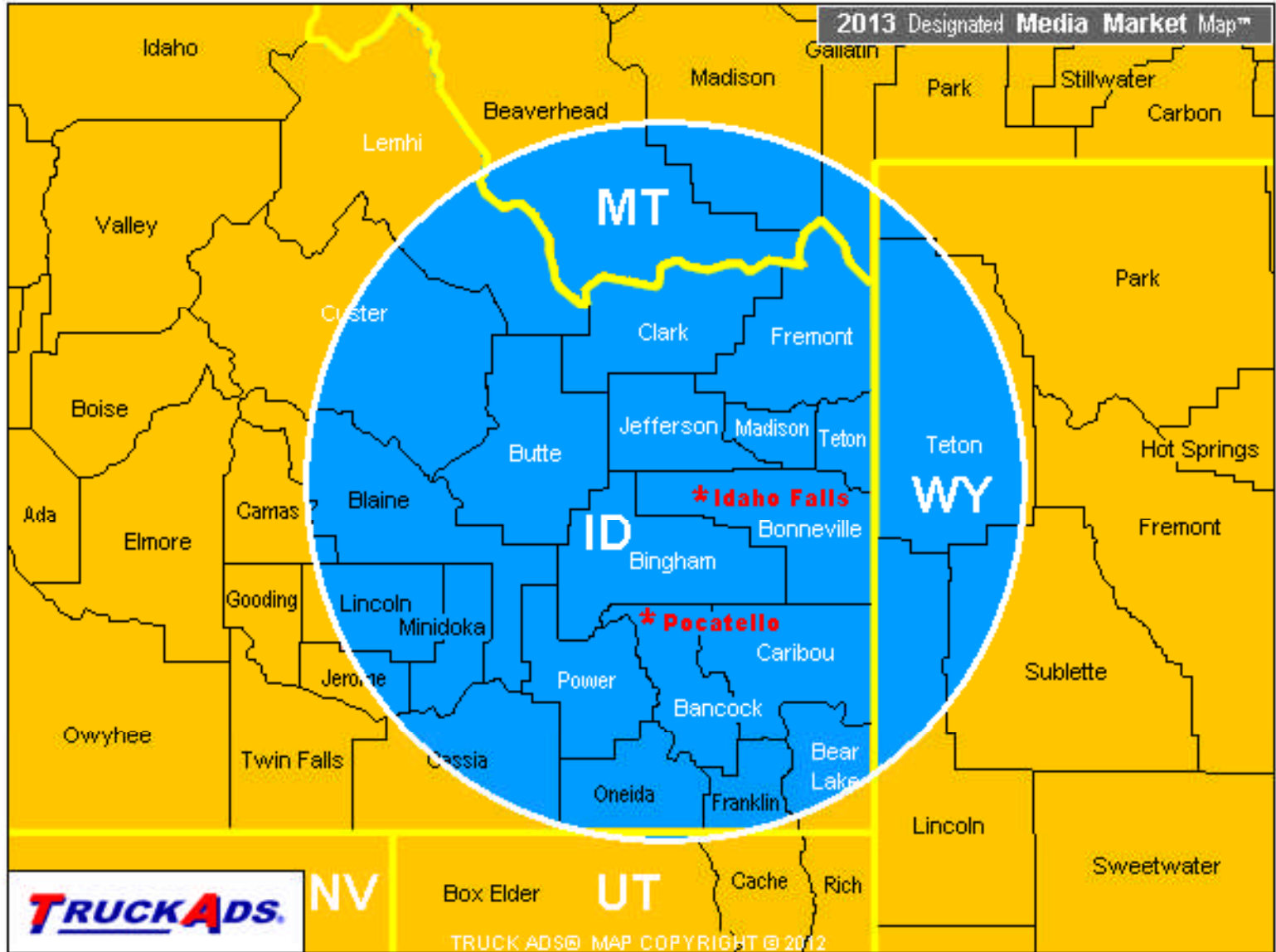
White	337,634
African American	1,743
Asian	3,106
American Indian and Alaska Native	7,258
Native Hawaiian and Pacific Islander	463
Other	20,209
Identified by two or more	7,592

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IDAHO FALLS POCATELLO :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

IDAHO: Bannock, ID ~ Bear Lake, ID ~ Bingham, ID ~ Bonneville, ID ~ Butte, ID ~ Caribou, ID ~ Clark, ID ~ Custer, ID ~ Fremont, ID ~ Jefferson, ID ~ Lemhi, ID ~ Madison, ID ~ Power, ID ~ Teton, ID ~ **WYOMING:** Teton, WY

ID - Bannock County

Population

Total Population	82,839
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Housing Status

(in housing units unless noted)

Total	33,191
Occupied	30,682
Owner-occupied	20,817
Population in owner-occupied (number of individuals)	57,373
Renter-occupied	9,865
Population in renter-occupied (number of individuals)	23,674
Households with individuals under 18	10,891
Vacant	2,509
Vacant: for rent	864
Vacant: for sale	501

Population by Sex/Age

Male	41,298
Female	41,541
Under 18	22,714
18 & over	60,125
20 - 24	7,267
25 - 34	12,679
35 - 49	13,813
50 - 64	14,305
65 & over	9,243

Population by Ethnicity

Hispanic or Latino	5,587
Non Hispanic or Latino	77,252

Population by Race

White	74,401
African American	625
Asian	1,079
American Indian and Alaska Native	2,619
Native Hawaiian and Pacific Islander	188
Other	1,721
Identified by two or more	2,206

ID - Bear Lake County

Population

Total Population	5,986
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Housing Status

(in housing units unless noted)

Total	3,914
Occupied	2,281
Owner-occupied	1,855
Population in owner-occupied (number of individuals)	4,909
Renter-occupied	426
Population in renter-occupied (number of individuals)	1,046
Households with individuals under 18	739
Vacant	1,633
Vacant: for rent	81
Vacant: for sale	92

Population by Sex/Age

Male	2,972
Female	3,014
Under 18	1,636
18 & over	4,350
20 - 24	246
25 - 34	636
35 - 49	984
50 - 64	1,249
65 & over	1,104

Population by Ethnicity

Hispanic or Latino	216
Non Hispanic or Latino	5,770

Population by Race

White	5,767
African American	6
Asian	22
American Indian and Alaska Native	29
Native Hawaiian and Pacific Islander	1
Other	97
Identified by two or more	64

ID - Bingham County

Population

Total Population	45,607
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Housing Status

(in housing units unless noted)

Total	16,141
Occupied	14,999
Owner-occupied	11,563
Population in owner-occupied (number of individuals)	35,452
Renter-occupied	3,436
Population in renter-occupied (number of individuals)	9,832
Households with individuals under 18	6,533
Vacant	1,142
Vacant: for rent	291
Vacant: for sale	174

Population by Sex/Age

Male	22,885
Female	22,722
Under 18	15,048
18 & over	30,559
20 - 24	2,589
25 - 34	5,793
35 - 49	7,962
50 - 64	7,763
65 & over	5,214

Population by Ethnicity

Hispanic or Latino	7,864
Non Hispanic or Latino	37,743

Population by Race

White	36,752
African American	105
Asian	285
American Indian and Alaska Native	2,970
Native Hawaiian and Pacific Islander	36
Other	4,480
Identified by two or more	979

ID - Bonneville County

Population

Total Population	104,234
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Housing Status

(in housing units unless noted)

Total	39,731
Occupied	36,629
Owner-occupied	26,336
Population in owner-occupied (number of individuals)	76,848
Renter-occupied	10,293
Population in renter-occupied (number of individuals)	26,214
Households with individuals under 18	14,786
Vacant	3,102
Vacant: for rent	1,073
Vacant: for sale	697

Population by Sex/Age

Male	51,996
Female	52,238
Under 18	32,794
18 & over	71,440
20 - 24	6,279
25 - 34	15,302
35 - 49	18,668
50 - 64	17,291
65 & over	11,343

Population by Ethnicity

Hispanic or Latino	11,912
Non Hispanic or Latino	92,322

Population by Race

White	94,411
African American	585
Asian	856
American Indian and Alaska Native	790
Native Hawaiian and Pacific Islander	86
Other	5,334
Identified by two or more	2,172

ID - Butte County

Population

Total Population	2,891
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Housing Status

(in housing units unless noted)

Total	1,354
Occupied	1,129
Owner-occupied	865
Population in owner-occupied (number of individuals)	2,289
Renter-occupied	264
Population in renter-occupied (number of individuals)	584
Households with individuals under 18	356
Vacant	225
Vacant: for rent	40
Vacant: for sale	19

Population by Sex/Age

Male	1,485
Female	1,406
Under 18	815
18 & over	2,076
20 - 24	109
25 - 34	284
35 - 49	468
50 - 64	654
65 & over	506

Population by Ethnicity

Hispanic or Latino	119
Non Hispanic or Latino	2,772

Population by Race

White	2,761
African American	6
Asian	5
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	5
Other	59
Identified by two or more	42

ID - Caribou County

Population

Total Population	6,963
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Housing Status

(in housing units unless noted)

Total	3,226
Occupied	2,606
Owner-occupied	2,067
Population in owner-occupied (number of individuals)	5,550
Renter-occupied	539
Population in renter-occupied (number of individuals)	1,334
Households with individuals under 18	912
Vacant	620
Vacant: for rent	94
Vacant: for sale	42

Population by Sex/Age

Male	3,509
Female	3,454
Under 18	2,016
18 & over	4,947
20 - 24	305
25 - 34	832
35 - 49	1,184
50 - 64	1,387
65 & over	1,103

Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	6,627

Population by Race

White	6,637
African American	4
Asian	15
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	15
Other	163
Identified by two or more	106

ID - Clark County

Population

Total Population	982
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Housing Status

(in housing units unless noted)

Total	531
Occupied	345
Owner-occupied	217
Population in owner-occupied (number of individuals)	598
Renter-occupied	128
Population in renter-occupied (number of individuals)	382
Households with individuals under 18	130
Vacant	186
Vacant: for rent	14
Vacant: for sale	5

Population by Sex/Age

Male	543
Female	439
Under 18	308
18 & over	674
20 - 24	65
25 - 34	123
35 - 49	179
50 - 64	160
65 & over	129

Population by Ethnicity

Hispanic or Latino	398
Non Hispanic or Latino	584

Population by Race

White	711
African American	7
Asian	5
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	0
Other	234
Identified by two or more	15

ID - Custer County

Population

Total Population	4,368
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Housing Status

(in housing units unless noted)

Total	3,103
Occupied	1,936
Owner-occupied	1,471
Population in owner-occupied (number of individuals)	3,269
Renter-occupied	465
Population in renter-occupied (number of individuals)	1,078
Households with individuals under 18	468
Vacant	1,167
Vacant: for rent	42
Vacant: for sale	45

Population by Sex/Age

Male	2,318
Female	2,050
Under 18	858
18 & over	3,510
20 - 24	152
25 - 34	428
35 - 49	837
50 - 64	1,203
65 & over	818

Population by Ethnicity

Hispanic or Latino	176
Non Hispanic or Latino	4,192

Population by Race

White	4,209
African American	8
Asian	10
American Indian and Alaska Native	27
Native Hawaiian and Pacific Islander	4
Other	66
Identified by two or more	44

ID - Fremont County

Population

Total Population	13,242
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Housing Status

(in housing units unless noted)

Total	8,531
Occupied	4,436
Owner-occupied	3,585
Population in owner-occupied (number of individuals)	10,336
Renter-occupied	851
Population in renter-occupied (number of individuals)	2,446
Households with individuals under 18	1,718
Vacant	4,095
Vacant: for rent	115
Vacant: for sale	117

Population by Sex/Age

Male	6,963
Female	6,279
Under 18	4,154
18 & over	9,088
20 - 24	687
25 - 34	1,679
35 - 49	2,243
50 - 64	2,300
65 & over	1,844

Population by Ethnicity

Hispanic or Latino	1,694
Non Hispanic or Latino	11,548

Population by Race

White	11,855
African American	46
Asian	29
American Indian and Alaska Native	93
Native Hawaiian and Pacific Islander	13
Other	1,007
Identified by two or more	199

ID - Jefferson County

Population

Total Population	26,140
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Housing Status

(in housing units unless noted)

Total	8,722
Occupied	8,146
Owner-occupied	6,774
Population in owner-occupied (number of individuals)	21,839
Renter-occupied	1,372
Population in renter-occupied (number of individuals)	4,190
Households with individuals under 18	3,882
Vacant	576
Vacant: for rent	91
Vacant: for sale	131

Population by Sex/Age

Male	13,114
Female	13,026
Under 18	9,287
18 & over	16,853
20 - 24	1,374
25 - 34	3,621
35 - 49	4,641
50 - 64	4,034
65 & over	2,504

Population by Ethnicity

Hispanic or Latino	2,641
Non Hispanic or Latino	23,499

Population by Race

White	23,844
African American	52
Asian	103
American Indian and Alaska Native	203
Native Hawaiian and Pacific Islander	23
Other	1,514
Identified by two or more	401

ID - Lemhi County

Population

Total Population	7,936
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Housing Status

(in housing units unless noted)

Total	4,729
Occupied	3,576
Owner-occupied	2,650
Population in owner-occupied (number of individuals)	5,828
Renter-occupied	926
Population in renter-occupied (number of individuals)	2,028
Households with individuals under 18	818
Vacant	1,153
Vacant: for rent	89
Vacant: for sale	71

Population by Sex/Age

Male	4,049
Female	3,887
Under 18	1,576
18 & over	6,360
20 - 24	287
25 - 34	672
35 - 49	1,329
50 - 64	2,176
65 & over	1,758

Population by Ethnicity

Hispanic or Latino	181
Non Hispanic or Latino	7,755

Population by Race

White	7,654
African American	18
Asian	30
American Indian and Alaska Native	57
Native Hawaiian and Pacific Islander	3
Other	44
Identified by two or more	130

ID - Madison County

Population

Total Population	37,536
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Housing Status

(in housing units unless noted)

Total	11,280
Occupied	10,611
Owner-occupied	5,119
Population in owner-occupied (number of individuals)	17,913
Renter-occupied	5,492
Population in renter-occupied (number of individuals)	18,587
Households with individuals under 18	4,113
Vacant	669
Vacant: for rent	220
Vacant: for sale	92

Population by Sex/Age

Male	18,186
Female	19,350
Under 18	9,748
18 & over	27,788
20 - 24	10,162
25 - 34	5,337
35 - 49	3,641
50 - 64	3,059
65 & over	2,092

Population by Ethnicity

Hispanic or Latino	2,218
Non Hispanic or Latino	35,318

Population by Race

White	35,235
African American	185
Asian	352
American Indian and Alaska Native	99
Native Hawaiian and Pacific Islander	55
Other	1,059
Identified by two or more	551

ID - Power County

Population

Total Population	7,817
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Housing Status

(in housing units unless noted)

Total	2,944
Occupied	2,641
Owner-occupied	1,962
Population in owner-occupied (number of individuals)	5,726
Renter-occupied	679
Population in renter-occupied (number of individuals)	2,044
Households with individuals under 18	1,076
Vacant	303
Vacant: for rent	58
Vacant: for sale	42

Population by Sex/Age

Male	4,025
Female	3,792
Under 18	2,414
18 & over	5,403
20 - 24	487
25 - 34	942
35 - 49	1,352
50 - 64	1,434
65 & over	947

Population by Ethnicity

Hispanic or Latino	2,328
Non Hispanic or Latino	5,489

Population by Race

White	5,867
African American	22
Asian	32
American Indian and Alaska Native	179
Native Hawaiian and Pacific Islander	7
Other	1,523
Identified by two or more	187

ID - Teton County

Population

Total Population	10,170
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Housing Status

(in housing units unless noted)

Total	5,478
Occupied	3,651
Owner-occupied	2,589
Population in owner-occupied (number of individuals)	7,271
Renter-occupied	1,062
Population in renter-occupied (number of individuals)	2,892
Households with individuals under 18	1,435
Vacant	1,827
Vacant: for rent	298
Vacant: for sale	262

Population by Sex/Age

Male	5,321
Female	4,849
Under 18	3,023
18 & over	7,147
20 - 24	484
25 - 34	1,741
35 - 49	2,462
50 - 64	1,612
65 & over	664

Population by Ethnicity

Hispanic or Latino	1,721
Non Hispanic or Latino	8,449

Population by Race

White	8,709
African American	25
Asian	48
American Indian and Alaska Native	35
Native Hawaiian and Pacific Islander	12
Other	1,193
Identified by two or more	148

WY - Teton County

Population

Total Population	21,294
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Housing Status

(in housing units unless noted)

Total	12,813
Occupied	8,973
Owner-occupied	5,083
Population in owner-occupied (number of individuals)	11,969
Renter-occupied	3,890
Population in renter-occupied (number of individuals)	9,054
Households with individuals under 18	2,288
Vacant	3,840
Vacant: for rent	614
Vacant: for sale	138

Population by Sex/Age

Male	11,191
Female	10,103
Under 18	4,076
18 & over	17,218
20 - 24	1,389
25 - 34	4,230
35 - 49	4,811
50 - 64	4,380
65 & over	2,098

Population by Ethnicity

Hispanic or Latino	3,191
Non Hispanic or Latino	18,103

Population by Race

White	18,821
African American	49
Asian	235
American Indian and Alaska Native	111
Native Hawaiian and Pacific Islander	15
Other	1,715
Identified by two or more	348