



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

RAPID CITY :::

BROADCAST TV MARKET AREA

Population

Total Population	216,942
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Housing Status

(in housing units unless noted)

Total	99,339
Occupied	86,888
Owner-occupied	58,907
Population in owner-occupied (number of individuals)	146,543
Renter-occupied	27,981
Population in renter-occupied (number of individuals)	64,734
Households with individuals under 18	26,867
Vacant	12,451
Vacant: for rent	2,445
Vacant: for sale	1,170

Population by Sex/Age

Male	108,788
Female	108,154
Under 18	53,724
18 & over	163,218
20 - 24	14,797
25 - 34	27,239
35 - 49	39,105
50 - 64	45,179
65 & over	30,905

Population by Ethnicity

Hispanic or Latino	6,921
Non Hispanic or Latino	210,021

Population by Race

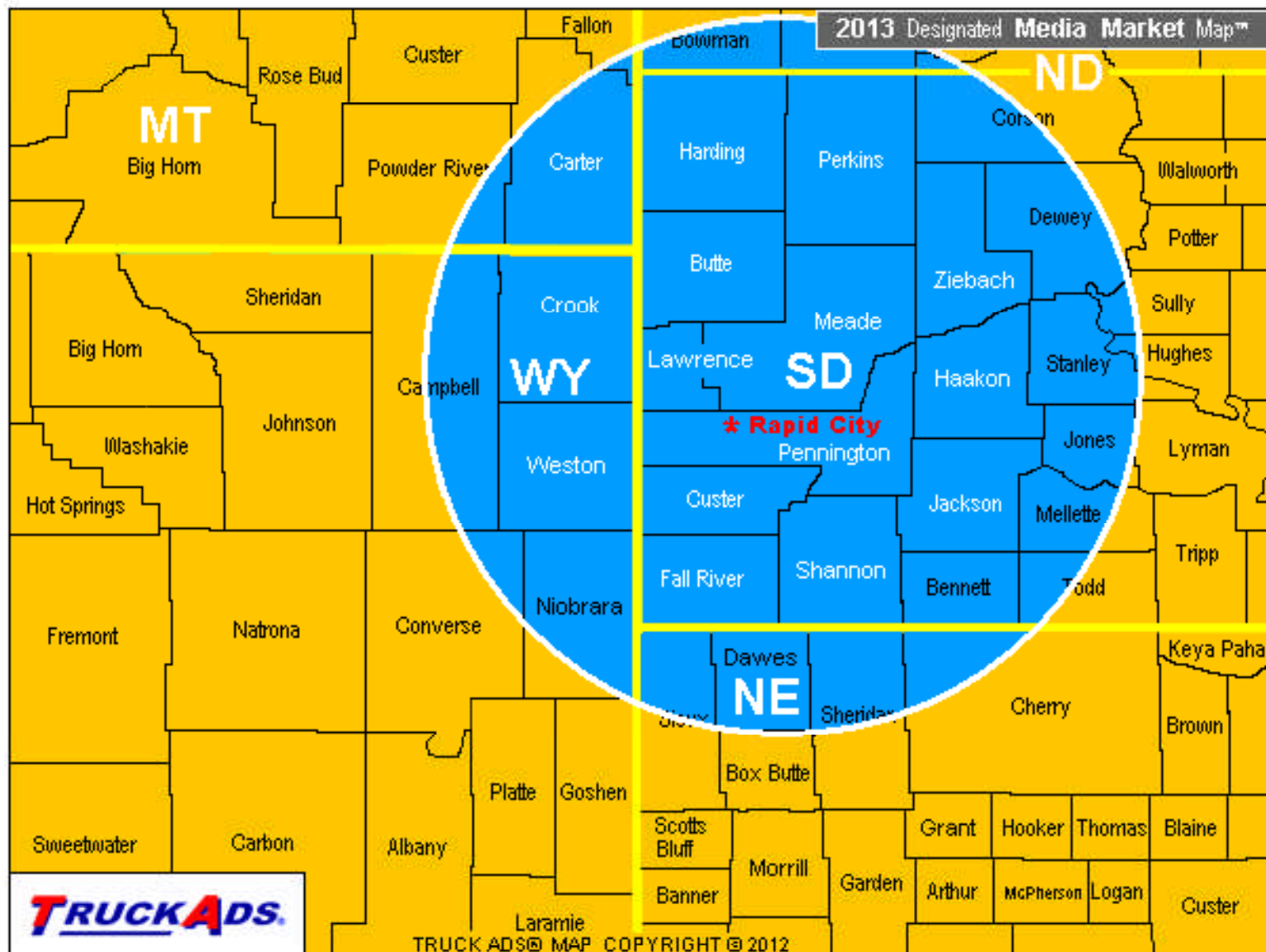
White	177,186
African American	1,604
Asian	1,514
American Indian and Alaska Native	28,718
Native Hawaiian and Pacific Islander	125
Other	1,429
Identified by two or more	6,366

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RAPID CITY :::

BROADCAST TV MARKET AREA



15 COUNTIES IN THIS DESIGNATED MARKET

SOUTH DAKOTA: Butte, SD ~ Custer, SD ~ Fall River, SD ~ Haakon, SD ~ Harding, SD ~ Jackson, SD ~ Lawrence, SD ~ Meade, SD ~ Pennington, SD ~ Perkins, SD ~ Shannon, SD ~ Ziebach, SD ~ **WYOMING:** Crook, WY ~ Weston, WY ~ **MONTANA:** Carter, MT

SD - Butte County

Population

Total Population	10,110
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Housing Status

(in housing units unless noted)

Total	4,621
Occupied	4,160
Owner-occupied	3,016
Population in owner-occupied (number of individuals)	7,424
Renter-occupied	1,144
Population in renter-occupied (number of individuals)	2,575
Households with individuals under 18	1,270
Vacant	461
Vacant: for rent	152
Vacant: for sale	50

Population by Sex/Age

Male	5,086
Female	5,024
Under 18	2,527
18 & over	7,583
20 - 24	521
25 - 34	1,140
35 - 49	1,792
50 - 64	2,285
65 & over	1,591

Population by Ethnicity

Hispanic or Latino	306
Non Hispanic or Latino	9,804

Population by Race

White	9,526
African American	22
Asian	22
American Indian and Alaska Native	189
Native Hawaiian and Pacific Islander	8
Other	82
Identified by two or more	261

SD - Custer County

Population

Total Population	8,216
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Housing Status

(in housing units unless noted)

Total	4,628
Occupied	3,636
Owner-occupied	2,837
Population in owner-occupied (number of individuals)	6,342
Renter-occupied	799
Population in renter-occupied (number of individuals)	1,619
Households with individuals under 18	788
Vacant	992
Vacant: for rent	111
Vacant: for sale	80

Population by Sex/Age

Male	4,150
Female	4,066
Under 18	1,630
18 & over	6,586
20 - 24	245
25 - 34	704
35 - 49	1,360
50 - 64	2,394
65 & over	1,766

Population by Ethnicity

Hispanic or Latino	182
Non Hispanic or Latino	8,034

Population by Race

White	7,737
African American	15
Asian	29
American Indian and Alaska Native	240
Native Hawaiian and Pacific Islander	2
Other	30
Identified by two or more	163

SD - Fall River County

Population

Total Population	7,094
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Housing Status

(in housing units unless noted)

Total	4,191
Occupied	3,272
Owner-occupied	2,273
Population in owner-occupied (number of individuals)	4,955
Renter-occupied	999
Population in renter-occupied (number of individuals)	1,904
Households with individuals under 18	669
Vacant	919
Vacant: for rent	110
Vacant: for sale	62

Population by Sex/Age

Male	3,603
Female	3,491
Under 18	1,334
18 & over	5,760
20 - 24	251
25 - 34	601
35 - 49	1,170
50 - 64	1,968
65 & over	1,638

Population by Ethnicity

Hispanic or Latino	159
Non Hispanic or Latino	6,935

Population by Race

White	6,287
African American	49
Asian	26
American Indian and Alaska Native	502
Native Hawaiian and Pacific Islander	3
Other	24
Identified by two or more	203

SD - Haakon County

Population

Total Population	1,937
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Housing Status

(in housing units unless noted)

Total	1,013
Occupied	850
Owner-occupied	652
Population in owner-occupied (number of individuals)	1,512
Renter-occupied	198
Population in renter-occupied (number of individuals)	389
Households with individuals under 18	202
Vacant	163
Vacant: for rent	31
Vacant: for sale	9

Population by Sex/Age

Male	980
Female	957
Under 18	431
18 & over	1,506
20 - 24	49
25 - 34	200
35 - 49	300
50 - 64	505
65 & over	421

Population by Ethnicity

Hispanic or Latino	17
Non Hispanic or Latino	1,920

Population by Race

White	1,834
African American	3
Asian	8
American Indian and Alaska Native	37
Native Hawaiian and Pacific Islander	1
Other	4
Identified by two or more	50

SD - Harding County

Population

Total Population	1,255
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Housing Status

(in housing units unless noted)

Total	731
Occupied	539
Owner-occupied	396
Population in owner-occupied (number of individuals)	912
Renter-occupied	143
Population in renter-occupied (number of individuals)	314
Households with individuals under 18	140
Vacant	192
Vacant: for rent	9
Vacant: for sale	4

Population by Sex/Age

Male	659
Female	596
Under 18	292
18 & over	963
20 - 24	45
25 - 34	127
35 - 49	241
50 - 64	330
65 & over	182

Population by Ethnicity

Hispanic or Latino	20
Non Hispanic or Latino	1,235

Population by Race

White	1,204
African American	1
Asian	1
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	0
Other	9
Identified by two or more	21

SD - Jackson County

Population

Total Population	3,031
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Housing Status

(in housing units unless noted)

Total	1,193
Occupied	996
Owner-occupied	658
Population in owner-occupied (number of individuals)	1,705
Renter-occupied	338
Population in renter-occupied (number of individuals)	1,284
Households with individuals under 18	400
Vacant	197
Vacant: for rent	31
Vacant: for sale	3

Population by Sex/Age

Male	1,527
Female	1,504
Under 18	997
18 & over	2,034
20 - 24	206
25 - 34	345
35 - 49	491
50 - 64	510
65 & over	407

Population by Ethnicity

Hispanic or Latino	38
Non Hispanic or Latino	2,993

Population by Race

White	1,295
African American	6
Asian	1
American Indian and Alaska Native	1,575
Native Hawaiian and Pacific Islander	1
Other	7
Identified by two or more	146

SD - Lawrence County

Population

Total Population	24,097
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Housing Status

(in housing units unless noted)

Total	12,756
Occupied	10,536
Owner-occupied	6,772
Population in owner-occupied (number of individuals)	15,985
Renter-occupied	3,764
Population in renter-occupied (number of individuals)	7,041
Households with individuals under 18	2,531
Vacant	2,220
Vacant: for rent	358
Vacant: for sale	171

Population by Sex/Age

Male	11,935
Female	12,162
Under 18	4,720
18 & over	19,377
20 - 24	2,208
25 - 34	2,754
35 - 49	4,014
50 - 64	5,410
65 & over	3,993

Population by Ethnicity

Hispanic or Latino	612
Non Hispanic or Latino	23,485

Population by Race

White	22,747
African American	91
Asian	158
American Indian and Alaska Native	490
Native Hawaiian and Pacific Islander	6
Other	118
Identified by two or more	487

SD - Meade County

Population

Total Population	25,434
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Housing Status

(in housing units unless noted)

Total	11,000
Occupied	9,903
Owner-occupied	7,339
Population in owner-occupied (number of individuals)	18,539
Renter-occupied	2,564
Population in renter-occupied (number of individuals)	6,098
Households with individuals under 18	3,360
Vacant	1,097
Vacant: for rent	367
Vacant: for sale	101

Population by Sex/Age

Male	12,961
Female	12,473
Under 18	6,415
18 & over	19,019
20 - 24	1,942
25 - 34	3,359
35 - 49	4,726
50 - 64	5,267
65 & over	3,038

Population by Ethnicity

Hispanic or Latino	773
Non Hispanic or Latino	24,661

Population by Race

White	23,405
African American	319
Asian	165
American Indian and Alaska Native	597
Native Hawaiian and Pacific Islander	19
Other	196
Identified by two or more	733

SD - Pennington County

Population

Total Population	100,948
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Housing Status

(in housing units unless noted)

Total	44,949
Occupied	41,251
Owner-occupied	26,792
Population in owner-occupied (number of individuals)	66,776
Renter-occupied	14,459
Population in renter-occupied (number of individuals)	31,597
Households with individuals under 18	13,001
Vacant	3,698
Vacant: for rent	1,005
Vacant: for sale	554

Population by Sex/Age

Male	50,306
Female	50,642
Under 18	24,837
18 & over	76,111
20 - 24	7,026
25 - 34	13,933
35 - 49	18,831
50 - 64	20,096
65 & over	13,617

Population by Ethnicity

Hispanic or Latino	4,044
Non Hispanic or Latino	96,904

Population by Race

White	84,350
African American	1,050
Asian	1,052
American Indian and Alaska Native	9,748
Native Hawaiian and Pacific Islander	80
Other	813
Identified by two or more	3,855

SD - Perkins County

Population

Total Population	2,982
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Housing Status

(in housing units unless noted)

Total	1,739
Occupied	1,291
Owner-occupied	966
Population in owner-occupied (number of individuals)	2,326
Renter-occupied	325
Population in renter-occupied (number of individuals)	591
Households with individuals under 18	310
Vacant	448
Vacant: for rent	37
Vacant: for sale	25

Population by Sex/Age

Male	1,498
Female	1,484
Under 18	639
18 & over	2,343
20 - 24	88
25 - 34	291
35 - 49	485
50 - 64	735
65 & over	690

Population by Ethnicity

Hispanic or Latino	20
Non Hispanic or Latino	2,962

Population by Race

White	2,890
African American	2
Asian	4
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	0
Other	14
Identified by two or more	34

SD - Shannon County

Population

Total Population	13,586
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Housing Status

(in housing units unless noted)

Total	3,593
Occupied	3,144
Owner-occupied	1,707
Population in owner-occupied (number of individuals)	6,735
Renter-occupied	1,437
Population in renter-occupied (number of individuals)	6,760
Households with individuals under 18	2,021
Vacant	449
Vacant: for rent	64
Vacant: for sale	4

Population by Sex/Age

Male	6,701
Female	6,885
Under 18	5,342
18 & over	8,244
20 - 24	1,263
25 - 34	1,682
35 - 49	2,296
50 - 64	1,619
65 & over	799

Population by Ethnicity

Hispanic or Latino	298
Non Hispanic or Latino	13,288

Population by Race

White	397
African American	4
Asian	14
American Indian and Alaska Native	13,036
Native Hawaiian and Pacific Islander	2
Other	16
Identified by two or more	117

SD - Ziebach County

Population

Total Population	2,801
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Housing Status

(in housing units unless noted)

Total	987
Occupied	836
Owner-occupied	435
Population in owner-occupied (number of individuals)	1,302
Renter-occupied	401
Population in renter-occupied (number of individuals)	1,499
Households with individuals under 18	449
Vacant	151
Vacant: for rent	26
Vacant: for sale	2

Population by Sex/Age

Male	1,358
Female	1,443
Under 18	1,095
18 & over	1,706
20 - 24	186
25 - 34	368
35 - 49	476
50 - 64	377
65 & over	195

Population by Ethnicity

Hispanic or Latino	87
Non Hispanic or Latino	2,714

Population by Race

White	610
African American	6
Asian	2
American Indian and Alaska Native	2,097
Native Hawaiian and Pacific Islander	0
Other	3
Identified by two or more	83

WY - Crook County

Population

Total Population	7,083
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Housing Status

(in housing units unless noted)

Total	3,595
Occupied	2,921
Owner-occupied	2,317
Population in owner-occupied (number of individuals)	5,657
Renter-occupied	604
Population in renter-occupied (number of individuals)	1,392
Households with individuals under 18	829
Vacant	674
Vacant: for rent	54
Vacant: for sale	38

Population by Sex/Age

Male	3,648
Female	3,435
Under 18	1,689
18 & over	5,394
20 - 24	305
25 - 34	756
35 - 49	1,338
50 - 64	1,695
65 & over	1,150

Population by Ethnicity

Hispanic or Latino	141
Non Hispanic or Latino	6,942

Population by Race

White	6,884
African American	14
Asian	11
American Indian and Alaska Native	48
Native Hawaiian and Pacific Islander	0
Other	43
Identified by two or more	83

WY - Weston County

Population

Total Population	7,208
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Housing Status

(in housing units unless noted)

Total	3,533
Occupied	3,021
Owner-occupied	2,349
Population in owner-occupied (number of individuals)	5,506
Renter-occupied	672
Population in renter-occupied (number of individuals)	1,389
Households with individuals under 18	788
Vacant	512
Vacant: for rent	78
Vacant: for sale	64

Population by Sex/Age

Male	3,790
Female	3,418
Under 18	1,573
18 & over	5,635
20 - 24	405
25 - 34	884
35 - 49	1,385
50 - 64	1,674
65 & over	1,149

Population by Ethnicity

Hispanic or Latino	216
Non Hispanic or Latino	6,992

Population by Race

White	6,885
African American	21
Asian	20
American Indian and Alaska Native	91
Native Hawaiian and Pacific Islander	3
Other	67
Identified by two or more	121

MT - Carter County

Population

Total Population	1,160
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Housing Status

(in housing units unless noted)

Total	810
Occupied	532
Owner-occupied	398
Population in owner-occupied (number of individuals)	867
Renter-occupied	134
Population in renter-occupied (number of individuals)	282
Households with individuals under 18	109
Vacant	278
Vacant: for rent	12
Vacant: for sale	3

Population by Sex/Age

Male	586
Female	574
Under 18	203
18 & over	957
20 - 24	57
25 - 34	95
35 - 49	200
50 - 64	314
65 & over	269

Population by Ethnicity

Hispanic or Latino	8
Non Hispanic or Latino	1,152

Population by Race

White	1,135
African American	1
Asian	1
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	0
Other	3
Identified by two or more	9