



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

TWIN FALLS :::

BROADCAST TV MARKET AREA

Population

Total Population	185,790
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Housing Status

(in housing units unless noted)

Total	79,160
Occupied	67,682
Owner-occupied	45,967
Population in owner-occupied (number of individuals)	124,074
Renter-occupied	21,715
Population in renter-occupied (number of individuals)	59,823
Households with individuals under 18	25,064
Vacant	11,478
Vacant: for rent	2,180
Vacant: for sale	1,388

Population by Sex/Age

Male	93,468
Female	92,322
Under 18	53,277
18 & over	132,513
20 - 24	11,223
25 - 34	24,138
35 - 49	33,681
50 - 64	33,600
65 & over	24,691

Population by Ethnicity

Hispanic or Latino	39,883
Non Hispanic or Latino	145,907

Population by Race

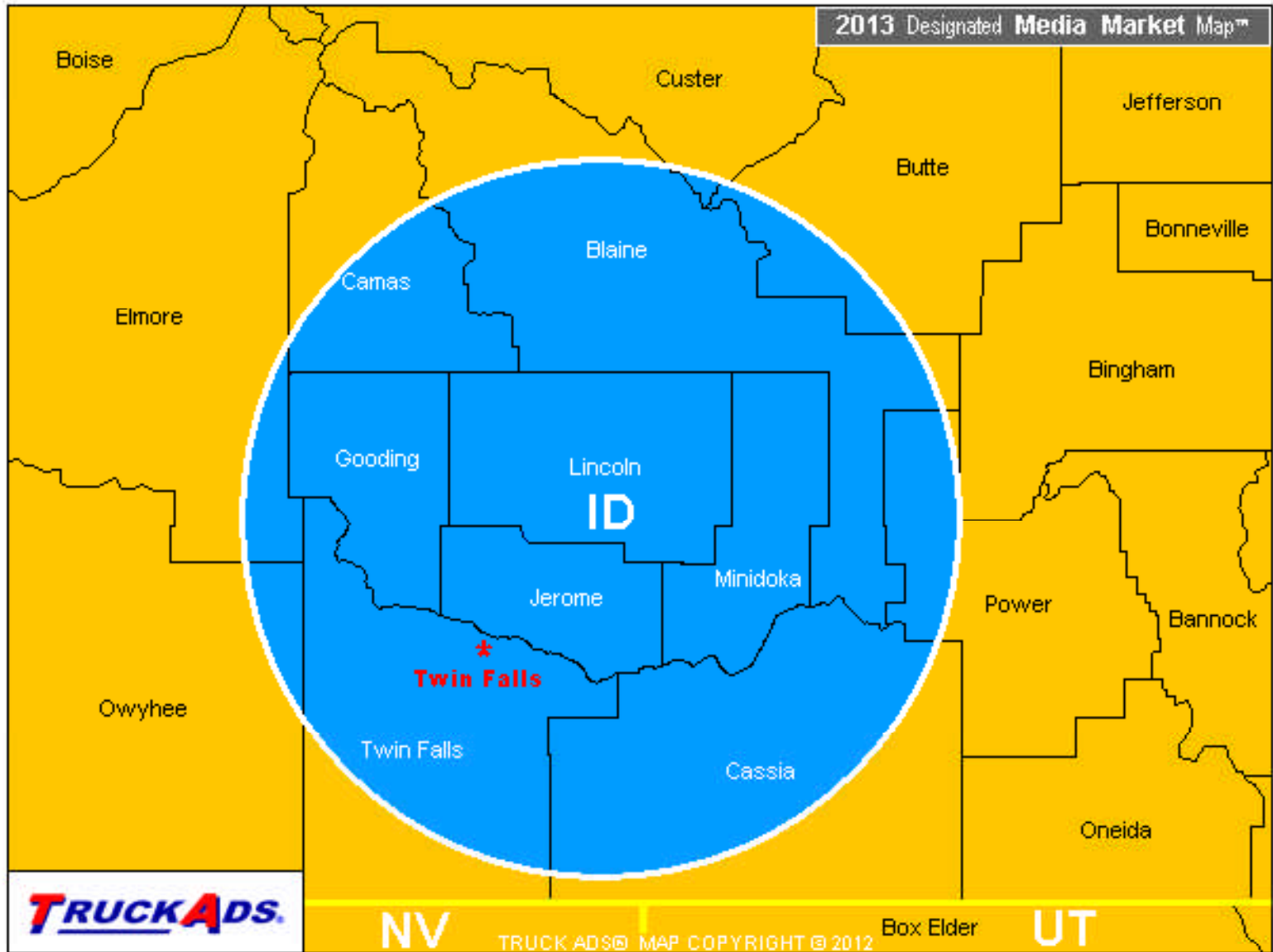
White	157,329
African American	643
Asian	1,470
American Indian and Alaska Native	1,630
Native Hawaiian and Pacific Islander	147
Other	20,465
Identified by two or more	4,106

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TWIN FALLS :::

BROADCAST TV MARKET AREA



8 COUNTIES IN THIS DESIGNATED MARKET

IDAHO: Blaine, ID ~ Camas, ID ~ Cassia, ID ~ Gooding, ID ~ Jerome, ID ~ Lincoln, ID ~ Minidoka, ID ~ Twin Falls, ID

ID - Blaine County

Population

Total Population	21,376
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Housing Status

(in housing units unless noted)

Total	15,050
Occupied	8,823
Owner-occupied	5,939
Population in owner-occupied (number of individuals)	14,048
Renter-occupied	2,884
Population in renter-occupied (number of individuals)	7,070
Households with individuals under 18	2,828
Vacant	6,227
Vacant: for rent	642
Vacant: for sale	432

Population by Sex/Age

Male	10,886
Female	10,490
Under 18	5,203
18 & over	16,173
20 - 24	903
25 - 34	2,658
35 - 49	4,706
50 - 64	5,072
65 & over	2,476

Population by Ethnicity

Hispanic or Latino	4,272
Non Hispanic or Latino	17,104

Population by Race

White	18,157
African American	39
Asian	183
American Indian and Alaska Native	125
Native Hawaiian and Pacific Islander	16
Other	2,530
Identified by two or more	326

ID - Camas County

Population

Total Population	1,117
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Housing Status

(in housing units unless noted)

Total	831
Occupied	487
Owner-occupied	374
Population in owner-occupied (number of individuals)	852
Renter-occupied	113
Population in renter-occupied (number of individuals)	265
Households with individuals under 18	137
Vacant	344
Vacant: for rent	12
Vacant: for sale	21

Population by Sex/Age

Male	582
Female	535
Under 18	240
18 & over	877
20 - 24	37
25 - 34	144
35 - 49	227
50 - 64	273
65 & over	178

Population by Ethnicity

Hispanic or Latino	75
Non Hispanic or Latino	1,042

Population by Race

White	1,051
African American	3
Asian	1
American Indian and Alaska Native	6
Native Hawaiian and Pacific Islander	0
Other	20
Identified by two or more	36

ID - Cassia County

Population

Total Population	22,952
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Housing Status

(in housing units unless noted)

Total	8,372
Occupied	7,666
Owner-occupied	5,327
Population in owner-occupied (number of individuals)	15,964
Renter-occupied	2,339
Population in renter-occupied (number of individuals)	6,702
Households with individuals under 18	3,213
Vacant	706
Vacant: for rent	191
Vacant: for sale	70

Population by Sex/Age

Male	11,612
Female	11,340
Under 18	7,587
18 & over	15,365
20 - 24	1,245
25 - 34	2,777
35 - 49	3,952
50 - 64	3,747
65 & over	2,954

Population by Ethnicity

Hispanic or Latino	5,724
Non Hispanic or Latino	17,228

Population by Race

White	18,781
African American	64
Asian	108
American Indian and Alaska Native	178
Native Hawaiian and Pacific Islander	16
Other	3,266
Identified by two or more	539

ID - Gooding County

Population

Total Population	15,464
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Housing Status

(in housing units unless noted)

Total	6,093
Occupied	5,531
Owner-occupied	3,654
Population in owner-occupied (number of individuals)	9,819
Renter-occupied	1,877
Population in renter-occupied (number of individuals)	5,593
Households with individuals under 18	2,069
Vacant	562
Vacant: for rent	169
Vacant: for sale	101

Population by Sex/Age

Male	7,999
Female	7,465
Under 18	4,563
18 & over	10,901
20 - 24	906
25 - 34	1,938
35 - 49	2,726
50 - 64	2,559
65 & over	2,328

Population by Ethnicity

Hispanic or Latino	4,344
Non Hispanic or Latino	11,120

Population by Race

White	12,481
African American	37
Asian	72
American Indian and Alaska Native	127
Native Hawaiian and Pacific Islander	11
Other	2,368
Identified by two or more	368

ID - Jerome County

Population

Total Population	22,374
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Housing Status

(in housing units unless noted)

Total	8,101
Occupied	7,540
Owner-occupied	5,002
Population in owner-occupied (number of individuals)	14,384
Renter-occupied	2,538
Population in renter-occupied (number of individuals)	7,884
Households with individuals under 18	3,204
Vacant	561
Vacant: for rent	168
Vacant: for sale	116

Population by Sex/Age

Male	11,429
Female	10,945
Under 18	6,948
18 & over	15,426
20 - 24	1,449
25 - 34	3,078
35 - 49	4,037
50 - 64	3,691
65 & over	2,507

Population by Ethnicity

Hispanic or Latino	6,929
Non Hispanic or Latino	15,445

Population by Race

White	17,904
African American	62
Asian	76
American Indian and Alaska Native	302
Native Hawaiian and Pacific Islander	17
Other	3,532
Identified by two or more	481

ID - Lincoln County

Population

Total Population	5,208
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Housing Status

(in housing units unless noted)

Total	1,976
Occupied	1,705
Owner-occupied	1,215
Population in owner-occupied (number of individuals)	3,587
Renter-occupied	490
Population in renter-occupied (number of individuals)	1,584
Households with individuals under 18	740
Vacant	271
Vacant: for rent	72
Vacant: for sale	43

Population by Sex/Age

Male	2,691
Female	2,517
Under 18	1,699
18 & over	3,509
20 - 24	293
25 - 34	706
35 - 49	933
50 - 64	873
65 & over	573

Population by Ethnicity

Hispanic or Latino	1,476
Non Hispanic or Latino	3,732

Population by Race

White	4,171
African American	19
Asian	20
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	3
Other	844
Identified by two or more	113

ID - Minidoka County

Population

Total Population	20,069
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Housing Status

(in housing units unless noted)

Total	7,665
Occupied	7,170
Owner-occupied	5,333
Population in owner-occupied (number of individuals)	14,715
Renter-occupied	1,837
Population in renter-occupied (number of individuals)	5,272
Households with individuals under 18	2,691
Vacant	495
Vacant: for rent	128
Vacant: for sale	90

Population by Sex/Age

Male	10,154
Female	9,915
Under 18	5,893
18 & over	14,176
20 - 24	1,111
25 - 34	2,387
35 - 49	3,400
50 - 64	3,735
65 & over	2,969

Population by Ethnicity

Hispanic or Latino	6,493
Non Hispanic or Latino	13,576

Population by Race

White	16,091
African American	77
Asian	88
American Indian and Alaska Native	248
Native Hawaiian and Pacific Islander	1
Other	3,076
Identified by two or more	488

ID - Twin Falls County

Population

Total Population	77,230
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Housing Status

(in housing units unless noted)

Total	31,072
Occupied	28,760
Owner-occupied	19,123
Population in owner-occupied (number of individuals)	50,705
Renter-occupied	9,637
Population in renter-occupied (number of individuals)	25,453
Households with individuals under 18	10,182
Vacant	2,312
Vacant: for rent	798
Vacant: for sale	515

Population by Sex/Age

Male	38,115
Female	39,115
Under 18	21,144
18 & over	56,086
20 - 24	5,279
25 - 34	10,450
35 - 49	13,700
50 - 64	13,650
65 & over	10,706

Population by Ethnicity

Hispanic or Latino	10,570
Non Hispanic or Latino	66,660

Population by Race

White	68,693
African American	342
Asian	922
American Indian and Alaska Native	606
Native Hawaiian and Pacific Islander	83
Other	4,829
Identified by two or more	1,755