



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

BUTTE BOZEMAN :::

BROADCAST TV MARKET AREA

Population

Total Population	164,433
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Housing Status

(in housing units unless noted)

Total	84,218
Occupied	69,003
Owner-occupied	45,289
Population in owner-occupied (number of individuals)	108,642
Renter-occupied	23,714
Population in renter-occupied (number of individuals)	49,845
Households with individuals under 18	18,228
Vacant	15,215
Vacant: for rent	2,391
Vacant: for sale	1,192

Population by Sex/Age

Male	84,763
Female	79,670
Under 18	34,054
18 & over	130,379
20 - 24	15,091
25 - 34	22,739
35 - 49	30,814
50 - 64	34,436
65 & over	21,401

Population by Ethnicity

Hispanic or Latino	4,786
Non Hispanic or Latino	159,647

Population by Race

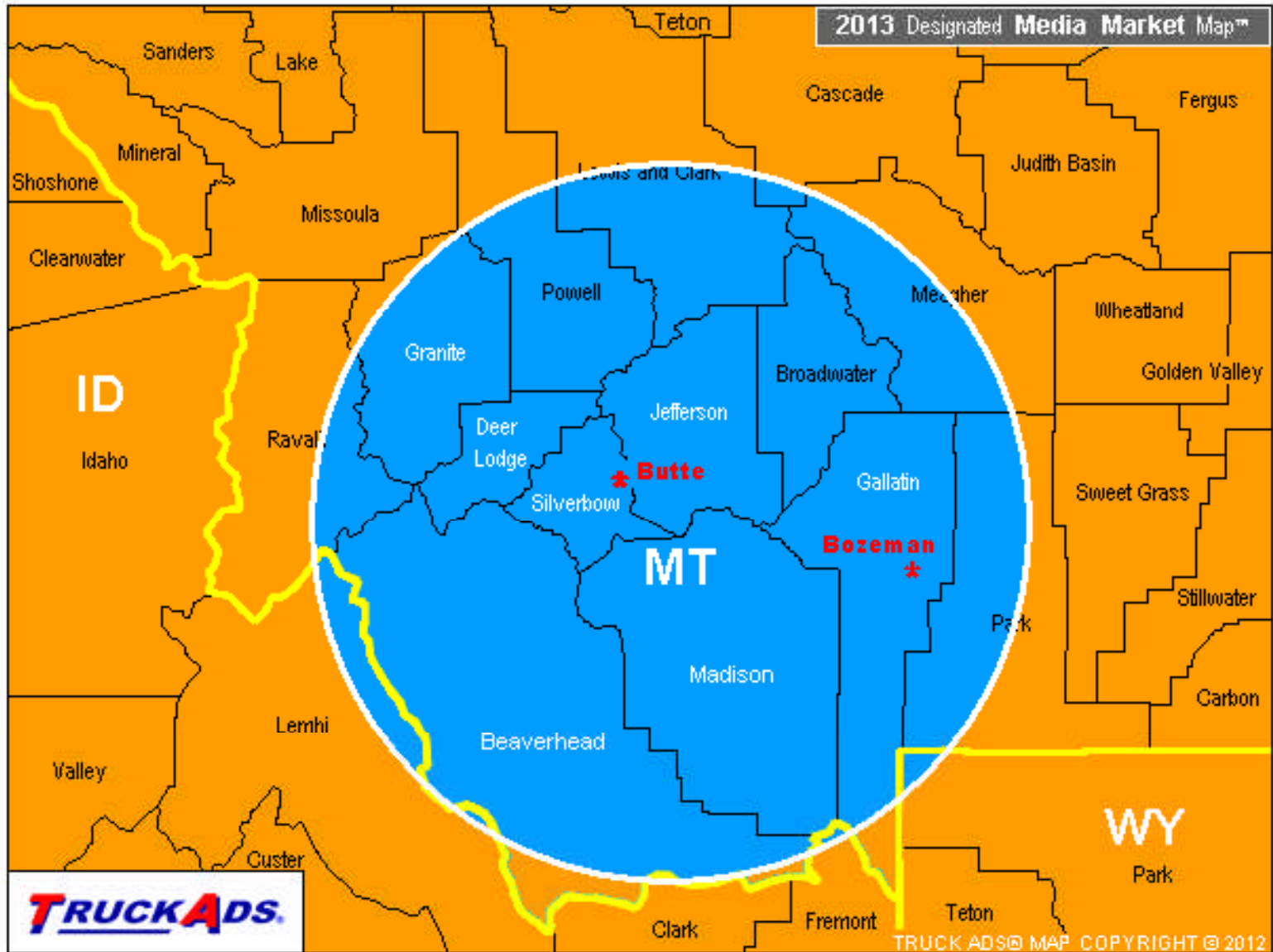
White	156,136
African American	495
Asian	1,326
American Indian and Alaska Native	2,062
Native Hawaiian and Pacific Islander	136
Other	1,105
Identified by two or more	3,173

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BROADCAST TV MARKET AREA



7 COUNTIES IN THIS DESIGNATED MARKET

MONTANA: Beaverhead, MT ~ Deer Lodge, MT ~ Gallatin, MT ~ Granite, MT ~ Jefferson, MT ~ Madison, MT ~ Silver Bow, MT

MT - Beaverhead County

Population

Total Population	9,246
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Housing Status

(in housing units unless noted)

Total	5,273
Occupied	4,014
Owner-occupied	2,589
Population in owner-occupied (number of individuals)	5,844
Renter-occupied	1,425
Population in renter-occupied (number of individuals)	2,958
Households with individuals under 18	957
Vacant	1,259
Vacant: for rent	97
Vacant: for sale	50

Population by Sex/Age

Male	4,731
Female	4,515
Under 18	1,860
18 & over	7,386
20 - 24	775
25 - 34	961
35 - 49	1,533
50 - 64	2,171
65 & over	1,565

Population by Ethnicity

Hispanic or Latino	338
Non Hispanic or Latino	8,908

Population by Race

White	8,765
African American	23
Asian	36
American Indian and Alaska Native	127
Native Hawaiian and Pacific Islander	38
Other	107
Identified by two or more	150

MT - Deer Lodge County

Population

Total Population	9,298
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Housing Status

(in housing units unless noted)

Total	5,122
Occupied	4,018
Owner-occupied	2,841
Population in owner-occupied (number of individuals)	6,182
Renter-occupied	1,177
Population in renter-occupied (number of individuals)	2,305
Households with individuals under 18	897
Vacant	1,104
Vacant: for rent	131
Vacant: for sale	68

Population by Sex/Age

Male	4,921
Female	4,377
Under 18	1,758
18 & over	7,540
20 - 24	504
25 - 34	903
35 - 49	1,760
50 - 64	2,313
65 & over	1,782

Population by Ethnicity

Hispanic or Latino	271
Non Hispanic or Latino	9,027

Population by Race

White	8,660
African American	38
Asian	29
American Indian and Alaska Native	285
Native Hawaiian and Pacific Islander	4
Other	48
Identified by two or more	234

MT - Gallatin County

Population

Total Population	89,513
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Housing Status

(in housing units unless noted)

Total	42,289
Occupied	36,550
Owner-occupied	22,285
Population in owner-occupied (number of individuals)	55,606
Renter-occupied	14,265
Population in renter-occupied (number of individuals)	30,647
Households with individuals under 18	10,158
Vacant	5,739
Vacant: for rent	1,403
Vacant: for sale	683

Population by Sex/Age

Male	46,462
Female	43,051
Under 18	18,733
18 & over	70,780
20 - 24	10,513
25 - 34	15,159
35 - 49	16,964
50 - 64	15,989
65 & over	8,470

Population by Ethnicity

Hispanic or Latino	2,470
Non Hispanic or Latino	87,043

Population by Race

White	85,084
African American	289
Asian	1,027
American Indian and Alaska Native	781
Native Hawaiian and Pacific Islander	68
Other	606
Identified by two or more	1,658

MT - Granite County

Population

Total Population	3,079
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Housing Status

(in housing units unless noted)

Total	2,822
Occupied	1,417
Owner-occupied	1,063
Population in owner-occupied (number of individuals)	2,291
Renter-occupied	354
Population in renter-occupied (number of individuals)	748
Households with individuals under 18	278
Vacant	1,405
Vacant: for rent	75
Vacant: for sale	42

Population by Sex/Age

Male	1,567
Female	1,512
Under 18	524
18 & over	2,555
20 - 24	71
25 - 34	246
35 - 49	521
50 - 64	912
65 & over	753

Population by Ethnicity

Hispanic or Latino	44
Non Hispanic or Latino	3,035

Population by Race

White	3,001
African American	3
Asian	3
American Indian and Alaska Native	13
Native Hawaiian and Pacific Islander	1
Other	6
Identified by two or more	52

MT - Jefferson County

Population

Total Population	11,406
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Housing Status

(in housing units unless noted)

Total	5,055
Occupied	4,512
Owner-occupied	3,779
Population in owner-occupied (number of individuals)	9,494
Renter-occupied	733
Population in renter-occupied (number of individuals)	1,682
Households with individuals under 18	1,298
Vacant	543
Vacant: for rent	85
Vacant: for sale	51

Population by Sex/Age

Male	5,814
Female	5,592
Under 18	2,631
18 & over	8,775
20 - 24	385
25 - 34	887
35 - 49	2,338
50 - 64	3,324
65 & over	1,605

Population by Ethnicity

Hispanic or Latino	224
Non Hispanic or Latino	11,182

Population by Race

White	10,889
African American	16
Asian	40
American Indian and Alaska Native	163
Native Hawaiian and Pacific Islander	2
Other	42
Identified by two or more	254

MT - Madison County

Population

Total Population	7,691
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Housing Status

(in housing units unless noted)

Total	6,940
Occupied	3,560
Owner-occupied	2,638
Population in owner-occupied (number of individuals)	5,615
Renter-occupied	922
Population in renter-occupied (number of individuals)	1,913
Households with individuals under 18	752
Vacant	3,380
Vacant: for rent	107
Vacant: for sale	88

Population by Sex/Age

Male	3,997
Female	3,694
Under 18	1,364
18 & over	6,327
20 - 24	289
25 - 34	725
35 - 49	1,367
50 - 64	2,207
65 & over	1,612

Population by Ethnicity

Hispanic or Latino	186
Non Hispanic or Latino	7,505

Population by Race

White	7,445
African American	15
Asian	26
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	0
Other	63
Identified by two or more	104

MT - Silver Bow County

Population

Total Population	34,200
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Housing Status

(in housing units unless noted)

Total	16,717
Occupied	14,932
Owner-occupied	10,094
Population in owner-occupied (number of individuals)	23,610
Renter-occupied	4,838
Population in renter-occupied (number of individuals)	9,592
Households with individuals under 18	3,888
Vacant	1,785
Vacant: for rent	493
Vacant: for sale	210

Population by Sex/Age

Male	17,271
Female	16,929
Under 18	7,184
18 & over	27,016
20 - 24	2,554
25 - 34	3,858
35 - 49	6,331
50 - 64	7,520
65 & over	5,614

Population by Ethnicity

Hispanic or Latino	1,253
Non Hispanic or Latino	32,947

Population by Race

White	32,292
African American	111
Asian	165
American Indian and Alaska Native	655
Native Hawaiian and Pacific Islander	23
Other	233
Identified by two or more	721