



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

GREAT FALLS :::

BROADCAST TV MARKET AREA

Population

Total Population	168,789
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Housing Status

(in housing units unless noted)

Total	79,236
Occupied	67,933
Owner-occupied	45,703
Population in owner-occupied (number of individuals)	110,874
Renter-occupied	22,230
Population in renter-occupied (number of individuals)	50,721
Households with individuals under 18	20,581
Vacant	11,303
Vacant: for rent	1,650
Vacant: for sale	721

Population by Sex/Age

Male	84,336
Female	84,453
Under 18	40,814
18 & over	127,975
20 - 24	10,770
25 - 34	19,832
35 - 49	30,510
50 - 64	35,420
65 & over	27,062

Population by Ethnicity

Hispanic or Latino	4,206
Non Hispanic or Latino	164,583

Population by Race

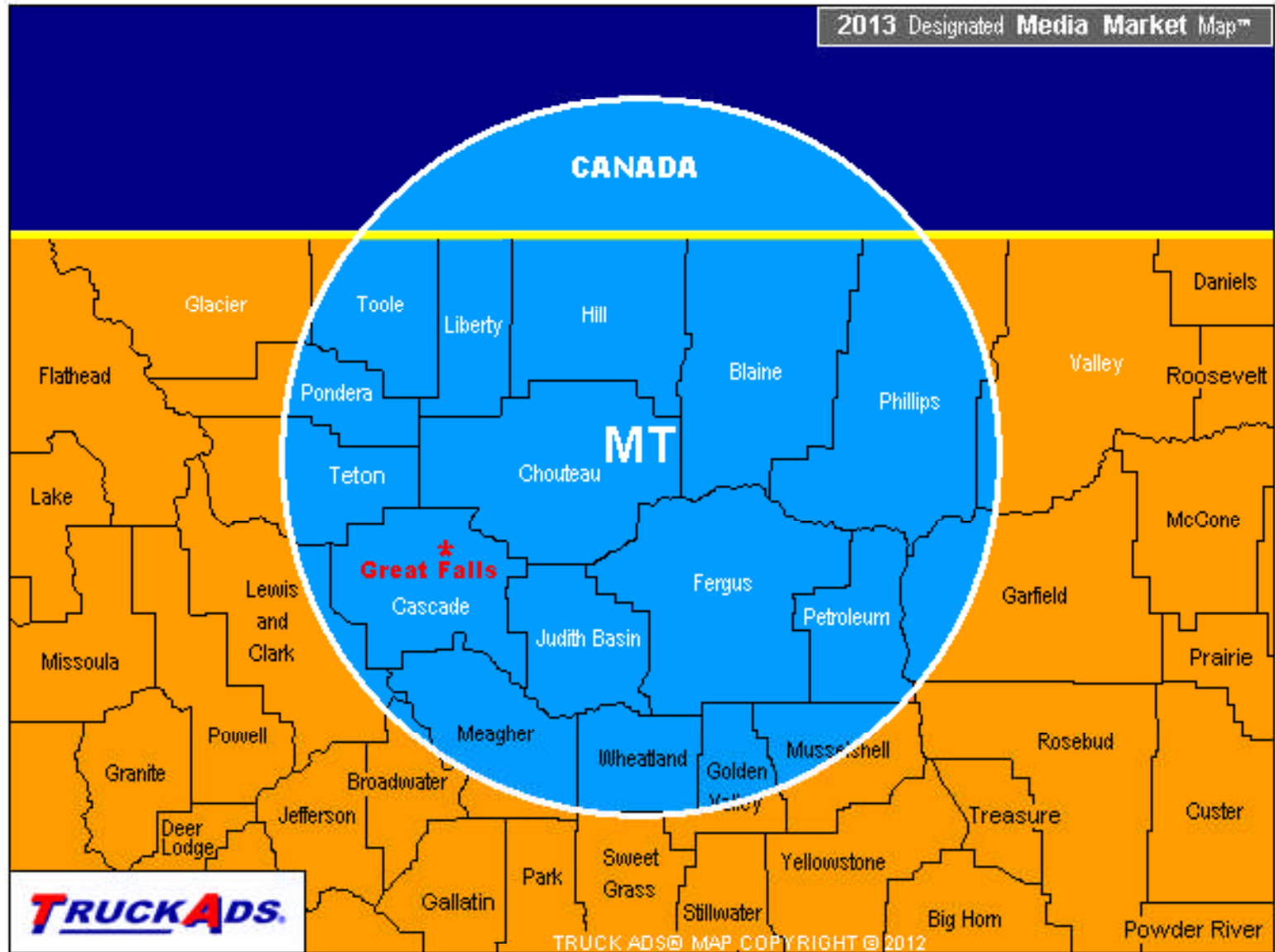
White	138,137
African American	1,172
Asian	927
American Indian and Alaska Native	22,713
Native Hawaiian and Pacific Islander	111
Other	747
Identified by two or more	4,982

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GREAT FALLS :::

BROADCAST TV MARKET AREA



14 COUNTIES IN THIS DESIGNATED MARKET

MONTANA: Blaine, MT ~ Cascade, MT ~ Chouteau, MT ~ Fergus, MT ~ Glacier, MT ~ Hill, MT ~ Judith Basin, MT ~ Liberty, MT ~ Petroleum, MT ~ Phillips, MT ~ Pondera, MT ~ Teton, MT ~ Toole, MT ~ Valley, MT

MT - Blaine County

Population

Total Population	6,491
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Housing Status

(in housing units unless noted)

Total	2,843
Occupied	2,357
Owner-occupied	1,463
Population in owner-occupied (number of individuals)	3,741
Renter-occupied	894
Population in renter-occupied (number of individuals)	2,530
Households with individuals under 18	923
Vacant	486
Vacant: for rent	71
Vacant: for sale	25

Population by Sex/Age

Male	3,248
Female	3,243
Under 18	1,949
18 & over	4,542
20 - 24	384
25 - 34	705
35 - 49	1,115
50 - 64	1,262
65 & over	877

Population by Ethnicity

Hispanic or Latino	115
Non Hispanic or Latino	6,376

Population by Race

White	3,130
African American	7
Asian	6
American Indian and Alaska Native	3,208
Native Hawaiian and Pacific Islander	1
Other	12
Identified by two or more	127

MT - Cascade County

Population

Total Population	81,327
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Housing Status

(in housing units unless noted)

Total	37,276
Occupied	33,809
Owner-occupied	22,290
Population in owner-occupied (number of individuals)	53,959
Renter-occupied	11,519
Population in renter-occupied (number of individuals)	24,806
Households with individuals under 18	10,063
Vacant	3,467
Vacant: for rent	756
Vacant: for sale	364

Population by Sex/Age

Male	40,568
Female	40,759
Under 18	18,630
18 & over	62,697
20 - 24	6,126
25 - 34	10,418
35 - 49	14,880
50 - 64	16,455
65 & over	12,690

Population by Ethnicity

Hispanic or Latino	2,711
Non Hispanic or Latino	78,616

Population by Race

White	72,584
African American	1,010
Asian	684
American Indian and Alaska Native	3,487
Native Hawaiian and Pacific Islander	89
Other	526
Identified by two or more	2,947

MT - Chouteau County

Population

Total Population	5,813
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Housing Status

(in housing units unless noted)

Total	2,879
Occupied	2,294
Owner-occupied	1,507
Population in owner-occupied (number of individuals)	3,474
Renter-occupied	787
Population in renter-occupied (number of individuals)	2,204
Households with individuals under 18	715
Vacant	585
Vacant: for rent	83
Vacant: for sale	34

Population by Sex/Age

Male	2,861
Female	2,952
Under 18	1,551
18 & over	4,262
20 - 24	288
25 - 34	557
35 - 49	976
50 - 64	1,292
65 & over	1,008

Population by Ethnicity

Hispanic or Latino	94
Non Hispanic or Latino	5,719

Population by Race

White	4,409
African American	3
Asian	21
American Indian and Alaska Native	1,267
Native Hawaiian and Pacific Islander	6
Other	16
Identified by two or more	91

MT - Fergus County

Population

Total Population	11,586
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Housing Status

(in housing units unless noted)

Total	5,836
Occupied	5,099
Owner-occupied	3,725
Population in owner-occupied (number of individuals)	8,317
Renter-occupied	1,374
Population in renter-occupied (number of individuals)	2,804
Households with individuals under 18	1,212
Vacant	737
Vacant: for rent	91
Vacant: for sale	58

Population by Sex/Age

Male	5,821
Female	5,765
Under 18	2,340
18 & over	9,246
20 - 24	450
25 - 34	1,149
35 - 49	2,037
50 - 64	2,908
65 & over	2,490

Population by Ethnicity

Hispanic or Latino	171
Non Hispanic or Latino	11,415

Population by Race

White	11,193
African American	25
Asian	27
American Indian and Alaska Native	143
Native Hawaiian and Pacific Islander	0
Other	22
Identified by two or more	176

MT - Glacier County

Population

Total Population	13,399
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Housing Status

(in housing units unless noted)

Total	5,348
Occupied	4,361
Owner-occupied	2,658
Population in owner-occupied (number of individuals)	7,498
Renter-occupied	1,703
Population in renter-occupied (number of individuals)	5,211
Households with individuals under 18	1,919
Vacant	987
Vacant: for rent	162
Vacant: for sale	29

Population by Sex/Age

Male	6,555
Female	6,844
Under 18	4,236
18 & over	9,163
20 - 24	911
25 - 34	1,599
35 - 49	2,425
50 - 64	2,387
65 & over	1,414

Population by Ethnicity

Hispanic or Latino	241
Non Hispanic or Latino	13,158

Population by Race

White	4,165
African American	17
Asian	26
American Indian and Alaska Native	8,795
Native Hawaiian and Pacific Islander	1
Other	23
Identified by two or more	372

MT - Hill County

Population

Total Population	16,096
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Housing Status

(in housing units unless noted)

Total	7,250
Occupied	6,275
Owner-occupied	4,137
Population in owner-occupied (number of individuals)	10,483
Renter-occupied	2,138
Population in renter-occupied (number of individuals)	5,020
Households with individuals under 18	2,042
Vacant	975
Vacant: for rent	196
Vacant: for sale	63

Population by Sex/Age

Male	8,122
Female	7,974
Under 18	4,310
18 & over	11,786
20 - 24	1,199
25 - 34	1,993
35 - 49	2,734
50 - 64	3,292
65 & over	2,038

Population by Ethnicity

Hispanic or Latino	373
Non Hispanic or Latino	15,723

Population by Race

White	11,896
African American	50
Asian	67
American Indian and Alaska Native	3,497
Native Hawaiian and Pacific Islander	7
Other	45
Identified by two or more	534

MT - Judith Basin County

Population

Total Population	2,072
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Housing Status

(in housing units unless noted)

Total	1,336
Occupied	924
Owner-occupied	704
Population in owner-occupied (number of individuals)	1,569
Renter-occupied	220
Population in renter-occupied (number of individuals)	503
Households with individuals under 18	222
Vacant	412
Vacant: for rent	25
Vacant: for sale	12

Population by Sex/Age

Male	1,075
Female	997
Under 18	427
18 & over	1,645
20 - 24	70
25 - 34	173
35 - 49	400
50 - 64	531
65 & over	431

Population by Ethnicity

Hispanic or Latino	24
Non Hispanic or Latino	2,048

Population by Race

White	2,036
African American	1
Asian	2
American Indian and Alaska Native	17
Native Hawaiian and Pacific Islander	0
Other	2
Identified by two or more	14

MT - Liberty County

Population

Total Population	2,339
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Housing Status

(in housing units unless noted)

Total	1,043
Occupied	822
Owner-occupied	553
Population in owner-occupied (number of individuals)	1,347
Renter-occupied	269
Population in renter-occupied (number of individuals)	589
Households with individuals under 18	195
Vacant	221
Vacant: for rent	11
Vacant: for sale	9

Population by Sex/Age

Male	1,125
Female	1,214
Under 18	514
18 & over	1,825
20 - 24	129
25 - 34	242
35 - 49	427
50 - 64	508
65 & over	462

Population by Ethnicity

Hispanic or Latino	8
Non Hispanic or Latino	2,331

Population by Race

White	2,296
African American	2
Asian	3
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	1
Other	5
Identified by two or more	27

MT - Petroleum County

Population

Total Population	494
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Housing Status

(in housing units unless noted)

Total	324
Occupied	225
Owner-occupied	163
Population in owner-occupied (number of individuals)	369
Renter-occupied	62
Population in renter-occupied (number of individuals)	125
Households with individuals under 18	63
Vacant	99
Vacant: for rent	8
Vacant: for sale	3

Population by Sex/Age

Male	267
Female	227
Under 18	113
18 & over	381
20 - 24	11
25 - 34	38
35 - 49	96
50 - 64	119
65 & over	103

Population by Ethnicity

Hispanic or Latino	5
Non Hispanic or Latino	489

Population by Race

White	488
African American	0
Asian	0
American Indian and Alaska Native	0
Native Hawaiian and Pacific Islander	0
Other	0
Identified by two or more	6

MT - Phillips County

Population

Total Population	4,253
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Housing Status

(in housing units unless noted)

Total	2,335
Occupied	1,819
Owner-occupied	1,342
Population in owner-occupied (number of individuals)	3,125
Renter-occupied	477
Population in renter-occupied (number of individuals)	1,001
Households with individuals under 18	502
Vacant	516
Vacant: for rent	34
Vacant: for sale	11

Population by Sex/Age

Male	2,097
Female	2,156
Under 18	984
18 & over	3,269
20 - 24	146
25 - 34	390
35 - 49	765
50 - 64	1,017
65 & over	863

Population by Ethnicity

Hispanic or Latino	81
Non Hispanic or Latino	4,172

Population by Race

White	3,702
African American	1
Asian	10
American Indian and Alaska Native	351
Native Hawaiian and Pacific Islander	1
Other	17
Identified by two or more	171

MT - Pondera County

Population

Total Population	6,153
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Housing Status

(in housing units unless noted)

Total	2,659
Occupied	2,285
Owner-occupied	1,620
Population in owner-occupied (number of individuals)	3,948
Renter-occupied	665
Population in renter-occupied (number of individuals)	1,560
Households with individuals under 18	686
Vacant	374
Vacant: for rent	48
Vacant: for sale	35

Population by Sex/Age

Male	2,972
Female	3,181
Under 18	1,536
18 & over	4,617
20 - 24	300
25 - 34	614
35 - 49	1,104
50 - 64	1,300
65 & over	1,161

Population by Ethnicity

Hispanic or Latino	87
Non Hispanic or Latino	6,066

Population by Race

White	5,086
African American	7
Asian	13
American Indian and Alaska Native	890
Native Hawaiian and Pacific Islander	0
Other	11
Identified by two or more	146

MT - Teton County

Population

Total Population	6,073
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Housing Status

(in housing units unless noted)

Total	2,892
Occupied	2,450
Owner-occupied	1,839
Population in owner-occupied (number of individuals)	4,328
Renter-occupied	611
Population in renter-occupied (number of individuals)	1,283
Households with individuals under 18	629
Vacant	442
Vacant: for rent	34
Vacant: for sale	27

Population by Sex/Age

Male	2,995
Female	3,078
Under 18	1,414
18 & over	4,659
20 - 24	210
25 - 34	563
35 - 49	1,116
50 - 64	1,377
65 & over	1,261

Population by Ethnicity

Hispanic or Latino	76
Non Hispanic or Latino	5,997

Population by Race

White	5,847
African American	3
Asian	8
American Indian and Alaska Native	88
Native Hawaiian and Pacific Islander	1
Other	13
Identified by two or more	113

MT - Toole County

Population

Total Population	5,324
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Housing Status

(in housing units unless noted)

Total	2,336
Occupied	2,015
Owner-occupied	1,352
Population in owner-occupied (number of individuals)	3,147
Renter-occupied	663
Population in renter-occupied (number of individuals)	1,411
Households with individuals under 18	550
Vacant	321
Vacant: for rent	50
Vacant: for sale	29

Population by Sex/Age

Male	2,966
Female	2,358
Under 18	1,103
18 & over	4,221
20 - 24	300
25 - 34	706
35 - 49	1,120
50 - 64	1,234
65 & over	739

Population by Ethnicity

Hispanic or Latino	129
Non Hispanic or Latino	5,195

Population by Race

White	4,896
African American	29
Asian	23
American Indian and Alaska Native	241
Native Hawaiian and Pacific Islander	1
Other	31
Identified by two or more	103

MT - Valley County

Population

Total Population	7,369
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Housing Status

(in housing units unless noted)

Total	4,879
Occupied	3,198
Owner-occupied	2,350
Population in owner-occupied (number of individuals)	5,569
Renter-occupied	848
Population in renter-occupied (number of individuals)	1,674
Households with individuals under 18	860
Vacant	1,681
Vacant: for rent	81
Vacant: for sale	22

Population by Sex/Age

Male	3,664
Female	3,705
Under 18	1,707
18 & over	5,662
20 - 24	246
25 - 34	685
35 - 49	1,315
50 - 64	1,738
65 & over	1,525

Population by Ethnicity

Hispanic or Latino	91
Non Hispanic or Latino	7,278

Population by Race

White	6,409
African American	17
Asian	37
American Indian and Alaska Native	724
Native Hawaiian and Pacific Islander	3
Other	24
Identified by two or more	155