



**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**

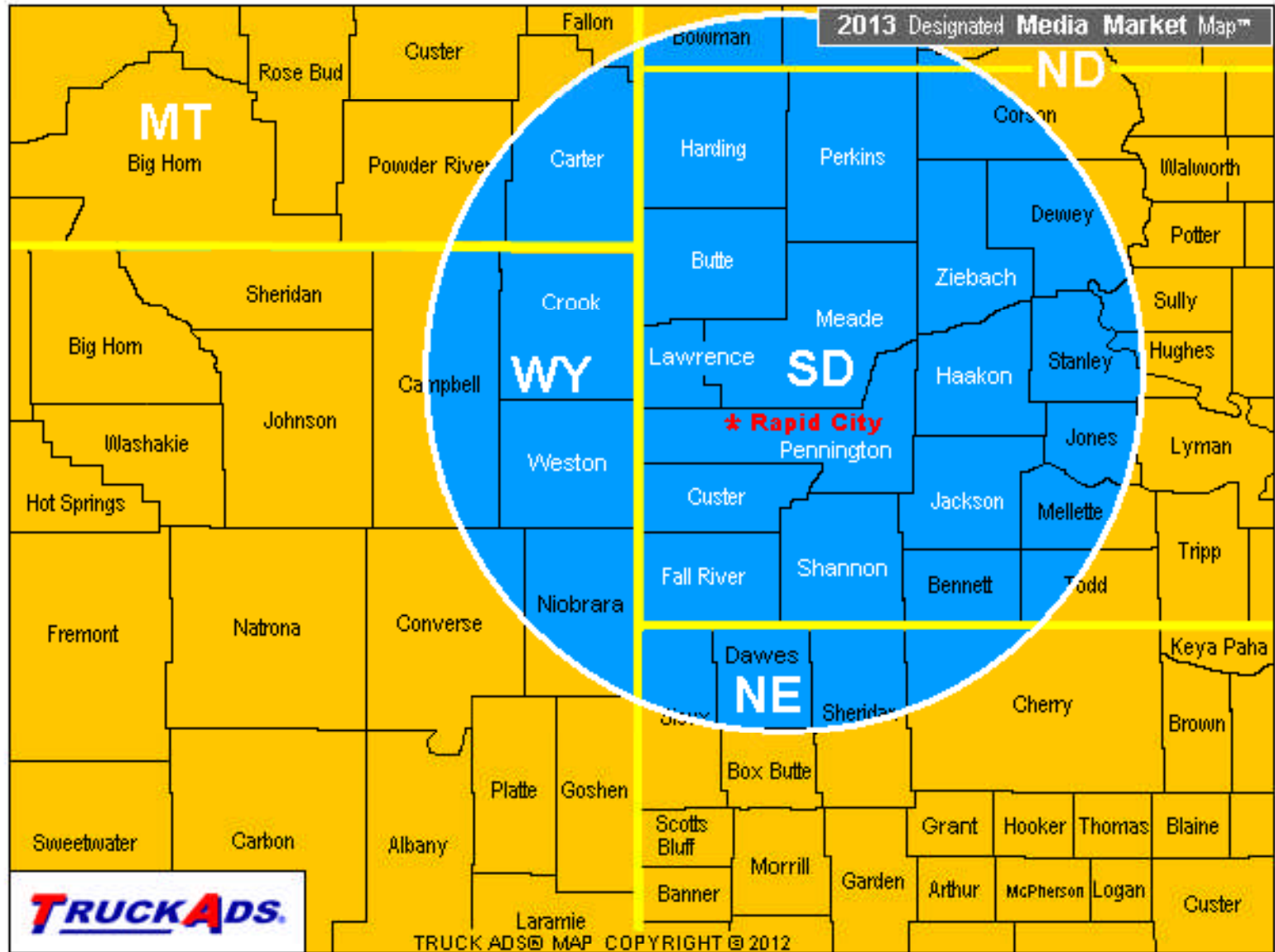
White	177,186
African American	1,604
Asian	1,514
American Indian and Alaska Native	28,718
Native Hawaiian and Pacific Islander	125
Other	1,429
Identified by two or more	6,366

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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