



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

**NORTH PLATTE :::**

**BROADCAST TV MARKET AREA**

**Population**

|                  |        |
|------------------|--------|
| Total Population | 38,326 |
|------------------|--------|

**Housing Status**

( in housing units unless noted )

|  |        |
|--|--------|
| Total  | 17,692 |
| Occupied   | 15,887 |
| Owner-occupied   | 10,759 |
| Population in owner-occupied<br>( number of individuals )  | 26,802 |
| Renter-occupied  | 5,128  |
| Population in renter-occupied<br>( number of individuals ) | 10,856 |
| Households with individuals under 18                       | 4,949  |
| Vacant   | 1,805  |
| Vacant: for rent   | 472    |
| Vacant: for sale   | 181    |

**Population by Sex/Age**

|           |        |
|-----------|--------|
| Male      | 18,945 |
| Female    | 19,381 |
| Under 18  | 9,585  |
| 18 & over | 28,741 |
| 20 - 24   | 1,982  |
| 25 - 34   | 4,618  |
| 35 - 49   | 7,045  |
| 50 - 64   | 8,071  |
| 65 & over | 6,077  |

**Population by Ethnicity**

|                        |        |
|------------------------|--------|
| Hispanic or Latino     | 2,625  |
| Non Hispanic or Latino | 35,701 |

**Population by Race**

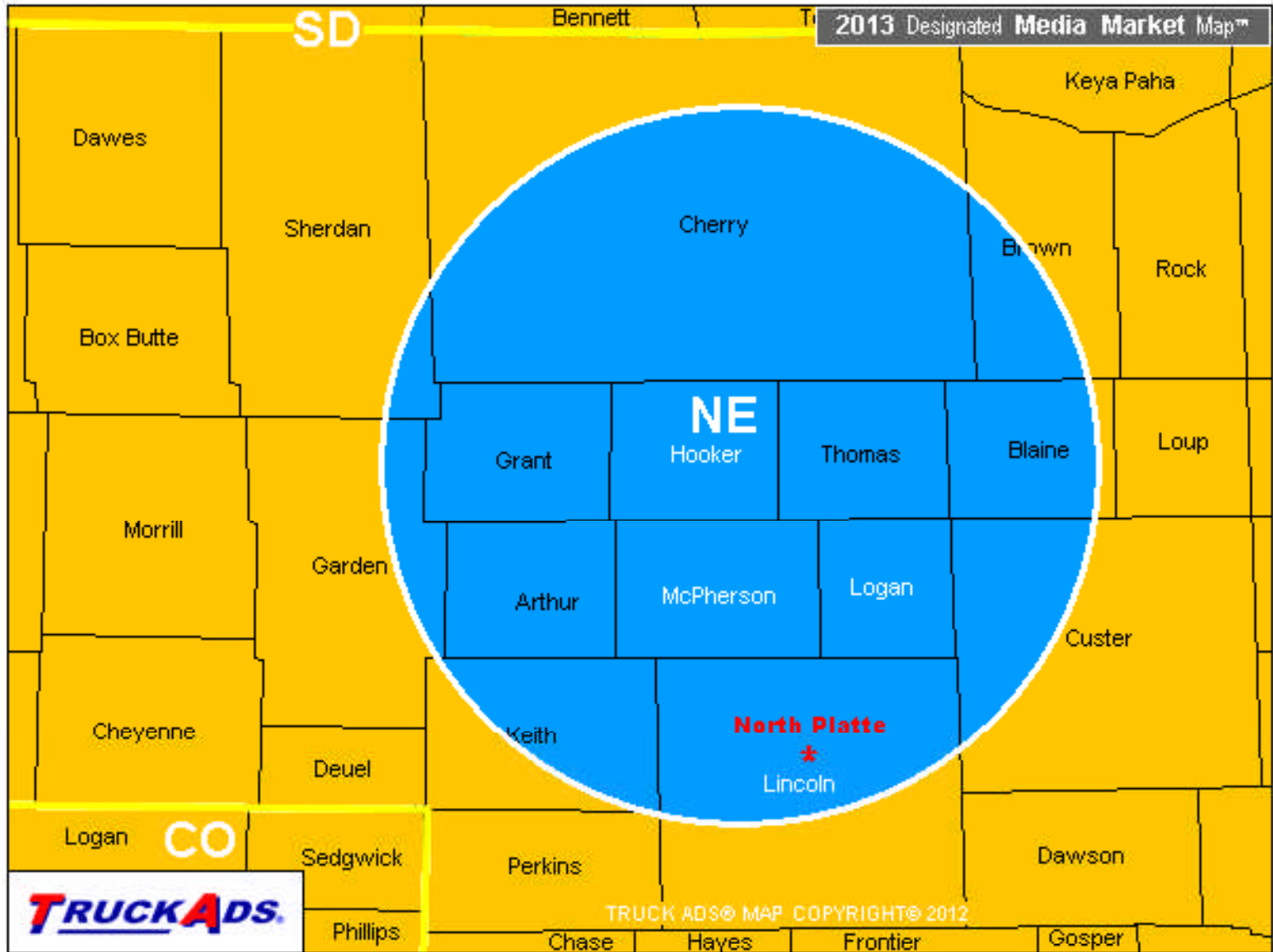
|                                      |        |
|--------------------------------------|--------|
| White                                | 36,237 |
| African American                     | 265    |
| Asian                                | 200    |
| American Indian and Alaska Native    | 225    |
| Native Hawaiian and Pacific Islander | 6      |
| Other                                | 855    |
| Identified by two or more            | 538    |

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# NORTH PLATTE :::

BROADCAST TV MARKET AREA



## 4 COUNTIES IN THIS DESIGNATED MARKET

NEBRASKA: Hooker, NE ~ Lincoln, NE ~ Logan, NE ~ McPherson, NE

## NE - Hooker County

### Population

|                  |     |
|------------------|-----|
| Total Population | 736 |
|------------------|-----|

### Housing Status

( in housing units unless noted )

|  |     |
|--|-----|
| Total  | 431 |
| Occupied   | 326 |
| Owner-occupied   | 253 |
| Population in owner-occupied<br>( number of individuals )  | 559 |
| Renter-occupied  | 73  |
| Population in renter-occupied<br>( number of individuals ) | 151 |
| Households with individuals under 18                       | 80  |
| Vacant   | 105 |
| Vacant: for rent   | 22  |
| Vacant: for sale   | 2   |

### Population by Sex/Age

|           |     |
|-----------|-----|
| Male      | 346 |
| Female    | 390 |
| Under 18  | 157 |
| 18 & over | 579 |
| 20 - 24   | 17  |
| 25 - 34   | 67  |
| 35 - 49   | 112 |
| 50 - 64   | 176 |
| 65 & over | 193 |

### Population by Ethnicity

|                        |     |
|------------------------|-----|
| Hispanic or Latino     | 8   |
| Non Hispanic or Latino | 728 |

### Population by Race

|                                      |     |
|--------------------------------------|-----|
| White                                | 728 |
| African American                     | 0   |
| Asian                                | 0   |
| American Indian and Alaska Native    | 4   |
| Native Hawaiian and Pacific Islander | 0   |
| Other                                | 0   |
| Identified by two or more            | 4   |

## NE - Lincoln County

### Population

|                  |        |
|------------------|--------|
| Total Population | 36,288 |
|------------------|--------|

### Housing Status

( in housing units unless noted )

|  |        |
|--|--------|
| Total  | 16,583 |
| Occupied   | 15,025 |
| Owner-occupied   | 10,116 |
| Population in owner-occupied<br>( number of individuals )  | 25,314 |
| Renter-occupied  | 4,909  |
| Population in renter-occupied<br>( number of individuals ) | 10,332 |
| Households with individuals under 18                       | 4,711  |
| Vacant   | 1,558  |
| Vacant: for rent   | 447    |
| Vacant: for sale   | 175    |

### Population by Sex/Age

|           |        |
|-----------|--------|
| Male      | 17,941 |
| Female    | 18,347 |
| Under 18  | 9,085  |
| 18 & over | 27,203 |
| 20 - 24   | 1,923  |
| 25 - 34   | 4,416  |
| 35 - 49   | 6,695  |
| 50 - 64   | 7,600  |
| 65 & over | 5,648  |

### Population by Ethnicity

|                        |        |
|------------------------|--------|
| Hispanic or Latino     | 2,602  |
| Non Hispanic or Latino | 33,686 |

### Population by Race

|                                      |        |
|--------------------------------------|--------|
| White                                | 34,229 |
| African American                     | 262    |
| Asian                                | 199    |
| American Indian and Alaska Native    | 214    |
| Native Hawaiian and Pacific Islander | 6      |
| Other                                | 854    |
| Identified by two or more            | 524    |

## NE - Logan County

### Population

|                  |     |
|------------------|-----|
| Total Population | 763 |
|------------------|-----|

### Housing Status

( in housing units unless noted )

|  |     |
|--|-----|
| Total  | 395 |
| Occupied   | 325 |
| Owner-occupied   | 240 |
| Population in owner-occupied<br>( number of individuals )  | 579 |
| Renter-occupied  | 85  |
| Population in renter-occupied<br>( number of individuals ) | 184 |
| Households with individuals under 18                       | 93  |
| Vacant   | 70  |
| Vacant: for rent   | 2   |
| Vacant: for sale   | 3   |

### Population by Sex/Age

|           |     |
|-----------|-----|
| Male      | 381 |
| Female    | 382 |
| Under 18  | 192 |
| 18 & over | 571 |
| 20 - 24   | 30  |
| 25 - 34   | 77  |
| 35 - 49   | 138 |
| 50 - 64   | 179 |
| 65 & over | 139 |

### Population by Ethnicity

|                        |     |
|------------------------|-----|
| Hispanic or Latino     | 13  |
| Non Hispanic or Latino | 750 |

### Population by Race

|                                      |     |
|--------------------------------------|-----|
| White                                | 751 |
| African American                     | 1   |
| Asian                                | 1   |
| American Indian and Alaska Native    | 7   |
| Native Hawaiian and Pacific Islander | 0   |
| Other                                | 1   |
| Identified by two or more            | 2   |

## NE - McPherson County

### Population

|                  |     |
|------------------|-----|
| Total Population | 539 |
|------------------|-----|

### Housing Status

( in housing units unless noted )

|  |     |
|--|-----|
| Total  | 283 |
| Occupied   | 211 |
| Owner-occupied   | 150 |
| Population in owner-occupied<br>( number of individuals )  | 350 |
| Renter-occupied  | 61  |
| Population in renter-occupied<br>( number of individuals ) | 189 |
| Households with individuals under 18                       | 65  |
| Vacant   | 72  |
| Vacant: for rent   | 1   |
| Vacant: for sale   | 1   |

### Population by Sex/Age

|           |     |
|-----------|-----|
| Male      | 277 |
| Female    | 262 |
| Under 18  | 151 |
| 18 & over | 388 |
| 20 - 24   | 12  |
| 25 - 34   | 58  |
| 35 - 49   | 100 |
| 50 - 64   | 116 |
| 65 & over | 97  |

### Population by Ethnicity

|                        |     |
|------------------------|-----|
| Hispanic or Latino     | 2   |
| Non Hispanic or Latino | 537 |

### Population by Race

|                                      |     |
|--------------------------------------|-----|
| White                                | 529 |
| African American                     | 2   |
| Asian                                | 0   |
| American Indian and Alaska Native    | 0   |
| Native Hawaiian and Pacific Islander | 0   |
| Other                                | 0   |
| Identified by two or more            | 8   |