



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

LAS VEGAS :::

BROADCAST TV MARKET AREA

Population

Total Population	2,010,590
------------------	-----------

Housing Status

(in housing units unless noted)

Total	869,921
Occupied	739,092
Owner-occupied	425,244
Population in owner-occupied (number of individuals)	1,147,915
Renter-occupied	313,848
Population in renter-occupied (number of individuals)	838,881
Households with individuals under 18	255,569
Vacant	130,829
Vacant: for rent	48,676
Vacant: for sale	27,667

Population by Sex/Age

Male	1,012,937
Female	997,653
Under 18	501,316
18 & over	1,509,274
20 - 24	130,921
25 - 34	300,033
35 - 49	437,346
50 - 64	355,639
65 & over	233,208

Population by Ethnicity

Hispanic or Latino	576,269
Non Hispanic or Latino	1,434,321

Population by Race

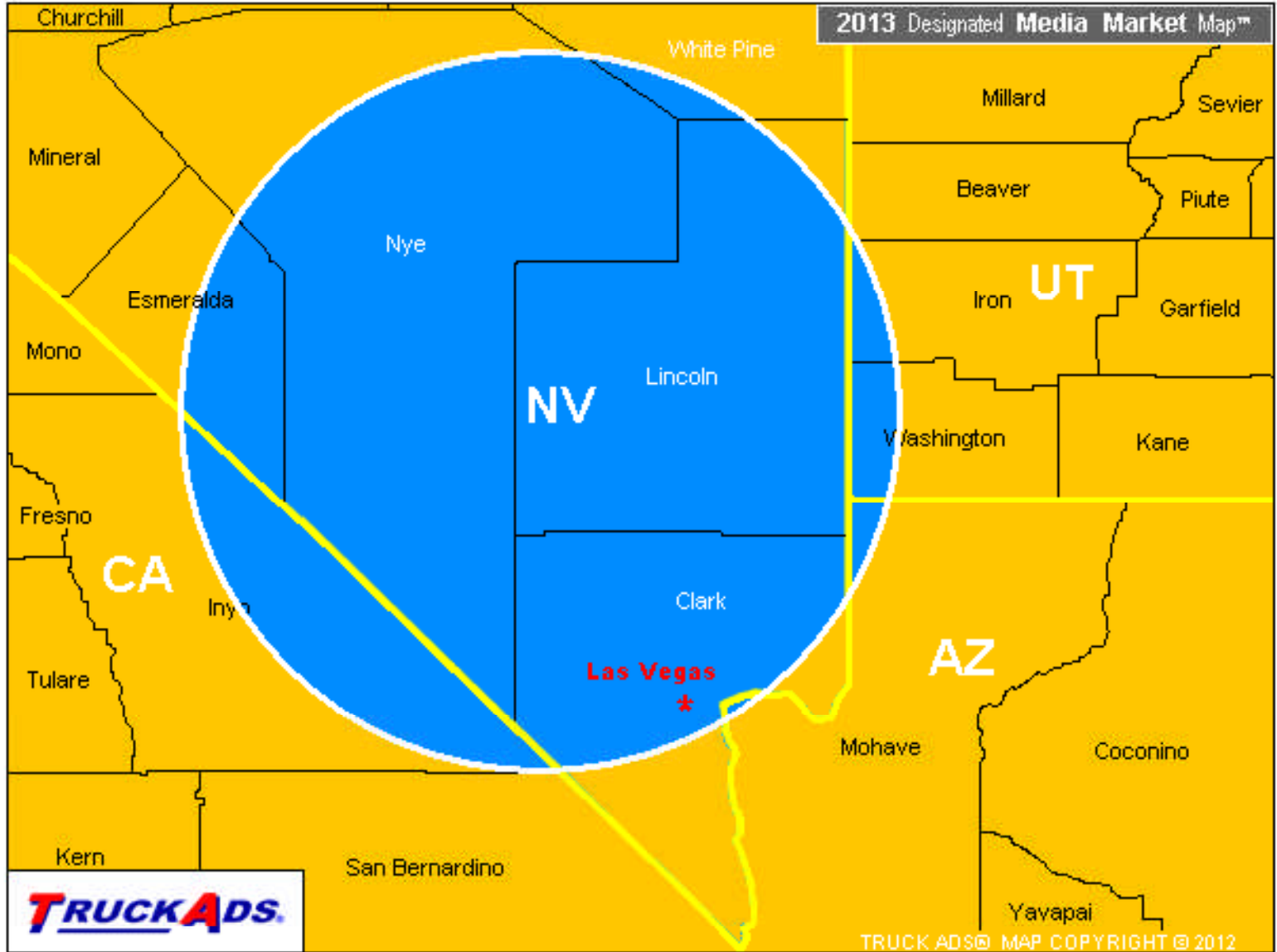
White	1,239,313
African American	205,769
Asian	169,540
American Indian and Alaska Native	15,605
Native Hawaiian and Pacific Islander	13,864
Other	265,174
Identified by two or more	101,325

TRUCKADS® and TRUCK ADS® are Registered Trademarks. All contents Copyright © 2013. All Rights Reserved.



LAS VEGAS :::

BROADCAST TV MARKET AREA



4 COUNTIES IN THIS DESIGNATED MARKET

NEVADA: Clark, NV ~ Lincoln, NV ~ Nye, NV ~ White Pine, NV

NV - Clark County

Population

Total Population	1,951,269
------------------	-----------

Housing Status

(in housing units unless noted)

Total	840,343
Occupied	715,365
Owner-occupied	408,206
Population in owner-occupied (number of individuals)	1,107,730
Renter-occupied	307,159
Population in renter-occupied (number of individuals)	821,547
Households with individuals under 18	249,397
Vacant	124,978
Vacant: for rent	47,504
Vacant: for sale	26,963

Population by Sex/Age

Male	982,193
Female	969,076
Under 18	488,618
18 & over	1,462,651
20 - 24	128,245
25 - 34	294,525
35 - 49	426,767
50 - 64	341,794
65 & over	220,445

Population by Ethnicity

Hispanic or Latino	568,644
Non Hispanic or Latino	1,382,625

Population by Race

White	1,188,112
African American	204,379
Asian	168,831
American Indian and Alaska Native	14,422
Native Hawaiian and Pacific Islander	13,628
Other	262,506
Identified by two or more	99,391

NV - Lincoln County

Population

Total Population	5,345
------------------	-------

Housing Status

(in housing units unless noted)

Total	2,730
Occupied	1,988
Owner-occupied	1,444
Population in owner-occupied (number of individuals)	3,657
Renter-occupied	544
Population in renter-occupied (number of individuals)	1,449
Households with individuals under 18	575
Vacant	742
Vacant: for rent	63
Vacant: for sale	38

Population by Sex/Age

Male	2,877
Female	2,468
Under 18	1,437
18 & over	3,908
20 - 24	269
25 - 34	562
35 - 49	913
50 - 64	1,052
65 & over	968

Population by Ethnicity

Hispanic or Latino	332
Non Hispanic or Latino	5,013

Population by Race

White	4,871
African American	121
Asian	40
American Indian and Alaska Native	61
Native Hawaiian and Pacific Islander	15
Other	116
Identified by two or more	121

NV - Nye County

Population

Total Population	43,946
------------------	--------

Housing Status

(in housing units unless noted)

Total	22,350
Occupied	18,032
Owner-occupied	12,979
Population in owner-occupied (number of individuals)	30,357
Renter-occupied	5,053
Population in renter-occupied (number of individuals)	13,255
Households with individuals under 18	4,535
Vacant	4,318
Vacant: for rent	1,001
Vacant: for sale	597

Population by Sex/Age

Male	22,186
Female	21,760
Under 18	9,088
18 & over	34,858
20 - 24	1,809
25 - 34	3,573
35 - 49	7,630
50 - 64	10,611
65 & over	10,301

Population by Ethnicity

Hispanic or Latino	5,967
Non Hispanic or Latino	37,979

Population by Race

White	37,755
African American	874
Asian	572
American Indian and Alaska Native	703
Native Hawaiian and Pacific Islander	211
Other	2,273
Identified by two or more	1,558

NV - White Pine County

Population

Total Population	10,030
------------------	--------

Housing Status

(in housing units unless noted)

Total	4,498
Occupied	3,707
Owner-occupied	2,615
Population in owner-occupied (number of individuals)	6,171
Renter-occupied	1,092
Population in renter-occupied (number of individuals)	2,630
Households with individuals under 18	1,062
Vacant	791
Vacant: for rent	108
Vacant: for sale	69

Population by Sex/Age

Male	5,681
Female	4,349
Under 18	2,173
18 & over	7,857
20 - 24	598
25 - 34	1,373
35 - 49	2,036
50 - 64	2,182
65 & over	1,494

Population by Ethnicity

Hispanic or Latino	1,326
Non Hispanic or Latino	8,704

Population by Race

White	8,575
African American	395
Asian	97
American Indian and Alaska Native	419
Native Hawaiian and Pacific Islander	10
Other	279
Identified by two or more	255