



**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 ( number of individuals )	26,802
Renter-occupied	5,128
Population in renter-occupied ( 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**

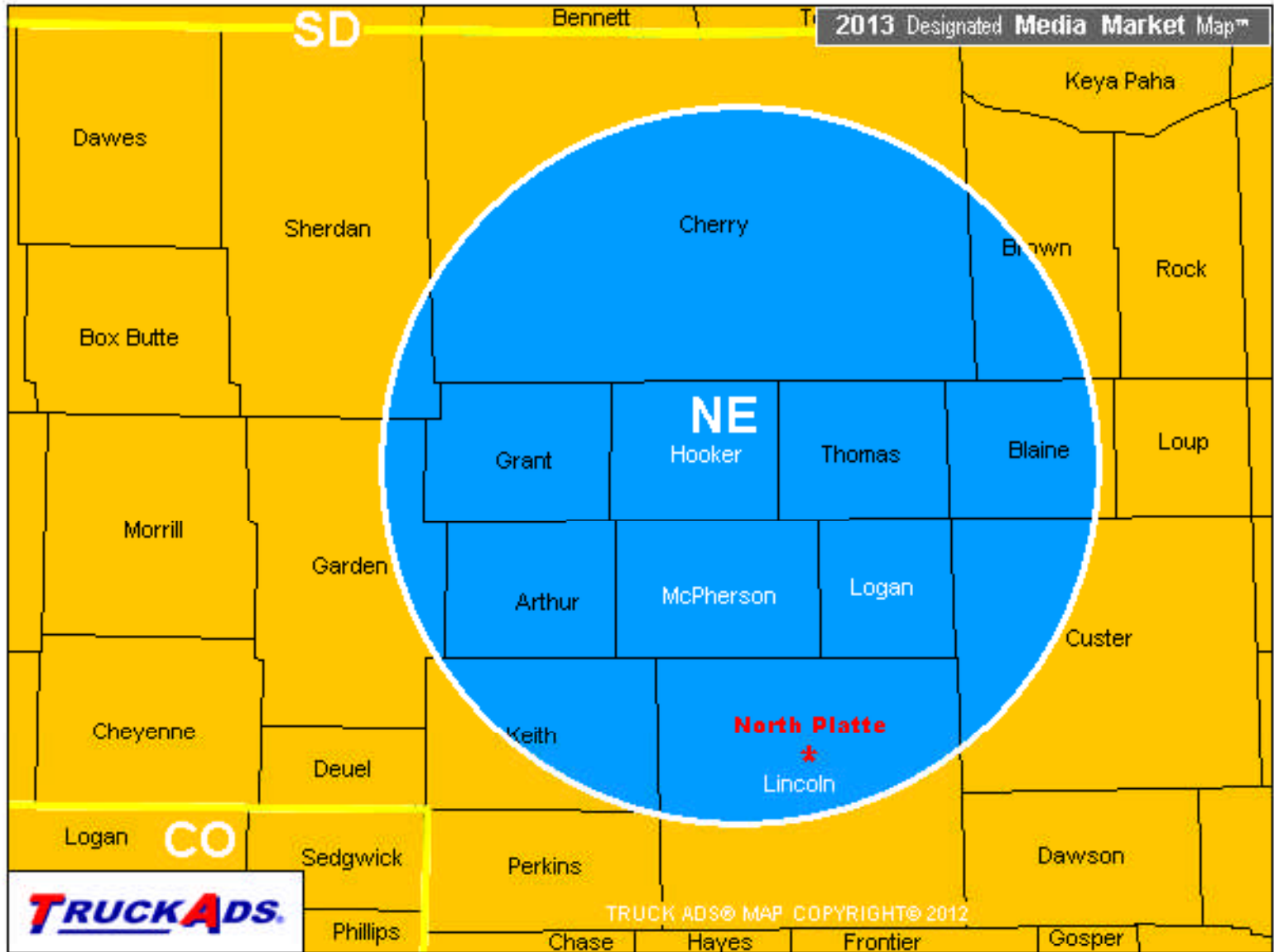
White	36,237
African American	265
Asian	200
American Indian and Alaska Native	225
Native Hawaiian and Pacific Islander	6
Other	855
Identified by two or more	538

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



# 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 ( number of individuals )	559
Renter-occupied	73
Population in renter-occupied ( 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 ( number of individuals )	25,314
Renter-occupied	4,909
Population in renter-occupied ( 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 ( number of individuals )	579
Renter-occupied	85
Population in renter-occupied ( 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 ( number of individuals )	350
Renter-occupied	61
Population in renter-occupied ( 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