



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

**OMAHA :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	1,071,236
------------------	-----------

**Housing Status**

( in housing units unless noted )

Total	454,872
Occupied	417,421
Owner-occupied	283,092
Population in owner-occupied ( number of individuals )	746,879
Renter-occupied	134,329
Population in renter-occupied ( number of individuals )	300,092
Households with individuals under 18	139,621
Vacant	37,451
Vacant: for rent	14,671
Vacant: for sale	5,537

**Population by Sex/Age**

Male	529,639
Female	541,597
Under 18	276,690
18 & over	794,546
20 - 24	69,539
25 - 34	149,440
35 - 49	214,375
50 - 64	198,775
65 & over	134,018

**Population by Ethnicity**

Hispanic or Latino	97,260
Non Hispanic or Latino	973,976

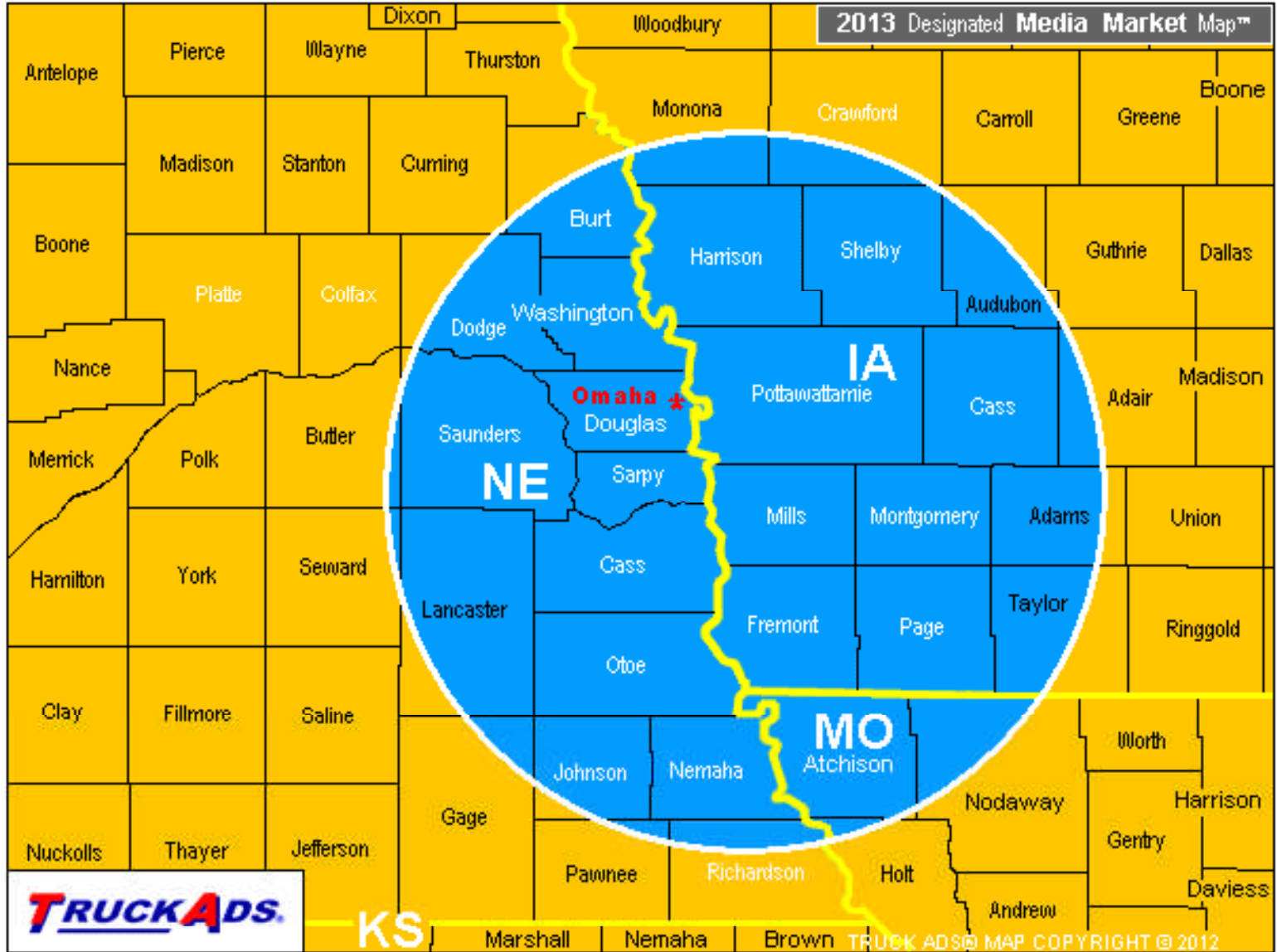
**Population by Race**

White	903,076
African American	69,625
Asian	18,929
American Indian and Alaska Native	6,450
Native Hawaiian and Pacific Islander	814
Other	47,453
Identified by two or more	24,889



# OMAHA :::

## BROADCAST TV MARKET AREA



### 23 COUNTIES IN THIS DESIGNATED MARKET

**NEBRASKA:** Burt, NE ~ Cass, NE ~ Colfax, NE ~ Dodge, NE ~ Douglas, NE ~ Johnson, NE ~ Nemaha, NE ~ Otoe, NE ~ Platte, NE ~ Richardson, NE ~ Sarpy, NE ~ Saunders, NE ~ Washington, NE ~ **IOWA:** Cass, IA ~ Crawford, IA ~ Fremont, IA ~ Harrison, IA ~ Mills, IA ~ Montgomery, IA ~ Page, IA ~ Pottawattamie, IA ~ Shelby, IA ~ **MISSOURI:** Atchison, MO

## NE - Burt County

### Population

Total Population	6,858
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,467
Occupied	2,906
Owner-occupied	2,197
Population in owner-occupied ( number of individuals )	5,216
Renter-occupied	709
Population in renter-occupied ( number of individuals )	1,520
Households with individuals under 18	751
Vacant	561
Vacant: for rent	96
Vacant: for sale	74

### Population by Sex/Age

Male	3,361
Female	3,497
Under 18	1,544
18 & over	5,314
20 - 24	220
25 - 34	607
35 - 49	1,232
50 - 64	1,539
65 & over	1,585

### Population by Ethnicity

Hispanic or Latino	126
Non Hispanic or Latino	6,732

### Population by Race

White	6,579
African American	26
Asian	17
American Indian and Alaska Native	115
Native Hawaiian and Pacific Islander	2
Other	35
Identified by two or more	84

## NE - Cass County

### Population

Total Population	25,241
------------------	--------

### Housing Status

( in housing units unless noted )

Total	11,117
Occupied	9,698
Owner-occupied	7,839
Population in owner-occupied ( number of individuals )	20,541
Renter-occupied	1,859
Population in renter-occupied ( number of individuals )	4,403
Households with individuals under 18	3,259
Vacant	1,419
Vacant: for rent	213
Vacant: for sale	214

### Population by Sex/Age

Male	12,664
Female	12,577
Under 18	6,393
18 & over	18,848
20 - 24	1,071
25 - 34	2,679
35 - 49	5,389
50 - 64	5,537
65 & over	3,603

### Population by Ethnicity

Hispanic or Latino	608
Non Hispanic or Latino	24,633

### Population by Race

White	24,457
African American	87
Asian	85
American Indian and Alaska Native	83
Native Hawaiian and Pacific Islander	13
Other	150
Identified by two or more	366

## NE - Colfax County

### Population

Total Population	10,515
------------------	--------

### Housing Status

( in housing units unless noted )

Total	4,097
Occupied	3,618
Owner-occupied	2,686
Population in owner-occupied ( number of individuals )	7,551
Renter-occupied	932
Population in renter-occupied ( number of individuals )	2,856
Households with individuals under 18	1,435
Vacant	479
Vacant: for rent	99
Vacant: for sale	47

### Population by Sex/Age

Male	5,426
Female	5,089
Under 18	3,063
18 & over	7,452
20 - 24	663
25 - 34	1,351
35 - 49	1,941
50 - 64	1,788
65 & over	1,428

### Population by Ethnicity

Hispanic or Latino	4,315
Non Hispanic or Latino	6,200

### Population by Race

White	7,635
African American	89
Asian	28
American Indian and Alaska Native	114
Native Hawaiian and Pacific Islander	5
Other	2,431
Identified by two or more	213

## NE - Dodge County

### Population

Total Population	36,691
------------------	--------

### Housing Status

( in housing units unless noted )

Total	16,584
Occupied	14,990
Owner-occupied	9,894
Population in owner-occupied ( number of individuals )	24,451
Renter-occupied	5,096
Population in renter-occupied ( number of individuals )	11,237
Households with individuals under 18	4,595
Vacant	1,594
Vacant: for rent	417
Vacant: for sale	191

### Population by Sex/Age

Male	17,963
Female	18,728
Under 18	8,768
18 & over	27,923
20 - 24	2,216
25 - 34	4,335
35 - 49	6,777
50 - 64	6,969
65 & over	6,740

### Population by Ethnicity

Hispanic or Latino	3,689
Non Hispanic or Latino	33,002

### Population by Race

White	33,337
African American	205
Asian	191
American Indian and Alaska Native	180
Native Hawaiian and Pacific Islander	75
Other	2,183
Identified by two or more	520

## NE - Douglas County

### Population

Total Population	517,110
------------------	---------

### Housing Status

( in housing units unless noted )

Total	219,580
Occupied	202,411
Owner-occupied	127,399
Population in owner-occupied ( number of individuals )	339,582
Renter-occupied	75,012
Population in renter-occupied ( number of individuals )	165,340
Households with individuals under 18	67,131
Vacant	17,169
Vacant: for rent	8,645
Vacant: for sale	2,512

### Population by Sex/Age

Male	254,164
Female	262,946
Under 18	134,719
18 & over	382,391
20 - 24	38,775
25 - 34	81,193
35 - 49	102,635
50 - 64	90,517
65 & over	54,875

### Population by Ethnicity

Hispanic or Latino	57,804
Non Hispanic or Latino	459,306

### Population by Race

White	395,025
African American	60,071
Asian	13,755
American Indian and Alaska Native	3,731
Native Hawaiian and Pacific Islander	394
Other	29,645
Identified by two or more	14,489

## NE - Johnson County

### Population

Total Population	5,217
------------------	-------

### Housing Status

( in housing units unless noted )

Total	2,191
Occupied	1,847
Owner-occupied	1,370
Population in owner-occupied ( number of individuals )	3,212
Renter-occupied	477
Population in renter-occupied ( number of individuals )	1,050
Households with individuals under 18	512
Vacant	344
Vacant: for rent	93
Vacant: for sale	31

### Population by Sex/Age

Male	3,015
Female	2,202
Under 18	987
18 & over	4,230
20 - 24	251
25 - 34	749
35 - 49	1,110
50 - 64	1,116
65 & over	919

### Population by Ethnicity

Hispanic or Latino	435
Non Hispanic or Latino	4,782

### Population by Race

White	4,546
African American	278
Asian	71
American Indian and Alaska Native	58
Native Hawaiian and Pacific Islander	0
Other	238
Identified by two or more	26



## NE - Nemaha County

### Population

Total Population	7,248
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,498
Occupied	2,952
Owner-occupied	2,097
Population in owner-occupied ( number of individuals )	4,949
Renter-occupied	855
Population in renter-occupied ( number of individuals )	1,813
Households with individuals under 18	791
Vacant	546
Vacant: for rent	169
Vacant: for sale	59

### Population by Sex/Age

Male	3,541
Female	3,707
Under 18	1,566
18 & over	5,682
20 - 24	639
25 - 34	701
35 - 49	1,185
50 - 64	1,523
65 & over	1,303

### Population by Ethnicity

Hispanic or Latino	133
Non Hispanic or Latino	7,115

### Population by Race

White	7,026
African American	63
Asian	31
American Indian and Alaska Native	19
Native Hawaiian and Pacific Islander	2
Other	36
Identified by two or more	71

## NE - Otoe County

### Population

Total Population	15,740
------------------	--------

### Housing Status

( in housing units unless noted )

Total	7,025
Occupied	6,362
Owner-occupied	4,659
Population in owner-occupied ( number of individuals )	11,630
Renter-occupied	1,703
Population in renter-occupied ( number of individuals )	3,772
Households with individuals under 18	1,948
Vacant	663
Vacant: for rent	165
Vacant: for sale	110

### Population by Sex/Age

Male	7,714
Female	8,026
Under 18	3,790
18 & over	11,950
20 - 24	711
25 - 34	1,610
35 - 49	3,045
50 - 64	3,298
65 & over	2,971

### Population by Ethnicity

Hispanic or Latino	902
Non Hispanic or Latino	14,838

### Population by Race

White	14,932
African American	75
Asian	68
American Indian and Alaska Native	46
Native Hawaiian and Pacific Islander	18
Other	422
Identified by two or more	179

## NE - Platte County

### Population

Total Population	32,237
------------------	--------

### Housing Status

( in housing units unless noted )

Total	13,378
Occupied	12,658
Owner-occupied	9,213
Population in owner-occupied ( number of individuals )	24,284
Renter-occupied	3,445
Population in renter-occupied ( number of individuals )	7,477
Households with individuals under 18	4,163
Vacant	720
Vacant: for rent	223
Vacant: for sale	100

### Population by Sex/Age

Male	16,141
Female	16,096
Under 18	8,514
18 & over	23,723
20 - 24	1,689
25 - 34	3,860
35 - 49	6,120
50 - 64	6,395
65 & over	4,802

### Population by Ethnicity

Hispanic or Latino	4,452
Non Hispanic or Latino	27,785

### Population by Race

White	29,021
African American	145
Asian	151
American Indian and Alaska Native	219
Native Hawaiian and Pacific Islander	12
Other	2,213
Identified by two or more	476

## NE - Richardson County

### Population

Total Population	8,363
------------------	-------

### Housing Status

( in housing units unless noted )

Total	4,393
Occupied	3,718
Owner-occupied	2,776
Population in owner-occupied ( number of individuals )	6,223
Renter-occupied	942
Population in renter-occupied ( number of individuals )	1,985
Households with individuals under 18	932
Vacant	675
Vacant: for rent	112
Vacant: for sale	71

### Population by Sex/Age

Male	4,132
Female	4,231
Under 18	1,797
18 & over	6,566
20 - 24	318
25 - 34	754
35 - 49	1,514
50 - 64	1,880
65 & over	1,916

### Population by Ethnicity

Hispanic or Latino	112
Non Hispanic or Latino	8,251

### Population by Race

White	7,886
African American	15
Asian	27
American Indian and Alaska Native	250
Native Hawaiian and Pacific Islander	1
Other	31
Identified by two or more	153

## NE - Sarpy County

### Population

Total Population	158,840
------------------	---------

### Housing Status

( in housing units unless noted )

Total	61,938
Occupied	58,102
Owner-occupied	41,350
Population in owner-occupied ( number of individuals )	118,480
Renter-occupied	16,752
Population in renter-occupied ( number of individuals )	39,083
Households with individuals under 18	23,734
Vacant	3,836
Vacant: for rent	2,006
Vacant: for sale	665

### Population by Sex/Age

Male	78,886
Female	79,954
Under 18	45,722
18 & over	113,118
20 - 24	10,246
25 - 34	24,504
35 - 49	34,978
50 - 64	26,050
65 & over	13,544

### Population by Ethnicity

Hispanic or Latino	11,569
Non Hispanic or Latino	147,271

### Population by Race

White	138,879
African American	6,321
Asian	3,353
American Indian and Alaska Native	733
Native Hawaiian and Pacific Islander	168
Other	4,426
Identified by two or more	4,960

## NE - Saunders County

### Population

Total Population	20,780
------------------	--------

### Housing Status

( in housing units unless noted )

Total	9,221
Occupied	8,040
Owner-occupied	6,407
Population in owner-occupied ( number of individuals )	16,726
Renter-occupied	1,633
Population in renter-occupied ( number of individuals )	3,719
Households with individuals under 18	2,677
Vacant	1,181
Vacant: for rent	192
Vacant: for sale	101

### Population by Sex/Age

Male	10,516
Female	10,264
Under 18	5,374
18 & over	15,406
20 - 24	842
25 - 34	2,147
35 - 49	4,353
50 - 64	4,384
65 & over	3,220

### Population by Ethnicity

Hispanic or Latino	415
Non Hispanic or Latino	20,365

### Population by Race

White	20,201
African American	71
Asian	83
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	1
Other	150
Identified by two or more	221

## NE - Washington County

### Population

Total Population	20,234
------------------	--------

### Housing Status

( in housing units unless noted )

Total	8,301
Occupied	7,761
Owner-occupied	6,081
Population in owner-occupied ( number of individuals )	16,066
Renter-occupied	1,680
Population in renter-occupied ( number of individuals )	3,633
Households with individuals under 18	2,624
Vacant	540
Vacant: for rent	161
Vacant: for sale	94

### Population by Sex/Age

Male	10,077
Female	10,157
Under 18	5,092
18 & over	15,142
20 - 24	1,024
25 - 34	2,010
35 - 49	4,262
50 - 64	4,405
65 & over	2,841

### Population by Ethnicity

Hispanic or Latino	419
Non Hispanic or Latino	19,815

### Population by Race

White	19,673
African American	122
Asian	54
American Indian and Alaska Native	44
Native Hawaiian and Pacific Islander	8
Other	136
Identified by two or more	197

## IA - Cass County

### Population

Total Population	13,956
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,591
Occupied	5,980
Owner-occupied	4,331
Population in owner-occupied ( number of individuals )	10,171
Renter-occupied	1,649
Population in renter-occupied ( number of individuals )	3,481
Households with individuals under 18	1,613
Vacant	611
Vacant: for rent	122
Vacant: for sale	87

### Population by Sex/Age

Male	6,819
Female	7,137
Under 18	3,188
18 & over	10,768
20 - 24	623
25 - 34	1,435
35 - 49	2,490
50 - 64	3,021
65 & over	2,924

### Population by Ethnicity

Hispanic or Latino	253
Non Hispanic or Latino	13,703

### Population by Race

White	13,636
African American	35
Asian	30
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	45
Other	96
Identified by two or more	86



## IA - Crawford County

### Population

Total Population	17,096
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,943
Occupied	6,413
Owner-occupied	4,688
Population in owner-occupied ( number of individuals )	12,282
Renter-occupied	1,725
Population in renter-occupied ( number of individuals )	4,229
Households with individuals under 18	2,130
Vacant	530
Vacant: for rent	120
Vacant: for sale	80

### Population by Sex/Age

Male	8,685
Female	8,411
Under 18	4,516
18 & over	12,580
20 - 24	960
25 - 34	1,853
35 - 49	3,130
50 - 64	3,296
65 & over	2,793

### Population by Ethnicity

Hispanic or Latino	4,131
Non Hispanic or Latino	12,965

### Population by Race

White	14,168
African American	208
Asian	104
American Indian and Alaska Native	59
Native Hawaiian and Pacific Islander	16
Other	2,262
Identified by two or more	279

## IA - Fremont County

### Population

Total Population	7,441
------------------	-------

### Housing Status

( in housing units unless noted )

Total	3,431
Occupied	3,064
Owner-occupied	2,291
Population in owner-occupied ( number of individuals )	5,563
Renter-occupied	773
Population in renter-occupied ( number of individuals )	1,743
Households with individuals under 18	891
Vacant	367
Vacant: for rent	69
Vacant: for sale	56

### Population by Sex/Age

Male	3,695
Female	3,746
Under 18	1,699
18 & over	5,742
20 - 24	314
25 - 34	717
35 - 49	1,354
50 - 64	1,734
65 & over	1,456

### Population by Ethnicity

Hispanic or Latino	187
Non Hispanic or Latino	7,254

### Population by Race

White	7,212
African American	39
Asian	20
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	1
Other	79
Identified by two or more	67

## IA - Harrison County

### Population

Total Population	14,928
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,731
Occupied	5,987
Owner-occupied	4,631
Population in owner-occupied ( number of individuals )	11,692
Renter-occupied	1,356
Population in renter-occupied ( number of individuals )	2,953
Households with individuals under 18	1,850
Vacant	744
Vacant: for rent	110
Vacant: for sale	107

### Population by Sex/Age

Male	7,348
Female	7,580
Under 18	3,595
18 & over	11,333
20 - 24	639
25 - 34	1,469
35 - 49	3,014
50 - 64	3,206
65 & over	2,659

### Population by Ethnicity

Hispanic or Latino	183
Non Hispanic or Latino	14,745

### Population by Race

White	14,658
African American	25
Asian	42
American Indian and Alaska Native	43
Native Hawaiian and Pacific Islander	0
Other	34
Identified by two or more	126

## IA - Mills County

### Population

Total Population	15,059
------------------	--------

### Housing Status

( in housing units unless noted )

Total	6,109
Occupied	5,605
Owner-occupied	4,467
Population in owner-occupied ( number of individuals )	11,754
Renter-occupied	1,138
Population in renter-occupied ( number of individuals )	2,697
Households with individuals under 18	1,893
Vacant	504
Vacant: for rent	108
Vacant: for sale	92

### Population by Sex/Age

Male	7,572
Female	7,487
Under 18	3,819
18 & over	11,240
20 - 24	615
25 - 34	1,577
35 - 49	3,131
50 - 64	3,552
65 & over	2,023

### Population by Ethnicity

Hispanic or Latino	359
Non Hispanic or Latino	14,700

### Population by Race

White	14,639
African American	57
Asian	55
American Indian and Alaska Native	49
Native Hawaiian and Pacific Islander	10
Other	84
Identified by two or more	165

## IA - Montgomery County

### Population

Total Population	10,740
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,239
Occupied	4,558
Owner-occupied	3,283
Population in owner-occupied ( number of individuals )	7,760
Renter-occupied	1,275
Population in renter-occupied ( number of individuals )	2,767
Households with individuals under 18	1,288
Vacant	681
Vacant: for rent	135
Vacant: for sale	94

### Population by Sex/Age

Male	5,209
Female	5,531
Under 18	2,511
18 & over	8,229
20 - 24	405
25 - 34	1,038
35 - 49	2,018
50 - 64	2,398
65 & over	2,141

### Population by Ethnicity

Hispanic or Latino	305
Non Hispanic or Latino	10,435

### Population by Race

White	10,460
African American	25
Asian	23
American Indian and Alaska Native	38
Native Hawaiian and Pacific Islander	5
Other	90
Identified by two or more	99

## IA - Page County

### Population

Total Population	15,932
------------------	--------

### Housing Status

( in housing units unless noted )

Total	7,181
Occupied	6,393
Owner-occupied	4,588
Population in owner-occupied ( number of individuals )	10,779
Renter-occupied	1,805
Population in renter-occupied ( number of individuals )	3,685
Households with individuals under 18	1,699
Vacant	788
Vacant: for rent	222
Vacant: for sale	137

### Population by Sex/Age

Male	8,261
Female	7,671
Under 18	3,506
18 & over	12,426
20 - 24	775
25 - 34	1,727
35 - 49	2,986
50 - 64	3,425
65 & over	3,175

### Population by Ethnicity

Hispanic or Latino	438
Non Hispanic or Latino	15,494

### Population by Race

White	15,039
African American	352
Asian	116
American Indian and Alaska Native	86
Native Hawaiian and Pacific Islander	6
Other	114
Identified by two or more	219

## IA - Pottawattamie County

### Population

Total Population	93,158
------------------	--------

### Housing Status

( in housing units unless noted )

Total	39,330
Occupied	36,775
Owner-occupied	25,129
Population in owner-occupied ( number of individuals )	64,331
Renter-occupied	11,646
Population in renter-occupied ( number of individuals )	26,751
Households with individuals under 18	11,657
Vacant	2,555
Vacant: for rent	1,012
Vacant: for sale	486

### Population by Sex/Age

Male	45,690
Female	47,468
Under 18	22,479
18 & over	70,679
20 - 24	5,845
25 - 34	11,547
35 - 49	18,285
50 - 64	18,786
65 & over	13,333

### Population by Ethnicity

Hispanic or Latino	6,151
Non Hispanic or Latino	87,007

### Population by Race

White	86,558
African American	1,267
Asian	570
American Indian and Alaska Native	441
Native Hawaiian and Pacific Islander	27
Other	2,525
Identified by two or more	1,770

## IA - Shelby County

### Population

Total Population	12,167
------------------	--------

### Housing Status

( in housing units unless noted )

Total	5,542
Occupied	5,085
Owner-occupied	3,948
Population in owner-occupied ( number of individuals )	9,515
Renter-occupied	1,137
Population in renter-occupied ( number of individuals )	2,432
Households with individuals under 18	1,410
Vacant	457
Vacant: for rent	86
Vacant: for sale	80

### Population by Sex/Age

Male	5,942
Female	6,225
Under 18	2,866
18 & over	9,301
20 - 24	457
25 - 34	1,047
35 - 49	2,365
50 - 64	2,640
65 & over	2,540

### Population by Ethnicity

Hispanic or Latino	219
Non Hispanic or Latino	11,948

### Population by Race

White	11,909
African American	32
Asian	46
American Indian and Alaska Native	28
Native Hawaiian and Pacific Islander	2
Other	68
Identified by two or more	82



## MO - Atchison County

### Population

Total Population	5,685
------------------	-------

### Housing Status

( in housing units unless noted )

Total	2,985
Occupied	2,498
Owner-occupied	1,768
Population in owner-occupied ( number of individuals )	4,121
Renter-occupied	730
Population in renter-occupied ( number of individuals )	1,466
Households with individuals under 18	638
Vacant	487
Vacant: for rent	96
Vacant: for sale	49

### Population by Sex/Age

Male	2,818
Female	2,867
Under 18	1,182
18 & over	4,503
20 - 24	241
25 - 34	530
35 - 49	1,061
50 - 64	1,316
65 & over	1,227

### Population by Ethnicity

Hispanic or Latino	55
Non Hispanic or Latino	5,630

### Population by Race

White	5,600
African American	17
Asian	9
American Indian and Alaska Native	10
Native Hawaiian and Pacific Islander	3
Other	5
Identified by two or more	41