



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

**LAS VEGAS :::**

**BROADCAST TV MARKET AREA**

**Population**

Total Population	2,010,590
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**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**

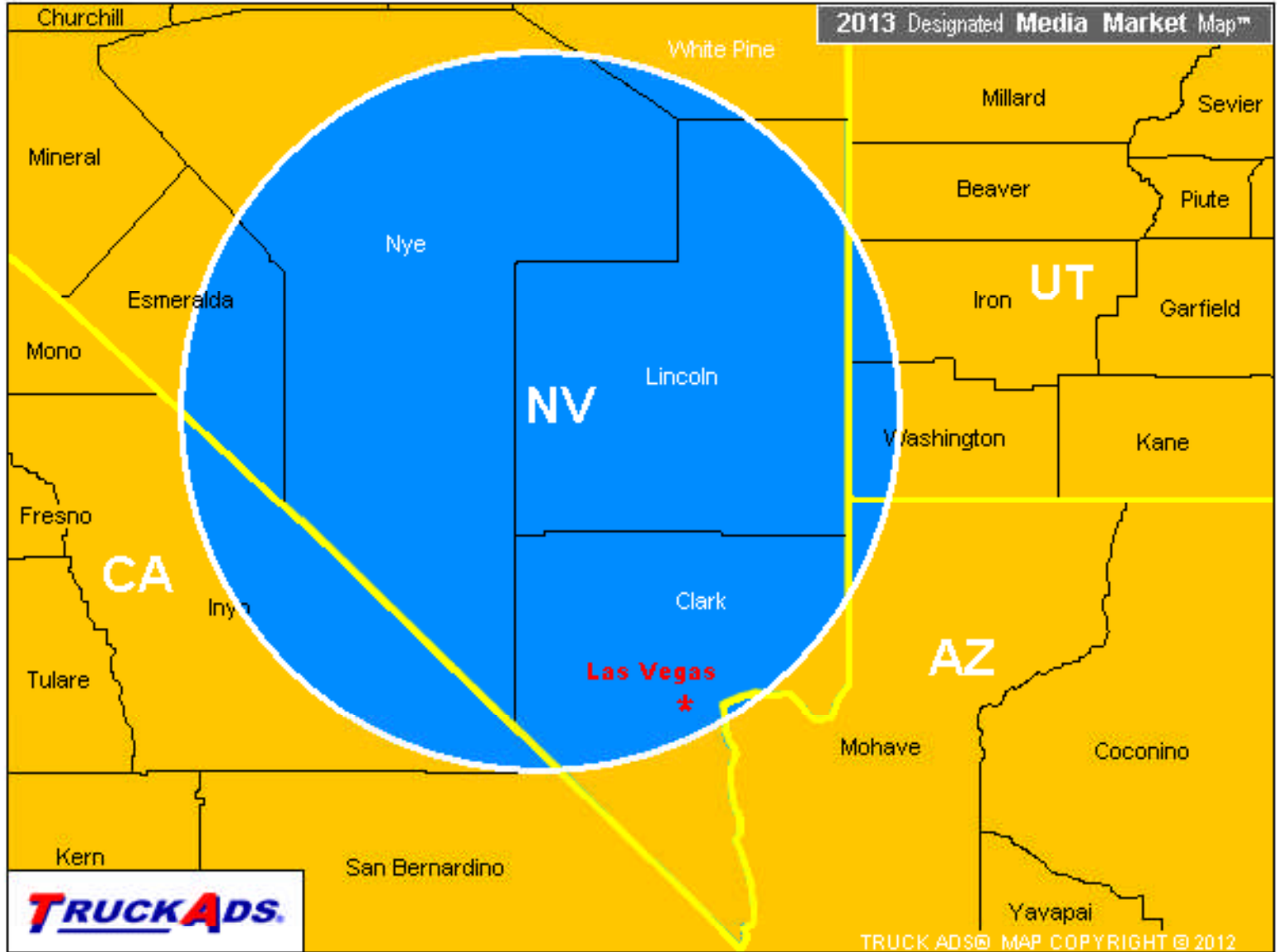
White	1,239,313
African American	205,769
Asian	169,540
American Indian and Alaska Native	15,605
Native Hawaiian and Pacific Islander	13,864
Other	265,174
Identified by two or more	101,325

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# 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
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### 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
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### 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
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### 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
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### 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