



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

SHERMAN ADA :::

BROADCAST TV MARKET AREA

Population

Total Population	344,934
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Housing Status

(in housing units unless noted)

Total	160,226
Occupied	135,565
Owner-occupied	94,823
Population in owner-occupied (number of individuals)	238,266
Renter-occupied	40,742
Population in renter-occupied (number of individuals)	98,759
Households with individuals under 18	44,174
Vacant	24,661
Vacant: for rent	5,197
Vacant: for sale	2,157

Population by Sex/Age

Male	169,090
Female	175,844
Under 18	83,168
18 & over	261,766
20 - 24	22,115
25 - 34	40,476
35 - 49	64,995
50 - 64	68,595
65 & over	55,490

Population by Ethnicity

Hispanic or Latino	25,524
Non Hispanic or Latino	319,410

Population by Race

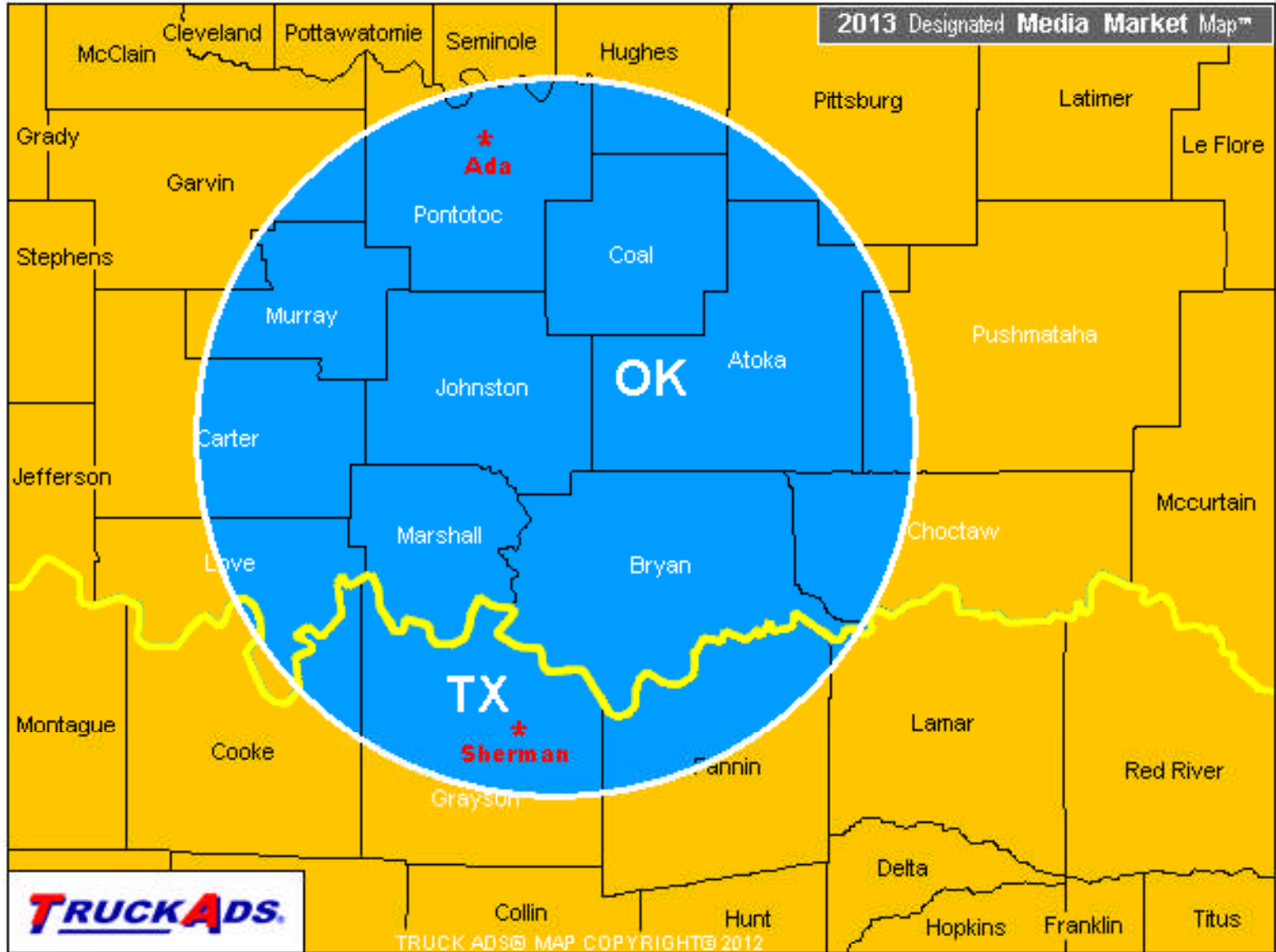
White	266,803
African American	14,939
Asian	2,293
American Indian and Alaska Native	31,042
Native Hawaiian and Pacific Islander	100
Other	11,413
Identified by two or more	18,344

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SHERMAN ADA :::

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

OKLAHOMA: Atoka, OK ~ Bryan, OK ~ Carter, OK ~ Choctaw, OK ~ Coal, OK ~ Johnston, OK ~ Love, OK ~ Marshall, OK ~ Murray, OK ~ Pontotoc, OK ~ Pushmataha, OK ~ **TEXAS:** Grayson, TX

OK - Atoka County

Population

Total Population	14,182
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Housing Status

(in housing units unless noted)

Total	6,312
Occupied	5,391
Owner-occupied	4,056
Population in owner-occupied (number of individuals)	10,207
Renter-occupied	1,335
Population in renter-occupied (number of individuals)	3,225
Households with individuals under 18	1,735
Vacant	921
Vacant: for rent	152
Vacant: for sale	58

Population by Sex/Age

Male	7,384
Female	6,798
Under 18	3,348
18 & over	10,834
20 - 24	822
25 - 34	1,764
35 - 49	2,731
50 - 64	2,870
65 & over	2,286

Population by Ethnicity

Hispanic or Latino	409
Non Hispanic or Latino	13,773

Population by Race

White	10,460
African American	529
Asian	55
American Indian and Alaska Native	1,964
Native Hawaiian and Pacific Islander	7
Other	158
Identified by two or more	1,009

OK - Bryan County

Population

Total Population	42,416
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Housing Status

(in housing units unless noted)

Total	19,586
Occupied	16,838
Owner-occupied	11,053
Population in owner-occupied (number of individuals)	27,348
Renter-occupied	5,785
Population in renter-occupied (number of individuals)	13,934
Households with individuals under 18	5,421
Vacant	2,748
Vacant: for rent	697
Vacant: for sale	182

Population by Sex/Age

Male	20,743
Female	21,673
Under 18	9,913
18 & over	32,503
20 - 24	3,494
25 - 34	5,348
35 - 49	7,660
50 - 64	7,861
65 & over	6,680

Population by Ethnicity

Hispanic or Latino	2,107
Non Hispanic or Latino	40,309

Population by Race

White	32,316
African American	652
Asian	217
American Indian and Alaska Native	5,492
Native Hawaiian and Pacific Islander	11
Other	732
Identified by two or more	2,996

OK - Carter County

Population

Total Population	47,557
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Housing Status

(in housing units unless noted)

Total	21,148
Occupied	18,635
Owner-occupied	12,881
Population in owner-occupied (number of individuals)	32,239
Renter-occupied	5,754
Population in renter-occupied (number of individuals)	14,568
Households with individuals under 18	6,427
Vacant	2,513
Vacant: for rent	684
Vacant: for sale	265

Population by Sex/Age

Male	23,191
Female	24,366
Under 18	12,247
18 & over	35,310
20 - 24	2,522
25 - 34	6,004
35 - 49	9,209
50 - 64	9,363
65 & over	7,078

Population by Ethnicity

Hispanic or Latino	2,528
Non Hispanic or Latino	45,029

Population by Race

White	35,380
African American	3,208
Asian	506
American Indian and Alaska Native	4,249
Native Hawaiian and Pacific Islander	9
Other	1,066
Identified by two or more	3,139

OK - Choctaw County

Population

Total Population	15,205
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Housing Status

(in housing units unless noted)

Total	7,521
Occupied	6,270
Owner-occupied	4,436
Population in owner-occupied (number of individuals)	10,747
Renter-occupied	1,834
Population in renter-occupied (number of individuals)	4,286
Households with individuals under 18	1,967
Vacant	1,251
Vacant: for rent	270
Vacant: for sale	66

Population by Sex/Age

Male	7,332
Female	7,873
Under 18	3,679
18 & over	11,526
20 - 24	822
25 - 34	1,624
35 - 49	2,735
50 - 64	3,216
65 & over	2,759

Population by Ethnicity

Hispanic or Latino	427
Non Hispanic or Latino	14,778

Population by Race

White	9,866
African American	1,658
Asian	41
American Indian and Alaska Native	2,504
Native Hawaiian and Pacific Islander	0
Other	126
Identified by two or more	1,010

OK - Coal County

Population

Total Population	5,925
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Housing Status

(in housing units unless noted)

Total	2,810
Occupied	2,350
Owner-occupied	1,744
Population in owner-occupied (number of individuals)	4,458
Renter-occupied	606
Population in renter-occupied (number of individuals)	1,406
Households with individuals under 18	767
Vacant	460
Vacant: for rent	151
Vacant: for sale	20

Population by Sex/Age

Male	2,928
Female	2,997
Under 18	1,511
18 & over	4,414
20 - 24	270
25 - 34	649
35 - 49	1,037
50 - 64	1,249
65 & over	1,053

Population by Ethnicity

Hispanic or Latino	152
Non Hispanic or Latino	5,773

Population by Race

White	4,402
African American	29
Asian	10
American Indian and Alaska Native	990
Native Hawaiian and Pacific Islander	0
Other	32
Identified by two or more	462

OK - Johnston County

Population

Total Population	10,957
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Housing Status

(in housing units unless noted)

Total	5,126
Occupied	4,312
Owner-occupied	3,184
Population in owner-occupied (number of individuals)	7,976
Renter-occupied	1,128
Population in renter-occupied (number of individuals)	2,689
Households with individuals under 18	1,432
Vacant	814
Vacant: for rent	154
Vacant: for sale	51

Population by Sex/Age

Male	5,397
Female	5,560
Under 18	2,686
18 & over	8,271
20 - 24	687
25 - 34	1,195
35 - 49	2,029
50 - 64	2,194
65 & over	1,819

Population by Ethnicity

Hispanic or Latino	423
Non Hispanic or Latino	10,534

Population by Race

White	8,015
African American	212
Asian	27
American Indian and Alaska Native	1,702
Native Hawaiian and Pacific Islander	1
Other	129
Identified by two or more	871

OK - Love County

Population

Total Population	9,423
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Housing Status

(in housing units unless noted)

Total	4,539
Occupied	3,713
Owner-occupied	2,859
Population in owner-occupied (number of individuals)	7,217
Renter-occupied	854
Population in renter-occupied (number of individuals)	2,118
Households with individuals under 18	1,197
Vacant	826
Vacant: for rent	160
Vacant: for sale	83

Population by Sex/Age

Male	4,630
Female	4,793
Under 18	2,294
18 & over	7,129
20 - 24	485
25 - 34	1,068
35 - 49	1,795
50 - 64	1,963
65 & over	1,618

Population by Ethnicity

Hispanic or Latino	1,113
Non Hispanic or Latino	8,310

Population by Race

White	7,426
African American	168
Asian	45
American Indian and Alaska Native	586
Native Hawaiian and Pacific Islander	0
Other	736
Identified by two or more	462

OK - Marshall County

Population

Total Population	15,840
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Housing Status

(in housing units unless noted)

Total	10,006
Occupied	6,338
Owner-occupied	4,777
Population in owner-occupied (number of individuals)	11,608
Renter-occupied	1,561
Population in renter-occupied (number of individuals)	3,903
Households with individuals under 18	1,902
Vacant	3,668
Vacant: for rent	172
Vacant: for sale	118

Population by Sex/Age

Male	7,937
Female	7,903
Under 18	3,783
18 & over	12,057
20 - 24	761
25 - 34	1,620
35 - 49	2,862
50 - 64	3,332
65 & over	3,151

Population by Ethnicity

Hispanic or Latino	2,212
Non Hispanic or Latino	13,628

Population by Race

White	11,690
African American	245
Asian	29
American Indian and Alaska Native	1,533
Native Hawaiian and Pacific Islander	1
Other	1,391
Identified by two or more	951

OK - Murray County

Population

Total Population	13,488
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Housing Status

(in housing units unless noted)

Total	6,746
Occupied	5,350
Owner-occupied	3,877
Population in owner-occupied (number of individuals)	9,580
Renter-occupied	1,473
Population in renter-occupied (number of individuals)	3,595
Households with individuals under 18	1,725
Vacant	1,396
Vacant: for rent	276
Vacant: for sale	108

Population by Sex/Age

Male	6,718
Female	6,770
Under 18	3,221
18 & over	10,267
20 - 24	666
25 - 34	1,531
35 - 49	2,553
50 - 64	2,829
65 & over	2,363

Population by Ethnicity

Hispanic or Latino	662
Non Hispanic or Latino	12,826

Population by Race

White	10,515
African American	178
Asian	48
American Indian and Alaska Native	1,638
Native Hawaiian and Pacific Islander	8
Other	262
Identified by two or more	839

OK - Pontotoc County

Population

Total Population	37,492
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Housing Status

(in housing units unless noted)

Total	16,595
Occupied	14,654
Owner-occupied	9,758
Population in owner-occupied (number of individuals)	24,486
Renter-occupied	4,896
Population in renter-occupied (number of individuals)	11,310
Households with individuals under 18	4,649
Vacant	1,941
Vacant: for rent	641
Vacant: for sale	260

Population by Sex/Age

Male	18,192
Female	19,300
Under 18	8,759
18 & over	28,733
20 - 24	3,482
25 - 34	4,799
35 - 49	6,611
50 - 64	6,841
65 & over	5,570

Population by Ethnicity

Hispanic or Latino	1,523
Non Hispanic or Latino	35,969

Population by Race

White	26,687
African American	902
Asian	244
American Indian and Alaska Native	6,512
Native Hawaiian and Pacific Islander	17
Other	425
Identified by two or more	2,705

OK - Pushmataha County

Population

Total Population	11,572
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Housing Status

(in housing units unless noted)

Total	6,110
Occupied	4,809
Owner-occupied	3,653
Population in owner-occupied (number of individuals)	8,771
Renter-occupied	1,156
Population in renter-occupied (number of individuals)	2,691
Households with individuals under 18	1,402
Vacant	1,301
Vacant: for rent	116
Vacant: for sale	57

Population by Sex/Age

Male	5,721
Female	5,851
Under 18	2,595
18 & over	8,977
20 - 24	559
25 - 34	1,153
35 - 49	2,124
50 - 64	2,499
65 & over	2,338

Population by Ethnicity

Hispanic or Latino	280
Non Hispanic or Latino	11,292

Population by Race

White	8,675
African American	77
Asian	25
American Indian and Alaska Native	2,037
Native Hawaiian and Pacific Islander	5
Other	95
Identified by two or more	658

TX - Grayson County

Population

Total Population	120,877
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Housing Status

(in housing units unless noted)

Total	53,727
Occupied	46,905
Owner-occupied	32,545
Population in owner-occupied (number of individuals)	83,629
Renter-occupied	14,360
Population in renter-occupied (number of individuals)	35,034
Households with individuals under 18	15,550
Vacant	6,822
Vacant: for rent	1,724
Vacant: for sale	889

Population by Sex/Age

Male	58,917
Female	61,960
Under 18	29,132
18 & over	91,745
20 - 24	7,545
25 - 34	13,721
35 - 49	23,649
50 - 64	24,378
65 & over	18,775

Population by Ethnicity

Hispanic or Latino	13,688
Non Hispanic or Latino	107,189

Population by Race

White	101,371
African American	7,081
Asian	1,046
American Indian and Alaska Native	1,835
Native Hawaiian and Pacific Islander	41
Other	6,261
Identified by two or more	3,242