



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

**FT. SMITH FAYETTEVILLE SPRINGDALE ROGERS :::
BROADCAST TV MARKET AREA**

Population

Total Population	806,169
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Housing Status

(in housing units unless noted)

Total	348,540
Occupied	306,274
Owner-occupied	202,531
Population in owner-occupied (number of individuals)	533,734
Renter-occupied	103,743
Population in renter-occupied (number of individuals)	256,210
Households with individuals under 18	107,917
Vacant	42,266
Vacant: for rent	14,635
Vacant: for sale	6,351

Population by Sex/Age

Male	399,699
Female	406,470
Under 18	209,606
18 & over	596,563
20 - 24	58,098
25 - 34	110,465
35 - 49	160,978
50 - 64	140,471
65 & over	102,014

Population by Ethnicity

Hispanic or Latino	95,495
Non Hispanic or Latino	710,674

Population by Race

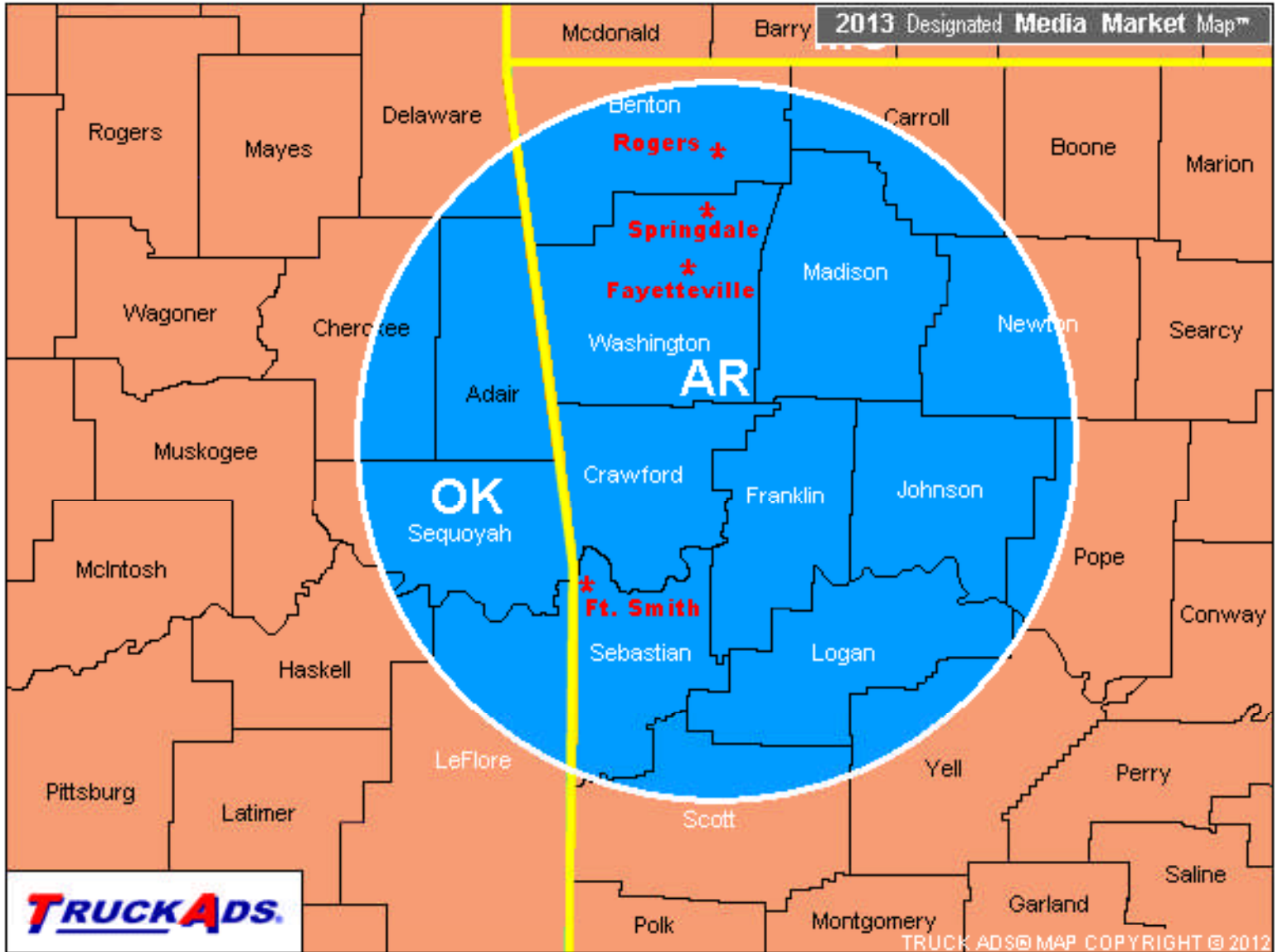
White	655,576
African American	20,214
Asian	18,389
American Indian and Alaska Native	26,038
Native Hawaiian and Pacific Islander	5,036
Other	54,123
Identified by two or more	26,793

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FT. SMITH FAYETTEVILLE SPRINGDALE ROGERS III

BROADCAST TV MARKET AREA



12 COUNTIES IN THIS DESIGNATED MARKET

ARKANSAS: Benton, AR ~ Crawford, AR ~ Franklin, AR ~ Johnson, AR ~ Logan, AR ~ Madison, AR ~ Newton, AR ~ Scott, AR ~ Sebastian, AR ~ Washington, AR ~ **OKLAHOMA:** LeFlore, OK ~ Sequoyah, OK

AR - Benton County

Population

Total Population	221,339
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Housing Status

(in housing units unless noted)

Total	93,084
Occupied	82,087
Owner-occupied	55,979
Population in owner-occupied (number of individuals)	152,061
Renter-occupied	26,108
Population in renter-occupied (number of individuals)	67,217
Households with individuals under 18	31,657
Vacant	10,997
Vacant: for rent	3,655
Vacant: for sale	2,364

Population by Sex/Age

Male	109,124
Female	112,215
Under 18	61,848
18 & over	159,491
20 - 24	13,114
25 - 34	32,452
35 - 49	46,342
50 - 64	35,262
65 & over	26,986

Population by Ethnicity

Hispanic or Latino	34,283
Non Hispanic or Latino	187,056

Population by Race

White	182,817
African American	2,814
Asian	6,319
American Indian and Alaska Native	3,751
Native Hawaiian and Pacific Islander	671
Other	19,061
Identified by two or more	5,906

AR - Crawford County

Population

Total Population	61,948
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Housing Status

(in housing units unless noted)

Total	26,115
Occupied	23,447
Owner-occupied	17,251
Population in owner-occupied (number of individuals)	45,568
Renter-occupied	6,196
Population in renter-occupied (number of individuals)	15,840
Households with individuals under 18	8,596
Vacant	2,668
Vacant: for rent	656
Vacant: for sale	343

Population by Sex/Age

Male	30,571
Female	31,377
Under 18	16,350
18 & over	45,598
20 - 24	3,574
25 - 34	7,437
35 - 49	12,856
50 - 64	11,880
65 & over	8,233

Population by Ethnicity

Hispanic or Latino	3,760
Non Hispanic or Latino	58,188

Population by Race

White	55,194
African American	725
Asian	893
American Indian and Alaska Native	1,392
Native Hawaiian and Pacific Islander	23
Other	1,948
Identified by two or more	1,773

AR - Franklin County

Population

Total Population	18,125
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Housing Status

(in housing units unless noted)

Total	8,021
Occupied	7,037
Owner-occupied	5,407
Population in owner-occupied (number of individuals)	13,771
Renter-occupied	1,630
Population in renter-occupied (number of individuals)	3,907
Households with individuals under 18	2,345
Vacant	984
Vacant: for rent	148
Vacant: for sale	104

Population by Sex/Age

Male	8,977
Female	9,148
Under 18	4,431
18 & over	13,694
20 - 24	990
25 - 34	2,050
35 - 49	3,521
50 - 64	3,606
65 & over	3,007

Population by Ethnicity

Hispanic or Latino	371
Non Hispanic or Latino	17,754

Population by Race

White	17,221
African American	130
Asian	162
American Indian and Alaska Native	189
Native Hawaiian and Pacific Islander	24
Other	92
Identified by two or more	307

AR - Johnson County

Population

Total Population	25,540
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Housing Status

(in housing units unless noted)

Total	11,311
Occupied	9,812
Owner-occupied	6,993
Population in owner-occupied (number of individuals)	18,156
Renter-occupied	2,819
Population in renter-occupied (number of individuals)	6,826
Households with individuals under 18	3,361
Vacant	1,499
Vacant: for rent	208
Vacant: for sale	159

Population by Sex/Age

Male	12,659
Female	12,881
Under 18	6,329
18 & over	19,211
20 - 24	1,749
25 - 34	3,152
35 - 49	4,953
50 - 64	4,737
65 & over	3,749

Population by Ethnicity

Hispanic or Latino	3,094
Non Hispanic or Latino	22,446

Population by Race

White	22,280
African American	364
Asian	175
American Indian and Alaska Native	226
Native Hawaiian and Pacific Islander	18
Other	1,983
Identified by two or more	494

AR - Logan County

Population

Total Population	22,353
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Housing Status

(in housing units unless noted)

Total	10,108
Occupied	8,704
Owner-occupied	6,547
Population in owner-occupied (number of individuals)	16,460
Renter-occupied	2,157
Population in renter-occupied (number of individuals)	5,313
Households with individuals under 18	2,870
Vacant	1,404
Vacant: for rent	223
Vacant: for sale	120

Population by Sex/Age

Male	11,198
Female	11,155
Under 18	5,491
18 & over	16,862
20 - 24	1,107
25 - 34	2,284
35 - 49	4,487
50 - 64	4,543
65 & over	3,842

Population by Ethnicity

Hispanic or Latino	510
Non Hispanic or Latino	21,843

Population by Race

White	20,844
African American	297
Asian	361
American Indian and Alaska Native	237
Native Hawaiian and Pacific Islander	4
Other	201
Identified by two or more	409

AR - Madison County

Population

Total Population	15,717
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Housing Status

(in housing units unless noted)

Total	7,481
Occupied	6,174
Owner-occupied	4,854
Population in owner-occupied (number of individuals)	12,263
Renter-occupied	1,320
Population in renter-occupied (number of individuals)	3,375
Households with individuals under 18	2,010
Vacant	1,307
Vacant: for rent	142
Vacant: for sale	123

Population by Sex/Age

Male	7,881
Female	7,836
Under 18	3,801
18 & over	11,916
20 - 24	766
25 - 34	1,746
35 - 49	3,174
50 - 64	3,367
65 & over	2,452

Population by Ethnicity

Hispanic or Latino	759
Non Hispanic or Latino	14,958

Population by Race

White	14,711
African American	28
Asian	81
American Indian and Alaska Native	190
Native Hawaiian and Pacific Islander	11
Other	426
Identified by two or more	270

AR - Newton County

Population

Total Population	8,330
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Housing Status

(in housing units unless noted)

Total	4,664
Occupied	3,571
Owner-occupied	2,897
Population in owner-occupied (number of individuals)	6,837
Renter-occupied	674
Population in renter-occupied (number of individuals)	1,442
Households with individuals under 18	932
Vacant	1,093
Vacant: for rent	88
Vacant: for sale	63

Population by Sex/Age

Male	4,206
Female	4,124
Under 18	1,736
18 & over	6,594
20 - 24	374
25 - 34	851
35 - 49	1,499
50 - 64	1,981
65 & over	1,701

Population by Ethnicity

Hispanic or Latino	141
Non Hispanic or Latino	8,189

Population by Race

White	8,001
African American	9
Asian	25
American Indian and Alaska Native	90
Native Hawaiian and Pacific Islander	1
Other	22
Identified by two or more	182

AR - Scott County

Population

Total Population	11,233
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Housing Status

(in housing units unless noted)

Total	5,193
Occupied	4,368
Owner-occupied	3,235
Population in owner-occupied (number of individuals)	8,264
Renter-occupied	1,133
Population in renter-occupied (number of individuals)	2,890
Households with individuals under 18	1,460
Vacant	825
Vacant: for rent	208
Vacant: for sale	71

Population by Sex/Age

Male	5,663
Female	5,570
Under 18	2,883
18 & over	8,350
20 - 24	635
25 - 34	1,149
35 - 49	2,195
50 - 64	2,149
65 & over	1,915

Population by Ethnicity

Hispanic or Latino	782
Non Hispanic or Latino	10,451

Population by Race

White	9,880
African American	53
Asian	384
American Indian and Alaska Native	208
Native Hawaiian and Pacific Islander	3
Other	423
Identified by two or more	282

AR - Sebastian County

Population

Total Population	125,744
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Housing Status

(in housing units unless noted)

Total	54,651
Occupied	49,599
Owner-occupied	30,716
Population in owner-occupied (number of individuals)	79,131
Renter-occupied	18,883
Population in renter-occupied (number of individuals)	44,378
Households with individuals under 18	16,547
Vacant	5,052
Vacant: for rent	1,915
Vacant: for sale	826

Population by Sex/Age

Male	61,633
Female	64,111
Under 18	31,882
18 & over	93,862
20 - 24	8,581
25 - 34	16,229
35 - 49	25,332
50 - 64	23,610
65 & over	16,518

Population by Ethnicity

Hispanic or Latino	15,445
Non Hispanic or Latino	110,299

Population by Race

White	96,344
African American	8,019
Asian	5,102
American Indian and Alaska Native	2,366
Native Hawaiian and Pacific Islander	109
Other	9,285
Identified by two or more	4,519

AR - Washington County

Population

Total Population	203,065
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Housing Status

(in housing units unless noted)

Total	87,808
Occupied	76,389
Owner-occupied	42,764
Population in owner-occupied (number of individuals)	114,446
Renter-occupied	33,625
Population in renter-occupied (number of individuals)	81,056
Households with individuals under 18	25,946
Vacant	11,419
Vacant: for rent	6,154
Vacant: for sale	1,656

Population by Sex/Age

Male	101,486
Female	101,579
Under 18	51,484
18 & over	151,581
20 - 24	21,904
25 - 34	32,286
35 - 49	38,179
50 - 64	31,056
65 & over	19,641

Population by Ethnicity

Hispanic or Latino	31,458
Non Hispanic or Latino	171,607

Population by Race

White	162,253
African American	6,006
Asian	4,416
American Indian and Alaska Native	2,393
Native Hawaiian and Pacific Islander	4,128
Other	18,170
Identified by two or more	5,699

OK - Le Flore County

Population

Total Population	50,384
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Housing Status

(in housing units unless noted)

Total	21,448
Occupied	18,878
Owner-occupied	14,048
Population in owner-occupied (number of individuals)	36,041
Renter-occupied	4,830
Population in renter-occupied (number of individuals)	12,727
Households with individuals under 18	6,467
Vacant	2,570
Vacant: for rent	638
Vacant: for sale	225

Population by Sex/Age

Male	25,296
Female	25,088
Under 18	12,445
18 & over	37,939
20 - 24	3,038
25 - 34	6,109
35 - 49	9,655
50 - 64	10,028
65 & over	7,641

Population by Ethnicity

Hispanic or Latino	3,454
Non Hispanic or Latino	46,930

Population by Race

White	37,827
African American	1,034
Asian	265
American Indian and Alaska Native	6,180
Native Hawaiian and Pacific Islander	24
Other	2,035
Identified by two or more	3,019

OK - Sequoyah County

Population

Total Population	42,391
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Housing Status

(in housing units unless noted)

Total	18,656
Occupied	16,208
Owner-occupied	11,840
Population in owner-occupied (number of individuals)	30,736
Renter-occupied	4,368
Population in renter-occupied (number of individuals)	11,239
Households with individuals under 18	5,726
Vacant	2,448
Vacant: for rent	600
Vacant: for sale	297

Population by Sex/Age

Male	21,005
Female	21,386
Under 18	10,926
18 & over	31,465
20 - 24	2,266
25 - 34	4,720
35 - 49	8,785
50 - 64	8,252
65 & over	6,329

Population by Ethnicity

Hispanic or Latino	1,438
Non Hispanic or Latino	40,953

Population by Race

White	28,204
African American	735
Asian	206
American Indian and Alaska Native	8,816
Native Hawaiian and Pacific Islander	20
Other	477
Identified by two or more	3,933