



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

SHERMAN ADA :::

BROADCAST TV MARKET AREA

Population

| | |
|------------------|---------|
| Total Population | 344,934 |
|------------------|---------|

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

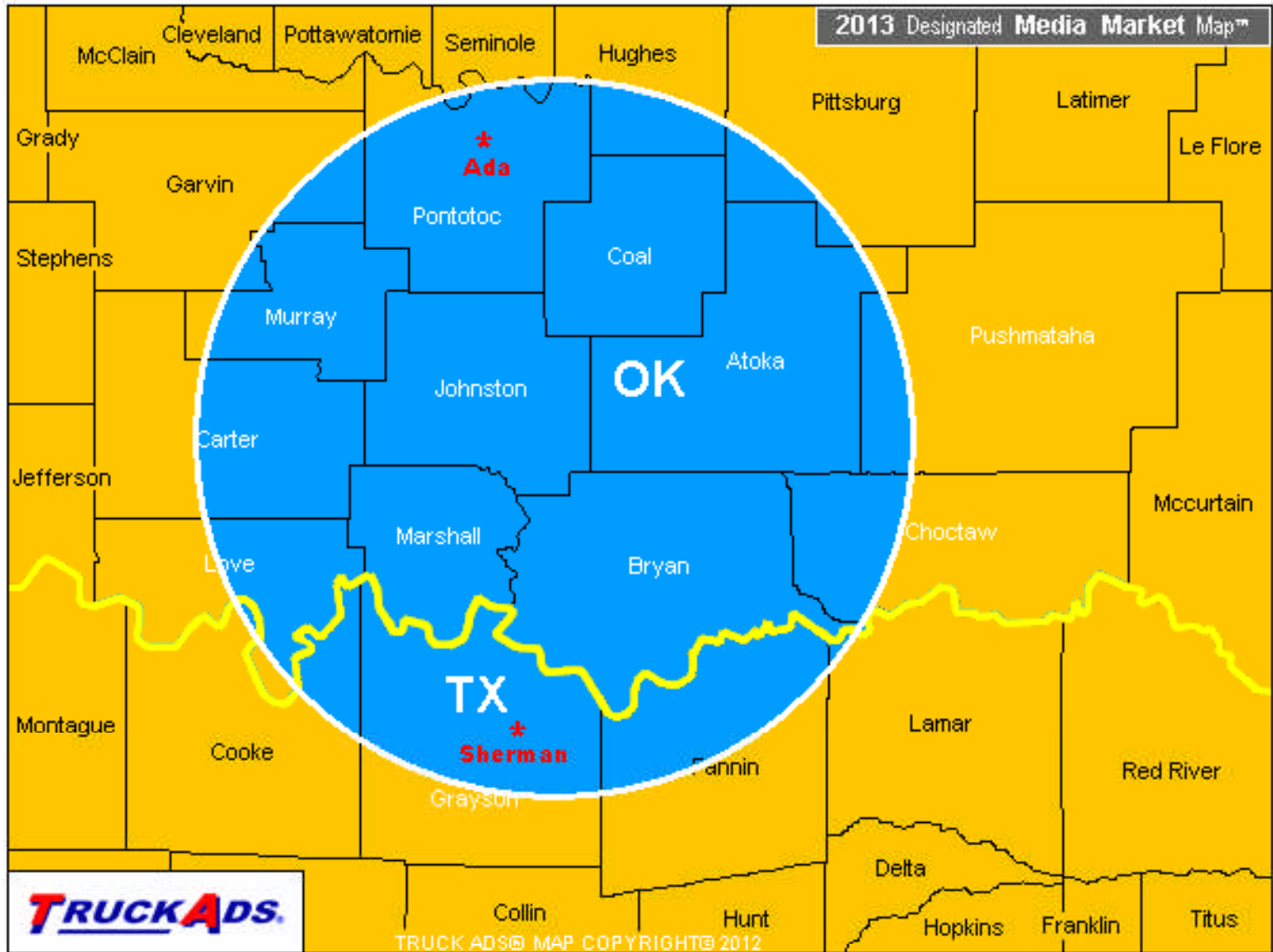
| | |
|--------------------------------------|---------|
| White | 266,803 |
| African American | 14,939 |
| Asian | 2,293 |
| American Indian and Alaska Native | 31,042 |
| Native Hawaiian and Pacific Islander | 100 |
| Other | 11,413 |
| Identified by two or more | 18,344 |

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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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|-------|

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 |
|------------------|--------|

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 |
|------------------|-------|

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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|--------|

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 |
|------------------|---------|

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 |