



CENSUS RECORDS TOTALS FOR THIS TV DESIGNATED MEDIA MARKET.

TULSA :::

BROADCAST TV MARKET AREA

Population

Total Population	1,343,297
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Housing Status

(in housing units unless noted)

Total	604,833
Occupied	525,879
Owner-occupied	360,461
Population in owner-occupied (number of individuals)	921,514
Renter-occupied	165,418
Population in renter-occupied (number of individuals)	393,006
Households with individuals under 18	175,298
Vacant	78,954
Vacant: for rent	20,530
Vacant: for sale	8,710

Population by Sex/Age

Male	661,584
Female	681,713
Under 18	336,242
18 & over	1,007,055
20 - 24	84,218
25 - 34	172,983
35 - 49	263,350
50 - 64	261,161
65 & over	188,295

Population by Ethnicity

Hispanic or Latino	95,132
Non Hispanic or Latino	1,248,165

Population by Race

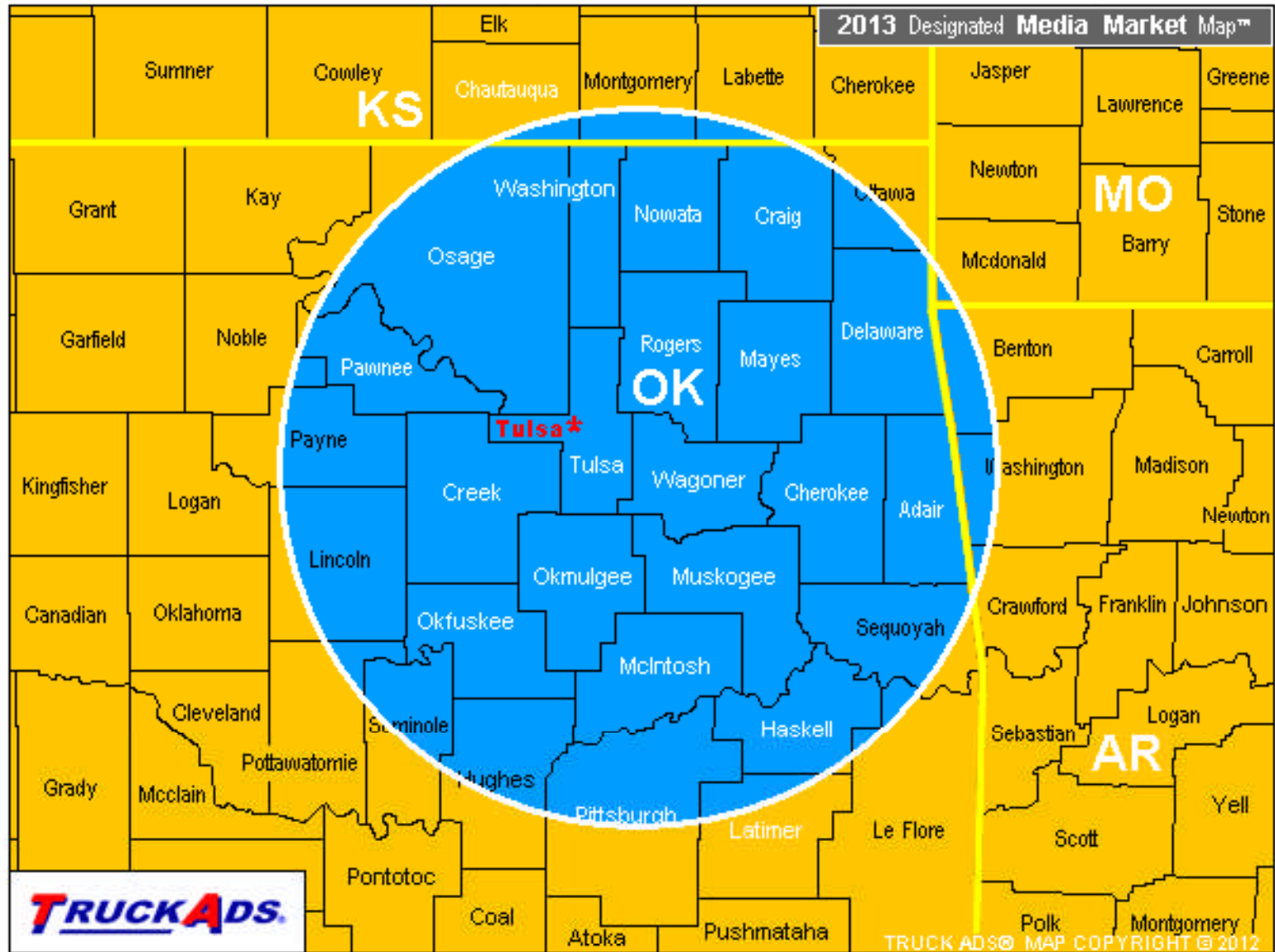
White	931,394
African American	93,096
Asian	19,055
American Indian and Alaska Native	160,950
Native Hawaiian and Pacific Islander	747
Other	45,728
Identified by two or more	92,327

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TULSA :::

BROADCAST TV MARKET AREA



21 COUNTIES IN THIS DESIGNATED MARKET

OKLAHOMA: Adair, OK ~ Cherokee, OK ~ Craig, OK ~ Creek, OK ~ Delaware, OK ~ Haskell, OK ~ Latimer, OK ~ Mayes, OK ~ McIntosh, OK ~ Muskogee, OK ~ Nowata, OK ~ Okfuskee, OK ~ Okmulgee, OK ~ Osage, OK ~ Pawnee, OK ~ Pittsburg, OK ~ Rogers, OK ~ Tulsa, OK ~ Wagoner, OK ~ Washington, OK ~ **KANSAS:** Chautauqua, KS

OK - Adair County

Population

Total Population	22,683
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Housing Status

(in housing units unless noted)

Total	9,142
Occupied	8,156
Owner-occupied	5,792
Population in owner-occupied (number of individuals)	16,126
Renter-occupied	2,364
Population in renter-occupied (number of individuals)	6,465
Households with individuals under 18	3,129
Vacant	986
Vacant: for rent	335
Vacant: for sale	106

Population by Sex/Age

Male	11,348
Female	11,335
Under 18	6,357
18 & over	16,326
20 - 24	1,258
25 - 34	2,712
35 - 49	4,571
50 - 64	4,180
65 & over	2,934

Population by Ethnicity

Hispanic or Latino	1,197
Non Hispanic or Latino	21,486

Population by Race

White	9,757
African American	55
Asian	130
American Indian and Alaska Native	9,823
Native Hawaiian and Pacific Islander	1
Other	532
Identified by two or more	2,385

OK - Cherokee County

Population

Total Population	46,987
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Housing Status

(in housing units unless noted)

Total	21,455
Occupied	17,836
Owner-occupied	11,780
Population in owner-occupied (number of individuals)	30,465
Renter-occupied	6,056
Population in renter-occupied (number of individuals)	14,514
Households with individuals under 18	5,838
Vacant	3,619
Vacant: for rent	777
Vacant: for sale	299

Population by Sex/Age

Male	23,230
Female	23,757
Under 18	11,333
18 & over	35,654
20 - 24	4,468
25 - 34	5,874
35 - 49	8,344
50 - 64	8,583
65 & over	6,338

Population by Ethnicity

Hispanic or Latino	2,952
Non Hispanic or Latino	44,035

Population by Race

White	24,567
African American	598
Asian	272
American Indian and Alaska Native	15,987
Native Hawaiian and Pacific Islander	16
Other	1,248
Identified by two or more	4,299

OK - Craig County

Population

Total Population	15,029
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Housing Status

(in housing units unless noted)

Total	6,749
Occupied	5,691
Owner-occupied	4,181
Population in owner-occupied (number of individuals)	10,489
Renter-occupied	1,510
Population in renter-occupied (number of individuals)	3,490
Households with individuals under 18	1,815
Vacant	1,058
Vacant: for rent	244
Vacant: for sale	106

Population by Sex/Age

Male	7,641
Female	7,388
Under 18	3,413
18 & over	11,616
20 - 24	818
25 - 34	1,662
35 - 49	3,050
50 - 64	3,090
65 & over	2,621

Population by Ethnicity

Hispanic or Latino	370
Non Hispanic or Latino	14,659

Population by Race

White	10,017
African American	449
Asian	105
American Indian and Alaska Native	3,061
Native Hawaiian and Pacific Islander	17
Other	108
Identified by two or more	1,272

OK - Creek County

Population

Total Population	69,967
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Housing Status

(in housing units unless noted)

Total	29,761
Occupied	26,539
Owner-occupied	20,213
Population in owner-occupied (number of individuals)	52,656
Renter-occupied	6,326
Population in renter-occupied (number of individuals)	16,249
Households with individuals under 18	9,096
Vacant	3,222
Vacant: for rent	744
Vacant: for sale	389

Population by Sex/Age

Male	34,619
Female	35,348
Under 18	17,428
18 & over	52,539
20 - 24	3,675
25 - 34	7,852
35 - 49	14,119
50 - 64	14,618
65 & over	10,475

Population by Ethnicity

Hispanic or Latino	2,152
Non Hispanic or Latino	67,815

Population by Race

White	55,764
African American	1,544
Asian	230
American Indian and Alaska Native	7,001
Native Hawaiian and Pacific Islander	45
Other	734
Identified by two or more	4,649

OK - Delaware County

Population

Total Population	41,487
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Housing Status

(in housing units unless noted)

Total	24,818
Occupied	17,093
Owner-occupied	13,295
Population in owner-occupied (number of individuals)	31,627
Renter-occupied	3,798
Population in renter-occupied (number of individuals)	9,504
Households with individuals under 18	4,857
Vacant	7,725
Vacant: for rent	482
Vacant: for sale	540

Population by Sex/Age

Male	20,470
Female	21,017
Under 18	9,307
18 & over	32,180
20 - 24	1,941
25 - 34	3,925
35 - 49	7,413
50 - 64	9,418
65 & over	8,536

Population by Ethnicity

Hispanic or Latino	1,248
Non Hispanic or Latino	40,239

Population by Race

White	27,811
African American	92
Asian	519
American Indian and Alaska Native	9,277
Native Hawaiian and Pacific Islander	30
Other	450
Identified by two or more	3,308

OK - Haskell County

Population

Total Population	12,769
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Housing Status

(in housing units unless noted)

Total	6,028
Occupied	5,044
Owner-occupied	3,821
Population in owner-occupied (number of individuals)	9,638
Renter-occupied	1,223
Population in renter-occupied (number of individuals)	3,053
Households with individuals under 18	1,711
Vacant	984
Vacant: for rent	143
Vacant: for sale	61

Population by Sex/Age

Male	6,346
Female	6,423
Under 18	3,252
18 & over	9,517
20 - 24	694
25 - 34	1,437
35 - 49	2,337
50 - 64	2,509
65 & over	2,242

Population by Ethnicity

Hispanic or Latino	426
Non Hispanic or Latino	12,343

Population by Race

White	9,560
African American	56
Asian	68
American Indian and Alaska Native	2,029
Native Hawaiian and Pacific Islander	2
Other	155
Identified by two or more	899

OK - Latimer County

Population

Total Population	11,154
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Housing Status

(in housing units unless noted)

Total	4,979
Occupied	4,208
Owner-occupied	3,123
Population in owner-occupied (number of individuals)	7,905
Renter-occupied	1,085
Population in renter-occupied (number of individuals)	2,675
Households with individuals under 18	1,424
Vacant	771
Vacant: for rent	160
Vacant: for sale	55

Population by Sex/Age

Male	5,649
Female	5,505
Under 18	2,673
18 & over	8,481
20 - 24	681
25 - 34	1,195
35 - 49	2,046
50 - 64	2,185
65 & over	1,944

Population by Ethnicity

Hispanic or Latino	293
Non Hispanic or Latino	10,861

Population by Race

White	7,825
African American	83
Asian	31
American Indian and Alaska Native	2,279
Native Hawaiian and Pacific Islander	1
Other	71
Identified by two or more	864

OK - Mayes County

Population

Total Population	41,259
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Housing Status

(in housing units unless noted)

Total	19,239
Occupied	16,008
Owner-occupied	12,042
Population in owner-occupied (number of individuals)	30,500
Renter-occupied	3,966
Population in renter-occupied (number of individuals)	10,192
Households with individuals under 18	5,421
Vacant	3,231
Vacant: for rent	522
Vacant: for sale	320

Population by Sex/Age

Male	20,572
Female	20,687
Under 18	10,514
18 & over	30,745
20 - 24	2,153
25 - 34	4,714
35 - 49	7,888
50 - 64	8,425
65 & over	6,471

Population by Ethnicity

Hispanic or Latino	1,097
Non Hispanic or Latino	40,162

Population by Race

White	28,044
African American	169
Asian	147
American Indian and Alaska Native	8,823
Native Hawaiian and Pacific Islander	16
Other	327
Identified by two or more	3,733

OK - McIntosh County

Population

Total Population	20,252
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Housing Status

(in housing units unless noted)

Total	13,350
Occupied	8,460
Owner-occupied	6,580
Population in owner-occupied (number of individuals)	15,393
Renter-occupied	1,880
Population in renter-occupied (number of individuals)	4,514
Households with individuals under 18	2,277
Vacant	4,890
Vacant: for rent	249
Vacant: for sale	195

Population by Sex/Age

Male	10,012
Female	10,240
Under 18	4,257
18 & over	15,995
20 - 24	877
25 - 34	1,894
35 - 49	3,669
50 - 64	4,690
65 & over	4,445

Population by Ethnicity

Hispanic or Latino	390
Non Hispanic or Latino	19,862

Population by Race

White	14,238
African American	647
Asian	68
American Indian and Alaska Native	3,756
Native Hawaiian and Pacific Islander	7
Other	87
Identified by two or more	1,449

OK - Muskogee County

Population

Total Population	70,990
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Housing Status

(in housing units unless noted)

Total	30,908
Occupied	27,054
Owner-occupied	18,089
Population in owner-occupied (number of individuals)	46,138
Renter-occupied	8,965
Population in renter-occupied (number of individuals)	21,326
Households with individuals under 18	9,036
Vacant	3,854
Vacant: for rent	926
Vacant: for sale	419

Population by Sex/Age

Male	34,695
Female	36,295
Under 18	17,511
18 & over	53,479
20 - 24	4,500
25 - 34	9,234
35 - 49	13,395
50 - 64	13,850
65 & over	10,408

Population by Ethnicity

Hispanic or Latino	3,688
Non Hispanic or Latino	67,302

Population by Race

White	42,467
African American	8,030
Asian	396
American Indian and Alaska Native	12,403
Native Hawaiian and Pacific Islander	24
Other	1,829
Identified by two or more	5,841

OK - Nowata County

Population

Total Population	10,536
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Housing Status

(in housing units unless noted)

Total	4,828
Occupied	4,224
Owner-occupied	3,293
Population in owner-occupied (number of individuals)	8,186
Renter-occupied	931
Population in renter-occupied (number of individuals)	2,193
Households with individuals under 18	1,340
Vacant	604
Vacant: for rent	94
Vacant: for sale	67

Population by Sex/Age

Male	5,210
Female	5,326
Under 18	2,552
18 & over	7,984
20 - 24	512
25 - 34	1,126
35 - 49	1,994
50 - 64	2,208
65 & over	1,893

Population by Ethnicity

Hispanic or Latino	240
Non Hispanic or Latino	10,296

Population by Race

White	7,267
African American	208
Asian	7
American Indian and Alaska Native	2,016
Native Hawaiian and Pacific Islander	3
Other	54
Identified by two or more	981

OK - Okfuskee County

Population

Total Population	12,191
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Housing Status

(in housing units unless noted)

Total	5,282
Occupied	4,354
Owner-occupied	3,238
Population in owner-occupied (number of individuals)	8,249
Renter-occupied	1,116
Population in renter-occupied (number of individuals)	2,714
Households with individuals under 18	1,411
Vacant	928
Vacant: for rent	148
Vacant: for sale	49

Population by Sex/Age

Male	6,524
Female	5,667
Under 18	2,842
18 & over	9,349
20 - 24	644
25 - 34	1,478
35 - 49	2,497
50 - 64	2,407
65 & over	2,034

Population by Ethnicity

Hispanic or Latino	356
Non Hispanic or Latino	11,835

Population by Race

White	7,848
African American	1,009
Asian	20
American Indian and Alaska Native	2,401
Native Hawaiian and Pacific Islander	15
Other	100
Identified by two or more	798

OK - Okmulgee County

Population

Total Population	40,069
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Housing Status

(in housing units unless noted)

Total	17,891
Occupied	15,362
Owner-occupied	10,884
Population in owner-occupied (number of individuals)	27,730
Renter-occupied	4,478
Population in renter-occupied (number of individuals)	10,965
Households with individuals under 18	5,117
Vacant	2,529
Vacant: for rent	723
Vacant: for sale	259

Population by Sex/Age

Male	19,854
Female	20,215
Under 18	9,873
18 & over	30,196
20 - 24	2,528
25 - 34	4,583
35 - 49	7,398
50 - 64	8,007
65 & over	6,334

Population by Ethnicity

Hispanic or Latino	1,293
Non Hispanic or Latino	38,776

Population by Race

White	26,366
African American	3,501
Asian	131
American Indian and Alaska Native	6,526
Native Hawaiian and Pacific Islander	6
Other	321
Identified by two or more	3,218

OK - Osage County

Population

Total Population	47,472
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Housing Status

(in housing units unless noted)

Total	21,143
Occupied	18,205
Owner-occupied	14,315
Population in owner-occupied (number of individuals)	36,597
Renter-occupied	3,890
Population in renter-occupied (number of individuals)	9,371
Households with individuals under 18	5,927
Vacant	2,938
Vacant: for rent	520
Vacant: for sale	317

Population by Sex/Age

Male	23,889
Female	23,583
Under 18	11,553
18 & over	35,919
20 - 24	2,297
25 - 34	5,275
35 - 49	9,289
50 - 64	10,612
65 & over	7,278

Population by Ethnicity

Hispanic or Latino	1,366
Non Hispanic or Latino	46,106

Population by Race

White	31,327
African American	5,401
Asian	133
American Indian and Alaska Native	6,858
Native Hawaiian and Pacific Islander	11
Other	363
Identified by two or more	3,379

OK - Pawnee County

Population

Total Population	16,577
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Housing Status

(in housing units unless noted)

Total	7,745
Occupied	6,486
Owner-occupied	5,042
Population in owner-occupied (number of individuals)	12,792
Renter-occupied	1,444
Population in renter-occupied (number of individuals)	3,591
Households with individuals under 18	2,073
Vacant	1,259
Vacant: for rent	280
Vacant: for sale	112

Population by Sex/Age

Male	8,251
Female	8,326
Under 18	4,086
18 & over	12,491
20 - 24	803
25 - 34	1,711
35 - 49	3,254
50 - 64	3,583
65 & over	2,723

Population by Ethnicity

Hispanic or Latino	336
Non Hispanic or Latino	16,241

Population by Race

White	13,363
African American	118
Asian	48
American Indian and Alaska Native	1,926
Native Hawaiian and Pacific Islander	6
Other	96
Identified by two or more	1,020

OK - Pittsburg County

Population

Total Population	45,837
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Housing Status

(in housing units unless noted)

Total	22,634
Occupied	18,012
Owner-occupied	13,322
Population in owner-occupied (number of individuals)	32,336
Renter-occupied	4,690
Population in renter-occupied (number of individuals)	11,068
Households with individuals under 18	5,606
Vacant	4,622
Vacant: for rent	708
Vacant: for sale	277

Population by Sex/Age

Male	23,270
Female	22,567
Under 18	10,120
18 & over	35,717
20 - 24	2,603
25 - 34	5,784
35 - 49	8,756
50 - 64	9,460
65 & over	8,036

Population by Ethnicity

Hispanic or Latino	1,786
Non Hispanic or Latino	44,051

Population by Race

White	33,745
African American	1,525
Asian	189
American Indian and Alaska Native	6,310
Native Hawaiian and Pacific Islander	20
Other	577
Identified by two or more	3,471

OK - Rogers County

Population

Total Population	86,905
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Housing Status

(in housing units unless noted)

Total	35,160
Occupied	31,884
Owner-occupied	25,286
Population in owner-occupied (number of individuals)	69,273
Renter-occupied	6,598
Population in renter-occupied (number of individuals)	16,416
Households with individuals under 18	11,854
Vacant	3,276
Vacant: for rent	609
Vacant: for sale	586

Population by Sex/Age

Male	43,053
Female	43,852
Under 18	22,716
18 & over	64,189
20 - 24	4,981
25 - 34	9,803
35 - 49	18,427
50 - 64	16,930
65 & over	11,609

Population by Ethnicity

Hispanic or Latino	3,229
Non Hispanic or Latino	83,676

Population by Race

White	65,415
African American	865
Asian	932
American Indian and Alaska Native	11,382
Native Hawaiian and Pacific Islander	53
Other	1,212
Identified by two or more	7,046

OK - Tulsa County

Population

Total Population	603,403
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Housing Status

(in housing units unless noted)

Total	268,426
Occupied	241,737
Owner-occupied	147,510
Population in owner-occupied (number of individuals)	375,724
Renter-occupied	94,227
Population in renter-occupied (number of individuals)	217,862
Households with individuals under 18	80,537
Vacant	26,689
Vacant: for rent	11,667
Vacant: for sale	3,729

Population by Sex/Age

Male	294,440
Female	308,963
Under 18	154,276
18 & over	449,127
20 - 24	42,152
25 - 34	87,168
35 - 49	119,930
50 - 64	110,353
65 & over	72,856

Population by Ethnicity

Hispanic or Latino	66,582
Non Hispanic or Latino	536,821

Population by Race

White	417,413
African American	64,779
Asian	14,066
American Indian and Alaska Native	36,392
Native Hawaiian and Pacific Islander	429
Other	35,255
Identified by two or more	35,069

OK - Wagoner County

Population

Total Population	73,085
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Housing Status

(in housing units unless noted)

Total	29,694
Occupied	26,878
Owner-occupied	21,931
Population in owner-occupied (number of individuals)	59,276
Renter-occupied	4,947
Population in renter-occupied (number of individuals)	13,490
Households with individuals under 18	10,101
Vacant	2,816
Vacant: for rent	555
Vacant: for sale	439

Population by Sex/Age

Male	35,986
Female	37,099
Under 18	19,468
18 & over	53,617
20 - 24	3,616
25 - 34	9,420
35 - 49	15,077
50 - 64	14,552
65 & over	9,139

Population by Ethnicity

Hispanic or Latino	3,488
Non Hispanic or Latino	69,597

Population by Race

White	55,340
African American	2,720
Asian	1,006
American Indian and Alaska Native	7,303
Native Hawaiian and Pacific Islander	27
Other	1,289
Identified by two or more	5,400

OK - Washington County

Population

Total Population	50,976
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Housing Status

(in housing units unless noted)

Total	23,451
Occupied	21,036
Owner-occupied	15,478
Population in owner-occupied (number of individuals)	37,618
Renter-occupied	5,558
Population in renter-occupied (number of individuals)	12,560
Households with individuals under 18	6,323
Vacant	2,415
Vacant: for rent	570
Vacant: for sale	355

Population by Sex/Age

Male	24,664
Female	26,312
Under 18	11,953
18 & over	39,023
20 - 24	2,876
25 - 34	5,786
35 - 49	9,286
50 - 64	10,666
65 & over	9,083

Population by Ethnicity

Hispanic or Latino	2,556
Non Hispanic or Latino	48,420

Population by Race

White	39,929
African American	1,231
Asian	554
American Indian and Alaska Native	5,247
Native Hawaiian and Pacific Islander	16
Other	891
Identified by two or more	3,108

KS - Chautauqua County

Population

Total Population	3,669
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Housing Status

(in housing units unless noted)

Total	2,150
Occupied	1,612
Owner-occupied	1,246
Population in owner-occupied (number of individuals)	2,796
Renter-occupied	366
Population in renter-occupied (number of individuals)	794
Households with individuals under 18	405
Vacant	538
Vacant: for rent	74
Vacant: for sale	30

Population by Sex/Age

Male	1,861
Female	1,808
Under 18	758
18 & over	2,911
20 - 24	141
25 - 34	350
35 - 49	610
50 - 64	835
65 & over	896

Population by Ethnicity

Hispanic or Latino	87
Non Hispanic or Latino	3,582

Population by Race

White	3,331
African American	16
Asian	3
American Indian and Alaska Native	150
Native Hawaiian and Pacific Islander	2
Other	29
Identified by two or more	138