



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

WICHITA FALLS LAWTON :::

BROADCAST TV MARKET AREA

Population

Total Population	431,992
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Housing Status

(in housing units unless noted)

Total	191,943
Occupied	164,658
Owner-occupied	106,561
Population in owner-occupied (number of individuals)	267,627
Renter-occupied	58,097
Population in renter-occupied (number of individuals)	138,904
Households with individuals under 18	55,089
Vacant	27,285
Vacant: for rent	7,492
Vacant: for sale	2,806

Population by Sex/Age

Male	218,307
Female	213,685
Under 18	104,267
18 & over	327,725
20 - 24	24,616
25 - 34	58,771
35 - 49	80,639
50 - 64	78,336
65 & over	60,441

Population by Ethnicity

Hispanic or Latino	58,425
Non Hispanic or Latino	373,567

Population by Race

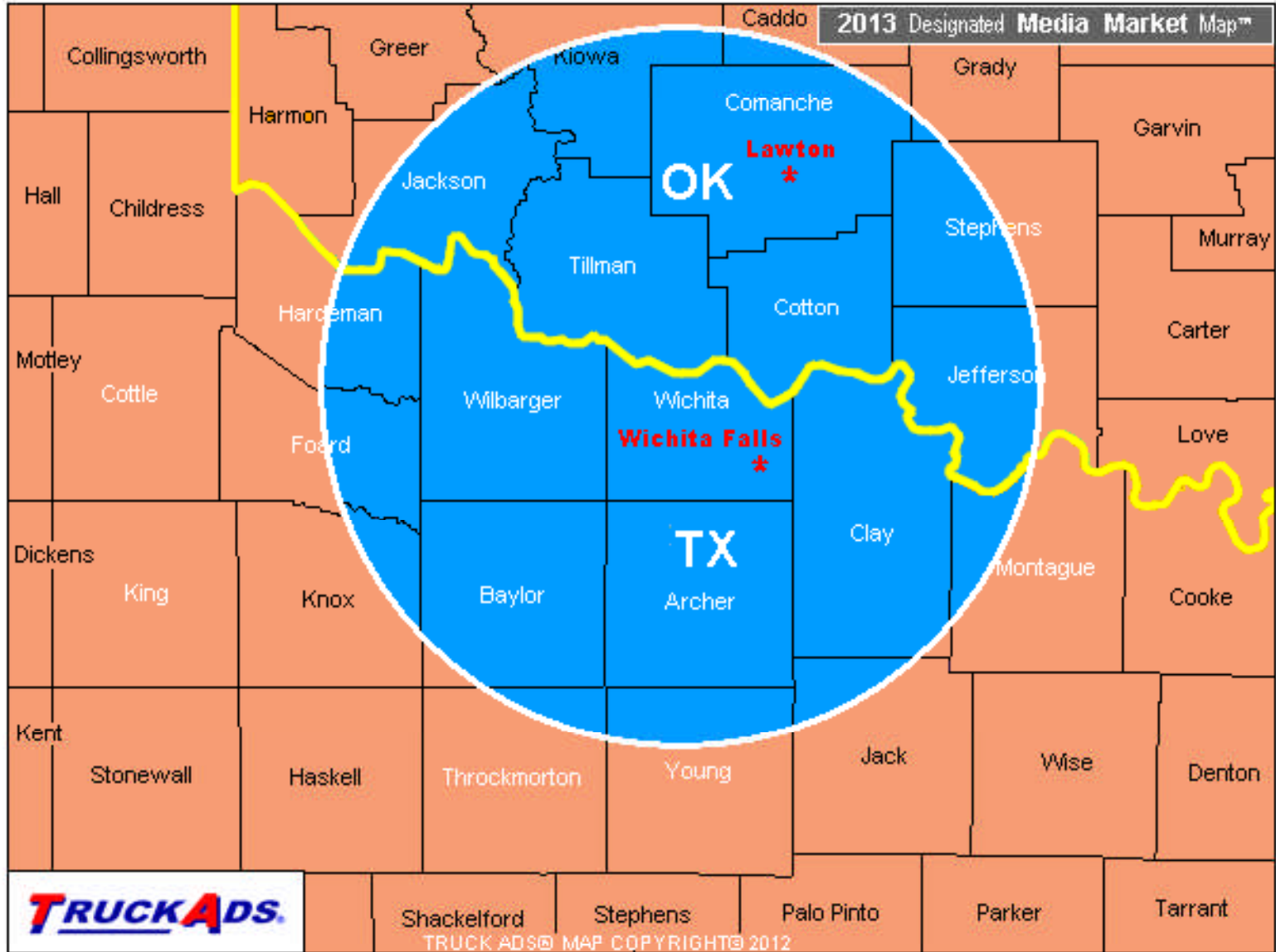
White	330,921
African American	41,104
Asian	6,334
American Indian and Alaska Native	13,351
Native Hawaiian and Pacific Islander	897
Other	21,532
Identified by two or more	17,853

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WICHITA FALLS LAWTON :::

BROADCAST TV MARKET AREA



18 COUNTIES IN THIS DESIGNATED MARKET

TEXAS: Archer, TX ~ Baylor, TX ~ Clay, TX ~ Cottle, TX ~ Foard, TX ~ Hardeman, TX ~ King, TX ~ Montague, TX ~ Throckmorton, TX ~ Wichita, TX ~ Wilbarger, TX ~ Young, TX ~ **OKLAHOMA:** Comanche, OK ~ Cotton, OK ~ Jackson, OK ~ Jefferson, OK ~ Stephens, OK ~ Tillman, OK

TX - Archer County

Population

Total Population	9,054
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Housing Status

(in housing units unless noted)

Total	4,107
Occupied	3,538
Owner-occupied	2,900
Population in owner-occupied (number of individuals)	7,411
Renter-occupied	638
Population in renter-occupied (number of individuals)	1,587
Households with individuals under 18	1,145
Vacant	569
Vacant: for rent	87
Vacant: for sale	42

Population by Sex/Age

Male	4,563
Female	4,491
Under 18	2,185
18 & over	6,869
20 - 24	434
25 - 34	837
35 - 49	1,908
50 - 64	1,991
65 & over	1,447

Population by Ethnicity

Hispanic or Latino	675
Non Hispanic or Latino	8,379

Population by Race

White	8,504
African American	40
Asian	18
American Indian and Alaska Native	60
Native Hawaiian and Pacific Islander	3
Other	295
Identified by two or more	134

TX - Baylor County

Population

Total Population	3,726
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Housing Status

(in housing units unless noted)

Total	2,665
Occupied	1,669
Owner-occupied	1,191
Population in owner-occupied (number of individuals)	2,659
Renter-occupied	478
Population in renter-occupied (number of individuals)	1,002
Households with individuals under 18	420
Vacant	996
Vacant: for rent	37
Vacant: for sale	64

Population by Sex/Age

Male	1,795
Female	1,931
Under 18	768
18 & over	2,958
20 - 24	163
25 - 34	358
35 - 49	634
50 - 64	782
65 & over	935

Population by Ethnicity

Hispanic or Latino	455
Non Hispanic or Latino	3,271

Population by Race

White	3,410
African American	75
Asian	4
American Indian and Alaska Native	11
Native Hawaiian and Pacific Islander	3
Other	146
Identified by two or more	77

TX - Clay County

Population

Total Population	10,752
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Housing Status

(in housing units unless noted)

Total	5,150
Occupied	4,319
Owner-occupied	3,602
Population in owner-occupied (number of individuals)	8,971
Renter-occupied	717
Population in renter-occupied (number of individuals)	1,711
Households with individuals under 18	1,328
Vacant	831
Vacant: for rent	68
Vacant: for sale	80

Population by Sex/Age

Male	5,283
Female	5,469
Under 18	2,442
18 & over	8,310
20 - 24	420
25 - 34	1,048
35 - 49	2,119
50 - 64	2,550
65 & over	1,919

Population by Ethnicity

Hispanic or Latino	467
Non Hispanic or Latino	10,285

Population by Race

White	10,224
African American	57
Asian	28
American Indian and Alaska Native	123
Native Hawaiian and Pacific Islander	1
Other	138
Identified by two or more	181

TX - Cottle County

Population

Total Population	1,505
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Housing Status

(in housing units unless noted)

Total	968
Occupied	677
Owner-occupied	476
Population in owner-occupied (number of individuals)	1,063
Renter-occupied	201
Population in renter-occupied (number of individuals)	442
Households with individuals under 18	173
Vacant	291
Vacant: for rent	35
Vacant: for sale	22

Population by Sex/Age

Male	713
Female	792
Under 18	350
18 & over	1,155
20 - 24	54
25 - 34	129
35 - 49	259
50 - 64	322
65 & over	358

Population by Ethnicity

Hispanic or Latino	316
Non Hispanic or Latino	1,189

Population by Race

White	1,212
African American	133
Asian	0
American Indian and Alaska Native	5
Native Hawaiian and Pacific Islander	1
Other	123
Identified by two or more	31

TX - Foard County

Population

Total Population	1,336
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Housing Status

(in housing units unless noted)

Total	789
Occupied	573
Owner-occupied	442
Population in owner-occupied (number of individuals)	1,009
Renter-occupied	131
Population in renter-occupied (number of individuals)	297
Households with individuals under 18	150
Vacant	216
Vacant: for rent	22
Vacant: for sale	16

Population by Sex/Age

Male	637
Female	699
Under 18	278
18 & over	1,058
20 - 24	61
25 - 34	110
35 - 49	261
50 - 64	272
65 & over	319

Population by Ethnicity

Hispanic or Latino	187
Non Hispanic or Latino	1,149

Population by Race

White	1,211
African American	53
Asian	5
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	54
Identified by two or more	10

TX - Hardeman County

Population

Total Population	4,139
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Housing Status

(in housing units unless noted)

Total	2,417
Occupied	1,722
Owner-occupied	1,235
Population in owner-occupied (number of individuals)	2,997
Renter-occupied	487
Population in renter-occupied (number of individuals)	1,121
Households with individuals under 18	529
Vacant	695
Vacant: for rent	76
Vacant: for sale	45

Population by Sex/Age

Male	2,051
Female	2,088
Under 18	1,019
18 & over	3,120
20 - 24	171
25 - 34	431
35 - 49	730
50 - 64	885
65 & over	808

Population by Ethnicity

Hispanic or Latino	889
Non Hispanic or Latino	3,250

Population by Race

White	3,538
African American	246
Asian	12
American Indian and Alaska Native	26
Native Hawaiian and Pacific Islander	0
Other	211
Identified by two or more	106

TX - King County

Population

Total Population	286
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Housing Status

(in housing units unless noted)

Total	186
Occupied	113
Owner-occupied	45
Population in owner-occupied (number of individuals)	95
Renter-occupied	68
Population in renter-occupied (number of individuals)	191
Households with individuals under 18	37
Vacant	73
Vacant: for rent	3
Vacant: for sale	2

Population by Sex/Age

Male	141
Female	145
Under 18	68
18 & over	218
20 - 24	8
25 - 34	23
35 - 49	66
50 - 64	72
65 & over	38

Population by Ethnicity

Hispanic or Latino	39
Non Hispanic or Latino	247

Population by Race

White	268
African American	0
Asian	0
American Indian and Alaska Native	3
Native Hawaiian and Pacific Islander	0
Other	11
Identified by two or more	4

TX - Montague County

Population

Total Population	19,719
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Housing Status

(in housing units unless noted)

Total	10,131
Occupied	7,989
Owner-occupied	6,246
Population in owner-occupied (number of individuals)	15,272
Renter-occupied	1,743
Population in renter-occupied (number of individuals)	4,181
Households with individuals under 18	2,385
Vacant	2,142
Vacant: for rent	263
Vacant: for sale	181

Population by Sex/Age

Male	9,665
Female	10,054
Under 18	4,527
18 & over	15,192
20 - 24	989
25 - 34	1,976
35 - 49	3,725
50 - 64	4,190
65 & over	3,880

Population by Ethnicity

Hispanic or Latino	1,930
Non Hispanic or Latino	17,789

Population by Race

White	18,384
African American	53
Asian	62
American Indian and Alaska Native	175
Native Hawaiian and Pacific Islander	4
Other	717
Identified by two or more	324

TX - Throckmorton County

Population

Total Population	1,641
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Housing Status

(in housing units unless noted)

Total	1,079
Occupied	721
Owner-occupied	538
Population in owner-occupied (number of individuals)	1,241
Renter-occupied	183
Population in renter-occupied (number of individuals)	387
Households with individuals under 18	181
Vacant	358
Vacant: for rent	16
Vacant: for sale	15

Population by Sex/Age

Male	807
Female	834
Under 18	366
18 & over	1,275
20 - 24	62
25 - 34	153
35 - 49	300
50 - 64	326
65 & over	403

Population by Ethnicity

Hispanic or Latino	152
Non Hispanic or Latino	1,489

Population by Race

White	1,555
African American	11
Asian	7
American Indian and Alaska Native	12
Native Hawaiian and Pacific Islander	0
Other	43
Identified by two or more	13

TX - Wichita County

Population

Total Population	131,500
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Housing Status

(in housing units unless noted)

Total	55,566
Occupied	49,016
Owner-occupied	30,219
Population in owner-occupied (number of individuals)	76,839
Renter-occupied	18,797
Population in renter-occupied (number of individuals)	42,644
Households with individuals under 18	16,224
Vacant	6,550
Vacant: for rent	2,814
Vacant: for sale	856

Population by Sex/Age

Male	67,438
Female	64,062
Under 18	30,409
18 & over	101,091
20 - 24	12,823
25 - 34	18,429
35 - 49	24,113
50 - 64	22,820
65 & over	17,177

Population by Ethnicity

Hispanic or Latino	21,859
Non Hispanic or Latino	109,641

Population by Race

White	101,331
African American	13,811
Asian	2,669
American Indian and Alaska Native	1,394
Native Hawaiian and Pacific Islander	101
Other	8,368
Identified by two or more	3,826

TX - Wilbarger County

Population

Total Population	13,535
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Housing Status

(in housing units unless noted)

Total	6,318
Occupied	5,289
Owner-occupied	3,345
Population in owner-occupied (number of individuals)	8,356
Renter-occupied	1,944
Population in renter-occupied (number of individuals)	4,564
Households with individuals under 18	1,732
Vacant	1,029
Vacant: for rent	315
Vacant: for sale	100

Population by Sex/Age

Male	6,736
Female	6,799
Under 18	3,467
18 & over	10,068
20 - 24	885
25 - 34	1,597
35 - 49	2,447
50 - 64	2,632
65 & over	2,108

Population by Ethnicity

Hispanic or Latino	3,508
Non Hispanic or Latino	10,027

Population by Race

White	10,585
African American	1,086
Asian	98
American Indian and Alaska Native	145
Native Hawaiian and Pacific Islander	6
Other	1,271
Identified by two or more	344

TX - Young County

Population

Total Population	18,550
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Housing Status

(in housing units unless noted)

Total	8,622
Occupied	7,343
Owner-occupied	5,382
Population in owner-occupied (number of individuals)	13,438
Renter-occupied	1,961
Population in renter-occupied (number of individuals)	4,833
Households with individuals under 18	2,372
Vacant	1,279
Vacant: for rent	216
Vacant: for sale	140

Population by Sex/Age

Male	9,148
Female	9,402
Under 18	4,459
18 & over	14,091
20 - 24	978
25 - 34	1,978
35 - 49	3,419
50 - 64	3,863
65 & over	3,422

Population by Ethnicity

Hispanic or Latino	3,045
Non Hispanic or Latino	15,505

Population by Race

White	16,748
African American	232
Asian	65
American Indian and Alaska Native	138
Native Hawaiian and Pacific Islander	5
Other	1,004
Identified by two or more	358

OK - Comanche County

Population

Total Population	124,098
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Housing Status

(in housing units unless noted)

Total	50,739
Occupied	44,982
Owner-occupied	25,400
Population in owner-occupied (number of individuals)	65,150
Renter-occupied	19,582
Population in renter-occupied (number of individuals)	48,605
Households with individuals under 18	16,436
Vacant	5,757
Vacant: for rent	2,127
Vacant: for sale	639

Population by Sex/Age

Male	63,925
Female	60,173
Under 18	31,134
18 & over	92,964
20 - 24	12,163
25 - 34	20,493
35 - 49	23,496
50 - 64	19,410
65 & over	12,702

Population by Ethnicity

Hispanic or Latino	13,896
Non Hispanic or Latino	110,202

Population by Race

White	79,996
African American	21,669
Asian	2,777
American Indian and Alaska Native	7,266
Native Hawaiian and Pacific Islander	686
Other	3,671
Identified by two or more	8,033

OK - Cotton County

Population

Total Population	6,193
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Housing Status

(in housing units unless noted)

Total	3,016
Occupied	2,483
Owner-occupied	1,880
Population in owner-occupied (number of individuals)	4,647
Renter-occupied	603
Population in renter-occupied (number of individuals)	1,498
Households with individuals under 18	821
Vacant	533
Vacant: for rent	67
Vacant: for sale	36

Population by Sex/Age

Male	3,048
Female	3,145
Under 18	1,524
18 & over	4,669
20 - 24	290
25 - 34	663
35 - 49	1,195
50 - 64	1,299
65 & over	1,051

Population by Ethnicity

Hispanic or Latino	344
Non Hispanic or Latino	5,849

Population by Race

White	5,035
African American	128
Asian	13
American Indian and Alaska Native	551
Native Hawaiian and Pacific Islander	13
Other	115
Identified by two or more	338

OK - Jackson County

Population

Total Population	26,446
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Housing Status

(in housing units unless noted)

Total	12,077
Occupied	10,247
Owner-occupied	6,280
Population in owner-occupied (number of individuals)	15,996
Renter-occupied	3,967
Population in renter-occupied (number of individuals)	9,763
Households with individuals under 18	3,608
Vacant	1,830
Vacant: for rent	573
Vacant: for sale	179

Population by Sex/Age

Male	13,183
Female	13,263
Under 18	6,907
18 & over	19,539
20 - 24	2,039
25 - 34	3,604
35 - 49	4,929
50 - 64	4,744
65 & over	3,423

Population by Ethnicity

Hispanic or Latino	5,538
Non Hispanic or Latino	20,908

Population by Race

White	19,255
African American	1,985
Asian	312
American Indian and Alaska Native	479
Native Hawaiian and Pacific Islander	56
Other	3,075
Identified by two or more	1,284

OK - Jefferson County

Population

Total Population	6,472
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Housing Status

(in housing units unless noted)

Total	3,378
Occupied	2,634
Owner-occupied	1,889
Population in owner-occupied (number of individuals)	4,443
Renter-occupied	745
Population in renter-occupied (number of individuals)	1,885
Households with individuals under 18	809
Vacant	744
Vacant: for rent	74
Vacant: for sale	28

Population by Sex/Age

Male	3,221
Female	3,251
Under 18	1,565
18 & over	4,907
20 - 24	327
25 - 34	674
35 - 49	1,143
50 - 64	1,368
65 & over	1,239

Population by Ethnicity

Hispanic or Latino	552
Non Hispanic or Latino	5,920

Population by Race

White	5,461
African American	42
Asian	22
American Indian and Alaska Native	400
Native Hawaiian and Pacific Islander	0
Other	245
Identified by two or more	302

OK - Stephens County

Population

Total Population	45,048
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Housing Status

(in housing units unless noted)

Total	20,658
Occupied	18,127
Owner-occupied	13,128
Population in owner-occupied (number of individuals)	32,445
Renter-occupied	4,999
Population in renter-occupied (number of individuals)	12,063
Households with individuals under 18	5,725
Vacant	2,531
Vacant: for rent	550
Vacant: for sale	296

Population by Sex/Age

Male	21,961
Female	23,087
Under 18	10,824
18 & over	34,224
20 - 24	2,346
25 - 34	5,395
35 - 49	8,339
50 - 64	9,254
65 & over	7,798

Population by Ethnicity

Hispanic or Latino	2,790
Non Hispanic or Latino	42,258

Population by Race

White	38,328
African American	870
Asian	221
American Indian and Alaska Native	2,286
Native Hawaiian and Pacific Islander	14
Other	1,169
Identified by two or more	2,160

OK - Tillman County

Population

Total Population	7,992
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Housing Status

(in housing units unless noted)

Total	4,077
Occupied	3,216
Owner-occupied	2,363
Population in owner-occupied (number of individuals)	5,595
Renter-occupied	853
Population in renter-occupied (number of individuals)	2,130
Households with individuals under 18	1,014
Vacant	861
Vacant: for rent	149
Vacant: for sale	65

Population by Sex/Age

Male	3,992
Female	4,000
Under 18	1,975
18 & over	6,017
20 - 24	403
25 - 34	873
35 - 49	1,556
50 - 64	1,556
65 & over	1,414

Population by Ethnicity

Hispanic or Latino	1,783
Non Hispanic or Latino	6,209

Population by Race

White	5,876
African American	613
Asian	21
American Indian and Alaska Native	274
Native Hawaiian and Pacific Islander	4
Other	876
Identified by two or more	328