



Local Television Market Universe Estimates

Estimates as of January 1, 2015 and used throughout the 2014-2015 television season

Estimates are effective September 27, 2014

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,442,270	6.539
2	Los Angeles	5,523,800	4.854
3	Chicago	3,477,250	3.055
4	Philadelphia	2,953,760	2.595
5	Dallas-Ft. Worth	2,603,680	2.288
6	San Francisco-Oak-San Jose	2,476,860	2.176
7	Boston (Manchester)	2,423,640	2.130
8	Washington, DC (Hagrstwn)	2,408,990	2.117
9	Atlanta	2,334,520	2.051
10	Houston	2,301,230	2.022
11	Phoenix (Prescott)	1,834,360	1.612
12	Detroit	1,833,320	1.611
13	Tampa-St. Pete (Sarasota)	1,822,550	1.601
14	Seattle-Tacoma	1,802,920	1.584
15	Minneapolis-St. Paul	1,730,170	1.520
16	Miami-Ft. Lauderdale	1,632,760	1.435
17	Denver	1,565,760	1.376
18	Orlando-Daytona Bch-Melbrn	1,472,960	1.294
19	Cleveland-Akron (Canton)	1,469,190	1.291
20	Sacramnto-Stkton-Modesto	1,345,960	1.183
21	St. Louis	1,226,860	1.078
22	Pittsburgh	1,173,320	1.031
23	Portland, OR	1,154,070	1.014
24	Charlotte	1,154,040	1.014
25	Raleigh-Durham (Fayetteville)	1,135,920	0.998
26	Baltimore	1,092,620	0.960
27	Indianapolis	1,082,690	0.951
28	San Diego	1,054,350	0.926
29	Nashville	1,002,840	0.881
30	Hartford & New Haven	968,450	0.851
31	Kansas City	923,290	0.811
32	Columbus, OH	913,550	0.803
33	San Antonio	911,680	0.801
34	Salt Lake City	897,390	0.788
35	Milwaukee	893,210	0.785
36	Cincinnati	876,290	0.770
37	Greenvll-Spart-Ashevl-And	842,020	0.740
38	West Palm Beach-Ft. Pierce	789,710	0.694
39	Austin	729,300	0.641
40	Grand Rapids-Kalmzoo-B.Crk	724,100	0.636



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41	Las Vegas	718,820	0.632
42	Norfolk-Portsmouth-Newport News	714,410	0.628
43	Birmingham (Ann and Tusc)	710,180	0.624
44	Oklahoma City	704,490	0.619
45	Harrisburg-Lancaster-Lebanon-York	704,160	0.619
46	Greensboro-High Point-Winston-Salem	689,040	0.605
47	Albuquerque-Santa Fe	679,380	0.597
48	Jacksonville	659,630	0.580
49	Louisville	656,900	0.577
50	Memphis	653,560	0.574
51	New Orleans	641,150	0.563
52	Buffalo	612,110	0.538
53	Providence-New Bedford	605,930	0.532
54	Fresno-Visalia	568,900	0.500
55	Wilkes Barre-Scranton-Hazleton	563,540	0.495
56	Little Rock-Pine Bluff	555,370	0.488
57	Richmond-Petersburg	548,680	0.482
58	Albany-Schenectady-Troy	532,890	0.468
59	Mobile-Pensacola (Ft. Walton Beach)	530,630	0.466
60	Tulsa	530,200	0.466
61	Knoxville	515,190	0.453
62	Ft. Myers-Naples	506,610	0.445
63	Lexington	478,980	0.421
64	Dayton	466,930	0.410
65	Wichita-Hutchinson Plus	441,760	0.388
66	Charleston-Huntington	441,520	0.388
67	Roanoke-Lynchburg	441,140	0.388
68	Green Bay-Appleton	439,390	0.386
69	Honolulu	438,610	0.385
70	Flint-Saginaw-Bay City	435,300	0.382
71	Tucson (Sierra Vista)	428,680	0.377
72	Des Moines-Ames	428,150	0.376
73	Spokane	415,990	0.366
74	Omaha	413,250	0.363
75	Springfield, MO	411,720	0.362
76	Toledo	403,700	0.355
77	Columbia, SC	399,760	0.351
78	Rochester, NY	393,210	0.345
79	Huntsville-Decatur (Fla)	386,580	0.340
80	Portland-Auburn	385,520	0.339



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81	Paducah-Cape Girard-Harsbg	377,830	0.332
82	Madison	377,590	0.332
83	Shreveport	376,690	0.331
84	Syracuse	372,090	0.327
85	Champaign&Sprngfld-Decatur	371,740	0.327
86	Harlingen-Wslco-Brnsvl-McA	363,090	0.319
87	Waco-Temple-Bryan	353,400	0.311
88	Chattanooga	350,080	0.308
89	Colorado Springs-Pueblo	348,020	0.306
90	Cedar Rapids-Wtrlo-IWC&Dub	341,960	0.300
91	El Paso (Las Cruces)	337,890	0.297
92	Savannah	333,580	0.293
93	Baton Rouge	329,960	0.290
94	Jackson, MS	325,850	0.286
95	Charleston, SC	323,440	0.284
96	South Bend-Elkhart	312,680	0.275
97	Tri-Cities, TN-VA	311,430	0.274
98	Burlington-Plattsburgh	309,870	0.272
99	Greenville-N.Bern-Washngtn	306,540	0.269
100	Davenport-R.Island-Moline	298,960	0.263
101	Ft. Smith-Fay-Sprngdl-Rgrs	296,920	0.261
102	Myrtle Beach-Florence	286,610	0.252
103	Evansville	280,960	0.247
104	Johnstown-Altoona-St Colge	280,360	0.246
105	Lincoln & Hastings-Krny	277,120	0.243
106	Tallahassee-Thomasville	268,060	0.236
107	Reno	265,980	0.234
108	Tyler-Longview(Lfkn&Ncgd)	265,070	0.233
109	Boise	263,520	0.232
110	Sioux Falls(Mitchell)	262,520	0.231
111	Ft. Wayne	262,010	0.230
112	Augusta-Aiken	258,130	0.227
113	Youngstown	253,470	0.223
114	Lansing	249,650	0.219
115	Springfield-Holyoke	248,290	0.218
116	Fargo-Valley City	248,030	0.218
117	Peoria-Bloomington	242,510	0.213
118	Traverse City-Cadillac	236,480	0.208
119	Macon	235,780	0.207
120	Eugene	235,320	0.207



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121	Montgomery-Selma	232,300	0.204
122	Yakima-Pasco-RchInd-Knnwck	232,170	0.204
123	SantaBarbra-SanMar-SanLuOb	230,230	0.202
124	Lafayette, LA	230,180	0.202
125	Monterey-Salinas	224,080	0.197
126	Columbus, GA (Opelika, AL)	222,640	0.196
127	Bakersfield	221,840	0.195
128	La Crosse-Eau Claire	208,920	0.184
129	Corpus Christi	207,730	0.183
130	Amarillo	194,670	0.171
131	Wilmington	192,610	0.169
132	Chico-Redding	187,920	0.165
133	Columbus-Tupelo-W Pnt-Hstn	183,980	0.162
134	Wausau-Rhineland	177,040	0.156
135	Rockford	174,990	0.154
136	Topeka	174,430	0.153
137	Monroe-El Dorado	173,260	0.152
138	Columbia-Jefferson City	170,930	0.150
139	Duluth-Superior	167,130	0.147
140	Medford-Klamath Falls	166,030	0.146
141	Beaumont-Port Arthur	164,860	0.145
142	Minot-Bsmrck-Dcknsn(Wlstn)	162,120	0.142
143	Salisbury	159,090	0.140
144	Lubbock	158,400	0.139
145	Wichita Falls & Lawton	155,550	0.137
146	Odessa-Midland	155,110	0.136
147	Anchorage	154,420	0.136
148	Palm Springs	154,320	0.136
149	Sioux City	152,320	0.134
150	Erie	151,720	0.133
151	Joplin-Pittsburg	145,700	0.128
152	Albany, GA	144,480	0.127
153	Rochestr-Mason City-Austin	140,550	0.123
154	Panama City	138,670	0.122
155	Terre Haute	135,360	0.119
156	Bangor	133,890	0.118
157	Wheeling-Steubenville	131,980	0.116
158	Bluefield-Beckley-Oak Hill	130,340	0.115
159	Binghamton	129,990	0.114
160	Biloxi-Gulfport	129,030	0.113



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161	Sherman-Ada	125,260	0.110
162	Gainesville	123,340	0.108
163	Idaho Falls-Pocatillo(Jcksn)	122,680	0.108
164	Abilene-Sweetwater	113,570	0.100
165	Missoula	112,600	0.099
166	Billings	110,680	0.097
167	Hattiesburg-Laurel	109,490	0.096
168	Yuma-El Centro	109,420	0.096
169	Clarksburg-Weston	104,750	0.092
170	Quincy-Hannibal-Keokuk	101,570	0.089
171	Utica	101,400	0.089
172	Rapid City	100,010	0.088
173	Dothan	98,320	0.086
174	Lake Charles	93,820	0.082
175	Elmira (Corning)	92,230	0.081
176	Jackson, TN	91,100	0.080
177	Watertown	90,820	0.080
178	Harrisonburg	89,690	0.079
179	Alexandria, LA	87,650	0.077
180	Marquette	82,070	0.072
181	Jonesboro	79,100	0.069
182	Bowling Green	78,870	0.069
183	Charlottesville	74,240	0.065
184	Laredo	73,070	0.064
185	Grand Junction-Montrose	70,120	0.062
186	Butte-Bozeman	67,930	0.060
187	Lafayette, IN	67,550	0.059
188	Lima	67,390	0.059
189	Meridian	67,300	0.059
190	Greenwood-Greenville	65,200	0.057
191	Great Falls	64,530	0.057
192	Twin Falls	64,320	0.057
193	Bend, OR	63,970	0.056
194	Parkersburg	61,230	0.054
195	Eureka	58,630	0.052
196	Casper-Riverton	57,420	0.050
197	Cheyenne-Scottsbluff	56,680	0.050
198	San Angelo	55,400	0.049
199	Mankato	52,160	0.046
200	Ottumwa-Kirksville	45,490	0.040



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201	St. Joseph	45,330	0.040
202	Fairbanks	36,800	0.032
203	Victoria	32,440	0.028
204	Zanesville	32,070	0.028
205	Presque Isle	27,990	0.025
206	Helena	27,850	0.024
207	Juneau	25,460	0.022
208	Alpena	16,580	0.015
209	North Platte	14,830	0.013
210	Glendive	4,330	0.004
	NSI Total U.S.	113,808,820	100.000

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