



**Local Television Market Universe Estimates**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Estimates are effective September 26, 2015*

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,368,320	6.503
2	Los Angeles	5,489,810	4.845
3	Chicago	3,475,220	3.067
4	Philadelphia	2,917,920	2.575
5	Dallas-Ft. Worth	2,646,370	2.335
6	San Francisco-Oak-San Jose	2,484,690	2.193
7	Washington, DC (Hagrstwn)	2,443,640	2.156
8	Boston (Manchester)	2,411,250	2.128
9	Atlanta	2,385,730	2.105
10	Houston	2,373,700	2.095
11	Tampa-St. Pete (Sarasota)	1,859,820	1.641
12	Phoenix (Prescott)	1,848,850	1.632
13	Detroit	1,828,230	1.613
14	Seattle-Tacoma	1,766,070	1.559
15	Minneapolis-St. Paul	1,723,210	1.521
16	Miami-Ft. Lauderdale	1,660,020	1.465
17	Denver	1,576,090	1.391
18	Cleveland-Akron (Canton)	1,493,160	1.318
19	Orlando-Daytona Bch-Melbrn	1,489,710	1.315
20	Sacramnto-Stkton-Modesto	1,349,990	1.191
21	St. Louis	1,217,370	1.074
22	Charlotte	1,168,610	1.031
23	Pittsburgh	1,154,550	1.019
24	Portland, OR	1,136,320	1.003
25	Raleigh-Durham (Fayetvll)	1,131,460	0.999
26	Baltimore	1,099,890	0.971
27	Indianapolis	1,073,090	0.947
28	San Diego	1,055,030	0.931
29	Nashville	990,150	0.874
30	Hartford & New Haven	945,250	0.834
31	Columbus, OH	907,530	0.801
32	San Antonio	907,320	0.801
33	Kansas City	899,020	0.793
34	Salt Lake City	884,900	0.781
35	Milwaukee	882,210	0.779
36	Cincinnati	868,900	0.767
37	Greenvll-Spart-Ashevll-And	833,910	0.736
38	West Palm Beach-Ft. Pierce	791,090	0.698
39	Austin	745,640	0.658
40	Las Vegas	736,700	0.650



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41	Grand Rapids-Kalmzoo-B.Crk	717,990	0.634
42	Norfolk-Portsmth-Newpt Nws	706,270	0.623
43	Oklahoma City	701,070	0.619
44	Harrisburg-Lncstr-Leb-York	693,370	0.612
45	Birmingham (Ann and Tusc)	686,080	0.605
46	Greensboro-H.Point-W.Salem	679,970	0.600
47	Jacksonville	665,330	0.587
48	Albuquerque-Santa Fe	662,570	0.585
49	Louisville	653,710	0.577
50	Memphis	636,140	0.561
51	New Orleans	633,140	0.559
52	Providence-New Bedford	603,420	0.533
53	Buffalo	585,350	0.517
54	Fresno-Visalia	564,840	0.498
55	Wilkes Barre-Scranton-Hztn	552,230	0.487
56	Richmond-Petersburg	549,730	0.485
57	Little Rock-Pine Bluff	547,650	0.483
58	Mobile-Pensacola (Ft Walt)	528,440	0.466
59	Albany-Schenectady-Troy	522,590	0.461
60	Tulsa	519,190	0.458
61	Ft. Myers-Naples	505,430	0.446
62	Knoxville	503,410	0.444
63	Lexington	472,550	0.417
64	Dayton	462,200	0.408
65	Wichita-Hutchinson Plus	439,330	0.388
66	Honolulu	437,120	0.386
67	Charleston-Huntington	434,540	0.383
68	Green Bay-Appleton	433,970	0.383
69	Roanoke-Lynchburg	433,860	0.383
70	Tucson (Sierra Vista)	428,090	0.378
71	Flint-Saginaw-Bay City	427,840	0.378
72	Des Moines-Ames	426,240	0.376
73	Spokane	414,520	0.366
74	Omaha	409,160	0.361
75	Springfield, MO	404,370	0.357
76	Rochester, NY	402,220	0.355
77	Toledo	397,620	0.351
78	Columbia, SC	396,170	0.350
79	Huntsville-Decatur (Flor)	383,940	0.339
80	Portland-Auburn	380,590	0.336



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81	Madison	374,980	0.331
82	Paducah-Cape Girard-Harsbg	370,560	0.327
83	Shreveport	368,410	0.325
84	Syracuse	367,340	0.324
85	Champaign&Sprngfld-Decatur	365,550	0.323
86	Harlingen-Wslco-Brnsvl-McA	363,410	0.321
87	Waco-Temple-Bryan	351,120	0.310
88	Chattanooga	346,400	0.306
89	Colorado Springs-Pueblo	346,120	0.305
90	Cedar Rapids-Wtrlo-IWC&Dub	336,040	0.297
91	Savannah	335,550	0.296
92	El Paso (Las Cruces)	332,920	0.294
93	Baton Rouge	326,820	0.288
94	Charleston, SC	324,480	0.286
95	Jackson, MS	319,570	0.282
96	South Bend-Elkhart	310,170	0.274
97	Tri-Cities, TN-VA	305,520	0.270
98	Burlington-Plattsburgh	304,200	0.268
99	Greenville-N.Bern-Washngtn	300,800	0.265
100	Ft. Smith-Fay-Sprngdl-Rgrs	296,160	0.261
101	Davenport-R.Island-Moline	293,220	0.259
102	Myrtle Beach-Florence	286,640	0.253
103	Evansville	276,130	0.244
104	Johnstown-Altoona-St Colge	276,080	0.244
105	Lincoln & Hastings-Krny	271,800	0.240
106	Reno	266,530	0.235
107	Boise	265,580	0.234
108	Tallahassee-Thomasville	265,160	0.234
109	Tyler-Longview(Lfkn&Ncgd)	263,020	0.232
110	Sioux Falls(Mitchell)	260,500	0.230
111	Ft. Wayne	259,170	0.229
112	Augusta-Aiken	256,120	0.226
113	Lansing	248,130	0.219
114	Youngstown	248,120	0.219
115	Fargo-Valley City	247,400	0.218
116	Springfield-Holyoke	246,500	0.218
117	Peoria-Bloomington	236,240	0.208
118	Traverse City-Cadillac	233,640	0.206
119	Eugene	232,860	0.205
120	Macon	232,240	0.205



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121	Lafayette, LA	230,240	0.203
122	Montgomery-Selma	228,580	0.202
123	Yakima-Pasco-RchInd-Knnwck	228,510	0.202
124	SantaBarbra-SanMar-SanLuOb	228,480	0.202
125	Monterey-Salinas	221,910	0.196
126	Bakersfield	219,000	0.193
127	Columbus, GA (Opelika, AL)	217,060	0.192
128	La Crosse-Eau Claire	205,910	0.182
129	Corpus Christi	205,900	0.182
130	Wilmington	192,950	0.170
131	Amarillo	189,690	0.167
132	Chico-Redding	186,140	0.164
133	Columbus-Tupelo-W Pnt-Hstn	180,320	0.159
134	Wausau-Rhineland	174,450	0.154
135	Topeka	170,360	0.150
136	Rockford	170,140	0.150
137	Monroe-El Dorado	170,120	0.150
138	Columbia-Jefferson City	169,340	0.149
139	Minot-Bsmrck-Dcknsn(Wlstn)	164,550	0.145
140	Medford-Klamath Falls	164,120	0.145
141	Duluth-Superior	163,560	0.144
142	Beaumont-Port Arthur	162,320	0.143
143	Salisbury	157,930	0.139
144	Lubbock	157,760	0.139
145	Odessa-Midland	156,650	0.138
146	Palm Springs	155,430	0.137
147	Wichita Falls & Lawton	152,490	0.135
148	Anchorage	152,260	0.134
149	Sioux City	149,830	0.132
150	Erie	148,070	0.131
151	Joplin-Pittsburg	143,670	0.127
152	Albany, GA	141,750	0.125
153	Rochestr-Mason City-Austin	140,230	0.124
154	Panama City	139,090	0.123
155	Terre Haute	132,140	0.117
156	Bangor	131,990	0.116
157	Wheeling-Steubenville	128,800	0.114
158	Biloxi-Gulfport	128,260	0.113
159	Binghamton	127,770	0.113
160	Bluefield-Beckley-Oak Hill	126,980	0.112



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161	Sherman-Ada	123,900	0.109
162	Gainesville	122,610	0.108
163	Idaho Falls-Pocatillo(Jcksn)	121,940	0.108
164	Missoula	112,350	0.099
165	Abilene-Sweetwater	112,110	0.099
166	Yuma-El Centro	109,180	0.096
167	Billings	108,770	0.096
168	Hattiesburg-Laurel	106,760	0.094
169	Clarksburg-Weston	102,560	0.090
170	Quincy-Hannibal-Keokuk	99,050	0.087
171	Rapid City	98,400	0.087
172	Utica	98,330	0.087
173	Dothan	97,150	0.086
174	Lake Charles	93,780	0.083
175	Elmira (Corning)	90,340	0.080
176	Jackson, TN	89,620	0.079
177	Watertown	89,070	0.079
178	Harrisonburg	89,020	0.079
179	Alexandria, LA	86,270	0.076
180	Marquette	82,320	0.073
181	Jonesboro	78,470	0.069
182	Bowling Green	78,280	0.069
183	Charlottesville	72,800	0.064
184	Laredo	72,480	0.064
185	Grand Junction-Montrose	68,870	0.061
186	Butte-Bozeman	68,020	0.060
187	Lafayette, IN	67,650	0.060
188	Lima	66,250	0.058
189	Meridian	65,800	0.058
190	Bend, OR	64,580	0.057
191	Great Falls	63,600	0.056
192	Greenwood-Greenville	63,290	0.056
193	Twin Falls	63,050	0.056
194	Parkersburg	59,950	0.053
195	Eureka	58,140	0.051
196	Casper-Riverton	55,760	0.049
197	Cheyenne-Scottsbluff	55,710	0.049
198	San Angelo	55,400	0.049
199	Mankato	51,330	0.045
200	Ottumwa-Kirksville	44,770	0.039



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Rank	Designated Market Area (DMA)	TV Homes	% of US
201	St. Joseph	44,410	0.039
202	Fairbanks	34,970	0.031
203	Victoria	32,340	0.029
204	Zanesville	31,570	0.028
205	Helena	27,590	0.024
206	Presque Isle	27,020	0.024
207	Juneau	25,020	0.022
208	Alpena	16,100	0.014
209	North Platte	14,420	0.013
210	Glendive	4,230	0.004
	<b>NSI Total U.S.</b>	<b>113,314,340</b>	<b>100.000</b>

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