



Local Television Market Universe Estimates

Estimates as of January 1, 2013 and used throughout the 2012-2013 television season

Estimates are effective September 22, 2012

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,384,340	6.468
2	Los Angeles	5,613,460	4.917
3	Chicago	3,484,800	3.052
4	Philadelphia	2,949,310	2.583
5	Dallas-Ft. Worth	2,588,020	2.267
6	San Francisco-Oak-San Jose	2,502,030	2.191
7	Boston (Manchester)	2,366,690	2.073
8	Washington, DC (Hagrstwn)	2,359,160	2.066
9	Atlanta	2,326,840	2.038
10	Houston	2,215,650	1.941
11	Detroit	1,845,920	1.617
12	Seattle-Tacoma	1,818,900	1.593
13	Phoenix (Prescott)	1,812,040	1.587
14	Tampa-St. Pete (Sarasota)	1,806,560	1.582
15	Minneapolis-St. Paul	1,728,050	1.513
16	Miami-Ft. Lauderdale	1,621,130	1.420
17	Denver	1,566,460	1.372
18	Cleveland-Akron (Canton)	1,485,140	1.301
19	Orlando-Daytona Bch-Melbrn	1,453,170	1.273
20	Sacramnto-Stkton-Modesto	1,387,710	1.215
21	St. Louis	1,243,490	1.089
22	Portland, OR	1,182,180	1.035
23	Pittsburgh	1,165,740	1.021
24	Raleigh-Durham (Fayetteville)	1,150,350	1.008
25	Charlotte	1,136,420	0.995
26	Indianapolis	1,089,700	0.954
27	Baltimore	1,085,070	0.950
28	San Diego	1,075,120	0.942
29	Nashville	1,014,910	0.889
30	Hartford & New Haven	996,550	0.873
31	Kansas City	931,320	0.816
32	Columbus, OH	930,460	0.815
33	Salt Lake City	917,370	0.803
34	Milwaukee	902,190	0.790
35	Cincinnati	897,890	0.786
36	San Antonio	881,050	0.772
37	Greenville-Spartanburg-Asheville-Anderson	846,030	0.741
38	West Palm Beach-Ft. Pierce	794,310	0.696
39	Grand Rapids-Kalamazoo-Battle Creek	720,150	0.631
40	Las Vegas	718,990	0.630



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41	Oklahoma City	718,770	0.630
42	Birmingham (Ann and Tusc)	717,530	0.628
43	Harrisburg-Lncstr-Leb-York	716,990	0.628
44	Norfolk-Portsmth-Newpt Nws	709,730	0.622
45	Austin	705,280	0.618
46	Greensboro-H.Point-W.Salem	695,100	0.609
47	Albuquerque-Santa Fe	691,450	0.606
48	Louisville	670,880	0.588
49	Memphis	662,830	0.581
50	Jacksonville	659,170	0.577
51	New Orleans	641,550	0.562
52	Buffalo	632,150	0.554
53	Providence-New Bedford	606,400	0.531
54	Wilkes Barre-Scranton-Hztn	581,020	0.509
55	Fresno-Visalia	576,820	0.505
56	Little Rock-Pine Bluff	561,760	0.492
57	Richmond-Petersburg	553,390	0.485
58	Albany-Schenectady-Troy	540,050	0.473
59	Tulsa	526,960	0.462
60	Mobile-Pensacola (Ft Walt)	525,990	0.461
61	Knoxville	520,890	0.456
62	Ft. Myers-Naples	502,050	0.440
63	Dayton	498,270	0.436
64	Lexington	485,630	0.425
65	Charleston-Huntington	455,490	0.399
66	Wichita-Hutchinson Plus	450,300	0.394
67	Flint-Saginaw-Bay City	446,010	0.391
68	Roanoke-Lynchburg	445,470	0.390
69	Green Bay-Appleton	441,800	0.387
70	Tucson (Sierra Vista)	438,440	0.384
71	Honolulu	437,790	0.383
72	Des Moines-Ames	427,860	0.375
73	Spokane	420,640	0.368
74	Springfield, MO	414,570	0.363
75	Omaha	414,060	0.363
76	Toledo	409,550	0.359
77	Columbia, SC	398,510	0.349
78	Rochester, NY	395,680	0.347
79	Huntsville-Decatur (Flor)	390,590	0.342
80	Portland-Auburn	389,530	0.341



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81	Paducah-Cape Girard-Harsbg	388,340	0.340
82	Shreveport	384,410	0.337
83	Champaign&Sprngfld-Decatur	378,720	0.332
84	Syracuse	377,550	0.331
85	Madison	376,670	0.330
86	Harlingen-Wslco-Brnsvl-McA	364,160	0.319
87	Chattanooga	353,710	0.310
88	Waco-Temple-Bryan	349,540	0.306
89	Colorado Springs-Pueblo	343,990	0.301
90	Cedar Rapids-Wtrlo-IWC&Dub	342,610	0.300
91	El Paso (Las Cruces)	339,130	0.297
92	Savannah	334,750	0.293
93	Jackson, MS	331,500	0.290
94	Baton Rouge	329,620	0.289
95	South Bend-Elkhart	319,860	0.280
96	Tri-Cities, TN-VA	319,060	0.279
97	Burlington-Plattsburgh	316,910	0.278
98	Charleston, SC	316,080	0.277
99	Davenport-R.Island-Moline	303,800	0.266
100	Greenville-N.Bern-Washngtn	303,280	0.266
101	Ft. Smith-Fay-Sprngdl-Rgrs	297,590	0.261
102	Johnstown-Altoona-St Colge	288,100	0.252
103	Myrtle Beach-Florence	285,550	0.250
104	Evansville	284,040	0.249
105	Lincoln & Hastings-Krny	276,790	0.242
106	Tallahassee-Thomasville	273,120	0.239
107	Tyler-Longview(Lfkn&Ncgd)	268,150	0.235
108	Reno	265,600	0.233
109	Ft. Wayne	265,390	0.232
110	Youngstown	260,000	0.228
111	Boise	259,090	0.227
112	Sioux Falls(Mitchell)	258,460	0.226
113	Augusta-Aiken	257,730	0.226
114	Springfield-Holyoke	252,950	0.222
115	Lansing	251,140	0.220
116	Peoria-Bloomington	244,050	0.214
117	Fargo-Valley City	243,890	0.214
118	Montgomery-Selma	241,930	0.212
119	Traverse City-Cadillac	241,800	0.212
120	Macon	241,170	0.211



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121	Eugene	235,570	0.206
122	SantaBarbra-SanMar-SanLuOb	231,950	0.203
122	Yakima-Pasco-RchInd-Knnwck	231,950	0.203
124	Lafayette, LA	229,320	0.201
125	Monterey-Salinas	224,240	0.196
126	Bakersfield	221,740	0.194
127	Columbus, GA (Opelika, AL)	216,920	0.190
128	La Crosse-Eau Claire	211,670	0.185
129	Corpus Christi	203,730	0.178
130	Amarillo	197,110	0.173
131	Chico-Redding	191,500	0.168
132	Wilmington	188,420	0.165
133	Columbus-Tupelo-W Pnt-Hstn	184,990	0.162
134	Wausau-Rhineland	179,450	0.157
135	Rockford	179,240	0.157
136	Topeka	176,160	0.154
137	Monroe-El Dorado	175,960	0.154
138	Columbia-Jefferson City	173,640	0.152
139	Duluth-Superior	169,610	0.149
140	Medford-Klamath Falls	167,820	0.147
141	Beaumont-Port Arthur	167,110	0.146
142	Lubbock	159,840	0.140
143	Wichita Falls & Lawton	158,500	0.139
144	Salisbury	157,830	0.138
145	Anchorage	156,280	0.137
146	Erie	155,190	0.136
147	Sioux City	154,830	0.136
148	Palm Springs	154,560	0.135
149	Joplin-Pittsburg	151,200	0.132
150	Albany, GA	150,110	0.131
151	Minot-Bsmrck-Dcknsn(Wlstn)	150,000	0.131
152	Odessa-Midland	147,730	0.129
153	Rochestr-Mason City-Austin	143,330	0.126
154	Terre Haute	139,600	0.122
155	Bangor	138,040	0.121
156	Bluefield-Beckley-Oak Hill	134,410	0.118
157	Binghamton	133,420	0.117
158	Wheeling-Steubenville	130,110	0.114
159	Panama City	129,390	0.113
160	Biloxi-Gulfport	128,300	0.112



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161	Sherman-Ada	126,930	0.111
162	Idaho Falls-Pocatello(Jcks)	125,710	0.110
163	Gainesville	123,430	0.108
164	Abilene-Sweetwater	114,080	0.100
165	Yuma-El Centro	113,230	0.099
166	Missoula	113,010	0.099
167	Hattiesburg-Laurel	109,950	0.096
168	Billings	109,730	0.096
169	Dothan	107,110	0.094
170	Clarksburg-Weston	106,480	0.093
171	Quincy-Hannibal-Keokuk	103,520	0.091
172	Utica	102,890	0.090
173	Rapid City	98,020	0.086
174	Elmira (Corning)	95,530	0.084
175	Lake Charles	94,610	0.083
176	Jackson, TN	93,090	0.081
177	Watertown	92,590	0.081
178	Harrisonburg	90,260	0.079
179	Alexandria, LA	89,280	0.078
180	Marquette	84,640	0.074
181	Jonesboro	80,740	0.071
182	Bowling Green	78,780	0.069
183	Charlottesville	74,340	0.065
184	Laredo	72,590	0.064
185	Grand Junction-Montrose	70,580	0.062
186	Meridian	68,860	0.060
187	Butte-Bozeman	67,180	0.059
188	Greenwood-Greenville	66,410	0.058
189	Lafayette, IN	66,240	0.058
190	Great Falls	65,930	0.058
191	Twin Falls	64,100	0.056
192	Bend, OR	62,950	0.055
193	Parkersburg	62,620	0.055
194	Eureka	59,610	0.052
195	Cheyenne-Scottsbluff	56,350	0.049
196	San Angelo	55,820	0.049
197	Casper-Riverton	55,270	0.048
198	Mankato	52,530	0.046
199	Lima	51,240	0.045
200	Ottumwa-Kirksville	46,730	0.041



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201	St. Joseph	46,180	0.040
202	Fairbanks	37,920	0.033
203	Zanesville	32,940	0.029
204	Victoria	31,560	0.028
205	Presque Isle	29,250	0.026
206	Helena	28,260	0.025
207	Juneau	26,320	0.023
208	Alpena	16,910	0.015
209	North Platte	14,720	0.013
210	Glendive	4,050	0.004
	NSI Total U.S.	114,173,690	100.000

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