



**Local Television Market Universe Estimates**  
 Estimates as of January 1, 2011 and used throughout the 2010-2011 television season  
*Estimates are effective September 25, 2010*

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,515,330	6.484
2	Los Angeles	5,666,900	4.889
3	Chicago	3,502,610	3.022
4	Philadelphia	3,015,820	2.602
5	Dallas-Ft. Worth	2,594,630	2.239
6	San Francisco-Oak-San Jose	2,523,520	2.177
7	Boston (Manchester)	2,460,290	2.123
8	Atlanta	2,407,080	2.077
9	Washington, DC (Hagrstwn)	2,389,710	2.062
10	Houston	2,177,220	1.878
11	Detroit	1,883,840	1.625
12	Phoenix (Prescott)	1,881,310	1.623
13	Seattle-Tacoma	1,874,750	1.617
14	Tampa-St. Pete (Sarasota)	1,795,200	1.549
15	Minneapolis-St. Paul	1,753,780	1.513
16	Miami-Ft. Lauderdale	1,580,580	1.364
17	Denver	1,572,740	1.357
18	Cleveland-Akron (Canton)	1,526,200	1.317
19	Orlando-Daytona Bch-Melbrn	1,453,120	1.254
20	Sacramnto-Stkton-Modesto	1,409,400	1.216
21	St. Louis	1,258,580	1.086
22	Portland, OR	1,197,780	1.033
23	Charlotte	1,166,180	1.006
24	Pittsburgh	1,160,820	1.002
25	Raleigh-Durham (Fayetteville)	1,131,310	0.976
26	Baltimore	1,108,360	0.956
27	Indianapolis	1,106,420	0.955
28	San Diego	1,089,010	0.940
29	Nashville	1,039,430	0.897
30	Hartford & New Haven	1,018,770	0.879
31	Kansas City	974,820	0.841
32	Salt Lake City	953,950	0.823
33	Cincinnati	923,830	0.797
34	Columbus, OH	915,950	0.790
35	Milwaukee	901,100	0.777
36	Greenville-Spart-Asheville-And	878,550	0.758
37	San Antonio	844,910	0.729
38	West Palm Beach-Ft. Pierce	773,890	0.668
39	Harrisburg-Lncstr-Leb-York	749,020	0.646
40	Birmingham (Ann and Tusc)	747,190	0.645



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41	Grand Rapids-Kalmzoo-B.Crk	740,230	0.639
42	Las Vegas	718,030	0.620
43	Norfolk-Portsmouth-Newport News	716,050	0.618
44	Austin	707,430	0.610
45	Oklahoma City	704,670	0.608
46	Albuquerque-Santa Fe	703,720	0.607
47	Greensboro-High Point-Winston-Salem	699,040	0.603
48	Memphis	693,860	0.599
49	Jacksonville	678,430	0.585
50	Louisville	674,940	0.582
51	Buffalo	636,320	0.549
52	New Orleans	635,860	0.549
53	Providence-New Bedford	620,600	0.535
54	Wilkes Barre-Scranton	595,480	0.514
55	Fresno-Visalia	581,340	0.502
56	Little Rock-Pine Bluff	573,670	0.495
57	Richmond-Petersburg	558,500	0.482
58	Albany-Schenectady-Troy	557,860	0.481
59	Knoxville	557,040	0.481
60	Mobile-Pensacola (Ft. Walton Beach)	539,190	0.465
61	Tulsa	535,820	0.462
62	Dayton	527,030	0.455
63	Lexington	515,320	0.445
64	Charleston-Huntington	505,200	0.436
65	Ft. Myers-Naples	499,410	0.431
66	Roanoke-Lynchburg	464,480	0.401
67	Tucson (Sierra Vista)	461,450	0.398
68	Wichita-Hutchinson Plus	457,880	0.395
69	Flint-Saginaw-Bay City	455,840	0.393
70	Toledo	445,600	0.384
71	Green Bay-Appleton	445,510	0.384
72	Honolulu	433,530	0.374
73	Des Moines-Ames	432,820	0.373
74	Springfield, MO	424,270	0.366
75	Spokane	424,220	0.366
76	Omaha	418,290	0.361
77	Portland-Auburn	410,300	0.354
78	Columbia, SC	405,670	0.350
79	Huntsville-Decatur (Fla.)	399,440	0.345
80	Paducah-Cape Girardeau-Harrisburg	398,820	0.344



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81	Rochester, NY	392,090	0.338
82	Syracuse	389,970	0.336
83	Shreveport	387,060	0.334
84	Champaign&Sprngfld-Decatur	384,990	0.332
85	Madison	382,700	0.330
86	Chattanooga	376,910	0.325
87	Harlingen-Wslco-Brnsvl-McA	356,010	0.307
88	Cedar Rapids-Wtrlo-IWC&Dub	346,010	0.299
89	Waco-Temple-Bryan	344,020	0.297
90	Jackson, MS	338,030	0.292
91	Tri-Cities, TN-VA	337,610	0.291
92	Colorado Springs-Pueblo	336,880	0.291
93	South Bend-Elkhart	336,220	0.290
94	Baton Rouge	334,730	0.289
95	Burlington-Plattsburgh	330,730	0.285
96	Savannah	329,460	0.284
97	El Paso (Las Cruces)	315,130	0.272
98	Charleston, SC	312,770	0.270
99	Davenport-R.Island-Moline	309,800	0.267
100	Ft. Smith-Fay-Sprngdl-Rgrs	304,060	0.262
101	Greenville-N.Bern-Washngtn	294,550	0.254
102	Johnstown-Altoona-St Colge	293,940	0.254
103	Evansville	292,440	0.252
104	Myrtle Beach-Florence	289,570	0.250
105	Tallahassee-Thomasville	282,110	0.243
106	Lincoln & Hastings-Krny	279,820	0.241
107	Ft. Wayne	277,050	0.239
108	Reno	271,380	0.234
109	Tyler-Longview(Lfkn&Ncgd)	269,760	0.233
110	Springfield-Holyoke	269,500	0.233
111	Youngstown	268,150	0.231
112	Sioux Falls(Mitchell)	263,790	0.228
113	Boise	262,920	0.227
114	Augusta-Aiken	257,030	0.222
115	Lansing	253,380	0.219
116	Peoria-Bloomington	251,880	0.217
117	Montgomery-Selma	244,470	0.211
118	Eugene	243,870	0.210
119	Traverse City-Cadillac	242,700	0.209
120	Fargo-Valley City	241,990	0.209



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121	Macon	241,120	0.208
122	SantaBarbra-SanMar-SanLuOb	239,250	0.206
123	Lafayette, LA	231,560	0.200
124	Monterey-Salinas	229,150	0.198
125	Bakersfield	225,670	0.195
126	Yakima-Pasco-RchInd-Knnwck	225,320	0.194
127	Columbus, GA (Opelika, AL)	219,450	0.189
128	La Crosse-Eau Claire	216,510	0.187
129	Corpus Christi	199,370	0.172
130	Chico-Redding	198,370	0.171
131	Amarillo	195,070	0.168
132	Wilmington	191,630	0.165
133	Columbus-Tupelo-W Pnt-Hstn	190,270	0.164
134	Rockford	187,970	0.162
135	Wausau-Rhineland	186,010	0.160
136	Topeka	179,510	0.155
137	Columbia-Jefferson City	178,610	0.154
138	Monroe-El Dorado	177,900	0.153
139	Duluth-Superior	174,570	0.151
140	Medford-Klamath Falls	172,230	0.149
141	Beaumont-Port Arthur	170,010	0.147
142	Lubbock	161,450	0.139
143	Salisbury	159,630	0.138
144	Erie	158,000	0.136
145	Palm Springs	157,180	0.136
146	Wichita Falls & Lawton	157,030	0.135
147	Albany, GA	156,910	0.135
148	Joplin-Pittsburg	156,360	0.135
149	Sioux City	155,490	0.134
150	Anchorage	154,820	0.134
151	Odessa-Midland	146,310	0.126
152	Terre Haute	144,950	0.125
153	Rochestr-Mason City-Austin	144,590	0.125
154	Bangor	144,130	0.124
155	Bluefield-Beckley-Oak Hill	143,280	0.124
156	Panama City	139,700	0.121
157	Minot-Bsmrck-Dckns(Wlston)	138,730	0.120
158	Binghamton	136,740	0.118
159	Wheeling-Steubenville	132,910	0.115
160	Gainesville	130,460	0.113



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161	Sherman-Ada	129,480	0.112
162	Idaho Falls-Pocatillo(Jcks)	128,860	0.111
163	Biloxi-Gulfport	126,610	0.109
164	Yuma-El Centro	118,700	0.102
165	Abilene-Sweetwater	115,200	0.099
166	Missoula	113,380	0.098
167	Hattiesburg-Laurel	112,120	0.097
168	Clarksburg-Weston	110,440	0.095
169	Dothan	110,080	0.095
170	Billings	109,090	0.094
171	Utica	104,990	0.091
172	Quincy-Hannibal-Keokuk	102,010	0.088
173	Rapid City	97,930	0.085
174	Elmira (Corning)	96,390	0.083
175	Lake Charles	96,210	0.083
176	Watertown	95,750	0.083
177	Harrisonburg	94,670	0.082
178	Alexandria, LA	90,640	0.078
179	Marquette	87,670	0.076
180	Jonesboro	83,000	0.072
181	Bowling Green	81,750	0.071
182	Jackson, TN	77,700	0.067
183	Charlottesville	76,700	0.066
184	Grand Junction-Montrose	76,320	0.066
185	Meridian	72,280	0.062
186	Laredo	70,090	0.060
187	Greenwood-Greenville	69,450	0.060
188	Lafayette, IN	67,560	0.058
189	Bend, OR	66,680	0.058
190	Great Falls	65,900	0.057
191	Butte-Bozeman	65,780	0.057
192	Twin Falls	65,310	0.056
193	Parkersburg	64,370	0.056
194	Eureka	61,570	0.053
195	Casper-Riverton	56,700	0.049
196	San Angelo	55,280	0.048
197	Cheyenne-Scottsbluff	55,210	0.048
198	Mankato	52,640	0.045
199	Ottumwa-Kirksville	51,370	0.044
200	St. Joseph	48,040	0.041



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Rank	Designated Market Area (DMA)	TV Homes	% of US
201	Lima	40,020	0.035
202	Fairbanks	36,450	0.031
203	Zanesville	32,550	0.028
204	Victoria	31,660	0.027
205	Presque Isle	30,380	0.026
206	Helena	28,030	0.024
207	Juneau	25,250	0.022
208	Alpena	17,040	0.015
209	North Platte	15,350	0.013
210	Glendive	4,040	0.003
	<b>NSI Total U.S.</b>	<b>115,905,450</b>	<b>100.000</b>

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