



Local Television Market Universe Estimates: Black or African American* TV Homes
Estimates as of January 1, 2017 and used throughout the 2016-2017 television season
Effective September 24, 2016

Rank	Designated Market Area (DMA)	Black TV Homes	% of US
1	New York	1,341,210	8.751
2	Atlanta	760,930	4.965
3	Washington, DC (Hagrstwn)	622,820	4.064
4	Chicago	597,160	3.896
5	Philadelphia	570,400	3.722
6	Los Angeles	485,820	3.170
7	Houston	455,580	2.973
8	Dallas-Ft. Worth	448,100	2.924
9	Detroit	397,420	2.593
10	Miami-Ft. Lauderdale	354,700	2.314
11	Raleigh-Durham (Fayetvle)	327,980	2.140
12	Baltimore	316,350	2.064
13	Memphis	267,180	1.743
14	Charlotte	247,720	1.616
15	Cleveland-Akron (Canton)	228,270	1.489
16	Norfolk-Portsmth-Newpt Nws	221,190	1.443
17	Orlando-Daytona Bch-Melbrn	209,090	1.364
18	Tampa-St. Pete (Sarasota)	204,790	1.336
19	St. Louis	196,650	1.283
20	New Orleans	191,810	1.252
21	San Francisco-Oak-San Jose	185,750	1.212
22	Birmingham (Ann and Tusc)	183,810	1.199
23	Boston (Manchester)	169,270	1.104
24	Richmond-Petersburg	167,870	1.095
25	Jackson, MS	150,310	0.981
26	Columbia, SC	150,050	0.979
27	Greensboro-H.Point-W.Salem	147,980	0.966
28	Jacksonville	142,940	0.933
29	Nashville	136,370	0.890
30	Indianapolis	127,970	0.835
31	Columbus, OH	124,910	0.815
32	Greenvll-Spart-Ashevll-And	117,770	0.768
33	West Palm Beach-Ft. Pierce	115,920	0.756
34	Shreveport	112,460	0.734
35	Baton Rouge	111,910	0.730
36	Milwaukee	111,410	0.727
37	Mobile-Pensacola (Ft Walt)	110,780	0.723
38	Minneapolis-St. Paul	110,570	0.721
39	Kansas City	109,350	0.713
40	Cincinnati	108,040	0.705



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41	Little Rock-Pine Bluff	107,680	0.703
42	Sacramnto-Stkton-Modesto	105,610	0.689
43	Seattle-Tacoma	105,370	0.688
44	Hartford & New Haven	103,710	0.677
45	Phoenix (Prescott)	101,870	0.665
46	Montgomery-Selma	100,130	0.653
47	Las Vegas	96,850	0.632
48	Savannah	95,940	0.626
49	Augusta-Aiken	95,900	0.626
50	Charleston, SC	90,450	0.590
51	Macon	89,930	0.587
52	Pittsburgh	89,280	0.583
53	Louisville	83,560	0.545
54	Columbus, GA (Opelika, AL)	83,030	0.542
55	Tallahassee-Thomasville	82,770	0.540
56	Greenville-N.Bern-Washngtn	79,980	0.522
57	Myrtle Beach-Florence	77,580	0.506
58	Denver	74,600	0.487
59	San Antonio	71,110	0.464
60	Oklahoma City	65,930	0.430
61	San Diego	65,600	0.428
62	Roanoke-Lynchburg	65,470	0.427
63	Waco-Temple-Bryan	61,160	0.399
64	Lafayette, LA	60,090	0.392
65	Austin	60,000	0.391
66	Buffalo	59,610	0.389
67	Dayton	58,880	0.384
68	Monroe-El Dorado	56,900	0.371
69	Huntsville-Decatur (Flor)	56,780	0.370
70	Albany, GA	54,230	0.354
71	Columbus-Tupelo-W Pnt-Hstrn	53,990	0.352
72	Grand Rapids-Kalmzoo-B.Crk	53,860	0.351
73	Rochester, NY	47,230	0.308
74	Flint-Saginaw-Bay City	46,860	0.306
75	Harrisburg-Lncstr-Leb-York	43,480	0.284
76	Tyler-Longview(Lfkn&Ncgd)	43,420	0.283
77	Tulsa	40,620	0.265
78	Beaumont-Port Arthur	38,580	0.252
79	Toledo	38,150	0.249
80	Greenwood-Greenville	38,140	0.249



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81	Providence-New Bedford	37,250	0.243
82	Ft. Myers-Naples	34,880	0.228
83	Chattanooga	34,330	0.224
84	Albany-Schenectady-Troy	33,650	0.220
85	Hattiesburg-Laurel	33,090	0.216
86	Wilmington	31,950	0.208
87	Portland, OR	31,530	0.206
88	Champaign&Sprngfld-Decatur	30,780	0.201
89	Biloxi-Gulfport	30,310	0.198
90	Lexington	29,960	0.195
91	Omaha	28,670	0.187
92	Salisbury	27,390	0.179
93	Fresno-Visalia	27,180	0.177
94	South Bend-Elkhart	27,150	0.177
95	Paducah-Cape Girard-Harsbg	25,930	0.169
96	Meridian	25,300	0.165
97	Syracuse	24,740	0.161
98	Knoxville	24,280	0.158
99	Youngstown	23,810	0.155
100	Wichita-Hutchinson Plus	23,530	0.154
101	Dothan	22,200	0.145
102	Lansing	21,560	0.141
103	Colorado Springs-Pueblo	21,350	0.139
104	Gainesville	21,070	0.137
105	Lake Charles	21,060	0.137
106	Alexandria, LA	20,940	0.137
107	Honolulu	20,920	0.136
108	Wilkes Barre-Scranton-Hztn	19,270	0.126
109	Jackson, TN	19,170	0.125
110	Springfield-Holyoke	18,560	0.121
111	Ft. Wayne	18,360	0.120
112	Tucson (Sierra Vista)	18,150	0.118
113	Peoria-Bloomington	17,830	0.116
114	Albuquerque-Santa Fe	17,630	0.115
115	Rockford	15,870	0.104
116	Wichita Falls & Lawton	15,300	0.100
117	Des Moines-Ames	15,150	0.099
118	Panama City	15,100	0.099
119	Davenport-R.Island-Moline	14,290	0.093
120	El Paso (Las Cruces)	14,280	0.093



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121	Madison	13,790	0.090
122	Cedar Rapids-Wtrlo-IWC&Dub	13,570	0.089
123	Salt Lake City	13,280	0.087
124	Bakersfield	13,140	0.086
125	Evansville	13,090	0.085
126	Charleston-Huntington	11,840	0.077
127	Topeka	11,390	0.074
128	Columbia-Jefferson City	11,330	0.074
129	Ft. Smith-Fay-Sprngdl-Rgrs	10,240	0.067
130	Lubbock	9,830	0.064
131	Charlottesville	9,050	0.059
132	Anchorage	8,850	0.058
133	Amarillo	8,780	0.057
134	Springfield, MO	7,930	0.052
135	Odessa-Midland	7,920	0.052
136	Corpus Christi	7,480	0.049
137	Erie	7,430	0.048
138	Tri-Cities, TN-VA	6,730	0.044
139	Spokane	6,520	0.043
140	Sherman-Ada	6,420	0.042
141	Bluefield-Beckley-Oak Hill	6,260	0.041
142	Reno	6,220	0.041
143	Abilene-Sweetwater	6,090	0.040
144	Monterey-Salinas	6,010	0.039
145	Portland-Auburn	5,780	0.038
146	Lincoln & Hastings-Krny	5,700	0.037
147	Bowling Green	5,640	0.037
148	Jonesboro	5,520	0.036
149	Green Bay-Appleton	5,450	0.036
150	Johnstown-Altoona-St Colge	5,170	0.034
151	Sioux Falls(Mitchell)	5,110	0.033
152	Harrisonburg	4,960	0.032
152	Lima	4,960	0.032
154	Fargo-Valley City	4,900	0.032
155	Palm Springs	4,890	0.032
156	Binghamton	4,870	0.032
157	SantaBarbra-SanMar-SanLuOb	4,790	0.031
158	Utica	4,600	0.030
159	Burlington-Plattsburgh	3,840	0.025
160	Rochestr-Mason City-Austin	3,790	0.025



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160	Wheeling-Steubenville	3,790	0.025
162	Yakima-Pasco-RchInd-Knnwck	3,750	0.024
162	Lafayette, IN	3,750	0.024
164	Minot-Bsmrck-Dcknsn(Wlstn)	3,420	0.022
165	Harlingen-Wslco-Brnsvl-McA	3,260	0.021
166	Watertown	3,010	0.020
167	Terre Haute	3,000	0.020
168	Boise	2,930	0.019
169	Chico-Redding	2,920	0.019
170	Eugene	2,890	0.019
171	Joplin-Pittsburg	2,840	0.019
172	Yuma-El Centro	2,770	0.018
173	Quincy-Hannibal-Keokuk	2,730	0.018
174	Traverse City-Cadillac	2,630	0.017
175	Elmira (Corning)	2,620	0.017
176	Sioux City	2,470	0.016
177	Victoria	2,290	0.015
178	Fairbanks	2,200	0.014
179	San Angelo	2,100	0.014
180	Clarksburg-Weston	1,890	0.012
181	Duluth-Superior	1,870	0.012
182	St. Joseph	1,810	0.012
183	Cheyenne-Scottsbluff	1,800	0.012
184	Rapid City	1,790	0.012
185	Medford-Klamath Falls	1,770	0.012
186	La Crosse-Eau Claire	1,680	0.011
187	Zanesville	1,610	0.011
188	Casper-Riverton	1,130	0.007
188	Idaho Falls-Pocatillo(Jcksn)	1,130	0.007
190	Missoula	1,100	0.007
191	Wausau-Rhineland	1,040	0.007
192	Billings	1,030	0.007
193	Bangor	1,020	0.007
194	Eureka	910	0.006
195	Mankato	850	0.006
195	Parkersburg	850	0.006
197	Great Falls	840	0.005
198	Ottumwa-Kirksville	830	0.005
199	Grand Junction-Montrose	660	0.004
200	Laredo	570	0.004



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201	Marquette	560	0.004
202	Juneau	550	0.004
203	Bend, OR	380	0.002
203	Twin Falls	380	0.002
205	Butte-Bozeman	370	0.002
206	Helena	190	0.001
206	North Platte	190	0.001
206	Presque Isle	190	0.001
209	Alpena	90	0.001
210	Glendive	-	-
	NSI Total U.S.	15,326,320	100.000

*Race of Householder is Black or African American alone or in combination with any other race.