

State Abbreviation	State Name	Total HHs	TV HHs	Cable	
				HHs	%
AL	ALABAMA	1,904,900	1,889,630	978,320	51.8
AK	ALASKA	224,900	216,520	130,900	60.5
AZ	ARIZONA	2,465,800	2,427,860	1,124,700	46.3
AR	ARKANSAS	1,153,900	1,141,370	527,980	46.3
CA	CALIFORNIA	12,691,200	12,477,320	6,963,130	55.8
CO	COLORADO	1,976,100	1,946,220	925,400	47.5
CT	CONNECTICUT	1,359,600	1,347,980	1,146,780	85.1
DE	DELAWARE	346,800	344,130	282,210	82.0
DC	DISTRICT OF COLUMBIA	267,500	262,360	197,650	75.3
FL	FLORIDA	7,484,500	7,409,990	5,186,900	70.0
GA	GEORGIA	3,683,500	3,648,480	2,025,600	55.5
HI	HAWAII	445,100	433,530	388,250	89.6
ID	IDAHO	579,100	569,600	161,850	28.4
IL	ILLINOIS	4,802,500	4,763,850	2,793,260	58.6
IN	INDIANA	2,524,300	2,504,360	1,362,930	54.4
IA	IOWA	1,206,400	1,198,820	630,160	52.6
KS	KANSAS	1,107,500	1,098,600	690,400	62.8
KY	KENTUCKY	1,765,900	1,750,030	981,360	56.1
LA	LOUISIANA	1,717,200	1,701,900	1,000,490	58.8
ME	MAINE	556,500	551,270	339,390	61.6
MD	MARYLAND	2,165,100	2,147,610	1,565,260	72.9
MA	MASSACHUSETTS	2,573,000	2,550,640	2,230,240	87.4
MI	MICHIGAN	3,839,200	3,815,130	2,379,500	62.4
MN	MINNESOTA	2,082,300	2,066,180	1,140,830	55.2
MS	MISSISSIPPI	1,123,300	1,110,110	471,920	42.5
MO	MISSOURI	2,406,000	2,385,890	1,113,330	46.7
MT	MONTANA	398,300	389,500	170,850	43.9
NE	NEBRASKA	711,800	707,550	427,850	60.5
NV	NEVADA	993,800	981,420	559,790	57.0
NH	NEW HAMPSHIRE	518,000	512,320	395,530	77.2
NJ	NEW JERSEY	3,195,800	3,174,510	2,679,510	84.4
NM	NEW MEXICO	778,400	760,730	300,670	39.5
NY	NEW YORK	7,279,900	7,169,180	5,684,780	79.3
NC	NORTH CAROLINA	3,781,100	3,749,710	2,084,400	55.6
ND	NORTH DAKOTA	270,200	268,300	166,370	62.0
OH	OHIO	4,602,400	4,572,650	2,978,860	65.1
OK	OKLAHOMA	1,465,200	1,452,580	712,990	49.1
OR	OREGON	1,519,600	1,488,090	808,870	54.4
PA	PENNSYLVANIA	4,988,800	4,946,120	3,473,150	70.2
RI	RHODE ISLAND	411,600	409,280	352,970	86.2
SC	SOUTH CAROLINA	1,833,500	1,819,270	996,950	54.8
SD	SOUTH DAKOTA	322,200	319,530	208,500	65.3
TN	TENNESSEE	2,555,700	2,533,250	1,456,310	57.5
TX	TEXAS	8,973,300	8,879,650	4,543,410	51.2
UT	UTAH	902,500	891,470	395,430	44.4
VT	VERMONT	253,300	248,440	119,230	48.0
VA	VIRGINIA	3,089,900	3,061,170	1,903,900	62.2
WA	WASHINGTON	2,635,600	2,576,450	1,693,830	65.7
WV	WEST VIRGINIA	768,900	760,290	434,690	57.2
WI	WISCONSIN	2,266,500	2,253,470	1,212,760	53.8
WY	WYOMING	225,200	221,140	119,400	54.0

Source: The Nielsen Company, Media Related Universe Estimates: May 2011