

Universe Estimates
DMA TV Households: January 1, 2009
DMA Media Related TV Households: November 2008

DMA Rank	DMA Name	TV HHs	DVR	
			HHs	%
165	Abilene-Sweetwater	115,310	33,340	28.9
147	Albany, GA	156,800	28,150	18.0
57	Albany-Schenectady-Troy	556,750	137,020	24.6
44	Albuquerque-Santa Fe	689,120	115,160	16.7
179	Alexandria, LA	89,630	19,780	22.1
208	Alpena	17,520	1,570	9.0
131	Amarillo	192,090	47,570	24.8
150	Anchorage	150,620	37,880	25.1
8	Atlanta	2,369,780	639,240	27.0
115	Augusta	253,950	51,320	20.2
49	Austin	667,670	249,880	37.4
125	Bakersfield	220,730	48,700	22.1
26	Baltimore	1,102,080	240,840	21.9
153	Bangor	145,100	26,260	18.1
95	Baton Rouge	326,390	80,690	24.7
141	Beaumont-Port Arthur	165,440	35,590	21.5
192	Bend, OR	64,830	16,480	25.4
170	Billings	106,030	22,530	21.2
163	Biloxi-Gulfport	121,750	32,490	26.7
157	Binghamton	138,930	34,650	24.9
40	Birmingham (Ann and Tusc)	739,750	163,570	22.1
155	Bluefield-Beckley-Oak Hill	142,570	23,320	16.4
112	Boise	262,290	70,020	26.7
7	Boston (Manchester)	2,409,080	745,040	30.9
182	Bowling Green	80,260	12,830	16.0
51	Buffalo	631,120	150,760	23.9
93	Burlington-Plattsburgh	331,320	74,360	22.4
190	Butte-Bozeman	65,480	12,580	19.2
197	Casper-Riverton	54,340	11,560	21.3
88	Cedar Rapids-Wtrlo-IWC&Du	346,330	57,970	16.7
83	Champaign&Sprngfld-Decatu	386,000	97,380	25.2
99	Charleston, SC	307,610	68,580	22.3
65	Charleston-Huntington	479,750	88,090	18.4
24	Charlotte	1,122,860	333,120	29.7
183	Charlottesville	76,600	16,810	21.9
86	Chattanooga	366,780	74,350	20.3
198	Cheyenne-Scottsbluff	54,120	16,520	30.5

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3	Chicago	3,492,850	1,045,830	29.9
130	Chico-Redding	197,280	51,160	25.9
34	Cincinnati	915,570	281,100	30.7
168	Clarksburg-Weston	109,150	20,440	18.7
17	Cleveland-Akron (Canton)	1,524,930	511,530	33.5
91	Colorado Springs-Pueblo	334,390	97,230	29.1
79	Columbia, SC	393,170	95,530	24.3
137	Columbia-Jefferson City	179,010	35,250	19.7
128	Columbus, GA (Opelika, AL)	213,980	33,040	15.4
32	Columbus, OH	925,840	300,180	32.4
133	Columbus-Tupelo-West Point	188,740	36,720	19.5
129	Corpus Christi	197,290	47,080	23.9
5	Dallas-Ft. Worth	2,489,970	927,220	37.2
97	Davenport-R.Island-Moline	309,600	61,230	19.8
64	Dayton	483,790	128,510	26.6
18	Denver	1,524,210	442,180	29.0
71	Des Moines-Ames	432,410	88,380	20.4
11	Detroit	1,926,970	509,050	26.4
172	Dothan	100,950	20,350	20.2
139	Duluth-Superior	173,180	29,310	16.9
98	El Paso (Las Cruces)	308,080	52,120	16.9
175	Elmira (Corning)	96,090	23,000	23.9
146	Erie	157,610	36,790	23.3
119	Eugene	242,790	53,730	22.1
195	Eureka	60,900	13,780	22.6
102	Evansville	292,220	73,380	25.1
202	Fairbanks	37,110	8,810	23.7
120	Fargo-Valley City	241,120	51,120	21.2
66	Flint-Saginaw-Bay City	465,790	80,390	17.3
55	Fresno-Visalia	574,900	124,720	21.7
62	Ft. Myers-Naples	509,530	114,000	22.4
100	Ft. Smith-Fay-Sprngdl-Rgrs	297,920	91,660	30.8
107	Ft. Wayne	275,350	51,400	18.7
160	Gainesville	129,960	31,800	24.5
210	Glendive	3,940	250	6.3
184	Grand Junction-Montrose	73,360	19,150	26.1
39	Grand Rapids-Kalmzoo-B.Crk	741,420	147,070	19.8

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191	Great Falls	64,910	13,210	20.4
70	Green Bay-Appleton	444,210	96,100	21.6
46	Greensboro-H.Point-W.Salem	685,110	165,620	24.2
103	Greenville-N.Bern-Washngtn	289,050	73,070	25.3
36	Greenvll-Spart-Ashevl-And	858,050	160,130	18.7
187	Greenwood-Greenville	70,050	7,630	10.9
87	Harlingen-Wslco-Brnsvl-McA	349,910	50,470	14.4
41	Harrisburg-Lncstr-Leb-York	738,880	138,370	18.7
178	Harrisonburg	92,900	16,540	17.8
30	Hartford & New Haven	1,014,990	253,660	25.0
167	Hattiesburg-Laurel	110,330	18,020	16.3
206	Helena	27,040	3,860	14.3
72	Honolulu	429,940	123,970	28.8
10	Houston	2,106,210	686,120	32.6
82	Huntsville-Decatur (Flor)	386,520	93,910	24.3
162	Idaho Fals-Pocatllo(Jcksn)	124,220	29,300	23.6
25	Indianapolis	1,114,970	345,930	31.0
90	Jackson, MS	334,650	69,810	20.9
173	Jackson, TN	98,050	20,940	21.4
47	Jacksonville	674,860	164,070	24.3
101	Johnstown-Altoona-St Colge	293,860	50,830	17.3
181	Jonesboro	80,900	13,750	17.0
148	Joplin-Pittsburg	156,560	28,470	18.2
207	Juneau	25,250	6,200	24.6
31	Kansas City	937,970	264,460	28.2
59	Knoxville	547,930	84,550	15.4
127	La Crosse-Eau Claire	215,610	35,610	16.5
189	Lafayette, IN	67,070	17,130	25.5
123	Lafayette, LA	230,670	49,690	21.5
176	Lake Charles	95,410	20,730	21.7
114	Lansing	258,650	52,690	20.4
188	Laredo	68,110	7,990	11.7
42	Las Vegas	728,410	234,620	32.2
63	Lexington	503,260	131,310	26.1
186	Lima	70,690	12,800	18.1
106	Lincoln & Hastings-Krny	281,290	68,070	24.2
56	Little Rock-Pine Bluff	567,060	141,890	25.0

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2	Los Angeles	5,654,260	2,048,970	36.2
50	Louisville	667,230	162,400	24.3
143	Lubbock	158,070	44,500	28.2
122	Macon	239,820	55,300	23.1
85	Madison	378,740	77,330	20.4
199	Mankato	52,230	5,750	11.0
180	Marquette	89,290	11,500	12.9
140	Medford-Klamath Falls	171,830	38,090	22.2
48	Memphis	673,770	155,760	23.1
185	Meridian	72,280	17,330	24.0
16	Miami-Ft. Lauderdale	1,546,920	313,190	20.2
35	Milwaukee	905,350	209,310	23.1
15	Minneapolis-St. Paul	1,730,530	341,000	19.7
158	Minot-Bismarck-Dickinson	136,730	26,630	19.5
166	Missoula	111,340	27,010	24.3
60	Mobile-Pensacola (Ft Walt)	537,810	135,940	25.3
136	Monroe-El Dorado	179,190	42,740	23.9
124	Monterey-Salinas	225,350	46,910	20.8
118	Montgomery-Selma	247,230	43,300	17.5
104	Myrtle Beach-Florence	285,010	53,900	18.9
29	Nashville	1,016,290	237,150	23.3
53	New Orleans	602,740	130,020	21.6
1	New York	7,433,820	2,212,190	29.8
43	Norfolk-Portsmouth-Newpt Nws	718,020	185,650	25.9
209	North Platte	15,250	1,920	12.6
156	Odessa-Midland	141,560	39,120	27.6
45	Oklahoma City	687,300	215,940	31.4
76	Omaha	411,520	111,010	27.0
19	Orlando-Daytona Bch-Melbrn	1,466,420	540,050	36.8

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200	Ottumwa-Kirksville	51,270	7,960	15.5
78	Paducah-Cape Girard-Harsbg	393,260	75,600	19.2
142	Palm Springs	159,240	44,900	28.2
151	Panama City	147,520	37,400	25.4
193	Parkersburg	63,760	10,130	15.9
116	Peoria-Bloomington	248,510	63,420	25.5
4	Philadelphia	2,950,220	688,290	23.3
12	Phoenix (Prescott)	1,855,930	531,790	28.7
23	Pittsburgh	1,156,460	235,790	20.4
22	Portland, OR	1,175,100	316,420	26.9
77	Portland-Auburn	410,890	94,020	22.9
204	Presque Isle	31,270	5,470	17.5
52	Providence-New Bedford	622,580	161,030	25.9
171	Quincy-Hannibal-Keokuk	103,910	22,770	21.9
27	Raleigh-Durham (Fayetteville)	1,080,680	367,540	34.0
174	Rapid City	96,450	21,210	22.0
108	Reno	271,080	81,660	30.1
58	Richmond-Petersburg	550,240	152,660	27.7
67	Roanoke-Lynchburg	461,420	81,770	17.7
80	Rochester, NY	390,590	102,090	26.1
154	Rochestr-Mason City-Austin	144,700	22,790	15.7
132	Rockford	188,860	39,060	20.7
20	Sacramnto-Stkton-Modesto	1,399,520	492,880	35.2
144	Salisbury	157,940	30,070	19.0
33	Salt Lake City	919,390	254,780	27.7
196	San Angelo	54,980	10,020	18.2
37	San Antonio	818,560	278,390	34.0
28	San Diego	1,066,680	401,720	37.7
6	San Francisco-Oak-San Jose	2,476,450	845,080	34.1
121	SantaBarbra-SanMar-SanLuC	240,190	71,580	29.8
96	Savannah	319,160	76,460	24.0
14	Seattle-Tacoma	1,819,970	475,200	26.1
161	Sherman-Ada	128,100	37,660	29.4
84	Shreveport	385,770	90,250	23.4
149	Sioux City	154,900	27,730	17.9
113	Sioux Falls(Mitchell)	260,190	64,640	24.8
89	South Bend-Elkhart	334,720	75,180	22.5

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75	Spokane	416,630	94,030	22.6
74	Springfield, MO	421,960	101,220	24.0
111	Springfield-Holyoke	262,850	44,780	17.0
201	St. Joseph	46,840	7,960	17.0
21	St. Louis	1,249,820	304,010	24.3
81	Syracuse	388,000	98,190	25.3
105	Tallahassee-Thomasville	282,390	71,730	25.4
13	Tampa-St. Pete (Sarasota)	1,822,160	611,210	33.5
152	Terre Haute	145,450	39,180	26.9
73	Toledo	425,890	83,370	19.6
138	Topeka	175,940	41,240	23.4
117	Traverse City-Cadillac	247,650	36,990	14.9
92	Tri-Cities, TN-VA	332,840	63,430	19.1
68	Tucson (Sierra Vista)	456,030	135,360	29.7
61	Tulsa	529,540	146,620	27.7
194	Twin Falls	63,540	11,460	18.0
110	Tyler-Longview(Lfkn&Ncgd)	265,200	79,830	30.1
169	Utica	106,280	21,590	20.3
205	Victoria	31,260	5,240	16.8
94	Waco-Temple-Bryan	329,690	102,260	31.0
9	Washington, DC (Hagrstwn)	2,321,610	709,500	30.6
177	Watertown	94,960	22,750	24.0
135	Wausau-Rhineland	184,220	27,550	15.0
38	West Palm Beach-Ft. Pierce	779,430	175,690	22.5
159	Wheeling-Steubenville	133,700	25,740	19.3
145	Wichita Falls & Lawton	157,820	43,680	27.7
69	Wichita-Hutchinson Plus	450,930	104,490	23.2
54	Wilkes Barre-Scranton	594,570	106,170	17.9
134	Wilmington	187,480	51,020	27.2
126	Yakima-Pasco-RchInd-Knnwd	216,780	43,460	20.0
109	Youngstown	268,930	73,700	27.4
164	Yuma-El Centro	115,650	16,030	13.9
203	Zanesville	32,550	6,450	19.8
		114,456,650	30,833,260	26.9