



Local Television Market Universe Estimates

Estimates as of January 1, 2018 and used throughout the 2017-2018 television season

Estimates are effective September 23, 2017

Rank based on TV Households - Official DMA Rank			
Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,074,750	6.309
2	Los Angeles	5,318,630	4.743
3	Chicago	3,299,720	2.942
4	Philadelphia	2,869,580	2.559
5	Dallas-Ft. Worth	2,648,490	2.362
6	Washington, DC (Hagrstwn)	2,492,170	2.222
7	Houston	2,467,140	2.200
8	San Francisco-Oak-San Jose	2,451,640	2.186
9	Atlanta	2,449,460	2.184
10	Boston (Manchester)	2,425,440	2.163
11	Phoenix (Prescott)	1,919,930	1.712
12	Seattle-Tacoma	1,880,750	1.677
13	Tampa-St. Pete (Sarasota)	1,879,760	1.676
14	Detroit	1,779,380	1.587
15	Minneapolis-St. Paul	1,730,430	1.543
16	Miami-Ft. Lauderdale	1,677,850	1.496
17	Denver	1,589,560	1.417
18	Orlando-Daytona Bch-Melbrn	1,531,130	1.365
19	Cleveland-Akron (Canton)	1,447,310	1.291
20	Sacramnto-Stkton-Modesto	1,412,940	1.260
21	St. Louis	1,189,890	1.061
22	Portland, OR	1,180,980	1.053
23	Charlotte	1,145,270	1.021
24	Pittsburgh	1,141,950	1.018
25	Raleigh-Durham (Fayetteville)	1,133,160	1.010
26	Baltimore	1,108,010	0.988
27	Nashville	1,030,650	0.919
28	Indianapolis	1,026,260	0.915
29	San Diego	1,002,770	0.894
30	Salt Lake City	948,840	0.846
31	San Antonio	924,480	0.824
32	Hartford & New Haven	921,500	0.822
33	Kansas City	901,020	0.803
34	Columbus, OH	896,980	0.800
35	Cincinnati	871,970	0.778
36	Milwaukee	868,500	0.774
37	West Palm Beach-Ft. Pierce	829,110	0.739
38	Greenville-Spart-Ashevl-And	809,190	0.722
39	Austin	791,480	0.706
40	Las Vegas	757,400	0.675
41	Oklahoma City	705,840	0.629
42	Jacksonville	700,890	0.625
43	Grand Rapids-Kalmzoo-B.Crk	689,950	0.615
44	Birmingham (Ann and Tusc)	687,180	0.613



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45	Harrisburg-Lncstr-Leb-York	682,460	0.609
46	Albuquerque-Santa Fe	674,930	0.602
47	Norfolk-Portsmth-Newpt Nws	673,820	0.601
48	Greensboro-H.Point-W.Salem	672,650	0.600
49	Louisville	657,030	0.586
50	Memphis	649,360	0.579
51	New Orleans	638,020	0.569
52	Providence-New Bedford	597,990	0.533
53	Buffalo	592,750	0.529
54	Fresno-Visalia	574,610	0.512
55	Richmond-Petersburg	566,930	0.506
56	Ft. Myers-Naples	549,760	0.490
57	Wilkes Barre-Scranton-Hztn	523,450	0.467
58	Little Rock-Pine Bluff	522,530	0.466
59	Mobile-Pensacola (Ft Walt)	522,260	0.466
60	Albany-Schenectady-Troy	521,820	0.465
61	Knoxville	516,920	0.461
62	Tulsa	516,540	0.461
63	Lexington	459,300	0.410
64	Dayton	453,960	0.405
65	Tucson (Sierra Vista)	433,330	0.386
66	Honolulu	419,540	0.374
67	Wichita-Hutchinson Plus	416,400	0.371
68	Des Moines-Ames	416,020	0.371
69	Green Bay-Appleton	415,890	0.371
70	Roanoke-Lynchburg	414,620	0.370
71	Flint-Saginaw-Bay City	411,210	0.367
72	Spokane	410,900	0.366
73	Charleston-Huntington	406,310	0.362
74	Omaha	399,010	0.356
75	Springfield, MO	389,750	0.348
76	Rochester, NY	384,380	0.343
77	Columbia, SC	384,190	0.343
78	Toledo	379,120	0.338
79	Portland-Auburn	367,720	0.328
80	Huntsville-Decatur (Flor)	367,510	0.328
81	Madison	366,690	0.327
82	Paducah-Cape Girard-Harsbg	354,790	0.316
83	Shreveport	352,540	0.314
84	Harlingen-Wslco-Brnsvl-McA	351,810	0.314
85	Syracuse	350,100	0.312
86	Waco-Temple-Bryan	346,750	0.309
87	Colorado Springs-Pueblo	344,250	0.307
88	Champaign&Sprngfld-Decatur	344,180	0.307



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89	Chattanooga	336,580	0.300
90	Savannah	328,860	0.293
91	Cedar Rapids-Wtrlo-IWC&Dub	325,780	0.290
92	Charleston, SC	320,980	0.286
93	El Paso (Las Cruces)	318,260	0.284
94	Baton Rouge	314,970	0.281
95	Jackson, MS	306,410	0.273
96	South Bend-Elkhart	297,680	0.265
97	Burlington-Plattsburgh	294,020	0.262
98	Ft. Smith-Fay-Sprngdl-Rgrs	292,160	0.261
99	Tri-Cities, TN-VA	290,530	0.259
100	Greenville-N.Bern-Washngtn	285,650	0.255
101	Myrtle Beach-Florence	281,550	0.251
102	Davenport-R.Island-Moline	277,950	0.248
103	Evansville	264,890	0.236
104	Boise	264,300	0.236
105	Reno	263,990	0.235
106	Lincoln & Hastings-Krny	263,110	0.235
107	Johnstown-Altoona-St Colge	262,020	0.234
108	Tallahassee-Thomasville	257,570	0.230
109	Tyler-Longview(Lfkn&Ncgd)	253,230	0.226
110	Sioux Falls(Mitchell)	252,660	0.225
111	Ft. Wayne	249,130	0.222
112	Augusta-Aiken	249,090	0.222
113	Fargo	240,560	0.214
114	Yakima-Pasco-Rchlnd-Knnwck	239,760	0.214
115	Lansing	238,990	0.213
116	Springfield-Holyoke	237,580	0.212
117	Youngstown	234,120	0.209
118	Traverse City-Cadillac	233,370	0.208
119	Eugene	231,570	0.206
120	Macon	222,970	0.199
121	Lafayette, LA	222,450	0.198
122	Peoria-Bloomington	222,210	0.198
123	SantaBarbra-SanMar-SanLuOb	222,190	0.198
124	Montgomery-Selma	218,740	0.195
125	Monterey-Salinas	217,560	0.194
126	Bakersfield	212,180	0.189
127	Columbus, GA (Opelika, AL)	206,520	0.184
128	Corpus Christi	198,820	0.177
129	La Crosse-Eau Claire	196,160	0.175
130	Wilmington	191,440	0.171
131	Amarillo	179,920	0.160
132	Chico-Redding	179,370	0.160



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133	Columbus-Tupelo-W Pnt-Hstn	172,520	0.154
134	Wausau-Rhineland	166,030	0.148
135	Columbia-Jefferson City	163,790	0.146
136	Medford-Klamath Falls	163,600	0.146
137	Monroe-El Dorado	161,950	0.144
138	Rockford	161,530	0.144
139	Topeka	161,010	0.144
140	Duluth-Superior	157,070	0.140
141	Minot-Bsmrck-Dcknsn(Wlstn)	156,240	0.139
142	Beaumont-Port Arthur	156,020	0.139
143	Salisbury	155,240	0.138
144	Odessa-Midland	153,830	0.137
145	Lubbock	153,370	0.137
146	Palm Springs	152,840	0.136
147	Anchorage	149,120	0.133
148	Sioux City	144,180	0.129
149	Wichita Falls & Lawton	142,990	0.127
150	Erie	141,020	0.126
151	Panama City	137,830	0.123
152	Joplin-Pittsburg	136,740	0.122
153	Rochestr-Mason City-Austin	134,990	0.120
154	Albany, GA	134,510	0.120
155	Terre Haute	127,470	0.114
156	Bangor	125,970	0.112
157	Biloxi-Gulfport	124,130	0.111
158	Wheeling-Steubenville	121,320	0.108
159	Gainesville	121,060	0.108
160	Sherman-Ada	120,100	0.107
161	Binghamton	120,060	0.107
162	Idaho Fals-Pocatillo(Jcksn)	119,590	0.107
163	Bluefield-Beckley-Oak Hill	118,520	0.106
164	Missoula	113,110	0.101
165	Abilene-Sweetwater	107,760	0.096
166	Yuma-El Centro	105,690	0.094
167	Billings	105,470	0.094
168	Hattiesburg-Laurel	102,840	0.092
169	Clarksburg-Weston	97,020	0.087
170	Rapid City	95,320	0.085
171	Utica	93,930	0.084
172	Quincy-Hannibal-Keokuk	93,920	0.084
173	Dothan	92,300	0.082
174	Lake Charles	91,490	0.082
175	Harrisonburg	86,700	0.077
176	Elmira (Corning)	86,230	0.077



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177	Jackson, TN	85,540	0.076
178	Alexandria, LA	82,270	0.073
179	Watertown	81,630	0.073
180	Marquette	78,000	0.070
181	Bowling Green	77,360	0.069
182	Jonesboro	76,860	0.069
183	Charlottesville	72,320	0.064
184	Laredo	70,980	0.063
185	Butte-Bozeman	69,060	0.062
186	Bend, OR	67,170	0.060
187	Grand Junction-Montrose	67,150	0.060
188	Lafayette, IN	66,710	0.059
189	Lima	62,840	0.056
190	Twin Falls	62,360	0.056
191	Meridian	61,460	0.055
192	Great Falls	60,220	0.054
193	Greenwood-Greenville	58,410	0.052
194	Parkersburg	56,980	0.051
195	Eureka	56,660	0.051
196	San Angelo	54,100	0.048
197	Cheyenne-Scottsbluff	53,720	0.048
198	Casper-Riverton	52,190	0.047
199	Mankato	49,610	0.044
200	Ottumwa-Kirksville	42,990	0.038
201	St. Joseph	42,230	0.038
202	Fairbanks	35,180	0.031
203	Victoria	31,380	0.028
204	Zanesville	30,550	0.027
205	Helena	27,430	0.024
206	Presque Isle	25,480	0.023
207	Juneau	24,390	0.022
208	Alpena	15,360	0.014
209	North Platte	13,640	0.012
210	Glendive	4,030	0.004
	NSI Total U.S.	112,143,960	100.000

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