

## Metered Market Close-Up: Hartford & New Haven, CT (DMA Rank #33)

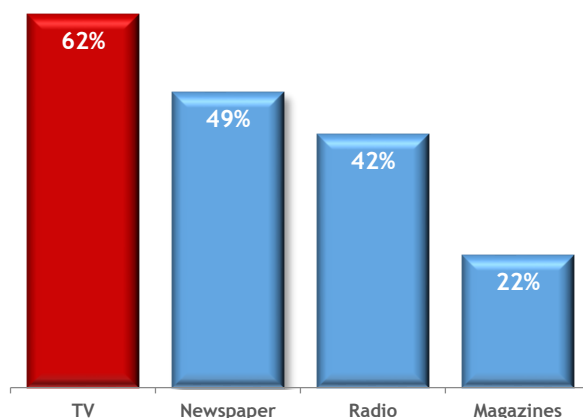
As a state capital and center for the insurance industry, Hartford has a long and colorful history as a colonial center and prosperous industrial-era city. The first insurance company was established here in the late 1700's, and The Hartford Steam Boiler Inspection and Insurance Company, established in 1866, charted the course for industrial safety. Today Hartford is home to 35 insurance companies, including AETNA and The Hartford, which provide stable employment. The area is also headquarters to conglomerate United Technologies but most manufacturing has disappeared from the Hartford landscape and it has become a center for "knowledge" industries. A city of contrasts, New Haven is a mix of colonial history, Ivy League college town, and past-its-prime industrial center. Once an important manufacturing center, it is known today as the home of prestigious Yale University.

Median Income	SRDS Total Retail Sales (\$000)
\$65,914	\$5,747,069

### TV stations serving the area of Hartford & New Haven, CT:

WCCT	CW, This TV, Comet, Stadium
WCTX	MyNetworkTV, ASN, Grit
WFSB	CBS. Escape, Laff
WHCT	Azteca América
WHPX	Ion, Qubo, Ion Life, Ion Shop, QVC, HSN
WRDM	Telemundo, TeleXitos
WTIC	FOX, Antenna TV, TBD, Justice
WTNH	ABC, Bounce TV
WUTH	UniMás
WUVN	Univision, UniMás, LATV
WVIT	NBC, Cozi TV

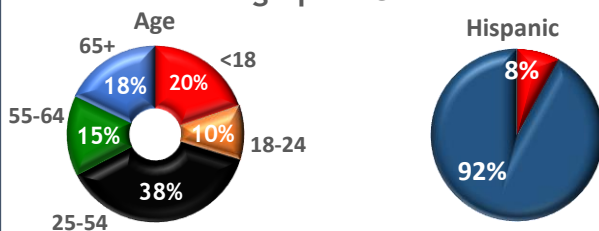
### Reliance on Media to Stay Informed % Agree



### Hartford & New Haven, CT Interesting Facts

- Nitrous oxide—more commonly known as laughing gas—was first put to work as an anesthetic for dentistry in 1844 by Hartford resident Horace Wells.
- The first time a President of the United States ever rode in an automobile was on August 22, 1902, when President Theodore Roosevelt took one for a spin through the streets of Hartford.

### Hartford & New Haven, CT Demographic Overview



**47%** loyal to vehicle brand

**2018/19 Season**  
**Local Market Close-Up:**  
**Hartford, CT**

Market: Hartford, CT				Series Ranker (Week of 5/20/19 - 5/26/19)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg
1	Jeopardy!	WTNH (ABC)	5	M T W R F	7:00 PM	30	11.3
2	NCIS	WFSB (CBS)	1	T	8:00 PM	60	9.3
3	ABC World News Tonight with David Muir	WTNH (ABC)	4	M T W R	6:30 PM	30	7.1
4	Wheel of Fortune	WTNH (ABC)	6	M T W R F S	7:30 PM	30	6.7
5	Eyewitness News at 6:30AM	WFSB (CBS)	5	M T W R F	6:30 AM	30	6.6
6	Eyewitness News at 6:00PM	WFSB (CBS)	6	M T W R F S	6:00 PM	30	6.6
7	CBS Evening News	WFSB (CBS)	5	M T W R F	6:30 PM	30	6.5
8	Eyewitness News at 5:30PM	WFSB (CBS)	5	M T W R F	5:30 PM	30	6.2
9	60 Minutes	WFSB (CBS)	1	U	7:00 PM	60	6.2
10	Eyewitness News at 6:00AM	WFSB (CBS)	5	M T W R F	6:00 AM	30	6.1
11	Eyewitness News at 5:00PM	WFSB (CBS)	5	M T W R F	5:00 PM	30	5.5
12	This is Farrah Fawcett	WTNH (ABC)	1	R	8:00 PM	120	5.4
13	The Big Bang Theory	WFSB (CBS)	1	M	8:00 PM	60	5.4
14	CBS News Sunday Morning	WFSB (CBS)	1	U	9:00 AM	90	5.3
15	CBS This Morning	WFSB (CBS)	5	M T W R F	7:00 AM	120	5.1
16	The Voice	WVIT (NBC)	1	M	8:00 PM	120	5.1
17	ABC World News Tonight	WTNH (ABC)	2	F U	6:30 PM	30	5.0
18	Inside Edition	WFSB (CBS)	5	M T W R F	7:00 PM	30	4.9
19	Young Sheldon	WFSB (CBS)	1	R	8:31 PM	30	4.9
20	Live in Front of an Audience: Norman Lear's	WTNH (ABC)	2	W S	8:00 PM	93	4.9

