



Local Television Market Universe Estimates
Comparisons of 2011-12 and 2012-13 Market Ranks

2011-12	2012-13			2012	2013
Rank	Rank	Difference	DMA Name	TV Homes	TV Homes
1	1		New York	7,387,810	7,384,340
2	2		Los Angeles	5,569,780	5,613,460
3	3		Chicago	3,493,480	3,484,800
4	4		Philadelphia	2,993,370	2,949,310
5	5		Dallas-Ft. Worth	2,571,310	2,588,020
6	6		San Francisco-Oak-San Jose	2,506,510	2,502,030
7	7		Boston (Manchester)	2,379,690	2,366,690
8	8		Washington, DC (Hagrstwn)	2,360,180	2,359,160
9	9		Atlanta	2,292,640	2,326,840
10	10		Houston	2,185,260	2,215,650
11	11		Detroit	1,842,650	1,845,920
12	12		Seattle-Tacoma	1,811,420	1,818,900
13	13		Phoenix (Prescott)	1,811,330	1,812,040
14	14		Tampa-St. Pete (Sarasota)	1,788,240	1,806,560
15	15		Minneapolis-St. Paul	1,721,940	1,728,050
16	16		Miami-Ft. Lauderdale	1,583,800	1,621,130
17	17		Denver	1,548,570	1,566,460
18	18		Cleveland-Akron (Canton)	1,514,170	1,485,140
19	19		Orlando-Daytona Bch-Melbrn	1,465,460	1,453,170
20	20		Sacramnto-Stkton-Modesto	1,388,570	1,387,710
21	21		St. Louis	1,253,920	1,243,490
22	22		Portland, OR	1,190,010	1,182,180
23	23		Pittsburgh	1,171,490	1,165,740
24	24		Raleigh-Durham (Fayetvll)	1,143,420	1,150,350
25	25		Charlotte	1,140,900	1,136,420
26	26		Indianapolis	1,109,970	1,089,700
27	27		Baltimore	1,097,310	1,085,070
28	28		San Diego	1,077,600	1,075,120
29	29		Nashville	1,024,560	1,014,910
30	30		Hartford & New Haven	1,006,280	996,550
31	31		Kansas City	939,740	931,320
32	32		Columbus, OH	932,680	930,460
33	33		Salt Lake City	927,540	917,370
34	34		Milwaukee	907,660	902,190
35	35		Cincinnati	896,090	897,890
36	36		San Antonio	880,690	881,050

37	37		Greenvll-Spart-Ashevl-And	860,930	846,030
38	38		West Palm Beach-Ft. Pierce	788,020	794,310
42	39	+3	Grand Rapids-Kalmzoo-B.Crk	722,150	720,150
40	40		Las Vegas	737,300	718,990
44	41	+3	Oklahoma City	712,630	718,770
39	42	-3	Birmingham (Ann and Tusc)	738,790	717,530
41	43	-2	Harrisburg-Lncstr-Leb-York	729,440	716,990
43	44	-1	Norfolk-Portsmth-Newpt Nws	718,750	709,730
47	45	+2	Austin	686,830	705,280
46	46		Greensboro-H.Point-W.Salem	691,200	695,100
45	47	-2	Albuquerque-Santa Fe	710,050	691,450
48	48		Louisville	674,050	670,880
49	49		Memphis	669,940	662,830
50	50		Jacksonville	669,840	659,170
52	51	+1	New Orleans	643,660	641,550
51	52	-1	Buffalo	645,190	632,150
53	53		Providence-New Bedford	620,010	606,400
54	54		Wilkes Barre-Scranton-Hztn	590,740	581,020
55	55		Fresno-Visalia	574,800	576,820
56	56		Little Rock-Pine Bluff	571,630	561,760
57	57		Richmond-Petersburg	559,390	553,390
58	58		Albany-Schenectady-Troy	551,120	540,050
59	59		Tulsa	529,100	526,960
60	60		Mobile-Pensacola (Ft Walt)	527,930	525,990
61	61		Knoxville	527,790	520,890
62	62		Ft. Myers-Naples	504,240	502,050
63	63		Dayton	493,600	498,270
64	64		Lexington	488,850	485,630
65	65		Charleston-Huntington	465,030	455,490
67	66	+1	Wichita-Hutchinson Plus	454,590	450,300
68	67	+1	Flint-Saginaw-Bay City	451,880	446,010
66	68	-2	Roanoke-Lynchburg	455,860	445,470
69	69		Green Bay-Appleton	445,760	441,800
70	70		Tucson (Sierra Vista)	442,020	438,440
71	71		Honolulu	434,730	437,790
72	72		Des Moines-Ames	431,300	427,860
73	73		Spokane	426,690	420,640
75	74	+1	Springfield, MO	423,010	414,570
76	75	+1	Omaha	415,510	414,060
74	76	-2	Toledo	426,280	409,550
77	77		Columbia, SC	404,830	398,510
79	78	+1	Rochester, NY	398,790	395,680
80	79	+1	Huntsville-Decatur (Flor)	394,010	390,590
78	80	-2	Portland-Auburn	401,370	389,530
81	81		Paducah-Cape Girard-Harsbg	393,330	388,340
83	82	+1	Shreveport	386,150	384,410
82	83	-1	Champaign&Sprngfld-Decatur	386,160	378,720
84	84		Syracuse	386,090	377,550
85	85		Madison	378,290	376,670
87	86	+1	Harlingen-Wslco-Brnsvl-McA	361,820	364,160

86	87	-1	Chattanooga	366,790	353,710
88	88		Waco-Temple-Bryan	353,190	349,540
90	89	+1	Colorado Springs-Pueblo	343,160	343,990
89	90	-1	Cedar Rapids-Wtrlo-IWC&Dub	344,150	342,610
91	91		El Paso (Las Cruces)	336,570	339,130
92	92		Savannah	335,080	334,750
93	93		Jackson, MS	334,530	331,500
94	94		Baton Rouge	333,010	329,620
97	95	+2	South Bend-Elkhart	322,090	319,860
96	96		Tri-Cities, TN-VA	323,640	319,060
95	97	-2	Burlington-Plattsburgh	323,750	316,910
98	98		Charleston, SC	311,260	316,080
100	99	+1	Davenport-R.Island-Moline	307,050	303,800
99	100	-1	Greenville-N.Bern-Washngtn	307,610	303,280
101	101		Ft. Smith-Fay-Sprngdl-Rgrs	301,120	297,590
102	102		Johnstown-Altoona-St Colge	294,770	288,100
103	103		Myrtle Beach-Florence	289,060	285,550
104	104		Evansville	287,880	284,040
105	105		Lincoln & Hastings-Krny	280,310	276,790
106	106		Tallahassee-Thomasville	272,520	273,120
107	107		Tyler-Longview(Lfkn&Ncgd)	271,400	268,150
108	108		Reno	271,020	265,600
109	109		Ft. Wayne	267,710	265,390
110	110		Youngstown	263,850	260,000
112	111	+1	Boise	261,810	259,090
113	112	+1	Sioux Falls(Mitchell)	261,530	258,460
111	113	-2	Augusta-Aiken	262,560	257,730
114	114		Springfield-Holyoke	257,080	252,950
115	115		Lansing	252,890	251,140
116	116		Peoria-Bloomington	247,850	244,050
117	117		Fargo-Valley City	246,780	243,890
119	118	+1	Montgomery-Selma	245,100	241,930
120	119	+1	Traverse City-Cadillac	244,050	241,800
118	120	-2	Macon	245,910	241,170
121	121		Eugene	241,270	235,570
122	122		SantaBarbra-SanMar-SanLuOb	230,830	231,950
123	122	+1	Yakima-Pasco-Rchlnd-Knnwck	230,010	231,950
124	124		Lafayette, LA	229,320	229,320
125	125		Monterey-Salinas	223,620	224,240
126	126		Bakersfield	221,920	221,740
127	127		Columbus, GA (Opelika, AL)	215,410	216,920
128	128		La Crosse-Eau Claire	213,660	211,670
129	129		Corpus Christi	203,550	203,730
130	130		Amarillo	195,650	197,110
131	131		Chico-Redding	194,590	191,500
132	132		Wilmington	190,730	188,420
133	133		Columbus-Tupelo-W Pnt-Hstn	189,910	184,990
135	134	+1	Wausau-Rhineland	181,280	179,450
134	135	-1	Rockford	184,360	179,240
136	136		Topeka	177,710	176,160

137	137		Monroe-El Dorado	177,410	175,960
138	138		Columbia-Jefferson City	176,470	173,640
139	139		Duluth-Superior	173,710	169,610
140	140		Medford-Klamath Falls	170,670	167,820
141	141		Beaumont-Port Arthur	168,420	167,110
143	142	+1	Lubbock	160,160	159,840
142	143	-1	Wichita Falls & Lawton	160,540	158,500
144	144		Salisbury	159,640	157,830
148	145	+3	Anchorage	155,600	156,280
146	146		Erie	157,730	155,190
147	147		Sioux City	157,060	154,830
145	148	-3	Palm Springs	158,440	154,560
149	149		Joplin-Pittsburg	153,910	151,200
150	150		Albany, GA	151,620	150,110
152	151	+1	Minot-Bismarck-Dickinson(Wlston)	145,480	150,000
151	152	-1	Odessa-Midland	146,040	147,730
153	153		Rochester-Mason City-Austin	145,450	143,330
154	154		Terre Haute	142,780	139,600
155	155		Bangor	141,580	138,040
156	156		Bluefield-Beckley-Oak Hill	137,380	134,410
157	157		Binghamton	136,730	133,420
158	158		Wheeling-Steubenville	133,120	130,110
159	159		Panama City	132,120	129,390
162	160	+2	Biloxi-Gulfport	128,150	128,300
161	161		Sherman-Ada	128,790	126,930
160	162	-2	Idaho Falls-Pocatello(Jackson)	128,940	125,710
163	163		Gainesville	124,730	123,430
164	164		Abilene-Sweetwater	115,630	114,080
166	165	+1	Yuma-El Centro	112,850	113,230
165	166	-1	Missoula	114,590	113,010
167	167		Hattiesburg-Laurel	111,560	109,950
168	168		Billings	109,940	109,730
169	169		Dothan	109,080	107,110
170	170		Clarksburg-Weston	108,980	106,480
171	171		Quincy-Hannibal-Keokuk	104,790	103,520
172	172		Utica	104,750	102,890
173	173		Rapid City	100,120	98,020
174	174		Elmira (Corning)	96,600	95,530
175	175		Lake Charles	94,850	94,610
176	176		Jackson, TN	94,650	93,090
177	177		Watertown	93,090	92,590
178	178		Harrisonburg	91,620	90,260
179	179		Alexandria, LA	90,160	89,280
180	180		Marquette	85,230	84,640
181	181		Jonesboro	81,300	80,740
182	182		Bowling Green	79,990	78,780
183	183		Charlottesville	74,630	74,340
185	184	+1	Laredo	72,060	72,590
184	185	-1	Grand Junction-Montrose	72,970	70,580
186	186		Meridian	70,190	68,860

189	187	+2	Butte-Bozeman	66,910	67,180
187	188	-1	Greenwood-Greenville	67,730	66,410
188	189	-1	Lafayette, IN	67,260	66,240
190	190		Great Falls	66,190	65,930
191	191		Twin Falls	65,800	64,100
193	192	+1	Bend, OR	62,620	62,950
192	193	-1	Parkersburg	63,120	62,620
194	194		Eureka	61,180	59,610
195	195		Cheyenne-Scottsbluff	56,640	56,350
197	196	+1	San Angelo	55,570	55,820
196	197	-1	Casper-Riverton	56,460	55,270
198	198		Mankato	53,720	52,530
201	199	+2	Lima	39,350	51,240
199	200	-1	Ottumwa-Kirksville	47,810	46,730
200	201	-1	St. Joseph	46,690	46,180
202	202		Fairbanks	37,010	37,920
203	203		Zanesville	33,140	32,940
204	204		Victoria	31,540	31,560
205	205		Presque Isle	29,850	29,250
206	206		Helena	28,050	28,260
207	207		Juneau	25,500	26,320
208	208		Alpena	17,100	16,910
209	209		North Platte	15,180	14,720
210	210		Glendive	4,180	4,050
NSI Total U.S.				114,649,310	114,173,690

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