



## Local Television Market Universe Estimates

Estimates as of January 1, 2017 and used throughout the 2016-2017 television season

*Estimates are effective September 24, 2016*

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,348,620	6.407
2	Los Angeles	5,476,830	4.775
3	Chicago	3,463,060	3.019
4	Philadelphia	2,942,800	2.566
5	Dallas-Ft. Worth	2,713,380	2.366
6	San Francisco-Oak-San Jose	2,488,090	2.169
7	Washington, DC (Hagrstwn)	2,476,680	2.159
8	Houston	2,450,800	2.137
9	Boston (Manchester)	2,424,240	2.114
10	Atlanta	2,412,730	2.104
11	Tampa-St. Pete (Sarasota)	1,908,590	1.664
12	Phoenix (Prescott)	1,890,100	1.648
13	Detroit	1,853,030	1.616
14	Seattle-Tacoma	1,808,530	1.577
15	Minneapolis-St. Paul	1,742,530	1.519
16	Miami-Ft. Lauderdale	1,696,330	1.479
17	Denver	1,630,380	1.422
18	Orlando-Daytona Bch-Melbrn	1,519,570	1.325
19	Cleveland-Akron (Canton)	1,498,960	1.307
20	Sacramnto-Stkton-Modesto	1,379,770	1.203
21	St. Louis	1,215,570	1.060
22	Charlotte	1,189,950	1.038
23	Pittsburgh	1,160,220	1.012
24	Raleigh-Durham (Fayetteville)	1,153,580	1.006
25	Portland, OR	1,143,670	0.997
26	Baltimore	1,119,480	0.976
27	Indianapolis	1,086,310	0.947
28	San Diego	1,065,700	0.929
29	Nashville	1,011,570	0.882
30	Hartford & New Haven	963,950	0.840
31	San Antonio	938,660	0.818
32	Columbus, OH	920,740	0.803
33	Kansas City	919,020	0.801
34	Salt Lake City	916,960	0.799
35	Milwaukee	895,700	0.781
36	Cincinnati	863,800	0.753
37	Greenville-Spart-Asheville-Anderson	845,990	0.738
38	West Palm Beach-Ft. Pierce	824,920	0.719
39	Austin	771,210	0.672
40	Las Vegas	757,840	0.661



## Local Television Market Universe Estimates

Estimates as of January 1, 2017 and used throughout the 2016-2017 television season

*Estimates are effective September 24, 2016*

Rank	Designated Market Area (DMA)	TV Homes	% of US
41	Oklahoma City	722,140	0.630
42	Norfolk-Portsmouth-Newport News	717,170	0.625
43	Harrisburg-Lancaster-Lebanon-York	715,110	0.624
44	Grand Rapids-Kalamazoo-Battle Creek	709,670	0.619
45	Birmingham (Anniston and Tuscaloosa)	696,380	0.607
46	Greensboro-High Point-Winston-Salem	690,050	0.602
47	Jacksonville	688,500	0.600
48	Albuquerque-Santa Fe	677,590	0.591
49	Louisville	662,170	0.577
50	New Orleans	641,620	0.559
51	Memphis	633,930	0.553
52	Providence-New Bedford	616,280	0.537
53	Buffalo	596,710	0.520
54	Fresno-Visalia	573,180	0.500
55	Richmond-Petersburg	564,510	0.492
56	Wilkes Barre-Scranton-Hazleton	554,660	0.484
57	Little Rock-Pine Bluff	547,950	0.478
58	Tulsa	531,230	0.463
59	Albany-Schenectady-Troy	529,120	0.461
60	Mobile-Pensacola (Ft. Walton Beach)	528,320	0.461
61	Ft. Myers-Naples	518,730	0.452
62	Knoxville	514,610	0.449
63	Lexington	479,420	0.418
64	Dayton	466,040	0.406
65	Honolulu	442,820	0.386
66	Wichita-Hutchinson Plus	439,760	0.383
67	Roanoke-Lynchburg	439,620	0.383
68	Green Bay-Appleton	438,070	0.382
69	Des Moines-Ames	433,950	0.378
70	Charleston-Huntington	431,150	0.376
71	Tucson (Sierra Vista)	425,860	0.371
72	Flint-Saginaw-Bay City	423,010	0.369
73	Spokane	422,550	0.368
74	Omaha	416,210	0.363
75	Springfield, MO	409,020	0.357
76	Rochester, NY	404,170	0.352
77	Columbia, SC	400,790	0.349
78	Toledo	400,170	0.349
79	Huntsville-Decatur (Florida)	385,470	0.336
80	Madison	384,830	0.336



## Local Television Market Universe Estimates

Estimates as of January 1, 2017 and used throughout the 2016-2017 television season

*Estimates are effective September 24, 2016*

Rank	Designated Market Area (DMA)	TV Homes	% of US
81	Portland-Auburn	383,700	0.335
82	Shreveport	371,760	0.324
83	Paducah-Cape Girard-Harsbg	369,390	0.322
84	Harlingen-Wslco-Brnsvl-McA	368,960	0.322
85	Syracuse	368,950	0.322
86	Champaign&Sprngfld-Decatur	364,050	0.317
87	Waco-Temple-Bryan	357,720	0.312
88	Colorado Springs-Pueblo	354,190	0.309
89	Chattanooga	351,220	0.306
90	Cedar Rapids-Wtrlo-IWC&Dub	343,000	0.299
91	Savannah	340,050	0.296
92	El Paso (Las Cruces)	333,270	0.291
93	Baton Rouge	330,910	0.289
94	Charleston, SC	327,040	0.285
95	Jackson, MS	321,830	0.281
96	South Bend-Elkhart	313,210	0.273
97	Burlington-Plattsburgh	307,470	0.268
98	Tri-Cities, TN-VA	306,770	0.267
99	Ft. Smith-Fay-Sprngdl-Rgrs	304,670	0.266
100	Greenville-N.Bern-Washngtn	301,990	0.263
101	Davenport-R.Island-Moline	294,680	0.257
102	Myrtle Beach-Florence	291,680	0.254
103	Evansville	279,860	0.244
104	Johnstown-Altoona-St Colge	277,210	0.242
105	Lincoln & Hastings-Krny	276,800	0.241
106	Boise	270,200	0.236
107	Tallahassee-Thomasville	268,390	0.234
108	Tyler-Longview(Lfkn&Ncgd)	265,690	0.232
109	Sioux Falls(Mitchell)	263,000	0.229
110	Ft. Wayne	262,990	0.229
111	Augusta-Aiken	260,840	0.227
112	Reno	260,630	0.227
113	Lansing	250,670	0.219
114	Springfield-Holyoke	249,430	0.217
115	Youngstown	249,230	0.217
116	Fargo-Valley City	249,010	0.217
117	Eugene	239,710	0.209
118	Peoria-Bloomington	235,690	0.206
119	Traverse City-Cadillac	235,400	0.205
120	Lafayette, LA	233,790	0.204



**Local Television Market Universe Estimates**  
**Estimates as of January 1, 2017 and used throughout the 2016-2017 television season**  
*Estimates are effective September 24, 2016*

<b>Rank</b>	<b>Designated Market Area (DMA)</b>	<b>TV Homes</b>	<b>% of US</b>
121	Macon	232,910	0.203
122	Yakima-Pasco-RchInd-Knnwck	230,950	0.201
123	Montgomery-Selma	230,420	0.201
124	SantaBarbra-SanMar-SanLuOb	226,940	0.198
125	Monterey-Salinas	226,630	0.198
126	Bakersfield	223,250	0.195
127	Columbus, GA (Opelika, AL)	217,660	0.190
128	Corpus Christi	209,760	0.183
129	La Crosse-Eau Claire	206,480	0.180
130	Wilmington	197,700	0.172
131	Amarillo	190,240	0.166
132	Chico-Redding	188,010	0.164
133	Columbus-Tupelo-W Pnt-Hstn	181,860	0.159
134	Wausau-Rhineland	174,760	0.152
135	Topeka	172,470	0.150
136	Columbia-Jefferson City	171,330	0.149
137	Monroe-El Dorado	170,890	0.149
138	Rockford	170,480	0.149
139	Medford-Klamath Falls	168,710	0.147
140	Minot-Bsmrck-Dcknsn(Wlstn)	167,010	0.146
141	Beaumont-Port Arthur	165,120	0.144
142	Duluth-Superior	164,380	0.143
143	Odessa-Midland	163,450	0.143
144	Salisbury	162,050	0.141
145	Lubbock	160,440	0.140
146	Palm Springs	158,010	0.138
147	Anchorage	154,020	0.134
148	Wichita Falls & Lawton	152,950	0.133
149	Sioux City	150,790	0.131
150	Erie	148,880	0.130
151	Joplin-Pittsburg	144,110	0.126
152	Albany, GA	142,800	0.125
153	Rochestr-Mason City-Austin	141,920	0.124
154	Panama City	141,740	0.124
155	Terre Haute	133,780	0.117
156	Bangor	133,310	0.116
157	Biloxi-Gulfport	130,030	0.113
158	Wheeling-Steubenville	128,720	0.112
159	Bluefield-Beckley-Oak Hill	127,090	0.111
160	Binghamton	127,070	0.111



**Local Television Market Universe Estimates**

Estimates as of January 1, 2017 and used throughout the 2016-2017 television season

*Estimates are effective September 24, 2016*

Rank	Designated Market Area (DMA)	TV Homes	% of US
161	Gainesville	126,400	0.110
162	Sherman-Ada	126,050	0.110
163	Idaho Falls-Pocatillo(Jcksn)	123,170	0.107
164	Missoula	115,020	0.100
165	Abilene-Sweetwater	113,080	0.099
166	Billings	110,630	0.096
167	Yuma-El Centro	109,930	0.096
168	Hattiesburg-Laurel	108,380	0.095
169	Clarksburg-Weston	103,090	0.090
170	Quincy-Hannibal-Keokuk	99,340	0.087
171	Utica	99,190	0.086
172	Rapid City	99,170	0.086
173	Dothan	97,960	0.085
174	Lake Charles	95,740	0.083
175	Elmira (Corning)	90,550	0.079
176	Jackson, TN	89,970	0.078
177	Harrisonburg	89,730	0.078
178	Watertown	88,070	0.077
179	Alexandria, LA	85,560	0.075
180	Marquette	82,740	0.072
181	Bowling Green	80,230	0.070
182	Jonesboro	79,860	0.070
183	Charlottesville	74,990	0.065
184	Laredo	74,330	0.065
185	Butte-Bozeman	70,320	0.061
186	Grand Junction-Montrose	69,820	0.061
187	Lafayette, IN	69,180	0.060
188	Bend, OR	67,430	0.059
189	Lima	66,570	0.058
190	Meridian	65,300	0.057
191	Twin Falls	64,190	0.056
192	Great Falls	63,720	0.056
193	Greenwood-Greenville	62,690	0.055
194	Parkersburg	60,620	0.053
195	Eureka	58,640	0.051
196	San Angelo	56,680	0.049
197	Casper-Riverton	56,260	0.049
198	Cheyenne-Scottsbluff	56,120	0.049
199	Mankato	51,820	0.045
200	Ottumwa-Kirksville	44,690	0.039



### Local Television Market Universe Estimates

Estimates as of January 1, 2017 and used throughout the 2016-2017 television season

*Estimates are effective September 24, 2016*

Rank	Designated Market Area (DMA)	TV Homes	% of US
201	St. Joseph	44,460	0.039
202	Fairbanks	36,070	0.031
203	Victoria	32,930	0.029
204	Zanesville	32,450	0.028
205	Helena	28,110	0.025
206	Presque Isle	26,880	0.023
207	Juneau	25,680	0.022
208	Alpena	16,010	0.014
209	North Platte	14,370	0.013
210	Glendive	4,370	0.004
	<b>NSI Total U.S.</b>	<b>114,695,130</b>	<b>100.000</b>

Copyright © 2016 The Nielsen Company

All Rights Reserved