Local Television Market Universe Estimates

Comparisons of 2010-11 and 2011-12 Market Ranks

2010-11 Rank	2011-12 Rank	Difference	DMA Name	2011 TV Homes	2012 TV Homes
1	1		New York	7,515,330	7,387,810
2	2		Los Angeles	5,666,900	5,569,780
3	3		Chicago	3,502,610	3,493,480
4	4		Philadelphia	3,015,820	2,993,370
5	5		Dallas-Ft. Worth	2,594,630	2,571,310
6	6		San Francisco-Oak-San Jose	2,523,520	2,506,510
7	7		Boston (Manchester)	2,460,290	2,379,690
9	8	+1	Washington, DC (Hagrstwn)	2,389,710	2,360,180
8	9	-1	Atlanta	2,407,080	2,292,640
10	10		Houston	2,177,220	2,185,260
11	11		Detroit	1,883,840	1,842,650
13	12	+1	Seattle-Tacoma	1,874,750	1,811,420
12	13	-1	Phoenix (Prescott)	1,881,310	1,811,330
14	14		Tampa-St. Pete (Sarasota)	1,795,200	1,788,240
15	15		Minneapolis-St. Paul	1,753,780	1,721,940
16	16		Miami-Ft. Lauderdale	1,580,580	1,583,800
17	17		Denver	1,572,740	1,548,570
18	18		Cleveland-Akron (Canton)	1,526,200	1,514,170
19	19		Orlando-Daytona Bch-Melbrn	1,453,120	1,465,460
20	20		Sacramnto-Stkton-Modesto	1,409,400	1,388,570
21	21		St. Louis	1,258,580	1,253,920
22	22		Portland, OR	1,197,780	1,190,010
24	23	+1	Pittsburgh	1,160,820	1,171,490
25	24	+1	Raleigh-Durham (Fayetvlle)	1,131,310	1,143,420
23	25	-2	Charlotte	1,166,180	1,140,900
27	26	+1	Indianapolis	1,106,420	1,109,970
26	27	-1	Baltimore	1,108,360	1,097,310
28	28		San Diego	1,089,010	1,077,600
29	29		Nashville	1,039,430	1,024,560
30	30		Hartford & New Haven	1,018,770	1,006,280
31	31		Kansas City	974,820	939,740
34	32	+2	Columbus, OH	915,950	932,680
32	33	-1	Salt Lake City	953,950	927,540
35	34	+1	Milwaukee	901,100	907,660
33	35	-2	Cincinnati	923,830	896,090
37	36	+1	San Antonio	844,910	880,690
36	37	-1	Greenvll-Spart-Ashevll-And	878,550	860,930
38	38		West Palm Beach-Ft. Pierce	773,890	788,020
40	39	+1	Birmingham (Ann and Tusc)	747,190	738,790

42	40	+2	Las Vegas	718,030	737,300
39	41	-2	Harrisburg-Lncstr-Leb-York	749,020	729,440
41	42	-1	Grand Rapids-Kalmzoo-B.Crk	740,230	722,150
43	43		Norfolk-Portsmth-Newpt Nws	716,050	718,750
45	44	+1	Oklahoma City	704,670	712,630
46	45	+1	Albuquerque-Santa Fe	703,720	710,050
47	46	+1	Greensboro-H.Point-W.Salem	699,040	691,200
44	47	-3	Austin	707,430	686,830
50	48	+2	Louisville	674,940	674,050
48	49	-1	Memphis	693,860	669,940
49	50	-1	Jacksonville	678,430	669,840
51	51		Buffalo	636,320	645,190
52	52		New Orleans	635,860	643,660
53	53		Providence-New Bedford	620,600	620,010
54	54		Wilkes Barre-Scranton-Hztn	595,480	590,740
55	55		Fresno-Visalia	581,340	574,800
56	56		Little Rock-Pine Bluff	573,670	571,630
57	57		Richmond-Petersburg	558,500	559,390
58	58		Albany-Schenectady-Troy	557,860	551,120
61	59	+2	Tulsa	535,820	529,100
60	60		Mobile-Pensacola (Ft Walt)	539,190	527,930
59	61	-2	Knoxville	557,040	527,790
65	62	+3	Ft. Myers-Naples	499,410	504,240
62	63	-1	Dayton	527,030	493,600
63	64	-1	Lexington	515,320	488,850
64	65	-1	Charleston-Huntington	505,200	465,030
66	66		Roanoke-Lynchburg	464,480	455,860
68	67	+1	Wichita-Hutchinson Plus	457,880	454,590
69	68	+1	Flint-Saginaw-Bay City	455,840	451,880
71	69	+2	Green Bay-Appleton	445,510	445,760
67	70	-3	Tucson (Sierra Vista)	461,450	442,020
72	71	+1	Honolulu	433,530	434,730
73	72	+1	Des Moines-Ames	432,820	431,300
75	73	+2	Spokane	424,220	426,690
70	74	-4	Toledo	445,600	426,280
74	75	-1	Springfield, MO	424,270	423,010
76	76		Omaha	418,290	415,510
78	77	+1	Columbia, SC	405,670	404,830
77	78	-1	Portland-Auburn	410,300	401,370
81	79	+2	Rochester, NY	392,090	398,790
79	80	-1	Huntsville-Decatur (Flor)	399,440	394,010
80	81	-1	Paducah-Cape Girard-Harsbg	398,820	393,330
84	82	+2	Champaign&Sprngfld-Decatur	384,990	386,160
83	83		Shreveport	387,060	386,150
82	84	-2	Syracuse	389,970	386,090
85	85		Madison	382,700	378,290
86	86		Chattanooga	376,910	366,790
87	87		Harlingen-Wslco-Brnsvl-McA	356,010	361,820
89	88	+1	Waco-Temple-Bryan	344,020	353,190
88	89	-1	Cedar Rapids-Wtrlo-IWC&Dub	346,010	344,150
92	90	+2	Colorado Springs-Pueblo	336,880	343,160
97	91	+6	El Paso (Las Cruces)	315,130	336,570

96	92	+4	Savannah	329,460	335,080
90	93	-3	Jackson, MS	338,030	334,530
94	94		Baton Rouge	334,730	333,010
95	95		Burlington-Plattsburgh	330,730	323,750
91	96	-5	Tri-Cities, TN-VA	337,610	323,640
93	97	-4	South Bend-Elkhart	336,220	322,090
98	98		Charleston, SC	312,770	311,260
101	99	+2	Greenville-N.Bern-Washngtn	294,550	307,610
99	100	-1	Davenport-R.Island-Moline	309,800	307,050
100	101	-1	Ft. Smith-Fay-Sprngdl-Rgrs	304,060	301,120
102	102		Johnstown-Altoona-St Colge	293,940	294,770
104	103	+1	Myrtle Beach-Florence	289,570	289,060
103	104	-1	Evansville	292,440	287,880
106	105	+1	Lincoln & Hastings-Krny	279,820	280,310
105	106	-1	Tallahassee-Thomasville	282,110	272,520
109	107	+2	Tyler-Longview(Lfkn&Ncgd)	269,760	271,400
108	108		Reno	271,380	271,020
107	109	-2	Ft. Wayne	277,050	267,710
111	110	+1	Youngstown	268,150	263,850
114	111	+3	Augusta-Aiken	257,030	262,560
113	112	+1	Boise	262,920	261,810
112	113	-1	Sioux Falls(Mitchell)	263,790	261,530
110	114	-4	Springfield-Holyoke	269,500	257,080
115	115		Lansing	253,380	252,890
116	116		Peoria-Bloomington	251,880	247,850
120	117	+3	Fargo-Valley City	241,990	246,780
121	118	+3	Macon	241,120	245,910
117	119	-2	Montgomery-Selma	244,470	245,100
119	120	-1	Traverse City-Cadillac	242,700	244,050
118	121	-3	Eugene	243,870	241,270
122	122		SantaBarbra-SanMar-SanLuOb	239,250	230,830
126	123	+3	Yakima-Pasco-Rchlnd-Knnwck	225,320	230,010
123	124	-1	Lafayette, LA	231,560	229,320
124	125	-1	Monterey-Salinas	229,150	223,620
125	126	-1	Bakersfield	225,670	221,920
127	127		Columbus, GA (Opelika, AL)	219,450	215,410
128	128		La Crosse-Eau Claire	216,510	213,660
129	129		Corpus Christi	199,370	203,550
131	130	+1	Amarillo	195,070	195,650
130	131	-1	Chico-Redding	198,370	194,590
132	132		Wilmington	191,630	190,730
133	133		Columbus-Tupelo-W Pnt-Hstn	190,270	189,910
134	134		Rockford	187,970	184,360
135	135		Wausau-Rhinelander	186,010	181,280
136	136		Topeka	179,510	177,710
138	137	+1	Monroe-El Dorado	177,900	177,410
137	138	-1	Columbia-Jefferson City	178,610	176,470
139	139		Duluth-Superior	174,570	173,710
140	140		Medford-Klamath Falls	172,230	170,670
141	141		Beaumont-Port Arthur	170,010	168,420
146	142	+4	Wichita Falls & Lawton	157,030	160,540
142	143	-1	Lubbock	161,450	160,160

143	144	-1	Salisbury	159,630	159,640
145	145		Palm Springs	157,180	158,440
144	146	-2	Erie	158,000	157,730
149	147	+2	Sioux City	155,490	157,060
150	148	+2	Anchorage	154,820	155,600
148	149	-1	Joplin-Pittsburg	156,360	153,910
147	150	-3	Albany, GA	156,910	151,620
151	151		Odessa-Midland	146,310	146,040
157	152	+5	Minot-Bsmrck-Dcknsn(Wlstn)	138,730	145,480
153	153		Rochestr-Mason City-Austin	144,590	145,450
152	154	-2	Terre Haute	144,950	142,780
154	155	-1	Bangor	144,130	141,580
155	156	-1	Bluefield-Beckley-Oak Hill	143,280	137,380
158	157	+1	Binghamton	136,740	136,730
159	158	+1	Wheeling-Steubenville	132,910	133,120
156	159	-3	Panama City	139,700	132,120
162	160	+2	Idaho Fals-Pocatllo(Jcksn)	128,860	128,940
161	161		Sherman-Ada	129,480	128,790
163	162	+1	Biloxi-Gulfport	126,610	128,150
160	163	-3	Gainesville	130,460	124,730
165	164	+1	Abilene-Sweetwater	115,200	115,630
166	165	+1	Missoula	113,380	114,590
164	166	-2	Yuma-El Centro	118,700	112,850
167	167		Hattiesburg-Laurel	112,120	111,560
170	168	+2	Billings	109,090	109,940
169	169		Dothan	110,080	109,080
168	170	-2	Clarksburg-Weston	110,440	108,980
172	171	+1	Quincy-Hannibal-Keokuk	102,010	104,790
171	172	-1	Utica	104,990	104,750
173	173		Rapid City	97,930	100,120
174	174		Elmira (Corning)	96,390	96,600
175	175		Lake Charles	96,210	94,850
182	176	+6	Jackson, TN	77,700	94,650
176	177	-1	Watertown	95,750	93,090
177	178	-1	Harrisonburg	94,670	91,620
178	179	-1	Alexandria, LA	90,640	90,160
179	180	-1	Marquette	87,670	85,230
180	181	-1	Jonesboro	83,000	81,300
181	182	-1	Bowling Green	81,750	79,990
183	183		Charlottesville	76,700	74,630
184	184		Grand Junction-Montrose	76,320	72,970
186	185	+1	Laredo	70,090	72,060
185	186	-1	Meridian	72,280	70,190
187	187		Greenwood-Greenville	69,450	67,730
188	188		Lafayette, IN	67,560	67,260
191	189	+2	Butte-Bozeman	65,780	66,910
190	190		Great Falls	65,900	66,190
192	191	+1	Twin Falls	65,310	65,800
193	192	+1	Parkersburg	64,370	63,120
189	193	-4	Bend, OR	66,680	62,620
194	194		Eureka	61,570	61,180
197	195	+2	Cheyenne-Scottsbluff	55,210	56,640

195	196	-1	Casper-Riverton	56,700	56,460
196	197	-1	San Angelo	55,280	55,570
198	198		Mankato	52,640	53,720
199	199		Ottumwa-Kirksville	51,370	47,810
200	200		St. Joseph	48,040	46,690
201	201		Lima	40,020	39,350
202	202		Fairbanks	36,450	37,010
203	203		Zanesville	32,550	33,140
204	204		Victoria	31,660	31,540
205	205		Presque Isle	30,380	29,850
206	206		Helena	28,030	28,050
207	207		Juneau	25,250	25,500
208	208		Alpena	17,040	17,100
209	209		North Platte	15,350	15,180
210	210		Glendive	4,040	4,180

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