

# LOCAL TELEVISION MARKET UNIVERSE ESTIMATES

ESTIMATES AS OF JANUARY 1, 2020 AND USED  
THROUGHOUT THE 2019–2020 TELEVISION SEASON

Estimates are effective September 28, 2019

## RANK BASED ON TV HOUSEHOLDS – OFFICIAL DMA RANK

Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
1	New York	6,824,120	6.377
2	Los Angeles	5,145,350	4.808
3	Chicago	3,256,400	3.043
4	Philadelphia	2,758,330	2.578
5	Dallas-Ft. Worth	2,563,320	2.395
6	San Francisco-Oak-San Jose	2,364,740	2.210
7	Washington, DC (Hagrstwn)	2,351,930	2.198
8	Houston	2,330,180	2.178
9	Boston (Manchester)	2,302,680	2.152
10	Atlanta	2,269,270	2.121
11	Phoenix (Prescott)	1,879,780	1.757
12	Tampa-St. Pete (Sarasota)	1,800,600	1.683
13	Seattle-Tacoma	1,764,680	1.649
14	Detroit	1,737,170	1.623
15	Minneapolis-St. Paul	1,697,370	1.586
16	Miami-Ft. Lauderdale	1,642,220	1.535
17	Denver	1,532,320	1.432
18	Orlando-Daytona Bch-Melbrn	1,492,640	1.395
19	Cleveland-Akron (Canton)	1,366,110	1.277
20	Sacramnto-Stkton-Modesto	1,317,500	1.231

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Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
21	Charlotte	1,125,970	1.052
22	Portland, OR	1,112,500	1.040
23	St. Louis	1,099,590	1.028
24	Pittsburgh	1,079,900	1.009
25	Indianapolis	1,053,830	0.985
26	Baltimore	1,039,490	0.971
27	Raleigh-Durham (Fayetteville)	1,025,320	0.958
28	Nashville	983,180	0.919
29	San Diego	981,650	0.917
30	Salt Lake City	952,470	0.890
31	San Antonio	916,970	0.857
32	Kansas City	896,850	0.838
33	Hartford & New Haven	885,890	0.828
34	Columbus, OH	877,490	0.820
35	Milwaukee	837,300	0.782
36	West Palm Beach-Ft. Pierce	828,980	0.775
37	Cincinnati	828,250	0.774
38	Greenville-Spartanburg-Asheville-Anderson	787,930	0.736
39	Las Vegas	743,220	0.695
40	Austin	736,770	0.689
41	Jacksonville	690,400	0.645
42	Norfolk-Portsmouth-Newport News	684,310	0.639
43	Oklahoma City	666,690	0.623
44	Birmingham (Anniston and Tuscaloosa)	666,170	0.623
45	Grand Rapids-Kalamazoo-Battle Creek	653,100	0.610
46	Albuquerque-Santa Fe	648,350	0.606
47	Harrisburg-Lancaster-Lebanon-York	641,660	0.600
48	Louisville	636,150	0.594
49	Greensboro-High Point-Winston-Salem	635,580	0.594
50	New Orleans	615,480	0.575

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51	Memphis	580,600	0.543
52	Buffalo	576,710	0.539
53	Ft. Myers-Naples	564,250	0.527
54	Richmond-Petersburg	555,630	0.519
55	Fresno-Visalia	550,860	0.515
56	Providence-New Bedford	543,430	0.508
57	Mobile-Pensacola (Ft Walt)	518,740	0.485
58	Tulsa	509,560	0.476
59	Albany-Schenectady-Troy	500,400	0.468
60	Wilkes Barre-Scranton-Hztn	497,830	0.465
61	Knoxville	491,810	0.460
62	Little Rock-Pine Bluff	472,560	0.442
63	Dayton	445,240	0.416
64	Lexington	425,890	0.398
65	Tucson (Sierra Vista)	421,820	0.394
66	Honolulu	414,130	0.387
67	Green Bay-Appleton	394,210	0.368
68	Des Moines-Ames	393,470	0.368
69	Roanoke-Lynchburg	384,120	0.359
70	Spokane	381,590	0.357
71	Omaha	380,630	0.356
72	Wichita-Hutchinson Plus	378,930	0.354
73	Springfield, MO	373,700	0.349
74	Charleston-Huntington	367,290	0.343
75	Columbia, SC	365,850	0.342
76	Rochester, NY	361,750	0.338
77	Flint-Saginaw-Bay City	360,530	0.337
78	Huntsville-Decatur (Flor)	351,610	0.329
79	Portland-Auburn	349,470	0.327
80	Toledo	347,480	0.325

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Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
81	Madison	343,350	0.321
82	Waco-Temple-Bryan	333,300	0.311
83	Harlingen-Wslco-Brnsvl-McA	331,520	0.310
84	Paducah-Cape Girard-Harsbg	330,920	0.309
85	Colorado Springs-Pueblo	327,530	0.306
86	Shreveport	321,190	0.300
87	Syracuse	320,830	0.300
88	Champaign&Sprngfld-Decatur	315,780	0.295
89	Savannah	315,400	0.295
90	Cedar Rapids-Wtrlo-IWC&Dub	311,260	0.291
91	Charleston, SC	309,250	0.289
92	Chattanooga	305,340	0.285
93	El Paso (Las Cruces)	295,070	0.276
94	Baton Rouge	293,610	0.274
95	Jackson, MS	284,110	0.265
96	Burlington-Plattsburgh	283,080	0.265
97	Myrtle Beach-Florence	277,560	0.259
98	South Bend-Elkhart	277,380	0.259
99	Tri-Cities, TN-VA	273,310	0.255
100	Greenville-N.Bern-Washngtn	265,820	0.248
101	Ft. Smith-Fay-Sprngdl-Rgrs	265,520	0.248
102	Boise	261,140	0.244
103	Davenport-R.Island-Moline	259,590	0.243
104	Reno	254,040	0.237
105	Evansville	250,120	0.234
106	Johnstown-Altoona-St Colge	248,880	0.233
107	Lincoln & Hastings-Krny	248,550	0.232
108	Augusta-Aiken	240,270	0.225
109	Tallahassee-Thomasville	239,650	0.224
110	Ft. Wayne	238,610	0.223

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Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
111	Springfield-Holyoke	231,600	0.216
112	Lansing	230,640	0.216
113	Sioux Falls (Mitchell)	229,420	0.214
114	Tyler-Longview (Lfkn&Ncgd)	223,590	0.209
115	Youngstown	220,670	0.206
116	Fargo	218,360	0.204
117	Eugene	218,200	0.204
118	Yakima-Pasco-RchInd-Knnwck	215,940	0.202
119	Macon	211,110	0.197
120	Peoria-Bloomington	209,320	0.196
121	Traverse City-Cadillac	209,210	0.196
122	Montgomery-Selma	207,020	0.193
123	Lafayette, LA	203,470	0.190
124	Monterey-Salinas	202,080	0.189
125	Bakersfield	200,460	0.187
126	SantaBarbra-SanMar-SanLuOb	195,870	0.183
127	Wilmington	189,830	0.177
128	Corpus Christi	188,210	0.176
129	La Crosse-Eau Claire	185,920	0.174
130	Columbus, GA (Opelika, AL)	183,620	0.172
131	Chico-Redding	171,710	0.160
132	Amarillo	162,010	0.151
133	Columbus-Tupelo-W Pnt-Hstn	161,740	0.151
134	Wausau-Rhineland	158,720	0.148
135	Medford-Klamath Falls	155,130	0.145
136	Salisbury	154,900	0.145
137	Columbia-Jefferson City	154,210	0.144
138	Rockford	152,400	0.142
139	Duluth-Superior	150,930	0.141
140	Monroe-El Dorado	148,210	0.139

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Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
141	Palm Springs	147,650	0.138
142	Lubbock	143,380	0.134
143	Beaumont-Port Arthur	143,130	0.134
144	Topeka	142,240	0.133
145	Odessa-Midland	141,600	0.132
146	Minot-Bsmrck-Dcknsn (Wlstn)	136,930	0.128
147	Wichita Falls & Lawton	132,830	0.124
148	Sioux City	131,210	0.123
149	Panama City	130,350	0.122
150	Rochestr-Mason City-Austin	129,600	0.121
151	Anchorage	125,510	0.117
152	Erie	125,340	0.117
153	Joplin-Pittsburg	121,260	0.113
154	Albany, GA	120,240	0.112
155	Biloxi-Gulfport	116,300	0.109
156	Gainesville	114,400	0.107
157	Wheeling-Steubenville	114,140	0.107
158	Sherman-Ada	112,160	0.105
159	Bangor	111,070	0.104
160	Terre Haute	110,480	0.103
161	Binghamton	106,510	0.100
162	Idaho Fals-Pocatllo (Jcksn)	101,030	0.094
163	Missoula	100,830	0.094
164	Abilene-Sweetwater	100,790	0.094
165	Yuma-El Centro	99,710	0.093
166	Bluefield-Beckley-Oak Hill	98,530	0.092
167	Hattiesburg-Laurel	96,000	0.090
168	Billings	91,950	0.086
169	Rapid City	86,610	0.081
170	Lake Charles	85,970	0.080

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171	Dothan	85,140	0.080
172	Utica	84,750	0.079
173	Clarksburg-Weston	84,680	0.079
174	Quincy-Hannibal-Keokuk	84,040	0.079
175	Harrisonburg	84,030	0.079
176	Jackson, TN	78,940	0.074
177	Bowling Green	72,620	0.068
178	Alexandria, LA	72,530	0.068
178	Elmira (Corning)	72,530	0.068
180	Marquette	71,920	0.067
181	Watertown	71,180	0.067
182	Charlottesville	70,490	0.066
183	Jonesboro	69,470	0.065
184	Laredo	65,330	0.061
185	Bend, OR	63,720	0.060
186	Butte-Bozeman	63,320	0.059
187	Lafayette, IN	61,520	0.057
188	Grand Junction-Montrose	61,390	0.057
189	Lima	56,850	0.053
190	Meridian	56,790	0.053
191	Twin Falls	55,050	0.051
192	Great Falls	53,210	0.050
193	Parkersburg	51,240	0.048
194	Greenwood-Greenville	50,270	0.047
195	San Angelo	50,220	0.047
196	Cheyenne-Scottsbluff	48,930	0.046
197	Eureka	47,550	0.044
198	Mankato	46,920	0.044
199	Casper-Riverton	43,760	0.041
200	St. Joseph	38,780	0.036



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Rank-TV Homes	Designated Market Area (DMA)	TV Homes	% of US
201	Ottumwa-Kirksville	37,440	0.035
202	Victoria	28,500	0.027
203	Fairbanks	27,970	0.026
204	Zanesville	27,650	0.026
205	Helena	25,720	0.024
206	Presque Isle	22,340	0.021
207	Juneau	18,730	0.017
208	Alpena	14,280	0.013
209	North Platte	12,010	0.011
210	Glendive	3,630	0.003
<b>NSI Total U.S.</b>		<b>107,007,910</b>	<b>100.000</b>