



Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes	
1	1		New York	7,433,820	7,493,530	59,710
2	2		Los Angeles	5,654,260	5,659,170	4,910
3	3		Chicago	3,492,850	3,501,010	8,160
4	4		Philadelphia	2,950,220	2,955,190	4,970
5	5		Dallas-Ft. Worth	2,489,970	2,544,410	54,440
6	6		San Francisco-Oak-San Jose	2,476,450	2,503,400	26,950
7	7		Boston (Manchester)	2,409,080	2,410,180	1,100
8	8		Atlanta	2,369,780	2,387,520	17,740
9	9		Washington, DC (Hagrstwn)	2,321,610	2,335,040	13,430
10	10		Houston	2,106,210	2,123,460	17,250
11	11		Detroit	1,926,970	1,890,220	-36,750
12	12		Phoenix (Prescott)	1,855,930	1,873,930	18,000
14	13	+1	Seattle-Tacoma	1,819,970	1,833,990	14,020
13	14	-1	Tampa-St. Pete (Sarasota)	1,822,160	1,805,810	-16,350
15	15		Minneapolis-St. Paul	1,730,530	1,732,050	1,520
18	16	+2	Denver	1,524,210	1,539,380	15,170
16	17	-1	Miami-Ft. Lauderdale	1,546,920	1,538,090	-8,830
17	18	-1	Cleveland-Akron (Canton)	1,524,930	1,520,750	-4,180
19	19		Orlando-Daytona Bch-Melbrn	1,466,420	1,455,620	-10,800
20	20		Sacramnto-Stkton-Modesto	1,399,520	1,404,580	5,060
21	21		St. Louis	1,249,820	1,249,450	-370
22	22		Portland, OR	1,175,100	1,188,770	13,670
23	23		Pittsburgh	1,156,460	1,154,950	-1,510
24	24		Charlotte	1,122,860	1,147,910	25,050
25	25		Indianapolis	1,114,970	1,119,760	4,790
27	26	+1	Raleigh-Durham (Fayetvll)	1,080,680	1,107,820	27,140
26	27	-1	Baltimore	1,102,080	1,093,170	-8,910
28	28		San Diego	1,066,680	1,073,390	6,710
29	29		Nashville	1,016,290	1,019,010	2,720
30	30		Hartford & New Haven	1,014,990	1,010,630	-4,360
33	31	+2	Salt Lake City	919,390	944,060	24,670
31	32	-1	Kansas City	937,970	941,360	3,390
34	33	+1	Cincinnati	915,570	918,670	3,100
32	34	-2	Columbus, OH	925,840	904,030	-21,810
35	35		Milwaukee	905,350	901,790	-3,560
36	36		Greenvll-Spart-Ashevl-And	858,050	865,810	7,760
37	37		San Antonio	818,560	830,000	11,440
38	38		West Palm Beach-Ft. Pierce	779,430	776,080	-3,350
41	39	+2	Harrisburg-Lncstr-Leb-York	738,880	743,420	4,540
40	40		Birmingham (Ann and Tusc)	739,750	742,140	2,390
39	41	-2	Grand Rapids-Kalmzoo-B.Crk	741,420	740,430	-990
42	42		Las Vegas	728,410	721,780	-6,630
43	43		Norfolk-Portsmth-Newpt Nws	718,020	709,880	-8,140
44	44		Albuquerque-Santa Fe	689,120	694,040	4,920
45	45		Oklahoma City	687,300	694,030	6,730
46	46		Greensboro-H.Point-W.Salem	685,110	691,380	6,270



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47	47		Jacksonville	674,860	679,120	4,260
49	48	+1	Austin	667,670	678,730	11,060
50	49	+1	Louisville	667,230	668,310	1,080
48	50	-2	Memphis	673,770	667,660	-6,110
53	51	+2	New Orleans	602,740	633,930	31,190
51	52	-1	Buffalo	631,120	633,220	2,100
52	53	-1	Providence-New Bedford	622,580	619,610	-2,970
54	54		Wilkes Barre-Scranton	594,570	593,480	-1,090
55	55		Fresno-Visalia	574,900	579,180	4,280
56	56		Little Rock-Pine Bluff	567,060	564,490	-2,570
57	57		Albany-Schenectady-Troy	556,750	554,070	-2,680
58	58		Richmond-Petersburg	550,240	553,950	3,710
59	59		Knoxville	547,930	552,380	4,450
60	60		Mobile-Pensacola (Ft Walt)	537,810	534,730	-3,080
61	61		Tulsa	529,540	528,070	-1,470
63	62	+1	Lexington	503,260	506,340	3,080
65	63	+2	Charleston-Huntington	479,750	501,530	21,780
62	64	-2	Ft. Myers-Naples	509,530	500,110	-9,420
64	65	-1	Dayton	483,790	482,590	-1,200
68	66	+2	Tucson (Sierra Vista)	456,030	465,100	9,070
67	67		Roanoke-Lynchburg	461,420	461,220	-200
66	68	-2	Flint-Saginaw-Bay City	465,790	458,020	-7,770
69	69		Wichita-Hutchinson Plus	450,930	452,710	1,780
70	70		Green Bay-Appleton	444,210	443,420	-790
72	71	+1	Honolulu	429,940	433,240	3,300
71	72	-1	Des Moines-Ames	432,410	432,310	-100
73	73		Toledo	425,890	423,100	-2,790
74	74		Springfield, MO	421,960	422,740	780
75	75		Spokane	416,630	419,350	2,720
76	76		Omaha	411,520	410,350	-1,170
77	77		Portland-Auburn	410,890	408,120	-2,770
78	78		Paducah-Cape Girard-Harsbg	393,260	399,690	6,430
79	79		Columbia, SC	393,170	398,620	5,450
80	80		Rochester, NY	390,590	392,190	1,600
82	81	+1	Huntsville-Decatur (Flor)	386,520	390,900	4,380
84	82	+2	Shreveport	385,770	386,180	410
81	83	-2	Syracuse	388,000	385,440	-2,560
83	84	-1	Champaign&Sprngfld-Decatur	386,000	384,620	-1,380
85	85		Madison	378,740	377,260	-1,480
86	86		Chattanooga	366,780	365,400	-1,380
87	87		Harlingen-Wslco-Brnsvl-McA	349,910	354,150	4,240
88	88		Cedar Rapids-Wtrlo-IWC&Dub	346,330	346,030	-300
94	89	+5	Waco-Temple-Bryan	329,690	339,570	9,880
90	90		Jackson, MS	334,650	336,520	1,870
89	91	-2	South Bend-Elkhart	334,720	336,130	1,410
91	92	-1	Colorado Springs-Pueblo	334,390	334,710	320



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92	93	-1	Tri-Cities, TN-VA	332,840	334,620	1,780
93	94	-1	Burlington-Plattsburgh	331,320	330,650	-670
95	95		Baton Rouge	326,390	326,890	500
96	96		Savannah	319,160	322,030	2,870
99	97	+2	Charleston, SC	307,610	311,190	3,580
98	98		El Paso (Las Cruces)	308,080	310,760	2,680
97	99	-2	Davenport-R.Island-Moline	309,600	308,910	-690
100	100		Ft. Smith-Fay-Sprngdl-Rgrs	297,920	298,330	410
101	101		Johnstown-Altoona-St Colge	293,860	294,350	490
102	102		Evansville	292,220	291,830	-390
103	103		Greenville-N.Bern-Washngtn	289,050	290,280	1,230
104	104		Myrtle Beach-Florence	285,010	287,400	2,390
106	105	+1	Lincoln & Hastings-Krny	281,290	281,590	300
105	106	-1	Tallahassee-Thomasville	282,390	280,710	-1,680
107	107		Ft. Wayne	275,350	273,860	-1,490
108	108		Reno	271,080	270,500	-580
110	109	+1	Tyler-Longview(Lfkn&Ncgd)	265,200	267,890	2,690
109	110	-1	Youngstown	268,930	266,560	-2,370
111	111		Springfield-Holyoke	262,850	262,960	110
112	112		Boise	262,290	262,800	510
113	113		Sioux Falls(Mitchell)	260,190	261,100	910
115	114	+1	Augusta-Aiken	253,950	255,950	2,000
114	115	-1	Lansing	258,650	253,690	-4,960
116	116		Peoria-Bloomington	248,510	247,830	-680
117	117		Traverse City-Cadillac	247,650	245,000	-2,650
118	118		Montgomery-Selma	247,230	244,750	-2,480
119	119		Eugene	242,790	241,730	-1,060
121	120	+1	SantaBarbra-SanMar-SanLuOb	240,190	241,370	1,180
120	121	-1	Fargo-Valley City	241,120	240,330	-790
122	122		Macon	239,820	239,330	-490
123	123		Lafayette, LA	230,670	230,180	-490
124	124		Monterey-Salinas	225,350	227,390	2,040
125	125		Bakersfield	220,730	222,910	2,180
126	126		Yakima-Pasco-Rchlnd-Knnwck	216,780	219,510	2,730
127	127		La Crosse-Eau Claire	215,610	214,820	-790
128	128		Columbus, GA (Opelika, AL)	213,980	213,880	-100
129	129		Corpus Christi	197,290	199,560	2,270
130	130		Chico-Redding	197,280	197,970	690
131	131		Amarillo	192,090	192,490	400
134	132	+2	Wilmington	187,480	189,950	2,470
133	133		Columbus-Tupelo-W Pnt-Hstn	188,740	189,460	720
132	134	-2	Rockford	188,860	189,160	300
135	135		Wausau-Rhineland	184,220	184,720	500
138	136	+2	Topeka	175,940	180,090	4,150
137	137		Columbia-Jefferson City	179,010	178,810	-200
136	138	-2	Monroe-El Dorado	179,190	177,200	-1,990



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139	139		Duluth-Superior	173,180	174,360	1,180
140	140		Medford-Klamath Falls	171,830	172,900	1,070
141	141		Beaumont-Port Arthur	165,440	167,330	1,890
142	142		Palm Springs	159,240	161,110	1,870
143	143		Lubbock	158,070	158,360	290
144	144		Salisbury	157,940	158,340	400
147	145	+2	Albany, GA	156,800	156,890	90
146	146		Erie	157,610	156,520	-1,090
148	147	+1	Joplin-Pittsburg	156,560	155,670	-890
149	148	+1	Sioux City	154,900	154,810	-90
145	149	-4	Wichita Falls & Lawton	157,820	154,450	-3,370
150	150		Anchorage	150,620	151,470	850
151	151		Panama City	147,520	147,440	-80
152	152		Terre Haute	145,450	145,550	100
154	153	+1	Rochestr-Mason City-Austin	144,700	144,300	-400
153	154	-1	Bangor	145,100	144,230	-870
156	155	+1	Odessa-Midland	141,560	143,710	2,150
155	156	-1	Bluefield-Beckley-Oak Hill	142,570	142,570	0
157	157		Binghamton	138,930	137,240	-1,690
158	158		Minot-Bismarck-Dickinson	136,730	136,540	-190
159	159		Wheeling-Steubenville	133,700	133,110	-590
160	160		Gainesville	129,960	128,400	-1,560
161	161		Sherman-Ada	128,100	127,990	-110
162	162		Idaho Falls-Pocatillo(Jcksn)	124,220	126,880	2,660
163	163		Biloxi-Gulfport	121,750	122,740	990
164	164		Yuma-El Centro	115,650	118,300	2,650
165	165		Abilene-Sweetwater	115,310	116,190	880
166	166		Missoula	111,340	111,940	600
167	167		Hattiesburg-Laurel	110,330	111,610	1,280
168	168		Clarksburg-Weston	109,150	110,050	900
170	169	+1	Billings	106,030	107,420	1,390
169	170	-1	Utica	106,280	104,890	-1,390
171	171		Quincy-Hannibal-Keokuk	103,910	102,710	-1,200
172	172		Dothan	100,950	101,840	890
173	173		Jackson, TN	98,050	98,250	200
174	174		Rapid City	96,450	98,240	1,790
176	175	+1	Lake Charles	95,410	95,900	490
175	176	-1	Elmira (Corning)	96,090	95,790	-300
177	177		Watertown	94,960	93,970	-990
178	178		Harrisonburg	92,900	93,400	500
179	179		Alexandria, LA	89,630	90,740	1,110
180	180		Marquette	89,290	88,490	-800
181	181		Jonesboro	80,900	82,300	1,400
182	182		Bowling Green	80,260	81,650	1,390
183	183		Charlottesville	76,600	75,920	-680
184	184		Grand Junction-Montrose	73,360	75,030	1,670



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185	185		Meridian	72,280	72,180	-100
186	186		Lima	70,690	71,380	690
187	187		Greenwood-Greenville	70,050	70,350	300
188	188		Laredo	68,110	69,790	1,680
192	189	+3	Bend, OR	64,830	66,980	2,150
190	190		Butte-Bozeman	65,480	66,260	780
189	191	-2	Lafayette, IN	67,070	66,180	-890
191	192	-1	Great Falls	64,910	65,000	90
194	193	+1	Twin Falls	63,540	64,740	1,200
193	194	-1	Parkersburg	63,760	64,060	300
195	195		Eureka	60,900	61,090	190
197	196	+1	Casper-Riverton	54,340	55,620	1,280
198	197	+1	Cheyenne-Scottsbluff	54,120	54,710	590
196	198	-2	San Angelo	54,980	54,580	-400
199	199		Mankato	52,230	52,230	0
200	200		Ottumwa-Kirksville	51,270	51,370	100
201	201		St. Joseph	46,840	48,440	1,600
202	202		Fairbanks	37,110	36,250	-860
203	203		Zanesville	32,550	32,350	-200
205	204	+1	Victoria	31,260	31,560	300
204	205	-1	Presque Isle	31,270	31,070	-200
206	206		Helena	27,040	27,630	590
207	207		Juneau	25,250	25,340	90
208	208		Alpena	17,520	17,420	-100
209	209		North Platte	15,250	15,350	100
210	210		Glendive	3,940	3,940	0
NSI Total U.S.				114,456,650	114,866,380	409,730

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