



Local Television Market Universe Estimates: Black or African American* TV Homes
Estimates as of January 1, 2015 and used throughout the 2014-2015 television season
Effective September 27, 2014

Rank	Designated Market Area (DMA)	Black TV Homes	% of US
1	New York	1,330,430	8.951
2	Atlanta	710,380	4.780
3	Chicago	603,320	4.059
4	Washington, DC (Hagrstwn)	596,190	4.011
5	Philadelphia	561,110	3.775
6	Los Angeles	482,030	3.243
7	Houston	425,980	2.866
8	Dallas-Ft. Worth	416,180	2.800
9	Detroit	393,300	2.646
10	Miami-Ft. Lauderdale	333,400	2.243
11	Raleigh-Durham (Fayetvll)	321,930	2.166
12	Baltimore	303,920	2.045
13	Memphis	269,540	1.814
14	Charlotte	233,490	1.571
15	Cleveland-Akron (Canton)	221,040	1.487
16	Norfolk-Portsmth-Newpt Nws	220,580	1.484
17	St. Louis	196,390	1.321
18	Orlando-Daytona Bch-Melbrn	196,000	1.319
19	Tampa-St. Pete (Sarasota)	191,970	1.292
20	New Orleans	189,580	1.276
21	San Francisco-Oak-San Jose	185,830	1.250
22	Birmingham (Ann and Tusc)	183,330	1.233
23	Richmond-Petersburg	162,880	1.096
24	Boston (Manchester)	157,750	1.061
25	Jackson, MS	149,790	1.008
26	Columbia, SC	148,540	0.999
27	Greensboro-H.Point-W.Salem	143,960	0.969
28	Jacksonville	134,490	0.905
29	Nashville	130,710	0.879
30	Indianapolis	123,380	0.830
31	Columbus, OH	117,390	0.790
32	Greenvll-Spart-Ashevll-And	115,010	0.774
33	Shreveport	111,570	0.751
34	Baton Rouge	110,250	0.742
35	Mobile-Pensacola (Ft Walt)	110,060	0.741
36	Milwaukee	109,640	0.738
37	Kansas City	107,810	0.725
38	West Palm Beach-Ft. Pierce	106,870	0.719
39	Little Rock-Pine Bluff	106,520	0.717
40	Cincinnati	106,260	0.715



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41	Minneapolis-St. Paul	101,190	0.681
42	Sacramnto-Stkton-Modesto	100,270	0.675
43	Montgomery-Selma	99,420	0.669
44	Hartford & New Haven	98,570	0.663
45	Seattle-Tacoma	97,610	0.657
46	Augusta-Aiken	93,770	0.631
47	Savannah	93,750	0.631
48	Phoenix (Prescott)	92,660	0.623
49	Charleston, SC	89,860	0.605
50	Pittsburgh	89,080	0.599
51	Macon	88,430	0.595
52	Las Vegas	88,120	0.593
53	Columbus, GA (Opelika, AL)	83,420	0.561
54	Tallahassee-Thomasville	81,910	0.551
55	Greenville-N.Bern-Washngtn	81,320	0.547
56	Louisville	80,700	0.543
57	Myrtle Beach-Florence	76,710	0.516
58	Denver	68,520	0.461
59	San Antonio	66,950	0.450
60	Roanoke-Lynchburg	65,250	0.439
61	San Diego	63,260	0.426
62	Oklahoma City	62,670	0.422
63	Waco-Temple-Bryan	58,670	0.395
64	Dayton	58,650	0.395
65	Lafayette, LA	58,470	0.393
66	Buffalo	57,980	0.390
67	Monroe-El Dorado	57,200	0.385
68	Huntsville-Decatur (Flor)	55,820	0.376
69	Austin	55,470	0.373
70	Albany, GA	54,430	0.366
71	Columbus-Tupelo-W Pnt-Hstrn	53,560	0.360
72	Grand Rapids-Kalmzoo-B.Crk	52,790	0.355
73	Flint-Saginaw-Bay City	48,220	0.324
74	Rochester, NY	45,460	0.306
75	Tyler-Longview(Lfkn&Ncgd)	43,140	0.290
76	Harrisburg-Lncstr-Leb-York	40,450	0.272
77	Tulsa	39,950	0.269
78	Greenwood-Greenville	39,250	0.264
79	Beaumont-Port Arthur	38,160	0.257
80	Toledo	37,620	0.253



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81	Providence-New Bedford	33,850	0.228
82	Chattanooga	33,770	0.227
83	Ft. Myers-Naples	33,550	0.226
84	Hattiesburg-Laurel	32,930	0.222
85	Wilmington	31,540	0.212
86	Albany-Schenectady-Troy	31,340	0.211
87	Champaign&Sprngfld-Decatur	30,280	0.204
88	Portland, OR	29,940	0.201
89	Biloxi-Gulfport	29,420	0.198
90	Lexington	29,200	0.196
91	Omaha	27,880	0.188
92	Salisbury	26,670	0.179
93	Fresno-Visalia	26,620	0.179
94	South Bend-Elkhart	26,350	0.177
95	Meridian	26,230	0.176
96	Paducah-Cape Girard-Harsbg	25,680	0.173
97	Knoxville	24,010	0.162
98	Youngstown	23,830	0.160
99	Syracuse	23,370	0.157
100	Wichita-Hutchinson Plus	22,720	0.153
101	Dothan	22,040	0.148
102	Alexandria, LA	21,240	0.143
103	Lansing	20,700	0.139
104	Lake Charles	20,110	0.135
105	Gainesville	19,850	0.134
106	Colorado Springs-Pueblo	19,810	0.133
107	Jackson, TN	19,170	0.129
108	Honolulu	18,420	0.124
109	Ft. Wayne	17,850	0.120
110	Wilkes Barre-Scranton-Hztn	17,830	0.120
111	Springfield-Holyoke	17,660	0.119
112	Peoria-Bloomington	17,600	0.118
113	Tucson (Sierra Vista)	17,390	0.117
114	Albuquerque-Santa Fe	17,010	0.114
115	Rockford	15,380	0.103
116	Wichita Falls & Lawton	15,150	0.102
117	Panama City	14,850	0.100
118	El Paso (Las Cruces)	14,340	0.096
119	Davenport-R.Island-Moline	13,670	0.092
120	Madison	13,500	0.091



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121	Des Moines-Ames	13,450	0.091
122	Bakersfield	12,780	0.086
123	Evansville	12,650	0.085
124	Salt Lake City	11,820	0.080
125	Charleston-Huntington	11,770	0.079
126	Cedar Rapids-Wtrlo-IWC&Dub	11,440	0.077
127	Topeka	11,140	0.075
128	Columbia-Jefferson City	10,770	0.072
129	Ft. Smith-Fay-Sprngdl-Rgrs	9,660	0.065
130	Lubbock	9,560	0.064
131	Charlottesville	8,990	0.061
132	Anchorage	8,550	0.058
133	Amarillo	8,350	0.056
134	Odessa-Midland	7,430	0.050
135	Corpus Christi	7,370	0.050
136	Erie	7,220	0.049
137	Springfield, MO	6,960	0.047
138	Reno	6,590	0.044
139	Tri-Cities, TN-VA	6,410	0.043
140	Bluefield-Beckley-Oak Hill	6,210	0.042
141	Monterey-Salinas	6,020	0.041
142	Sherman-Ada	6,000	0.040
143	Abilene-Sweetwater	5,880	0.040
144	Spokane	5,620	0.038
145	Bowling Green	5,230	0.035
146	Jonesboro	5,100	0.034
147	Lincoln & Hastings-Krny	5,090	0.034
148	Portland-Auburn	5,000	0.034
149	Johnstown-Altoona-St Colge	4,770	0.032
150	Lima	4,750	0.032
151	SantaBarbra-SanMar-SanLuOb	4,740	0.032
152	Harrisonburg	4,720	0.032
153	Green Bay-Appleton	4,650	0.031
154	Sioux Falls(Mitchell)	4,620	0.031
155	Palm Springs	4,580	0.031
156	Utica	4,480	0.030
157	Binghamton	4,390	0.030
158	Wheeling-Steubenville	3,700	0.025
159	Yakima-Pasco-RchInd-Knnwck	3,660	0.025
160	Fargo-Valley City	3,450	0.023



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161	Lafayette, IN	3,350	0.023
162	Rochestr-Mason City-Austin	3,340	0.022
163	Burlington-Plattsburgh	3,240	0.022
164	Harlingen-Wslco-Brnsvl-McA	3,140	0.021
165	Watertown	2,920	0.020
166	Terre Haute	2,870	0.019
167	Eugene	2,760	0.019
168	Quincy-Hannibal-Keokuk	2,720	0.018
169	Yuma-El Centro	2,670	0.018
170	Chico-Redding	2,610	0.018
171	Boise	2,540	0.017
171	Joplin-Pittsburg	2,540	0.017
173	Elmira (Corning)	2,490	0.017
174	Traverse City-Cadillac	2,310	0.016
175	Victoria	2,290	0.015
176	Fairbanks	2,160	0.015
177	San Angelo	2,090	0.014
178	Sioux City	1,990	0.013
179	Rapid City	1,980	0.013
180	Cheyenne-Scottsbluff	1,790	0.012
180	Minot-Bsmrck-Dcknsn(Wlstn)	1,790	0.012
180	St. Joseph	1,790	0.012
183	Clarksburg-Weston	1,700	0.011
184	La Crosse-Eau Claire	1,670	0.011
185	Duluth-Superior	1,580	0.011
186	Medford-Klamath Falls	1,560	0.011
187	Zanesville	1510	0.010
188	Billings	1310	0.009
189	Casper-Riverton	1220	0.008
190	Idaho Fals-Pocatillo(Jcksn)	1030	0.007
191	Missoula	910	0.006
191	Bangor	910	0.006
193	Eureka	900	0.006
194	Parkersburg	850	0.006
195	Wausau-Rhineland	750	0.005
196	Mankato	660	0.004
197	Great Falls	650	0.004
198	Ottumwa-Kirksville	640	0.004
199	Grand Junction-Montrose	570	0.004
199	Laredo	570	0.004



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201	Butte-Bozeman	460	0.003
201	Marquette	460	0.003
203	Juneau	440	0.003
204	Bend, OR	370	0.003
205	Helena	280	0.002
206	Twin Falls	190	0.001
206	Presque Isle	190	0.001
208	North Platte	90	0.001
208	Alpena	90	0.001
210	Glendive	-	-
	NSI Total U.S.	14,862,790	100.000

*Race of Householder is Black or African American alone or in combination with any other race.