



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,433,820	6.495
2	Los Angeles	5,654,260	4.940
3	Chicago	3,492,850	3.052
4	Philadelphia	2,950,220	2.578
5	Dallas-Ft. Worth	2,489,970	2.175
6	San Francisco-Oak-San Jose	2,476,450	2.164
7	Boston (Manchester)	2,409,080	2.105
8	Atlanta	2,369,780	2.070
9	Washington, DC (Hagrstwn)	2,321,610	2.028
10	Houston	2,106,210	1.840
11	Detroit	1,926,970	1.684
12	Phoenix (Prescott)	1,855,930	1.622
13	Tampa-St. Pete (Sarasota)	1,822,160	1.592
14	Seattle-Tacoma	1,819,970	1.590
15	Minneapolis-St. Paul	1,730,530	1.512
16	Miami-Ft. Lauderdale	1,546,920	1.352
17	Cleveland-Akron (Canton)	1,524,930	1.332
18	Denver	1,524,210	1.332
19	Orlando-Daytona Bch-Melbrn	1,466,420	1.281
20	Sacramnto-Stkton-Modesto	1,399,520	1.223
21	St. Louis	1,249,820	1.092
22	Portland, OR	1,175,100	1.027
23	Pittsburgh	1,156,460	1.010
24	Charlotte	1,122,860	0.981
25	Indianapolis	1,114,970	0.974
26	Baltimore	1,102,080	0.963
27	Raleigh-Durham (Fayetvll)	1,080,680	0.944
28	San Diego	1,066,680	0.932
29	Nashville	1,016,290	0.888
30	Hartford & New Haven	1,014,990	0.887
31	Kansas City	937,970	0.819
32	Columbus, OH	925,840	0.809
33	Salt Lake City	919,390	0.803
34	Cincinnati	915,570	0.800
35	Milwaukee	905,350	0.791
36	Greenvll-Spart-Ashevll-And	858,050	0.750
37	San Antonio	818,560	0.715
38	West Palm Beach-Ft. Pierce	779,430	0.681
39	Grand Rapids-Kalmzoo-B.Crk	741,420	0.648
40	Birmingham (Ann and Tusc)	739,750	0.646



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
41	Harrisburg-Lncstr-Leb-York	738,880	0.646
42	Las Vegas	728,410	0.636
43	Norfolk-Portsmth-Newpt Nws	718,020	0.627
44	Albuquerque-Santa Fe	689,120	0.602
45	Oklahoma City	687,300	0.600
46	Greensboro-H.Point-W.Salem	685,110	0.599
47	Jacksonville	674,860	0.590
48	Memphis	673,770	0.589
49	Austin	667,670	0.583
50	Louisville	667,230	0.583
51	Buffalo	631,120	0.551
52	Providence-New Bedford	622,580	0.544
53	New Orleans	602,740	0.527
54	Wilkes Barre-Scranton	594,570	0.519
55	Fresno-Visalia	574,900	0.502
56	Little Rock-Pine Bluff	567,060	0.495
57	Albany-Schenectady-Troy	556,750	0.486
58	Richmond-Petersburg	550,240	0.481
59	Knoxville	547,930	0.479
60	Mobile-Pensacola (Ft Walt)	537,810	0.470
61	Tulsa	529,540	0.463
62	Ft. Myers-Naples	509,530	0.445
63	Lexington	503,260	0.440
64	Dayton	483,790	0.423
65	Charleston-Huntington	479,750	0.419
66	Flint-Saginaw-Bay City	465,790	0.407
67	Roanoke-Lynchburg	461,420	0.403
68	Tucson (Sierra Vista)	456,030	0.398
69	Wichita-Hutchinson Plus	450,930	0.394
70	Green Bay-Appleton	444,210	0.388
71	Des Moines-Ames	432,410	0.378
72	Honolulu	429,940	0.376
73	Toledo	425,890	0.372
74	Springfield, MO	421,960	0.369
75	Spokane	416,630	0.364
76	Omaha	411,520	0.360
77	Portland-Auburn	410,890	0.359
78	Paducah-Cape Girard-Harsbg	393,260	0.344
79	Columbia, SC	393,170	0.343
80	Rochester, NY	390,590	0.341



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
81	Syracuse	388,000	0.339
82	Huntsville-Decatur (Flor)	386,520	0.338
83	Champaign&Sprngfld-Decatur	386,000	0.337
84	Shreveport	385,770	0.337
85	Madison	378,740	0.331
86	Chattanooga	366,780	0.320
87	Harlingen-Wslco-Brnsvl-McA	349,910	0.306
88	Cedar Rapids-Wtrlo-IWC&Dub	346,330	0.303
89	South Bend-Elkhart	334,720	0.292
90	Jackson, MS	334,650	0.292
91	Colorado Springs-Pueblo	334,390	0.292
92	Tri-Cities, TN-VA	332,840	0.291
93	Burlington-Plattsburgh	331,320	0.289
94	Waco-Temple-Bryan	329,690	0.288
95	Baton Rouge	326,390	0.285
96	Savannah	319,160	0.279
97	Davenport-R.Island-Moline	309,600	0.270
98	El Paso (Las Cruces)	308,080	0.269
99	Charleston, SC	307,610	0.269
100	Ft. Smith-Fay-Sprngdl-Rgrs	297,920	0.260
101	Johnstown-Altoona-St Colge	293,860	0.257
102	Evansville	292,220	0.255
103	Greenville-N.Bern-Washngtn	289,050	0.253
104	Myrtle Beach-Florence	285,010	0.249
105	Tallahassee-Thomasville	282,390	0.247
106	Lincoln & Hastings-Krny	281,290	0.246
107	Ft. Wayne	275,350	0.241
108	Reno	271,080	0.237
109	Youngstown	268,930	0.235
110	Tyler-Longview(Lfkn&Ncgd)	265,200	0.232
111	Springfield-Holyoke	262,850	0.230
112	Boise	262,290	0.229
113	Sioux Falls(Mitchell)	260,190	0.227
114	Lansing	258,650	0.226
115	Augusta	253,950	0.222
116	Peoria-Bloomington	248,510	0.217
117	Traverse City-Cadillac	247,650	0.216
118	Montgomery-Selma	247,230	0.216
119	Eugene	242,790	0.212
120	Fargo-Valley City	241,120	0.211



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
121	SantaBarbra-SanMar-SanLuOb	240,190	0.210
122	Macon	239,820	0.210
123	Lafayette, LA	230,670	0.202
124	Monterey-Salinas	225,350	0.197
125	Bakersfield	220,730	0.193
126	Yakima-Pasco-RchInd-Knnwck	216,780	0.189
127	La Crosse-Eau Claire	215,610	0.188
128	Columbus, GA (Opelika, AL)	213,980	0.187
129	Corpus Christi	197,290	0.172
130	Chico-Redding	197,280	0.172
131	Amarillo	192,090	0.168
132	Rockford	188,860	0.165
133	Columbus-Tupelo-West Point	188,740	0.165
134	Wilmington	187,480	0.164
135	Wausau-Rhineland	184,220	0.161
136	Monroe-El Dorado	179,190	0.157
137	Columbia-Jefferson City	179,010	0.156
138	Topeka	175,940	0.154
139	Duluth-Superior	173,180	0.151
140	Medford-Klamath Falls	171,830	0.150
141	Beaumont-Port Arthur	165,440	0.145
142	Palm Springs	159,240	0.139
143	Lubbock	158,070	0.138
144	Salisbury	157,940	0.138
145	Wichita Falls & Lawton	157,820	0.138
146	Erie	157,610	0.138
147	Albany, GA	156,800	0.137
148	Joplin-Pittsburg	156,560	0.137
149	Sioux City	154,900	0.135
150	Anchorage	150,620	0.132
151	Panama City	147,520	0.129
152	Terre Haute	145,450	0.127
153	Bangor	145,100	0.127
154	Rochestr-Mason City-Austin	144,700	0.126
155	Bluefield-Beckley-Oak Hill	142,570	0.125
156	Odessa-Midland	141,560	0.124
157	Binghamton	138,930	0.121
158	Minot-Bismarck-Dickinson	136,730	0.119
159	Wheeling-Steubenville	133,700	0.117
160	Gainesville	129,960	0.114



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
161	Sherman-Ada	128,100	0.112
162	Idaho Falls-Pocatillo(Jcks)	124,220	0.109
163	Biloxi-Gulfport	121,750	0.106
164	Yuma-El Centro	115,650	0.101
165	Abilene-Sweetwater	115,310	0.101
166	Missoula	111,340	0.097
167	Hattiesburg-Laurel	110,330	0.096
168	Clarksburg-Weston	109,150	0.095
169	Utica	106,280	0.093
170	Billings	106,030	0.093
171	Quincy-Hannibal-Keokuk	103,910	0.091
172	Dothan	100,950	0.088
173	Jackson, TN	98,050	0.086
174	Rapid City	96,450	0.084
175	Elmira (Corning)	96,090	0.084
176	Lake Charles	95,410	0.083
177	Watertown	94,960	0.083
178	Harrisonburg	92,900	0.081
179	Alexandria, LA	89,630	0.078
180	Marquette	89,290	0.078
181	Jonesboro	80,900	0.071
182	Bowling Green	80,260	0.070
183	Charlottesville	76,600	0.067
184	Grand Junction-Montrose	73,360	0.064
185	Meridian	72,280	0.063
186	Lima	70,690	0.062
187	Greenwood-Greenville	70,050	0.061
188	Laredo	68,110	0.059
189	Lafayette, IN	67,070	0.059
190	Butte-Bozeman	65,480	0.057
191	Great Falls	64,910	0.057
192	Bend, OR	64,830	0.057
193	Parkersburg	63,760	0.056
194	Twin Falls	63,540	0.056
195	Eureka	60,900	0.053
196	San Angelo	54,980	0.048
197	Casper-Riverton	54,340	0.047
198	Cheyenne-Scottsbluff	54,120	0.047
199	Mankato	52,230	0.046
200	Ottumwa-Kirksville	51,270	0.045



Local Television Market Universe Estimates

Estimates as of January 1, 2009 and used throughout the 2008-2009 television season

Estimates are effective September 27, 2008

Rank	Designated Market Area (DMA)	TV Homes	% of US
201	St. Joseph	46,840	0.041
202	Fairbanks	37,110	0.032
203	Zanesville	32,550	0.028
204	Presque Isle	31,270	0.027
205	Victoria	31,260	0.027
206	Helena	27,040	0.024
207	Juneau	25,250	0.022
208	Alpena	17,520	0.015
209	North Platte	15,250	0.013
210	Glendive	3,940	0.003
	NSI Total U.S.	114,456,650	100.000

Copyright © 2008 The Nielsen Company

All Rights Reserved