



Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2016 and used throughout the 2015-2016 television season

Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
1	Los Angeles	721,520	13.924
2	New York	660,410	12.744
3	San Francisco-Oak-San Jose	541,760	10.455
4	Honolulu	204,060	3.938
5	Chicago	202,120	3.900
6	Washington, DC (Hagrstwn)	198,850	3.837
7	Houston	158,530	3.059
8	Seattle-Tacoma	147,110	2.839
9	Dallas-Ft. Worth	134,530	2.596
10	Philadelphia	131,380	2.535
11	Sacramnto-Stkton-Modesto	127,850	2.467
12	Boston (Manchester)	124,250	2.398
13	San Diego	108,920	2.102
14	Atlanta	99,520	1.920
15	Las Vegas	67,350	1.300
16	Detroit	65,390	1.262
17	Minneapolis-St. Paul	60,330	1.164
18	Phoenix (Prescott)	58,400	1.127
19	Baltimore	49,640	0.958
20	Portland, OR	47,270	0.912
21	Tampa-St. Pete (Sarasota)	45,590	0.880
22	Miami-Ft. Lauderdale	43,850	0.846
23	Denver	42,970	0.829
24	Orlando-Daytona Bch-Melbrn	42,160	0.814
25	Raleigh-Durham (Fayetvll)	34,550	0.667
26	Fresno-Visalia	33,910	0.654
27	Austin	32,970	0.636
28	Hartford & New Haven	29,900	0.577
29	Charlotte	28,720	0.554
30	Cleveland-Akron (Canton)	25,780	0.497
31	Columbus, OH	24,370	0.470
32	St. Louis	23,920	0.462
33	Indianapolis	22,670	0.437
34	Norfolk-Portsmth-Newpt Nws	22,660	0.437
35	Pittsburgh	20,440	0.394
36	San Antonio	20,190	0.390
37	Kansas City	19,070	0.368
38	Milwaukee	19,030	0.367
39	Salt Lake City	18,330	0.354
40	Jacksonville	18,240	0.352



Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2016 and used throughout the 2015-2016 television season

Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
41	Cincinnati	16,390	0.316
42	Nashville	16,120	0.311
43	West Palm Beach-Ft. Pierce	15,710	0.303
44	Oklahoma City	15,680	0.303
45	Richmond-Petersburg	15,080	0.291
46	Providence-New Bedford	14,800	0.286
47	Monterey-Salinas	12,370	0.239
48	New Orleans	12,320	0.238
49	Tucson (Sierra Vista)	12,010	0.232
50	Greensboro-H.Point-W.Salem	11,600	0.224
51	Albany-Schenectady-Troy	11,170	0.216
52	Grand Rapids-Kalamzoo-B.Crk	11,070	0.214
53	Harrisburg-Lncstr-Leb-York	10,620	0.205
54	Waco-Temple-Bryan	10,100	0.195
55	SantaBarbra-SanMar-SanLuOb	10,070	0.194
55	Madison	10,070	0.194
57	Bakersfield	10,010	0.193
58	Reno	9,900	0.191
59	Albuquerque-Santa Fe	9,800	0.189
60	Champaign&Sprngfld-Decatur	9,670	0.187
61	Mobile-Pensacola (Ft Walt)	9,520	0.184
62	Memphis	9,340	0.180
63	Des Moines-Ames	9,170	0.177
63	Greenvll-Spart-Ashevl-And	9,170	0.177
65	Buffalo	9,040	0.174
66	Louisville	9,020	0.174
67	Rochester, NY	8,620	0.166
68	Syracuse	8,550	0.165
69	Wichita-Hutchinson Plus	7,980	0.154
70	Colorado Springs-Pueblo	7,930	0.153
71	Anchorage	7,590	0.146
72	Omaha	7,550	0.146
73	Birmingham (Ann and Tusc)	7,240	0.140
74	Tulsa	7,130	0.138
75	Dayton	6,910	0.133
76	Spokane	6,840	0.132
77	Ft. Smith-Fay-Sprngdl-Rgrs	6,800	0.131
78	Lansing	6,570	0.127
79	Eugene	6,560	0.127
80	Columbia, SC	6,480	0.125



Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2016 and used throughout the 2015-2016 television season

Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
81	Ft. Myers-Naples	6,410	0.124
82	Green Bay-Appleton	6,050	0.117
83	Lexington	6,020	0.116
84	Baton Rouge	5,920	0.114
85	Peoria-Bloomington	5,850	0.113
86	Cedar Rapids-Wtrlo-IWC&Dub	5,680	0.110
87	Little Rock-Pine Bluff	5,670	0.109
88	Roanoke-Lynchburg	5,630	0.109
89	Wilkes Barre-Scranton-Hztn	5,410	0.104
90	El Paso (Las Cruces)	5,380	0.104
91	Boise	5,370	0.104
92	Savannah	5,300	0.102
93	Charleston, SC	5,280	0.102
94	Knoxville	5,040	0.097
95	Gainesville	4,960	0.096
96	Springfield-Holyoke	4,790	0.092
97	Toledo	4,720	0.091
98	Huntsville-Decatur (Flor)	4,670	0.090
99	Chico-Redding	4,500	0.087
100	Tallahassee-Thomasville	4,320	0.083
100	Columbus, GA (Opelika, AL)	4,320	0.083
102	Greenville-N.Bern-Washngtn	4,310	0.083
103	Augusta-Aiken	4,250	0.082
104	Lincoln & Hastings-Krny	4,190	0.081
105	Yakima-Pasco-RchInd-Knnwck	4,180	0.081
106	Flint-Saginaw-Bay City	4,140	0.080
107	Palm Springs	4,030	0.078
108	Lafayette, IN	3,950	0.076
109	Chattanooga	3,880	0.075
110	Ft. Wayne	3,820	0.074
111	Harlingen-Wslco-Brnsvl-McA	3,810	0.073
112	South Bend-Elkhart	3,750	0.072
113	Davenport-R.Island-Moline	3,700	0.071
114	Springfield, MO	3,660	0.071
115	Johnstown-Altoona-St Colge	3,640	0.070
116	Shreveport	3,510	0.068
117	Portland-Auburn	3,450	0.067
118	Burlington-Plattsburgh	3,400	0.066
119	Amarillo	3,300	0.064
120	Corpus Christi	3,220	0.062



Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2016 and used throughout the 2015-2016 television season

Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
121	Rochestr-Mason City-Austin	3,120	0.060
122	Beaumont-Port Arthur	3,040	0.059
123	Paducah-Cape Girard-Harsbg	3,010	0.058
124	Topeka	2,980	0.057
125	Macon	2,950	0.057
126	Columbia-Jefferson City	2,890	0.056
127	Montgomery-Selma	2,830	0.055
128	Biloxi-Gulfport	2,680	0.052
129	Lafayette, LA	2,650	0.051
129	Wichita Falls & Lawton	2,650	0.051
131	Fargo-Valley City	2,630	0.051
132	Myrtle Beach-Florence	2,610	0.050
133	Sioux Falls(Mitchell)	2,580	0.050
134	Jackson, MS	2,490	0.048
135	Tyler-Longview(Lfkn&Ncgd)	2,480	0.048
135	Rockford	2,480	0.048
137	Wausau-Rhineland	2,450	0.047
137	Lubbock	2,450	0.047
137	Charleston-Huntington	2,450	0.047
137	Binghamton	2,450	0.047
141	La Crosse-Eau Claire	2,430	0.047
142	Charlottesville	2,190	0.042
143	Salisbury	2,140	0.041
144	Yuma-El Centro	2,040	0.039
145	Utica	2,030	0.039
146	Wilmington	2,000	0.039
147	Panama City	1,970	0.038
148	Medford-Klamath Falls	1,940	0.037
149	Evansville	1,740	0.034
150	Youngstown	1,620	0.031
151	Odessa-Midland	1,550	0.030
152	Erie	1,500	0.029
153	Tri-Cities, TN-VA	1,460	0.028
154	Sioux City	1,450	0.028
155	Eureka	1,290	0.025
156	Albany, GA	1,150	0.022
157	Joplin-Pittsburg	1,120	0.022
158	Missoula	1,090	0.021
158	Idaho Falls-Pocatillo(Jcks)	1,090	0.021
160	Juneau	1,070	0.021



Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2016 and used throughout the 2015-2016 television season

Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
160	Alexandria, LA	1070	0.021
160	Monroe-El Dorado	1070	0.021
163	Harrisonburg	1030	0.020
164	Bowling Green	1020	0.020
164	Traverse City-Cadillac	1020	0.020
166	Duluth-Superior	1000	0.019
167	Terre Haute	990	0.019
168	Columbus-Tupelo-W Pnt-Hstn	980	0.019
168	Abilene-Sweetwater	980	0.019
170	Watertown	960	0.018
171	Dothan	910	0.018
172	Sherman-Ada	900	0.017
173	Minot-Bsmrck-Dcknsn(Wlstn)	890	0.017
173	Lake Charles	890	0.017
175	Elmira (Corning)	840	0.016
176	Fairbanks	830	0.016
177	Bangor	820	0.016
178	Mankato	730	0.014
179	Rapid City	700	0.013
180	Bend, OR	690	0.013
181	Butte-Bozeman	670	0.013
182	Hattiesburg-Laurel	650	0.013
183	Bluefield-Beckley-Oak Hill	640	0.012
184	Twin Falls	620	0.012
184	Billings	620	0.012
186	Marquette	600	0.012
187	Cheyenne-Scottsbluff	570	0.011
187	Laredo	570	0.011
187	San Angelo	570	0.011
190	Grand Junction-Montrose	560	0.011
191	Quincy-Hannibal-Keokuk	550	0.011
192	Jackson, TN	490	0.009
193	Clarksburg-Weston	480	0.009
194	Great Falls	460	0.009
195	Greenwood-Greenville	420	0.008
196	Jonesboro	410	0.008
196	Victoria	410	0.008
196	Lima	410	0.008
196	Wheeling-Steubenville	410	0.008
200	Parkersburg	400	0.008



Local Television Market Universe Estimates: Asian* TV Homes
Estimates as of January 1, 2016 and used throughout the 2015-2016 television season
Effective September 26, 2015

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
201	Ottumwa-Kirksville	370	0.007
202	Meridian	330	0.006
203	St. Joseph	320	0.006
204	Casper-Riverton	310	0.006
205	Zanesville	160	0.003
206	Helena	150	0.003
207	North Platte	80	0.002
207	Alpena	80	0.002
207	Presque Isle	80	0.002
210	Glendive	-	-
	NSI Total U.S.	5,182,010	100.000

*Race of Householder is Asian alone or in combination with any other race.