



Local Television Market Universe Estimates: Black or African American* 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)	Black TV Homes	% of US
1	New York	1,330,930	8.876
2	Atlanta	738,570	4.926
3	Washington, DC (Hagrstwn)	611,410	4.078
4	Chicago	599,680	3.999
5	Philadelphia	560,770	3.740
6	Los Angeles	484,050	3.228
7	Houston	440,600	2.938
8	Dallas-Ft. Worth	432,400	2.884
9	Detroit	392,080	2.615
10	Miami-Ft. Lauderdale	345,370	2.303
11	Raleigh-Durham (Fayetvll)	321,580	2.145
12	Baltimore	309,010	2.061
13	Memphis	265,730	1.772
14	Charlotte	240,800	1.606
15	Cleveland-Akron (Canton)	225,540	1.504
16	Norfolk-Portsmth-Newpt Nws	217,730	1.452
17	Orlando-Daytona Bch-Melbrn	201,290	1.342
18	Tampa-St. Pete (Sarasota)	196,940	1.313
19	St. Louis	195,290	1.302
20	New Orleans	188,230	1.255
21	San Francisco-Oak-San Jose	185,500	1.237
22	Birmingham (Ann and Tusc)	179,720	1.199
23	Richmond-Petersburg	164,110	1.094
24	Boston (Manchester)	162,530	1.084
25	Jackson, MS	148,200	0.988
26	Columbia, SC	147,720	0.985
27	Greensboro-H.Point-W.Salem	144,140	0.961
28	Jacksonville	137,000	0.914
29	Nashville	131,420	0.876
30	Indianapolis	124,960	0.833
31	Columbus, OH	119,540	0.797
32	Greenvll-Spart-Ashevl-And	115,000	0.767
33	Shreveport	110,290	0.736
34	Mobile-Pensacola (Ft Walt)	110,180	0.735
35	West Palm Beach-Ft. Pierce	109,910	0.733
36	Baton Rouge	109,730	0.732
37	Milwaukee	108,990	0.727
38	Cincinnati	107,210	0.715
39	Little Rock-Pine Bluff	106,550	0.711
40	Kansas City	106,170	0.708



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41	Minneapolis-St. Paul	104,870	0.699
42	Sacramento-Stokton-Modesto	101,400	0.676
43	Seattle-Tacoma	100,460	0.670
44	Hartford & New Haven	99,520	0.664
45	Montgomery-Selma	98,740	0.658
46	Phoenix (Prescott)	96,470	0.643
47	Savannah	94,750	0.632
48	Augusta-Aiken	94,130	0.628
49	Las Vegas	92,280	0.615
50	Charleston, SC	89,590	0.597
51	Macon	88,310	0.589
52	Pittsburgh	88,140	0.588
53	Columbus, GA (Opelika, AL)	81,760	0.545
54	Louisville	81,350	0.543
55	Tallahassee-Thomasville	81,240	0.542
56	Greenville-N.Bern-Washingtn	79,320	0.529
57	Myrtle Beach-Florence	76,560	0.511
58	Denver	70,590	0.471
59	San Antonio	68,220	0.455
60	Roanoke-Lynchburg	64,270	0.429
61	Oklahoma City	63,820	0.426
62	San Diego	63,680	0.425
63	Lafayette, LA	58,960	0.393
64	Waco-Temple-Bryan	58,770	0.392
65	Dayton	57,630	0.384
66	Buffalo	57,440	0.383
67	Austin	57,160	0.381
68	Monroe-El Dorado	56,170	0.375
69	Huntsville-Decatur (Flor)	55,910	0.373
70	Albany, GA	53,470	0.357
71	Grand Rapids-Kalamzoo-B.Crk	53,030	0.354
72	Columbus-Tupelo-W Pnt-Hstn	52,940	0.353
73	Flint-Saginaw-Bay City	47,170	0.315
74	Rochester, NY	45,980	0.307
75	Tyler-Longview(Lfkn&Ncgd)	42,720	0.285
76	Harrisburg-Lncstr-Leb-York	41,040	0.274
77	Tulsa	39,030	0.260
78	Greenwood-Greenville	38,350	0.256
79	Beaumont-Port Arthur	37,940	0.253
80	Toledo	37,460	0.250



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81	Providence-New Bedford	34,820	0.232
82	Chattanooga	33,540	0.224
83	Ft. Myers-Naples	33,440	0.223
84	Hattiesburg-Laurel	32,290	0.215
85	Albany-Schenectady-Troy	32,280	0.215
86	Wilmington	31,440	0.210
87	Champaign&Sprngfld-Decatur	30,450	0.203
88	Portland, OR	30,060	0.200
89	Biloxi-Gulfport	29,490	0.197
90	Lexington	29,050	0.194
91	Omaha	27,690	0.185
92	Salisbury	26,530	0.177
93	Fresno-Visalia	26,420	0.176
93	South Bend-Elkhart	26,420	0.176
95	Meridian	25,500	0.170
96	Paducah-Cape Girard-Harsbg	25,240	0.168
97	Syracuse	23,800	0.159
98	Knoxville	23,680	0.158
99	Youngstown	23,300	0.155
100	Wichita-Hutchinson Plus	23,060	0.154
101	Dothan	21,810	0.145
102	Lansing	21,080	0.141
103	Alexandria, LA	20,900	0.139
104	Lake Charles	20,320	0.136
105	Colorado Springs-Pueblo	20,210	0.135
106	Gainesville	20,090	0.134
107	Honolulu	19,560	0.130
108	Jackson, TN	19,100	0.127
109	Wilkes Barre-Scranton-Hztn	18,180	0.121
110	Springfield-Holyoke	17,860	0.119
111	Ft. Wayne	17,840	0.119
112	Peoria-Bloomington	17,520	0.117
113	Tucson (Sierra Vista)	17,500	0.117
114	Albuquerque-Santa Fe	17,150	0.114
115	Rockford	15,480	0.103
116	Wichita Falls & Lawton	15,040	0.100
117	Panama City	14,670	0.098
118	El Paso (Las Cruces)	14,230	0.095
119	Des Moines-Ames	14,010	0.093
120	Davenport-R.Island-Moline	13,950	0.093



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121	Madison	13,430	0.090
122	Evansville	12,730	0.085
123	Bakersfield	12,680	0.085
124	Salt Lake City	12,410	0.083
125	Cedar Rapids-Wtrlo-IWC&Dub	12,400	0.083
126	Charleston-Huntington	11,840	0.079
127	Topeka	10,960	0.073
128	Columbia-Jefferson City	10,830	0.072
129	Ft. Smith-Fay-Sprngdl-Rgrs	9,820	0.065
130	Lubbock	9,640	0.064
131	Charlottesville	8,840	0.059
132	Anchorage	8,810	0.059
133	Amarillo	8,560	0.057
134	Odessa-Midland	7,470	0.050
134	Springfield, MO	7,470	0.050
136	Corpus Christi	7,300	0.049
137	Erie	7,240	0.048
138	Tri-Cities, TN-VA	6,450	0.043
139	Reno	6,420	0.043
140	Sherman-Ada	6,260	0.042
141	Bluefield-Beckley-Oak Hill	6,160	0.041
142	Spokane	6,080	0.041
143	Monterey-Salinas	5,910	0.039
144	Abilene-Sweetwater	5,850	0.039
145	Portland-Auburn	5,520	0.037
146	Lincoln & Hastings-Krny	5,430	0.036
147	Bowling Green	5,190	0.035
148	Jonesboro	5,180	0.035
149	Sioux Falls(Mitchell)	5,060	0.034
150	Green Bay-Appleton	5,020	0.033
151	Johnstown-Altoona-St Colge	4,920	0.033
152	Harrisonburg	4,810	0.032
153	Lima	4,800	0.032
154	Palm Springs	4,750	0.032
155	SantaBarbra-SanMar-SanLuOb	4,700	0.031
156	Utica	4,610	0.031
157	Binghamton	4,550	0.030
158	Fargo-Valley City	4,290	0.029
159	Yakima-Pasco-RchInd-Knnwck	3,730	0.025
160	Wheeling-Steubenville	3,660	0.024



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161	Lafayette, IN	3,520	0.023
162	Rochestr-Mason City-Austin	3,450	0.023
163	Burlington-Plattsburgh	3,310	0.022
164	Harlingen-Wslco-Brnsvl-McA	3,130	0.021
165	Watertown	2,990	0.020
166	Boise	2,900	0.019
167	Minot-Bsmrck-Dcknsn(Wlstn)	2,730	0.018
168	Quincy-Hannibal-Keokuk	2,700	0.018
169	Chico-Redding	2,690	0.018
170	Yuma-El Centro	2,660	0.018
170	Terre Haute	2,660	0.018
172	Eugene	2,650	0.018
173	Joplin-Pittsburg	2,620	0.017
174	Elmira (Corning)	2,480	0.017
175	Traverse City-Cadillac	2,400	0.016
176	Sioux City	2,250	0.015
177	Fairbanks	2,240	0.015
178	Victoria	2,180	0.015
179	Rapid City	2,140	0.014
180	San Angelo	2,080	0.014
181	Cheyenne-Scottsbluff	1,880	0.013
182	Clarksburg-Weston	1,870	0.012
183	St. Joseph	1,780	0.012
184	La Crosse-Eau Claire	1,670	0.011
185	Duluth-Superior	1,660	0.011
186	Medford-Klamath Falls	1,640	0.011
187	Zanesville	1,490	0.010
188	Casper-Riverton	1,400	0.009
189	Billings	1,200	0.008
190	Idaho Fals-Pocatillo(Jcksn)	1,110	0.007
191	Wausau-Rhineland	940	0.006
192	Bangor	910	0.006
193	Eureka	900	0.006
194	Great Falls	840	0.006
194	Mankato	840	0.006
194	Parkersburg	840	0.006
197	Missoula	820	0.005
198	Ottumwa-Kirkville	640	0.004
198	Marquette	640	0.004
200	Grand Junction-Montrose	560	0.004



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200	Laredo	560	0.004
202	Juneau	530	0.004
203	Bend, OR	370	0.002
203	Twin Falls	370	0.002
205	Butte-Bozeman	360	0.002
206	North Platte	190	0.001
207	Helena	180	0.001
207	Presque Isle	180	0.001
209	Alpena	90	0.001
210	Glendive	-	-
	NSI Total U.S.	14,994,530	100.000

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