

Local Television Market Universe Estimates

Comparisons of 2019-2020 and 2020-2021 Market Ranks

2019-2020 Rank NoBBO	2020-2021 Rank wBBO	DMA Name	2020 NoBBO TV Homes	2021 wBBO TV Homes
1	1	New York	6,824,120	7,452,620
2	2	Los Angeles	5,145,350	5,735,230
3	3	Chicago	3,256,400	3,471,560
4	4	Philadelphia	2,758,330	2,997,360
5	5	Dallas-Ft. Worth	2,563,320	2,962,520
6	6	San Francisco-Oak-San Jose	2,364,740	2,653,270
10	7	Atlanta	2,269,270	2,648,970
8	8	Houston	2,330,180	2,569,900
7	9	Washington, DC (Hagrstwn)	2,351,930	2,565,580
9	10	Boston (Manchester)	2,302,680	2,489,620
11	11	Phoenix (Prescott)	1,879,780	2,158,240
13	12	Seattle-Tacoma	1,764,680	2,098,800
12	13	Tampa-St. Pete (Sarasota)	1,800,600	2,035,250
15	14	Minneapolis-St. Paul	1,697,370	1,887,390
14	15	Detroit	1,737,170	1,862,620
17	16	Denver	1,532,320	1,798,440
18	17	Orlando-Daytona Bch-Melbrn	1,492,640	1,731,360
16	18	Miami-Ft. Lauderdale	1,642,220	1,693,450
19	19	Cleveland-Akron (Canton)	1,366,110	1,511,970
20	20	Sacramnto-Stkton-Modesto	1,317,500	1,459,260
22	21	Portland, OR	1,112,500	1,315,470
21	22	Charlotte	1,125,970	1,290,660
23	23	St. Louis	1,099,590	1,239,210
27	24	Raleigh-Durham (Fayetvlle)	1,025,320	1,237,230
25	25	Indianapolis	1,053,830	1,182,500
24	26	Pittsburgh	1,079,900	1,166,130
29	27	San Diego	981,650	1,132,300
26	28	Baltimore	1,039,490	1,129,830
28	29	Nashville	983,180	1,102,340
30	30	Salt Lake City	952,470	1,100,260
31	31	San Antonio	916,970	1,031,180
33	32	Hartford & New Haven	885,890	1,002,710
34	33	Columbus, OH	877,490	999,300
32	34	Kansas City	896,850	986,160
38	35	Greenvll-Spart-Ashevll-And	787,930	940,000
37	36	Cincinnati	828,250	925,900
35	37	Milwaukee	837,300	921,920
40	38	Austin	736,770	912,400
36	39	West Palm Beach-Ft. Pierce	828,980	870,720

39	40	Las Vegas	743,220	833,510
45	41	Grand Rapids-Kalmzoo-B.Crk	653,100	781,080
47	42	Harrisburg-Lncstr-Leb-York	641,660	772,810
41	43	Jacksonville	690,400	756,960
43	44	Oklahoma City	666,690	755,340
44	45	Birmingham (Ann and Tusc)	666,170	730,440
42	46	Norfolk-Portsmth-Newpt Nws	684,310	725,580
49	47	Greensboro-H.Point-W.Salem	635,580	717,110
46	48	Albuquerque-Santa Fe	648,350	716,800
48	49	Louisville	636,150	696,070
50	50	New Orleans	615,480	663,520
51	51	Memphis	580,600	619,610
56	52	Providence-New Bedford	543,430	619,140
52	53	Buffalo	576,710	612,780
53	54	Ft. Myers-Naples	564,250	608,640
55	55	Fresno-Visalia	550,860	607,200
54	56	Richmond-Petersburg	555,630	585,030
57	57	Mobile-Pensacola (Ft Walt)	518,740	584,290
60	58	Wilkes Barre-Scranton-Hztn	497,830	571,470
62	59	Little Rock-Pine Bluff	472,560	562,060
59	60	Albany-Schenectady-Troy	500,400	556,730
58	61	Tulsa	509,560	552,980
61	62	Knoxville	491,810	535,230
64	63	Lexington	425,890	499,880
65	64	Tucson (Sierra Vista)	421,820	479,780
63	65	Dayton	445,240	476,790
70	66	Spokane	381,590	470,210
66	67	Honolulu	414,130	464,090
68	68	Des Moines-Ames	393,470	457,040
67	69	Green Bay-Appleton	394,210	455,560
72	70	Wichita-Hutchinson Plus	378,930	447,710
69	71	Roanoke-Lynchburg	384,120	446,270
71	72	Omaha	380,630	439,530
77	73	Flint-Saginaw-Bay City	360,530	439,380
73	74	Springfield, MO	373,700	432,370
74	75	Charleston-Huntington	367,290	426,980
75	76	Columbia, SC	365,850	421,760
76	77	Rochester, NY	361,750	412,190
79	78	Portland-Auburn	349,470	409,560
78	79	Huntsville-Decatur (Flor)	351,610	409,200
80	80	Toledo	347,480	408,590
81	81	Madison	343,350	408,570
85	82	Colorado Springs-Pueblo	327,530	386,620
82	83	Waco-Temple-Bryan	333,300	383,820
84	84	Paducah-Cape Girard-Harsbg	330,920	382,300
83	85	Harlingen-Wslco-Brnsvl-McA	331,520	380,530
86	86	Shreveport	321,190	375,420
87	87	Syracuse	320,830	373,320
92	88	Chattanooga	305,340	373,120
91	89	Charleston, SC	309,250	369,800
88	90	Champaign&Sprngfld-Decatur	315,780	365,240
89	91	Savannah	315,400	364,630

90	92	Cedar Rapids-Wtrlo-IWC&Dub	311,260	357,480
93	93	El Paso (Las Cruces)	295,070	343,530
94	94	Baton Rouge	293,610	335,670
101	95	Ft. Smith-Fay-Sprngdl-Rgrs	265,520	327,930
96	96	Burlington-Plattsburgh	283,080	326,000
95	97	Jackson, MS	284,110	323,800
98	98	South Bend-Elkhart	277,380	320,050
97	99	Myrtle Beach-Florence	277,560	314,030
99	100	Tri-Cities, TN-VA	273,310	312,560
102	101	Boise	261,140	311,270
100	102	Greenville-N.Bern-Washngtn	265,820	308,190
103	103	Davenport-R.Island-Moline	259,590	298,580
104	104	Reno	254,040	293,750
107	105	Lincoln & Hastings-Krny	248,550	287,510
105	106	Evansville	250,120	285,880
106	107	Johnstown-Altoona-St Colge	248,880	282,430
109	108	Tallahassee-Thomasville	239,650	281,680
113	109	Sioux Falls(Mitchell)	229,420	277,210
114	110	Tyler-Longview(Lfkn&Ncgd)	223,590	276,520
110	111	Ft. Wayne	238,610	273,680
108	112	Augusta-Aiken	240,270	271,640
117	113	Eugene	218,200	263,100
116	114	Fargo	218,360	262,440
112	115	Lansing	230,640	262,310
111	116	Springfield-Holyoke	231,600	257,110
118	117	Yakima-Pasco-Rchlnd-Knnwck	215,940	256,130
121	118	Traverse City-Cadillac	209,210	253,730
115	119	Youngstown	220,670	249,300
119	120	Macon	211,110	243,340
126	121	SantaBarbra-SanMar-SanLuOb	195,870	242,220
123	122	Lafayette, LA	203,470	237,720
120	123	Peoria-Bloomington	209,320	235,550
124	124	Monterey-Salinas	202,080	234,150
125	125	Bakersfield	200,460	232,010
122	126	Montgomery-Selma	207,020	228,760
130	127	Columbus, GA (Opelika, AL)	183,620	221,700
127	128	Wilmington	189,830	219,160
129	129	La Crosse-Eau Claire	185,920	217,880
128	130	Corpus Christi	188,210	210,160
132	131	Amarillo	162,010	190,340
131	132	Chico-Redding	171,710	189,580
133	133	Columbus-Tupelo-West Point	161,740	184,570
135	134	Medford-Klamath Falls	155,130	182,510
137	135	Columbia-Jefferson City	154,210	181,120
134	136	Wausau-Rhinelander	158,720	180,920
136	137	Salisbury	154,900	174,080
145	138	Odessa-Midland	141,600	173,210
138	139	Rockford	152,400	172,720
139	140	Duluth-Superior	150,930	171,400
146	141	Minot-Bsmrck-Dcknsn(Wlstn)	136,930	171,030
144	142	Topeka	142,240	170,640
140	143	Monroe-El Dorado	148,210	169,140

143	144	Beaumont-Port Arthur	143,130	168,210
142	145	Lubbock	143,380	167,660
141	146	Palm Springs	147,650	167,650
151	147	Anchorage	125,510	158,570
148	148	Sioux City	131,210	155,090
147	149	Wichita Falls & Lawton	132,830	153,870
150	150	Rochestr-Mason City-Austin	129,600	149,660
152	151	Erie	125,340	148,830
153	152	Joplin-Pittsburg	121,260	146,870
149	153	Panama City	130,350	145,260
154	154	Albany, GA	120,240	142,860
159	155	Bangor	111,070	141,120
160	156	Terre Haute	110,480	137,190
155	157	Biloxi-Gulfport	116,300	137,020
162	158	Idaho Fals-Pocatllo(Jcksn)	101,030	136,150
158	159	Sherman-Ada	112,160	135,390
156	160	Gainesville	114,400	135,120
163	161	Missoula	100,830	128,570
161	162	Binghamton	106,510	127,800
157	163	Wheeling-Steubenville	114,140	127,010
166	164	Bluefield-Beckley-Oak Hill	98,530	123,020
164	165	Abilene-Sweetwater	100,790	116,310
165	166	Yuma-El Centro	99,710	116,250
168	167	Billings	91,950	114,850
167	168	Hattiesburg-Laurel	96,000	108,610
169	169	Rapid City	86,610	105,510
173	170	Clarksburg-Weston	84,680	103,610
172	171	Utica	84,750	102,000
171	172	Dothan	85,140	100,840
170	173	Lake Charles	85,970	100,340
174	174	Quincy-Hannibal-Keokuk	84,040	99,840
176	175	Jackson, TN	78,940	97,320
175	176	Harrisonburg	84,030	97,020
182	177	Charlottesville	70,490	94,530
178	178	Elmira (Corning)	72,530	92,150
177	179	Bowling Green	72,620	87,660
181	180	Watertown	71,180	85,670
178	181	Alexandria, LA	72,530	85,620
183	182	Jonesboro	69,470	84,400
180	183	Marquette	71,920	84,030
185	184	Bend, OR	63,720	79,710
186	185	Butte-Bozeman	63,320	79,650
184	186	Laredo	65,330	77,640
188	187	Grand Junction-Montrose	61,390	74,740
187	188	Lafayette, IN	61,520	74,690
191	189	Twin Falls	55,050	69,610
189	190	Lima	56,850	67,390
190	191	Meridian	56,790	64,050
192	192	Great Falls	53,210	64,020
197	193	Eureka	47,550	61,330
193	194	Parkersburg	51,240	60,750
196	195	Cheyenne-Scottsbluff	48,930	60,470

194	196	Greenwood-Greenville	50,270	58,830
195	197	San Angelo	50,220	58,000
199	198	Casper-Riverton	43,760	55,770
198	199	Mankato	46,920	54,290
201	200	Ottumwa-Kirksville	37,440	46,870
200	201	St. Joseph	38,780	45,070
203	202	Fairbanks	27,970	36,800
204	203	Zanesville	27,650	33,580
202	204	Victoria	28,500	33,490
205	205	Helena	25,720	31,090
206	206	Presque Isle	22,340	27,140
207	207	Juneau	18,730	26,160
208	208	Alpena	14,280	16,450
209	209	North Platte	12,010	14,630
210	210	Glendive	3,630	3,900
		NSI Total U.S.	**107,007,910**	**120,927,290**

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