



Local Television Market Universe Estimates: Black or African American* TV Homes
Estimates as of January 1, 2017 and used throughout the 2016-2017 television season
Effective September 24, 2016

| Rank | Designated Market Area (DMA) | Black TV Homes | % of US |
|------|------------------------------|----------------|---------|
| 1 | New York | 1,341,210 | 8.751 |
| 2 | Atlanta | 760,930 | 4.965 |
| 3 | Washington, DC (Hagrstwn) | 622,820 | 4.064 |
| 4 | Chicago | 597,160 | 3.896 |
| 5 | Philadelphia | 570,400 | 3.722 |
| 6 | Los Angeles | 485,820 | 3.170 |
| 7 | Houston | 455,580 | 2.973 |
| 8 | Dallas-Ft. Worth | 448,100 | 2.924 |
| 9 | Detroit | 397,420 | 2.593 |
| 10 | Miami-Ft. Lauderdale | 354,700 | 2.314 |
| 11 | Raleigh-Durham (Fayetvll) | 327,980 | 2.140 |
| 12 | Baltimore | 316,350 | 2.064 |
| 13 | Memphis | 267,180 | 1.743 |
| 14 | Charlotte | 247,720 | 1.616 |
| 15 | Cleveland-Akron (Canton) | 228,270 | 1.489 |
| 16 | Norfolk-Portsmth-Newpt Nws | 221,190 | 1.443 |
| 17 | Orlando-Daytona Bch-Melbrn | 209,090 | 1.364 |
| 18 | Tampa-St. Pete (Sarasota) | 204,790 | 1.336 |
| 19 | St. Louis | 196,650 | 1.283 |
| 20 | New Orleans | 191,810 | 1.252 |
| 21 | San Francisco-Oak-San Jose | 185,750 | 1.212 |
| 22 | Birmingham (Ann and Tusc) | 183,810 | 1.199 |
| 23 | Boston (Manchester) | 169,270 | 1.104 |
| 24 | Richmond-Petersburg | 167,870 | 1.095 |
| 25 | Jackson, MS | 150,310 | 0.981 |
| 26 | Columbia, SC | 150,050 | 0.979 |
| 27 | Greensboro-H.Point-W.Salem | 147,980 | 0.966 |
| 28 | Jacksonville | 142,940 | 0.933 |
| 29 | Nashville | 136,370 | 0.890 |
| 30 | Indianapolis | 127,970 | 0.835 |
| 31 | Columbus, OH | 124,910 | 0.815 |
| 32 | Greenvll-Spart-Ashevll-And | 117,770 | 0.768 |
| 33 | West Palm Beach-Ft. Pierce | 115,920 | 0.756 |
| 34 | Shreveport | 112,460 | 0.734 |
| 35 | Baton Rouge | 111,910 | 0.730 |
| 36 | Milwaukee | 111,410 | 0.727 |
| 37 | Mobile-Pensacola (Ft Walt) | 110,780 | 0.723 |
| 38 | Minneapolis-St. Paul | 110,570 | 0.721 |
| 39 | Kansas City | 109,350 | 0.713 |
| 40 | Cincinnati | 108,040 | 0.705 |



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| 41 | Little Rock-Pine Bluff | 107,680 | 0.703 |
| 42 | Sacramnto-Stkton-Modesto | 105,610 | 0.689 |
| 43 | Seattle-Tacoma | 105,370 | 0.688 |
| 44 | Hartford & New Haven | 103,710 | 0.677 |
| 45 | Phoenix (Prescott) | 101,870 | 0.665 |
| 46 | Montgomery-Selma | 100,130 | 0.653 |
| 47 | Las Vegas | 96,850 | 0.632 |
| 48 | Savannah | 95,940 | 0.626 |
| 49 | Augusta-Aiken | 95,900 | 0.626 |
| 50 | Charleston, SC | 90,450 | 0.590 |
| 51 | Macon | 89,930 | 0.587 |
| 52 | Pittsburgh | 89,280 | 0.583 |
| 53 | Louisville | 83,560 | 0.545 |
| 54 | Columbus, GA (Opelika, AL) | 83,030 | 0.542 |
| 55 | Tallahassee-Thomasville | 82,770 | 0.540 |
| 56 | Greenville-N.Bern-Washngtn | 79,980 | 0.522 |
| 57 | Myrtle Beach-Florence | 77,580 | 0.506 |
| 58 | Denver | 74,600 | 0.487 |
| 59 | San Antonio | 71,110 | 0.464 |
| 60 | Oklahoma City | 65,930 | 0.430 |
| 61 | San Diego | 65,600 | 0.428 |
| 62 | Roanoke-Lynchburg | 65,470 | 0.427 |
| 63 | Waco-Temple-Bryan | 61,160 | 0.399 |
| 64 | Lafayette, LA | 60,090 | 0.392 |
| 65 | Austin | 60,000 | 0.391 |
| 66 | Buffalo | 59,610 | 0.389 |
| 67 | Dayton | 58,880 | 0.384 |
| 68 | Monroe-El Dorado | 56,900 | 0.371 |
| 69 | Huntsville-Decatur (Flor) | 56,780 | 0.370 |
| 70 | Albany, GA | 54,230 | 0.354 |
| 71 | Columbus-Tupelo-W Pnt-Hstrn | 53,990 | 0.352 |
| 72 | Grand Rapids-Kalmzoo-B.Crk | 53,860 | 0.351 |
| 73 | Rochester, NY | 47,230 | 0.308 |
| 74 | Flint-Saginaw-Bay City | 46,860 | 0.306 |
| 75 | Harrisburg-Lncstr-Leb-York | 43,480 | 0.284 |
| 76 | Tyler-Longview(Lfkn&Ncgd) | 43,420 | 0.283 |
| 77 | Tulsa | 40,620 | 0.265 |
| 78 | Beaumont-Port Arthur | 38,580 | 0.252 |
| 79 | Toledo | 38,150 | 0.249 |
| 80 | Greenwood-Greenville | 38,140 | 0.249 |



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| 81 | Providence-New Bedford | 37,250 | 0.243 |
| 82 | Ft. Myers-Naples | 34,880 | 0.228 |
| 83 | Chattanooga | 34,330 | 0.224 |
| 84 | Albany-Schenectady-Troy | 33,650 | 0.220 |
| 85 | Hattiesburg-Laurel | 33,090 | 0.216 |
| 86 | Wilmington | 31,950 | 0.208 |
| 87 | Portland, OR | 31,530 | 0.206 |
| 88 | Champaign&Sprngfld-Decatur | 30,780 | 0.201 |
| 89 | Biloxi-Gulfport | 30,310 | 0.198 |
| 90 | Lexington | 29,960 | 0.195 |
| 91 | Omaha | 28,670 | 0.187 |
| 92 | Salisbury | 27,390 | 0.179 |
| 93 | Fresno-Visalia | 27,180 | 0.177 |
| 94 | South Bend-Elkhart | 27,150 | 0.177 |
| 95 | Paducah-Cape Girard-Harsbg | 25,930 | 0.169 |
| 96 | Meridian | 25,300 | 0.165 |
| 97 | Syracuse | 24,740 | 0.161 |
| 98 | Knoxville | 24,280 | 0.158 |
| 99 | Youngstown | 23,810 | 0.155 |
| 100 | Wichita-Hutchinson Plus | 23,530 | 0.154 |
| 101 | Dothan | 22,200 | 0.145 |
| 102 | Lansing | 21,560 | 0.141 |
| 103 | Colorado Springs-Pueblo | 21,350 | 0.139 |
| 104 | Gainesville | 21,070 | 0.137 |
| 105 | Lake Charles | 21,060 | 0.137 |
| 106 | Alexandria, LA | 20,940 | 0.137 |
| 107 | Honolulu | 20,920 | 0.136 |
| 108 | Wilkes Barre-Scranton-Hztn | 19,270 | 0.126 |
| 109 | Jackson, TN | 19,170 | 0.125 |
| 110 | Springfield-Holyoke | 18,560 | 0.121 |
| 111 | Ft. Wayne | 18,360 | 0.120 |
| 112 | Tucson (Sierra Vista) | 18,150 | 0.118 |
| 113 | Peoria-Bloomington | 17,830 | 0.116 |
| 114 | Albuquerque-Santa Fe | 17,630 | 0.115 |
| 115 | Rockford | 15,870 | 0.104 |
| 116 | Wichita Falls & Lawton | 15,300 | 0.100 |
| 117 | Des Moines-Ames | 15,150 | 0.099 |
| 118 | Panama City | 15,100 | 0.099 |
| 119 | Davenport-R.Island-Moline | 14,290 | 0.093 |
| 120 | El Paso (Las Cruces) | 14,280 | 0.093 |



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| 121 | Madison | 13,790 | 0.090 |
| 122 | Cedar Rapids-Wtrlo-IWC&Dub | 13,570 | 0.089 |
| 123 | Salt Lake City | 13,280 | 0.087 |
| 124 | Bakersfield | 13,140 | 0.086 |
| 125 | Evansville | 13,090 | 0.085 |
| 126 | Charleston-Huntington | 11,840 | 0.077 |
| 127 | Topeka | 11,390 | 0.074 |
| 128 | Columbia-Jefferson City | 11,330 | 0.074 |
| 129 | Ft. Smith-Fay-Sprngdl-Rgrs | 10,240 | 0.067 |
| 130 | Lubbock | 9,830 | 0.064 |
| 131 | Charlottesville | 9,050 | 0.059 |
| 132 | Anchorage | 8,850 | 0.058 |
| 133 | Amarillo | 8,780 | 0.057 |
| 134 | Springfield, MO | 7,930 | 0.052 |
| 135 | Odessa-Midland | 7,920 | 0.052 |
| 136 | Corpus Christi | 7,480 | 0.049 |
| 137 | Erie | 7,430 | 0.048 |
| 138 | Tri-Cities, TN-VA | 6,730 | 0.044 |
| 139 | Spokane | 6,520 | 0.043 |
| 140 | Sherman-Ada | 6,420 | 0.042 |
| 141 | Bluefield-Beckley-Oak Hill | 6,260 | 0.041 |
| 142 | Reno | 6,220 | 0.041 |
| 143 | Abilene-Sweetwater | 6,090 | 0.040 |
| 144 | Monterey-Salinas | 6,010 | 0.039 |
| 145 | Portland-Auburn | 5,780 | 0.038 |
| 146 | Lincoln & Hastings-Krny | 5,700 | 0.037 |
| 147 | Bowling Green | 5,640 | 0.037 |
| 148 | Jonesboro | 5,520 | 0.036 |
| 149 | Green Bay-Appleton | 5,450 | 0.036 |
| 150 | Johnstown-Altoona-St Colge | 5,170 | 0.034 |
| 151 | Sioux Falls(Mitchell) | 5,110 | 0.033 |
| 152 | Harrisonburg | 4,960 | 0.032 |
| 152 | Lima | 4,960 | 0.032 |
| 154 | Fargo-Valley City | 4,900 | 0.032 |
| 155 | Palm Springs | 4,890 | 0.032 |
| 156 | Binghamton | 4,870 | 0.032 |
| 157 | SantaBarbra-SanMar-SanLuOb | 4,790 | 0.031 |
| 158 | Utica | 4,600 | 0.030 |
| 159 | Burlington-Plattsburgh | 3,840 | 0.025 |
| 160 | Rochestr-Mason City-Austin | 3,790 | 0.025 |



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| 160 | Wheeling-Steubenville | 3,790 | 0.025 |
| 162 | Yakima-Pasco-RchInd-Knnwck | 3,750 | 0.024 |
| 162 | Lafayette, IN | 3,750 | 0.024 |
| 164 | Minot-Bsmrck-Dcknsn(Wlstn) | 3,420 | 0.022 |
| 165 | Harlingen-Wslco-Brnsvl-McA | 3,260 | 0.021 |
| 166 | Watertown | 3,010 | 0.020 |
| 167 | Terre Haute | 3,000 | 0.020 |
| 168 | Boise | 2,930 | 0.019 |
| 169 | Chico-Redding | 2,920 | 0.019 |
| 170 | Eugene | 2,890 | 0.019 |
| 171 | Joplin-Pittsburg | 2,840 | 0.019 |
| 172 | Yuma-El Centro | 2,770 | 0.018 |
| 173 | Quincy-Hannibal-Keokuk | 2,730 | 0.018 |
| 174 | Traverse City-Cadillac | 2,630 | 0.017 |
| 175 | Elmira (Corning) | 2,620 | 0.017 |
| 176 | Sioux City | 2,470 | 0.016 |
| 177 | Victoria | 2,290 | 0.015 |
| 178 | Fairbanks | 2,200 | 0.014 |
| 179 | San Angelo | 2,100 | 0.014 |
| 180 | Clarksburg-Weston | 1,890 | 0.012 |
| 181 | Duluth-Superior | 1,870 | 0.012 |
| 182 | St. Joseph | 1,810 | 0.012 |
| 183 | Cheyenne-Scottsbluff | 1,800 | 0.012 |
| 184 | Rapid City | 1,790 | 0.012 |
| 185 | Medford-Klamath Falls | 1,770 | 0.012 |
| 186 | La Crosse-Eau Claire | 1,680 | 0.011 |
| 187 | Zanesville | 1,610 | 0.011 |
| 188 | Casper-Riverton | 1,130 | 0.007 |
| 188 | Idaho Falls-Pocatillo(Jcksn) | 1,130 | 0.007 |
| 190 | Missoula | 1,100 | 0.007 |
| 191 | Wausau-Rhineland | 1,040 | 0.007 |
| 192 | Billings | 1,030 | 0.007 |
| 193 | Bangor | 1,020 | 0.007 |
| 194 | Eureka | 910 | 0.006 |
| 195 | Mankato | 850 | 0.006 |
| 195 | Parkersburg | 850 | 0.006 |
| 197 | Great Falls | 840 | 0.005 |
| 198 | Ottumwa-Kirksville | 830 | 0.005 |
| 199 | Grand Junction-Montrose | 660 | 0.004 |
| 200 | Laredo | 570 | 0.004 |



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| 201 | Marquette | 560 | 0.004 |
| 202 | Juneau | 550 | 0.004 |
| 203 | Bend, OR | 380 | 0.002 |
| 203 | Twin Falls | 380 | 0.002 |
| 205 | Butte-Bozeman | 370 | 0.002 |
| 206 | Helena | 190 | 0.001 |
| 206 | North Platte | 190 | 0.001 |
| 206 | Presque Isle | 190 | 0.001 |
| 209 | Alpena | 90 | 0.001 |
| 210 | Glendive | - | - |
| | NSI Total U.S. | 15,326,320 | 100.000 |

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



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