



Local Television Market Universe Estimates: Asian* 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)	Asian TV Homes	% of US
1	Los Angeles	729,850	13.412
2	New York	676,130	12.425
3	San Francisco-Oak-San Jose	555,210	10.203
4	Chicago	210,700	3.872
5	Washington, DC (Hagrstwn)	210,400	3.866
6	Honolulu	207,470	3.812
7	Houston	172,470	3.169
8	Seattle-Tacoma	157,080	2.887
9	Dallas-Ft. Worth	147,270	2.706
10	Philadelphia	139,790	2.569
11	Sacramnto-Stkton-Modesto	137,140	2.520
12	Boston (Manchester)	131,750	2.421
13	San Diego	113,060	2.078
14	Atlanta	105,310	1.935
15	Las Vegas	72,000	1.323
16	Detroit	71,000	1.305
17	Minneapolis-St. Paul	64,840	1.191
18	Phoenix (Prescott)	61,750	1.135
19	Baltimore	54,330	0.998
20	Portland, OR	48,940	0.899
21	Tampa-St. Pete (Sarasota)	48,550	0.892
22	Denver	47,290	0.869
23	Miami-Ft. Lauderdale	46,060	0.846
24	Orlando-Daytona Bch-Melbrn	44,230	0.813
25	Raleigh-Durham (Fayetvll)	37,430	0.688
26	Austin	36,160	0.664
27	Fresno-Visalia	35,620	0.655
28	Hartford & New Haven	33,220	0.610
29	Charlotte	31,270	0.575
30	Cleveland-Akron (Canton)	27,630	0.508
31	Columbus, OH	26,960	0.495
32	St. Louis	25,150	0.462
33	Indianapolis	24,790	0.456
34	Norfolk-Portsmth-Newpt Nws	24,000	0.441
35	San Antonio	22,490	0.413
36	Pittsburgh	22,430	0.412
37	Kansas City	21,090	0.388
38	Milwaukee	20,770	0.382
39	Salt Lake City	20,470	0.376
40	Jacksonville	20,160	0.370



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41	Oklahoma City	18,060	0.332
42	West Palm Beach-Ft. Pierce	17,700	0.325
43	Nashville	17,320	0.318
44	Cincinnati	16,930	0.311
45	Richmond-Petersburg	16,580	0.305
46	Providence-New Bedford	16,360	0.301
47	Monterey-Salinas	12,980	0.239
48	New Orleans	12,820	0.236
49	Greensboro-H.Point-W.Salem	12,550	0.231
50	Albany-Schenectady-Troy	12,240	0.225
51	Tucson (Sierra Vista)	12,220	0.225
52	Harrisburg-Lncstr-Leb-York	11,950	0.220
53	Madison	11,520	0.212
54	Grand Rapids-Kalmzoo-B.Crk	11,210	0.206
55	Albuquerque-Santa Fe	10,890	0.200
56	Bakersfield	10,790	0.198
57	Waco-Temple-Bryan	10,750	0.198
58	Buffalo	10,740	0.197
59	Champaign&Sprngfld-Decatur	10,420	0.191
60	Des Moines-Ames	10,410	0.191
61	SantaBarbra-SanMar-SanLuOb	10,160	0.187
62	Mobile-Pensacola (Ft Walt)	9,840	0.181
63	Louisville	9,820	0.180
64	Reno	9,740	0.179
65	Memphis	9,670	0.178
66	Greenvll-Spart-Ashevll-And	9,580	0.176
67	Syracuse	9,430	0.173
68	Rochester, NY	9,180	0.169
69	Omaha	8,400	0.154
70	Wichita-Hutchinson Plus	8,380	0.154
71	Colorado Springs-Pueblo	8,320	0.153
72	Tulsa	8,050	0.148
73	Anchorage	8,030	0.148
74	Birmingham (Ann and Tusc)	7,700	0.141
75	Spokane	7,650	0.141
76	Dayton	7,630	0.140
77	Lansing	7,530	0.138
78	Ft. Smith-Fay-Sprngdl-Rgrs	7,220	0.133
79	Eugene	7,000	0.129
80	Columbia, SC	6,850	0.126



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81	Ft. Myers-Naples	6,800	0.125
82	Green Bay-Appleton	6,640	0.122
83	Cedar Rapids-Wtrlo-IWC&Dub	6,500	0.119
84	Roanoke-Lynchburg	6,360	0.117
85	Baton Rouge	6,240	0.115
86	Lexington	6,170	0.113
87	Little Rock-Pine Bluff	5,850	0.107
87	Peoria-Bloomington	5,850	0.107
89	Wilkes Barre-Scranton-Hztn	5,820	0.107
90	Knoxville	5,670	0.104
91	El Paso (Las Cruces)	5,620	0.103
92	Boise	5,540	0.102
93	Savannah	5,470	0.101
94	Gainesville	5,400	0.099
95	Charleston, SC	5,290	0.097
96	Toledo	5,270	0.097
97	Springfield-Holyoke	5,250	0.096
98	Chico-Redding	4,980	0.092
99	Huntsville-Decatur (Flor)	4,920	0.090
100	Tallahassee-Thomasville	4,840	0.089
101	Columbus, GA (Opelika, AL)	4,770	0.088
102	Lincoln & Hastings-Krny	4,700	0.086
103	Augusta-Aiken	4,660	0.086
104	Ft. Wayne	4,650	0.085
105	Greenville-N.Bern-Washngtn	4,630	0.085
106	Flint-Saginaw-Bay City	4,430	0.081
107	Lafayette, IN	4,400	0.081
108	Yakima-Pasco-RchInd-Knnwck	4,300	0.079
109	Palm Springs	4,230	0.078
110	South Bend-Elkhart	4,130	0.076
111	Chattanooga	4,100	0.075
112	Johnstown-Altoona-St Colge	4,070	0.075
113	Springfield, MO	4,010	0.074
114	Davenport-R.Island-Moline	3,910	0.072
115	Burlington-Plattsburgh	3,840	0.071
116	Portland-Auburn	3,790	0.070
117	Harlingen-Wslco-Brnsvl-McA	3,780	0.069
118	Amarillo	3,730	0.069
119	Shreveport	3,580	0.066
120	Corpus Christi	3,560	0.065



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121	Columbia-Jefferson City	3,470	0.064
122	Rochestr-Mason City-Austin	3,430	0.063
123	Topeka	3,280	0.060
124	Beaumont-Port Arthur	3,260	0.060
125	Paducah-Cape Girard-Harsbg	3,220	0.059
126	Macon	3,140	0.058
127	Fargo-Valley City	3,110	0.057
128	Montgomery-Selma	3,050	0.056
129	Lafayette, LA	2,920	0.054
130	Sioux Falls(Mitchell)	2,830	0.052
131	Myrtle Beach-Florence	2,710	0.050
132	Biloxi-Gulfport	2,700	0.050
132	Rockford	2,700	0.050
134	Wichita Falls & Lawton	2,690	0.049
135	Binghamton	2,680	0.049
136	Lubbock	2,640	0.049
137	La Crosse-Eau Claire	2,580	0.047
138	Tyler-Longview(Lfkn&Ncgd)	2,570	0.047
139	Jackson, MS	2,520	0.046
140	Charlottesville	2,500	0.046
141	Utica	2,480	0.046
142	Charleston-Huntington	2,450	0.045
143	Wausau-Rhineland	2,380	0.044
144	Panama City	2,230	0.041
145	Salisbury	2,200	0.040
146	Evansville	2,120	0.039
147	Yuma-El Centro	2,050	0.038
148	Medford-Klamath Falls	1,990	0.037
149	Odessa-Midland	1,980	0.036
150	Wilmington	1,940	0.036
151	Sioux City	1,710	0.031
152	Youngstown	1,640	0.030
153	Erie	1,590	0.029
154	Tri-Cities, TN-VA	1,550	0.028
155	Joplin-Pittsburg	1,450	0.027
156	Eureka	1,360	0.025
157	Idaho Fals-Pocatllo(Jcksn)	1,250	0.023
157	Duluth-Superior	1,250	0.023
159	Abilene-Sweetwater	1,230	0.023
160	Traverse City-Cadillac	1,190	0.022



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161	Terre Haute	1180	0.022
162	Missoula	1170	0.021
163	Albany, GA	1160	0.021
164	Alexandria, LA	1150	0.021
165	Watertown	1120	0.021
166	Bowling Green	1110	0.020
167	Harrisonburg	1100	0.020
168	Dothan	1090	0.020
169	Columbus-Tupelo-W Pnt-Hstn	1080	0.020
170	Minot-Bsmrck-Dcknsn(Wlstn)	1060	0.019
171	Juneau	1040	0.019
172	Sherman-Ada	1000	0.018
173	Lake Charles	990	0.018
173	Bangor	990	0.018
175	Fairbanks	940	0.017
175	Elmira (Corning)	940	0.017
177	Monroe-El Dorado	910	0.017
178	Bend, OR	860	0.016
179	Mankato	740	0.014
179	Bluefield-Beckley-Oak Hill	740	0.014
181	Rapid City	710	0.013
182	Butte-Bozeman	680	0.012
183	Hattiesburg-Laurel	670	0.012
184	Billings	630	0.012
185	Twin Falls	620	0.011
186	Marquette	610	0.011
187	Laredo	580	0.011
187	Jonesboro	580	0.011
187	San Angelo	580	0.011
190	Cheyenne-Scottsbluff	570	0.010
191	Grand Junction-Montrose	560	0.010
191	Quincy-Hannibal-Keokuk	560	0.010
193	Ottumwa-Kirksville	520	0.010
194	Jackson, TN	500	0.009
195	Great Falls	460	0.008
196	Victoria	420	0.008
196	Lima	420	0.008
198	St. Joseph	410	0.008
198	Parkersburg	410	0.008
198	Wheeling-Steubenville	410	0.008



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201	Casper-Riverton	400	0.007
202	Greenwood-Greenville	340	0.006
203	Meridian	250	0.005
204	Clarksburg-Weston	240	0.004
205	Helena	230	0.004
206	North Platte	160	0.003
206	Zanesville	160	0.003
208	Alpena	80	0.001
208	Presque Isle	80	0.001
210	Glendive	-	-
	NSI Total U.S.	5,441,880	100.000

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



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