

Nielsen Media Research Local Universe Estimates* (US)

**Estimates used throughout the 2004-2005 television season which starts on September 20, 2004*

RANK	Designated Market Area (DMA)	TV Homes	% of US
1	New York	7,355,710	6.712
2	Los Angeles	5,431,140	4.956
3	Chicago	3,417,330	3.118
4	Philadelphia	2,919,410	2.664
5	Boston (Manchester)	2,391,840	2.183
6	San Francisco-Oak-San Jose	2,359,870	2.153
7	Dallas-Ft. Worth	2,292,760	2.092
8	Washington, DC (Hagrstwn)	2,241,610	2.045
9	Atlanta	2,059,450	1.879
10	Detroit	1,943,930	1.774
11	Houston	1,902,810	1.736
12	Seattle-Tacoma	1,690,640	1.543
13	Tampa-St. Pete (Sarasota)	1,671,040	1.525
14	Minneapolis-St. Paul	1,665,540	1.520
15	Phoenix (Prescott), AZ	1,596,950	1.457
16	Cleveland-Akron (Canton)	1,556,670	1.420
17	Miami-Ft. Lauderdale	1,496,810	1.366
18	Denver	1,401,760	1.279
19	Sacramnto-Stktn-Modesto	1,315,030	1.200
20	Orlando-Daytona Bch-Melbrn	1,303,150	1.189
21	St. Louis	1,216,700	1.110
22	Pittsburgh	1,186,010	1.082
23	Baltimore	1,087,730	0.993
24	Portland, OR	1,086,900	0.992
25	Indianapolis	1,053,020	0.961
26	San Diego	1,025,730	0.936
27	Hartford & New Haven	1,017,530	0.928
28	Charlotte	1,004,440	0.917
29	Raleigh-Durham (Fayetvll)	966,720	0.882
30	Nashville	916,170	0.836
31	Kansas City	894,580	0.816
32	Milwaukee	886,770	0.809
33	Cincinnati	883,230	0.806
34	Columbus, OH	867,490	0.792
35	Greenvll-Spart-Ashevll-And	813,210	0.742
36	Salt Lake City	800,000	0.730
37	San Antonio	748,950	0.683
38	Grand Rapids-Kalmzoo-B.Crk	732,600	0.668
39	West Palm Beach-Ft. Pierce	729,010	0.665
40	Birmingham (Ann and Tusc)	717,300	0.655
41	Norfolk-Portsmth-Newpt Nws	707,750	0.646

42	Harrisburg-Lncstr-Leb-York	702,590	0.641
43	New Orleans	675,760	0.617
44	Memphis	658,250	0.601
45	Oklahoma City	655,250	0.598
46	Buffalo	651,970	0.595
47	Albuquerque-Santa Fe	649,680	0.593
48	Greensboro-H.Point-W.Salem	648,860	0.592
49	Providence-New Bedford	644,980	0.589
50	Louisville	637,680	0.582
51	Las Vegas	614,150	0.560
52	Jacksonville, Brunswick	613,000	0.559
53	Wilkes Barre-Scranton	592,560	0.541
54	Austin	567,870	0.518
55	Albany-Schenectady-Troy	555,640	0.507
56	Dayton	537,710	0.491
57	Little Rock-Pine Bluff	531,770	0.485
58	Fresno-Visalia	527,770	0.482
59	Knoxville	513,630	0.469
60	Tulsa	510,960	0.466
61	Richmond-Petersburg	509,860	0.465
62	Charleston-Huntington	508,750	0.464
63	Mobile-Pensacola (Ft Walt)	492,070	0.449
64	Lexington	481,120	0.439
65	Flint-Saginaw-Bay City	479,520	0.438
66	Wichita-Hutchinson Plus	445,690	0.407
67	Roanoke-Lynchburg	445,670	0.407
68	Ft. Myers-Naples	444,130	0.405
69	Green Bay-Appleton	433,640	0.396
70	Toledo	432,430	0.395
71	Honolulu	417,120	0.381
72	Tucson (Sierra Vista)	417,070	0.381
73	Des Moines-Ames	412,230	0.376
74	Portland-Auburn	409,060	0.373
75	Rochester, NY	396,880	0.362
76	Omaha	396,460	0.362
77	Syracuse	395,400	0.361
78	Springfield, MO	388,530	0.355
79	Paducah-Cape Girard-Harsbg	384,860	0.351
80	Spokane	384,060	0.350
81	Shreveport	382,700	0.349
82	Champaign&Sprngfld-Decatur	382,460	0.349
83	Columbia, SC	374,680	0.342
84	Huntsville-Decatur (Flor)	370,160	0.338
85	Madison	364,000	0.332
86	Chattanooga	353,210	0.322
87	South Bend-Elkhart	332,860	0.304

88	Cedar Rapids-Wtrlo-IWC&Dub	331,610	0.303
89	Tri-Cities, TN-VA	329,910	0.301
90	Burlington-Plattsburgh	329,200	0.300
91	Jackson, MS	327,670	0.299
92	Colorado Springs-Pueblo	313,170	0.286
93	Harlingen-Wslco-Brnsvl-McA	312,300	0.285
94	Davenport-R.Island-Moline	309,900	0.283
95	Waco-Temple-Bryan	308,970	0.282
96	Baton Rouge	306,910	0.280
97	Johnstown-Altoona	300,850	0.274
98	Savannah	293,170	0.267
99	Evansville	289,840	0.264
100	El Paso (Las Cruces)	288,440	0.263
101	Charleston, SC	282,740	0.258
102	Youngstown	281,340	0.257
103	Lincoln & Hstngs-Krny Plus	275,230	0.251
104	Ft. Wayne	271,890	0.248
105	Greenville-N.Bern-Washngtn	270,200	0.247
106	Springfield-Holyoke	267,500	0.244
107	Ft. Smith-Fay-Sprngdl-Rgrs	267,030	0.244
108	Myrtle Beach-Florence	265,370	0.242
109	Tallahassee-Thomasville	259,720	0.237
110	Lansing	259,240	0.237
111	Tyler-Longview(Lfkn&Ncgd)	254,170	0.232
112	Traverse City-Cadillac	249,450	0.228
113	Montgomery-Selma	247,800	0.226
114	Reno	246,700	0.225
115	Augusta	246,620	0.225
116	Sioux Falls(Mitchell)	242,930	0.222
117	Peoria-Bloomington	242,020	0.221
118	Fargo-Valley City	235,490	0.215
119	Macon	230,000	0.210
120	Eugene	229,360	0.209
121	SantaBarbra-SanMar-SanLuOb	224,710	0.205
122	Boise	223,890	0.204
123	Lafayette, LA	220,740	0.201
124	Monterey-Salinas	218,450	0.199
125	Columbus, GA	208,860	0.191
126	Yakima-Pasco-Rchlnd-Knnwck	207,180	0.189
127	La Crosse-Eau Claire	206,490	0.188
128	Bakersfield	194,180	0.177
129	Corpus Christi	193,290	0.176
130	Amarillo	190,120	0.173
131	Chico-Redding	189,310	0.173
132	Columbus-Tupelo-West Point	187,650	0.171
133	Wausau-Rhineland	181,780	0.166

134	Rockford	181,180	0.165
135	Monroe-El Dorado	176,380	0.161
136	Duluth-Superior	175,030	0.160
137	Topeka	171,470	0.156
138	Beaumont-Port Arthur	168,740	0.154
139	Columbia-Jefferson City	167,390	0.153
140	Wilmington	163,560	0.149
141	Medford-Klamath Falls	162,260	0.148
142	Erie	158,910	0.145
143	Sioux City	157,340	0.144
144	Wichita Falls & Lawton	156,300	0.143
145	Lubbock	152,620	0.139
146	Joplin-Pittsburg	152,310	0.139
147	Albany, GA	151,970	0.139
148	Bluefield-Beckley-Oak Hill	148,760	0.136
149	Terre Haute	146,860	0.134
150	Salisbury	146,510	0.134
151	Bangor	144,740	0.132
152	Wheeling-Steubenville	144,330	0.132
153	Rochestr-Mason City-Austin	142,570	0.130
154	Binghamton	141,350	0.129
155	Anchorage	139,960	0.128
156	Biloxi-Gulfport	137,590	0.126
157	Minot-Bismarck-Dickinson	135,760	0.124
158	Odessa-Midland	135,450	0.124
159	Palm Springs	135,190	0.123
160	Panama City	134,770	0.123
161	Sherman, TX-Ada, OK	123,540	0.113
162	Gainesville	116,670	0.106
163	Abilene-Sweetwater	112,950	0.103
164	Idaho Falls-Pocatello	112,700	0.103
165	Clarksburg-Weston	109,480	0.100
166	Utica	106,690	0.097
167	Quincy-Hannibal-Keokuk	105,070	0.096
168	Hattiesburg-Laurel	104,800	0.096
169	Missoula	103,810	0.095
170	Billings	102,370	0.093
171	Yuma-El Centro	99,490	0.091
172	Dothan	98,850	0.090
173	Elmira (Corning)	98,270	0.090
174	Jackson, TN	94,770	0.086
175	Watertown	94,390	0.086
176	Alexandria, LA	94,350	0.086
177	Lake Charles	94,240	0.086
178	Rapid City	93,220	0.085
179	Jonesboro	93,100	0.085

180	Marquette	91,100	0.083
181	Harrisonburg	85,550	0.078
182	Bowling Green	81,470	0.074
183	Greenwood-Greenville	78,160	0.071
184	Meridian	72,280	0.066
185	Charlottesville	69,930	0.064
186	Lafayette, IN	65,060	0.059
187	Parkersburg	64,790	0.059
188	Great Falls	64,650	0.059
189	Grand Junction-Montrose	63,650	0.058
190	Laredo	62,720	0.057
191	Twin Falls	59,940	0.055
192	Eureka	58,380	0.053
193	Butte-Bozeman, MT	57,680	0.053
194	Lima	54,200	0.049
195	Cheyenne, WY-Scottsbluff,	53,920	0.049
196	San Angelo	53,530	0.049
197	Bend, OR	52,550	0.048
198	Casper-Riverton	51,850	0.047
199	Mankato	51,390	0.047
200	Ottumwa-Kirksville	51,190	0.047
201	St. Joseph	48,740	0.044
202	Zanesville	33,240	0.030
203	Presque Isle	31,840	0.029
204	Fairbanks	31,640	0.029
205	Victoria	30,180	0.028
206	Helena	25,360	0.023
207	Juneau, AK	25,070	0.023
208	Alpena	17,930	0.016
209	North Platte	15,590	0.014
210	Glendive	5,150	0.005
Total		109,590,170	100.000