

2024-2025 Local Television Market Universe Estimates

Market Change Comparisons to 2023-2024 Market Ranks

Rank	Market	TV Homes	Share	Change
1	New York, NY	7,494,510	5.972%	
2	Los Angeles, CA	5,835,790	4.650%	
3	Chicago, IL	3,654,750	2.912%	
4	Dallas - Fort Worth, TX	3,264,490	2.601%	1
5	Philadelphia, PA	3,145,920	2.507%	-1
6	Houston, TX	2,797,420	2.229%	1
7	Atlanta, GA	2,758,170	2.198%	-1
8	Washington, DC - Hagerstown, MD	2,630,640	2.096%	
9	Boston, MA - Manchester, NH	2,584,460	2.059%	
10	San Francisco - Oakland - San Jose, CA	2,542,480	2.026%	
11	Tampa - St Petersburg - Sarasota, FL	2,221,240	1.770%	2
12	Phoenix - Prescott, AZ	2,198,200	1.752%	-1
13	Seattle - Tacoma, WA	2,098,240	1.672%	-1
14	Detroit, MI	1,940,750	1.547%	
15	Orlando - Daytona Beach - Melbourne, FL	1,902,420	1.516%	2
16	Minneapolis - Saint Paul, MN	1,886,680	1.503%	-1
17	Denver, CO	1,806,270	1.439%	-1
18	Miami - Fort Lauderdale, FL	1,756,920	1.400%	
19	Cleveland - Akron - Canton, OH	1,554,340	1.239%	
20	Sacramento - Stockton - Modesto, CA	1,497,920	1.194%	
21	Charlotte, NC	1,382,020	1.101%	
22	Raleigh - Durham - Fayetteville, NC	1,345,840	1.072%	1
23	Portland, OR	1,277,920	1.018%	-1
24	Saint Louis, MO	1,273,870	1.015%	
25	Indianapolis, IN	1,232,210	0.982%	
26	Nashville, TN	1,199,400	0.956%	1
27	Pittsburgh, PA	1,167,890	0.931%	-1
28	Salt Lake City, UT	1,163,520	0.927%	1
29	Baltimore, MD	1,155,000	0.920%	-1
30	San Diego, CA	1,116,150	0.889%	
31	San Antonio, TX	1,096,400	0.874%	
32	Hartford - New Haven, CT	1,060,910	0.845%	2
33	Kansas City, MO	1,033,680	0.824%	
34	Austin, TX	1,029,800	0.821%	1
35	Columbus, OH	1,018,390	0.812%	-3
36	Greenville, SC - Spartanburg, SC - Asheville, NC - Anderson SC	987,740	0.787%	1
37	Cincinnati, OH	958,630	0.764%	-1
38	Milwaukee, WI	944,900	0.753%	
39	West Palm Beach - Fort Pierce, FL	936,790	0.747%	
40	Las Vegas, NV	896,460	0.714%	
41	Jacksonville, FL	840,340	0.670%	
42	Harrisburg - Lancaster - Lebanon - York, PA	802,360	0.639%	1

43	Grand Rapids - Kalamazoo - Battle Creek, MI	801,030	0.638%	-1
44	Norfolk - Portsmouth - Newport News, VA	779,970	0.622%	
45	Birmingham - Anniston - Tuscaloosa, AL	771,860	0.615%	
46	Greensboro - High Point - Winston Salem, NC	766,980	0.611%	1
47	Oklahoma City, OK	762,700	0.608%	-1
48	Albuquerque - Santa Fe, NM	708,050	0.564%	1
49	Louisville, KY	702,310	0.560%	-1
50	New Orleans, LA	672,790	0.536%	
51	Memphis, TN	666,300	0.531%	1
52	Providence, RI - New Bedford, MA	662,810	0.528%	-1
53	Fort Myers - Naples, FL	641,850	0.511%	2
54	Buffalo, NY	637,090	0.508%	
55	Fresno - Visalia, CA	636,260	0.507%	-1
56	Richmond - Petersburg, VA	625,380	0.498%	
57	Mobile, AL - Pensacola - Fort Walton Beach, FL	605,340	0.482%	1
58	Little Rock - Pine Bluff, AR	590,980	0.471%	2
59	Wilkes Barre - Scranton, PA	589,190	0.470%	-2
60	Knoxville, TN	584,100	0.465%	1
61	Tulsa, OK	575,780	0.459%	1
62	Albany - Schenectady - Troy, NY	575,590	0.459%	-3
63	Lexington, KY	517,660	0.413%	
64	Dayton, OH	498,200	0.397%	
65	Tucson - Sierra Vista, AZ	497,660	0.397%	
66	Spokane, WA	496,260	0.395%	1
67	Des Moines - Ames, IA	480,550	0.383%	1
68	Green Bay - Appleton, WI	478,970	0.382%	1
69	Honolulu, HI	470,520	0.375%	-3
70	Roanoke - Lynchburg, VA	460,000	0.367%	1
71	Wichita - Hutchinson, KS	458,990	0.366%	-1
72	Flint - Saginaw - Bay City, MI	458,710	0.366%	2
73	Omaha, NE	458,080	0.365%	
74	Springfield, MO	454,280	0.362%	1
75	Huntsville - Decatur - Florence, AL	452,230	0.360%	6
76	Columbia, SC	450,440	0.359%	
77	Madison, WI	443,220	0.353%	-5
78	Portland - Auburn, ME	439,030	0.350%	
79	Rochester, NY	435,860	0.347%	-2
80	Harlingen - Weslaco - Brownsville - McAllen, TX	428,240	0.341%	3
81	Toledo, OH	424,050	0.338%	-1
82	Charleston - Huntington, WV	422,160	0.336%	-3
83	Waco - Temple - Bryan, TX	419,600	0.334%	-1
84	Savannah, GA	400,190	0.319%	3
85	Charleston, SC	399,960	0.319%	3
86	Chattanooga, TN	391,370	0.312%	-2
87	Colorado Springs - Pueblo, CO	388,730	0.310%	-1
88	Syracuse, NY	387,030	0.308%	-3
89	El Paso, TX - Las Cruces, NM	385,080	0.307%	2

90	Paducah, KY - Cape Girardeau, MO - Harrisburg, IL	378,520	0.302%	2
91	Shreveport, LA	375,030	0.299%	-2
92	Champaign - Springfield - Decatur, IL	371,520	0.296%	-2
93	Burlington - Plattsburgh, NY	369,840	0.295%	1
94	Cedar Rapids - Waterloo - Iowa City - Dubuque, IA	364,130	0.290%	
95	Baton Rouge, LA	355,760	0.284%	
96	Fort Smith - Fayetteville - Springdale - Rogers, AR	352,410	0.281%	1
97	Myrtle Beach - Florence, SC	347,660	0.277%	3
98	Boise, ID	345,250	0.275%	
99	Jackson, MS	339,170	0.270%	-3
100	South Bend - Elkhart, IN	331,800	0.264%	-1
101	Tri-Cities, NC-TN-VA	331,520	0.264%	
102	Greenville - New Bern - Washington, NC	319,350	0.247%	1
103	Reno, NV	315,350	0.251%	-1
104	Davenport - Rock Island - Moline, IA	304,840	0.243%	
105	Tallahassee - Thomasville, FL	303,530	0.242%	
106	Tyler - Longview - Lufkin - Nacogdoches, TX	297,900	0.237%	5
107	Lincoln - Hastings - Kearney, NE	296,500	0.236%	-1
108	Augusta - Aiken, GA	291,070	0.232%	2
109	Evansville, IN	290,790	0.232%	-2
110	Fort Wayne, IN	290,520	0.232%	-2
111	Sioux Falls - Mitchell, SD	286,600	0.228%	1
112	Johnstown - Altoona - State College, PA	285,520	0.228%	-3
113	Fargo - Valley City, ND	269,310	0.215%	
114	Yakima - Pasco - Richland - Kennewick, WA	268,030	0.214%	3
115	Springfield - Holyoke, MA	267,210	0.213%	-1
116	Traverse City - Cadillac, MI	266,960	0.213%	2
117	Lansing, MI	265,830	0.212%	-2
118	Youngstown, OH	263,000	0.210%	-2
119	Macon, GA	258,400	0.206%	1
120	Eugene, OR	256,020	0.204%	-1
121	Montgomery - Selma, AL	249,100	0.199%	
122	Peoria - Bloomington, IL	246,270	0.196%	
123	Santa Barbara - Santa Maria - San Luis Obispo, CA	245,950	0.196%	1
124	Lafayette, LA	245,210	0.195%	1
125	Bakersfield, CA	244,310	0.195%	-2
126	Wilmington, NC	240,210	0.191%	3
127	Columbus, GA - Opelika, AL	234,450	0.187%	-1
128	Monterey - Salinas, CA	230,950	0.184%	-1
129	La Crosse - Eau Claire, WI	224,120	0.179%	-1
130	Corpus Christi, TX	209,780	0.167%	
131	Salisbury, MD	198,930	0.159%	4
132	Amarillo, TX	198,790	0.158%	-1
133	Wausau - Rhinelander, WI	194,130	0.155%	-1
134	Columbus - Tupelo - West Point - Houston, MS	190,950	0.152%	
135	Columbia - Jefferson City, MO	190,370	0.152%	2
136	Chico - Redding, CA	188,320	0.150%	-3

137	Rockford, IL	180,910	0.144%	1
138	Duluth - Superior, MN	179,710	0.143%	1
139	Medford - Klamath Falls, OR	176,990	0.141%	-3
140	Lubbock, TX	176,410	0.141%	2
141	Topeka, KS	176,250	0.140%	
142	Monroe, LA - El Dorado, AR	171,300	0.137%	-2
143	Beaumont - Port Arthur, TX	170,420	0.136%	
144	Odessa - Midland, TX	169,390	0.135%	3
145	Palm Springs, CA	167,060	0.133%	-1
146	Anchorage, AK	165,750	0.132%	
147	Bismarck - Minot - Dickinson - Williston, ND	163,860	0.131%	-2
148	Panama City, FL	163,100	0.130%	5
149	Sioux City, IA	157,520	0.126%	
150	Wichita Falls, TX - Lawton, OK	156,680	0.125%	-1
151	Joplin - Pittsburg, MO	155,240	0.124%	1
152	Albany, GA	153,090	0.122%	2
153	Rochester - Mason City - Austin, MN	152,720	0.122%	-2
154	Erie, PA	151,250	0.121%	-4
155	Idaho Falls - Pocatello - Jackson, ID	148,180	0.118%	
156	Bangor, ME	147,060	0.117%	
157	Gainesville, FL	146,560	0.117%	2
158	Biloxi - Gulfport, MS	144,960	0.116%	-1
159	Terre Haute, IN	142,660	0.114%	-1
160	Sherman, TX - Ada, OK	140,220	0.112%	
161	Missoula, MT	138,300	0.110%	1
162	Binghamton, NY	132,690	0.106%	-1
163	Wheeling - Steubenville, WV	126,550	0.101%	
164	Yuma, AZ - El Centro, CA	124,660	0.099%	
165	Billings, MT	120,120	0.096%	1
166	Abilene - Sweetwater, TX	120,020	0.096%	1
167	Bluefield - Beckley - Oak Hill, WV	119,330	0.095%	-2
168	Hattiesburg - Laurel, MS	114,160	0.091%	
169	Rapid City, SD	110,060	0.088%	1
170	Dothan, AL	108,770	0.087%	-1
171	Utica, NY	102,160	0.081%	1
172	Clarksburg - Weston, WV	101,120	0.081%	2
173	Harrisonburg, VA	100,920	0.080%	2
174	Jackson, TN	99,740	0.080%	-3
175	Quincy - Hannibal - Keokuk, MO	99,650	0.079%	1
176	Charlottesville, VA	99,260	0.079%	1
177	Lake Charles, LA	97,170	0.077%	-4
178	Elmira - Corning, NY	94,030	0.075%	
179	Watertown, NY	93,350	0.074%	
180	Bowling Green, KY	93,320	0.074%	4
181	Marquette, WI	89,550	0.071%	1
182	Jonesboro, AR	89,400	0.071%	1
183	Alexandria, LA	85,710	0.068%	-2

184	Laredo, TX	84,750	0.068%	1
185	Butte - Bozeman, MT	83,590	0.067%	1
186	Bend, OR	83,160	0.066%	-6
187	Grand Junction - Montrose, CO	81,090	0.065%	1
188	Twin Falls, ID	77,070	0.061%	1
189	Lafayette, IN	74,620	0.060%	-2
190	Lima, OH	69,630	0.056%	
191	Great Falls, MT	66,390	0.053%	
192	Meridian, MS	64,660	0.052%	
193	Cheyenne - Scottsbluff, WY	60,950	0.049%	3
194	Parkersburg, WV	60,660	0.048%	-1
195	Greenwood - Greenville, MS	59,980	0.048%	-1
196	Eureka, CA	59,670	0.048%	-1
197	San Angelo, TX	57,040	0.046%	
198	Casper - Riverton, WY	56,860	0.045%	
199	Mankato, MN	56,190	0.045%	
200	Ottumwa - Kirksville, IA	47,020	0.038%	
201	Saint Joseph, MO	44,460	0.039%	
202	Fairbanks, AK	36,070	0.031%	
203	Victoria, TX	32,930	0.029%	1
204	Zanesville, OH	32,450	0.028%	-1
205	Helena, MT	28,110	0.025%	
206	Presque Isle, ME	26,880	0.023%	
207	Juneau, AK	25,680	0.022%	
208	Alpena, MI	16,010	0.014%	
209	North Platte, NE	14,370	0.013%	
210	Glendive, MT	4,370	0.004%	

* The definition of a local TV household is a home with at least one operable TV set that is able to receive audio and video through a cable, satellite, or over-the-air source, or through streaming video from an internet source. Broadband only (BBO) homes are now included in the Local TV definition.