

2022-2023 Local Television Market Universe Estimates

Market Change Comparisons to 2021-2022 Market Ranks

Rank	Market	TV Homes	Share	Change
167	Abilene - Sweetwater, TX	115,860	0.126%	
59	Albany - Schenectady - Troy, NY	578,760	0.468%	
154	Albany, GA	144,570	0.117%	4
49	Albuquerque - Santa Fe, NM	720,750	0.582%	
181	Alexandria, LA	89,150	0.072%	
208	Alpena, MI	17,230	0.014%	
131	Amarillo, TX	197,080	0.159%	1
146	Anchorage, AK	161,210	0.130%	1
6	Atlanta, GA	2,679,850	2.165%	
110	Augusta - Aiken, GA	283,100	0.229%	2
35	Austin, TX	978,520	0.791%	2
123	Bakersfield, CA	247,180	0.200%	2
28	Baltimore, MD	1,149,480	0.929%	-1
156	Bangor, ME	142,180	0.115%	-2
95	Baton Rouge, LA	353,500	0.286%	-1
143	Beaumont - Port Arthur, TX	168,960	0.137%	2
180	Bend, OR	91,320	0.074%	
166	Billings, MT	118,150	0.129%	
157	Biloxi - Gulfport, MS	141,270	0.114%	
161	Binghamton, NY	132,980	0.139%	-1
45	Birmingham - Anniston - Tuscaloosa, AL	766,220	0.619%	
165	Bluefield - Beckley - Oak Hill, WV	120,760	0.130%	
98	Boise, ID	330,040	0.267%	
9	Boston, MA - Manchester, NH	2,596,190	2.097%	1
184	Bowling Green, KY	82,570	0.067%	1
54	Buffalo, NY	632,110	0.511%	-2
94	Burlington - Plattsburgh, NY	360,200	0.291%	1
186	Butte - Bozeman, MT	81,490	0.066%	1
198	Casper - Riverton, WY	56,390	0.046%	-1
93	Cedar Rapids - Waterloo - Iowa City - Dubuque, IA	360,880	0.292%	-1
90	Champaign - Springfield - Decatur, IL	373,080	0.301%	-2
88	Charleston, SC	374,290	0.302%	3
79	Charleston - Huntington, WV	427,650	0.346%	-2
21	Charlotte, NC	1,323,400	1.069%	1
177	Charlottesville, VA	97,950	0.113%	1
84	Chattanooga, TN	401,510	0.324%	1
196	Cheyenne - Scottsbluff, WY	60,540	0.049%	-1
3	Chicago, IL	3,624,820	2.928%	
133	Chico - Redding, CA	188,900	0.153%	
36	Cincinnati, OH	953,940	0.771%	-1
174	Clarksburg - Weston, WV	99,800	0.116%	-2
19	Cleveland - Akron - Canton, OH	1,552,420	1.254%	

86	Colorado Springs - Pueblo, CO	385,730	0.312%	-2
76	Columbia, SC	435,570	0.352%	3
137	Columbia - Jefferson City, MO	181,720	0.147%	-1
32	Columbus, OH	1,023,600	0.827%	1
126	Columbus, GA - Opelika, AL	235,290	0.190%	1
134	Columbus - Tupelo - West Point - Houston, MS	188,520	0.152%	-3
130	Corpus Christi, TX	208,490	0.168%	
5	Dallas - Fort Worth, TX	3,041,540	2.457%	
104	Davenport - Rock Island - Moline, IA	302,600	0.245%	-1
64	Dayton, OH	491,820	0.397%	
16	Denver, CO	1,792,540	1.448%	
68	Des Moines - Ames, IA	472,310	0.382%	-1
14	Detroit, MI	1,937,250	1.565%	1
169	Dothan, AL	105,610	0.123%	2
139	Duluth - Superior, MN	174,760	0.141%	2
91	El Paso, TX - Las Cruces, NM	371,730	0.300%	2
178	Elmira - Corning, NY	94,770	0.075%	-1
150	Erie, PA	152,420	0.123%	
119	Eugene, OR	250,840	0.203%	-3
195	Eureka, CA	61,250	0.050%	-1
107	Evansville, IN	290,990	0.235%	-1
202	Fairbanks, AK	37,930	0.031%	
113	Fargo - Valley City, ND	265,790	0.215%	
74	Flint - Saginaw - Bay City, MI	442,050	0.357%	-1
55	Fort Myers - Naples, FL	618,120	0.499%	-1
97	Fort Smith - Fayetteville - Springdale - Rogers, AR	338,310	0.273%	-1
108	Fort Wayne, IN	285,360	0.231%	1
53	Fresno - Visalia, CA	634,120	0.512%	2
159	Gainesville, FL	138,870	0.141%	2
210	Glendive, MT	3,920	0.003%	
188	Grand Junction - Montrose, CO	78,370	0.063%	
42	Grand Rapids - Kalamazoo - Battle Creek, MI	781,030	0.631%	-1
191	Great Falls, MT	65,790	0.053%	
69	Green Bay - Appleton, WI	471,190	0.381%	-1
47	Greensboro - High Point - Winston Salem, NC	739,970	0.598%	
103	Greenville - New Bern - Washington, NC	305,320	0.247%	-1
37	Greenville, SC - Spartanburg, SC - Asheville, NC - Anderson SC	947,350	0.765%	1
194	Greenwood - Greenville, MS	62,350	0.050%	5
83	Harlingen - Weslaco - Brownsville - McAllen, TX	403,470	0.326%	6
43	Harrisburg - Lancaster - Lebanon - York, PA	772,320	0.624%	-1
175	Harrisonburg, VA	98,890	0.115%	1
34	Hartford - New Haven, CT	1,014,160	0.819%	
168	Hattiesburg - Laurel, MS	113,050	0.126%	
205	Helena, MT	32,420	0.026%	-2
66	Honolulu, HI	484,300	0.391%	-1
81	Huntsville - Decatur - Florence, AL	412,370	0.333%	-5
7	Houston, TX	2,666,330	2.154%	2

155	Idaho Falls - Pocatello - Jackson, ID	142,930	0.116%	
25	Indianapolis, IN	1,207,280	0.975%	
96	Jackson, MS	340,720	0.275%	1
171	Jackson, TN	103,540	0.122%	4
41	Jacksonville, FL	790,580	0.639%	2
109	Johnstown - Altoona - State College, PA	284,300	0.230%	-1
183	Jonesboro, AR	86,410	0.070%	
152	Joplin - Pittsburg, MO	151,160	0.122%	
207	Juneau, AK	26,920	0.022%	
33	Kansas City, MO	1,019,550	0.824%	-1
61	Knoxville, TN	559,650	0.452%	1
128	La Crosse - Eau Claire, WI	226,710	0.183%	1
125	Lafayette, LA	240,150	0.194%	-1
187	Lafayette, IN	81,200	0.066%	-3
173	Lake Charles, LA	99,930	0.117%	
115	Lansing, MI	260,780	0.211%	-1
185	Laredo, TX	82,170	0.066%	1
40	Las Vegas, NV	870,240	0.703%	
63	Lexington, KY	510,900	0.413%	
190	Lima, OH	68,880	0.056%	
106	Lincoln - Hastings - Kearney, NE	291,650	0.236%	-2
60	Little Rock - Pine Bluff, AR	577,130	0.466%	
2	Los Angeles, CA	5,838,090	4.716%	
48	Louisville, KY	721,070	0.583%	
142	Lubbock, TX	171,450	0.139%	4
120	Macon, GA	250,620	0.203%	
72	Madison, WI	454,700	0.367%	8
199	Mankato, MN	55,890	0.045%	-1
182	Marquette, WI	87,700	0.071%	
136	Medford - Klamath Falls, OR	183,100	0.148%	-1
52	Memphis, TN	644,360	0.521%	1
192	Meridian, MS	65,020	0.053%	
18	Miami - Fort Lauderdale, FL	1,720,970	1.390%	
38	Milwaukee, WI	900,200	0.727%	-2
15	Minneapolis - Saint Paul, MN	1,839,480	1.486%	-1
145	Minot - Bismarck - Dickinson - Williston, ND	166,190	0.134%	-5
162	Missoula, MT	130,170	0.137%	
58	Mobile, AL - Pensacola - Fort Walton Beach, FL	588,650	0.476%	-1
140	Monroe, LA - El Dorado, AR	173,940	0.141%	4
127	Monterey - Salinas, CA	232,880	0.188%	-1
121	Montgomery - Selma, AL	249,140	0.201%	2
100	Myrtle Beach - Florence, SC	322,100	0.260%	1
27	Nashville, TN	1,168,540	0.944%	3
50	New Orleans, LA	687,110	0.555%	
1	New York, NY	7,726,580	6.242%	
44	Norfolk - Portsmouth - Newport News, VA	772,190	0.624%	2
209	North Platte, NE	14,760	0.012%	

147	Odessa - Midland, TX	160,200	0.129%	-9
46	Oklahoma City, OK	743,340	0.601%	-2
73	Omaha, NB	451,790	0.365%	-1
17	Orlando - Daytona Beach - Melbourne, FL	1,775,140	1.434%	
200	Ottumwa - Kirksville, IA	46,330	0.037%	
92	Paducah, KY - Cape Girardeau, MO - Harrisburg, IL	369,270	0.298%	-5
144	Palm Springs, CA	168,210	0.136%	-1
153	Panama City, FL	150,700	0.122%	
193	Parkersburg, WV	63,280	0.051%	
122	Peoria - Bloomington, IL	248,110	0.200%	-1
4	Philadelphia, PA	3,108,960	2.512%	
11	Phoenix - Prescott, AZ	2,138,870	1.728%	1
26	Pittsburgh, PA	1,174,940	0.949%	
22	Portland, OR	1,293,400	1.045%	-1
78	Portland - Auburn, ME	429,130	0.347%	
206	Presque Isle, ME	28,180	0.023%	
51	Providence, RI - New Bedford, MA	663,900	0.536%	
176	Quincy - Hannibal - Keokuk, MO	98,810	0.114%	-2
23	Raleigh - Durham - Fayetteville, NC	1,289,510	1.042%	1
170	Rapid City, SD	105,560	0.123%	-1
102	Reno, NV	306,940	0.248%	3
56	Richmond - Petersburg, VA	608,190	0.491%	
71	Roanoke - Lynchburg, VA	456,390	0.369%	
77	Rochester, NY	434,190	0.351%	-2
151	Rochester - Mason City - Austin, MN	152,190	0.123%	
138	Rockford, IL	181,440	0.147%	1
20	Sacramento - Stockton - Modesto, CA	1,502,080	1.214%	
201	Saint Joseph, MO	45,420	0.037%	
29	Salt Lake City, UT	1,148,120	0.928%	
31	San Antonio, TX	1,059,540	0.856%	
30	San Diego, CA	1,107,010	0.894%	-2
10	San Francisco - Oakland - San Jose, CA	2,593,210	2.095%	-2
24	Saint Louis, MO	1,255,160	1.014%	-1
135	Salisbury, MD	185,470	0.150%	2
197	San Angelo, TX	57,690	0.047%	-1
124	Santa Barbara - Santa Maria - San Luis Obispo, CA	241,200	0.195%	-2
87	Savannah, GA	378,040	0.305%	3
12	Seattle - Tacoma, WA	2,116,440	1.710%	-1
160	Sherman, TX - Ada, OK	134,270	0.140%	-1
89	Shreveport, LA	373,520	0.302%	-3
149	Sioux City, IA	155,440	0.126%	-1
112	Sioux Falls - Mitchell, SD	276,580	0.223%	-1
99	South Bend - Elkhart, IN	329,080	0.266%	
67	Spokane, WA	481,910	0.389%	-1
75	Springfield, MO	436,340	0.353%	-1
114	Springfield - Holyoke, MA	264,420	0.214%	1
85	Syracuse, NY	388,650	0.314%	-2

105	Tallahassee - Thomasville, FL	299,530	0.242%	2
13	Tampa - St Petersburg - Sarasota, FL	2,068,720	1.671%	
158	Terre Haute, IN	139,870	0.113%	-2
80	Toledo, OH	424,380	0.343%	1
141	Topeka, KS	173,370	0.140%	1
118	Traverse City - Cadillac, MI	254,120	0.205%	
101	Tri-Cities, NC-TN-VA	320,820	0.259%	-1
65	Tucson - Sierra Vista, AZ	490,560	0.396%	4
62	Tulsa, OK	543,710	0.439%	-1
189	Twin Falls, ID	73,070	0.059%	
111	Tyler - Longview - Lufkin - Nacogdoches, TX	282,090	0.228%	-1
172	Utica, NY	102,770	0.122%	-2
204	Victoria, TX	33,500	0.027%	1
82	Waco - Temple - Bryan, TX	407,620	0.329%	
8	Washington, DC - Hagerstown, MD	2,617,350	2.114%	-1
179	Watertown, NY	93,260	0.075%	
132	Wausau - Rhinelander, WI	188,980	0.153%	2
39	West Palm Beach - Fort Pierce, FL	888,210	0.718%	
163	Wheeling - Steubenville, WV	128,060	0.136%	
57	Wilkes Barre - Scranton, PA	590,390	0.477%	1
129	Wilmington, NC	219,540	0.177%	-1
70	Wichita - Hutchinson, KS	457,620	0.370%	
148	Wichita Falls, TX - Lawton, OK	155,590	0.126%	1
117	Yakima - Pasco - Richland - Kennewick, WA	258,360	0.209%	
116	Youngstown, OH	260,220	0.210%	3
164	Yuma, AZ - El Centro, CA	126,610	0.134%	
203	Zanesville, OH	33,940	0.027%	1

* The Nielsen 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.