Local Television Market Universe Estimates: Asian* TV Homes

Estimates as of January 1, 2015 and used throughout the 2014-2015 television season

Effective September 27, 2014

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
1	Los Angeles	740,330	14.180
2	New York	673,410	12.898
3	San Francisco-Oak-San Jose	544,250	10.424
4	Honolulu	211,410	4.049
5	Chicago	197,900	3.791
6	Washington, DC (Hagrstwn)	193,690	3.710
7	Seattle-Tacoma	156,070	2.989
8	Houston	149,010	2.854
9	Philadelphia	133,280	2.553
10	Sacramnto-Stkton-Modesto	130,050	2.491
11	Dallas-Ft. Worth	129,300	2.477
12	Boston (Manchester)	125,020	2.395
13	San Diego	111,820	2.142
14	Atlanta	94,440	1.809
15	Las Vegas	64,240	1.230
16	Detroit	64,160	1.229
17	Minneapolis-St. Paul	60,730	1.163
18	Phoenix (Prescott)	58,810	1.126
19	Portland, OR	49,460	0.947
20	Baltimore	48,340	0.926
21	Tampa-St. Pete (Sarasota)	43,530	0.834
22	Denver	43,400	0.831
23	Miami-Ft. Lauderdale	43,340	0.830
24	Orlando-Daytona Bch-Melbrn	41,970	0.804
25	Fresno-Visalia	34,980	0.670
26	Raleigh-Durham (Fayetvlle)	34,170	0.654
27	Austin	32,500	0.623
28	Hartford & New Haven	31,170	0.597
29	Charlotte	27,720	0.531
30	Columbus, OH	24,580	0.471
31	St. Louis	24,430	0.468
32	Cleveland-Akron (Canton)	23,840	0.457
33	Norfolk-Portsmth-Newpt Nws	22,930	0.439
34	Indianapolis	22,070	0.423
35	San Antonio	20,830	0.399
36	Pittsburgh	20,640	0.395
37	Kansas City	20,120	0.385
38	Salt Lake City	19,580	0.375
39	Milwaukee	19,290	0.369
40	Jacksonville	18,430	0.353

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41	Nashville	16,710	0.320
42	Cincinnati	16,460	0.315
43	West Palm Beach-Ft. Pierce	16,250	0.311
44	Oklahoma City	15,910	0.305
45	Richmond-Petersburg	14,840	0.284
46	Providence-New Bedford	14,590	0.279
47	Monterey-Salinas	13,040	0.250
48	New Orleans	12,830	0.246
49	Greensboro-H.Point-W.Salem	11,840	0.227
50	Tucson (Sierra Vista)	11,750	0.225
51	Albany-Schenectady-Troy	11,520	0.221
52	Grand Rapids-Kalmzoo-B.Crk	11,430	0.219
53	Harrisburg-Lncstr-Leb-York	10,740	0.206
54	Albuquerque-Santa Fe	10,580	0.203
55	SantaBarbra-SanMar-SanLuOb	10,550	0.202
56	Bakersfield	10,250	0.196
57	Waco-Temple-Bryan	10,240	0.196
58	Madison	10,140	0.194
59	Reno	10,120	0.194
60	Mobile-Pensacola (Ft Walt)	9,880	0.189
61	Memphis	9,850	0.189
62	Champaign&Sprngfld-Decatur	9,710	0.186
63	Buffalo	9,420	0.180
64	Greenvll-Spart-Ashevll-And	9,390	0.180
65	Des Moines-Ames	9,100	0.174
66	Louisville	9,020	0.173
67	Syracuse	8,710	0.167
68	Rochester, NY	8,700	0.167
69	Colorado Springs-Pueblo	8,190	0.157
70	Wichita-Hutchinson Plus	7,940	0.152
71	Anchorage	7,880	0.151
72	Birmingham (Ann and Tusc)	7,770	0.149
73	Omaha	7,440	0.143
74	Tulsa	7,340	0.141
75	Spokane	7,010	0.134
75	Dayton	7,010	0.134
77	Ft. Smith-Fay-Sprngdl-Rgrs	6,780	0.130
78	Ft. Myers-Naples	6,720	0.129
79	Lansing	6,640	0.127
80	Eugene	6,530	0.125

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81	Columbia, SC	6,250	0.120
82	Green Bay-Appleton	6,000	0.115
83	Lexington	5,980	0.115
84	Boise	5,840	0.112
85	Little Rock-Pine Bluff	5,800	0.111
86	Cedar Rapids-Wtrlo-IWC&Dub	5,790	0.111
87	Baton Rouge	5,780	0.111
88	Peoria-Bloomington	5,640	0.108
89	El Paso (Las Cruces)	5,620	0.108
90	Wilkes Barre-Scranton-Hztn	5,580	0.107
90	Roanoke-Lynchburg	5,580	0.107
92	Knoxville	5,430	0.104
93	Charleston, SC	5,340	0.102
94	Savannah	5,220	0.100
95	Gainesville	4,980	0.095
96	Toledo	4,890	0.094
97	Springfield-Holyoke	4,790	0.092
98	Huntsville-Decatur (Flor)	4,700	0.090
99	Chico-Redding	4,630	0.089
100	Yakima-Pasco-Rchlnd-Knnwck	4,570	0.088
101	Tallahassee-Thomasville	4,430	0.085
102	Augusta-Aiken	4,280	0.082
102	Flint-Saginaw-Bay City	4,280	0.082
104	Greenville-N.Bern-Washngtn	4,220	0.081
105	Lincoln & Hastings-Krny	4,200	0.080
106	Columbus, GA (Opelika, AL)	4,190	0.080
107	Palm Springs	4,060	0.078
108	Johnstown-Altoona-St Colge	3,950	0.076
109	Harlingen-Wslco-Brnsvl-McA	3,910	0.075
109	Lafayette, IN	3,910	0.075
111	Chattanooga	3,850	0.074
112	South Bend-Elkhart	3,810	0.073
113	Portland-Auburn	3,700	0.071
114	Davenport-R.Island-Moline	3,660	0.070
114	Springfield, MO	3,660	0.070
116	Shreveport	3,650	0.070
117	Ft. Wayne	3,530	0.068
118	Burlington-Plattsburgh	3,520	0.067
119	Macon	3,290	0.063
120	Amarillo	3,270	0.063

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121	Corpus Christi	3,180	0.061
122	Rochestr-Mason City-Austin	3,140	0.060
123	Beaumont-Port Arthur	3,030	0.058
124	Columbia-Jefferson City	2,970	0.057
125	Paducah-Cape Girard-Harsbg	2,930	0.056
126	Topeka	2,910	0.056
127	Myrtle Beach-Florence	2,750	0.053
128	Montgomery-Selma	2,730	0.052
129	Fargo-Valley City	2,670	0.051
130	Rockford	2,660	0.051
131	La Crosse-Eau Claire	2,650	0.051
132	Lafayette, LA	2,620	0.050
132	Wichita Falls & Lawton	2,620	0.050
134	Lubbock	2,560	0.049
135	Biloxi-Gulfport	2,550	0.049
135	Jackson, MS	2,550	0.049
137	Charlottesville	2,500	0.048
138	Sioux Falls(Mitchell)	2,470	0.047
139	Wausau-Rhinelander	2,410	0.046
140	Charleston-Huntington	2,390	0.046
141	Tyler-Longview(Lfkn&Ncgd)	2,320	0.044
142	Binghamton	2,260	0.043
143	Salisbury	2,110	0.040
144	Yuma-El Centro	2,070	0.040
145	Wilmington	2,030	0.039
146	Utica	2,020	0.039
147	Medford-Klamath Falls	2,000	0.038
148	Panama City	1,990	0.038
149	Sioux City	1,730	0.033
150	Odessa-Midland	1,650	0.032
151	Evansville	1,580	0.030
152	Youngstown	1,560	0.030
153	Tri-Cities, TN-VA	1,550	0.030
154	Erie	1,440	0.028
155	Idaho Fals-Pocatllo(Jcksn)	1,330	0.025
156	Eureka	1,290	0.025
157	Albany, GA	1210	0.023
158	Joplin-Pittsburg	1180	0.023
159	Juneau	1120	0.021
160	Bowling Green	1090	0.021

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161	Duluth-Superior	1070	0.020
162	Columbus-Tupelo-W Pnt-Hstn	1040	0.020
163	Abilene-Sweetwater	1030	0.020
164	Watertown	1020	0.020
165	Missoula	1010	0.019
165	Harrisonburg	1010	0.019
167	Traverse City-Cadillac	1000	0.019
168	Monroe-El Dorado	960	0.018
168	Dothan	960	0.018
170	Sherman-Ada	950	0.018
170	Alexandria, LA	950	0.018
172	Minot-Bsmrck-Dcknsn(Wlstn)	940	0.018
172	Bangor	940	0.018
174	Lake Charles	930	0.018
175	Fairbanks	900	0.017
175	Terre Haute	900	0.017
177	Elmira (Corning)	890	0.017
178	Mankato	860	0.016
179	Rapid City	760	0.015
180	Bend, OR	750	0.014
180	Billings	750	0.014
182	Bluefield-Beckley-Oak Hill	680	0.013
183	Laredo	610	0.012
183	Hattiesburg-Laurel	610	0.012
185	Grand Junction-Montrose	600	0.011
185	Jonesboro	600	0.011
187	Twin Falls	590	0.011
187	Cheyenne-Scottsbluff	590	0.011
187	Quincy-Hannibal-Keokuk	590	0.011
190	Butte-Bozeman	560	0.011
190	Marquette	560	0.011
192	San Angelo	520	0.010
193	Lima	440	0.008
193	Wheeling-Steubenville	440	0.008
195	Jackson, TN	430	0.008
195	Victoria	430	0.008
197	Great Falls	400	0.008
197	Ottumwa-Kirksville	400	0.008
199	Greenwood-Greenville	350	0.007
199	Parkersburg	350	0.007

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201	St. Joseph	340	0.007
202	Casper-Riverton	330	0.006
203	Meridian	260	0.005
203	Clarksburg-Weston	260	0.005
205	Zanesville	170	0.003
205	Presque Isle	170	0.003
207	Helena	160	0.003
208	North Platte	90	0.002
208	Alpena	90	0.002
210	Glendive	-	-
	NSI Total U.S.	**5,220,900**	**100.000**

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

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