

INSIDE THE NUMBERS

2012 TOP 100 TELEVISION MARKETS (NFL TEAM MARKETS IN BOLD)

RANK	MARKET	TV HOUSEHOLDS	% of U.S.
1	New York	7,387,810	6.444
2	Los Angeles	5,569,780	4.858
3	Chicago	3,493,480	3.047
4	Philadelphia	2,993,370	2.611
5	Dallas-Ft. Worth	2,571,310	2.243
6	San Francisco-Oak-San Jose	2,506,510	2.186
7	Boston (Manchester)	2,379,690	2.076
8	Washington, DC (Hagrstwn)	2,360,180	2.059
9	Atlanta	2,292,640	2.000
10	Houston	2,185,260	1.906
11	Detroit	1,842,650	1.607
12	Seattle-Tacoma	1,811,420	1.580
13	Phoenix (Prescott)	1,811,330	1.580
14	Tampa-St. Pete (Sarasota)	1,788,240	1.560
15	Minneapolis-St. Paul	1,721,940	1.502
16	Miami-Ft. Lauderdale	1,583,800	1.381
17	Denver	1,548,570	1.351
18	Cleveland-Akron (Canton)	1,514,170	1.321
19	Orlando-Daytona Bch-Melbrn	1,465,460	1.278
20	Sacramnto-Stkton-Modesto	1,388,570	1.211
21	St. Louis	1,253,920	1.094
22	Portland, OR	1,190,010	1.038
23	Pittsburgh	1,171,490	1.022
24	Raleigh-Durham (Fayetvll)	1,143,420	0.997
25	Charlotte	1,140,900	0.995
26	Indianapolis	1,109,970	0.968
27	Baltimore	1,097,310	0.957
28	San Diego	1,077,600	0.940
29	Nashville	1,024,560	0.894
30	Hartford & New Haven	1,006,280	0.878
31	Kansas City	939,740	0.820
32	Columbus, OH	932,680	0.814
33	Salt Lake City	927,540	0.809
34	Milwaukee	907,660	0.792
35	Cincinnati	896,090	0.782
36	San Antonio	880,690	0.768
37	Greenvll-Spart-Ashevll-And	860,930	0.751
38	West Palm Beach-Ft. Pierce	788,020	0.687
39	Birmingham (Ann and Tusc)	738,790	0.644
40	Las Vegas	737,300	0.643
41	Harrisburg-Lncstr-Leb-York	729,440	0.636
42	Grand Rapids-Kalmzoo-B.Crk	722,150	0.630
43	Norfolk-Portsmth-Newpt Nws	718,750	0.627
44	Oklahoma City	712,630	0.622
45	Albuquerque-Santa Fe	710,050	0.619
46	Greensboro-H.Point-W.Salem	691,200	0.603
47	Austin	686,830	0.599
48	Louisville	674,050	0.588
49	Memphis	669,940	0.584
50	Jacksonville	669,840	0.584

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RANK	MARKET	TV HOUSEHOLDS	% of U.S.
51	Buffalo	645,190	0.563
52	New Orleans	643,660	0.561
53	Providence-New Bedford	620,010	0.541
54	Wilkes Barre-Scranton-Hztn	590,740	0.515
55	Fresno-Visalia	574,800	0.501
56	Little Rock-Pine Bluff	571,630	0.499
57	Richmond-Petersburg	559,390	0.488
58	Albany-Schenectady-Troy	551,120	0.481
59	Tulsa	529,100	0.461
60	Mobile-Pensacola (Ft Walt)	527,930	0.460
61	Knoxville	527,790	0.460
62	Ft. Myers-Naples	504,240	0.440
63	Dayton	493,600	0.431
64	Lexington	488,850	0.426
65	Charleston-Huntington	465,030	0.406
66	Roanoke-Lynchburg	455,860	0.398
67	Wichita-Hutchinson Plus	454,590	0.397
68	Flint-Saginaw-Bay City	451,880	0.394
69	Green Bay-Appleton	445,760	0.389
70	Tucson (Sierra Vista)	442,020	0.386
71	Honolulu	434,730	0.379
72	Des Moines-Ames	431,300	0.376
73	Spokane	426,690	0.372
74	Toledo	426,280	0.372
75	Springfield, MO	423,010	0.369
76	Omaha	415,510	0.362
77	Columbia, SC	404,830	0.353
78	Portland-Auburn	401,370	0.350
79	Rochester, NY	398,790	0.348
80	Huntsville-Decatur (Flor)	394,010	0.344
81	Paducah-Cape Girard-Harsbg	393,330	0.343
82	Champaign&Sprngfld-Decatur	386,160	0.337
83	Shreveport	386,150	0.337
84	Syracuse	386,090	0.337
85	Madison	378,290	0.330
86	Chattanooga	366,790	0.320
87	Harlingen-Wsco-Brnsvl-McA	361,820	0.316
88	Waco-Temple-Bryan	353,190	0.308
89	Cedar Rapids-Wtrlo-IWC&Dub	344,150	0.300
90	Colorado Springs-Pueblo	343,160	0.299
91	El Paso (Las Cruces)	336,570	0.294
92	Savannah	335,080	0.292
93	Jackson, MS	334,530	0.292
94	Baton Rouge	333,010	0.290
95	Burlington-Plattsburgh	323,750	0.282
96	Tri-Cities, TN-VA	323,640	0.282
97	South Bend-Elkhart	322,090	0.281
98	Charleston, SC	311,260	0.271
99	Greenville-N.Bern-Washngtn	307,610	0.268
100	Davenport-R.Island-Moline	307,050	0.268
	TOTAL NFL MARKETS	53,908,400	47.020
	TOTAL TOP 100 MARKETS	98,659,390	86.053
	TOTAL MARKETS	114,649,310	100.00