



Local Television Market Universe Estimates: Asian* TV Homes
Estimates as of January 1, 2013 and used throughout the 2012-2013 television season
Effective September 22, 2012

Rank	Designated Market Area (DMA)	Asian TV Homes	% of US
1	Los Angeles	789,980	14.600
2	New York	680,570	12.578
3	San Francisco-Oak-San Jose	578,870	10.698
4	Honolulu	223,270	4.126
5	Chicago	199,180	3.681
6	Washington, DC (Hagrstwn)	197,560	3.651
7	Seattle-Tacoma	168,980	3.123
8	Sacramnto-Stkton-Modesto	148,520	2.745
9	Houston	145,420	2.688
10	Philadelphia	134,360	2.483
11	Dallas-Ft. Worth	132,030	2.440
12	Boston (Manchester)	121,880	2.253
13	San Diego	120,780	2.232
14	Atlanta	99,580	1.840
15	Las Vegas	70,330	1.300
16	Detroit	63,760	1.178
17	Minneapolis-St. Paul	61,880	1.144
18	Phoenix (Prescott)	60,900	1.126
19	Portland, OR	53,730	0.993
20	Denver	48,280	0.892
21	Baltimore	47,950	0.886
22	Orlando-Daytona Bch-Melbrn	44,950	0.831
23	Tampa-St. Pete (Sarasota)	43,550	0.805
24	Miami-Ft. Lauderdale	42,790	0.791
25	Fresno-Visalia	38,020	0.703
26	Raleigh-Durham (Fayetvle)	36,200	0.669
27	Austin	34,340	0.635
28	Hartford & New Haven	33,620	0.621
29	Charlotte	26,560	0.491
30	St. Louis	25,450	0.470
31	Columbus, OH	24,960	0.461
32	Cleveland-Akron (Canton)	24,150	0.446
33	Norfolk-Portsmth-Newpt Nws	22,720	0.420
34	Indianapolis	21,830	0.403
35	San Antonio	20,740	0.383
36	Salt Lake City	20,690	0.382
37	Kansas City	20,170	0.373
38	Milwaukee	19,590	0.362
39	Pittsburgh	19,540	0.361
40	Jacksonville	19,440	0.359



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41	Nashville	17,530	0.324
42	West Palm Beach-Ft. Pierce	16,650	0.308
43	Cincinnati	16,560	0.306
44	Oklahoma City	16,050	0.297
45	Richmond-Petersburg	15,570	0.288
46	Monterey-Salinas	14,450	0.267
47	Providence-New Bedford	14,030	0.259
48	New Orleans	13,570	0.251
49	Tucson (Sierra Vista)	12,810	0.237
50	Harrisburg-Lncstr-Leb-York	11,780	0.218
51	Greensboro-H.Point-W.Salem	11,670	0.216
52	Albany-Schenectady-Troy	11,630	0.215
53	Albuquerque-Santa Fe	11,210	0.207
54	SantaBarbra-SanMar-SanLuOb	10,920	0.202
55	Bakersfield	10,910	0.202
56	Grand Rapids-Kalmzoo-B.Crk	10,740	0.198
57	Reno	10,460	0.193
58	Buffalo	10,250	0.189
59	Madison	10,190	0.188
60	Waco-Temple-Bryan	10,180	0.188
61	Champaign&Sprngfld-Decatur	10,160	0.188
62	Memphis	10,000	0.185
63	Mobile-Pensacola (Ft Walt)	9,690	0.179
64	Rochester, NY	9,450	0.175
65	Louisville	9,340	0.173
66	Greenvll-Spart-Ashevll-And	9,330	0.172
67	Syracuse	9,030	0.167
68	Des Moines-Ames	8,990	0.166
69	Wichita-Hutchinson Plus	8,820	0.163
70	Anchorage	8,590	0.159
71	Colorado Springs-Pueblo	8,270	0.153
72	Birmingham (Ann and Tusc)	7,630	0.141
73	Spokane	7,450	0.138
74	Dayton	7,430	0.137
75	Omaha	7,270	0.134
76	Tulsa	7,160	0.132
77	Lansing	7,130	0.132
78	Ft. Smith-Fay-Sprngdl-Rgrs	6,940	0.128
79	Ft. Myers-Naples	6,490	0.120
80	Eugene	6,410	0.118



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81	Columbia, SC	6,060	0.112
82	Peoria-Bloomington	5,900	0.109
82	Lexington	5,900	0.109
84	Roanoke-Lynchburg	5,860	0.108
85	Baton Rouge	5,850	0.108
86	Gainesville	5,820	0.108
87	Green Bay-Appleton	5,740	0.106
88	Boise	5,580	0.103
89	Wilkes Barre-Scranton-Hztn	5,420	0.100
90	Springfield-Holyoke	5,330	0.099
91	El Paso (Las Cruces)	5,260	0.097
92	Little Rock-Pine Bluff	5,250	0.097
92	Cedar Rapids-Wtrlo-IWC&Dub	5,250	0.097
92	Savannah	5,250	0.097
95	Charleston, SC	5,090	0.094
96	Knoxville	5,060	0.094
97	Huntsville-Decatur (Flor)	4,990	0.092
97	Toledo	4,990	0.092
99	Chico-Redding	4,890	0.090
100	Tallahassee-Thomasville	4,860	0.090
101	Palm Springs	4,810	0.089
102	Yakima-Pasco-RchInd-Knnwck	4,710	0.087
103	Augusta-Aiken	4,320	0.080
104	Columbus, GA (Opelika, AL)	4,220	0.078
105	Lafayette, IN	4,200	0.078
106	Greenville-N.Bern-Washngtn	4,030	0.074
107	Flint-Saginaw-Bay City	4,020	0.074
108	Portland-Auburn	4,010	0.074
109	Lincoln & Hastings-Krny	3,980	0.074
110	Harlingen-Wslco-Brnsvl-McA	3,930	0.073
111	Johnstown-Altoona-St Colge	3,870	0.072
112	South Bend-Elkhart	3,860	0.071
113	Ft. Wayne	3,820	0.071
114	Burlington-Plattsburgh	3,650	0.067
115	Chattanooga	3,620	0.067
116	Springfield, MO	3,500	0.065
117	Corpus Christi	3,270	0.060
118	Beaumont-Port Arthur	3,250	0.060
118	Amarillo	3,250	0.060
118	Macon	3,250	0.060



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121	Rochestr-Mason City-Austin	3,230	0.060
122	Topeka	3,210	0.059
123	Montgomery-Selma	3,080	0.057
124	Columbia-Jefferson City	3,010	0.056
125	Davenport-R.Island-Moline	2,970	0.055
126	Shreveport	2,960	0.055
127	Biloxi-Gulfport	2,880	0.053
127	Rockford	2,880	0.053
129	Lubbock	2,770	0.051
130	Charlottesville	2,690	0.050
131	Fargo-Valley City	2,660	0.049
132	Myrtle Beach-Florence	2,610	0.048
133	Jackson, MS	2,590	0.048
134	Tyler-Longview(Lfkn&Ncgd)	2,580	0.048
135	Binghamton	2,550	0.047
136	Wausau-Rhineland	2,490	0.046
136	Lafayette, LA	2,490	0.046
136	Wichita Falls & Lawton	2,490	0.046
139	La Crosse-Eau Claire	2,450	0.045
140	Paducah-Cape Girard-Harsbg	2,390	0.044
141	Yuma-El Centro	2,100	0.039
142	Sioux Falls(Mitchell)	2,090	0.039
143	Utica	2,080	0.038
144	Salisbury	2,020	0.037
145	Charleston-Huntington	2,010	0.037
146	Evansville	1,920	0.035
147	Medford-Klamath Falls	1,850	0.034
148	Panama City	1,800	0.033
149	Wilmington	1,630	0.030
150	Youngstown	1,530	0.028
151	Eureka	1,430	0.026
151	Sioux City	1,430	0.026
153	Tri-Cities, TN-VA	1,420	0.026
154	Juneau	1,390	0.026
155	Odessa-Midland	1,330	0.025
156	Erie	1,320	0.024
157	Bowling Green	1,220	0.023
158	Idaho Fals-Pocatllo(Jcksn)	1,130	0.021
159	Alexandria, LA	1,050	0.019
159	Joplin-Pittsburg	1,050	0.019



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159	Albany, GA	1050	0.019
162	Bangor	1020	0.019
163	Missoula	1010	0.019
164	Fairbanks	1000	0.018
164	Harrisonburg	1000	0.018
166	Abilene-Sweetwater	950	0.018
166	Monroe-El Dorado	950	0.018
166	Watertown	950	0.018
169	Lake Charles	940	0.017
169	Elmira (Corning)	940	0.017
171	Columbus-Tupelo-W Pnt-Hstn	860	0.016
171	Dothan	860	0.016
173	Bend, OR	760	0.014
173	Sherman-Ada	760	0.014
175	Duluth-Superior	750	0.014
175	Terre Haute	750	0.014
177	Rapid City	740	0.014
177	Marquette	740	0.014
179	Quincy-Hannibal-Keokuk	660	0.012
179	Traverse City-Cadillac	660	0.012
181	Laredo	580	0.011
182	Cheyenne-Scottsbluff	570	0.011
182	Hattiesburg-Laurel	570	0.011
182	Minot-Bsmrck-Dcknsn(Wlstn)	570	0.011
182	Bluefield-Beckley-Oak Hill	570	0.011
186	Grand Junction-Montrose	560	0.010
186	Twin Falls	560	0.010
186	Billings	560	0.010
189	Butte-Bozeman	550	0.010
190	Mankato	480	0.009
190	Jonesboro	480	0.009
190	San Angelo	480	0.009
190	Wheeling-Steubenville	480	0.009
194	Great Falls	470	0.009
195	Jackson, TN	380	0.007
195	Victoria	380	0.007
197	Ottumwa-Kirksville	370	0.007
198	Greenwood-Greenville	290	0.005
198	Parkersburg	290	0.005
198	Lima	290	0.005



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201	Casper-Riverton	280	0.005
201	St. Joseph	280	0.005
203	Helena	190	0.004
203	Meridian	190	0.004
203	Clarksburg-Weston	190	0.004
206	North Platte	90	0.002
206	Zanesville	90	0.002
206	Alpena	90	0.002
206	Presque Isle	90	0.002
210	Glendive	-	-
	NSI Total U.S.	5,410,880	100.000

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