

OTA estimate by DMA -- 1/26/2007		TV Households								Subsr'n TV Households		
Top Quartile		Dir	TV		%	%	%	%	OTA	Wired	%	OTA
Second Quartile		Loc-	Households	Cable	Wired	ADS	Both	OTA	HH	Cable	ADS	OTA
DMA Name	PTV	into-	ADS	Cable	Cable							PTV
	Tx	Loc										Mbrs
Abilene-Sweetwater, TX	0		114,210	86.8	45.3	42.8	1.3	13.2	15,076	52.2	49.3	20
Albany, GA	2		153,190	89.7	60.4	30.1	0.8	10.3	15,779	67.4	33.6	16
Albany-Schenectady-Troy, NY	1	1	554,970	90.7	78.2	13.2	0.7	9.3	51,612	86.2	14.5	14
Albuquerque-Santa Fe, NM	1	1	662,380	81.6	44.2	38.7	1.3	18.4	121,878	54.2	47.5	28
Alexandria, LA	1		89,600	92.1	66.0	27.9	1.8	7.9	7,078	71.7	30.3	12
Alpena, MI	1		17,600	88.8	62.1	27.3	0.6	11.2	1,971	69.9	30.8	17
Amarillo, TX	2		190,590	87.7	51.0	38.4	1.7	12.3	23,443	58.1	43.7	19
Anchorage, AK	1	1	142,230	80.2	66.0	14.6	0.4	19.8	28,162	82.3	18.2	30
Atlanta, GA	2		2,205,510	92.0	61.5	31.0	0.5	8.0	176,441	66.9	33.7	12
Augusta, GA	2	1	247,450	87.5	64.0	24.2	0.7	12.5	30,931	73.1	27.6	19
Austin, TX	1	1	602,340	87.8	69.1	19.5	0.8	12.2	73,485	78.7	22.2	19
Bakersfield, CA	0	1	210,960	82.1	56.7	25.9	0.5	17.9	37,762	69.0	31.5	27
Baltimore, MD	2	1	1,097,290	86.4	72.3	14.6	0.5	13.6	149,231	83.7	16.9	21
Bangor, ME	2		143,170	79.8	48.3	32.4	0.9	20.2	28,920	60.6	40.6	31
Baton Rouge, LA	1	1	322,540	90.8	74.0	17.6	0.8	9.2	29,674	81.5	19.4	14
Beaumont-Port Arthur, TX	0		167,090	87.6	65.3	23.4	1.1	12.4	20,719	74.5	26.7	19
Bend, OR	1		57,790	83.5	60.2	24.7	1.4	16.5	9,535	72.1	29.6	25
Billings, MT	0		103,710	84.1	51.8	32.8	0.5	15.9	16,490	61.6	39.0	24
Biloxi-Gulfport, MS	1		134,320	91.1	67.6	24.3	0.8	8.9	11,954	74.2	26.7	14
Binghamton, NY	1		138,220	92.0	74.1	19.0	1.1	8.0	11,058	80.6	20.7	12
Birmingham (Anniston and Tuscaloosa), AL	2	1	723,210	91.1	57.7	34.2	0.8	8.9	64,366	63.3	37.5	14
Bluefield-Beckley-Oak Hill, WV	1		145,550	95.3	72.6	24.4	1.7	4.7	6,841	76.2	25.6	7
Boise, ID	1	1	238,990	69.7	36.4	33.7	0.4	30.3	72,414	52.3	48.4	46
Boston, MA (Manchester, NH)	4	1	2,372,030	94.6	84.4	11.3	1.1	5.4	128,090	89.2	12.0	8
Bowling Green, KY	2		76,910	89.0	66.1	24.0	1.1	11.0	8,460	74.3	27.0	17
Buffalo, NY	1	1	639,990	90.5	69.0	22.5	1.0	9.5	60,799	76.3	24.9	15
Burlington, VT-Plattsburgh, NY	6	1	327,480	88.2	53.4	35.7	0.9	11.8	38,643	60.5	40.5	18
Butte-Bozeman, MT	1		60,560	78.7	48.8	30.5	0.6	21.3	12,899	62.0	38.8	33
Casper-Riverton, WY	1		52,400	89.5	60.0	30.4	0.9	10.5	5,502	67.0	34.0	16
Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	2	1	333,270	83.7	59.7	24.7	0.7	16.3	54,323	71.3	29.5	25
Champaign & Springfield-Decatur, IL	3	1	378,150	88.8	63.8	25.8	0.8	11.2	42,353	71.8	29.0	17
Charleston, SC	1	1	290,110	87.3	66.0	22.1	0.8	12.7	36,844	75.5	25.3	19
Charleston-Huntington, WV	5	1	477,890	93.1	62.3	32.0	1.2	6.9	32,974	66.9	34.4	11
Charlotte, NC	4	1	1,045,240	89.4	63.2	27.1	0.9	10.6	110,795	70.6	30.3	16
Charlottesville, VA	1		83,850	89.3	54.3	35.8	0.8	10.7	8,972	60.9	40.1	16
Chattanooga, TN	2	1	347,380	89.5	64.2	26.3	1.0	10.5	36,475	71.8	29.4	16
Cheyenne, WY-Scottsbluff, NE	1		54,030	89.9	60.4	30.2	0.7	10.1	5,457	67.2	33.6	15
Chicago, IL	3	1	3,455,020	82.1	62.8	20.2	0.9	17.9	618,449	76.4	24.5	27
Chico-Redding, CA	1	1	193,590	81.8	38.3	44.4	0.9	18.2	35,233	46.9	54.3	28
Cincinnati, OH	4	1	886,910	82.0	61.0	21.3	0.3	18.0	159,644	74.4	26.0	27
Clarksburg-Weston, WV	1		109,020	95.3	60.5	35.8	1.0	4.7	5,124	63.4	37.5	7
Cleveland-Akron (Canton), OH	2	1	1,537,500	85.3	69.2	16.6	0.5	14.7	226,013	81.1	19.5	22
Colorado Springs-Pueblo, CO	1	1	316,630	80.8	49.0	32.5	0.7	19.2	60,793	60.6	40.3	29
Columbia, SC	2	1	377,940	85.8	55.7	30.9	0.8	14.2	53,667	65.0	36.0	22
Columbia-Jefferson City, MO	1	1	170,260	83.3	42.6	41.5	0.8	16.7	28,433	51.2	49.8	25
Columbus, GA	1	1	207,180	91.9	74.8	18.1	1.0	8.1	16,782	81.4	19.6	12
Columbus, OH	1	1	898,030	87.0	69.3	18.2	0.5	13.0	116,744	79.6	20.9	20
Columbus-Tupelo-West Point, MS	2	1	187,150	88.4	40.4	48.9	0.9	11.6	21,709	45.7	55.3	18
Corpus Christi, TX	1	1	194,160	89.3	72.3	17.8	0.8	10.7	20,775	81.0	19.9	16
Dallas-Ft. Worth, TX	1	1	2,378,660	79.7	44.7	36.1	1.1	20.3	482,868	56.1	45.3	31
Davenport, IA-Rock Island-Moline, IL	2	1	308,360	85.3	60.2	25.9	0.8	14.7	45,329	70.5	30.4	22
Dayton, OH	1	1	531,120	84.6	67.8	17.7	0.9	15.4	81,792	80.2	21.0	24
Denver, CO	4	1	1,431,910	86.0	56.9	30.2	1.1	14.0	200,467	66.2	35.1	21
Des Moines-Ames, IA	2	1	417,900	79.7	52.4	27.9	0.6	20.3	84,834	65.7	35.0	31
Detroit, MI	1	1	1,938,320	89.7	67.5	23.5	1.3	10.3	199,647	75.3	26.2	16
Dothan, AL	0		99,410	92.4	70.6	22.7	0.9	7.6	7,555	76.4	24.6	12
Duluth, MN-Superior, WI	1	1	171,780	75.1	40.8	34.8	0.5	24.9	42,773	54.4	46.4	38
El Paso, TX	2	1	293,700	68.1	49.6	19.3	0.8	31.9	93,690	72.9	28.3	49
Elmira, NY	0		96,690	93.5	69.7	24.4	0.6	6.5	6,285	74.6	26.1	10
Erie, PA	1		157,860	84.1	63.1	22.0	1.0	15.9	25,100	75.0	26.2	24
Eugene, OR	2	1	231,710	82.5	53.9	29.2	0.6	17.5	40,549	65.4	35.4	27
Eureka, CA	1		59,360	85.1	69.1	16.8	0.8	14.9	8,845	81.2	19.7	23
Evansville, IN	3	1	289,730	85.8	53.8	32.6	0.6	14.2	41,142	62.7	38.0	22
Fairbanks, AK	1	1	33,240	73.9	46.8	27.3	0.2	26.1	8,676	63.3	36.9	40
Fargo-Valley City, ND	3	1	235,320	85.4	57.4	28.5	0.5	14.6	34,357	67.2	33.4	22
Flint-Saginaw-Bay City, MI	4	1	475,500	86.0	60.7	26.2	0.9	14.0	66,570	70.5	30.4	21
Fresno-Visalia, CA	1	1	557,380	76.1	44.6	32.5	1.0	23.9	133,214	58.6	42.8	36
Ft. Myers-Naples, FL	1	1	479,130	93.9	74.2	21.7	2.0	6.1	29,227	79.1	23.2	9
Ft. Smith-Fayetteville-Springdale-Rogers, AR	1	1	280,510	88.5	53.9	35.2	0.6	11.5	32,259	60.9	39.8	18
Ft. Wayne, IN	1	1	271,550	77.5	44.2	34.0	0.7	22.5	61,099	57.0	43.9	34
Gainesville, FL	1		119,590	89.9	65.0	26.1	1.2	10.1	12,079	72.3	29.0	15

Glendive, MT	0		3,980	93.5	76.1	17.8	0.4	6.5	259	81.5	19.1	10
Grand Junction-Montrose, CO	1		69,560	81.6	50.7	31.4	0.5	18.4	12,799	62.1	38.5	28
Grand Rapids-Kalamazoo-Battle Creek, MI	2	1	734,670	81.9	55.1	27.4	0.6	18.1	132,975	67.2	33.4	28
Great Falls, MT	0		63,510	85.5	51.0	35.2	0.7	14.5	9,209	59.6	41.2	22
Green Bay-Appleton, WI	1	1	434,760	77.5	52.3	25.7	0.5	22.5	97,821	67.4	33.1	34
Greensboro-High Point-Winston Salem, NC	1	1	660,570	88.5	64.1	25.1	0.7	11.5	75,966	72.4	28.4	18
Greenville-New Bern-Washington, NC	3	1	270,420	86.6	59.7	28.0	1.1	13.4	36,236	68.9	32.3	20
Greenville-Spartanburg, SC-Asheville, NC-	4	1	826,290	87.1	50.8	37.5	1.2	12.9	106,591	58.3	43.0	20
Greenwood-Greenville, MS	1		76,830	92.3	66.7	27.2	1.6	7.7	5,916	72.2	29.5	12
Harlingen-Weslaco-Brownsville-McAllen, TX	1	1	327,070	62.7	40.6	22.6	0.5	37.3	121,997	64.8	36.1	57
Harrisburg-Lancaster-Lebanon-York, PA	1	1	713,960	90.8	75.3	16.2	0.7	9.2	65,684	82.9	17.8	14
Harrisonburg, VA	1		87,630	90.3	60.3	31.0	1.0	9.7	8,500	66.8	34.3	15
Hartford & New Haven, CT	2	1	1,014,630	94.5	82.2	12.9	0.6	5.5	55,805	87.0	13.7	8
Hattiesburg-Laurel, MS	0		111,580	88.0	47.9	41.8	1.7	12.0	13,390	54.5	47.5	18
Helena, MT	0		25,970	80.6	56.2	25.1	0.7	19.4	5,038	69.8	31.2	30
Honolulu, HI	2	1	419,160	94.5	90.0	4.9	0.4	5.5	23,054	95.3	5.2	8
Houston, TX	1	1	1,982,120	77.4	52.3	25.7	0.6	22.6	447,959	67.5	33.1	35
Huntsville-Decatur (Florence), AL	2	1	375,270	91.9	64.2	28.1	0.4	8.1	30,397	69.9	30.6	12
Idaho Falls-Pocatello, ID	1		116,560	79.9	33.3	47.0	0.4	20.1	23,429	41.7	58.9	31
Indianapolis, IN	2	1	1,060,550	84.3	58.3	26.6	0.6	15.7	166,506	69.1	31.6	24
Jackson, MS	1	1	343,550	89.5	48.0	42.4	0.9	10.5	36,073	53.6	47.4	16
Jackson, TN	1		95,070	93.4	60.1	34.2	0.9	6.6	6,275	64.4	36.6	10
Jacksonville, FL	2	1	639,110	89.2	65.8	24.7	1.3	10.8	69,024	73.8	27.7	16
Johnstown-Altoona, PA	1	1	294,160	93.6	68.2	25.9	0.5	6.4	18,826	72.9	27.7	10
Jonesboro, AR	1		89,500	89.7	57.5	33.3	1.1	10.3	9,219	64.0	37.2	16
Joplin, MO-Pittsburg, KS	1		154,640	79.3	42.8	37.2	0.7	20.7	32,010	53.9	46.9	32
Juneau, AK	1	1	23,910	92.1	70.3	23.3	1.5	7.9	1,889	76.3	25.3	12
Kansas City, MO	1	1	913,280	85.0	62.8	22.6	0.4	15.0	136,992	73.8	26.6	23
Knoxville, TN	2	1	523,010	91.7	62.2	30.6	1.1	8.3	43,410	67.8	33.3	13
La Crosse-Eau Claire, WI	2	1	209,870	82.0	55.4	27.3	0.7	18.0	37,777	67.6	33.2	27
Lafayette, IN	0		64,680	88.3	68.9	20.3	0.9	11.7	7,568	78.0	23.0	18
Lafayette, LA	1	1	225,650	91.8	67.6	24.8	0.6	8.2	18,503	73.7	27.1	13
Lake Charles, LA	1		94,840	91.5	67.3	25.9	1.7	8.5	8,061	73.6	28.3	13
Lansing, MI	1	1	256,190	83.3	58.1	26.0	0.8	16.7	42,784	69.7	31.3	25
Laredo, TX	0		65,790	75.5	65.6	11.2	1.3	24.5	16,119	86.9	14.9	37
Las Vegas, NV	1	1	671,630	88.9	70.0	19.7	0.8	11.1	74,551	78.7	22.1	17
Lexington, KY	4	1	483,520	89.9	56.3	34.4	0.8	10.1	48,836	62.6	38.3	15
Lima, OH	1		53,180	90.6	71.7	20.1	1.2	9.4	4,999	79.1	22.2	14
Lincoln & Hastings-Kearney, NE	4	1	275,970	87.4	59.3	28.9	0.8	12.6	34,772	67.9	33.1	19
Little Rock-Pine Bluff, AR	3	1	539,900	86.2	47.7	39.7	1.2	13.8	74,506	55.3	46.0	21
Los Angeles, CA	4	1	5,611,110	80.3	54.7	26.4	0.8	19.7	1,105,389	68.2	32.9	30
Louisville, KY	3	1	648,190	86.3	60.5	26.5	0.7	13.7	88,802	70.1	30.7	21
Lubbock, TX	1		151,610	79.6	47.1	33.2	0.7	20.4	30,928	59.2	41.6	31
Macon, GA	1	1	230,180	91.4	60.6	31.8	1.0	8.6	19,795	66.4	34.8	13
Madison, WI	1	1	369,220	80.4	56.6	24.4	0.6	19.6	72,367	70.4	30.3	30
Mankato, MN	0	1	51,090	86.5	66.0	21.3	0.8	13.5	6,897	76.3	24.6	21
Marquette, MI	1		89,670	91.7	70.5	22.1	0.9	8.3	7,443	76.9	24.1	13
Medford-Klamath Falls, OR	2	1	164,780	87.8	53.3	35.4	0.9	12.2	20,103	60.7	40.3	19
Memphis, TN	2	1	664,290	84.5	53.0	32.3	0.8	15.5	102,965	62.7	38.3	24
Meridian, MS	1		74,440	87.9	42.8	46.2	1.1	12.1	9,007	48.7	52.6	18
Miami-Fort Lauderdale, FL	2	1	1,538,620	91.3	67.5	25.8	2.0	8.7	133,860	73.9	28.2	13
Milwaukee, WI	2	1	882,990	79.4	64.3	15.5	0.4	20.6	181,896	81.0	19.5	31
Minneapolis-St. Paul, MN	5	1	1,678,430	76.7	54.9	22.3	0.5	23.3	391,074	71.6	29.1	36
Minot-Bismarck-Dickinson(Williston), ND	5		135,550	87.7	62.2	26.4	0.9	12.3	16,673	71.0	30.1	19
Missoula, MT	1		106,250	79.7	36.0	44.1	0.4	20.3	21,569	45.1	55.4	31
Mobile, AL-Pensacola (Ft. Walton Beach), FL	2	1	524,200	89.4	64.0	26.3	0.9	10.6	55,565	71.7	29.4	16
Monroe, LA-El Dorado, AR	1		178,200	86.8	54.9	33.3	1.4	13.2	23,522	63.2	38.4	20
Monterey-Salinas, CA	1	1	218,390	87.2	60.8	27.8	1.4	12.8	27,954	69.7	31.8	20
Montgomery-Selma, AL	4		241,130	91.1	69.5	22.6	1.0	8.9	21,461	76.3	24.8	14
Myrtle Beach-Florence, SC	2	1	272,340	88.7	66.9	22.6	0.8	11.3	30,774	75.4	25.4	17
Nashville, TN	2	1	944,100	88.3	55.8	33.3	0.8	11.7	110,460	63.2	37.7	18
New Orleans, LA	2	1	566,960	85.5	77.9	9.4	1.8	14.5	82,209	91.1	11.1	22
New York, NY	6	1	7,366,950	93.9	80.3	15.3	1.7	6.1	449,384	85.5	16.3	9
Norfolk-Portsmouth-Newport News, VA	1	1	712,790	90.9	73.9	17.9	0.9	9.1	64,864	81.3	19.7	14
North Platte, NE	1		15,480	88.6	65.3	24.9	1.6	11.4	1,765	73.7	28.1	17
Odessa-Midland, TX	1		135,270	90.9	74.6	17.7	1.4	9.1	12,310	82.0	19.5	14
Oklahoma City, OK	2	1	662,380	84.2	60.0	24.7	0.5	15.8	104,656	71.3	29.3	24
Omaha, NE	3	1	403,560	88.9	73.6	15.7	0.4	11.1	44,795	82.9	17.7	17
Orlando-Daytona Beach-Melbourne, FL	3	1	1,395,830	92.8	70.8	22.8	0.8	7.2	100,500	76.3	24.6	11
Ottumwa, IA-Kirksville, MO	0		51,470	86.9	47.4	40.2	0.7	13.1	6,743	54.6	46.2	20
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	3	1	384,510	86.3	46.0	40.9	0.6	13.7	52,678	53.3	47.4	21
Palm Springs, CA	0		149,880	95.3	82.0	15.1	1.8	4.7	7,044	86.0	15.8	7
Panama City, FL	1		140,790	90.6	64.9	26.6	0.9	9.4	13,234	71.7	29.4	14
Parkersburg, WV	0		63,850	93.8	76.3	18.7	1.2	6.2	3,959	81.3	20.0	9
Peoria-Bloomington, IL	1	1	243,280	87.7	65.1	23.4	0.8	12.3	29,923	74.2	26.7	19
Philadelphia, PA	5	1	2,941,450	92.2	78.0	15.5	1.3	7.8	229,433	84.6	16.8	12
Phoenix, AZ	1	1	1,725,000	84.6	60.2	25.4	1.0	15.4	265,650	71.1	30.1	24

Pittsburgh, PA	2	1	1,163,150	92.1	74.7	17.8	0.4	7.9	91,889	81.1	19.4	12
Portland, OR	2		1,117,990	78.8	53.0	26.3	0.5	21.2	237,014	67.3	33.4	32
Portland-Auburn, ME	2	1	409,180	88.0	71.0	17.6	0.6	12.0	49,102	80.7	20.0	18
Presque Isle, ME	1		31,170	89.3	56.1	34.9	1.7	10.7	3,335	62.8	39.1	16
Providence, RI-New Bedford, MA	2	1	633,950	90.6	82.2	9.1	0.7	9.4	59,591	90.7	10.1	14
Quincy, IL-Hannibal, MO-Keokuk, IA	2		103,690	84.9	46.3	39.8	1.2	15.1	15,657	54.6	46.9	23
Raleigh-Durham (Fayetteville), NC	3	1	1,006,330	87.4	60.4	27.8	0.8	12.6	126,798	69.1	31.8	19
Rapid City, SD	2		93,870	87.7	63.9	24.3	0.5	12.3	11,546	72.9	27.7	19
Reno, NV	1	1	261,250	89.6	56.3	34.6	1.3	10.4	27,170	62.8	38.7	16
Richmond-Petersburg, VA	2	1	517,800	89.1	60.0	30.0	0.9	10.9	56,440	67.3	33.7	17
Roanoke-Lynchburg, VA	1	1	445,840	88.8	51.1	38.2	0.5	11.2	49,934	57.6	43.1	17
Rochester, MN-Mason City, IA-Austin, MN	2	1	143,090	85.2	68.6	17.2	0.6	14.8	21,177	80.6	20.2	23
Rochester, NY	1	1	392,630	83.4	70.8	13.2	0.6	16.6	65,177	84.9	15.9	25
Rockford, IL	0	1	184,560	84.6	60.1	25.5	1.0	15.4	28,422	71.0	30.1	24
Sacramento-Stockton-Modesto, CA	1	1	1,368,680	85.3	51.9	34.0	0.6	14.7	201,196	60.9	39.9	22
Salisbury, MD	2		150,790	93.4	75.6	18.8	1.0	6.6	9,952	80.9	20.2	10
Salt Lake City, UT	3	1	839,170	76.0	40.6	35.8	0.4	24.0	201,401	53.4	47.1	37
San Angelo, TX	0		52,930	92.3	60.8	33.6	2.1	7.7	4,076	65.9	36.4	12
San Antonio, TX	1	1	774,470	84.9	62.3	23.2	0.6	15.1	116,945	73.5	27.4	23
San Diego, CA	1	1	1,030,020	91.3	82.1	9.8	0.6	8.7	89,612	89.9	10.7	13
San Francisco-Oakland-San Jose, CA	5	1	2,383,570	88.8	70.1	20.4	1.7	11.2	266,960	78.9	22.9	17
Santa Barbara-Santa Maria-San Luis Obispo,	0	1	227,700	92.0	67.3	25.5	0.8	8.0	18,216	73.2	27.8	12
Savannah, GA	2	1	298,130	91.5	63.0	29.8	1.3	8.5	25,341	68.8	32.6	13
Seattle-Tacoma, WA	3	1	1,724,450	86.7	70.2	17.0	0.5	13.3	229,352	80.9	19.6	20
Sherman, TX-Ada, OK	0		124,330	87.8	47.5	41.5	1.2	12.2	15,168	54.0	47.3	19
Shreveport, LA	1	1	381,200	87.4	43.6	45.2	1.4	12.6	48,031	49.8	51.7	19
Sioux City, IA	2		156,480	83.4	57.7	26.3	0.6	16.6	25,976	69.2	31.6	25
Sioux Falls (Mitchell), SD	6	1	247,000	88.4	63.0	26.0	0.6	11.6	28,652	71.2	29.4	18
South Bend-Elkhart, IN	1	1	334,370	76.7	43.9	33.4	0.6	23.3	77,908	57.2	43.5	36
Spokane, WA	4	1	395,490	83.6	47.3	36.9	0.6	16.4	64,860	56.6	44.2	25
Springfield, MO	1	1	402,310	78.2	35.5	43.2	0.5	21.8	87,704	45.5	55.3	33
Springfield-Holyoke, MA	1	1	264,480	92.4	84.2	9.2	1.0	7.6	20,100	91.1	9.9	12
St. Joseph, MO	0		45,840	87.3	64.1	24.2	1.0	12.7	5,822	73.5	27.7	19
St. Louis, MO	1	1	1,228,980	80.9	49.6	32.2	0.9	19.1	234,735	61.3	39.8	29
Syracuse, NY	1	1	386,940	87.7	73.9	14.2	0.4	12.3	47,594	84.4	16.2	19
Tallahassee, FL-Thomasville, GA	1	1	266,210	90.6	61.3	30.3	1.0	9.4	25,024	67.7	33.5	14
Tampa-St. Petersburg (Sarasota), FL	2	1	1,755,750	90.3	73.5	17.5	0.7	9.7	170,308	81.4	19.4	15
Terre Haute, IN	2		144,880	86.3	49.9	37.2	0.8	13.7	19,849	57.8	43.1	21
Toledo, OH	1	1	425,820	82.8	62.1	21.5	0.8	17.2	73,241	75.0	25.9	26
Topeka, KS	1	1	171,310	87.2	63.8	24.1	0.7	12.8	21,928	73.2	27.7	20
Traverse City-Cadillac, MI	2	1	248,680	83.2	50.2	33.6	0.6	16.8	41,778	60.4	40.4	26
Tri-Cities, TN-VA	2	1	326,560	91.9	65.4	27.4	0.9	8.1	26,451	71.1	29.9	12
Tucson (Sierra Vista), AZ	2	1	433,310	83.4	58.9	25.1	0.6	16.6	71,929	70.7	30.1	25
Tulsa, OK	3	1	513,090	84.8	51.8	34.9	1.9	15.2	77,990	61.1	41.1	23
Twin Falls, ID	1		61,160	84.7	42.2	43.1	0.6	15.3	9,357	49.8	50.9	23
Tyler-Longview(Lufkin & Nacogdoches), TX	0	1	258,860	87.5	45.8	42.9	1.2	12.5	32,358	52.3	49.0	19
Utica, NY	0		106,080	92.1	75.7	17.6	1.2	7.9	8,380	82.2	19.2	12
Victoria, TX	0		30,450	88.8	68.1	21.8	1.1	11.2	3,410	76.7	24.5	17
Waco-Temple-Bryan, TX	3	1	311,690	88.9	58.4	31.2	0.7	11.1	34,598	65.8	35.1	17
Washington, DC (Hagerstown, MD)	4	1	2,272,120	90.0	64.4	26.3	0.7	10.0	227,212	71.6	29.2	15
Watertown, NY	2		94,050	91.9	67.9	25.2	1.2	8.1	7,618	73.9	27.4	12
Wausau-Rhineland, WI	2	1	180,640	79.7	46.5	33.8	0.6	20.3	36,670	58.3	42.4	31
West Palm Beach-Ft. Pierce, FL	1	1	772,140	96.0	73.6	23.8	1.4	4.0	30,886	76.7	24.8	6
Wheeling, WV-Steubenville, OH	1		140,950	92.1	73.8	19.3	1.0	7.9	11,135	80.2	20.9	12
Wichita Falls, TX-Lawton, OK	0		152,380	88.6	53.1	36.8	1.3	11.4	17,371	59.9	41.5	17
Wichita-Hutchinson, KS Plus	4	1	445,860	86.2	64.4	22.5	0.7	13.8	61,529	74.7	26.1	21
Wilkes Barre-Scranton, PA	1	1	590,170	93.1	73.1	20.6	0.6	6.9	40,722	78.5	22.1	11
Wilmington, NC	1	1	174,170	91.6	69.2	23.3	0.9	8.4	14,630	75.6	25.4	13
Yakima-Pasco-Richland-Kennewick, WA	2	1	213,780	82.4	46.4	36.7	0.7	17.6	37,625	56.3	44.5	27
Youngstown, OH	1	1	276,550	86.9	69.2	18.1	0.4	13.1	36,228	79.7	20.9	20
Yuma, AZ-El Centro, CA	0		107,360	75.1	44.8	31.4	1.1	24.9	26,733	59.6	41.8	38
Zanesville, OH	0	1	33,090	91.0	73.9	17.4	0.3	9.0	2,978	81.2	19.2	14
Total (excl.)	340	141	111,350,030						14,629,291			
									13.1%			

Source: Nielsen Media Research, DMA Household Universe Estimates (Sep. 2006)

Cable and ADS estimates from Nov. 2006

Alternate Delivery Systems (ADS) refers to reception of TV programming via satellite (DBS or Large Dish), or from satellite master

* TV Households with wired cable as well as ADS are included in both the Wired Cable and ADS columns.

** Subscription TV Households are those paying for video delivery. The percentages add up to more than 100% because households with both wired cable and ADS are included in both columns.