



Out of Home Advertising Association of America

2021 NIELSEN DMA RANKINGS

DMA Name	2021 Rank	2020 Rank	Rank Position Change	Total Homes 2021	Total Homes 2020
New York	1	1	0	7,452,620	6,824,120
Los Angeles	2	2	0	5,735,230	5,145,350
Chicago	3	3	0	3,471,560	3,256,400
Philadelphia	4	4	0	2,997,360	2,758,330
Dallas-Ft. Worth	5	5	0	2,962,520	2,563,320
San Francisco-Oak-San Jose	6	6	0	2,653,270	2,364,740
Atlanta	7	10	3	2,648,970	2,269,270
Houston	8	8	0	2,569,900	2,330,180
Washington, DC (Hagrstwn)	9	7	-2	2,565,580	2,351,930
Boston (Manchester)	10	9	-1	2,489,620	2,302,680
Phoenix (Prescott)	11	11	0	2,158,240	1,879,780
Seattle-Tacoma	12	13	1	2,098,800	1,764,680
Tampa-St. Pete (Sarasota)	13	12	-1	2,035,250	1,800,600
Minneapolis-St. Paul	14	15	1	1,887,390	1,697,370
Detroit	15	14	-1	1,862,620	1,737,170
Denver	16	17	1	1,798,440	1,532,320
Orlando-Daytona Bch-Melbrn	17	18	1	1,731,360	1,492,640
Miami-Ft. Lauderdale	18	16	-2	1,693,450	1,642,220
Cleveland-Akron (Canton)	19	19	0	1,511,970	1,366,110
Sacramnto-Stkton-Modesto	20	20	0	1,459,260	1,317,500
Portland,OR	21	22	1	1,315,470	1,112,500
Charlotte	22	21	-1	1,290,660	1,125,970
St. Louis	23	23	0	1,239,210	1,099,590
Raleigh-Durham (Fayetteville)	24	27	3	1,237,230	1,025,320
Indianapolis	25	25	0	1,182,500	1,053,830
Pittsburgh	26	24	-2	1,166,130	1,079,900
San Diego	27	29	2	1,132,300	981,650
Baltimore	28	26	-2	1,129,830	1,039,490
Nashville	29	28	-1	1,102,340	983,180
Salt Lake City	30	30	0	1,100,260	952,470
San Antonio	31	31	0	1,031,180	916,970
Hartford & New Haven	32	33	1	1,002,710	885,890
Columbus, OH	33	34	1	999,300	877,490
Kansas City	34	32	-2	986,160	896,850

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Greenville-Spart-Asheville-And	35	38	3	940,000	787,930
Cincinnati	36	37	1	925,900	828,250
Milwaukee	37	35	-2	921,920	837,300
Austin	38	40	2	912,400	736,770
West Palm Beach-Ft. Pierce	39	36	-3	870,720	828,980
Las Vegas	40	39	-1	833,510	743,220
Grand Rapids-Kalamazoo-B.Crk	41	45	4	781,080	653,100
Harrisburg-Lancaster-Lebanon-York	42	47	5	772,810	641,660
Jacksonville	43	41	-2	756,960	690,400
Oklahoma City	44	43	-1	755,340	666,690
Birmingham (Ann and Tuscaloosa)	45	44	-1	730,440	666,170
Norfolk-Portsmouth-Newport News	46	42	-4	725,580	684,310
Greensboro-High Point-Wilmington-Salem	47	49	2	717,110	635,580
Albuquerque-Santa Fe	48	46	-2	716,800	648,350
Louisville	49	48	-1	696,070	636,150
New Orleans	50	50	0	663,520	615,480
Memphis	51	51	0	619,610	580,600
Providence-New Bedford	52	56	4	619,140	543,430
Buffalo	53	52	-1	612,780	576,710
Ft. Myers-Naples	54	53	-1	608,640	564,250
Fresno-Visalia	55	55	0	607,200	550,860
Richmond-Petersburg	56	54	-2	585,030	555,630
Mobile-Pensacola (Ft. Walton Beach)	57	57	0	584,290	518,740
Wilkes Barre-Scranton-Hazleton	58	60	2	571,470	497,830
Little Rock-Pine Bluff	59	62	3	562,060	472,560
Albany-Schenectady-Troy	60	59	-1	556,730	500,400
Tulsa	61	58	-3	552,980	509,560
Knoxville	62	61	-1	535,230	491,810
Lexington	63	64	1	499,880	425,890
Tucson (Sierra Vista)	64	65	1	479,780	421,820
Dayton	65	63	-2	476,790	445,240
Spokane	66	70	4	470,210	381,590
Honolulu	67	66	-1	464,090	414,130
Des Moines-Ames	68	68	0	457,040	393,470
Green Bay-Appleton	69	67	-2	455,560	394,210
Wichita-Hutchinson Plus	70	72	2	447,710	378,930
Roanoke-Lynchburg	71	69	-2	446,270	384,120
Omaha	72	71	-1	439,530	380,630
Flint-Saginaw-Bay City	73	77	4	439,380	360,530
Springfield, MO	74	73	-1	432,370	373,700
Charleston-Huntington	75	74	-1	426,980	367,290

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Columbia, SC	76	75	-1	421,760	365,850
Rochester, NY	77	76	-1	412,190	361,750
Portland-Auburn	78	79	1	409,560	349,470
Huntsville-Decatur (Flor)	79	78	-1	409,200	351,610
Toledo	80	80	0	408,590	347,480
Madison	81	81	0	408,570	343,350
Colorado Springs-Pueblo	82	85	3	386,620	327,530
Waco-Temple-Bryan	83	82	-1	383,820	333,300
Paducah-Cape Girard-Harsbg	84	84	0	382,300	330,920
Harlingen-Wslco-Brnsvl-McA	85	83	-2	380,530	331,520
Shreveport	86	86	0	375,420	321,190
Syracuse	87	87	0	373,320	320,830
Chattanooga	88	92	4	373,120	305,340
Charleston, SC	89	91	2	369,800	309,250
Champaign&Sprngfld-Decatur	90	88	-2	365,240	315,780
Savannah	91	89	-2	364,630	315,400
Cedar Rapids-Wtrlo-IWC&Dub	92	90	-2	357,480	311,260
El Paso (Las Cruces)	93	93	0	343,530	295,070
Baton Rouge	94	94	0	335,670	293,610
Ft. Smith-Fay-Sprngdl-Rgrs	95	101	6	327,930	265,520
Burlington-Plattsburgh	96	96	0	326,000	283,080
Jackson, MS	97	95	-2	323,800	284,110
South Bend-Elkhart	98	98	0	320,050	277,380
Myrtle Beach-Florence	99	97	-2	314,030	277,560
Tri-Cities, TN-VA	100	99	-1	312,560	273,310
Boise	101	102	1	311,270	261,140
Greenville-N.Bern-Washngtn	102	100	-2	308,190	265,820
Davenport-R.Island-Moline	103	103	0	298,580	259,590
Reno	104	104	0	293,750	254,040
Lincoln & Hastings-Krny	105	107	2	287,510	248,550
Evansville	106	105	-1	285,880	250,120
Johnstown-Altoona-St Colge	107	106	-1	282,430	248,880
Tallahassee-Thomasville	108	109	1	281,680	239,650
Sioux Falls (Mitchell)	109	113	4	277,210	229,420
Tyler-Longview(Lfkn&Ncgd)	110	114	4	276,520	223,590
Ft. Wayne	111	110	-1	273,680	238,610
Augusta-Aiken	112	108	-4	271,640	240,270
Eugene	113	117	4	263,100	218,200
Fargo	114	116	2	262,440	218,360
Lansing	115	112	-3	262,310	230,640
Springfield-Holyoke	116	111	-5	257,110	231,600

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Yakima-Pasco-RchInd-Knnwck	117	118	1	256,130	215,940
Traverse City-Cadillac	118	121	3	253,730	209,210
Youngstown	119	115	-4	249,300	220,670
Macon	120	119	-1	243,340	211,110
SantaBarbra-SanMar-SanLuOb	121	126	5	242,220	195,870
Lafayette, LA	122	123	1	237,720	203,470
Peoria-Bloomington	123	120	-3	235,550	209,320
Monterey-Salinas	124	124	0	234,150	202,080
Bakersfield	125	125	0	232,010	200,460
Montgomery-Selma	126	122	-4	228,760	207,020
Columbus, GA (Opelika, AL)	127	130	3	221,700	183,620
Wilmington	128	127	-1	219,160	189,830
La Crosse-Eau Claire	129	129	0	217,880	185,920
Corpus Christi	130	128	-2	210,160	188,210
Amarillo	131	132	1	190,340	162,010
Chico-Redding	132	131	-1	189,580	171,710
Columbus-Tupelo-West Point	133	133	0	184,570	161,740
Medford-Klamath Falls	134	135	1	182,510	155,130
Columbia-Jefferson City	135	137	2	181,120	154,210
Wausau-Rhineland	136	134	-2	180,920	158,720
Salisbury	137	136	-1	174,080	154,900
Odessa-Midland	138	145	7	173,210	141,600
Rockford	139	138	-1	172,720	152,400
Duluth-Superior	140	139	-1	171,400	150,930
Minot-Bsmrck-Dcknsn(Wlstn)	141	146	5	171,030	136,930
Topeka	142	144	2	170,640	142,240
Monroe-El Dorado	143	140	-3	169,140	148,210
Beaumont-Port Arthur	144	143	-1	168,210	143,130
Lubbock	145	142	-3	167,660	143,380
Palm Springs	146	141	-5	167,650	147,650
Anchorage	147	151	4	158,570	125,510
Sioux City	148	148	0	155,090	131,210
Wichita Falls & Lawton	149	147	-2	153,870	132,830
Rochestr-Mason City-Austin	150	150	0	149,660	129,600
Erie	151	152	1	148,830	125,340
Joplin-Pittsburg	152	153	1	146,870	121,260
Panama City	153	149	-4	145,260	130,350
Albany, GA	154	154	0	142,860	120,240
Bangor	155	159	4	141,120	111,070
Terre Haute	156	160	4	137,190	110,480
Biloxi-Gulfport	157	155	-2	137,020	116,300

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Idaho Falls-Pocatillo(Jcksn)	158	162	4	136,150	101,030
Sherman-Ada	159	158	-1	135,390	112,160
Gainesville	160	156	-4	135,120	114,400
Missoula	161	163	2	128,570	100,830
Binghamton	162	161	-1	127,800	106,510
Wheeling-Steubenville	163	157	-6	127,010	114,140
Bluefield-Beckley-Oak Hill	164	166	2	123,020	98,530
Abilene-Sweetwater	165	164	-1	116,310	100,790
Yuma-El Centro	166	165	-1	116,250	99,710
Billings	167	168	1	114,850	91,950
Hattiesburg-Laurel	168	167	-1	108,610	96,000
Rapid City	169	169	0	105,510	86,610
Clarksburg-Weston	170	173	3	103,610	84,680
Utica	171	172	1	102,000	84,750
Dothan	172	171	-1	100,840	85,140
Lake Charles	173	170	-3	100,340	85,970
Quincy-Hannibal-Keokuk	174	174	0	99,840	84,040
Jackson, TN	175	176	1	97,320	78,940
Harrisonburg	176	175	-1	97,020	84,030
Charlottesville	177	182	5	94,530	70,490
Elmira (Corning)	178	178	0	92,150	72,530
Bowling Green	179	177	-2	87,660	72,620
Watertown	180	181	1	85,670	71,180
Alexandria, LA	181	178	-3	85,620	72,530
Jonesboro	182	183	1	84,400	69,470
Marquette	183	180	-3	84,030	71,920
Bend, OR	184	185	1	79,710	63,720
Butte-Bozeman	185	186	1	79,650	63,320
Laredo	186	184	-2	77,640	65,330
Grand Junction-Montrose	187	188	1	74,740	61,390
Lafayette, IN	188	187	-1	74,690	61,520
Twin Falls	189	191	2	69,610	55,050
Lima	190	189	-1	67,390	56,850
Meridian	191	190	-1	64,050	56,790
Great Falls	192	192	0	64,020	53,210
Eureka	193	197	4	61,330	47,550
Parkersburg	194	193	-1	60,750	51,240
Cheyenne-Scottsbluff	195	196	1	60,470	48,930
Greenwood-Greenville	196	194	-2	58,830	50,270
San Angelo	197	195	-2	58,000	50,220
Casper-Riverton	198	199	1	55,770	43,760

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Mankato	199	198	-1	54,290	46,920
Ottumwa-Kirksville	200	201	1	46,870	37,440
St. Joseph	201	200	-1	45,070	38,780
Fairbanks	202	203	1	36,800	27,970
Zanesville	203	204	1	33,580	27,650
Victoria	204	202	-2	33,490	28,500
Helena	205	205	0	31,090	25,720
Presque Isle	206	206	0	27,140	22,340
Juneau	207	207	0	26,160	18,730
Alpena	208	208	0	16,450	14,280
North Platte	209	209	0	14,630	12,010
Glendive	210	210	0	3,900	3,630

Source: The Nielsen Company