



NEW YORK DMA

- 29 COUNTIES
- SPANNING 4 STATES (NY, NJ, CT, PA)
- 7.1 MILLION TV HOMES
- 15.1 MILLION ADULTS 18+

| COUNTY | STATE | TV HOMES | % OF NY DMA TV HOMES | ADULTS 18+ | ADULTS 25-54 |
|--------------------------|-------|------------------|----------------------|-------------------|------------------|
| BRONX | NY | 459,870 | 6.5% | 963,063 | 515,422 |
| DUTCHESS | NY | 96,580 | 1.4% | 202,468 | 92,282 |
| KINGS (BROOKLYN) | NY | 857,190 | 12.1% | 1,770,495 | 975,011 |
| NASSAU | NY | 413,380 | 5.8% | 984,818 | 453,682 |
| NEW YORK (MANHATTAN) | NY | 699,460 | 9.9% | 1,182,921 | 680,447 |
| ORANGE | NY | 115,650 | 1.6% | 253,965 | 122,862 |
| PUTNAM | NY | 31,790 | 0.4% | 71,617 | 32,872 |
| QUEENS | NY | 734,940 | 10.4% | 1,683,096 | 899,413 |
| RICHMOND (STATEN ISLAND) | NY | 152,510 | 2.2% | 341,262 | 167,342 |
| ROCKLAND | NY | 92,680 | 1.3% | 213,893 | 99,174 |
| SUFFOLK | NY | 453,100 | 6.4% | 1,067,417 | 506,757 |
| SULLIVAN | NY | 25,670 | 0.4% | 50,439 | 22,055 |
| ULSTER | NY | 62,100 | 0.9% | 124,120 | 54,508 |
| WESTCHESTER | NY | 324,720 | 4.6% | 685,938 | 328,431 |
| BERGEN | NJ | 315,200 | 4.5% | 688,788 | 330,412 |
| ESSEX | NJ | 262,250 | 3.7% | 541,788 | 282,627 |
| HUDSON | NJ | 241,740 | 3.4% | 482,768 | 288,996 |
| HUNTERDON | NJ | 41,910 | 0.6% | 90,674 | 38,639 |
| MIDDLESEX | NJ | 261,440 | 3.7% | 589,541 | 303,943 |
| MONMOUTH | NJ | 211,000 | 3.0% | 453,784 | 206,098 |
| MORRIS | NJ | 166,980 | 2.4% | 360,628 | 170,072 |
| OCEAN | NJ | 203,070 | 2.9% | 418,172 | 172,241 |
| PASSAIC | NJ | 151,590 | 2.1% | 345,976 | 174,798 |
| SOMERSET | NJ | 109,600 | 1.5% | 240,756 | 116,660 |
| SUSSEX | NJ | 47,370 | 0.7% | 103,713 | 46,839 |
| UNION | NJ | 175,730 | 2.5% | 391,696 | 200,753 |
| WARREN | NJ | 36,770 | 0.5% | 77,719 | 35,530 |
| FAIRFIELD | CT | 311,350 | 4.4% | 663,649 | 321,017 |
| PIKE | PA | 19,110 | 0.3% | 41,997 | 16,725 |
| TOTAL NY DMA | | 7,074,750 | | 15,087,161 | 7,655,608 |