

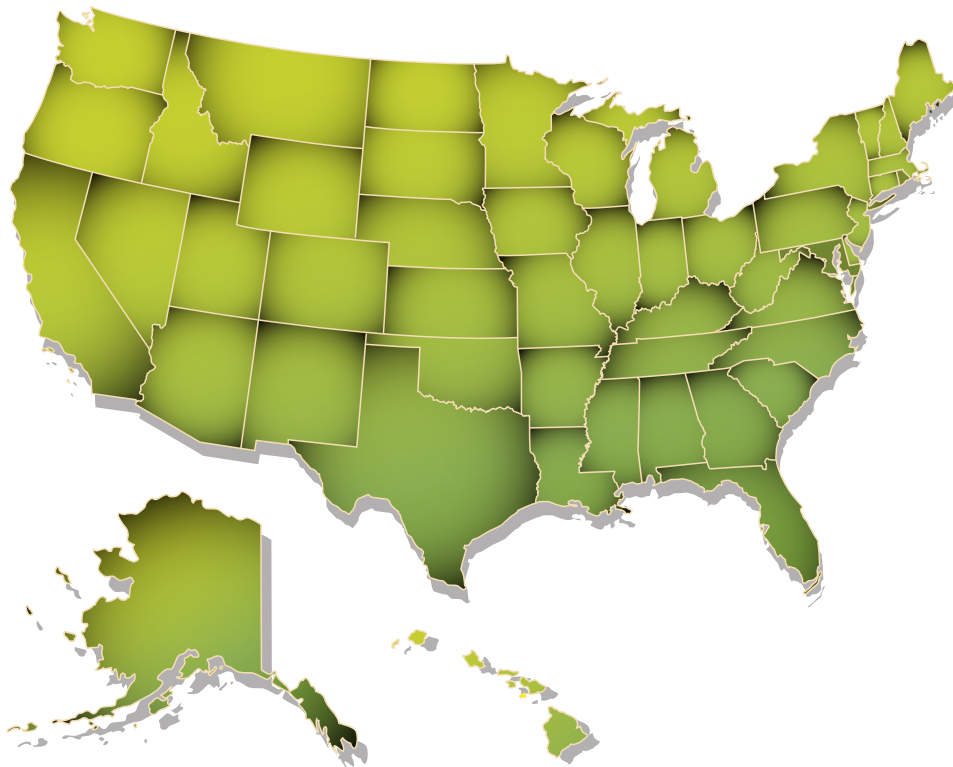
LOCAL TV AND RADIO:

HELPING DRIVE THE UNITED STATES ECONOMY



WOODS & POOLE
ECONOMICS
WASHINGTON D.C.

Local TV and Radio: Helping Drive the United States Economy



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The local commercial broadcast television and radio data contained in this report are estimated by Woods & Poole Economics, Inc. Some of the historical data are estimated and all of the data are subject to revision. Forecasts and projections are uncertain and future data may differ substantially from the forecasts and projections in this report.

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Local TV and Radio: Helping Drive the United States Economy

Executive Summary

The commercial local broadcast industry, terrestrial television and radio stations, is critically important to the United States economy as a whole and to local economies in particular. Local television and radio's key role in the dissemination of entertainment and local programming is well established. Its important value to the national economy is often overlooked and in many ways taken for granted. This analysis quantifies some of the core ways commercial local television and radio stations enhance economic productivity, efficiency and growth. Only local commercial broadcast television and radio are included in this analysis.

Results of this study show:

- **\$1.19 trillion of gross domestic product (GDP) originating in the commercial local television and radio industry annually.**
- **2.46 million jobs attributable to the local television and radio industry on an annual basis.**

Local television and radio broadcasting directly and through their stimulative effect on the economy, support 2.46 million jobs nationwide.

The commercial local television and radio broadcast industry is important not only because of its direct employment, estimated at 311,000 jobs nationwide, but because of the industries and economic activity it supports. Through advertising, the industry provides consumers with critical economic data on the price and features of products and services. To businesses, the industry provides a forum for getting messages about innovations and efficiencies directly to consumers. An unintended benefit of business to consumer advertising is that other businesses receive the same information and are prodded to adopt technologies and efficiencies to remain competitive; this free competitive intelligence is very valuable to consumers and to the economy as a whole.

The following analysis identifies, explains and quantifies all of these effects. Table 1 on the following page displays the economic impact for the United States as a whole. The impact on individual states follows the national analysis.

Table 1. The 2024 Impact in GDP and Jobs

Total Impact of Local Television and Radio Broadcasting

\$1.19 trillion in GDP annually
\$748.03 billion from television
\$437.04 billion from radio

2.46 million jobs on an annual basis
1.55 million in television
909,071 in radio

Direct Impact of Local Television and Radio

\$53.51 billion in GDP annually
\$33.69 billion from television
\$19.82 billion from radio

310,924 jobs on an annual basis
195,755 in television
115,169 in radio

Effect of Local Television and Radio on Other Industries

\$134.10 billion in GDP annually
\$86.35 billion from television
\$47.75 billion from radio

775,759 jobs on an annual basis
488,411 in television
287,348 in radio

Stimulative Effect of Local Television and Radio on the Economy

\$997.46 billion in GDP annually
\$627.99 billion from television
\$369.47 billion from radio

1.37 million jobs on an annual basis
866,449 in television
506,554 in radio

Overview

The economic impact of the commercial local broadcast industry, terrestrial television and radio stations, has three major components.

First, the **direct impact** of the industry is the result of its significant size: 1,240 commercial television stations and 10,607 commercial radio stations, sustaining nearly 311,000 jobs and nearly \$54 billion in output.

Second, as with any industry in a developed economy, workers in the commercial local broadcast television and radio industry consume goods and services in all other sectors of the economy, supporting more jobs and creating more income and output. This **ripple effect** is estimated to result in nearly 776,000 jobs and more than \$134 billion in output.

Third, the output of the commercial local broadcast television and radio industry stimulates economic activity by providing a forum for advertising that is free to consumers. The **stimulative effect** of advertising on local commercial broadcasts is very significant. An estimated more than \$997 billion output in United States and more than 1.37 million jobs are attributable to the stimulative effects of advertising on local television and radio.

It is important to note that only commercial local broadcast television and radio is included in this analysis. If noncommercial local broadcast television and radio were included, the impact on the United States economy would be greater.

Local television and radio commercial broadcasting directly accounts for more than 311,000 jobs and nearly \$54 billion in U.S. economic output.

The Direct Impact

The direct impact of local television and radio broadcasting on the United States economy is estimated at nearly 311,000 jobs and nearly \$54 billion in economic output. Local television broadcast stations generate nearly 196,000 jobs and nearly \$34 billion in economic output, while local radio broadcast stations generate another 115,000 jobs and nearly \$20 billion in economic output.

The core direct impact of local television and radio broadcasting includes the number of jobs directly in local television and radio, as well as the number of jobs in advertising and programming. It is estimated that local television and radio broadcasting, advertising and programming alone account for 212,000 jobs. In addition, other industries are impacted by local television and radio broadcasting because they provide goods and services used in creating local television and radio broadcasting and advertising.

The direct impact includes industries supplying goods and services directly to local broadcasters.

Industries as varied as telecommunications, public utilities, manufacturing, transportation and retail trade provide inputs into the production of local television and radio broadcasting. When measured with a technical input-output analysis, an additional 99,000 jobs are supported in other industries because of the goods and services requirements of local television and radio broadcast stations.

Effect on Other Industries

The income earned by workers in jobs directly related to local television and radio broadcasting, either in the industry itself or with the many suppliers that support the industry directly, helps create additional economic activity. Each worker directly employed in local television and radio broadcasting maintains a household and consumes all of the goods and services as other American workers. A worker in local broadcast television advertising consumes manufacturing output when he or she purchases an automobile. A worker in local radio broadcasting consumes construction sector output when he or she purchases a new home.

The ripple effect of the economic impact of local commercial broadcasting on other industries is also called the “multiplier effect.”

The income from local television and radio broadcast jobs flows through the economy, creating additional jobs and income in various economic sectors. A job at local television and radio broadcast stations multiplies itself by helping create jobs in construction, farming, mining, state and local government and all other economic sectors. The workers in the industries supplying goods and services to local television and radio broadcast workers in turn consume goods and services. It is estimated that the cascading effect of jobs and income emanating in local television and radio broadcasting results in more than \$134 billion in additional GDP and nearly 776,000 jobs nationwide.

The Stimulative Effect on the Economy

The commercial local broadcast industry, terrestrial television and radio stations, stimulates additional economic activity by providing a forum for advertising goods and services. The advertising provided by commercial local television and radio is unique in its comprehensive coverage and very low cost to consumers. Local television and radio advertising serves an important role for both consumers and businesses in providing economic information on product prices and features. This information increases market efficiencies and results in greater demand for well-made and well-priced goods and services. The additional demand contributes to aggregate economic growth.

The stimulative effect is the result of the economically beneficial role advertising plays in the economy.

With the product and service feature and price information obtained from local broadcast television and radio advertising, consumers allocate their purchases more efficiently and businesses design goods and services to keep pace with their competitors. The stimulative effect of local broadcast television and radio advertising can be very influential because it reaches almost all households in the United States, creating significant demand and economies of scale for producers and consumers alike.

The primary role of broadcast television and radio is reducing the cost of product information through advertising. This is their most significant impact on economic growth, although the entertainment value of local broadcast television and radio is often emphasized in discussions about their impact on society. Reaching all United States households, local broadcast television and radio stations provide consumers with highly valued marketplace information and businesses with immediate economic and competitive intelligence.

Advertising benefits consumers because businesses learn of competitors' innovations and adopt them.

Paid advertising on television and radio provides consumers with product information and price comparisons that enable efficient consumer expenditures. An unintended consequence of paid advertising by businesses is that competitors can learn of product features, innovations and price structures. This competitive intelligence encourages businesses to adapt and to offer better products at lower prices, benefiting consumers and creating real economic growth and increases in wealth.

The economic impact of advertising on both consumers and competitors is significant. Advertising on local broadcast television and radio stations is estimated to stimulate more than \$997 billion in economic activity and support more than 1.37 million jobs.

Scope of this Analysis

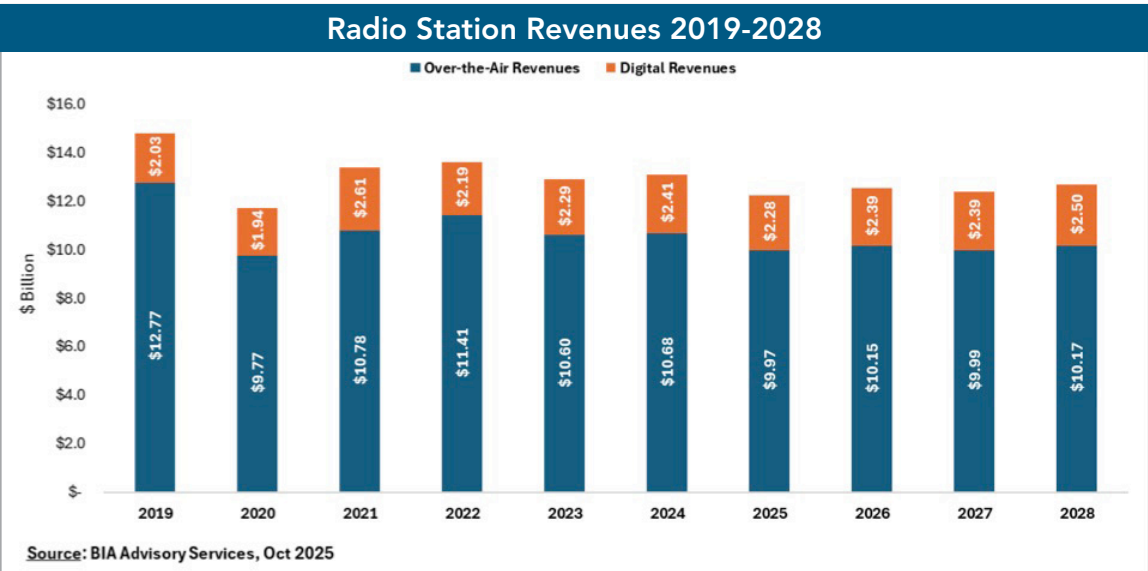
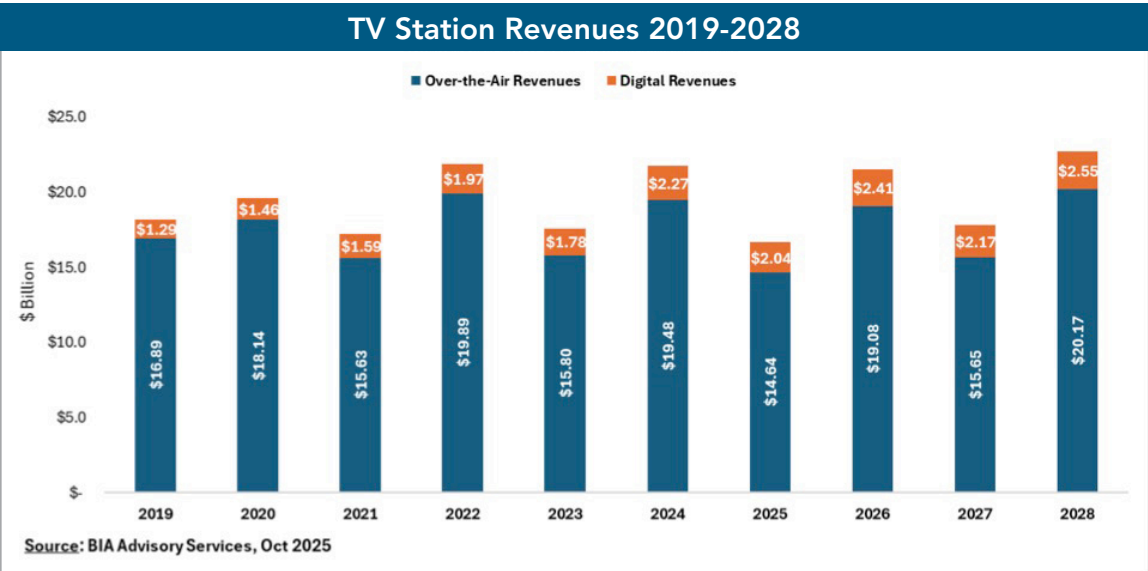
Local commercial broadcast television and radio stations, including locally owned and operated commercial stations, affiliate stations and independent stations, are included in this study. The operations of over-the-air broadcast networks are not part of this analysis, except for their owned and operated local television stations. By definition, cable, satellite and other video provider networks and stations are not included because this study covers only commercial broadcast television and radio stations. Noncommercial television and radio stations are also not included.

This analysis covers local commercial broadcast television and radio stations.

The Outlook

The outlook for growth in the commercial local broadcast industry, terrestrial television and radio stations, is very stable. Research suggests that both local television and radio broadcast revenues will remain steady through the year 2028 (see charts below). The unique forum and low cost of providing entertainment and product information to consumers ensure that revenues will increase in coming years. The economic impact previously described in this study will show parallel growth.

The outlook for local broadcasting revenue growth is steady.

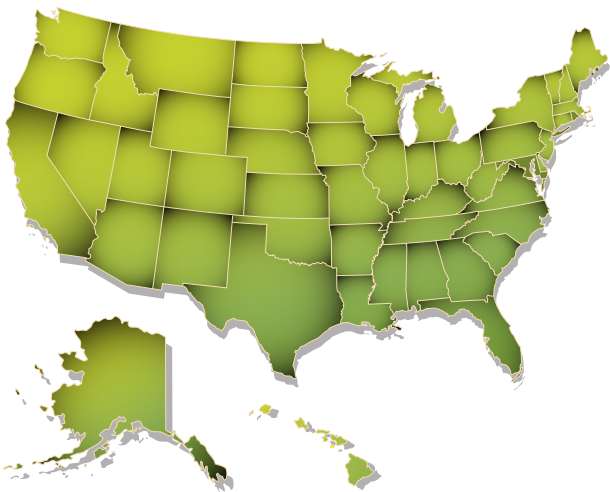


United States – Local Television and Radio

Total U.S. Economic Impact

\$1.19 trillion
Television: \$748.03 billion
Radio: \$437.04 billion

2.46 million jobs
Television: 1.55 million jobs
Radio: 909,071 jobs



Direct Economic Impact in U.S.
\$53.51 billion
310,924 jobs

Economic Impact on Other Industries in U.S.
\$134.10 billion
775,759 jobs

Stimulative Effect on Economy in U.S.
\$997.46 billion
1.37 million jobs



United States Economy

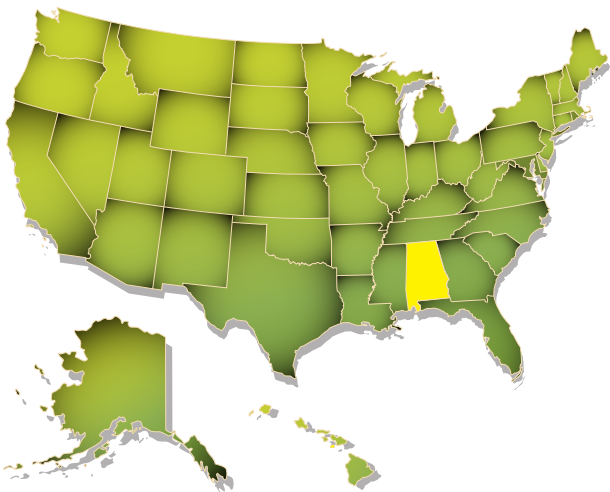
	2024	2034
Population (in millions)	340.11	360.78
Households (in millions)	132.83	143.45
Employment (in millions of jobs)	219.55	245.07
Retail Sales (in trillions of dollars in 2024)	\$8.39	\$10.15
Gross State Product (in trillions of dollars in 2024)	\$28.81	\$34.75
Income Per Capita (in dollars in 2024)	\$72,099	\$84,118

Alabama – Local Television and Radio

Total Economic Impact in State

\$13.63 billion
Television: \$7.92 billion
Radio: \$5.71 billion

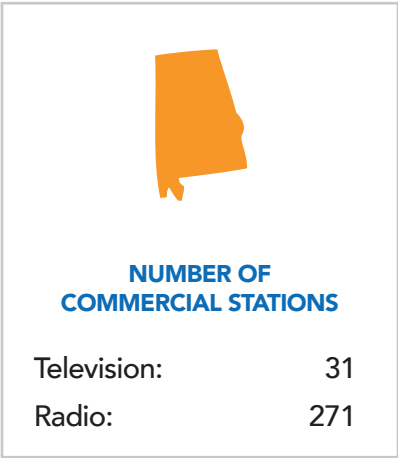
30,208 jobs
Television: 17,620 jobs
Radio: 12,588 jobs



Direct Economic Impact in State
\$615.49 million
3,819 jobs

Economic Impact on Other Industries in State
\$1.54 billion
9,529 jobs

Stimulative Effect on Economy in State
\$11.47 billion
16,860 jobs



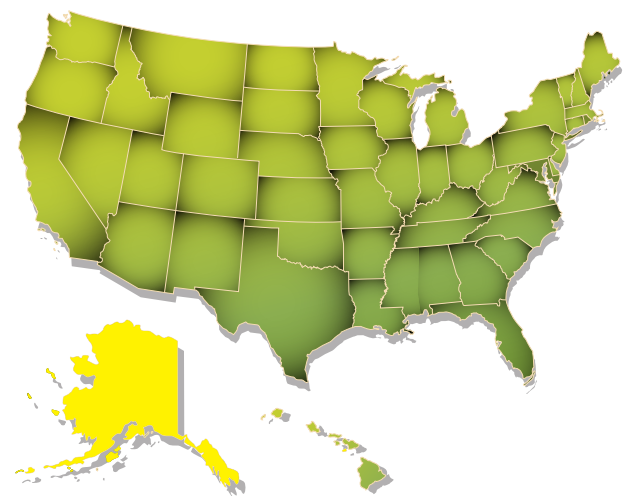
Alabama Economy

	2024	2034
Population (in millions)	5.16	5.39
Households (in millions)	2.10	2.24
Employment (in millions of jobs)	2.93	3.17
Retail Sales (in billions of dollars in 2024)	\$107.63	\$128.11
Gross State Product (in billions of dollars in 2024)	\$316.79	\$362.36
Income Per Capita (in dollars in 2024)	\$56,430	\$64,576

Alaska – Local Television and Radio

Total Economic Impact in State

\$3.11 billion
Television: **\$1.98 billion**
Radio: **\$1.13 billion**
6,181 jobs
Television: **3,924 jobs**
Radio: **2,257 jobs**



Direct Economic Impact in State
\$140.39 million
781 jobs

Economic Impact on Other Industries in State
\$351.90 million
1,949 jobs

Stimulative Effect on Economy in State
\$2.62 billion
3,451 jobs



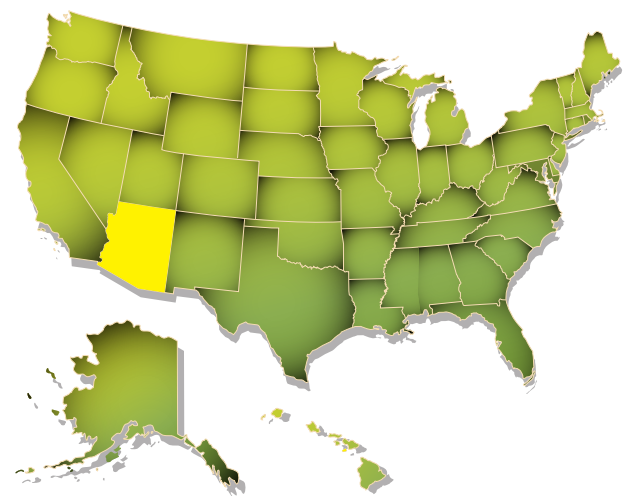
Alaska Economy

	2024	2034
Population	740,133	794,290
Households	276,779	303,421
Employment (in number of jobs)	467,558	506,716
Retail Sales (in billions of dollars in 2024)	\$17.16	\$20.96
Gross State Product (in billions of dollars in 2024)	\$71.05	\$84.09
Income Per Capita (in dollars in 2024)	\$76,071	\$87,149

Arizona – Local Television and Radio

Total Economic Impact in State
\$31.12 billion
 Television: \$20.83 billion
 Radio: \$10.29 billion

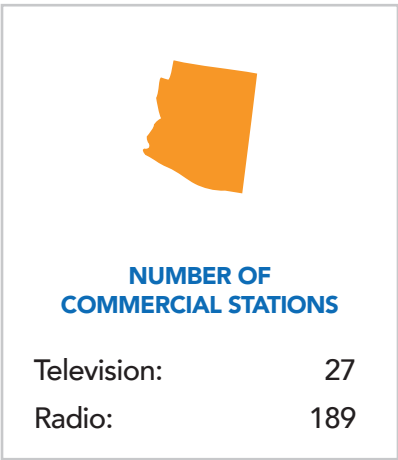
65,613 jobs
 Television: 43,830 jobs
 Radio: 21,783 jobs



Direct Economic Impact in State
 \$1.40 billion
 8,293 jobs

Economic Impact on Other Industries in State
 \$3.53 billion
 20,691 jobs

Stimulative Effect on Economy in State
 \$26.19 billion
 36,629 jobs



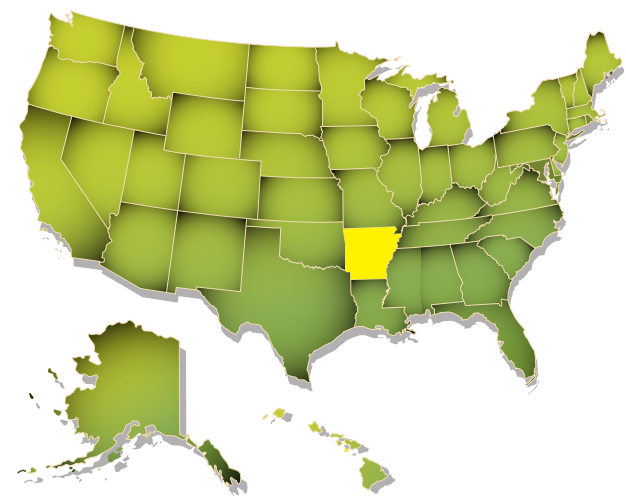
Arizona Economy

	2024	2034
Population (in millions)	7.58	8.48
Households (in millions)	2.94	3.35
Employment (in millions of jobs)	4.46	5.19
Retail Sales (in billions of dollars in 2024)	\$185.75	\$237.01
Gross State Product (in billions of dollars in 2024)	\$549.24	\$698.73
Income Per Capita (in dollars in 2024)	\$64,724	\$75,893

Arkansas – Local Television and Radio

Total Economic Impact in State

\$8.63 billion
Television: **\$5.16 billion**
Radio: **\$3.48 billion**
19,346 jobs
Television: **11,588 jobs**
Radio: **7,758 jobs**



Direct Economic Impact in State

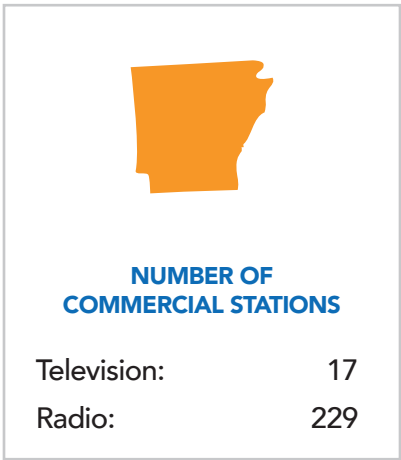
\$389.89 million
2,446 jobs

Economic Impact on Other Industries in State

\$975.02 million
6,102 jobs

Stimulative Effect on Economy in State

\$7.27 billion
10,798 jobs



Arkansas Economy

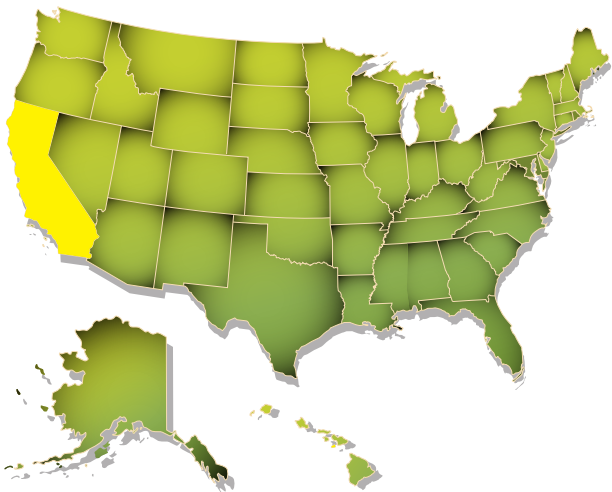
	2024	2034
Population (in millions)	3.09	3.26
Households (in millions)	1.26	1.35
Employment (in millions of jobs)	1.80	1.96
Retail Sales (in billions of dollars in 2024)	\$66.64	\$80.14
Gross State Product (in billions of dollars in 2024)	\$186.10	\$219.89
Income Per Capita (in dollars in 2024)	\$60,748	\$70,264

California – Local Television and Radio

Total Economic Impact in State

\$143.19 billion
Television: \$92.07 billion
Radio: \$51.12 billion

280,147 jobs
Television: 180,118 jobs
Radio: 100,029 jobs



Direct Economic Impact in State

\$6.47 billion
35,412 jobs

Economic Impact on Other Industries in State

\$16.21 billion
88,351 jobs

Stimulative Effect on Economy in State

\$120.51 billion
156,384 jobs



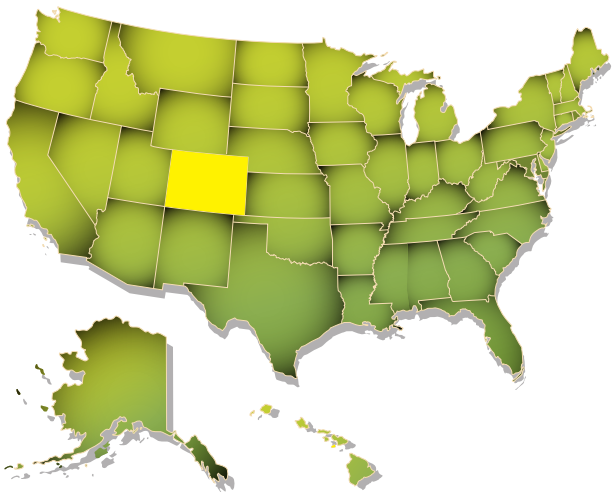
California Economy

	2024	2034
Population (in millions)	39.43	41.83
Households (in millions)	13.65	14.68
Employment (in millions of jobs)	26.31	29.77
Retail Sales (in trillions of dollars in 2024)	\$0.99	\$1.20
Gross State Product (in trillions of dollars in 2024)	\$4.06	\$4.98
Income Per Capita (in dollars in 2024)	\$83,780	\$97,520

Colorado – Local Television and Radio

Total Economic Impact in State

\$23.29 billion
Television: \$14.60 billion
Radio: \$8.69 billion
48,809 jobs
Television: 30,558 jobs
Radio: 18,251 jobs



Direct Economic Impact in State

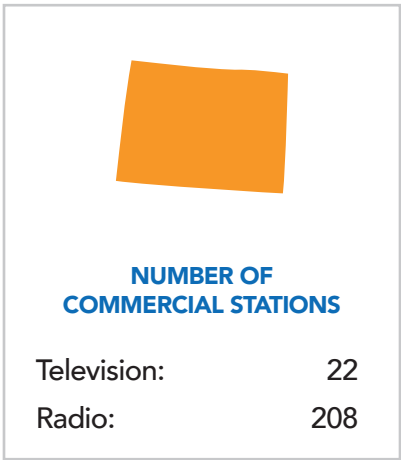
\$1.05 billion
6,170 jobs

Economic Impact on Other Industries in State

\$2.63 billion
15,394 jobs

Stimulative Effect on Economy in State

\$19.60 billion
27,245 jobs



Colorado Economy

	2024	2034
Population (in millions)	5.96	6.56
Households (in millions)	2.38	2.69
Employment (in millions of jobs)	4.36	5.01
Retail Sales (in billions of dollars in 2024)	\$150.40	\$188.61
Gross State Product (in billions of dollars in 2024)	\$554.58	\$677.76
Income Per Capita (in dollars in 2024)	\$82,649	\$96,417

Connecticut – Local Television and Radio

Total Economic Impact in State

\$12.02 billion
Television: \$8.42 billion
Radio: \$3.60 billion

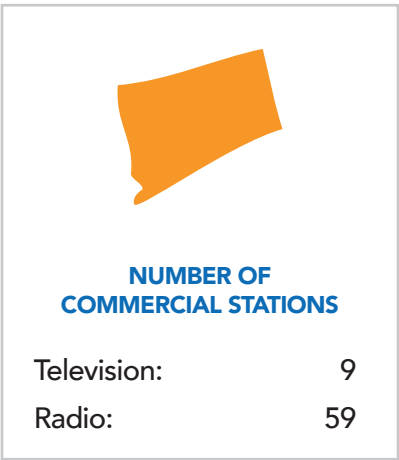
23,858 jobs
Television: 16,766 jobs
Radio: 7,092 jobs



Direct Economic Impact in State
\$542.59 million
3,015 jobs

Economic Impact on Other Industries in State
\$1.37 billion
7,523 jobs

Stimulative Effect on Economy in State
\$10.11 billion
13,320 jobs



Connecticut Economy

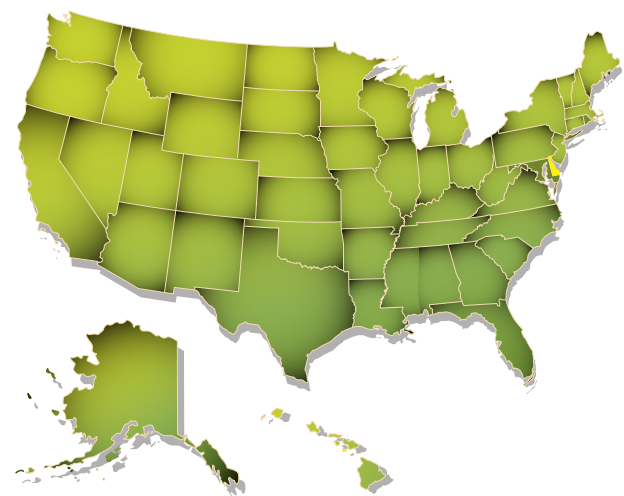
	2024	2034
Population (in millions)	3.68	3.74
Households (in millions)	1.48	1.53
Employment (in millions of jobs)	2.45	2.62
Retail Sales (in billions of dollars in 2024)	\$91.52	\$106.49
Gross State Product (in billions of dollars in 2024)	\$359.98	\$415.75
Income Per Capita (in dollars in 2024)	\$92,786	\$107,045

Delaware – Local Television and Radio

Total Economic Impact in State

\$3.88 billion
Television: \$2.69 billion
Radio: \$1.19 billion

7,648 jobs
Television: 5,315 jobs
Radio: 2,333 jobs



Direct Economic Impact in State

\$175.31 million
967 jobs

Economic Impact on Other Industries in State

\$440.97 million
2,411 jobs

Stimulative Effect on Economy in State

\$3.27 billion
4,270 jobs



Delaware Economy

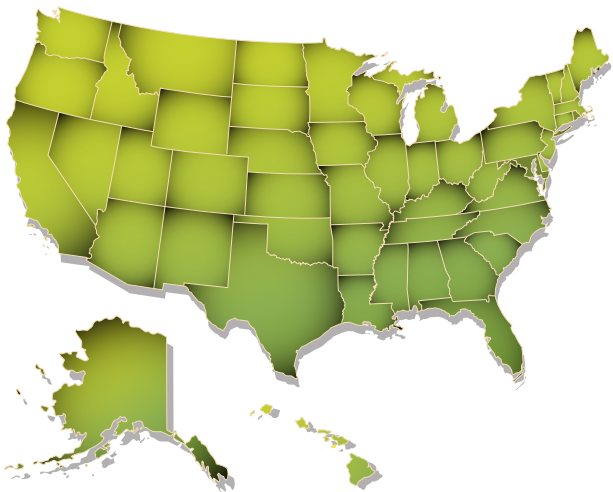
	2024	2034
Population (in millions)	1.05	1.13
Households	419,945	457,321
Employment (in number of jobs)	669,842	735,696
Retail Sales (in billions of dollars in 2024)	\$30.79	\$37.64
Gross State Product (in billions of dollars in 2024)	\$108.08	\$125.17
Income Per Capita (in dollars in 2024)	\$70,223	\$80,291

District of Columbia – Local Television and Radio

Total Economic Impact in State

\$4.26 billion
Television: \$2.50 billion
Radio: \$1.76 billion

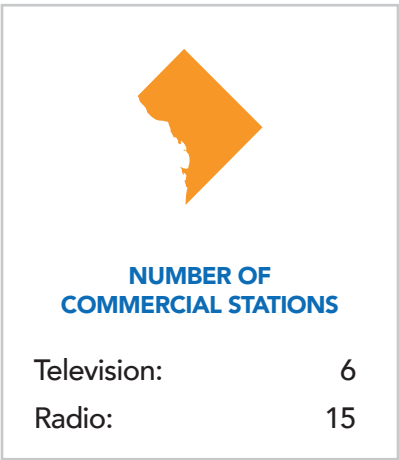
7,116 jobs
Television: 4,086 jobs
Radio: 3,030 jobs



Direct Economic Impact in State
\$192.53 million
900 jobs

Economic Impact on Other Industries in State
\$481.13 million
2,245 jobs

Stimulative Effect on Economy in State
\$3.59 billion
3,971 jobs



District of Columbia Economy

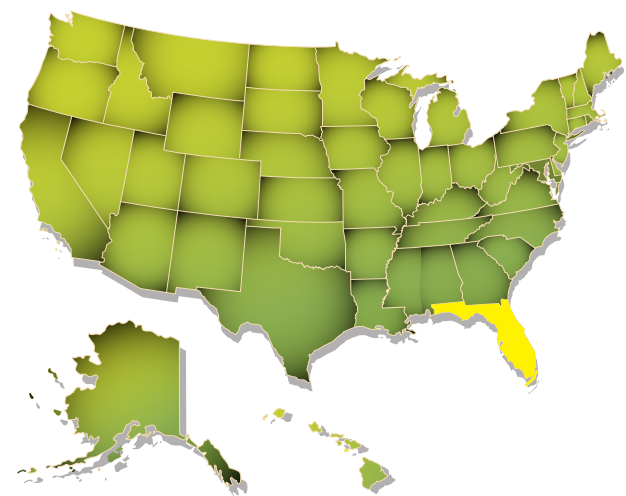
	2024	2034
Population	702,250	725,572
Households	323,625	334,565
Employment (in millions of jobs)	0.94	1.06
Retail Sales (in billions of dollars in 2024)	\$14.01	\$16.61
Gross State Product (in billions of dollars in 2024)	\$184.75	\$226.67
Income Per Capita (in dollars in 2024)	\$103,267	\$123,302

Florida – Local Television and Radio

Total Economic Impact in State

\$79.87 billion
Television: \$52.37 billion
Radio: \$27.51 billion

173,168 jobs
Television: 113,219 jobs
Radio: 59,949 jobs



Direct Economic Impact in State

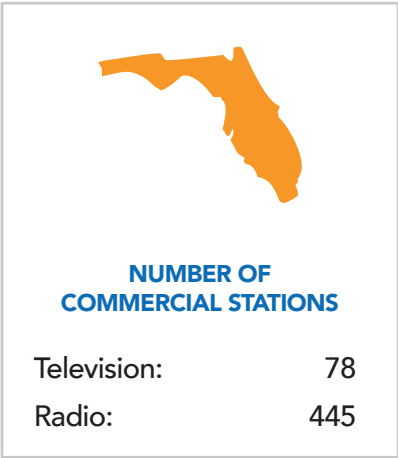
\$3.61 billion
21,888 jobs

Economic Impact on Other Industries in State

\$9.05 billion
54,611 jobs

Stimulative Effect on Economy in State

\$67.22 billion
96,669 jobs



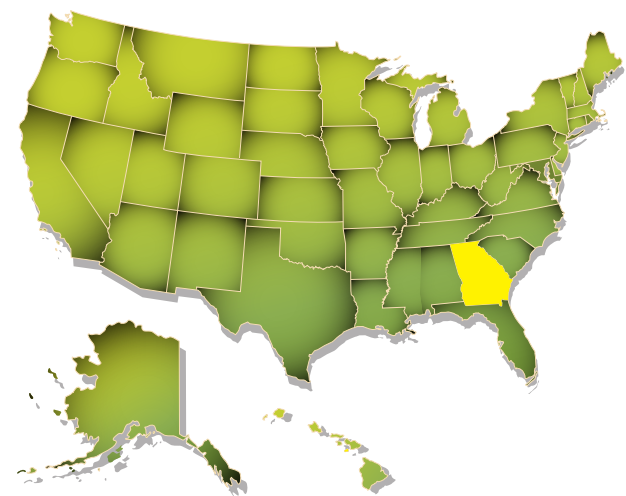
Florida Economy

	2024	2034
Population (in millions)	23.37	25.90
Households (in millions)	9.43	10.61
Employment (in millions of jobs)	14.76	16.95
Retail Sales (in billions of dollars in 2024)	\$598.10	\$759.64
Gross State Product (in trillions of dollars in 2024)	\$1.68	\$2.09
Income Per Capita (in dollars in 2024)	\$70,355	\$82,881

Georgia – Local Television and Radio

Total Economic Impact in State
\$37.72 billion
 Television: \$23.69 billion
 Radio: \$14.03 billion

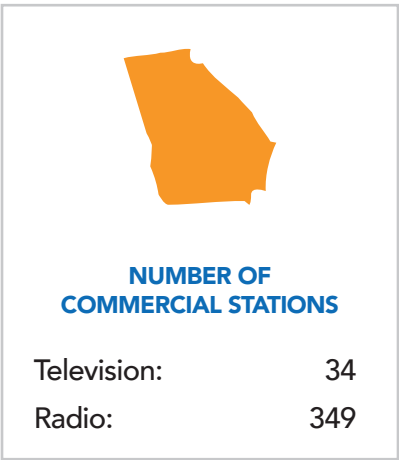
80,476 jobs
 Television: 50,489 jobs
 Radio: 29,987 jobs



Direct Economic Impact in State
 \$1.70 billion
 10,173 jobs

Economic Impact on Other Industries in State
 \$4.27 billion
 25,382 jobs

Stimulative Effect on Economy in State
 \$31.75 billion
 44,921 jobs



Georgia Economy

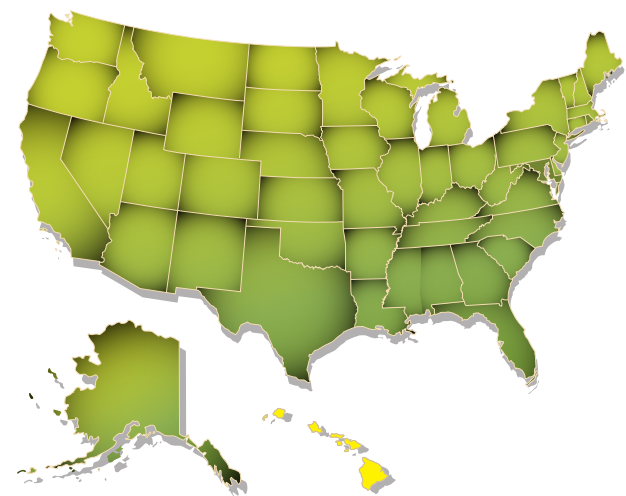
	2024	2034
Population (in millions)	11.18	12.26
Households (in millions)	4.29	4.79
Employment (in millions of jobs)	7.23	8.35
Retail Sales (in billions of dollars in 2024)	\$261.11	\$326.06
Gross State Product (in trillions of dollars in 2024)	\$0.87	\$1.05
Income Per Capita (in dollars in 2024)	\$62,846	\$74,979

Hawaii – Local Television and Radio

Total Economic Impact in State

\$4.03 billion
Television: \$2.36 billion
Radio: \$1.67 billion

8,566 jobs
Television: 5,020 jobs
Radio: 3,546 jobs



Direct Economic Impact in State

\$181.96 million
1,083 jobs

Economic Impact on Other Industries in State

\$454.71 million
2,702 jobs

Stimulative Effect on Economy in State

\$3.39 billion
4,781 jobs



Hawaii Economy

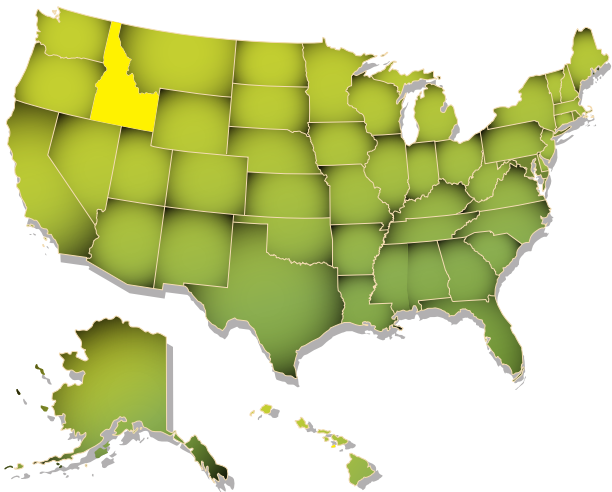
	2024	2034
Population (in millions)	1.45	1.53
Households	495,729	535,985
Employment (in millions of jobs)	0.93	1.03
Retail Sales (in billions of dollars in 2024)	\$38.00	\$45.85
Gross State Product (in billions of dollars in 2024)	\$115.14	\$138.16
Income Per Capita (in dollars in 2024)	\$68,549	\$79,230

Idaho – Local Television and Radio

Total Economic Impact in State

\$5.22 billion
Television: \$2.82 billion
Radio: \$2.40 billion

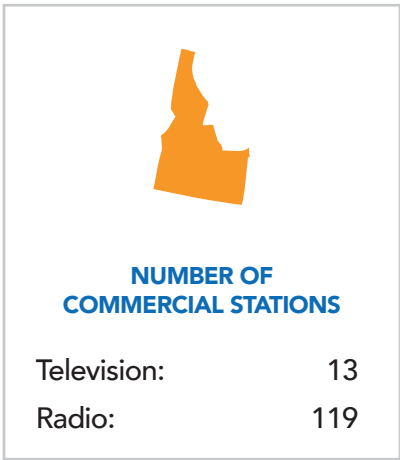
11,794 jobs
Television: 6,448 jobs
Radio: 5,346 jobs



Direct Economic Impact in State
\$235.77 million
1,491 jobs

Economic Impact on Other Industries in State
\$587.52 million
3,721 jobs

Stimulative Effect on Economy in State
\$4.39 billion
6,582 jobs



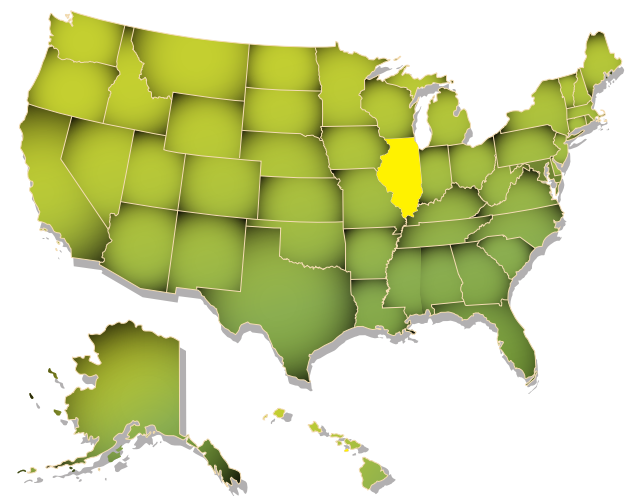
Idaho Economy

	2024	2034
Population (in millions)	2.00	2.23
Households	758,653	866,604
Employment (in millions of jobs)	1.22	1.38
Retail Sales (in billions of dollars in 2024)	\$45.61	\$58.03
Gross State Product (in billions of dollars in 2024)	\$126.23	\$151.36
Income Per Capita (in dollars in 2024)	\$61,574	\$69,715

Illinois – Local Television and Radio

Total Economic Impact in State
\$45.19 billion
 Television: \$26.80 billion
 Radio: \$18.39 billion

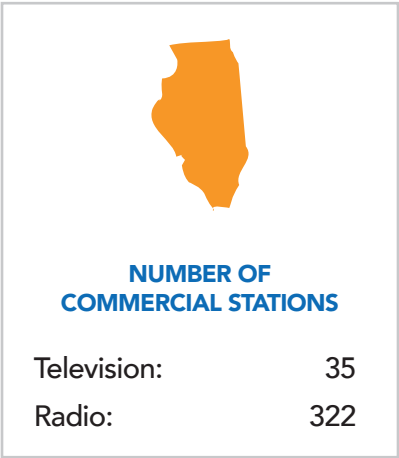
92,255 jobs
 Television: 54,573 jobs
 Radio: 37,682 jobs



Direct Economic Impact in State
 \$2.04 billion
 11,664 jobs

Economic Impact on Other Industries in State
 \$5.10 billion
 29,100 jobs

Stimulative Effect on Economy in State
 \$38.05 billion
 51,491 jobs



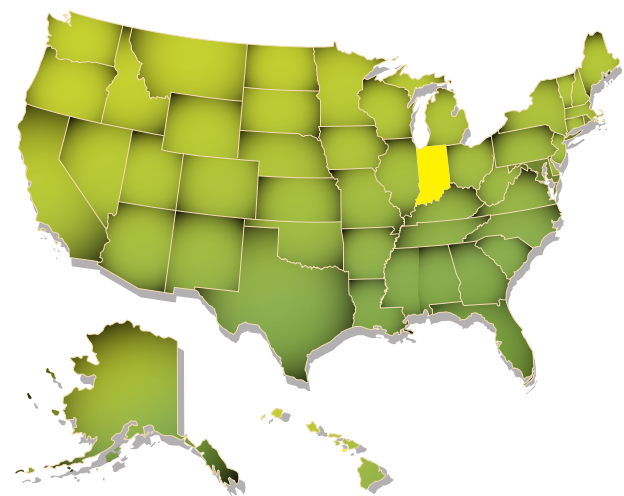
Illinois Economy

	2024	2034
Population (in millions)	12.71	12.84
Households (in millions)	5.06	5.23
Employment (in millions of jobs)	8.31	8.92
Retail Sales (in billions of dollars in 2024)	\$282.77	\$325.90
Gross State Product (in trillions of dollars in 2024)	\$1.14	\$1.33
Income Per Capita (in dollars in 2024)	\$73,909	\$86,372

Indiana – Local Television and Radio

Total Economic Impact in State

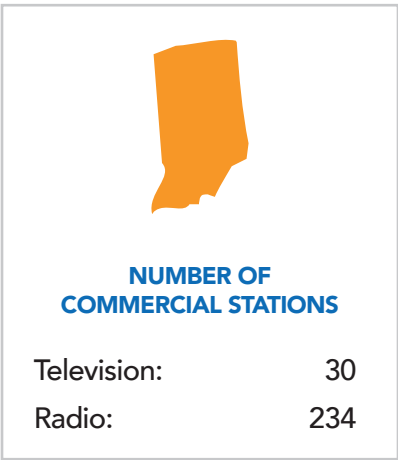
\$21.98 billion
Television: **\$13.28 billion**
Radio: **\$8.69 billion**
46,678 jobs
Television: **28,205 jobs**
Radio: **18,473 jobs**



Direct Economic Impact in State
\$992.58 million
5,901 jobs

Economic Impact on Other Industries in State
\$2.48 billion
14,723 jobs

Stimulative Effect on Economy in State
\$18.50 billion
26,054 jobs



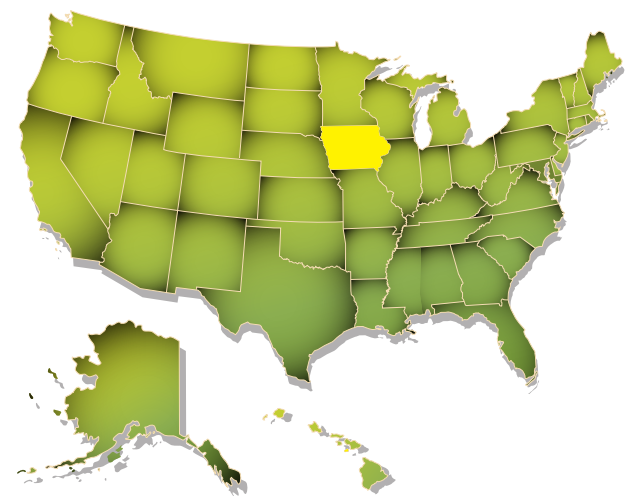
Indiana Economy

	2024	2034
Population (in millions)	6.92	7.19
Households (in millions)	2.78	2.94
Employment (in millions of jobs)	4.25	4.59
Retail Sales (in billions of dollars in 2024)	\$169.53	\$200.42
Gross State Product (in billions of dollars in 2024)	\$520.16	\$603.56
Income Per Capita (in dollars in 2024)	\$63,194	\$72,685

Iowa – Local Television and Radio

Total Economic Impact in State

\$11.11 billion
Television: \$6.72 billion
Radio: \$4.39 billion
23,597 jobs
Television: 14,270 jobs
Radio: 9,327 jobs



Direct Economic Impact in State

\$501.89 million
2,983 jobs

Economic Impact on Other Industries in State

\$1.26 billion
7,443 jobs

Stimulative Effect on Economy in State

\$9.36 billion
13,171 jobs



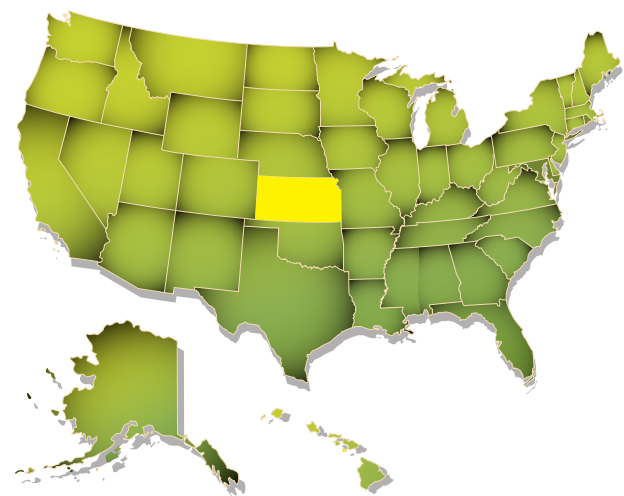
Iowa Economy

	2024	2034
Population (in millions)	3.24	3.34
Households (in millions)	1.34	1.41
Employment (in millions of jobs)	2.16	2.31
Retail Sales (in billions of dollars in 2024)	\$80.27	\$94.22
Gross State Product (in billions of dollars in 2024)	\$264.09	\$302.03
Income Per Capita (in dollars in 2024)	\$65,116	\$74,174

Kansas – Local Television and Radio

Total Economic Impact in State

\$9.34 billion
Television: \$5.52 billion
Radio: \$3.82 billion
20,192 jobs
Television: 11,953 jobs
Radio: 8,239 jobs



Direct Economic Impact in State

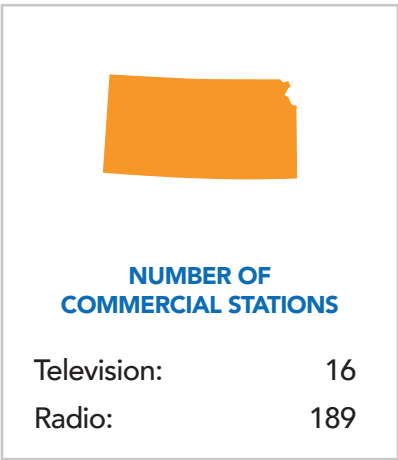
\$421.94 million
2,553 jobs

Economic Impact on Other Industries in State

\$1.05 billion
6,369 jobs

Stimulative Effect on Economy in State

\$7.86 billion
11,270 jobs



Kansas Economy

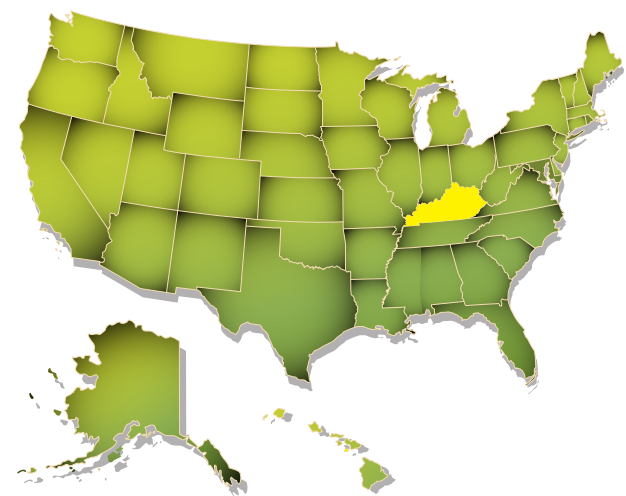
	2024	2034
Population (in millions)	2.97	3.07
Households (in millions)	1.19	1.25
Employment (in millions of jobs)	2.02	2.14
Retail Sales (in billions of dollars in 2024)	\$64.31	\$75.69
Gross State Product (in billions of dollars in 2024)	\$237.32	\$271.23
Income Per Capita (in dollars in 2024)	\$68,527	\$78,148

Kentucky – Local Television and Radio

Total Economic Impact in State

\$13.72 billion
Television: \$8.32 billion
Radio: \$5.40 billion

30,375 jobs
Television: 18,435 jobs
Radio: 11,940 jobs



Direct Economic Impact in State

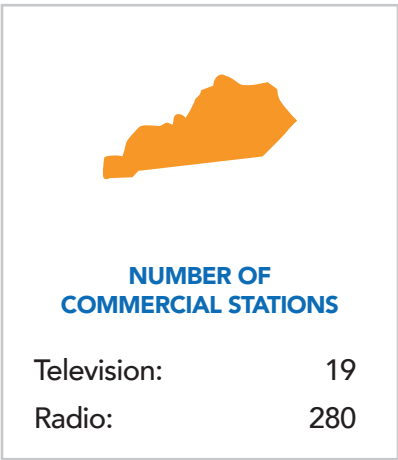
\$619.60 million
3,840 jobs

Economic Impact on Other Industries in State

\$1.55 billion
9,581 jobs

Stimulative Effect on Economy in State

\$11.55 billion
16,954 jobs



Kentucky Economy

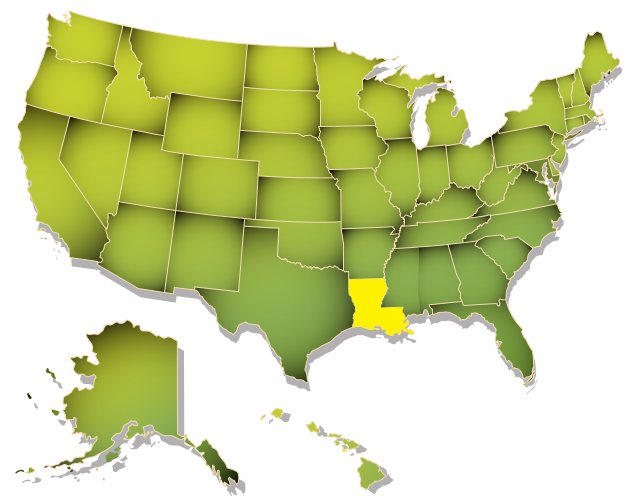
	2024	2034
Population (in millions)	4.59	4.76
Households (in millions)	1.88	1.98
Employment (in millions of jobs)	2.73	2.93
Retail Sales (in billions of dollars in 2024)	\$105.64	\$125.12
Gross State Product (in billions of dollars in 2024)	\$290.75	\$330.70
Income Per Capita (in dollars in 2024)	\$57,046	\$65,800

Louisiana – Local Television and Radio

Total Economic Impact in State

\$14.17 billion
Television: \$8.60 billion
Radio: \$5.57 billion

30,731 jobs
Television: 18,662 jobs
Radio: 12,069 jobs



Direct Economic Impact in State

\$639.77 million
3,885 jobs

Economic Impact on Other Industries in State

\$1.60 billion
9,693 jobs

Stimulative Effect on Economy in State

\$11.93 billion
17,153 jobs



Louisiana Economy

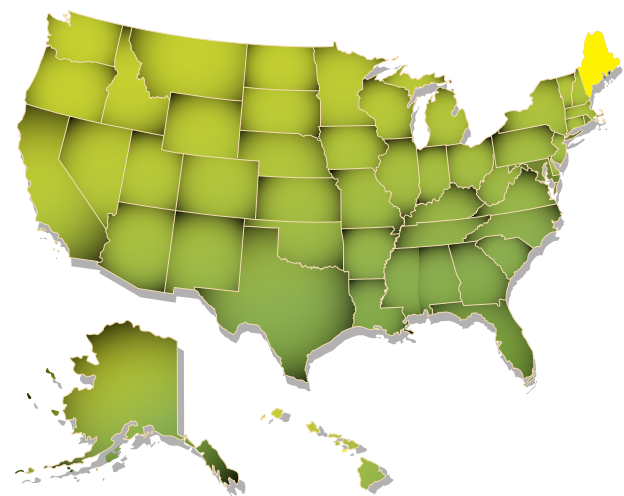
	2024	2034
Population (in millions)	4.60	4.71
Households (in millions)	1.85	1.93
Employment (in millions of jobs)	2.85	3.09
Retail Sales (in billions of dollars in 2024)	\$105.32	\$122.82
Gross State Product (in billions of dollars in 2024)	\$327.44	\$374.65
Income Per Capita (in dollars in 2024)	\$60,675	\$70,401

Maine – Local Television and Radio

Total Economic Impact in State

\$4.83 billion
Television: \$3.01 billion
Radio: \$1.82 billion

10,602 jobs
Television: 6,607 jobs
Radio: 3,995 jobs



Direct Economic Impact in State

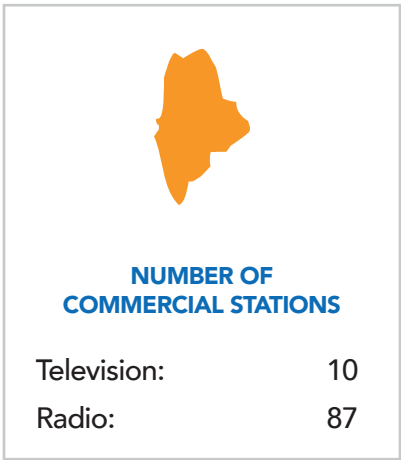
\$218.20 million
1,340 jobs

Economic Impact on Other Industries in State

\$546.54 million
3,344 jobs

Stimulative Effect on Economy in State

\$4.07 billion
5,918 jobs



Maine Economy

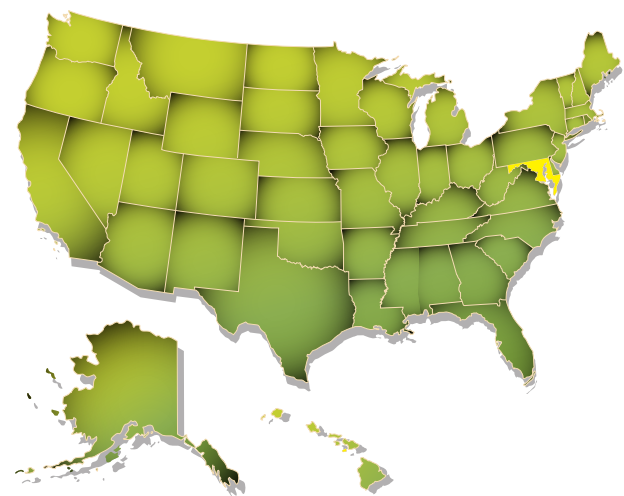
	2024	2034
Population (in millions)	1.41	1.44
Households	612,659	642,308
Employment (in number of jobs)	891,711	950,824
Retail Sales (in billions of dollars in 2024)	\$39.78	\$46.53
Gross State Product (in billions of dollars in 2024)	\$96.88	\$109.91
Income Per Capita (in dollars in 2024)	\$67,203	\$76,255

Maryland – Local Television and Radio

Total Economic Impact in State

\$24.86 billion
Television: \$14.74 billion
Radio: \$10.12 billion

51,359 jobs
Television: 30,402 jobs
Radio: 20,957 jobs



Direct Economic Impact in State

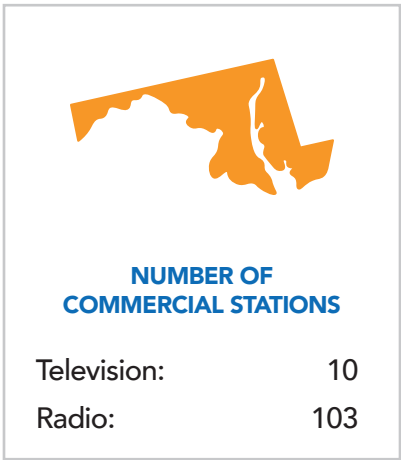
\$1.12 billion
6,493 jobs

Economic Impact on Other Industries in State

\$2.81 billion
16,200 jobs

Stimulative Effect on Economy in State

\$20.93 billion
28,666 jobs



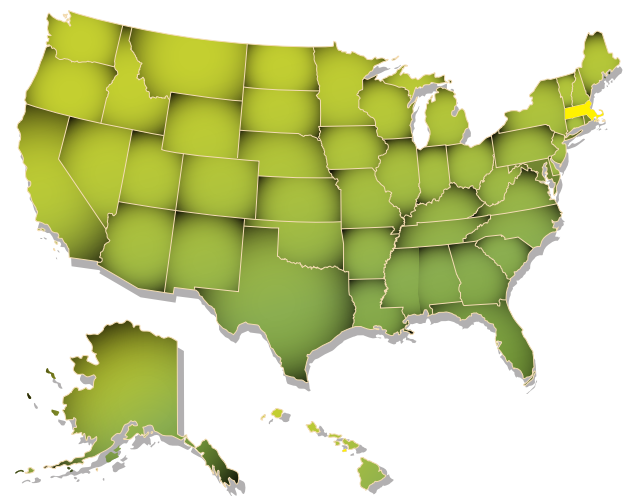
Maryland Economy

	2024	2034
Population (in millions)	6.26	6.58
Households (in millions)	2.40	2.56
Employment (in millions of jobs)	4.05	4.47
Retail Sales (in billions of dollars in 2024)	\$143.38	\$171.78
Gross State Product (in billions of dollars in 2024)	\$540.45	\$651.98
Income Per Capita (in dollars in 2024)	\$78,040	\$91,066

Massachusetts – Local Television and Radio

Total Economic Impact in State
\$27.73 billion
 Television: \$16.53 billion
 Radio: \$11.20 billion

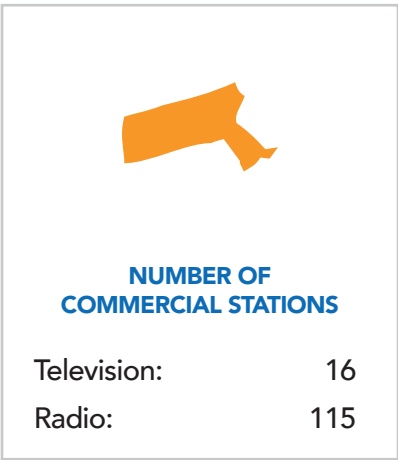
55,087 jobs
 Television: 32,701 jobs
 Radio: 22,386 jobs



Direct Economic Impact in State
 \$1.25 billion
 6,964 jobs

Economic Impact on Other Industries in State
 \$3.13 billion
 17,376 jobs

Stimulative Effect on Economy in State
 \$23.34 billion
 30,747 jobs

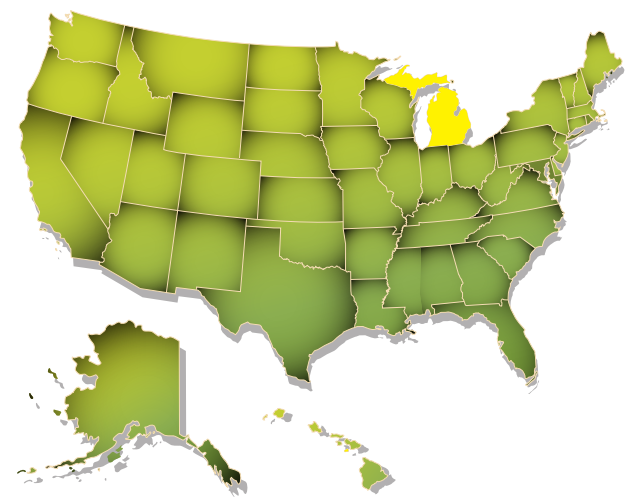


Massachusetts Economy

	2024	2034
Population (in millions)	7.14	7.31
Households (in millions)	2.84	2.97
Employment (in millions of jobs)	5.22	5.87
Retail Sales (in billions of dollars in 2024)	\$187.05	\$219.01
Gross State Product (in billions of dollars in 2024)	\$771.76	\$945.50
Income Per Capita (in dollars in 2024)	\$91,964	\$109,003

Michigan – Local Television and Radio

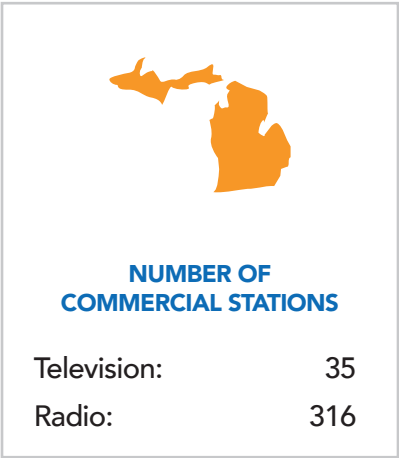
Total Economic Impact in State
\$37.92 billion
 Television: \$26.23 billion
 Radio: \$11.68 billion
81,131 jobs
 Television: 55,922 jobs
 Radio: 25,209 jobs



Direct Economic Impact in State
 \$1.71 billion
 10,254 jobs

Economic Impact on Other Industries in State
 \$4.30 billion
 25,582 jobs

Stimulative Effect on Economy in State
 \$31.90 billion
 45,295 jobs



Michigan Economy

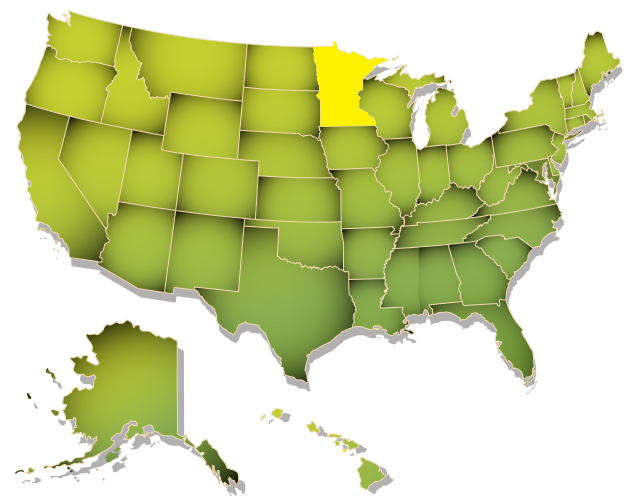
	2024	2034
Population (in millions)	10.14	10.20
Households (in millions)	4.15	4.27
Employment (in millions of jobs)	5.98	6.29
Retail Sales (in billions of dollars in 2024)	\$231.93	\$265.98
Gross State Product (in billions of dollars in 2024)	\$698.95	\$783.97
Income Per Capita (in dollars in 2024)	\$63,439	\$72,661

Minnesota – Local Television and Radio

Total Economic Impact in State

\$21.47 billion
Television: \$13.28 billion
Radio: \$8.19 billion

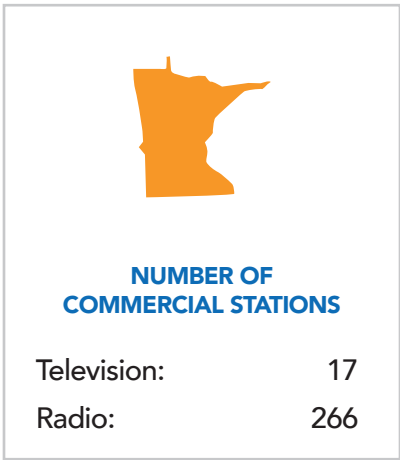
45,066 jobs
Television: 27,836 jobs
Radio: 17,230 jobs



Direct Economic Impact in State
\$969.57 million
5,697 jobs

Economic Impact on Other Industries in State
\$2.43 billion
14,214 jobs

Stimulative Effect on Economy in State
\$18.07 billion
25,155 jobs



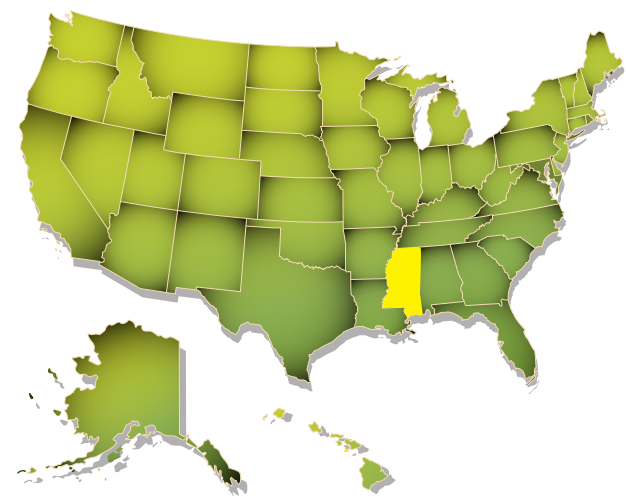
Minnesota Economy

	2024	2034
Population (in millions)	5.79	6.09
Households (in millions)	2.34	2.53
Employment (in millions of jobs)	3.97	4.34
Retail Sales (in billions of dollars in 2024)	\$152.03	\$182.15
Gross State Product (in billions of dollars in 2024)	\$503.85	\$595.62
Income Per Capita (in dollars in 2024)	\$74,910	\$85,549

Mississippi – Local Television and Radio

Total Economic Impact in State

\$7.97 billion
Television: \$4.66 billion
Radio: \$3.31 billion
18,456 jobs
Television: 10,860 jobs
Radio: 7,596 jobs



Direct Economic Impact in State

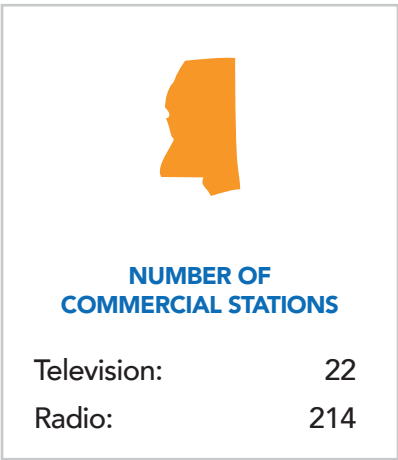
\$359.97 million
2,333 jobs

Economic Impact on Other Industries in State

\$899.47 million
5,822 jobs

Stimulative Effect on Economy in State

\$6.71 billion
10,301 jobs



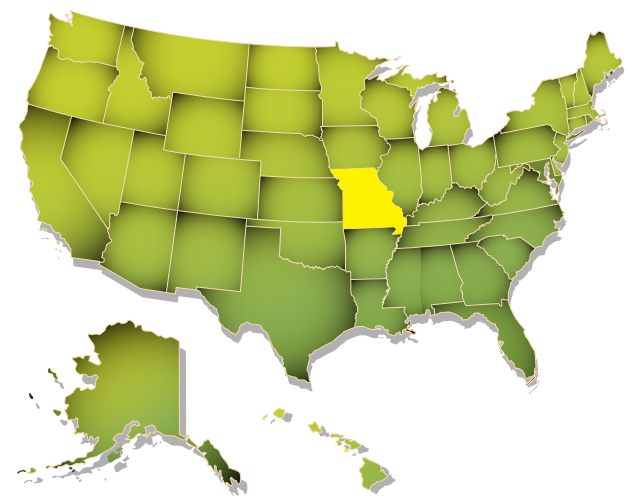
Mississippi Economy

	2024	2034
Population (in millions)	2.94	3.03
Households (in millions)	1.18	1.23
Employment (in millions of jobs)	1.71	1.84
Retail Sales (in billions of dollars in 2024)	\$59.11	\$69.19
Gross State Product (in billions of dollars in 2024)	\$156.68	\$176.20
Income Per Capita (in dollars in 2024)	\$52,067	\$60,105

Missouri – Local Television and Radio

Total Economic Impact in State
\$20.38 billion
 Television: \$12.57 billion
 Radio: \$7.81 billion

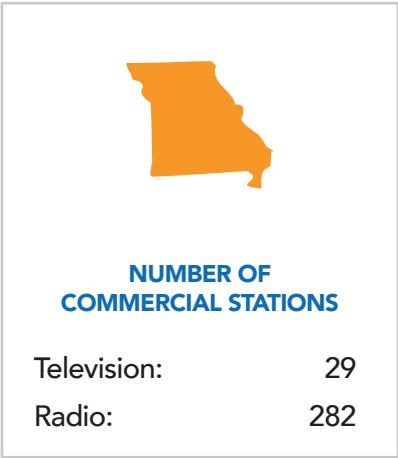
44,593 jobs
 Television: 27,494 jobs
 Radio: 17,099 jobs



Direct Economic Impact in State
 \$920.46 million
 5,637 jobs

Economic Impact on Other Industries in State
 \$2.30 billion
 14,065 jobs

Stimulative Effect on Economy in State
 \$17.16 billion
 24,891 jobs



Missouri Economy

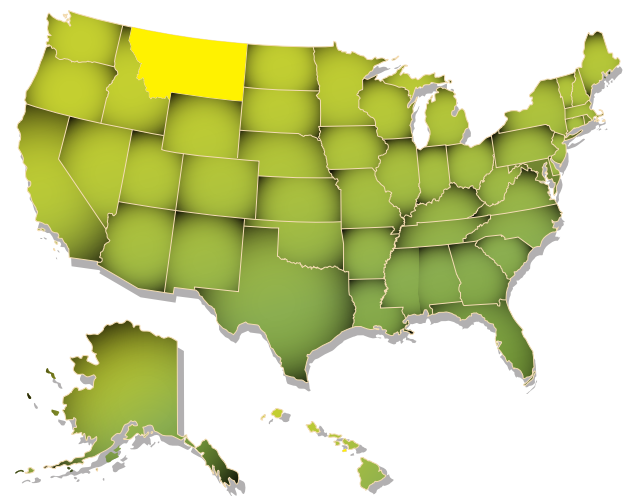
	2024	2034
Population (in millions)	6.25	6.47
Households (in millions)	2.58	2.73
Employment (in millions of jobs)	4.02	4.28
Retail Sales (in billions of dollars in 2024)	\$163.66	\$192.98
Gross State Product (in billions of dollars in 2024)	\$446.87	\$509.36
Income Per Capita (in dollars in 2024)	\$64,491	\$72,792

Montana – Local Television and Radio

Total Economic Impact in State

\$3.99 billion
Television: \$2.37 billion
Radio: \$1.62 billion

8,946 jobs
Television: 5,333 jobs
Radio: 3,613 jobs



Direct Economic Impact in State

\$180.05 million
1,131 jobs

Economic Impact on Other Industries in State

\$450.17 million
2,822 jobs

Stimulative Effect on Economy in State

\$3.36 billion
4,993 jobs



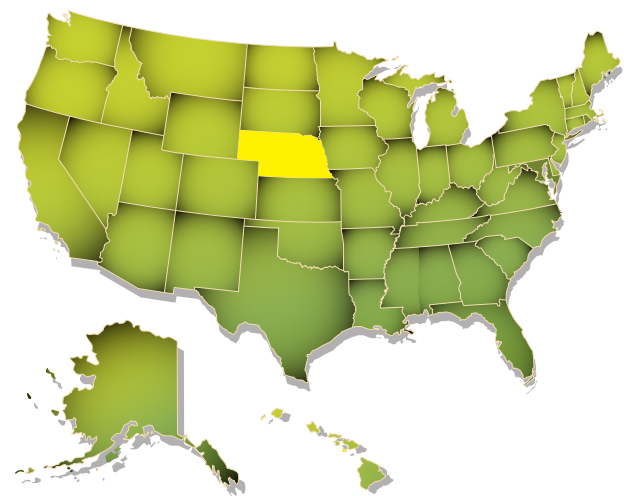
Montana Economy

	2024	2034
Population (in millions)	1.14	1.22
Households	482,826	526,540
Employment (in number of jobs)	760,730	830,896
Retail Sales (in billions of dollars in 2024)	\$29.71	\$36.08
Gross State Product (in billions of dollars in 2024)	\$76.16	\$87.68
Income Per Capita (in dollars in 2024)	\$68,462	\$78,220

Nebraska – Local Television and Radio

Total Economic Impact in State

\$8.13 billion
Television: **\$5.07 billion**
Radio: **\$3.06 billion**
16,720 jobs
Television: **10,410 jobs**
Radio: **6,310 jobs**



Direct Economic Impact in State

\$367.17 million
2,113 jobs

Economic Impact on Other Industries in State

\$919.66 million
5,274 jobs

Stimulative Effect on Economy in State

\$6.84 billion
9,333 jobs



Nebraska Economy

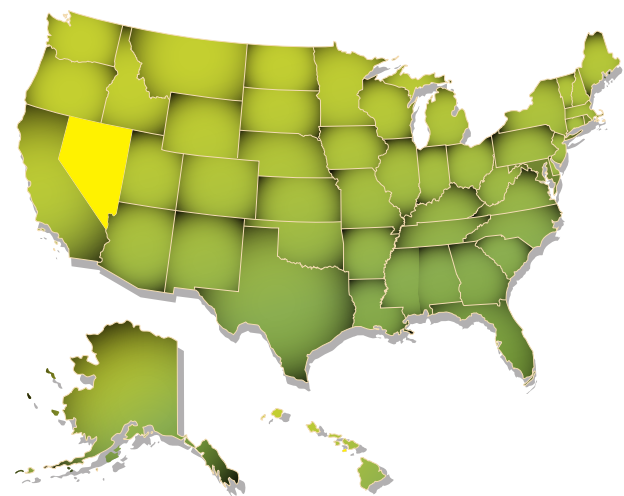
	2024	2034
Population (in millions)	2.01	2.10
Households	809,495	862,780
Employment (in millions of jobs)	1.40	1.51
Retail Sales (in billions of dollars in 2024)	\$51.13	\$60.95
Gross State Product (in billions of dollars in 2024)	\$188.10	\$213.08
Income Per Capita (in dollars in 2024)	\$73,158	\$82,364

Nevada – Local Television and Radio

Total Economic Impact in State

\$12.78 billion
Television: \$9.43 billion
Radio: \$3.36 billion

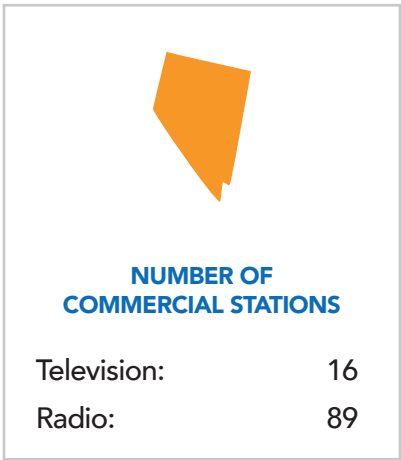
27,199 jobs
Television: 19,967 jobs
Radio: 7,232 jobs



Direct Economic Impact in State
\$576.70 million
3,437 jobs

Economic Impact on Other Industries in State
\$1.45 billion
8,575 jobs

Stimulative Effect on Economy in State
\$10.75 billion
15,187 jobs



Nevada Economy

	2024	2034
Population (in millions)	3.27	3.79
Households (in millions)	1.26	1.49
Employment (in millions of jobs)	2.15	2.57
Retail Sales (in billions of dollars in 2024)	\$85.43	\$113.13
Gross State Product (in billions of dollars in 2024)	\$257.42	\$318.34
Income Per Capita (in dollars in 2024)	\$69,070	\$82,387

New Hampshire – Local Television and Radio

Total Economic Impact in State

\$4.85 billion
Television: \$3.26 billion
Radio: \$1.59 billion

10,252 jobs
Television: 6,883 jobs
Radio: 3,369 jobs



Direct Economic Impact in State

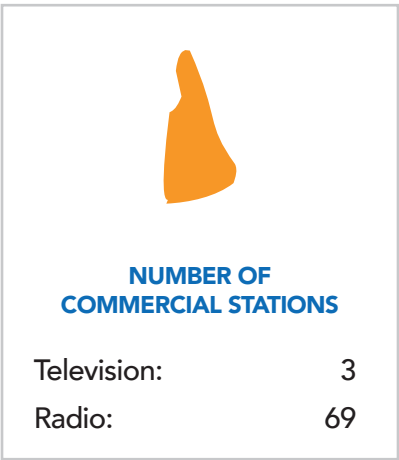
\$219.00 million
1,296 jobs

Economic Impact on Other Industries in State

\$550.22 million
3,233 jobs

Stimulative Effect on Economy in State

\$4.08 billion
5,723 jobs



New Hampshire Economy

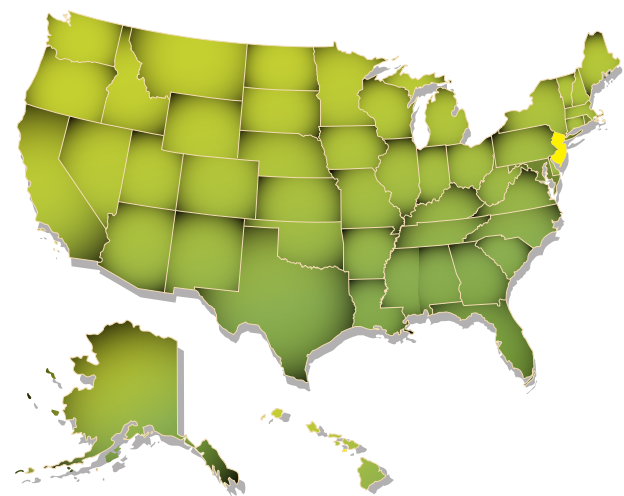
	2024	2034
Population (in millions)	1.41	1.45
Households	585,996	622,092
Employment (in millions of jobs)	0.95	1.03
Retail Sales (in billions of dollars in 2024)	\$49.19	\$57.74
Gross State Product (in billions of dollars in 2024)	\$118.26	\$132.22
Income Per Capita (in dollars in 2024)	\$84,873	\$96,644

New Jersey – Local Television and Radio

Total Economic Impact in State

\$31.58 billion
Television: \$20.47 billion
Radio: \$11.10 billion

64,263 jobs
Television: 41,639 jobs
Radio: 22,624 jobs



Direct Economic Impact in State

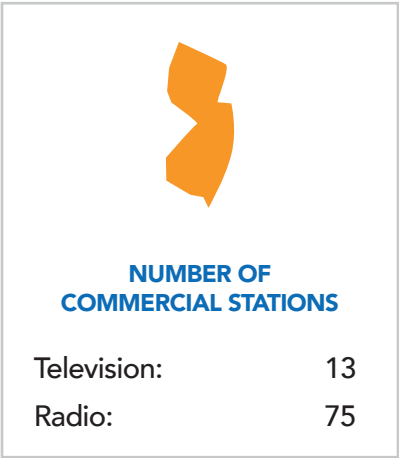
\$1.43 billion
8,123 jobs

Economic Impact on Other Industries in State

\$3.58 billion
20,266 jobs

Stimulative Effect on Economy in State

\$26.57 billion
35,874 jobs



New Jersey Economy

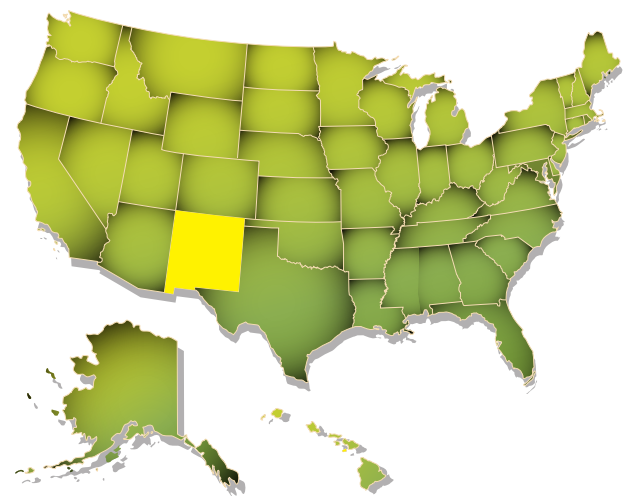
	2024	2034
Population (in millions)	9.50	9.71
Households (in millions)	3.58	3.72
Employment (in millions of jobs)	6.07	6.63
Retail Sales (in billions of dollars in 2024)	\$245.45	\$286.92
Gross State Product (in billions of dollars in 2024)	\$841.14	\$993.32
Income Per Capita (in dollars in 2024)	\$83,786	\$98,122

New Mexico – Local Television and Radio

Total Economic Impact in State

\$6.23 billion
Television: \$3.65 billion
Radio: \$2.58 billion

13,284 jobs
Television: 7,790 jobs
Radio: 5,494 jobs



Direct Economic Impact in State

\$281.48 million
1,679 jobs

Economic Impact on Other Industries in State

\$703.41 million
4,191 jobs

Stimulative Effect on Economy in State

\$5.25 billion
7,414 jobs



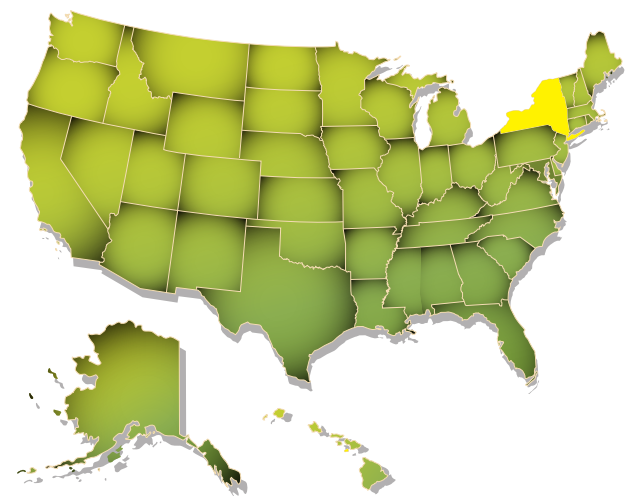
New Mexico Economy

	2024	2034
Population (in millions)	2.13	2.27
Households	858,437	935,675
Employment (in millions of jobs)	1.16	1.26
Retail Sales (in billions of dollars in 2024)	\$43.88	\$53.21
Gross State Product (in billions of dollars in 2024)	\$140.53	\$164.45
Income Per Capita (in dollars in 2024)	\$56,844	\$64,798

New York – Local Television and Radio

Total Economic Impact in State

\$71.41 billion
Television: **\$44.97 billion**
Radio: **\$26.44 billion**
133,477 jobs
Television: **83,933 jobs**
Radio: **49,544 jobs**



Direct Economic Impact in State

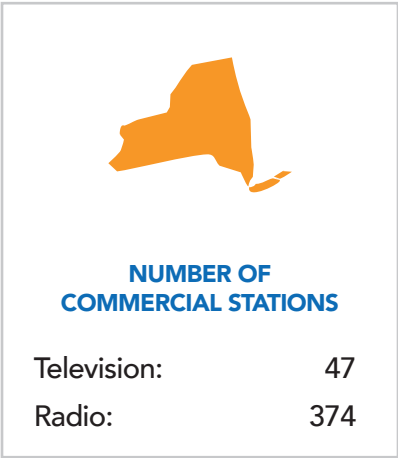
\$3.22 billion
16,873 jobs

Economic Impact on Other Industries in State

\$8.08 billion
42,097 jobs

Stimulative Effect on Economy in State

\$60.11 billion
74,507 jobs



New York Economy

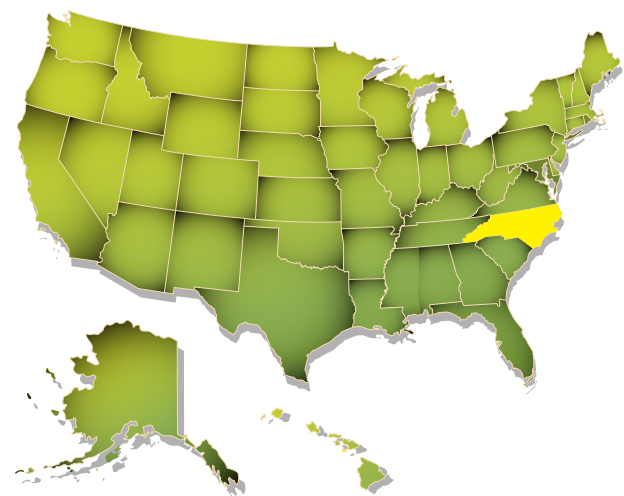
	2024	2034
Population (in millions)	19.87	20.09
Households (in millions)	7.70	7.94
Employment (in millions of jobs)	13.37	14.91
Retail Sales (in billions of dollars in 2024)	\$479.14	\$553.32
Gross State Product (in trillions of dollars in 2024)	\$2.27	\$2.71
Income Per Capita (in dollars in 2024)	\$85,005	\$101,057

North Carolina – Local Television and Radio

Total Economic Impact in State

\$37.73 billion
Television: \$24.42 billion
Radio: \$13.32 billion

80,380 jobs
Television: 51,918 jobs
Radio: 28,462 jobs



Direct Economic Impact in State

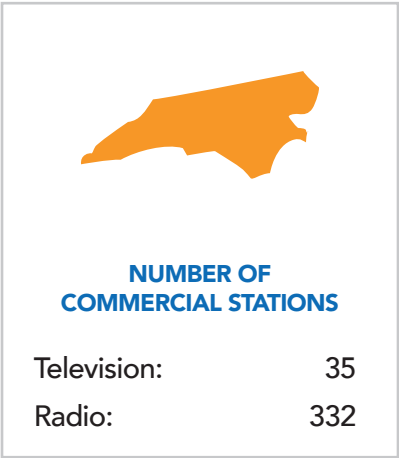
\$1.70 billion
10,160 jobs

Economic Impact on Other Industries in State

\$4.27 billion
25,349 jobs

Stimulative Effect on Economy in State

\$31.75 billion
44,871 jobs



North Carolina Economy

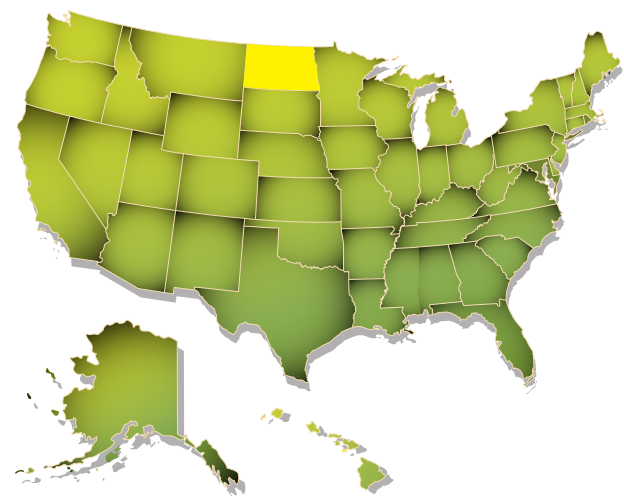
	2024	2034
Population (in millions)	11.05	12.05
Households (in millions)	4.51	5.02
Employment (in millions of jobs)	6.85	7.83
Retail Sales (in billions of dollars in 2024)	\$249.72	\$310.89
Gross State Product (in trillions of dollars in 2024)	\$0.83	\$1.02
Income Per Capita (in dollars in 2024)	\$63,998	\$74,921

North Dakota – Local Television and Radio

Total Economic Impact in State

\$3.00 billion
Television: \$1.56 billion
Radio: \$1.44 billion

6,226 jobs
Television: 3,241 jobs
Radio: 2,985 jobs



Direct Economic Impact in State

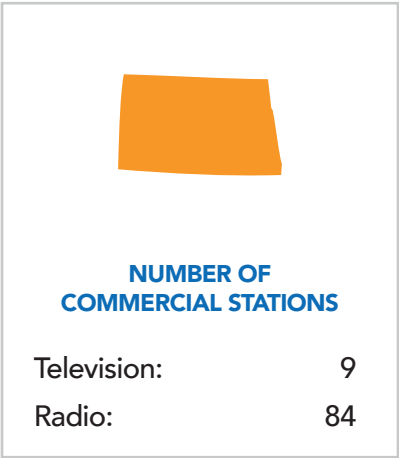
\$135.53 million
787 jobs

Economic Impact on Other Industries in State

\$337.33 million
1,965 jobs

Stimulative Effect on Economy in State

\$2.53 billion
3,474 jobs



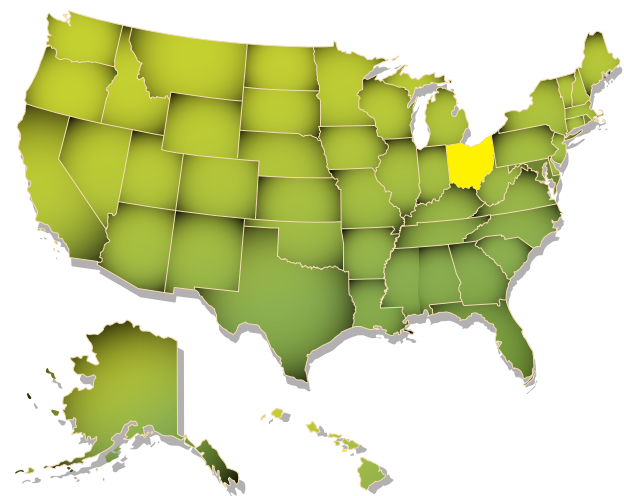
North Dakota Economy

	2024	2034
Population	796,568	846,596
Households	334,488	363,521
Employment (in number of jobs)	605,835	682,137
Retail Sales (in billions of dollars in 2024)	\$30.60	\$37.11
Gross State Product (in billions of dollars in 2024)	\$79.78	\$99.28
Income Per Capita (in dollars in 2024)	\$73,959	\$84,853

Ohio – Local Television and Radio

Total Economic Impact in State
\$43.20 billion
 Television: \$28.07 billion
 Radio: \$15.13 billion

91,382 jobs
 Television: 59,280 jobs
 Radio: 32,102 jobs



Direct Economic Impact in State
 \$1.95 billion
 11,551 jobs

Economic Impact on Other Industries in State
 \$4.89 billion
 28,819 jobs

Stimulative Effect on Economy in State
 \$36.36 billion
 51,012 jobs



Ohio Economy

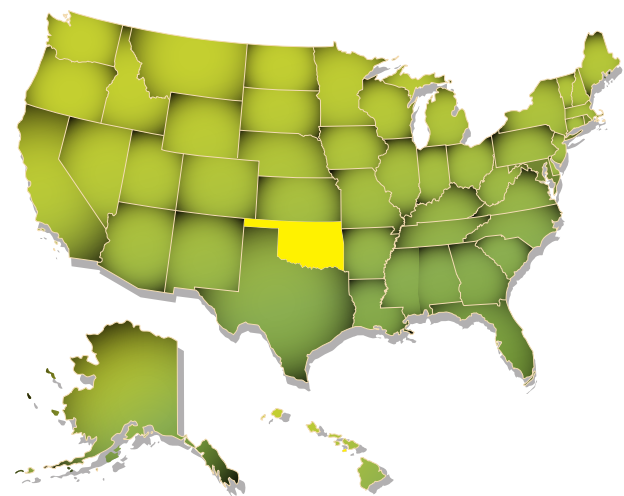
	2024	2034
Population (in millions)	11.88	12.10
Households (in millions)	4.95	5.13
Employment (in millions of jobs)	7.47	7.93
Retail Sales (in billions of dollars in 2024)	\$284.18	\$329.71
Gross State Product (in trillions of dollars in 2024)	\$0.92	\$1.07
Income Per Capita (in dollars in 2024)	\$63,595	\$73,479

Oklahoma – Local Television and Radio

Total Economic Impact in State

\$12.85 billion
Television: \$7.90 billion
Radio: \$4.95 billion

28,369 jobs
Television: 17,445 jobs
Radio: 10,924 jobs



Direct Economic Impact in State

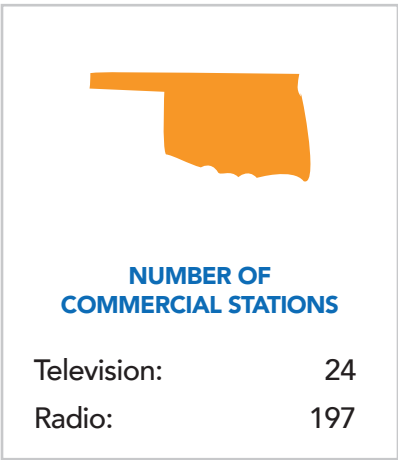
\$580.48 million
3,586 jobs

Economic Impact on Other Industries in State

\$1.45 billion
8,948 jobs

Stimulative Effect on Economy in State

\$10.82 billion
15,835 jobs



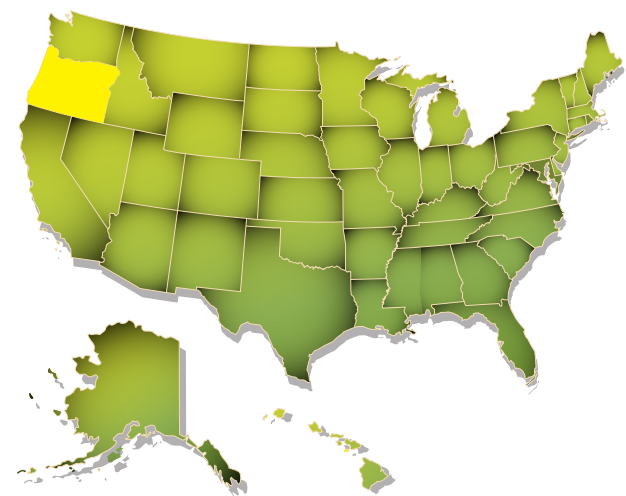
Oklahoma Economy

	2024	2034
Population (in millions)	4.10	4.30
Households (in millions)	1.62	1.73
Employment (in millions of jobs)	2.49	2.69
Retail Sales (in billions of dollars in 2024)	\$90.23	\$107.84
Gross State Product (in billions of dollars in 2024)	\$267.05	\$307.79
Income Per Capita (in dollars in 2024)	\$62,394	\$72,058

Oregon – Local Television and Radio

Total Economic Impact in State

\$12.81 billion
Television: \$7.75 billion
Radio: \$5.07 billion
27,372 jobs
Television: 16,545 jobs
Radio: 10,827 jobs



Direct Economic Impact in State

\$578.71 million
3,461 jobs

Economic Impact on Other Industries in State

\$1.45 billion
8,633 jobs

Stimulative Effect on Economy in State

\$10.79 billion
15,278 jobs



Oregon Economy

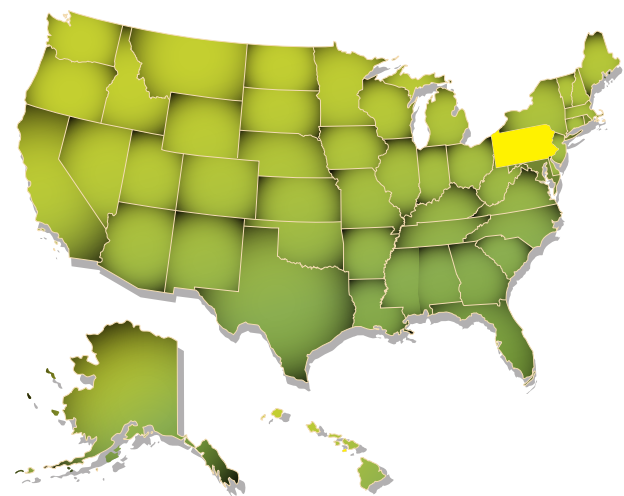
	2024	2034
Population (in millions)	4.27	4.59
Households (in millions)	1.72	1.89
Employment (in millions of jobs)	2.75	3.07
Retail Sales (in billions of dollars in 2024)	\$104.93	\$128.39
Gross State Product (in billions of dollars in 2024)	\$332.91	\$396.47
Income Per Capita (in dollars in 2024)	\$70,207	\$80,211

Pennsylvania – Local Television and Radio

Total Economic Impact in State

\$52.19 billion
Television: \$35.84 billion
Radio: \$16.36 billion

109,987 jobs
Television: 75,345 jobs
Radio: 34,642 jobs



Direct Economic Impact in State

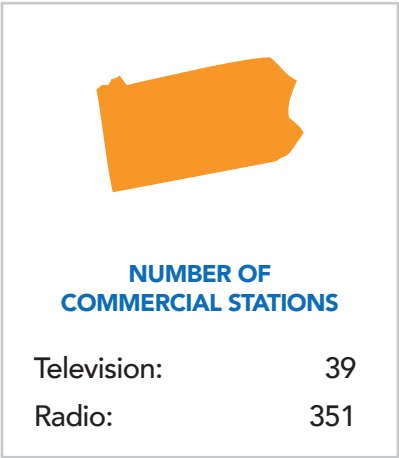
\$2.36 billion
13,901 jobs

Economic Impact on Other Industries in State

\$5.92 billion
34,682 jobs

Stimulative Effect on Economy in State

\$43.91 billion
61,404 jobs



Pennsylvania Economy

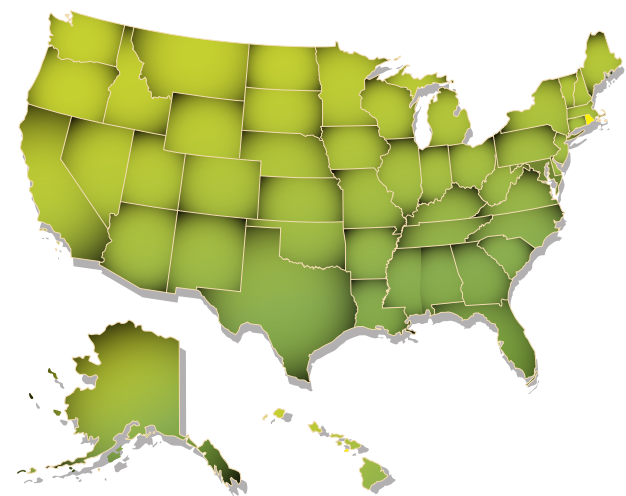
	2024	2034
Population (in millions)	13.08	13.33
Households (in millions)	5.33	5.54
Employment (in millions of jobs)	8.20	8.84
Retail Sales (in billions of dollars in 2024)	\$372.70	\$432.82
Gross State Product (in trillions of dollars in 2024)	\$1.01	\$1.20
Income Per Capita (in dollars in 2024)	\$71,725	\$83,757

Rhode Island – Local Television and Radio

Total Economic Impact in State

\$3.13 billion
Television: \$2.13 billion
Radio: \$998.07 million

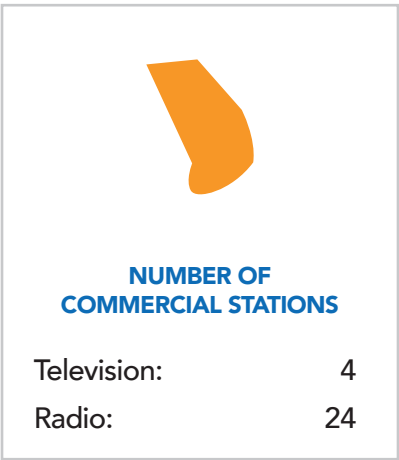
6,747 jobs
Television: 4,574 jobs
Radio: 2,173 jobs



Direct Economic Impact in State
\$141.07 million
852 jobs

Economic Impact on Other Industries in State
\$354.58 million
2,128 jobs

Stimulative Effect on Economy in State
\$2.63 billion
3,767 jobs



Rhode Island Economy

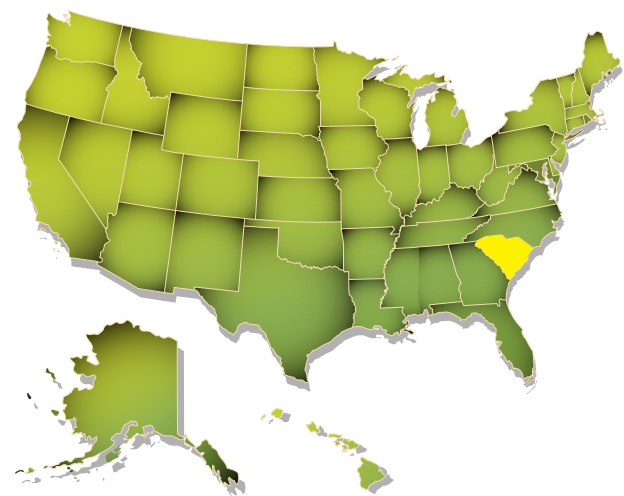
	2024	2034
Population (in millions)	1.11	1.13
Households	457,862	471,402
Employment (in number of jobs)	686,563	747,922
Retail Sales (in billions of dollars in 2024)	\$24.00	\$27.72
Gross State Product (in billions of dollars in 2024)	\$80.71	\$92.83
Income Per Capita (in dollars in 2024)	\$70,311	\$82,139

South Carolina – Local Television and Radio

Total Economic Impact in State

\$15.37 billion
Television: \$9.71 billion
Radio: \$5.66 billion

33,959 jobs
Television: 21,418 jobs
Radio: 12,541 jobs



Direct Economic Impact in State

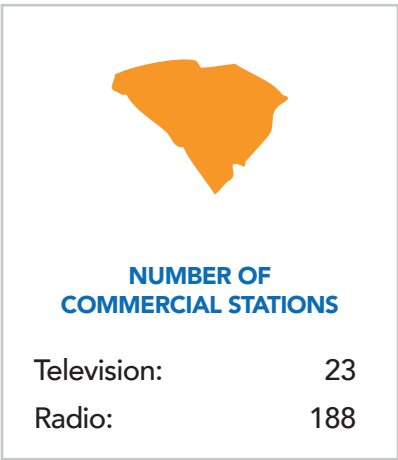
\$694.09 million
4,293 jobs

Economic Impact on Other Industries in State

\$1.74 billion
10,710 jobs

Stimulative Effect on Economy in State

\$12.94 billion
18,956 jobs



South Carolina Economy

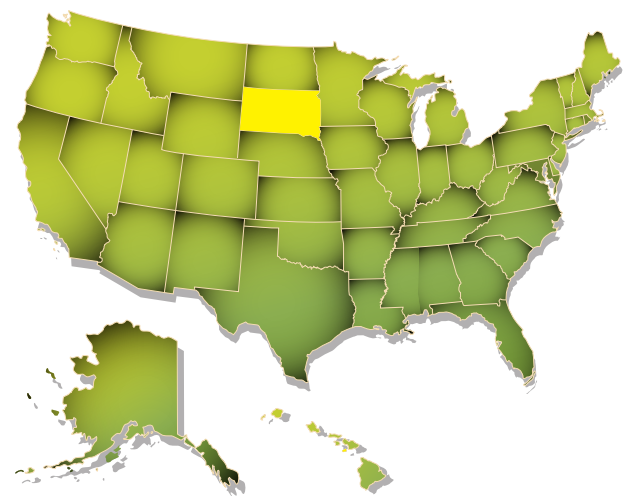
	2024	2034
Population (in millions)	5.48	5.94
Households (in millions)	2.25	2.49
Employment (in millions of jobs)	3.16	3.58
Retail Sales (in billions of dollars in 2024)	\$126.01	\$155.90
Gross State Product (in billions of dollars in 2024)	\$341.54	\$413.28
Income Per Capita (in dollars in 2024)	\$59,074	\$69,568

South Dakota – Local Television and Radio

Total Economic Impact in State

\$3.01 billion
Television: \$1.61 billion
Radio: \$1.40 billion

6,527 jobs
Television: 3,518 jobs
Radio: 3,009 jobs



Direct Economic Impact in State

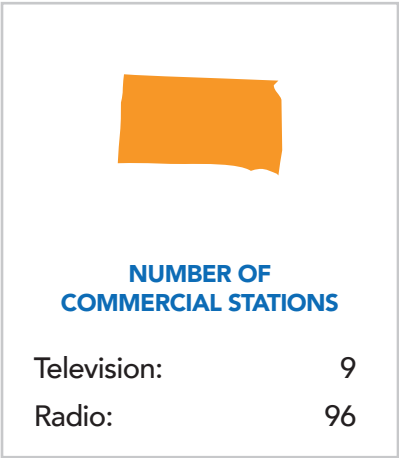
\$136.13 million
825 jobs

Economic Impact on Other Industries in State

\$339.13 million
2,059 jobs

Stimulative Effect on Economy in State

\$2.54 billion
3,643 jobs



South Dakota Economy

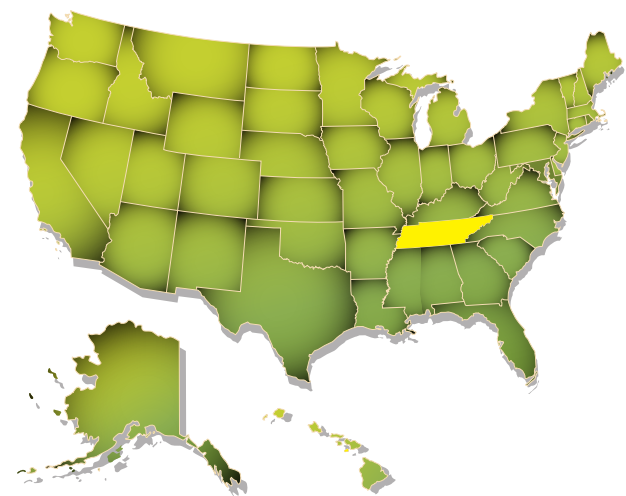
	2024	2034
Population	924,669	980,677
Households	375,289	408,081
Employment (in number of jobs)	661,144	723,737
Retail Sales (in billions of dollars in 2024)	\$24.85	\$29.98
Gross State Product (in billions of dollars in 2024)	\$77.21	\$92.02
Income Per Capita (in dollars in 2024)	\$74,667	\$84,055

Tennessee – Local Television and Radio

Total Economic Impact in State

\$21.28 billion
Television: \$12.35 billion
Radio: \$8.92 billion

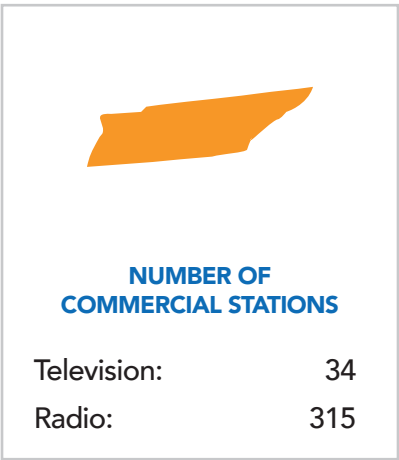
45,941 jobs
Television: 26,726 jobs
Radio: 19,215 jobs



Direct Economic Impact in State
\$961.10 million
5,808 jobs

Economic Impact on Other Industries in State
\$2.40 billion
14,492 jobs

Stimulative Effect on Economy in State
\$17.91 billion
25,641 jobs



Tennessee Economy

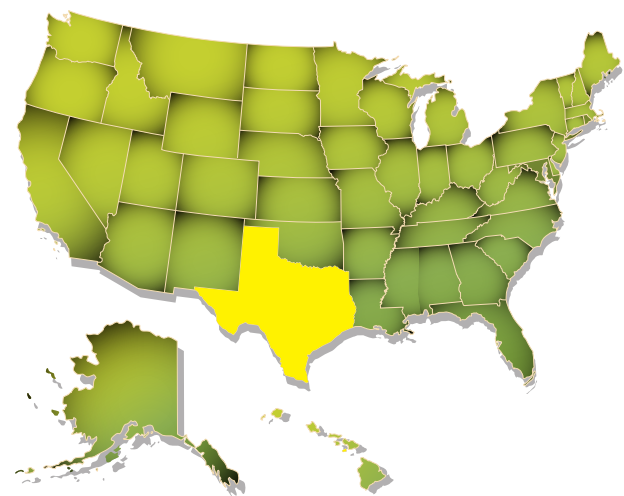
	2024	2034
Population (in millions)	7.23	7.75
Households (in millions)	2.94	3.20
Employment (in millions of jobs)	4.63	5.13
Retail Sales (in billions of dollars in 2024)	\$177.35	\$216.70
Gross State Product (in billions of dollars in 2024)	\$544.90	\$644.69
Income Per Capita (in dollars in 2024)	\$65,058	\$75,413

Texas – Local Television and Radio

Total Economic Impact in State

\$108.09 billion
Television: \$68.97 billion
Radio: \$39.11 billion

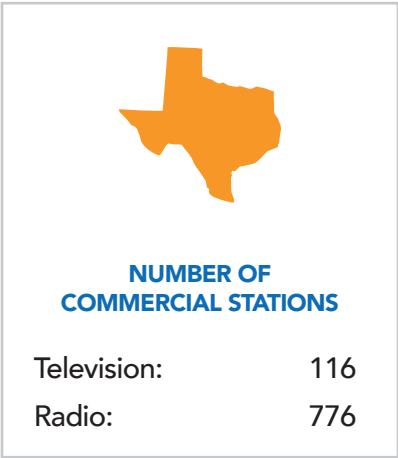
223,694 jobs
Television: 142,572 jobs
Radio: 81,122 jobs



Direct Economic Impact in State
\$4.88 billion
28,276 jobs

Economic Impact on Other Industries in State
\$12.24 billion
70,549 jobs

Stimulative Effect on Economy in State
\$90.97 billion
124,869 jobs



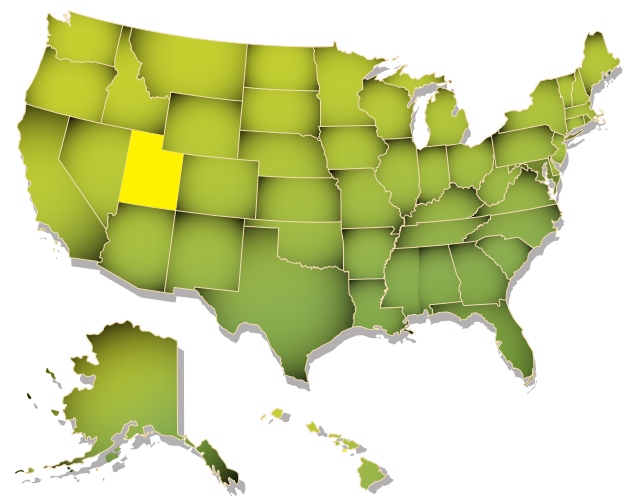
Texas Economy

	2024	2034
Population (in millions)	31.29	35.00
Households (in millions)	11.50	13.09
Employment (in millions of jobs)	20.50	24.08
Retail Sales (in billions of dollars in 2024)	\$755.58	\$966.11
Gross State Product (in trillions of dollars in 2024)	\$2.72	\$3.51
Income Per Capita (in dollars in 2024)	\$68,571	\$82,292

Utah – Local Television and Radio

Total Economic Impact in State

\$9.59 billion
Television: \$5.33 billion
Radio: \$4.27 billion
20,788 jobs
Television: 11,591 jobs
Radio: 9,197 jobs



Direct Economic Impact in State

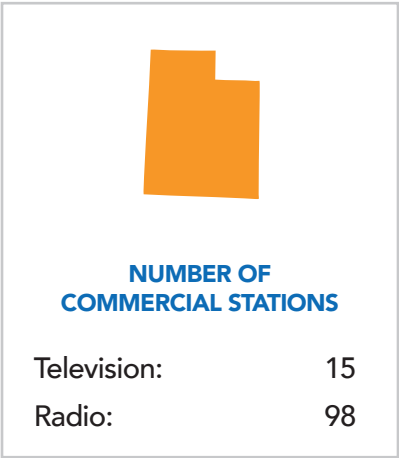
\$433.36 million
2,628 jobs

Economic Impact on Other Industries in State

\$1.08 billion
6,558 jobs

Stimulative Effect on Economy in State

\$8.08 billion
11,602 jobs



Utah Economy

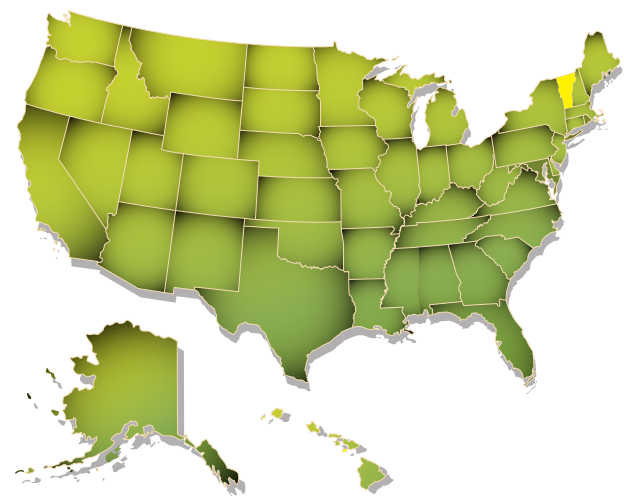
	2024	2034
Population (in millions)	3.50	3.92
Households (in millions)	1.16	1.32
Employment (in millions of jobs)	2.49	2.93
Retail Sales (in billions of dollars in 2024)	\$88.01	\$112.55
Gross State Product (in billions of dollars in 2024)	\$295.13	\$369.95
Income Per Capita (in dollars in 2024)	\$66,229	\$77,736

Vermont – Local Television and Radio

Total Economic Impact in State

\$1.89 billion
Television: \$1.08 billion
Radio: \$815.61 million

4,293 jobs
Television: 2,461 jobs
Radio: 1,832 jobs



Direct Economic Impact in State

\$85.42 million
543 jobs

Economic Impact on Other Industries in State

\$213.25 million
1,354 jobs

Stimulative Effect on Economy in State

\$1.59 billion
2,396 jobs



Vermont Economy

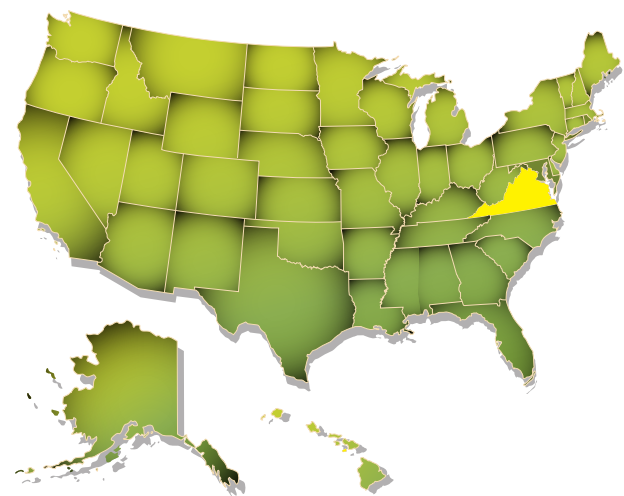
	2024	2034
Population	648,493	662,356
Households	281,434	294,119
Employment (in number of jobs)	443,008	475,078
Retail Sales (in billions of dollars in 2024)	\$17.50	\$20.33
Gross State Product (in billions of dollars in 2024)	\$45.23	\$51.74
Income Per Capita (in dollars in 2024)	\$69,831	\$80,581

Virginia – Local Television and Radio

Total Economic Impact in State

\$30.27 billion
Television: \$17.24 billion
Radio: \$13.03 billion

63,105 jobs
Television: 35,909 jobs
Radio: 27,196 jobs



Direct Economic Impact in State

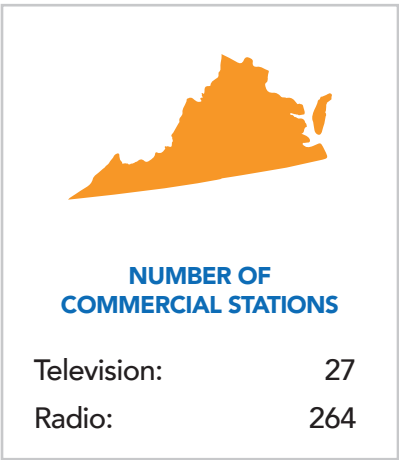
\$1.37 billion
7,978 jobs

Economic Impact on Other Industries in State

\$3.41 billion
19,908 jobs

Stimulative Effect on Economy in State

\$25.49 billion
35,219 jobs

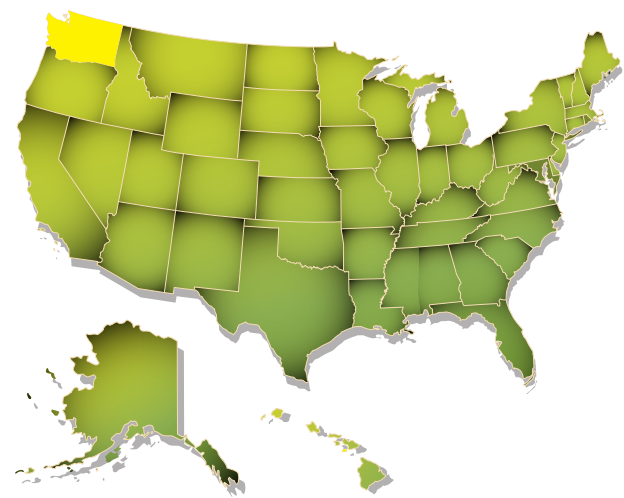


Virginia Economy

	2024	2034
Population (in millions)	8.81	9.47
Households (in millions)	3.47	3.79
Employment (in millions of jobs)	5.82	6.57
Retail Sales (in billions of dollars in 2024)	\$204.62	\$250.39
Gross State Product (in billions of dollars in 2024)	\$753.76	\$920.42
Income Per Capita (in dollars in 2024)	\$76,290	\$89,393

Washington – Local Television and Radio

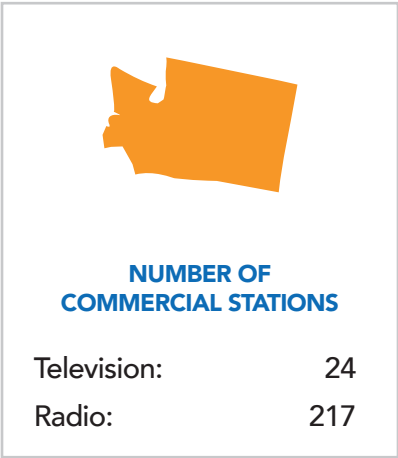
Total Economic Impact in State
\$27.37 billion
Television: \$15.42 billion
Radio: \$11.95 billion
51,441 jobs
Television: 28,571 jobs
Radio: 22,870 jobs



Direct Economic Impact in State
\$1.24 billion
6,504 jobs

Economic Impact on Other Industries in State
\$3.09 billion
16,228 jobs

Stimulative Effect on Economy in State
\$23.05 billion
28,709 jobs



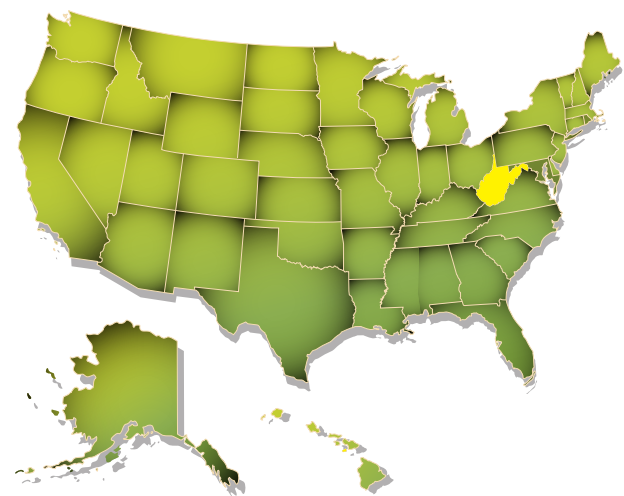
Washington Economy

	2024	2034
Population (in millions)	7.96	8.67
Households (in millions)	3.15	3.50
Employment (in millions of jobs)	5.01	5.71
Retail Sales (in billions of dollars in 2024)	\$268.90	\$334.10
Gross State Product (in trillions of dollars in 2024)	\$0.85	\$1.03
Income Per Capita (in dollars in 2024)	\$83,269	\$95,185

West Virginia – Local Television and Radio

Total Economic Impact in State

\$6.03 billion
Television: **\$3.46 billion**
Radio: **\$2.56 billion**
12,861 jobs
Television: **7,401 jobs**
Radio: **5,460 jobs**



Direct Economic Impact in State

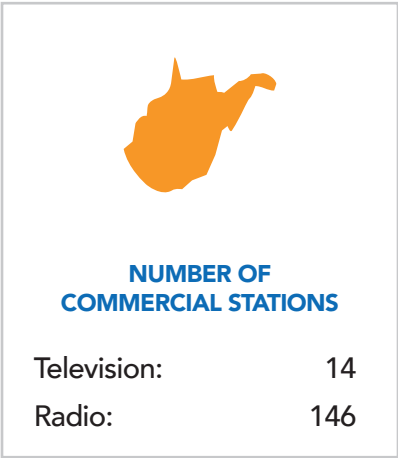
\$272.30 million
1,626 jobs

Economic Impact on Other Industries in State

\$680.00 million
4,057 jobs

Stimulative Effect on Economy in State

\$5.08 billion
7,178 jobs



West Virginia Economy

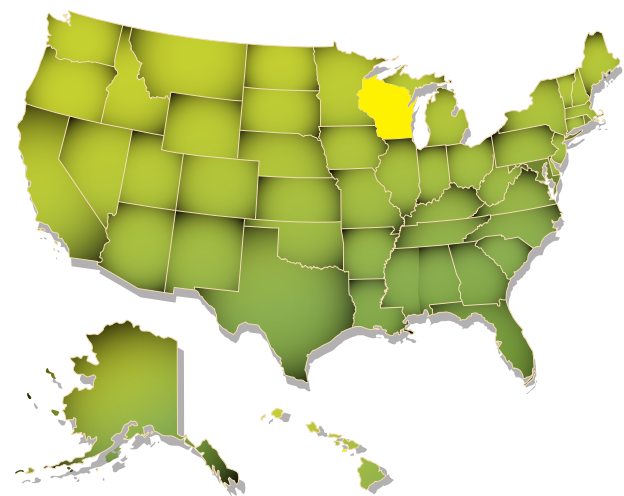
	2024	2034
Population (in millions)	1.77	1.79
Households	748,892	773,339
Employment (in number of jobs)	899,566	939,453
Retail Sales (in billions of dollars in 2024)	\$36.08	\$41.52
Gross State Product (in billions of dollars in 2024)	\$105.56	\$115.71
Income Per Capita (in dollars in 2024)	\$55,044	\$63,668

Wisconsin – Local Television and Radio

Total Economic Impact in State

\$25.49 billion
Television: \$17.16 billion
Radio: \$8.32 billion

54,774 jobs
Television: 36,767 jobs
Radio: 18,007 jobs



Direct Economic Impact in State

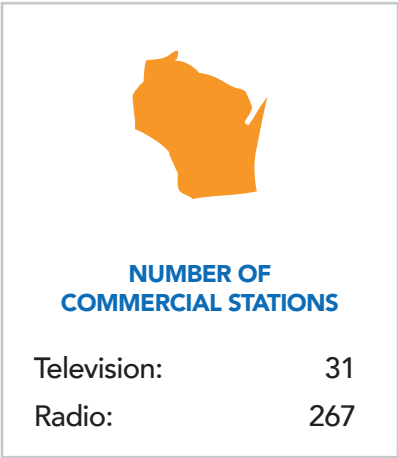
\$1.15 billion
6,923 jobs

Economic Impact on Other Industries in State

\$2.89 billion
17,273 jobs

Stimulative Effect on Economy in State

\$21.44 billion
30,578 jobs



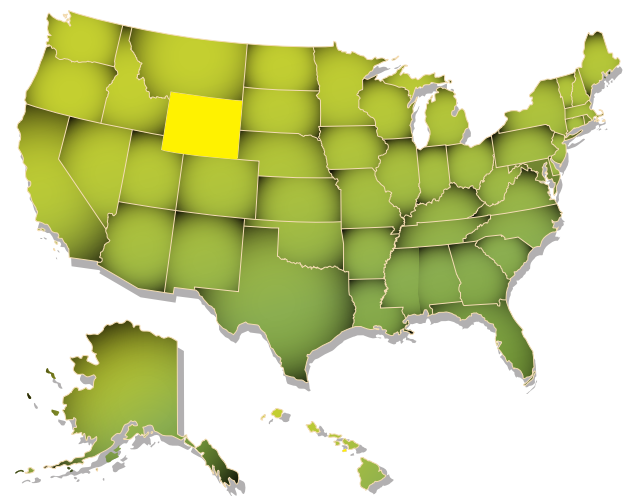
Wisconsin Economy

	2024	2034
Population (in millions)	5.96	6.16
Households (in millions)	2.52	2.66
Employment (in millions of jobs)	3.90	4.15
Retail Sales (in billions of dollars in 2024)	\$149.02	\$175.31
Gross State Product (in billions of dollars in 2024)	\$445.63	\$516.42
Income Per Capita (in dollars in 2024)	\$67,277	\$77,012

Wyoming – Local Television and Radio

Total Economic Impact in State

\$2.18 billion
Television: \$1.16 billion
Radio: \$1.02 billion
4,647 jobs
Television: 2,477 jobs
Radio: 2,170 jobs



Direct Economic Impact in State

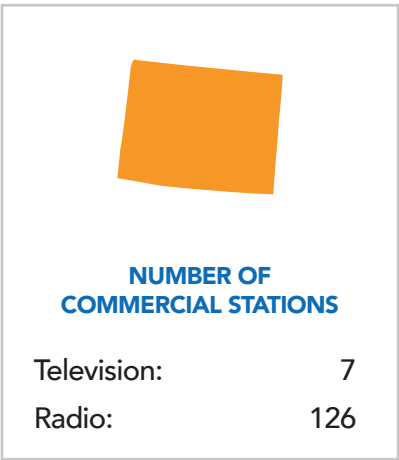
\$98.31 million
588 jobs

Economic Impact on Other Industries in State

\$244.83 million
1,466 jobs

Stimulative Effect on Economy in State

\$1.83 billion
2,593 jobs



Wyoming Economy

	2024	2034
Population	587,618	621,938
Households	246,184	267,343
Employment (in number of jobs)	447,007	483,845
Retail Sales (in billions of dollars in 2024)	\$14.92	\$17.96
Gross State Product (in billions of dollars in 2024)	\$54.23	\$64.20
Income Per Capita (in dollars in 2024)	\$84,835	\$94,974

Summary Technical Description of the Woods & Poole Economics, Inc. 2025 Regional Projections and Database

Introduction

The Woods & Poole Economics, Inc. database contains more than 900 economic and demographic variables for every county in the United States for every year from 1970-2060. This comprehensive database includes detailed population data by age, sex and race; employment and earnings by major industry; personal income by source of income; retail sales by kind of business; and data on the number of households, their size and income. All of these variables are projected for each year through 2060. In total, there are over 200 million statistics in the regional database. The regional model that produces the projection component of this database was developed by Woods & Poole. The regional projection methods are revised somewhat year to year to reflect new computational techniques and new sources of regional economic and demographic information. Each year, a new projection is produced based on an updated historical database and revised assumptions.

This very detailed database ensures that the proprietary Woods & Poole economic and demographic projections are one of the most comprehensive county-level projections available. A detailed description of the database and projection methods is contained in this chapter.

Overview of the Projection Methods

The strength of Woods & Poole's economic and demographic projections stems from the comprehensive historical county database and the integrated nature of the projection methods. The projection for each county in the United States is done simultaneously so that changes in one county will affect growth or decline in other counties. For example, growth in employment and population in Houston will affect growth in other metropolitan areas, such as Cleveland. This reflects the flow of economic activity around the country as new industries emerge or relocate in growing areas and as people migrate, in part because of job opportunities. The county projections are developed within the framework of the United States projection made by Woods & Poole. The U.S. projection is the control total for the 2025 regional projections and is described in the "Overview of the 2025 Projections" chapter included in Woods & Poole publications.

This document is a summary. Please contact Woods & Poole Economics, Inc. for a more detailed "Technical Description of the 2025 Regional Projections and Database."

Woods & Poole Economics, Inc. is a small, independent corporation that specializes in long-term county economic and demographic projections. Woods & Poole's database for every county in the U.S. contains projections through 2060 for more than 900 variables.

The regional projection method used by Woods & Poole — projecting the counties together to capture regional flows and constraining the results to a previously determined United States total — avoids a common pitfall in regional projections. Regional projections are sometimes made for a city or county without regard for potential growth in surrounding areas or other areas in the country. Such projections may be simple extrapolations of recent historical trends and, as a result, may be too optimistic or pessimistic. If these county projections were added together, the total might differ considerably from any conceivable national forecast scenario; this is the result of each regional projection being generated independently without interactive procedures and integration into a consistent national projection.

The methods used by Woods & Poole to generate the county projections proceed in four stages. First, forecasts to 2060 of total United States personal income, earnings by industry, employment by industry, population, inflation and other variables are made. Second, the country is divided into 179 economic areas (EAs) as defined by the U.S. Department of Commerce Bureau of Economic Analysis (BEA). The EAs are aggregates of contiguous counties that attempt to measure cohesive economic regions in the United States (a list of all EAs and their component counties can be found in Appendix 6 following this chapter). In the 2025 Woods & Poole model, EA definitions released by the BEA in May 2007 are used. For each EA, a projection is made for employment, using an "export-base" approach; in some cases the "export-base" approach is modified using historical change in employment by sector to forecast employment. Employment projections are sometimes adjusted to reflect the results of individual EA models or exogenous information and assumptions about the EA economy. The employment projection for each EA is then used to estimate earnings in each EA. Employment, and historical change, are the principal explanatory variables used to estimate population and number of households in each EA.

The third stage is to project population by age, sex and race for each EA on the basis of projected net migration rates. For stages two and three, the U.S. projection is the control total for the EA projections. The fourth stage replicates stages two and three except that it is performed at the county level, using the EAs as the control total for the county projections.

U.S. PROJECTIONS



ECONOMIC AREA BASIC SECTOR PROJECTIONS



ECONOMIC AREA NONBASIC SECTOR PROJECTIONS



COUNTY BASIC SECTOR PROJECTIONS



COUNTY NONBASIC SECTOR PROJECTIONS

Historical data in the Woods & Poole database are revised each year.

Historical Data

Much of the historical economic data in the Woods & Poole regional databases are obtained from the BEA. The historical data from the BEA include county-level data for each year for employment (1969-2022) and earnings (1969-2023) by one-digit Standard Industrial Classification (SIC) code (1969-2000), by one-digit North American Industry Classification System (NAICS) code (2001-2022) and personal income (1969-2023) by source of income. Other sources of data include the 1970, 1980, 1990, 2000, 2010 and 2020 censuses and postcensal estimates for population and household data and the quinquennial Census of Retail Trade for retail sales data. Woods & Poole generally accepts the government data as given unless indicated otherwise in this chapter. The following discussion of the historical data used by Woods & Poole is not intended to be a complete explanation of the historical data; the user should consult the government sources of the historical data for a complete explanation. Some of the sources of government data used by Woods & Poole have technical explanations of how the historical data are collected, how the data can be used and limitations to the data; the documentation may contain important information on the applicability of the data for particular applications and should be reviewed by users of the historical data. The documentation can be obtained from the U.S. Department of Commerce, the Government Printing Office or many public libraries. All data for the years 2024-2060 are projected by Woods & Poole.

Historical data used by Woods & Poole are subject to significant revisions.

Historical data are subject to revision from time to time. Historical employment and income data from the BEA are revised on a regular basis. For example, projections of 1993 employment done in 1984 were made using a different definition of employment; in the 1984 forecast, U.S. total employment in 1980 was estimated to be 106.4 million jobs. Since then, however, the definition of employment has been revised several times by the Department of Commerce and now U.S. total employment in 1980 is estimated to have been 114.0 million jobs. When using the historical data, it is important to use the current revision and not combine these data with previous versions since there may be definitional changes in the data.

Historical Basis for the 2025 Projections

The Woods & Poole 2025 projections are based on annual historical data from 1969-2023 (1969-2022 for employment). In the 2025 projections, historical time series data through 2019 and for the year 2023 (2022 for employment) are used for the forecasts. Data for 2020 and 2021 are not used in the time series because of the impact of the COVID-19 pandemic.

The historical basis for the county population forecasts by age, sex and race are county data from 1990-2009 based on Census Bureau intercensal estimates; 2010-2019 based on Woods & Poole intercensal estimates of postcensal estimates and Census Bureau Vintage 2023 April 1, 2020 estimates base data; and 2020-2023 are from Census Bureau Vintage 2023 postcensal estimates. Woods & Poole 2010-2019 intercensals are used in the 2025 database because the Census Bureau has not produced intercensal estimates based.

Gross Domestic Product by State

Gross domestic product (GDP) by region data are historical for the United States total, regions and states for the years 1969-2023 and for counties for the years 2001-2023 from the Bureau of Economic Analysis (BEA). All county and metropolitan area historical GDP data from 1969-2000 are estimated by Woods & Poole by allocating state GDP in a particular year to counties within the state based on the proportion of total state earnings of employees originating in a particular county. County GDP estimates are constrained to state totals for the years 1969-2000. All GDP data are establishment based. GDP is also called gross regional product (GRP) in the Woods & Poole database.

Gross domestic product by state (formerly Gross State Product or GSP) is called gross regional product (GRP) in the Woods & Poole database.

Local Television and Radio Employment and Output

All of the estimates provided in this report are for 2024. The estimates of local television and radio employment were obtained from the U.S. Department of Commerce Bureau of the Census. Employment estimates by detailed industry for broadcasting and advertising (NAICS 5151) were used to create U.S. and state employment estimates for television and radio. The input-output factors to estimate employment from suppliers were estimated from the detailed historical input-output tables of the BEA. The multiplier factors were assumed to always be less than 2.5 jobs. The stimulative factor was always assumed to be less than \$19 of economic output per \$1 of advertising output and less than 40 jobs per \$1 million of advertising output. The output data were obtained from local television and radio broadcasting sources.

Employment

Employment data in the Woods & Poole database are a complete measure of the number of full- and part-time jobs by place of work. Historical data from 1969-2022 are from the BEA, released in November 2023; these data were also used in the 2024 Woods & Poole database. In the BEA November 2024 regional data release, the BEA did not provide employment data for 1969-2023 and indicated that it will stop producing regional employment data. The 2026 Woods & Poole database plans to include either annual employment data from the Bureau of Labor Statistics (BLS) through 2024 or an estimated time series through 2024 that maintains BEA employment definitions and is consistent with BEA earnings by sector data, which are still provided by the BEA.

Employment data are historical for the years 1969-2022 and projected for the years 2023-2060. Private nonfarm employment data by NAICS industries are estimated for the years 1969-2000.

The employment data include wage and salary workers, proprietors, private household employees and miscellaneous workers. Wage and salary employment data are based on an establishment survey in which employers are asked the number of full- and part-time workers at a given establishment. Because part-time workers are included, a person holding two part-time jobs would be counted twice. Also, since the wage and salary employment data are based on an establishment survey, jobs are counted by place of work and not place of residence of the worker; thus, a job in the New York Metropolitan Area is counted in the New York Metropolitan Area regardless of where the worker lives. Data on proprietors include farm and nonfarm proprietors by sector. Proprietors include not only those people who devote the majority of their time to their proprietorship, but people who devote any time at all to a proprietorship. Thus, a person who has a full-time wage and salary job and on nights and weekends also runs a small business legally defined as a proprietorship would be counted twice. The employment data therefore include full- and part-time proprietors.

Private household employment data include persons employed by a household on the premises, such as full-time babysitters, housekeepers, gardeners and butlers. Miscellaneous employment data include judges and all elected officials, persons working only on commission in sectors such as real estate and insurance, students employed by the colleges or universities in which they are enrolled and unincorporated subcontractors in sectors such as construction.

The employment data used by Woods & Poole comprise the most complete definition of the number of jobs by county. Woods & Poole data may be higher than that from other sources because it includes more kinds of employment. There are three other commonly used government sources for employment data: the Bureau of Labor Statistics (BLS), the Bureau of the Census and the National Income and Product Accounts (NIPA). These sources of employment data differ from the data used by Woods & Poole. The BLS establishment data are generally much lower than the Woods & Poole data because agricultural workers, the military, proprietors, households and miscellaneous employment are not included; the exclusion of proprietors from the BLS data is the most significant difference. Data from the Census Bureau (and some survey data from the BLS) are based on employment by place of residence and differ fundamentally in concept from the Woods & Poole employment data by place of work; Census Bureau employment data are generally lower than Woods & Poole data, but not always. Since Census Bureau data are based on a household survey, persons holding two jobs would be counted only once and therefore the data would be lower than that from Woods & Poole. However, Census Bureau survey data for counties that have a large number of commuters and relatively few jobs within the county could yield employment data higher than Woods & Poole. Employment data in the NIPA are close to Woods & Poole data, except that part-time proprietors and certain miscellaneous employees are excluded; therefore, these data are usually lower.

Employment data in the Woods & Poole database are usually much higher than BLS employment data because Woods & Poole includes proprietors and military employment.

Personal Income

The historical data (1969-2023) for total personal income are from the BEA. Total personal income is the income received by persons from all sources from participation in production, government and business transfer payments and from government interest, which is treated like a transfer payment. Persons consist of individuals, nonprofit institutions serving individuals, private uninsured welfare funds and private trust funds. Personal income is the sum of wages and salaries, other labor income, proprietors' income, rental income of persons, dividend income, personal interest income and transfer payments less personal contributions for social insurance.

Personal income data are historical for the years 1969-2023 and projected for the years 2024-2060.

As with employment, the definition of total personal income used by Woods & Poole is the most comprehensive one available. Another commonly used measure is money income of persons. Money income is the concept used by the Bureau of the Census and is widely used in other sources. In those cases where Woods & Poole's income data are higher than data from another source once inflation adjustments are taken into account, it is probably because the other source uses money income base data. Total personal income includes all of money income plus the exclusions to money income. Money income excludes payments in-kind such as food stamps, agricultural payments in-kind and the value of in-kind medical payments; the imputed rental value of owner-occupied housing; the imputed value of certain interest payments such as the value to consumers of free noninterest bearing checking accounts; all other labor income; capital consumption adjustments for proprietors; inventory valuation adjustments, although sometimes this is negative; and lump-sum payments such as liability judgments and consumer defaults on debts to businesses. For the U.S. as a whole, money income is about 25% less than total personal income; at the regional level, the difference varies depending on the specific composition of total personal income.

Personal income (and income per capita) data used by Woods & Poole are usually much higher than money income data used by the Census Bureau because money income excludes some forms of income.

Another commonly used measure of income is disposable income, which is defined as total personal income less personal tax and nontax payments. Disposable income is the income available to persons for spending or saving. Tax payments are payments net of refunds made by persons to the government; it includes taxes such as income, estate and gift and personal property taxes, but it excludes personal contributions to social insurance. Nontax payments include tuition and fees paid to schools and hospitals operated mainly by the government, donations to such institutions, passport fees and fines and penalties.

Retail Sales and Food Services Sales

Data for retail sales by kind of business are from the 1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007, 2012 and 2017 Census of Retail Trade (U.S. Department of Commerce Bureau of the Census). Retail sales data for 1972, 1977, 1982, 1987, 1992 and 1997 have been changed by Woods & Poole from SIC classifications to estimated NAICS kind of business classifications to be consistent with 2002 Census of Retail Trade data. The intervening historical data for the years 1969-1971, 1973-1976, 1978-1981, 1983-1986, 1988-1991, 1993-1996, 1998-2001, 2003-2006, 2008-2011 and 2003-2016 are also estimated by Woods & Poole. These estimates

Retail sales data are historical for the years 1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007, 2012 and 2017; they are estimated for all other years 1969-2016; and they are projected for the years 2018-2060.

are made by interpolating retail sales by kind of business per capita for the intervening years (e.g., 1973-1976). These proportions are then multiplied by population for the intervening years to estimate retail sales by kind of business. The estimates are then constrained to U.S. retail sales by kind of business for the intervening years. U.S. retail sales data for 1969-2017 are from the Bureau of Economic Analysis, but are revised by Woods & Poole to be consistent with the sum of the county retail sales data for the Census Bureau years. Therefore, retail sales data for the U.S. are the sum of county retail sales as published in the Census of Retail Trade and differ from the U.S. data published monthly by the Department of Commerce.

Retail sales by kind of business are based on NAICS classifications. Total retail sales includes food services and drinking places.

Some county data from the Census of Retail Trade are withheld because of federal information disclosure policies. All withheld data have been estimated by Woods & Poole; the techniques used to make these estimates are described below in the section titled "Estimation of Missing Historical Data."

In the 2025 Woods & Poole database, total retail sales are modified to include food services and drinking places sales (NAICS 722). The inclusion of food services and drinking places sales makes total retail sales more consistent with the SIC definition.

Retail sales, as well as employment and earnings, are counted on an establishment basis. Mail-order sales are counted at the point from which the merchandise is sent and not at the point at which it is received. Retail sales are classified by kind of business according to the principal lines of commodities sold (e.g., groceries or hardware) or the usual trade designation (e.g., drugstore or cigar store). In some cases, an establishment sells goods in several different business groups, such as a convenience store with gasoline pumps. In these cases, all the establishment's sales are classified in the business group that is the primary activity of the establishment; therefore, the retail sales data by kind of business does not reflect retail sales by merchandise line.

Population

Historical population data for the years 1969-2023 are based on estimates from the U.S. Department of Commerce Bureau of the Census. The historical county total population and population by single year of age by race and sex data for 1969-1979 are estimated based on 1970 and 1980 Census Bureau data; 1980-1989 are from the Census Bureau intercensal county estimates; 1990-2009 are from National Center for Health Statistics (NCHS) intercensal estimates based on Census Bureau estimates; 2010-2019

Total population data are historical for the years 1969-2024 and projected for the years 2025-2060.

are Woods & Poole intercensal estimates of NCHS postcensal estimates and Census Bureau Vintage 2023 April 1, 2020 estimates base data; and 2020-2023 are from Census Bureau Vintage 2023 postcensal estimates.

Adjusted Census 2020 results are included in the 2025 Woods & Poole database.

Population data are July-1 based in each year, 1969-2060.

The historical population data in the 2025 Woods & Poole database include Census Bureau Vintage 2024 total population data for 2020-2024 based on more information from the 2020 Census.

Population is defined as July 1 residential population and includes: civilian population; military population except personnel stationed overseas; college residents; institutional populations, such as prison inmates and residents of mental institutions, nursing homes and hospitals; and estimates of undocumented aliens. Excluded are persons residing in Puerto Rico, U.S. territories and possessions and U.S. citizens living abroad.

The population data in the Woods & Poole database are generally consistent with data from other sources, including the Census Bureau. The most significant difference between the Census Bureau data used by Woods & Poole and the actual 1970, 1980, 1990, 2000 and 2010 Census Bureau results is that Woods & Poole data are July 1-based and the decennial census data are April 1-based. Decennial census data were adjusted forward from April 1 to July 1 to make them consistent with population data for other years, as well as with the employment and income data which are also July 1-based.

Households

The data for households are from Census Bureau counts in 1970, 1980, 1990, 2000, 2010 and 2020 and Census Bureau estimates for 1985. As with population, the household data from the decennial censuses were adjusted from April 1 to July 1. The 1985 Census Bureau estimate was already July 1-based. All other years of county household data (i.e., 1969, 1971-1979, 1981-1984, 1986-1989 and 1991-1999) are estimates. Household data for the U.S. from 1969-2010 are based on Census Bureau data. Household data for total number of households, group quarters population and average size of households from the 1990, 2000, 2010 and 2020 Census Bureau, adjusted to a July 1-based, are included in the Woods & Poole database.

Household data are historical for the years 1970, 1980, 1985, 1990, 2000 and 2010; estimated for all other years 1969-1999; and projected for the years 2011-2060.

Households are defined as occupied housing units. A housing unit is a house an apartment, group of rooms or a single room occupied as separate living quarters. The occupants of a housing unit may be a single family, one person living alone, two or more families living together or any group of related or unrelated persons who share living quarters. All people are part of a household except those who reside in group quarters. Group quarters include living arrangements such as prisons, homes for the aged, rooming houses, college dormitories and military barracks. The average size of households is defined as total population less group quarters population divided by the number of households. Mean household income is defined as total personal income less estimated income of group quarters population divided by the number of households.



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