



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
1	Los Angeles	1,924,270	13.09
2	New York	1,437,900	9.781
3	Miami-Ft. Lauderdale	770,180	5.239
4	Houston	667,160	4.538
5	Dallas-Ft. Worth	534,760	3.638
6	Chicago	528,900	3.598
7	San Antonio	443,440	3.016
8	San Francisco-Oak-San Jose	426,450	2.901
9	Phoenix (Prescott)	376,070	2.558
10	Harlingen-Wslco-Brnsvl-McA	316,640	2.154
11	Sacramnto-Stkton-Modesto	282,240	1.92
12	San Diego	263,390	1.792
13	Fresno-Visalia	261,390	1.778
14	Orlando-Daytona Bch-Melbrn	257,140	1.749
15	Albuquerque-Santa Fe	257,080	1.749
16	Philadelphia	248,030	1.687
17	Denver	242,680	1.651
18	Washington, DC (Hagrstwn)	241,770	1.645
19	El Paso (Las Cruces)	239,750	1.631
20	Tampa-St. Pete (Sarasota)	234,260	1.594
21	Boston (Manchester)	182,290	1.24
22	Austin	179,300	1.22
23	Atlanta	173,520	1.18
24	Las Vegas	164,990	1.122
25	Tucson (Sierra Vista)	127,500	0.867
26	Seattle-Tacoma	124,480	0.847
27	Corpus Christi	116,420	0.792
28	West Palm Beach-Ft. Pierce	112,960	0.768
29	Hartford & New Haven	106,000	0.721
30	Bakersfield	96,440	0.656
31	Portland, OR	95,510	0.65
32	Salt Lake City	94,090	0.64
33	Raleigh-Durham (Fayetvle)	82,230	0.559
34	Monterey-Salinas	78,840	0.536
35	Ft. Myers-Naples	72,140	0.491
36	Charlotte	71,420	0.486
37	Odessa-Midland	70,810	0.482
38	Laredo	68,430	0.465
39	Yuma-El Centro	67,870	0.462
40	Waco-Temple-Bryan	65,670	0.447



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
41	Milwaukee	62,470	0.425
42	Colorado Springs-Pueblo	61,630	0.419
43	Detroit	59,290	0.403
44	Minneapolis-St. Paul	59,050	0.402
45	SantaBarbra-SanMar-SanLuOb	57,850	0.394
46	Oklahoma City	57,080	0.388
47	Yakima-Pasco-RchInd-Knnwck	56,380	0.384
48	Palm Springs	55,540	0.378
49	Providence-New Bedford	54,330	0.37
50	Lubbock	54,260	0.369
51	Amarillo	53,030	0.361
52	Kansas City	52,230	0.355
53	Cleveland-Akron (Canton)	46,170	0.314
54	Wichita-Hutchinson Plus	44,640	0.304
55	Nashville	44,120	0.3
56	Baltimore	43,130	0.293
57	Indianapolis	42,750	0.291
58	Jacksonville	41,480	0.282
59	Reno	40,400	0.275
60	Greensboro-H.Point-W.Salem	40,300	0.274
61	New Orleans	39,580	0.269
62	Harrisburg-Lncstr-Leb-York	38,900	0.265
63	Grand Rapids-Kalmzoo-B.Crk	37,870	0.258
64	Springfield-Holyoke	36,080	0.245
65	Honolulu	35,550	0.242
66	Greenvll-Spart-Ashevll-And	34,780	0.237
67	Norfolk-Portsmth-Newpt Nws	34,050	0.232
68	Tyler-Longview(Lfkn&Ncgd)	30,790	0.209
69	Tulsa	28,360	0.193
70	Omaha	27,430	0.187
71	Boise	26,240	0.178
72	Ft. Smith-Fay-Sprngdl-Rgrs	25,880	0.176
73	St. Louis	25,830	0.176
74	Spokane	25,400	0.173
75	Wilkes Barre-Scranton-Hztn	23,880	0.162
76	Columbus, OH	23,070	0.157
77	Rochester, NY	22,360	0.152
78	Richmond-Petersburg	21,810	0.148
79	Abilene-Sweetwater	21,660	0.147
80	Chico-Redding	21,240	0.144



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
81	Memphis	21,090	0.143
82	Buffalo	20,500	0.139
83	Louisville	19,830	0.135
84	Toledo	19,820	0.135
85	Mobile-Pensacola (Ft Walt)	19,230	0.131
86	Greenville-N.Bern-Washngtn	19,140	0.13
87	Little Rock-Pine Bluff	18,970	0.129
88	Savannah	18,960	0.129
89	Albany-Schenectady-Troy	18,930	0.129
90	Birmingham (Ann and Tusc)	18,710	0.127
91	San Angelo	18,320	0.125
92	Cincinnati	18,150	0.123
93	South Bend-Elkhart	17,770	0.121
94	Shreveport	17,560	0.119
95	Wichita Falls & Lawton	17,540	0.119
96	Chattanooga	17,420	0.118
97	Des Moines-Ames	17,160	0.117
98	Davenport-R.Island-Moline	16,470	0.112
99	Huntsville-Decatur (Flor)	16,000	0.109
100	Pittsburgh	15,690	0.107
101	Lincoln & Hastings-Krny	15,470	0.105
102	Beaumont-Port Arthur	15,450	0.105
103	Madison	14,140	0.096
104	Columbia, SC	13,890	0.094
105	Flint-Saginaw-Bay City	13,690	0.093
106	Green Bay-Appleton	13,330	0.091
107	Tallahassee-Thomasville	13,180	0.09
108	Rockford	12,850	0.087
109	Knoxville	12,720	0.087
110	Victoria	12,560	0.085
111	Topeka	12,490	0.085
112	Medford-Klamath Falls	12,130	0.082
113	Eugene	12,060	0.082
114	Charleston, SC	10,930	0.074
115	Lexington	10,920	0.074
116	Springfield, MO	10,840	0.074
117	Baton Rouge	10,770	0.073
118	Lansing	10,730	0.073
119	Sioux City	10,710	0.073
120	Idaho Falls-Pocatillo(Jcksn)	10,670	0.073



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
121	Syracuse	10,400	0.071
122	Twin Falls	10,270	0.07
123	Ft. Wayne	10,240	0.07
124	Roanoke-Lynchburg	9,660	0.066
125	Columbus, GA (Opelika, AL)	9,610	0.065
126	Anchorage	9,320	0.063
127	Augusta-Aiken	9,270	0.063
128	Champaign&Sprngfld-Decatur	9,230	0.063
129	Myrtle Beach-Florence	9,190	0.062
130	Gainesville	8,980	0.061
131	Dayton	8,410	0.057
132	Cedar Rapids-Wtrlo-IWC&Dub	8,240	0.056
133	Grand Junction-Montrose	7,830	0.053
134	Sioux Falls(Mitchell)	7,490	0.051
135	Sherman-Ada	7,430	0.051
136	Cheyenne-Scottsbluff	7,240	0.049
137	Macon	7,180	0.049
138	Wilmington	6,990	0.048
139	Salisbury	6,780	0.046
140	Albany, GA	6,590	0.045
141	Paducah-Cape Girard-Harsbg	6,480	0.044
142	Lafayette, LA	6,420	0.044
143	Peoria-Bloomington	6,350	0.043
144	Biloxi-Gulfport	5,490	0.037
145	Fargo-Valley City	5,480	0.037
146	Jackson, MS	5,430	0.037
147	Youngstown	5,270	0.036
148	Panama City	5,260	0.036
149	Joplin-Pittsburg	5,220	0.035
150	Portland-Auburn	4,870	0.033
151	Evansville	4,850	0.033
152	Rochestr-Mason City-Austin	4,820	0.033
153	Eureka	4,760	0.032
154	Harrisonburg	4,700	0.032
155	Minot-Bsmrck-Dcknsn(Wlstn)	4,590	0.031
156	Montgomery-Selma	4,340	0.03
157	Burlington-Plattsburgh	4,230	0.029
158	Tri-Cities, TN-VA	4,180	0.028
159	Billings	3,970	0.027
160	Lafayette, IN	3,880	0.026



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
**Estimates as of January 1, 2016 and used throughout the 2015-2016 television season**  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
161	Traverse City-Cadillac	3,640	0.025
162	Casper-Riverton	3,630	0.025
163	Utica	3,610	0.025
164	Charleston-Huntington	3,520	0.024
165	La Crosse-Eau Claire	3,420	0.023
166	Monroe-El Dorado	3,370	0.023
167	Erie	3,350	0.023
168	Rapid City	3,330	0.023
169	Bend, OR	3,320	0.023
169	Johnstown-Altoona-St Colge	3,320	0.023
171	Columbia-Jefferson City	3,310	0.023
172	Columbus-Tupelo-W Pnt-Hstn	3,260	0.022
173	Binghamton	3,250	0.022
174	Dothan	3,210	0.022
175	Watertown	3,090	0.021
176	Alexandria, LA	2,930	0.02
177	Wausau-Rhineland	2,790	0.019
178	Lake Charles	2,620	0.018
179	Missoula	2,530	0.017
179	Charlottesville	2,530	0.017
181	Fairbanks	2,310	0.016
182	Bowling Green	2,220	0.015
183	Hattiesburg-Laurel	2,150	0.015
184	Terre Haute	1,900	0.013
185	Jonesboro	1,870	0.013
186	Butte-Bozeman	1,820	0.012
187	St. Joseph	1,780	0.012
188	Jackson, TN	1,760	0.012
189	Duluth-Superior	1,730	0.012
190	Mankato	1,700	0.012
191	Ottumwa-Kirksville	1,550	0.011
191	Bangor	1,550	0.011
193	Lima	1,500	0.01
194	Great Falls	1,470	0.01
195	Elmira (Corning)	1,380	0.009
196	Quincy-Hannibal-Keokuk	1,210	0.008
197	Juneau	1,140	0.008
198	Wheeling-Steubenville	1,120	0.008
199	Bluefield-Beckley-Oak Hill	1,090	0.007
200	Clarksburg-Weston	1,020	0.007



**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
Estimates as of January 1, 2016 and used throughout the 2015-2016 television season  
*Effective September 26, 2015*

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
201	Meridian	930	0.006
202	North Platte	840	0.006
203	Marquette	820	0.006
204	Greenwood-Greenville	750	0.005
205	Helena	640	0.004
206	Parkersburg	460	0.003
207	Alpena	270	0.002
208	Zanesville	180	0.001
208	Presque Isle	180	0.001
210	Glendive	90	0.001
	<b>NSI Total U.S.</b>	<b>14,700,490</b>	<b>100.000</b>