



Local Television Market Universe Estimates: Hispanic or Latino TV Homes
Estimates as of January 1, 2015 and used throughout the 2014-2015 television season
Effective September 27, 2014

| Rank | Designated Market Area (DMA) | Hispanic TV Homes | % of US |
|------|------------------------------|-------------------|---------|
| 1 | Los Angeles | 1,927,420 | 13.252 |
| 2 | New York | 1,433,400 | 9.856 |
| 3 | Miami-Ft. Lauderdale | 732,020 | 5.033 |
| 4 | Houston | 647,700 | 4.453 |
| 5 | Chicago | 528,290 | 3.632 |
| 6 | Dallas-Ft. Worth | 525,250 | 3.611 |
| 7 | San Antonio | 444,430 | 3.056 |
| 8 | San Francisco-Oak-San Jose | 425,850 | 2.928 |
| 9 | Phoenix (Prescott) | 373,470 | 2.568 |
| 10 | Harlingen-Wslco-Brnsvl-McA | 315,520 | 2.169 |
| 11 | Sacramnto-Stkton-Modesto | 278,230 | 1.913 |
| 12 | Albuquerque-Santa Fe | 261,200 | 1.796 |
| 13 | San Diego | 260,800 | 1.793 |
| 14 | Fresno-Visalia | 260,220 | 1.789 |
| 15 | Orlando-Daytona Bch-Melbrn | 249,990 | 1.719 |
| 16 | Philadelphia | 244,260 | 1.679 |
| 17 | Denver | 243,430 | 1.674 |
| 18 | El Paso (Las Cruces) | 242,160 | 1.665 |
| 19 | Washington, DC (Hagrstwn) | 233,980 | 1.609 |
| 20 | Tampa-St. Pete (Sarasota) | 225,410 | 1.55 |
| 21 | Austin | 175,650 | 1.208 |
| 22 | Boston (Manchester) | 174,740 | 1.201 |
| 23 | Atlanta | 174,600 | 1.2 |
| 24 | Las Vegas | 160,540 | 1.104 |
| 25 | Tucson (Sierra Vista) | 126,970 | 0.873 |
| 26 | Seattle-Tacoma | 123,530 | 0.849 |
| 27 | Corpus Christi | 116,660 | 0.802 |
| 28 | West Palm Beach-Ft. Pierce | 112,800 | 0.776 |
| 29 | Hartford & New Haven | 104,430 | 0.718 |
| 30 | Bakersfield | 96,080 | 0.661 |
| 31 | Portland, OR | 95,930 | 0.66 |
| 32 | Salt Lake City | 95,260 | 0.655 |
| 33 | Raleigh-Durham (Fayetvll) | 80,940 | 0.556 |
| 34 | Monterey-Salinas | 79,100 | 0.544 |
| 35 | Ft. Myers-Naples | 71,970 | 0.495 |
| 36 | Charlotte | 69,640 | 0.479 |
| 37 | Laredo | 68,950 | 0.474 |
| 38 | Odessa-Midland | 68,010 | 0.468 |
| 39 | Yuma-El Centro | 67,030 | 0.461 |
| 40 | Waco-Temple-Bryan | 64,740 | 0.445 |



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| 41 | Milwaukee | 62,520 | 0.43 |
| 42 | Colorado Springs-Pueblo | 61,350 | 0.422 |
| 43 | Minneapolis-St. Paul | 59,010 | 0.406 |
| 44 | Detroit | 58,420 | 0.402 |
| 45 | SantaBarbra-SanMar-SanLuOb | 57,910 | 0.398 |
| 46 | Yakima-Pasco-Rchlnd-Knnwck | 55,750 | 0.383 |
| 47 | Oklahoma City | 55,730 | 0.383 |
| 48 | Palm Springs | 55,270 | 0.38 |
| 49 | Lubbock | 53,940 | 0.371 |
| 50 | Amarillo | 53,610 | 0.369 |
| 51 | Kansas City | 52,600 | 0.362 |
| 52 | Providence-New Bedford | 52,220 | 0.359 |
| 53 | Wichita-Hutchinson Plus | 44,160 | 0.304 |
| 54 | Cleveland-Akron (Canton) | 43,800 | 0.301 |
| 55 | Nashville | 43,790 | 0.301 |
| 56 | Indianapolis | 42,850 | 0.295 |
| 57 | Baltimore | 41,140 | 0.283 |
| 58 | Jacksonville | 40,330 | 0.277 |
| 59 | Greensboro-H.Point-W.Salem | 40,220 | 0.277 |
| 60 | Reno | 39,730 | 0.273 |
| 61 | New Orleans | 38,930 | 0.268 |
| 62 | Harrisburg-Lncstr-Leb-York | 37,780 | 0.26 |
| 63 | Grand Rapids-Kalmzoo-B.Crk | 37,310 | 0.257 |
| 64 | Springfield-Holyoke | 35,250 | 0.242 |
| 65 | Honolulu | 34,330 | 0.236 |
| 66 | Greenvll-Spart-Ashevll-And | 34,260 | 0.236 |
| 67 | Norfolk-Portsmth-Newpt Nws | 32,980 | 0.227 |
| 68 | Tyler-Longview(Lfkn&Ncgd) | 30,810 | 0.212 |
| 69 | Tulsa | 28,480 | 0.196 |
| 70 | Omaha | 27,170 | 0.187 |
| 71 | Boise | 25,990 | 0.179 |
| 72 | Ft. Smith-Fay-Sprngdl-Rgrs | 25,740 | 0.177 |
| 73 | St. Louis | 25,150 | 0.173 |
| 74 | Spokane | 24,910 | 0.171 |
| 75 | Columbus, OH | 23,360 | 0.161 |
| 76 | Wilkes Barre-Scranton-Hztn | 23,180 | 0.159 |
| 77 | Memphis | 21,810 | 0.15 |
| 78 | Abilene-Sweetwater | 21,800 | 0.15 |
| 79 | Rochester, NY | 21,400 | 0.147 |
| 80 | Richmond-Petersburg | 20,940 | 0.144 |



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| 81 | Chico-Redding | 20,790 | 0.143 |
| 82 | Buffalo | 20,690 | 0.142 |
| 83 | Birmingham (Ann and Tusc) | 19,520 | 0.134 |
| 84 | Savannah | 19,510 | 0.134 |
| 85 | Toledo | 19,370 | 0.133 |
| 86 | Louisville | 19,350 | 0.133 |
| 87 | Mobile-Pensacola (Ft Walt) | 19,240 | 0.132 |
| 88 | Little Rock-Pine Bluff | 18,990 | 0.131 |
| 89 | Greenville-N.Bern-Washngtn | 18,700 | 0.129 |
| 90 | Albany-Schenectady-Troy | 18,400 | 0.126 |
| 91 | San Angelo | 18,170 | 0.125 |
| 92 | Cincinnati | 17,870 | 0.123 |
| 93 | Shreveport | 17,710 | 0.122 |
| 94 | South Bend-Elkhart | 17,620 | 0.121 |
| 95 | Wichita Falls & Lawton | 17,470 | 0.12 |
| 96 | Chattanooga | 17,150 | 0.118 |
| 97 | Des Moines-Ames | 16,860 | 0.116 |
| 98 | Davenport-R.Island-Moline | 16,480 | 0.113 |
| 99 | Huntsville-Decatur (Flor) | 16,100 | 0.111 |
| 100 | Beaumont-Port Arthur | 15,690 | 0.108 |
| 101 | Pittsburgh | 15,350 | 0.106 |
| 102 | Lincoln & Hastings-Krny | 14,970 | 0.103 |
| 103 | Madison | 14,120 | 0.097 |
| 104 | Tallahassee-Thomasville | 13,950 | 0.096 |
| 105 | Columbia, SC | 13,930 | 0.096 |
| 106 | Flint-Saginaw-Bay City | 13,690 | 0.094 |
| 107 | Knoxville | 13,180 | 0.091 |
| 108 | Green Bay-Appleton | 13,020 | 0.089 |
| 109 | Rockford | 12,810 | 0.088 |
| 110 | Topeka | 12,410 | 0.085 |
| 111 | Victoria | 12,370 | 0.085 |
| 112 | Medford-Klamath Falls | 11,750 | 0.081 |
| 113 | Eugene | 11,660 | 0.08 |
| 114 | Lexington | 11,130 | 0.076 |
| 115 | Charleston, SC | 11,030 | 0.076 |
| 116 | Idaho Falls-Pocatillo(Jcksn) | 10,640 | 0.073 |
| 117 | Baton Rouge | 10,630 | 0.073 |
| 118 | Twin Falls | 10,540 | 0.072 |
| 119 | Springfield, MO | 10,440 | 0.072 |
| 120 | Lansing | 10,420 | 0.072 |



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| 121 | Syracuse | 10,270 | 0.071 |
| 122 | Ft. Wayne | 10,220 | 0.07 |
| 123 | Sioux City | 10,070 | 0.069 |
| 123 | Columbus, GA (Opelika, AL) | 10,070 | 0.069 |
| 125 | Roanoke-Lynchburg | 9,480 | 0.065 |
| 126 | Myrtle Beach-Florence | 9,440 | 0.065 |
| 127 | Augusta-Aiken | 9,380 | 0.064 |
| 128 | Champaign&Sprngfld-Decatur | 9,280 | 0.064 |
| 129 | Gainesville | 9,090 | 0.062 |
| 130 | Anchorage | 8,840 | 0.061 |
| 131 | Dayton | 8,130 | 0.056 |
| 132 | Cedar Rapids-Wtrlo-IWC&Dub | 8,030 | 0.055 |
| 133 | Grand Junction-Montrose | 7,910 | 0.054 |
| 134 | Cheyenne-Scottsbluff | 7,420 | 0.051 |
| 135 | Sherman-Ada | 7,180 | 0.049 |
| 136 | Macon | 7,110 | 0.049 |
| 137 | Albany, GA | 7,060 | 0.049 |
| 138 | Wilmington | 6,920 | 0.048 |
| 139 | Salisbury | 6,630 | 0.046 |
| 140 | Sioux Falls(Mitchell) | 6,600 | 0.045 |
| 141 | Peoria-Bloomington | 6,360 | 0.044 |
| 142 | Paducah-Cape Girard-Harsbg | 6,240 | 0.043 |
| 143 | Lafayette, LA | 6,150 | 0.042 |
| 144 | Jackson, MS | 5,530 | 0.038 |
| 145 | Youngstown | 5,280 | 0.036 |
| 146 | Biloxi-Gulfport | 5,180 | 0.036 |
| 147 | Fargo-Valley City | 5,170 | 0.036 |
| 148 | Panama City | 5,040 | 0.035 |
| 149 | Joplin-Pittsburg | 5,010 | 0.034 |
| 150 | Portland-Auburn | 4,790 | 0.033 |
| 151 | Rochestr-Mason City-Austin | 4,780 | 0.033 |
| 152 | Eureka | 4,750 | 0.033 |
| 153 | Evansville | 4,550 | 0.031 |
| 154 | Harrisonburg | 4,420 | 0.03 |
| 155 | Montgomery-Selma | 4,310 | 0.03 |
| 156 | Burlington-Plattsburgh | 4,240 | 0.029 |
| 157 | Tri-Cities, TN-VA | 4,180 | 0.029 |
| 158 | Lafayette, IN | 3,850 | 0.026 |
| 159 | Billings | 3,760 | 0.026 |
| 160 | Casper-Riverton | 3,610 | 0.025 |



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| 161 | Utica | 3,590 | 0.025 |
| 162 | Traverse City-Cadillac | 3,450 | 0.024 |
| 163 | La Crosse-Eau Claire | 3,380 | 0.023 |
| 163 | Charleston-Huntington | 3,380 | 0.023 |
| 165 | Erie | 3,330 | 0.023 |
| 166 | Bend, OR | 3,310 | 0.023 |
| 166 | Minot-Bismarck-Dickinson(WIstn) | 3,310 | 0.023 |
| 166 | Columbus-Tupelo-W Pnt-Hstn | 3,310 | 0.023 |
| 169 | Columbia-Jefferson City | 3,280 | 0.023 |
| 170 | Monroe-El Dorado | 3,230 | 0.022 |
| 171 | Johnstown-Altoona-St Colge | 3,210 | 0.022 |
| 172 | Watertown | 3,150 | 0.022 |
| 173 | Dothan | 3,050 | 0.021 |
| 174 | Binghamton | 3,040 | 0.021 |
| 175 | Rapid City | 2,920 | 0.02 |
| 176 | Alexandria, LA | 2,770 | 0.019 |
| 177 | Wausau-Rhineland | 2,640 | 0.018 |
| 178 | Charlottesville | 2,520 | 0.017 |
| 179 | Missoula | 2,480 | 0.017 |
| 180 | Lake Charles | 2,370 | 0.016 |
| 181 | Fairbanks | 2,100 | 0.014 |
| 182 | Bowling Green | 2,080 | 0.014 |
| 183 | Hattiesburg-Laurel | 2,000 | 0.014 |
| 184 | Jonesboro | 1,890 | 0.013 |
| 185 | Terre Haute | 1,750 | 0.012 |
| 186 | Jackson, TN | 1,710 | 0.012 |
| 187 | St. Joseph | 1,700 | 0.012 |
| 188 | Duluth-Superior | 1,680 | 0.012 |
| 189 | Butte-Bozeman | 1,660 | 0.011 |
| 190 | Ottumwa-Kirksville | 1,590 | 0.011 |
| 191 | Mankato | 1,520 | 0.01 |
| 192 | Lima | 1,430 | 0.01 |
| 193 | Elmira (Corning) | 1,410 | 0.01 |
| 194 | Bangor | 1,400 | 0.01 |
| 195 | Great Falls | 1,390 | 0.01 |
| 196 | Juneau | 1,150 | 0.008 |
| 197 | Quincy-Hannibal-Keokuk | 1,040 | 0.007 |
| 197 | Bluefield-Beckley-Oak Hill | 1,040 | 0.007 |
| 199 | Meridian | 940 | 0.006 |
| 199 | Clarksburg-Weston | 940 | 0.006 |



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| 199 | Wheeling-Steubenville | 940 | 0.006 |
| 202 | North Platte | 860 | 0.006 |
| 203 | Greenwood-Greenville | 770 | 0.005 |
| 204 | Marquette | 740 | 0.005 |
| 205 | Helena | 650 | 0.004 |
| 206 | Parkersburg | 480 | 0.003 |
| 207 | Alpena | 280 | 0.002 |
| 208 | Zanesville | 190 | 0.001 |
| 208 | Presque Isle | 190 | 0.001 |
| 210 | Glendive | 90 | 0.001 |
| | NSI Total U.S. | 14,543,910 | 100.000 |