



Local Television Market Universe Estimates: Hispanic or Latino TV Homes
Estimates as of January 1, 2017 and used throughout the 2016-2017 television season
Effective September 24, 2016

Rank	Designated Market Area (DMA)	Hispanic TV Homes	% of US
1	Los Angeles	1,933,480	12.811
2	New York	1,456,790	9.653
3	Miami-Ft. Lauderdale	798,890	5.294
4	Houston	692,620	4.589
5	Dallas-Ft. Worth	553,080	3.665
6	Chicago	535,870	3.551
7	San Antonio	458,930	3.041
8	San Francisco-Oak-San Jose	427,430	2.832
9	Phoenix (Prescott)	388,950	2.577
10	Harlingen-Wslco-Brnsvl-McA	321,630	2.131
11	Sacramnto-Stkton-Modesto	291,950	1.934
12	Orlando-Daytona Bch-Melbrn	269,320	1.785
13	San Diego	268,410	1.779
14	Fresno-Visalia	267,430	1.772
15	Albuquerque-Santa Fe	263,850	1.748
16	Philadelphia	257,300	1.705
17	Denver	252,820	1.675
18	Washington, DC (Hagrstwn)	251,970	1.67
19	Tampa-St. Pete (Sarasota)	247,790	1.642
20	El Paso (Las Cruces)	240,860	1.596
21	Boston (Manchester)	189,970	1.259
22	Austin	186,420	1.235
23	Atlanta	175,920	1.166
24	Las Vegas	171,750	1.138
25	Seattle-Tacoma	129,810	0.86
26	Tucson (Sierra Vista)	128,380	0.851
27	West Palm Beach-Ft. Pierce	120,550	0.799
28	Corpus Christi	119,130	0.789
29	Hartford & New Haven	110,130	0.73
30	Bakersfield	99,740	0.661
31	Salt Lake City	99,060	0.656
32	Portland, OR	98,150	0.65
33	Raleigh-Durham (Fayetvll)	83,990	0.557
34	Monterey-Salinas	81,360	0.539
35	Ft. Myers-Naples	76,380	0.506
36	Odessa-Midland	75,620	0.501
37	Charlotte	73,590	0.488
38	Laredo	70,040	0.464
39	Yuma-El Centro	69,050	0.458
40	Waco-Temple-Bryan	67,780	0.449



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41	Milwaukee	64,430	0.427
42	Colorado Springs-Pueblo	63,790	0.423
43	Detroit	60,820	0.403
44	Minneapolis-St. Paul	60,650	0.402
45	Oklahoma City	59,930	0.397
46	SantaBarbra-SanMar-SanLuOb	58,350	0.387
47	Yakima-Pasco-RchInd-Knnwck	58,010	0.384
48	Providence-New Bedford	57,380	0.38
49	Palm Springs	56,820	0.376
50	Lubbock	55,660	0.369
51	Kansas City	54,410	0.361
52	Amarillo	53,580	0.355
53	Cleveland-Akron (Canton)	48,120	0.319
54	Nashville	45,610	0.302
55	Baltimore	45,520	0.302
56	Wichita-Hutchinson Plus	45,420	0.301
57	Jacksonville	44,400	0.294
58	Indianapolis	43,450	0.288
59	Greensboro-H.Point-W.Salem	41,930	0.278
60	Harrisburg-Lncstr-Leb-York	41,420	0.274
61	New Orleans	41,100	0.272
62	Reno	40,200	0.266
63	Grand Rapids-Kalmzoo-B.Crk	38,420	0.255
64	Springfield-Holyoke	37,740	0.25
65	Honolulu	36,820	0.244
66	Norfolk-Portsmth-Newpt Nws	35,700	0.237
67	Greenvll-Spart-Ashevll-And	35,660	0.236
68	Tyler-Longview(Lfkn&Ncgd)	32,060	0.212
69	Tulsa	29,720	0.197
70	Omaha	28,410	0.188
71	Boise	27,370	0.181
72	St. Louis	26,950	0.179
73	Ft. Smith-Fay-Sprngdl-Rgrs	26,930	0.178
74	Spokane	26,380	0.175
75	Wilkes Barre-Scranton-Hztn	25,320	0.168
76	Columbus, OH	24,320	0.161
77	Richmond-Petersburg	23,330	0.155
78	Rochester, NY	22,880	0.152
79	Abilene-Sweetwater	22,300	0.148
80	Chico-Redding	21,940	0.145



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81	Buffalo	21,740	0.144
82	Memphis	21,320	0.141
83	Louisville	20,450	0.136
84	Toledo	20,300	0.135
85	Albany-Schenectady-Troy	20,110	0.133
86	Mobile-Pensacola (Ft Walt)	19,930	0.132
87	Greenville-N.Bern-Washngtn	19,540	0.129
88	Savannah	19,360	0.128
89	Little Rock-Pine Bluff	19,270	0.128
90	Birmingham (Ann and Tusc)	19,020	0.126
91	San Angelo	19,000	0.126
92	Cincinnati	18,940	0.126
93	South Bend-Elkhart	18,550	0.123
94	Shreveport	18,160	0.12
95	Chattanooga	17,990	0.119
96	Des Moines-Ames	17,930	0.119
97	Wichita Falls & Lawton	17,910	0.119
98	Davenport-R.Island-Moline	16,760	0.111
99	Pittsburgh	16,430	0.109
100	Lincoln & Hastings-Krny	16,190	0.107
101	Beaumont-Port Arthur	16,120	0.107
102	Huntsville-Decatur (Flor)	16,020	0.106
103	Madison	14,710	0.097
104	Columbia, SC	14,210	0.094
105	Green Bay-Appleton	13,860	0.092
106	Flint-Saginaw-Bay City	13,830	0.092
107	Tallahassee-Thomasville	13,550	0.09
108	Knoxville	13,460	0.089
109	Rockford	13,310	0.088
110	Victoria	12,870	0.085
111	Medford-Klamath Falls	12,790	0.085
112	Topeka	12,760	0.085
113	Eugene	12,710	0.084
114	Springfield, MO	11,170	0.074
115	Sioux City	11,160	0.074
116	Charleston, SC	11,070	0.073
117	Baton Rouge	10,980	0.073
118	Idaho Falls-Pocatillo(Jcksn)	10,940	0.072
119	Lexington	10,870	0.072
120	Twin Falls	10,770	0.071



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121	Lansing	10,750	0.071
122	Syracuse	10,730	0.071
123	Ft. Wayne	10,670	0.071
124	Roanoke-Lynchburg	10,010	0.066
125	Columbus, GA (Opelika, AL)	9,820	0.065
126	Augusta-Aiken	9,770	0.065
127	Anchorage	9,740	0.065
128	Gainesville	9,500	0.063
129	Myrtle Beach-Florence	9,490	0.063
130	Champaign&Sprngfld-Decatur	9,370	0.062
131	Dayton	8,830	0.059
132	Cedar Rapids-Wtrlo-IWC&Dub	8,680	0.058
133	Grand Junction-Montrose	8,060	0.053
134	Sioux Falls(Mitchell)	7,970	0.053
135	Sherman-Ada	7,770	0.051
136	Cheyenne-Scottsbluff	7,350	0.049
137	Macon	7,240	0.048
138	Lafayette, LA	7,200	0.048
139	Salisbury	7,140	0.047
140	Wilmington	7,020	0.047
141	Albany, GA	6,890	0.046
142	Peoria-Bloomington	6,480	0.043
143	Paducah-Cape Girard-Harsbg	6,350	0.042
144	Fargo-Valley City	5,680	0.038
144	Youngstown	5,680	0.038
146	Biloxi-Gulfport	5,600	0.037
147	Panama City	5,550	0.037
148	Jackson, MS	5,460	0.036
149	Joplin-Pittsburg	5,330	0.035
150	Minot-Bsmrck-Dcknsn(Wlstn)	5,320	0.035
151	Portland-Auburn	5,070	0.034
152	Eureka	5,030	0.033
153	Rochestr-Mason City-Austin	4,960	0.033
154	Evansville	4,890	0.032
155	Harrisonburg	4,710	0.031
156	Burlington-Plattsburgh	4,600	0.03
157	Tri-Cities, TN-VA	4,520	0.03
158	Montgomery-Selma	4,360	0.029
159	Billings	4,090	0.027
160	Lafayette, IN	3,990	0.026



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161	Traverse City-Cadillac	3,830	0.025
162	La Crosse-Eau Claire	3,790	0.025
163	Utica	3,740	0.025
164	Charleston-Huntington	3,620	0.024
165	Casper-Riverton	3,560	0.024
166	Bend, OR	3,530	0.023
167	Columbia-Jefferson City	3,500	0.023
168	Erie	3,460	0.023
169	Monroe-El Dorado	3,450	0.023
170	Johnstown-Altoona-St Colge	3,440	0.023
171	Binghamton	3,430	0.023
172	Dothan	3,300	0.022
173	Rapid City	3,250	0.022
174	Columbus-Tupelo-W Pnt-Hstn	3,180	0.021
175	Watertown	3,090	0.02
176	Alexandria, LA	3,010	0.02
177	Wausau-Rhineland	2,890	0.019
178	Lake Charles	2,740	0.018
179	Missoula	2,730	0.018
180	Charlottesville	2,560	0.017
181	Bowling Green	2,420	0.016
182	Fairbanks	2,340	0.016
183	Hattiesburg-Laurel	2,170	0.014
184	Terre Haute	2,090	0.014
185	Jonesboro	1,870	0.012
186	Butte-Bozeman	1,830	0.012
186	Duluth-Superior	1,830	0.012
188	Jackson, TN	1,790	0.012
189	Mankato	1,700	0.011
190	St. Joseph	1,690	0.011
191	Great Falls	1,570	0.01
192	Ottumwa-Kirksville	1,550	0.01
193	Lima	1,520	0.01
194	Bangor	1,450	0.01
195	Elmira (Corning)	1,380	0.009
196	Quincy-Hannibal-Keokuk	1,300	0.009
197	Bluefield-Beckley-Oak Hill	1,210	0.008
198	Juneau	1,150	0.008
199	Meridian	1,120	0.007
199	Wheeling-Steubenville	1,120	0.007



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201	Clarksburg-Weston	1,110	0.007
202	North Platte	940	0.006
203	Marquette	820	0.005
204	Greenwood-Greenville	750	0.005
205	Helena	550	0.004
206	Parkersburg	470	0.003
207	Zanesville	280	0.002
208	Alpena	270	0.002
209	Presque Isle	180	0.001
210	Glendive	90	0.001
	NSI Total U.S.	15,091,830	100.000



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