

# Spanish Language Unit Weights

US Market Information from "2012 US Diversity Markets Report" Published by Ipsos (formerly published as "U.S. Hispanic Market" by Strategy Research Corporation)

*Puerto Rico Information based on US Census data*

*Mexican Market Information from Linear Regression Projection based on Latest Mexican Census Data*

<b>Television Market Areas</b>	<b>Unit Weight</b>
Albuquerque, NM	3
Atlanta, GA	2
Austin, TX	2
Boston, MA	2
Chicago, IL	9
Dallas-Fort Worth	8
Denver	3
El Centro/Yuma/Mexicali	4
El Paso/Juarez	10
Fresno/Visalia	4
Houston	10
Laredo/Nueva Laredo	2
Las Vegas, NV	2
Los Angeles	39
McAllen/Brownsville/Matamoros	7
Miami	17
New York	32
Orlando, FL	3
Philadelphia	3
Phoenix	6
Puerto Rico	17
Sacramento	5
San Antonio	6
San Diego/Tijuana	11
San Francisco	7
Tampa, FL	2
Washington, DC	3