

- There are over 57 million Hispanics in the U.S., which equates to 17.8% of the population
- Hispanics are the fastest growing ethnic population in the U.S.
- Median household income is \$40,963

Rank	Top 10 DMAs	Hispanic Households
1	Los Angeles CA	2,837,369
2	New York NY	1,713,617
3	Houston TX	847,035
4	Miami-Ft. Lauderdale FL	783,254
5	Dallas-Ft. Worth TX	709,901
6	Chicago IL	706,214
7	San Francisco-Oakland-San Jose CA	602,033
8	Phoenix AZ	510,116
9	San Antonio TX	506,661
10	Harlingen-Westaco-Brownsville-McAllen TX	413,693

