| Population	2011 Ranking	2011 Population
Total	2	17,755,629
White non-Hispanic	2	6,313,277
Hispanic	1	8,089,549
Black non-Hispanic	6	1,058,543
Asian non-Hispanic	1	2,026,527

The Designated Market Area of Los Angeles, California with a population of 17,755,629, stretches from Ventura County all the way down the Pacific Coast through Orange County and as far east as the Arizona and Nevada borders. It comprises an area of 27,500 square miles, making it the largest DMA geography in the US. Often known by its initials LA, the city is one of the most populous metropolitan areas in the world and the second largest in the United States. Los Angeles County is one of the most ethnically diverse areas in the United States, and the Los Angeles area itself is the most diverse metropolitan area in the United States.
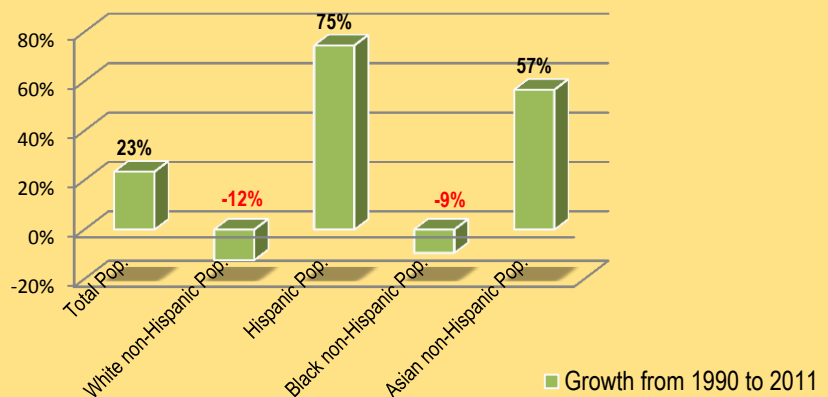
On September 4, 1781, a group of forty-four settlers led by the Spanish Governor, Felipe De Neve founded the town named El Pueblo de Nuestra Señora la Reina de los Ángeles del Río de Porciúncula, (The Town of Our Lady the Queen of the Angels of the Porciúncula River). The pueblo continued as a part of México after New Spain won its independence in 1821. The U.S. took control with the signing of the Treaty of Cahuenga on January 13, 1847.

Los Angeles is home to people from more than 140 countries speaking 224 different identified languages. The racial makeup of Los Angeles in 2011 is 54.7% White (both Hispanic and non-Hispanic), 7.6% Black, 0.8% Native American, 12.5% Asian, 0.3% Pacific Islander and 24.6% from other races. Hispanics or Latinos of any race make up 45.3% of the total population. Among the Hispanic population, 82% are Mexican, 6% Salvadoran, 5% Guatemalan, 4% other Central American, 0.4% Colombian, 0.3% Argentinean and 1.3% other South American. Ethnic enclaves such as Chinatown, Filipinotown, Koreatown, Little Armenia, Little Ethiopia, Little Tokyo, and Thai Town provide examples of the polyglot character of Los Angeles.
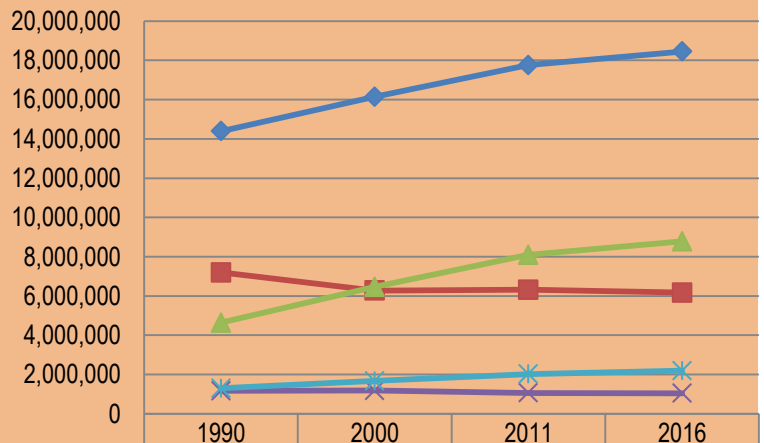
	1990	2000	2011	2016
Total Population	14,389,453	16,143,887	17,755,629	18,453,583
White non-Hispanic	7,197,529	6,275,758	6,313,277	6,168,385
Hispanic	4,635,170	6,466,855	8,089,549	8,775,858
Black non-Hispanic	1,168,997	1,181,524	1,058,543	1,043,492
Asian non-Hispanic	1,294,204	1,672,959	2,026,527	2,191,008

Growth from 1990 to 2011: Total Pop. 23%, White non-Hispanic Pop. -12%, Hispanic Pop. 75%, Black non-Hispanic Pop. -9%, Asian non-Hispanic Pop. 57%

Market Snapshot:
LOS ANGELES DMA
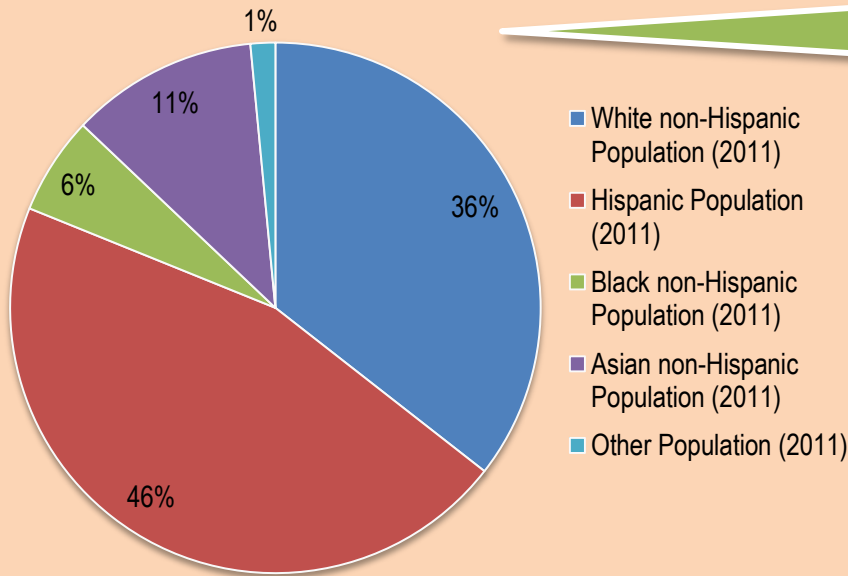
> Hispanics represent 46% of the total population and the single largest cultural group in the Los Angeles DMA

Population Pie Chart

- 1%
- 11%
- 6%
- 36%
- 46%

Legend:
- White non-Hispanic Population (2011)
- Hispanic Population (2011)
- Black non-Hispanic Population (2011)
- Asian non-Hispanic Population (2011)
- Other Population (2011)

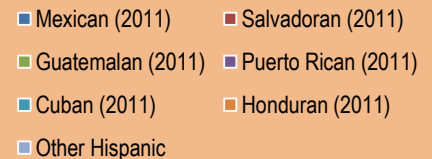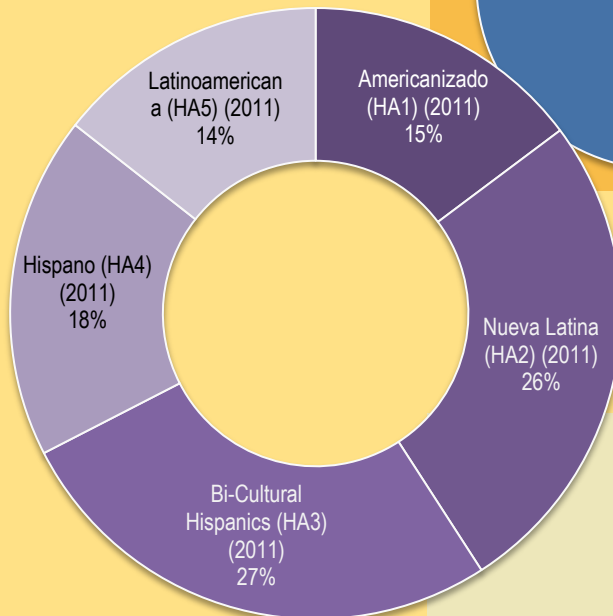## Hispanic Country of Origin

Legend:
- Mexican (2011)
- Salvadoran (2011)
- Guatemalan (2011)
- Puerto Rican (2011)
- Cuban (2011)
- Honduran (2011)
- Other Hispanic

- 82%
- 6%
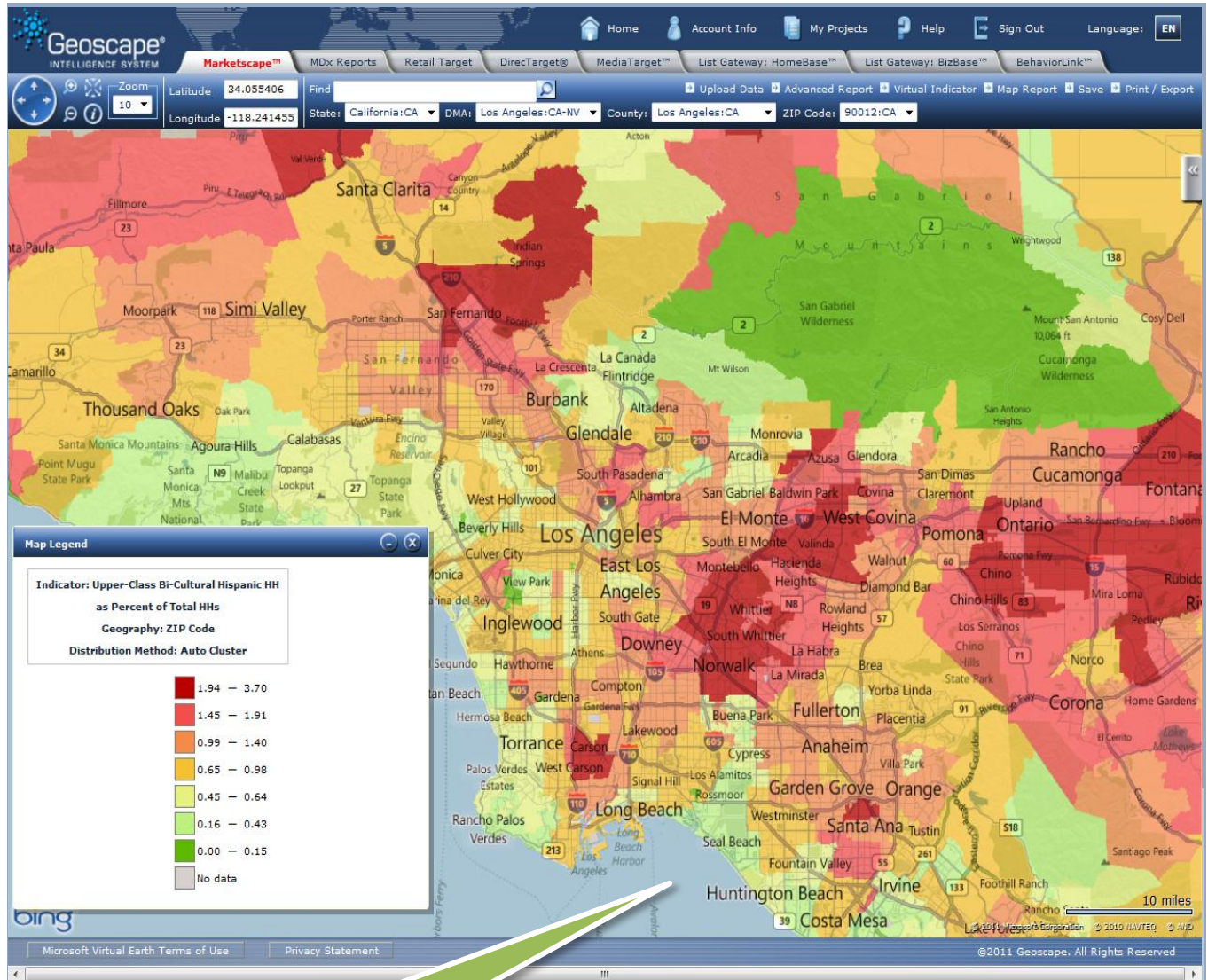- 5%
- 1%
- 1%
- 1%
- 4%

Hispanic Acculturation Segments

❑ **HA1: Americanizado**
- English dominant (nearly no Spanish)
- Born in US; 3rd+ generation
- Few Hispanic cultural practices

❑ **HA2: Nueva Latina**
- English preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices; often "retro-acculturate"

❑ **HA3: Bi-cultural**
- Bi-Lingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

❑ **HA4: Hispano**
- Spanish preferred (some English)
- Immigrant as adult, in U.S. 10+ years
- Pre-dominant Hispanic cultural practices

❑ **HA5: Latinoamericana**
- Spanish dominant (nearly no English)
- Recent immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

Donut chart:
- Latinoamericana (HA5) (2011) 14%
- Americanizado (HA1) (2011) 15%
- Hispano (HA4) (2011) 18%
- Nueva Latina (HA2) (2011) 26%
- Bi-Cultural Hispanics (HA3) (2011) 27%

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Source: Geoscape American Marketscape DataStream™ and/or Consumer Spending Dynamix™ Series 2011
The Designated Market Area (DMA) boundaries are defined by Nielsen.

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State: California:CA | DMA: Los Angeles:CA-NV | County: Los Angeles:CA | ZIP Code: 90012:CA

Upload Data | Advanced Report | Virtual Indicator | Map Report | Save | Print / Export

Map Legend

Indicator: Upper-Class Bi-Cultural Hispanic HH
as Percent of Total HHs
Geography: ZIP Code
Distribution Method: Auto Cluster

■	1.94 — 3.70
■	1.45 — 1.91
■	0.99 — 1.40
■	0.65 — 0.98
■	0.45 — 0.64
■	0.16 — 0.43
■	0.00 — 0.15
■	No data

bing

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The map shows concentrations of Upper-Class (socio-economic status) Bi-Cultural Hispanic households as a percentage of total households at the ZIP code level

The variation in dominant race or ethnicity is illustrated by ZIP code for the Los Angeles DMA, which is outlined in pink.

Map Legend

Indicator: Dominant Race or Ethnicity (2011)

Geography: ZIP Code

Distribution Method: Auto Cluster

- Asian
- Black
- Hispanic
- Mixed
- NA
- White
- No data