

Fusion Latina Network of Hispanic Athletes in America



Last Updated: March 1st, 2021

Rank	Metro area	By Nielsen Descubrimiento Digital 8/28/2018		Fusion Latina (FL) Soccer Network Population	Other Sports (Baseball, Basketball, Volleyball)	Total FL Hispanic Network	Share of FL Network among Hispanics	Adults 18 to 35	Teens 12 to 17	Infants 6 to 11	Male	Female
		Hispanic population	Share of Hispanics among population									
1	Los Angeles-Long Beach-Anaheim, CA	5,979,000	45.10%	301,002	98,036	399,038	7%	119,712	99,760	179,567	315,240	83,798
2	New York-Newark-Jersey City, NY-NJ-PA	4,780,000	23.90%	279,229	80,139	359,368	8%	107,810	89,842	161,715	283,901	75,467
3	Houston-The Woodlands-Sugar Land, TX	2,335,000	36.40%	277,185	69,296	346,481	12%	103,944	86,620	155,917	273,720	72,761
4	Miami-Fort Lauderdale-West Palm Beach, FL	2,554,000	43.30%	276,910	102,457	379,367	11%	113,810	94,842	170,715	299,700	79,667
5	Riverside-San Bernardino-Ontario, CA	2,197,000	49.40%	275,125	89,608	364,733	13%	109,420	91,183	164,130	288,139	76,594
6	Chicago-Naperville-Elgin, IL-IN-WI	2,070,000	21.80%	274,933	78,906	353,839	13%	106,152	88,460	159,227	279,533	74,306
7	San Diego-Carlsbad, CA	1,084,000	33.30%	273,847	68,462	342,309	25%	102,693	85,577	154,039	270,424	71,885
8	San Francisco-Oakland-Hayward, CA	1,008,000	21.90%	270,423	100,057	370,480	27%	111,144	92,620	166,716	292,679	77,801
9	Phoenix-Mesa-Scottsdale, AZ	1,347,000	30.10%	269,294	87,709	357,003	20%	107,101	89,251	160,651	282,032	74,971
10	Washington-Arlington-Alexandria	906,000	15.30%	268,173	76,966	345,139	30%	103,542	86,285	155,312	272,660	72,479
11	El Paso, TX	676,000	81.20%	266,944	66,736	266,944	39%	80,083	66,736	120,125	210,886	56,058
12	Orlando-Kissimmee-Sanford, FL	645,000	28.30%	264,391	97,825	264,391	41%	79,317	66,098	118,976	208,869	55,522
13	Denver-Aurora-Lakewood, CO	644,000	22.60%	263,729	85,897	349,626	41%	104,888	87,406	157,331	276,204	73,421
14	Austin-Round Rock, TX	631,000	31.80%	260,937	74,889	335,826	41%	100,748	83,956	151,122	265,302	70,523
15	Las Vegas-Henderson-Paradise, NV	627,000	30.30%	259,325	64,831	324,156	41%	97,247	81,039	145,870	256,083	68,073
16	San Antonio-New Braunfels, TX	1,259,000	55.70%	251,751	62,938	314,689	20%	94,407	78,672	141,610	248,604	66,085

17	Atlanta-Sandy Springs-Roswell, GA	588,000	10.50%	195,433	39,087	234,520	33%	70,356	58,630	105,534	185,270	49,249
18	Dallas-Fort Worth-Arlington, TX	1,943,000	28.40%	163,470	52,310	215,780	8%	64,734	53,945	97,101	170,467	45,314
19	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	544,000	8.90%	161,239	35,473	196,712	30%	59,013	49,178	88,520	155,402	41,309
20	Tampa-St. Petersburg-Clearwater, FL	517,000	17.70%	157,891	23,684	181,575	31%	54,472	45,394	81,709	143,444	38,131
21	Fresno, CA	502,000	51.90%	114,982	13,798	128,780	23%	38,634	32,195	57,951	101,736	27,044
22	San Jose-Sunnyvale-Santa Clara, CA	502,000	26.50%	108,128	17,300	125,428	22%	37,629	31,357	56,443	99,088	26,340
23	Boston-Cambridge-Newton, MA-NH	484,000	10.10%	106,974	11,767	118,741	22%	35,622	29,685	53,434	93,806	24,936
24	Sacramento--Roseville--Arden-Arcade, CA	472,000	21.00%	105,735	20,090	125,825	22%	37,747	31,456	56,621	99,401	26,423
25	Bakersfield, CA	450,000	51.50%	103,736	18,672	122,408	23%	36,723	30,602	55,084	96,703	25,706
26	Albuquerque, NM	428,000	48.10%	101,977	8,158	110,135	24%	33,041	27,534	49,561	87,007	23,128
27	Brownsville-Harlingen, TX	373,000	88.70%	101,380	9,124	110,504	27%	33,151	27,626	49,727	87,298	23,206
28	Tucson, AZ	362,000	36.10%	88,174	15,871	104,045	24%	31,214	26,011	46,820	82,196	21,850
29	McAllen-Edinburg-Mission, TX	758,000	91.20%	74,608	5,223	79,831	10%	23,949	19,958	35,924	63,066	16,764
30	Seattle-Tacoma-Bellevue, WA	355,000	9.70%	73,894	11,823	85,717	21%	25,715	21,429	38,573	67,716	18,001
31	Laredo, TX	254,000	95.30%	72,846	8,013	80,859	29%	24,258	20,215	36,387	63,879	16,980
32	Kansas City, MO-KS	183,000	8.60%	57,835	7,519	65,354	32%	19,606	16,338	29,409	51,629	13,724
Grand Total	32	37,457,000	36.71%	6,121,500	1,602,662	7,559,601	24.02%	2,267,880	1,889,900	3,401,821	5,972,085	1,587,516