

# THE ECONOMIC IMPACT OF LATINO NBA FANS

## EXECUTIVE SUMMARY

A REPORT BY:



Full AVANCE and Morning  
Consult Report can be  
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## Thesis

The Association for the Advancement of Latinos in Sports (AVANCE) has partnered with Morning Consult, a global business intelligence firm, to conduct a survey of Hispanic NBA fans. This study is the first of several reports that AVANCE plans to create to understand the economic impact, preferences, and engagement levels of Hispanic sports fans, focusing on younger demographics in the evolving American economy.

## Methodology

This poll was conducted between May 6 - 19, 2024, among 803 Hispanic NBA fans and 800 non-Hispanic NBA fans for a total of 1603 survey participants. The interviews were conducted online, and the data were weighted to approximate a target sample of NBA fans based on age, gender, race, educational attainment, region, gender by age, and gender by age and educational attainment. Results from the full survey have a margin of error of +/- 3 percentage points.

# Key Findings

## Age and Economic Impact

*Hispanic NBA fans tend to be younger than non-Hispanic fans, yet they outspend non-Hispanic fans and are more likely to attend an in-person NBA game.*

- **Demographics:** 26% of Hispanic NBA fans are Gen Zers and 42% are Millennials. As compared to 11% Gen Zers and 35% Millennials for non-Hispanic fans.
- **Game Attendance:** In-person NBA game attendance is more common among Hispanic fans (18%) than non-Hispanic NBA fans (13%).
- **Spending:** 31% of Hispanic fans spend \$200 or more on NBA game tickets, compared to 18% of non-Hispanic fans.

## Engagement & Representation

*Hispanics respond positively to recognition of their heritage and are more likely to root for a team where a Hispanic player plays.*

- **Player Influence:** A majority (77%) of Hispanic fans are at least somewhat influenced to root for a team where a Hispanic player plays, even if the team is outside their region.
- **Cultural Events:** Hispanic NBA fans are likely to attend NBA events where there is a stronger Latino cultural scene (62%) and are interested in going to games where their heritage is recognized (68%).
- **Celebrity Presence:** Having the presence of a Hispanic non-sport celebrity enhances Hispanic fans' enjoyment of their in-person experience (64%).
- **Culinary Interest:** Food is the main driver for Hispanic (68%) and non-Hispanic (58%) fans interested in attending NBA games where their heritage is being recognized.

## Media Consumption & Generational Differences

*Hispanic fans prefer NBA broadcasts that are in English and have adopted newer technologies such as streaming services faster than non-Hispanic fans.*

- **Language Preference:** A high majority (95%) of Hispanic fans prefer NBA content in English.
- **Technology Use:** Hispanics are more likely to watch sports on a smartphone (62%) compared to non-Hispanic fans (49%).
- **Streaming Services:** Among fans who use TV to watch sports, Hispanic fans are more likely to use streaming services (59%) compared to non-Hispanic fans (48%).
- **Generational Trends:** Younger Hispanic generations (Gen Zers 66% and Millennials 67%) are more likely than the older Hispanic generations (Gen Xers 46% and Baby Boomers 42%) to watch sports through streaming services.
- **Live Sports:** 73% of Hispanic fans who use smartphones or tablets to watch sports, use the devices to watch sports live – Gen Zers (79%) and Millennials (77%) are more likely than Gen Xers (69%) and Baby Boomers (30%) to use their smartphone or tablet to watch live games.

## Conclusions

As the NBA and other professional basketball organizations aim to grow their fan base, boost corporate partnership revenue, and shift towards online media platforms, the survey reveals Hispanic fans as a critical demographic for all three objectives. This is the first time that significant data on this group has been made available to the public.

The survey showed that Hispanic fans are notably younger than their non-Hispanic counterparts. This aligns with statistics from the U.S. Census Bureau indicating that Hispanics have an average age 10 years below the overall population and 14 years lower than non-Hispanic Whites.

In various crucial aspects, Hispanics out-index the overall NBA fan base. They have a 38% higher likelihood of attending games in person. While dramatically higher than non-Hispanics, this aligns with other studies that showcase Hispanics' inclination for social gatherings.

In terms of spending on game tickets, Hispanic fans tend to outdo their counterparts. This may seem unexpected as younger populations typically have less disposable income, but that is likely offset by the fact that Hispanics value experiences greatly, particularly those shared with family and friends.

When watching games on television, Hispanics are 20% more inclined to use streaming services. Considering that some of the largest and most recent sports media deals have involved companies like Disney, YouTube, and Amazon, this may be the most compelling data point of the report and can be attributed to their younger age and heavy use of smartphones.

The survey identified opportunities for increased engagement with Hispanic fans in different areas.

All regions of the country, particularly the northeast, showed positive responses to NBA events that incorporated Hispanic culture and heritage, especially through food and beverages. Additionally, the survey noted that teams with Hispanic players on their roster were more likely to receive support from Hispanic fans. This finding could be significant as the availability of streaming services allows fans to easily watch games and follow teams outside of their home city.

Interestingly, a large majority of Hispanic fans expressed a preference for NBA content in English. This could be due to a few reasons, such as the higher number of U.S.-born Hispanic NBA fans and the limited availability of NBA content in Spanish.

Although the survey did not specifically address the overall size of the Hispanic fan base, its results indicate that it is already sizable and expanding. Recent census data from 2022 showed that there are currently approximately 63.7 million Hispanics in the United States, about 19.7% of the total population. This makes Hispanics the largest racial or ethnic minority in the country and one of the most rapidly growing demographics. In fact, between 2010 and 2020, their population grew by 23% as compared to 7.4% growth for the overall population.

Interestingly, many Hispanics are also relocating to other regions within the nation; some of the fastest-growing Hispanic markets can be found in the Midwest and South.

Economically, Hispanics are making positive strides. According to the Federal Reserve's Survey of Consumer Finances, Hispanic household wealth has more than tripled in less than a decade, growing at a faster rate than all other racial demographics.





HISPANICS HAVE AN AVERAGE AGE

**10 YEARS BELOW**

THE OVERALL POPULATION AND

**14 YEARS LOWER**

THAN NON-HISPANIC WHITES.

SOURCE: THE U.S. CENSUS BUREAU

AGE

GAME ATTENDANCE



HISPANICS HAVE A

**38%** higher likelihood of attending games in person

## GAME VIEWING

When watching games on television, Hispanics are

**20%** more inclined to use streaming services.



HISPANICS ARE MORE LIKELY TO

watch sports on a smartphone **(62%)**

COMPARED TO NON-HISPANIC FANS **(49%)**

## TECHNOLOGY USE





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