

# THE ECONOMIC IMPACT OF LATINO NBA FANS

FULL REPORT

A REPORT BY:



### 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.



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 VIEWING

When watching games on television, Hispanics are

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

GAME ATTENDANCE



HISPANICS HAVE A

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

**AVANCE**  
ASSOCIATION FOR THE ADVANCEMENT OF LATINOS IN SPORTS

MORNING CONSULT



HISPANICS ARE MORE LIKELY TO

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

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

TECHNOLOGY USE

## 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.



# ***NBA FANS STUDY***

Among Hispanic and Non-Hispanic NBA Fans

 JUNE 2024



# PROJECT OVERVIEW

## OBJECTIVES

- Understand the economic impact of Hispanic NBA fans
- Determine what gets Hispanic NBA fans excited to attend games / spend money during the season
- Gauge where to reach Hispanic sports fans

## METHODOLOGY

- This poll was conducted between May 6 - 19, 2024, among 803 Hispanic NBA fans and 800 non-Hispanic NBA fans.
- 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 by educational attainment.
- Results from the full survey have a margin of error of +/- 3 percentage points.

# KEY TAKEAWAYS

1

## The extent to which Hispanic fans watch NBA games is higher than non-Hispanics

- During a typical season, Hispanic (54%) and non-Hispanic (49%) fans watch basketball games between 1 to 4 hours per week. With fans mainly watching sports on TV – Hispanics more so than non-Hispanic fans also watch on a smartphone (62%).
  - Hispanic fans who watch sports on TV are more likely to use streaming services (59%) vs. non-Hispanic fans who choose cable TV (58% - mostly urbanities, and Northeasterners) or over the air broadcasting (58% - mostly suburbanites).
- While Hispanic fans prefer to watch games at home by themselves (59%) or with family and friends (54%), one in five like attending NBA games in person - more so than non-Hispanic fans (13%).
  - Hispanic and non-Hispanic fans attend an in-person game 1 to 4 times a year, mainly for the stadium's atmosphere (52% Hispanic vs. 56% non-Hispanic).
- Nearly all Hispanic fans prefer to watch sports content (95%), including the NBA (93%) in English – younger fans prefer English for overall sports content.

2

## During the NBA season, Hispanic and non-Hispanic fans mostly spend on food and drinks

- Hispanic fans are more likely to spend on food (75%) and drinks (69%) for NBA games compared to non-Hispanic fans (65% food, 58% drinks) – both are likely to spend less than \$100 per season on these.
  - Hispanic fans (31%) are more likely to spend \$200 or more on NBA game tickets than non-Hispanic fans (18%).
- Of fans who purchase NBA merchandise, the top articles they spend most on each season are jerseys, shirts, hats/beanies, and hoodies.
- This season, Hispanic (41%) and non-Hispanic (51%) fans plan to spend roughly the same as last year on NBA-related expenses – yet Hispanic fans are more likely to change their spending habits.

3

## Latino / Hispanic heritage representation drives Hispanic fans to attend and interact with NBA games

- Three in five Hispanic fans indicate the NBA effectively caters to their interests – most are likely to attend NBA events where there is a stronger Latino cultural scene (62%), are interested in going to games where their heritage is recognized (68%), where Latino non-sport celebrities are present (64%), and are influenced to root for a team where a Latino player plays (77%).
- Food is the main driver for Hispanic (68%) and non-Hispanic (58%) fans interested in attending NBA games where their heritage is being recognized.

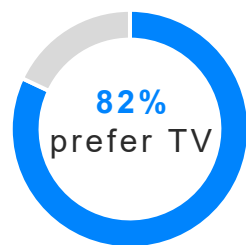


# HISPANIC NBA FANS PROFILE

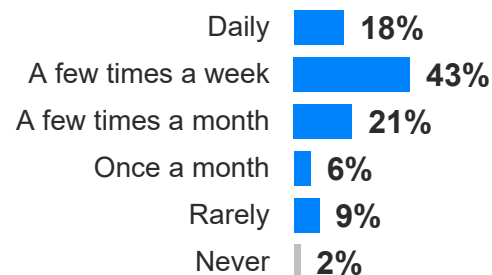
## FAVORITE TEAM



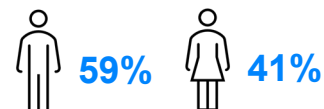
## PREFERRED OUTLET TO WATCH SPORTS



## NBA SEASON VIEWERSHIP FREQUENCY

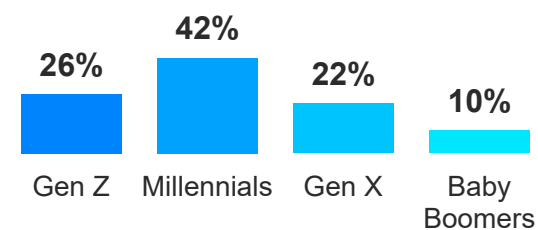


## GENDER

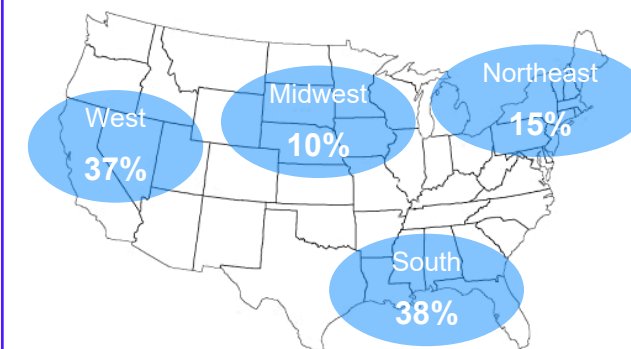


Note: 0% selected "Prefer not to answer"

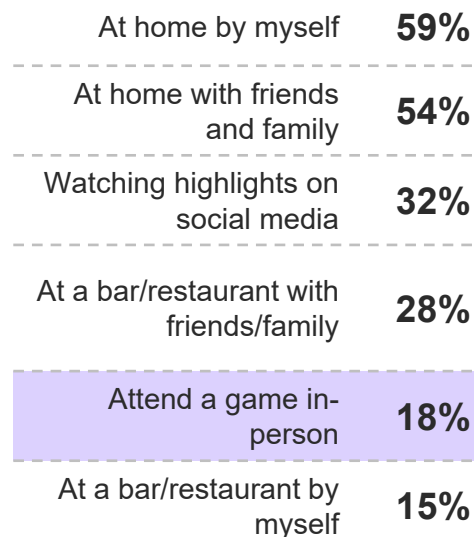
## GENERATION



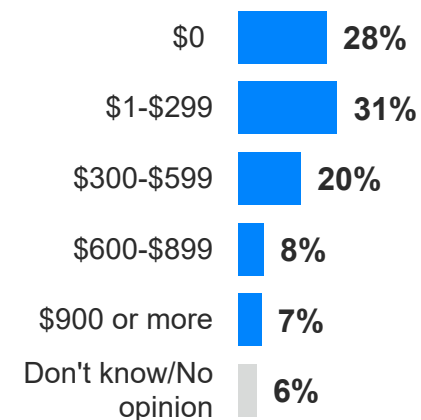
## WHERE THEY ARE LOCATED



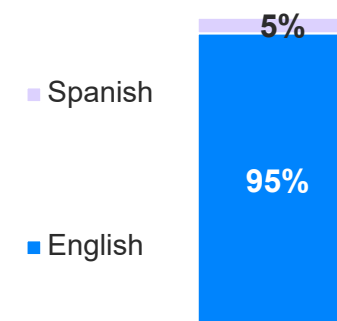
## \*NBA WATCHING HABITS



## NBA EXPENDITURE EXPECTATIONS FOR UPCOMING SEASON



## PREFERRED LANGUAGE FOR NBA CONTENT





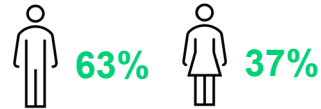
# NON-HISPANIC NBA FANS PROFILE

## FAVORITE TEAM



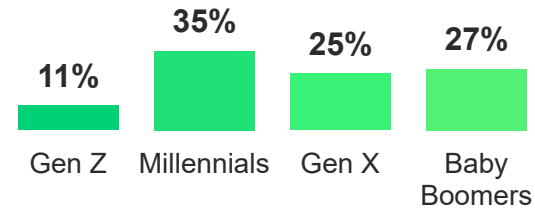
27%

## GENDER

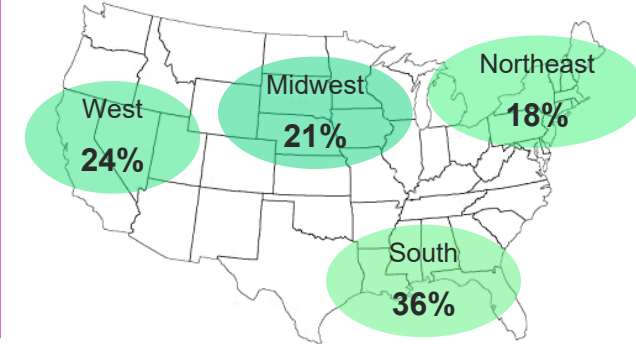


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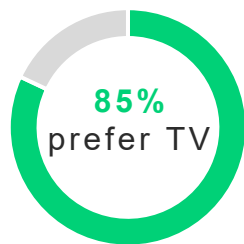
## GENERATION



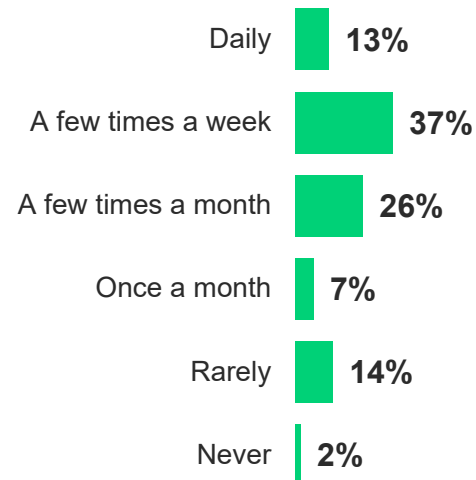
## WHERE THEY ARE LOCATED



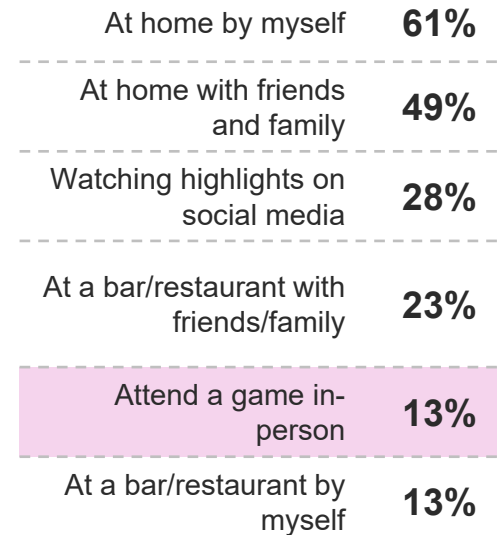
## PREFERRED OUTLET TO WATCH SPORTS



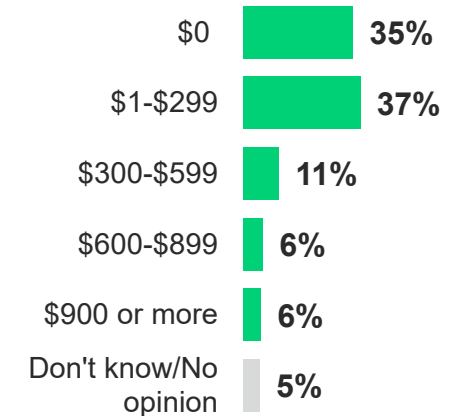
## NBA SEASON VIEWERSHIP FREQUENCY



## \*NBA WATCHING HABITS



## NBA EXPENDITURE EXPECTATIONS FOR UPCOMING SEASON



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## AGENDA

### **NBA Fans Behavior & Habits**

NBA Fans Spending Power

Marketing Toward NBA Fans

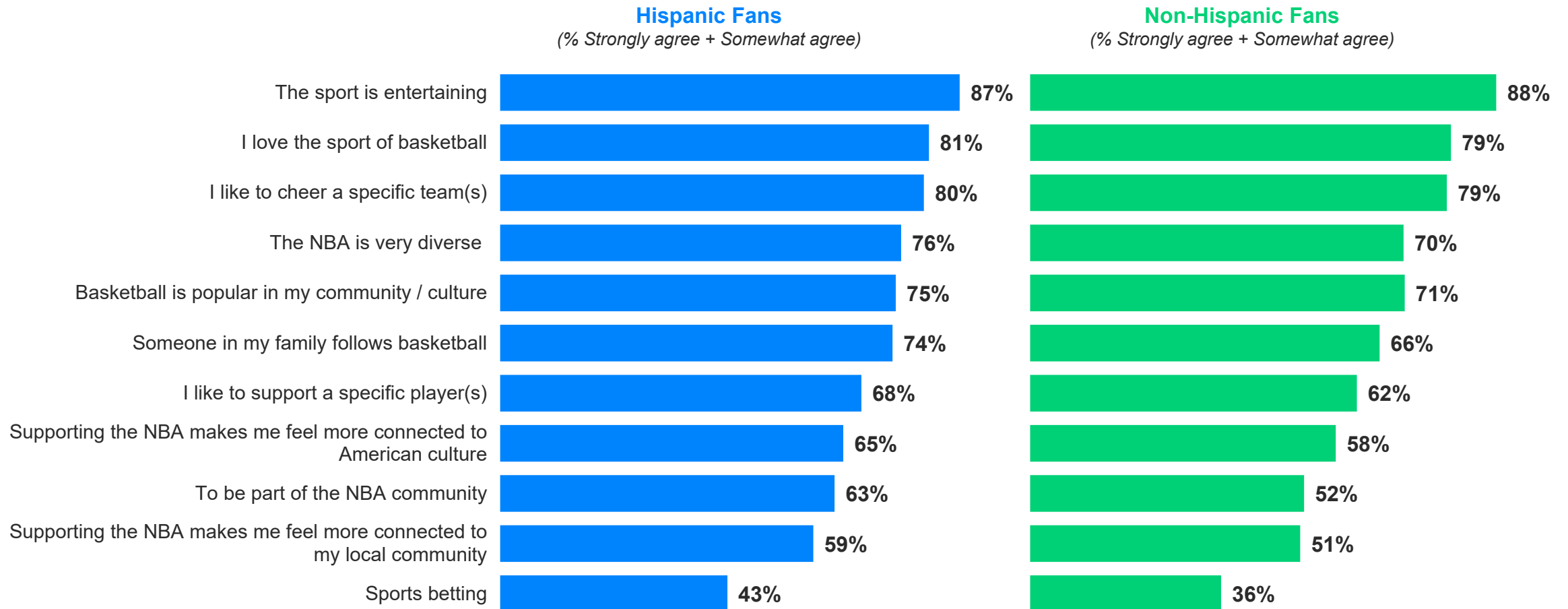
Media & Sports Consumption

Appendix

## NBA FANS BEHAVIOR & HABITS

The main reason Hispanics and non-Hispanics consider themselves NBA fans is because they find the sport entertaining.

How much do you agree or disagree that the following are reasons why you consider yourself to be an NBA fan?



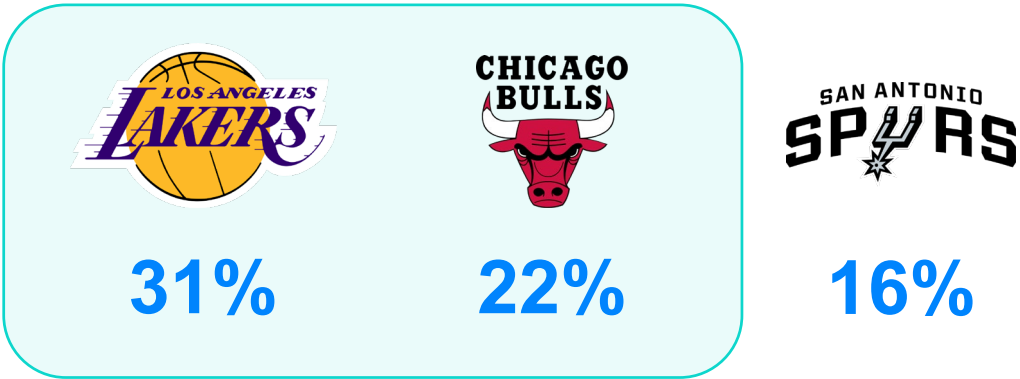
Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

NBA FANS BEHAVIOR & HABITS

The Los Angeles Lakers and Chicago Bulls are the NBA teams Hispanic and non-Hispanic fans root for the most.

Which NBA team(s) do you support or consider yourself a fan of? Please select all that apply.

Hispanic Fans

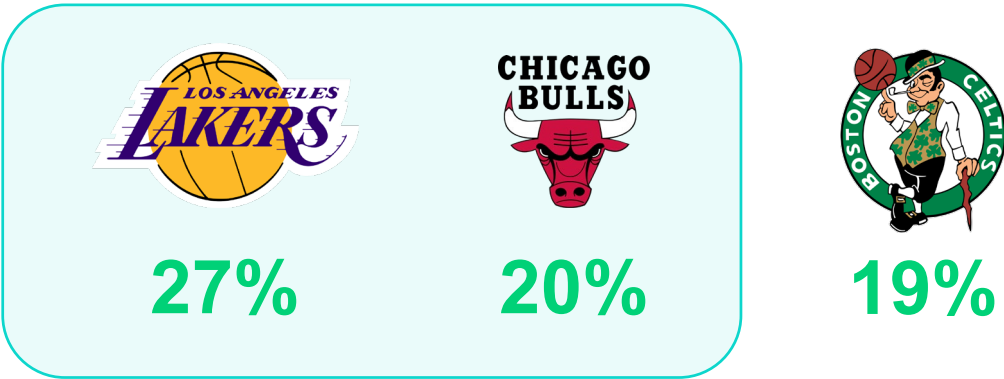


15%



15%

Non-Hispanic Fans



17%

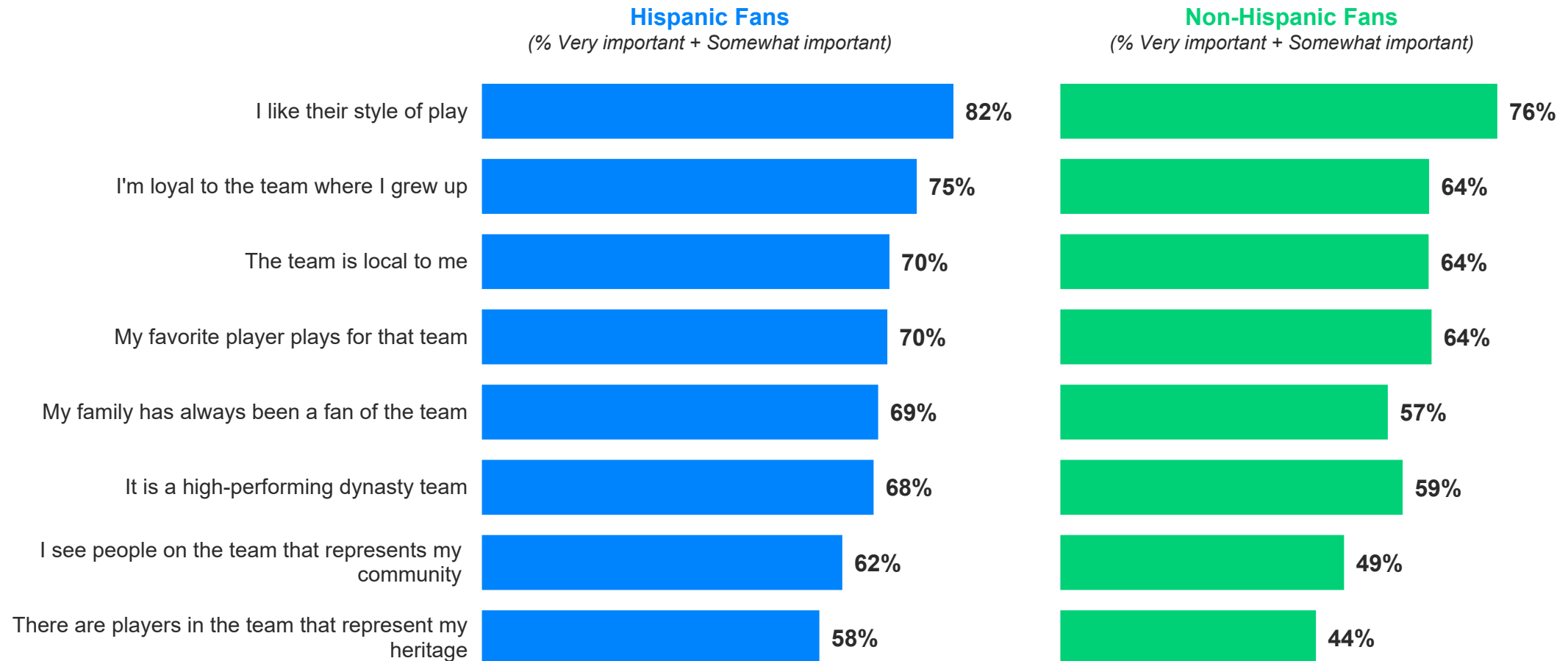


15%

## NBA FANS BEHAVIOR & HABITS

The main factor for Hispanic and non-Hispanic NBA fans when choosing a team to support is their style of play.

Thinking about the team(s) you support, which of the following factors matter to you when picking a team(s) to become a fan of?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## NBA FANS BEHAVIOR & HABITS

**While style of play is the predominant factor when choosing a favorite team, among the most popular NBA teams, community and heritage representation is not a factor influencing fandom.**

Which NBA team(s) do you support or consider yourself a fan of? Please select all that apply. // Thinking about the team(s) you root for, which of the following factors matter to you when picking a team(s) to become a fan of?

### Factors influencing NBA fans' favorite team selection for the top 5 most popular teams

(Factors are filtered by % Very important + Somewhat important)

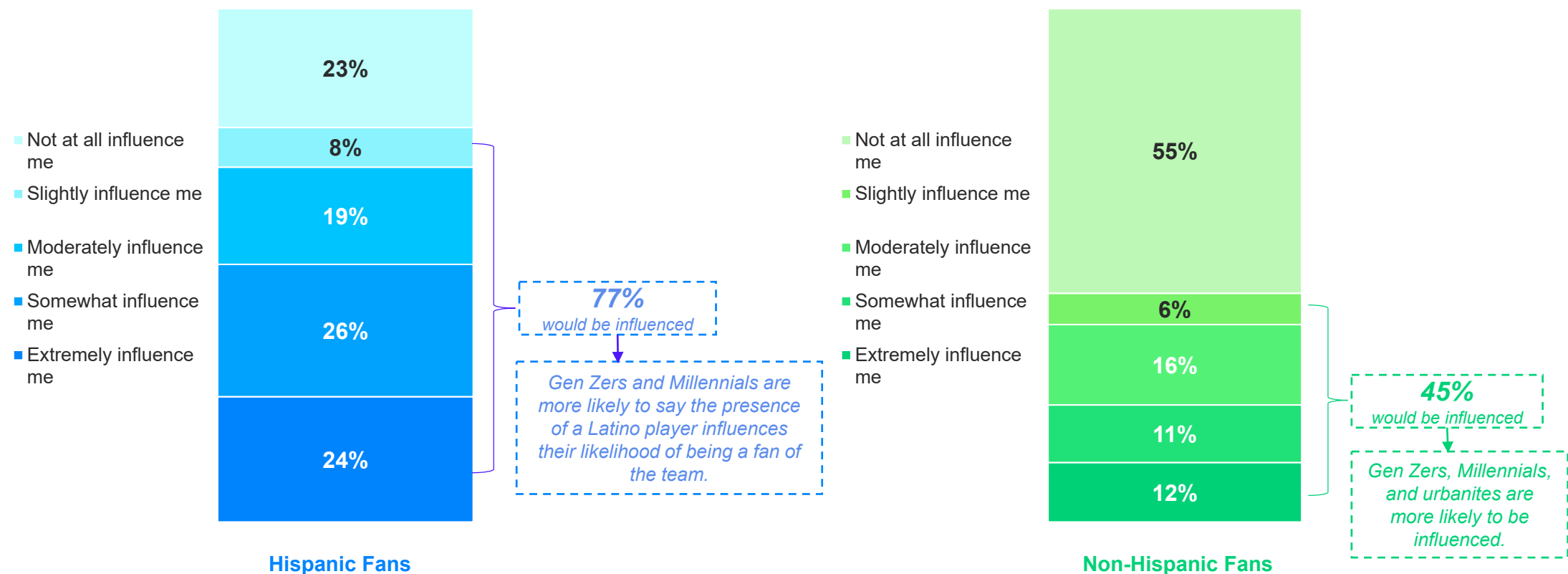
■ Hispanic Fans ■ Non-Hispanic Fans

	Style of play	Hometown roots	Proximity	Favorite player	Family tradition	Dynasty team	Community representation	Heritage representation
Los Angeles Lakers	86%	74%	67%	73%	67%	71%	66%	55%
Chicago Bulls	80%	74%	68%	69%	72%	71%	67%	60%
San Antonio Spurs	77%	73%	74%	77%	65%	73%	62%	64%
Miami Heat	84%	78%	67%	71%	69%	71%	69%	58%
New York Knicks	90%	79%	80%	78%	70%	75%	72%	64%
	Style of play	Hometown roots	Proximity	Favorite player	Family tradition	Dynasty team	Community representation	Heritage representation
Los Angeles Lakers	82%	65%	61%	80%	58%	71%	59%	55%
Chicago Bulls	81%	73%	68%	74%	73%	67%	63%	62%
Boston Celtics	81%	71%	66%	73%	63%	74%	53%	48%
Golden State Warriors	79%	58%	61%	76%	58%	64%	54%	43%
New York Knicks	83%	80%	74%	69%	64%	66%	59%	50%

NBA FANS BEHAVIOR & HABITS

A majority of Hispanic NBA fans and over two in five non-Hispanic fans indicate that the presence of a Latino player influences their decision to root for a team, even if the team is outside their region.

And, how much does the presence of a Latino player on a team influence your likelihood of becoming a fan of that team, even if the team is outside of your region?

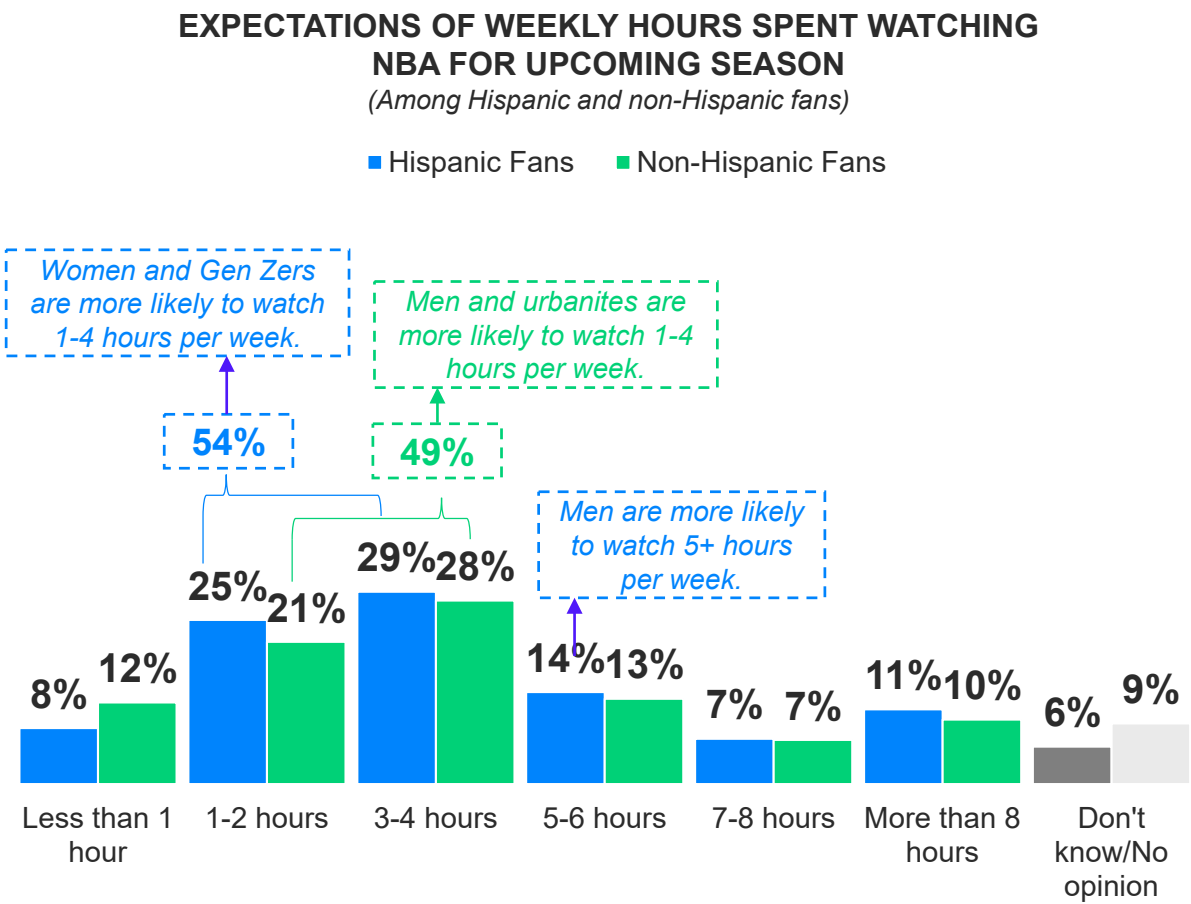
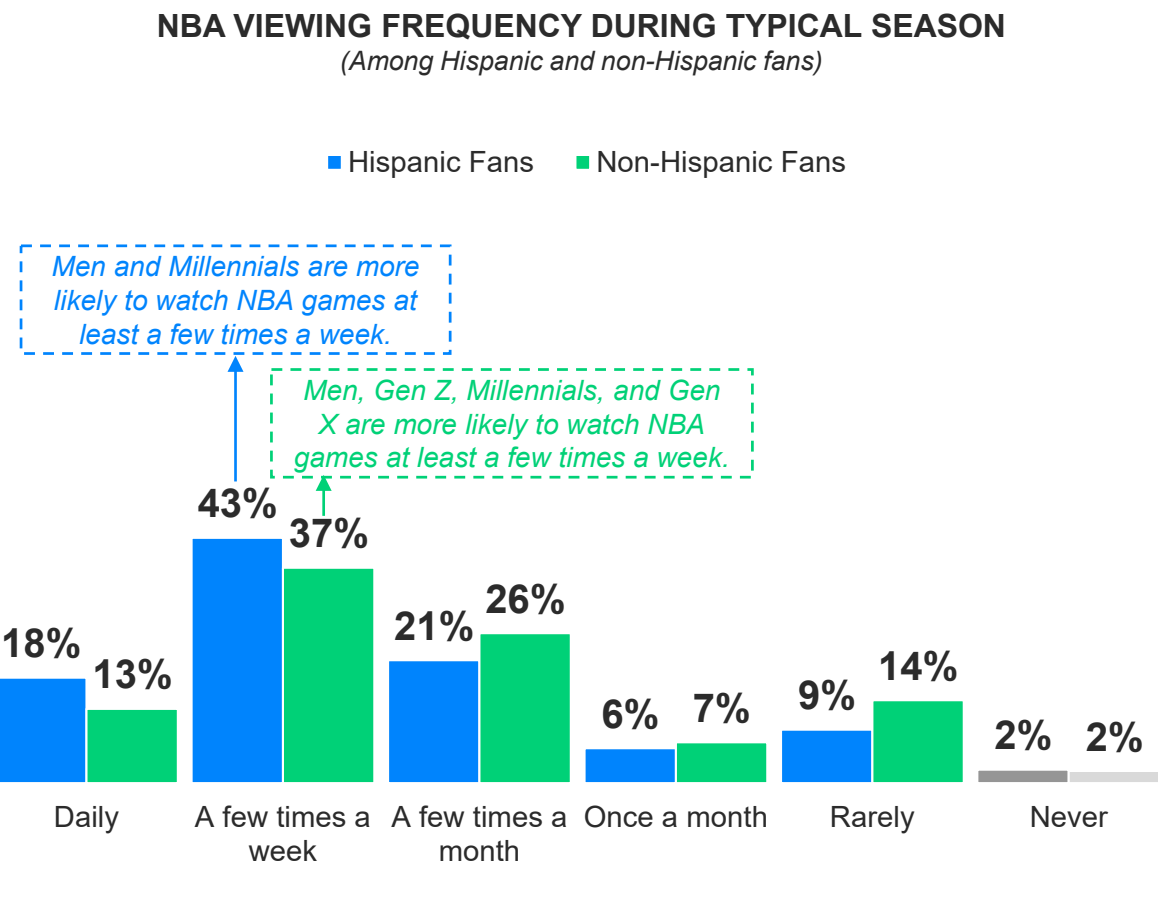


Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

NBA FANS BEHAVIOR & HABITS

During a typical season, most Hispanic and non-Hispanic fans watch NBA games a few times a week – with about half planning to watch between 1 to 4 hours per week.

Now, how often do you watch NBA games during the typical season? // On average, how many hours per week do you plan to spend watching NBA games this season?

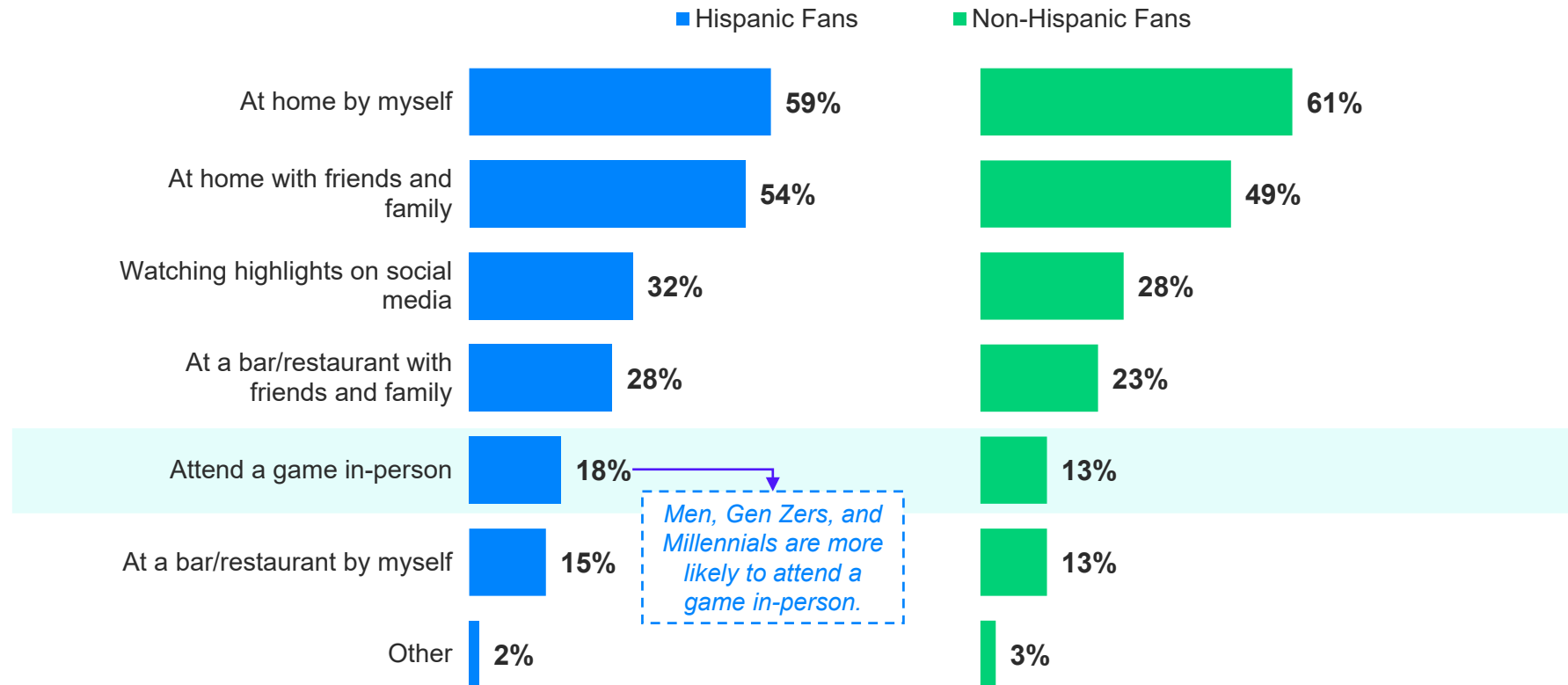


Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## NBA FANS BEHAVIOR & HABITS

**NBA fans usually watch games at home either by themselves or with family and friends – Hispanic fans are slightly more likely to attend NBA games in person.**

How do you usually watch NBA games? Please select all that apply.



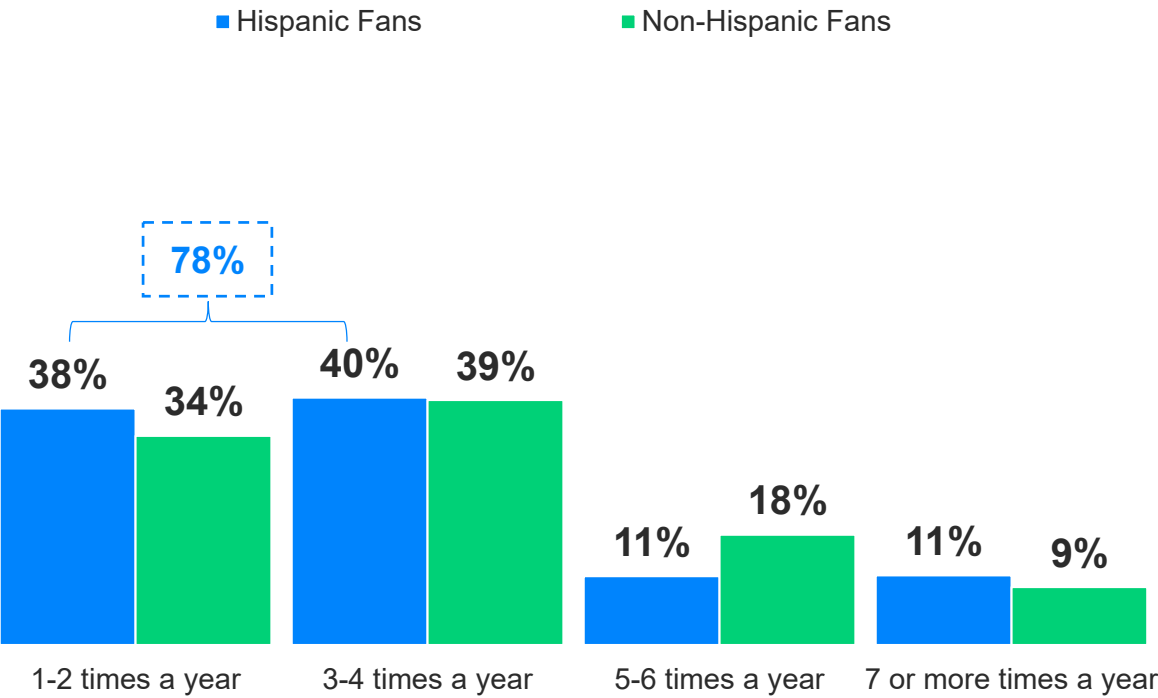
NBA FANS BEHAVIOR & HABITS

Of those who attend games in person, a majority go between 1 to 4 times a year – fans mainly enjoy the stadium atmosphere, followed by spending time with family/friends and the view from the stands.

How often do you attend an NBA game in-person? // What is your favorite part of the in-person sporting experience? Please select your **TOP THREE** reasons.

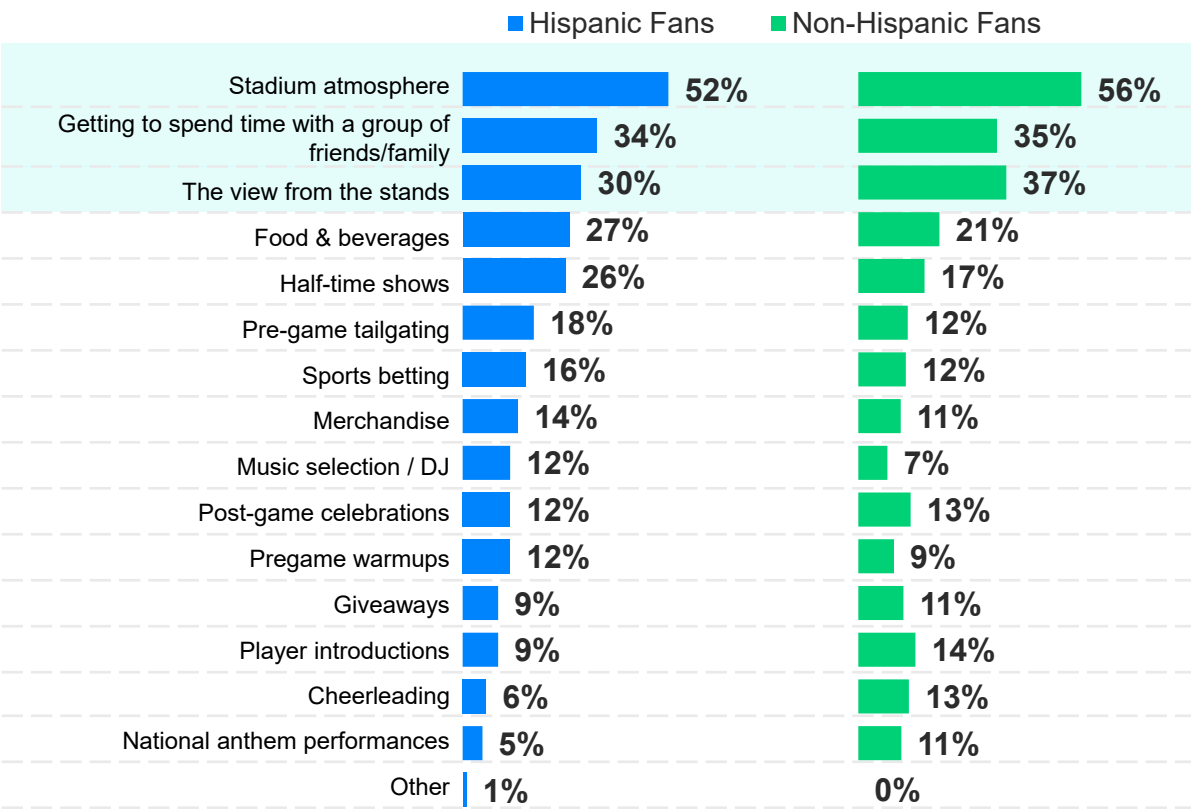
IN-PERSON NBA GAMES ATTENDANCE

(Among Hispanic and non-Hispanic fans who attend a game in-person in a year)



FAVORITE IN-PERSON EXPERIENCE

(Among Hispanic and non-Hispanic fans who attend a game in-person in a year)



Base: Hispanic Fans who attend a game in-person in a year n=148; Non-Hispanic Fans who attend a game in-person in a year n=112

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## AGENDA

NBA Fans Behavior & Habits

**NBA Fans Spending Power**

Marketing Toward NBA Fans

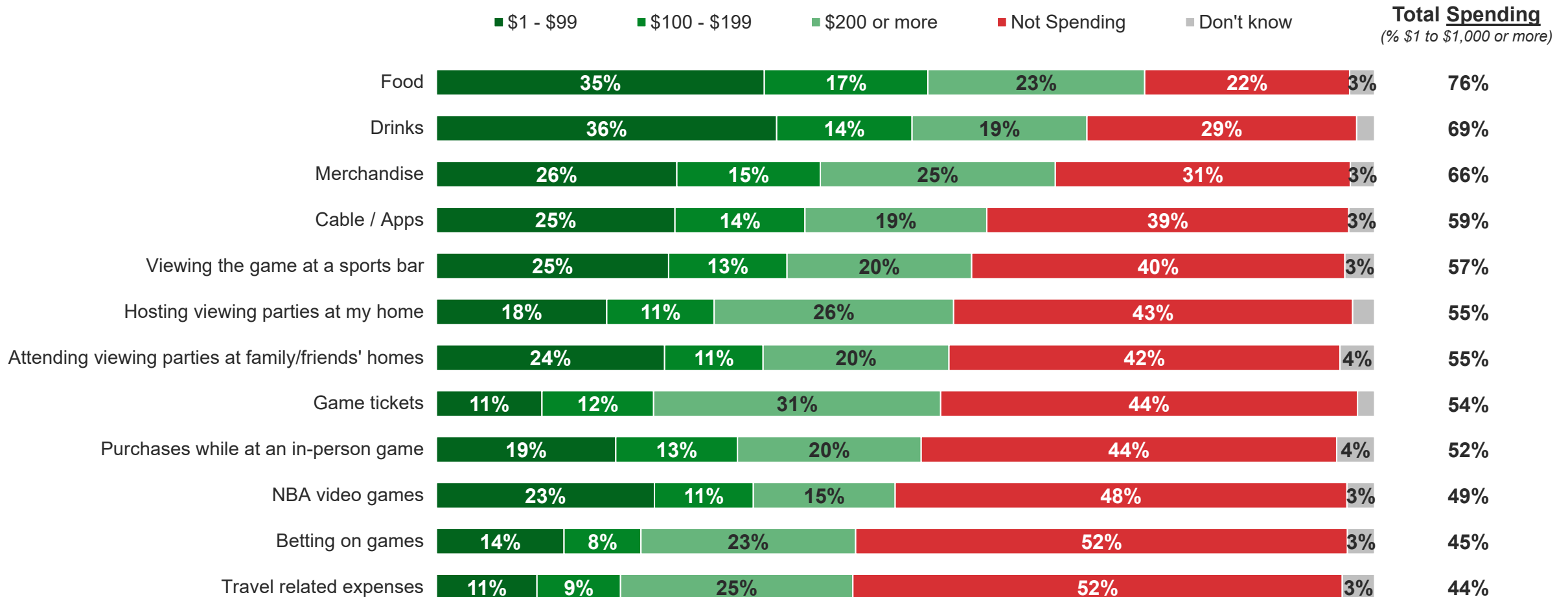
Media & Sports Consumption

Appendix

## NBA FANS SPENDING POWER

During the NBA season, most Hispanic NBA fans spend on food and drinks, with over a third spending between \$1 to \$99 – nearly a third spend \$200 or more on NBA game tickets.

In a year, how much money do you spend on each of the following NBA-related expenses?



## NBA FANS SPENDING POWER

Among those spending less than \$100 on NBA-related expenses, Millennials are apt to spend on NBA video games and those with a bachelor's degree spend on merchandise.

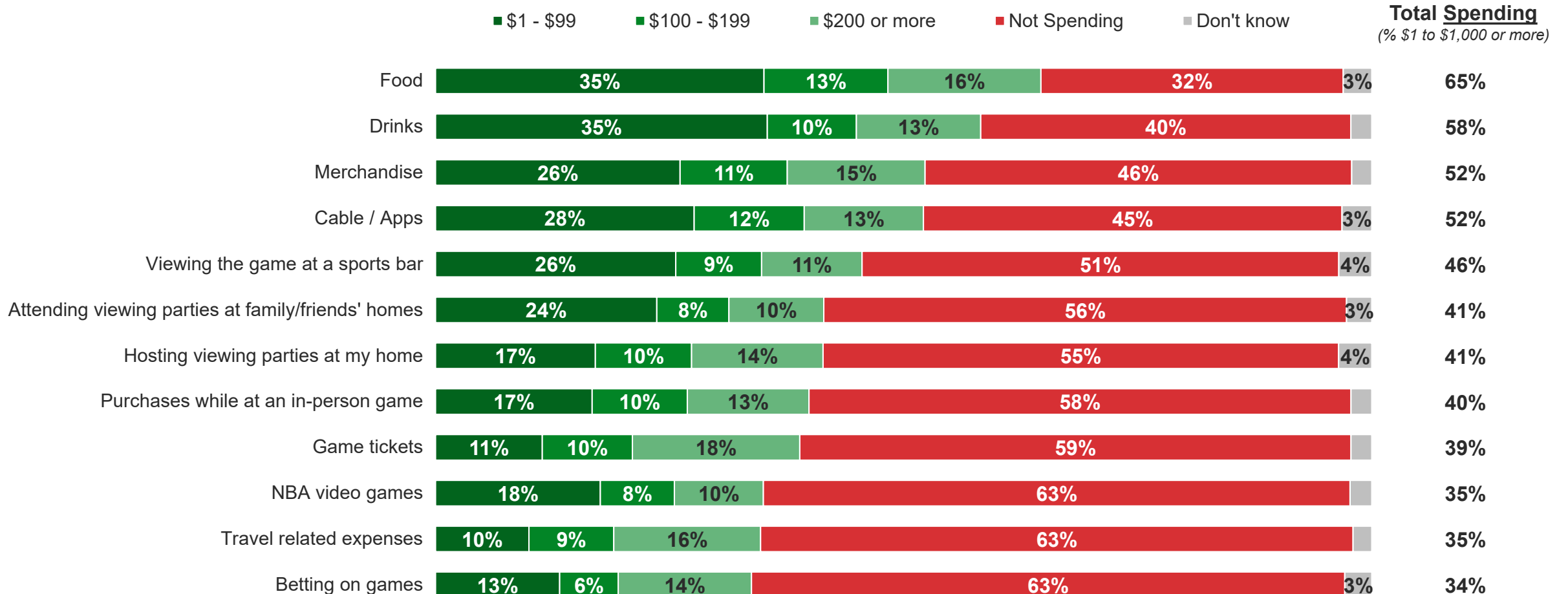
In a year, how much money do you spend on each of the following NBA-related expenses?

<i>Fans who in a year spend \$1 - \$99 on NBA-related expenses</i>	Total	Gen Zers	Millennials	Gen Xers	*Baby Boomers	< College	Bachelor's degree	*Post-grad	Income of under \$50k	Income of \$50k-\$100k	Income of \$100k+
Drinks	36%	37%	38%	35%	29%	37%	41%	24%	39%	35%	29%
Food	35%	36%	34%	38%	32%	35%	42%	19%	42%	30%	22%
Merchandise	26%	26%	26%	27%	23%	25%	34%	12%	30%	24%	16%
Cable / Apps	25%	23%	26%	30%	21%	26%	27%	18%	29%	23%	18%
Viewing the game at a sports bar	25%	20%	28%	25%	24%	25%	25%	17%	27%	22%	24%
Attending viewing parties at family/friends' homes	24%	23%	26%	23%	22%	25%	24%	19%	28%	24%	12%
NBA video games	23%	20%	31%	21%	4%	25%	21%	12%	24%	26%	12%
Purchases while at an in-person game	19%	22%	21%	15%	17%	19%	24%	14%	21%	19%	15%
Hosting viewing parties at my home	18%	17%	21%	14%	16%	19%	17%	11%	21%	18%	8%
Betting on games	14%	17%	14%	12%	10%	14%	13%	13%	15%	13%	9%
Game tickets	11%	11%	10%	17%	6%	13%	8%	4%	16%	7%	4%
Travel related expenses	11%	10%	11%	11%	12%	11%	15%	4%	14%	8%	5%

## NBA FANS SPENDING POWER

During the NBA season, most non-Hispanic NBA fans spend on food and drinks, with over a third spending less than \$100.

In a year, how much money do you spend on each of the following NBA-related expenses?



## NBA FANS SPENDING POWER

**Of non-Hispanic fans spending \$1 to \$99 on NBA-related expenses, in addition to drinks and food, Gen Zers, Millennials, college undergrads, and those with income under \$50K spend on cable/apps.**

In a year, how much money do you spend on each of the following NBA-related expenses?

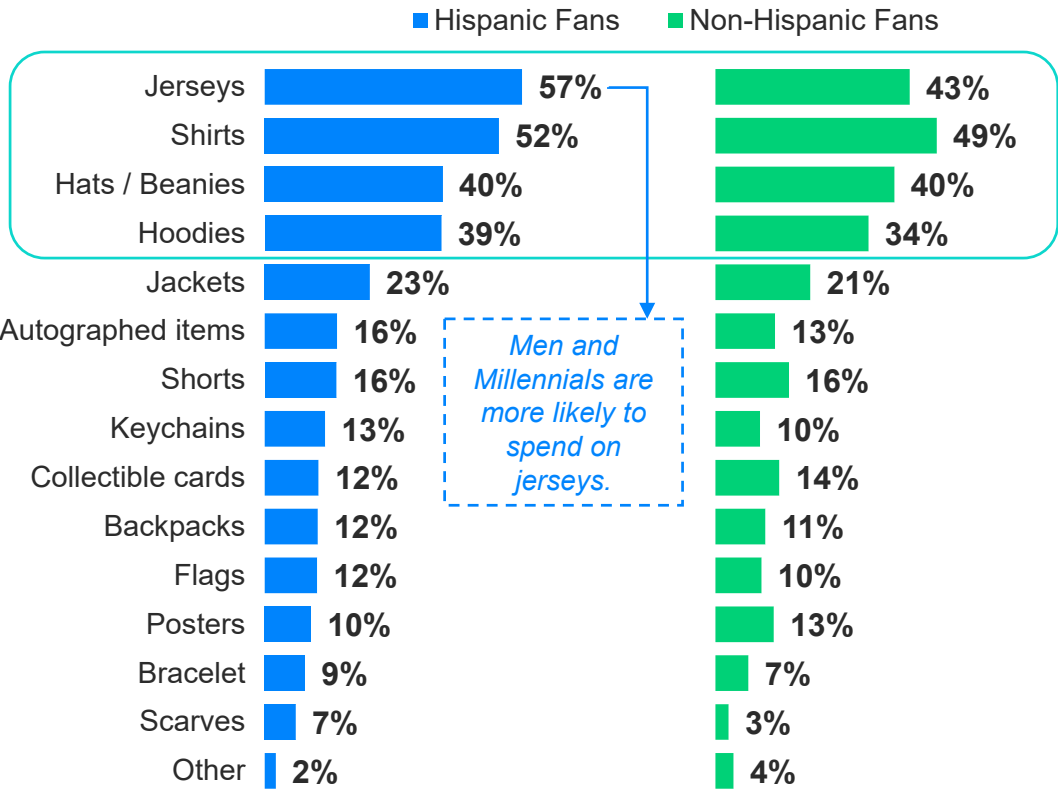
<i>Fans who in a year spend \$1 - \$99 on NBA-related expenses</i>	Total	Gen Zers	Millennials	*Gen Xers	Baby Boomers	< College	Bachelor's degree	Post-grad	Income of under \$50k	Income of \$50k-\$100k	Income of \$100k+
Drinks	35%	44%	37%	39%	30%	37%	33%	34%	36%	34%	36%
Food	35%	42%	35%	33%	35%	39%	31%	29%	39%	33%	27%
Cable / Apps	28%	32%	32%	26%	21%	30%	25%	23%	31%	23%	25%
Merchandise	26%	32%	26%	32%	20%	28%	25%	23%	29%	25%	20%
Viewing the game at a sports bar	26%	32%	29%	25%	19%	28%	21%	27%	25%	28%	25%
Attending viewing parties at family/friends' homes	24%	26%	26%	26%	19%	25%	21%	21%	25%	24%	20%
NBA video games	18%	26%	27%	17%	4%	21%	14%	12%	21%	17%	10%
Hosting viewing parties at my home	17%	25%	16%	15%	18%	19%	14%	15%	18%	19%	13%
Purchases while at an in-person game	17%	17%	19%	19%	12%	17%	17%	13%	17%	20%	11%
Betting on games	13%	20%	17%	13%	7%	15%	11%	13%	14%	13%	10%
Game tickets	11%	14%	15%	10%	8%	11%	9%	16%	13%	13%	7%
Travel related expenses	10%	11%	12%	9%	9%	11%	10%	8%	10%	11%	8%

NBA FANS SPENDING POWER

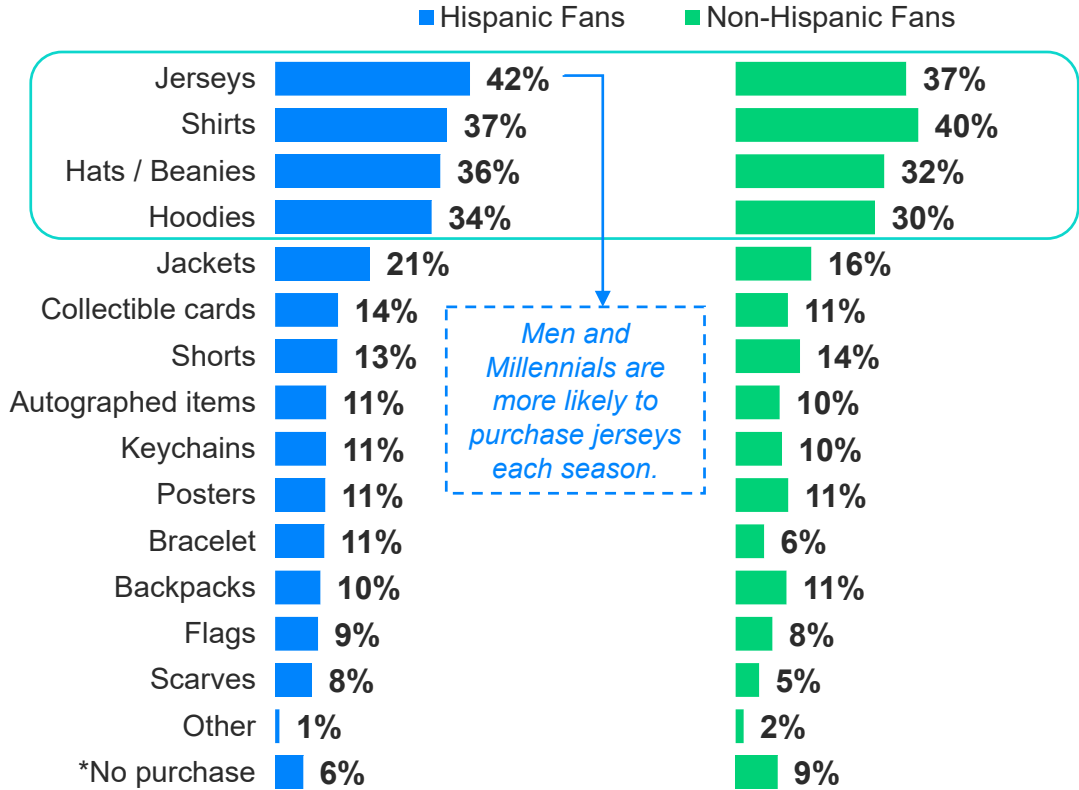
Among those who purchase NBA merchandise, jerseys, shirts, hats/beanies and hoodies are the articles that fans spend the most on and typically purchase each NBA season.

You mention spending on NBA merchandise, which of the following do you spend the most on? Select all that apply. // And, which of the following NBA-related merchandise do you typically purchase **each NBA season**? Please select all that apply.

**TOP SPENDING NBA MERCHANDISE**  
(Among Hispanic and non-Hispanic fans who spend money on NBA merchandise)



**NBA SEASONAL MERCHANDISE SPENDING**  
(Among Hispanic and non-Hispanic fans who spend money on NBA merchandise)



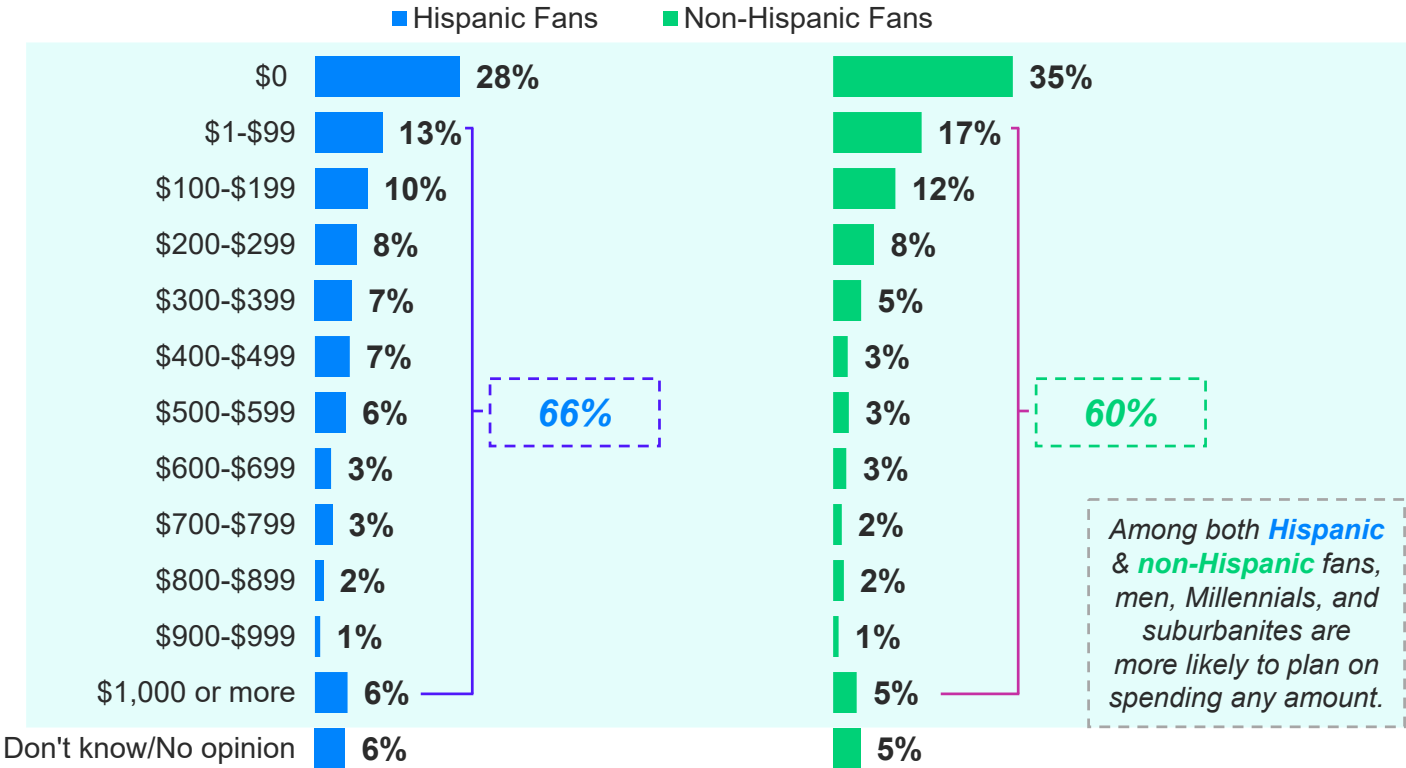
Base: Hispanic Fans who spend money on NBA merchandise n=534; Non-Hispanic Fans who spend money on NBA merchandise n=422  
\*Full answer option text: "I don't purchase merchandise each NBA season"

NBA FANS SPENDING POWER

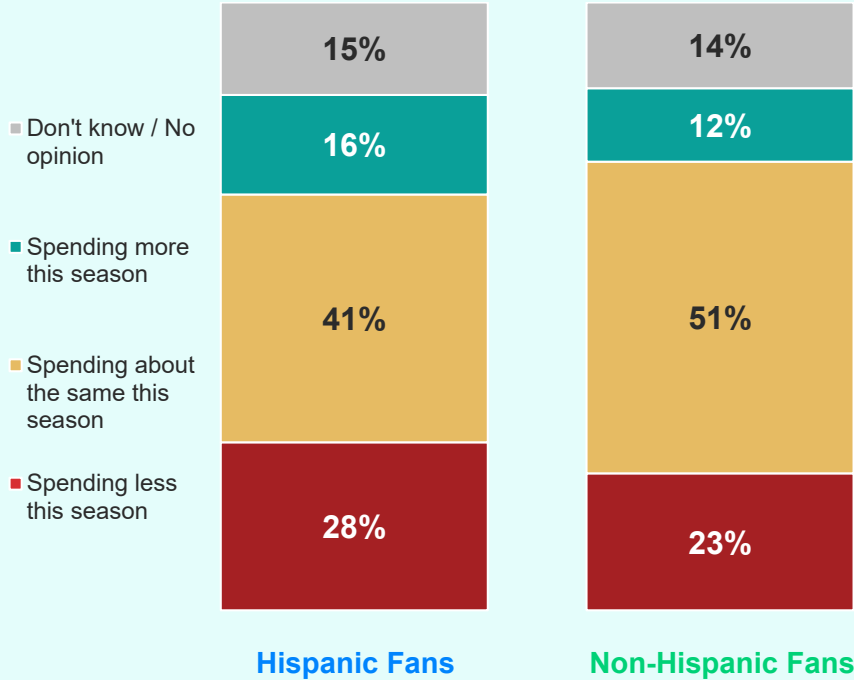
While many plan to spend on NBA items this season, about a quarter anticipate spending <\$200. Most spending will be the same as last year – Hispanic fans are more likely to alter their spending habits.

And overall, how much do you plan on spending on NBA-related expenses this season? // Thinking of what you plan to spend on NBA this year, is it more or less than you spent last year?

NBA EXPENDITURE EXPECTATIONS FOR UPCOMING SEASON  
(Among Hispanic and non-Hispanic fans)



NBA EXPENDITURE EXPECTATIONS COMPARED TO LAST YEAR  
(Among Hispanic and non-Hispanic fans who plan to spend \$0 to \$1,000 or more this season)



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800; Hispanic fans who plan to spend \$0 to \$1,000 or more this season n=750; Non-Hispanic fans who plan to spend \$0 to \$1,000 or more this season n=760

|

## AGENDA

NBA Fans Behavior & Habits

NBA Fans Spending Power

**Marketing Toward NBA Fans**

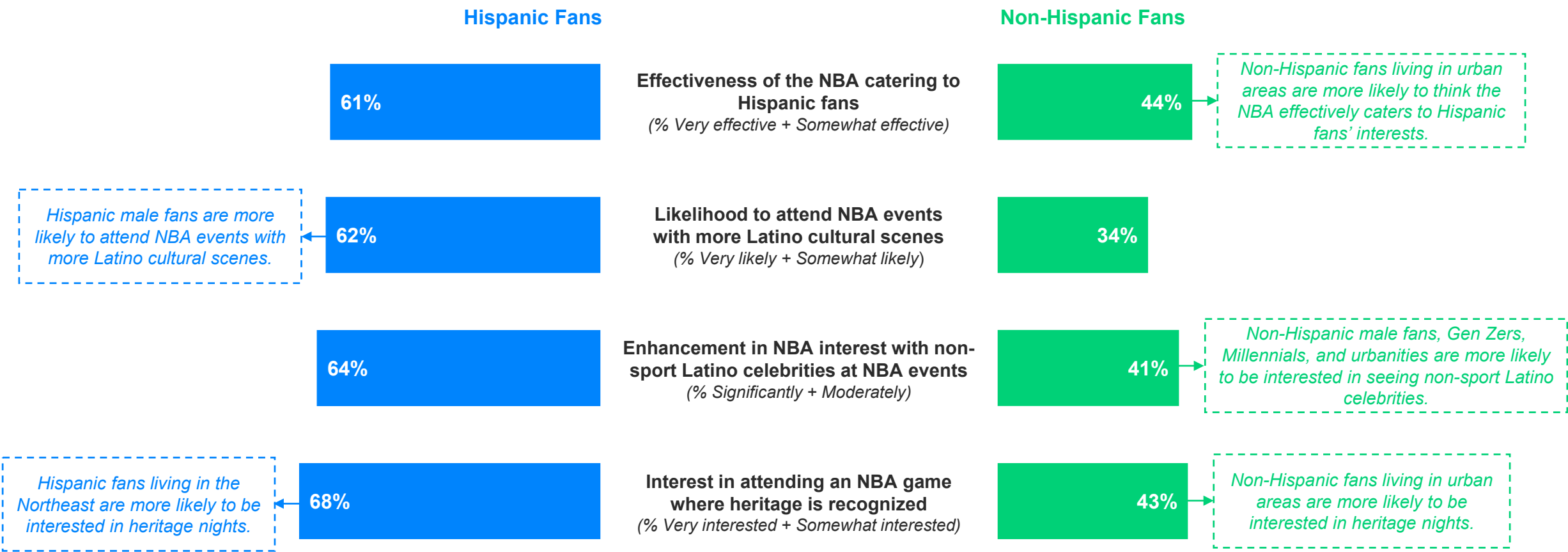
Media & Sports Consumption

Appendix

MARKETING TOWARD NBA FANS

Hispanic fans find the NBA effectively caters to them and are most likely to attend games where their Latino heritage is recognized as the presence of a non-sport Latino celebrity enhances their enjoyment.

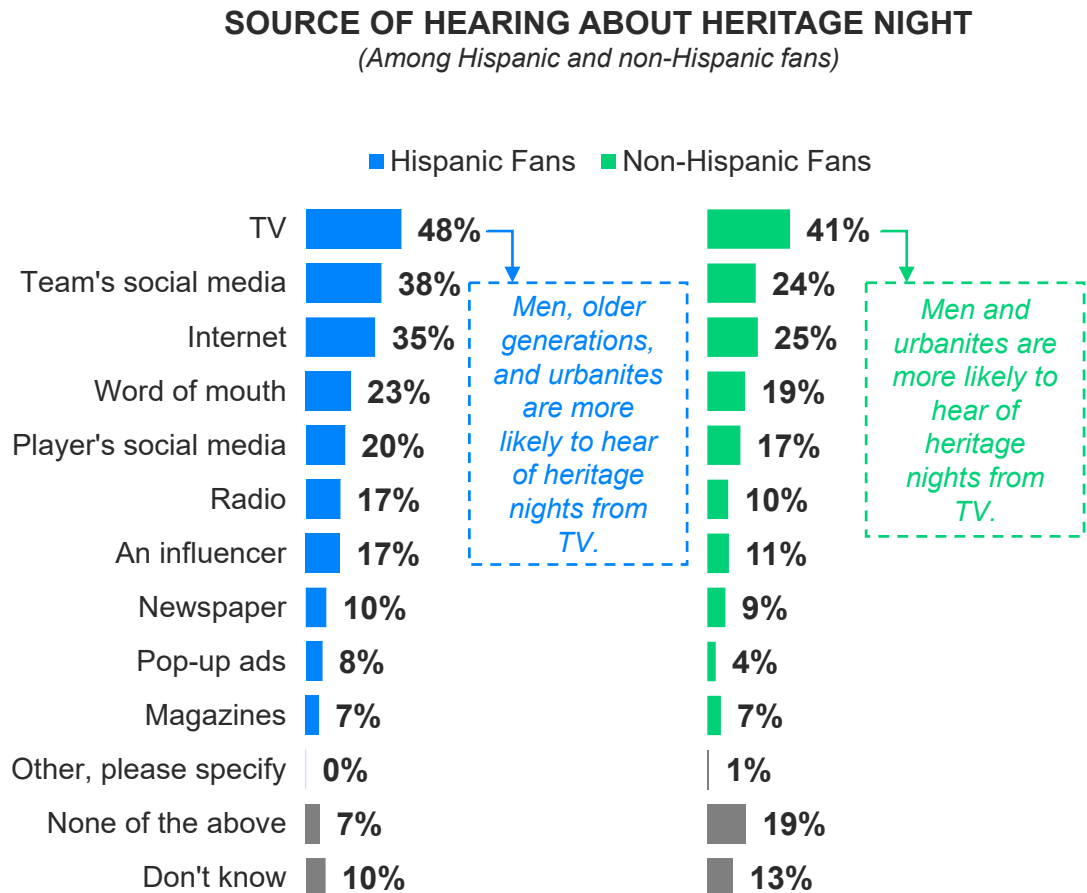
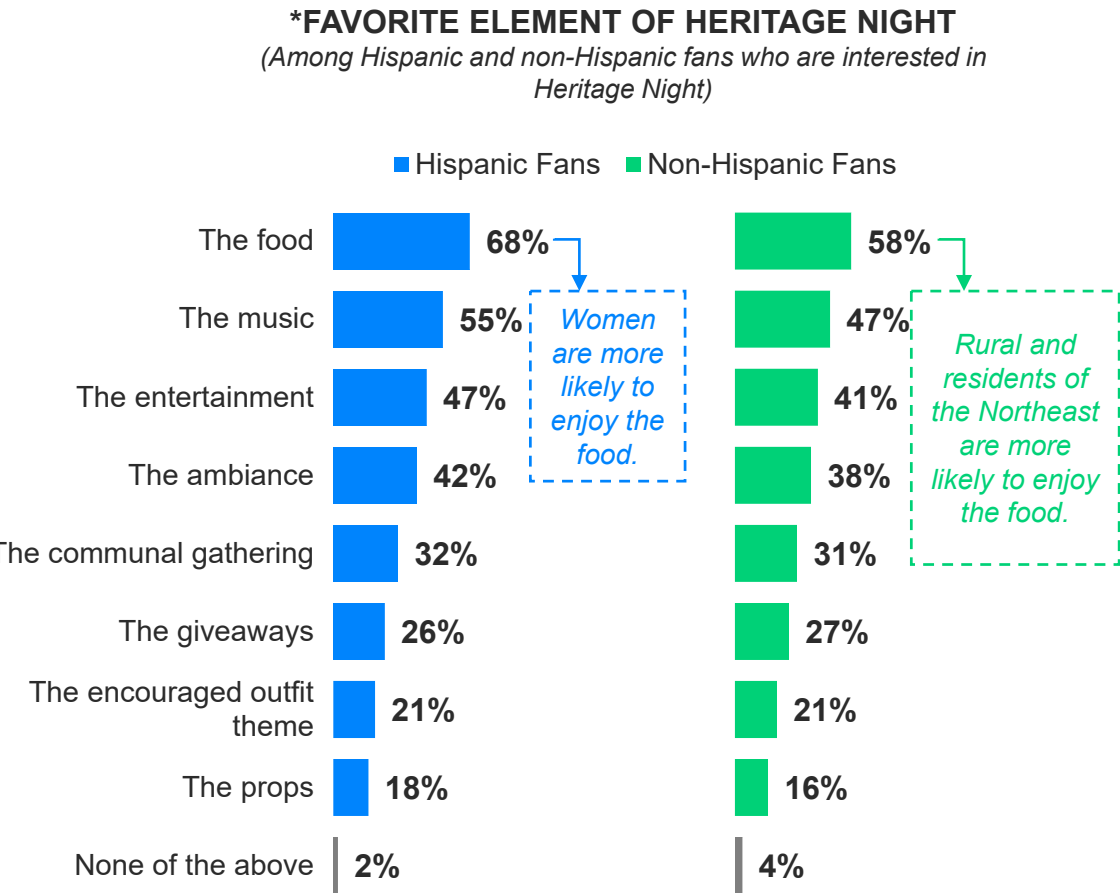
How effective do you believe the NBA is in catering to the interests of Hispanic fans? // How likely are you to attend more NBA events if there is more Latin music, food, entertainment on the scene? // Now, how much does seeing a non-sport Latino celebrity (i.e., actors, musicians) be invited to attend NBA games enhance your enjoyment and interest in attending more NBA game?// How interested are you in attending an NBA game where your heritage is being recognized (i.e., Hispanic Heritage Night, African American Heritage Night)?



MARKETING TOWARD NBA FANS

Most fans who attend NBA games where their heritage is recognized enjoy the food – with most recall about heritage nights coming from TV.

Earlier you mention being interested in attending an NBA game where your heritage is being recognized (i.e., Hispanic Heritage Night, African American Heritage Night), what do you mostly enjoy about that night? // And, where do you typically hear of the NBA games recognizing your heritage (i.e., Hispanic Heritage Night, African American Heritage Night)?



Base: Hispanic Fans interested in Heritage Night n=559; Non-Hispanic Fans interested in Heritage Night n=344; Hispanic Fans n=803; Non-Hispanic Fans n=800  
\*Answer option "Other" is not included due to low base size.

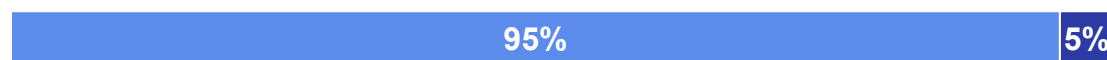
# MARKETING TOWARD NBA FANS

Hispanic fans prefer sports content, including the NBA, in English – directionally, those who prefer content in Spanish have good content access, but better access would improve engagement.

When watching NBA games, what language do you prefer to watch the games in? // Do you feel that you have good access to Spanish-language NBA content? // Would better access to Spanish-language NBA content help you become more engaged with this sport? // In what language do you prefer to watch sports content? // Overall, do you feel that you have good access to Spanish-language sports content? // Would better access to Spanish-language sport content help you become more engaged with sporting events?

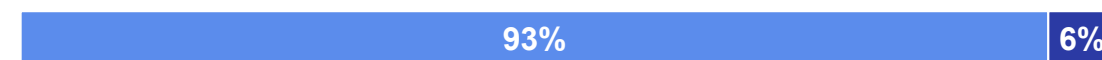
## PREFERRED LANGUAGE FOR NBA CONTENT

English Spanish



## PREFERRED LANGUAGE FOR SPORTS CONTENT

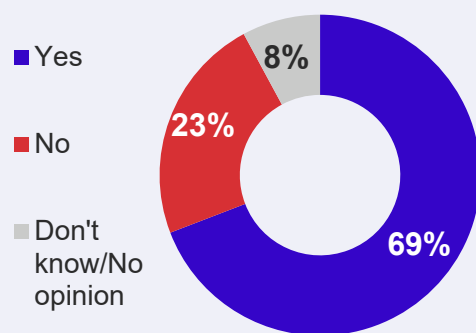
English Spanish Other, please specify



Gen Z & Millennials are more likely to prefer watching sports content in English

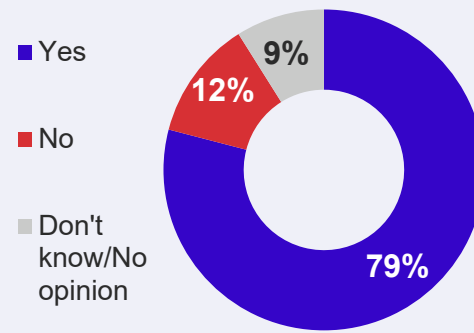
### GOOD ACCESS TO SPANISH NBA CONTENT

(\*Among Hispanic fans who prefer Spanish NBA content)



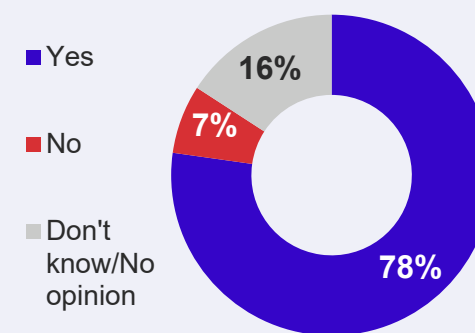
### IF BETTER ACCESS WOULD IMPROVE NBA ENGAGEMENT

(\*Among Hispanic fans who prefer Spanish NBA content)



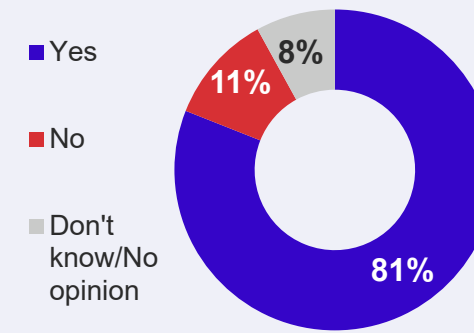
### GOOD ACCESS TO SPANISH SPORTS CONTENT

(\*Among Hispanic fans who prefer Spanish sports content)



### IF BETTER ACCESS WOULD IMPROVE SPORTS ENGAGEMENT

(\*Among Hispanic fans who prefer Spanish sports content)



Base: Hispanic Fans n=803; Hispanic Fans who prefer Spanish NBA content n=43; Hispanic Fans who prefer Spanish sports content n=57

\*Base size lower than 100 consider directional.

|

## AGENDA

NBA Fans Behavior & Habits

NBA Fans Spending Power

Marketing Toward NBA Fans

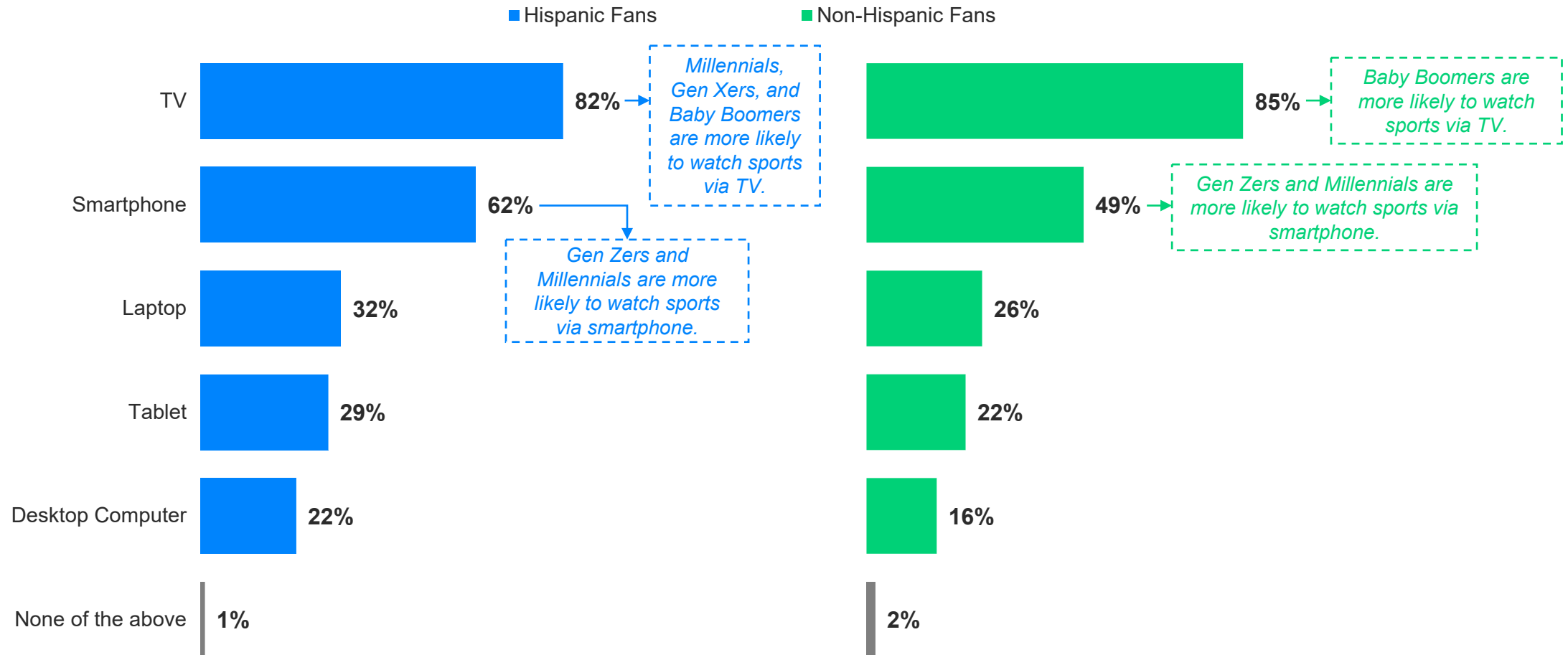
**Media & Sports Consumption**

Appendix

## MEDIA & SPORTS CONSUMPTION

The majority of NBA fans watch sports on TV, with Hispanic fans being more inclined than non-Hispanic fans to watch on a smartphone.

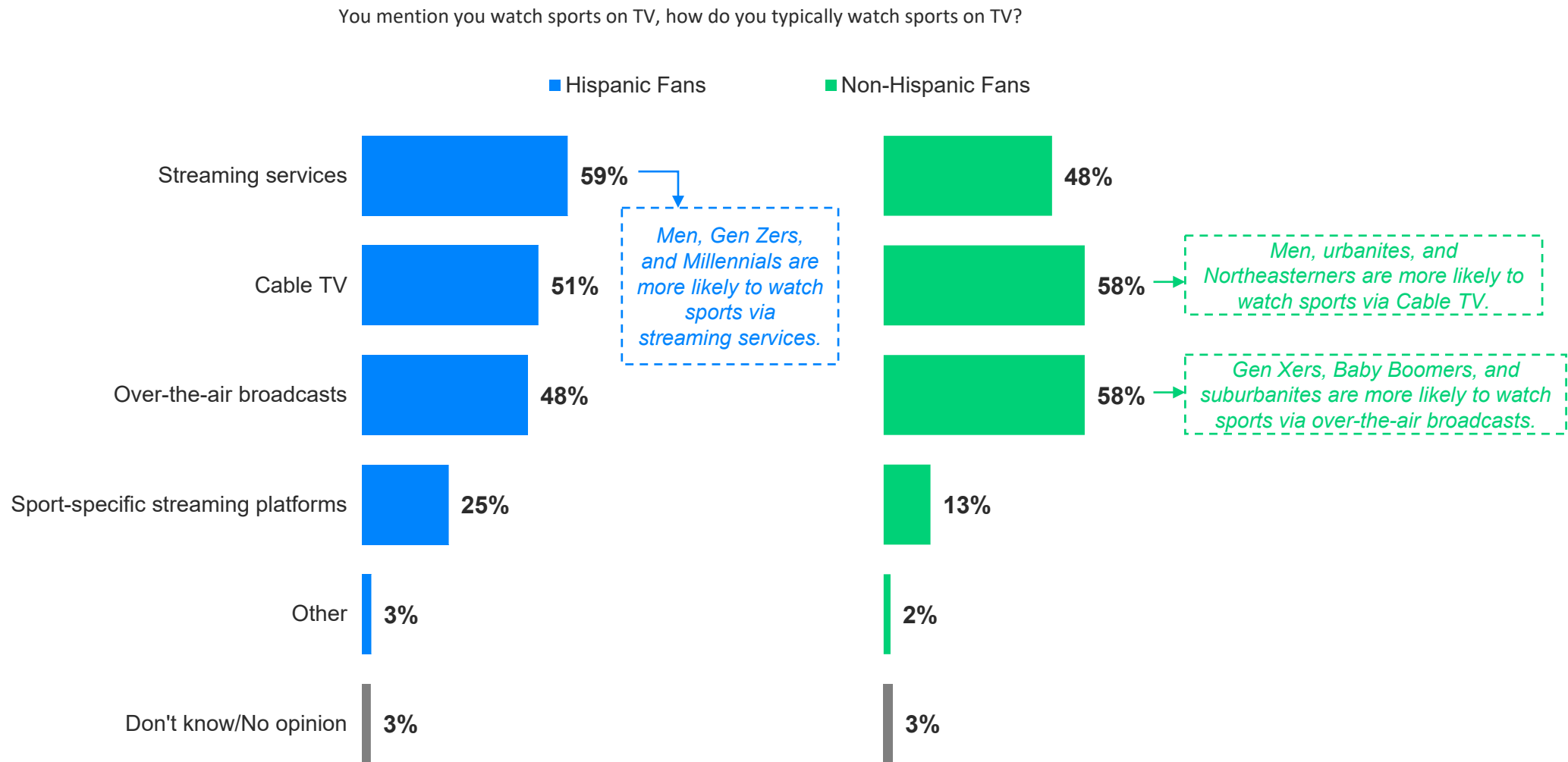
When watching sports, what device(s) do you use? Please select all that apply.



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

MEDIA & SPORTS CONSUMPTION

Among fans who watch sports on TV, Hispanic fans are more likely to use streaming services while non-Hispanic fans choose cable TV or over the air broadcasting.

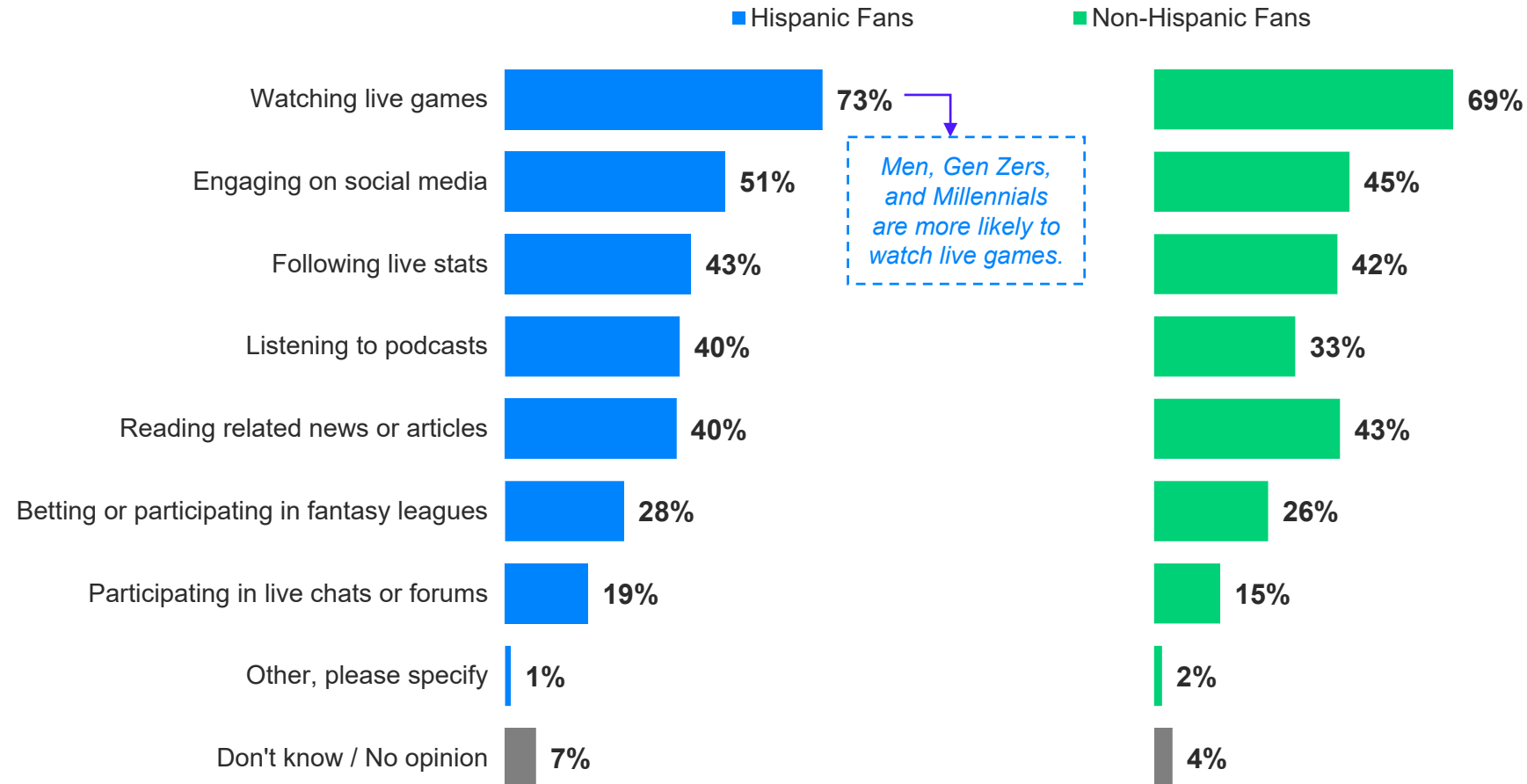


Base: Hispanic Fans who watch sports on TV n=658; Non-Hispanic Fans who watch sports on TV n=688

## MEDIA & SPORTS CONSUMPTION

### Fans who use a smartphone or tablet to watch sports typically use these to watch games live.

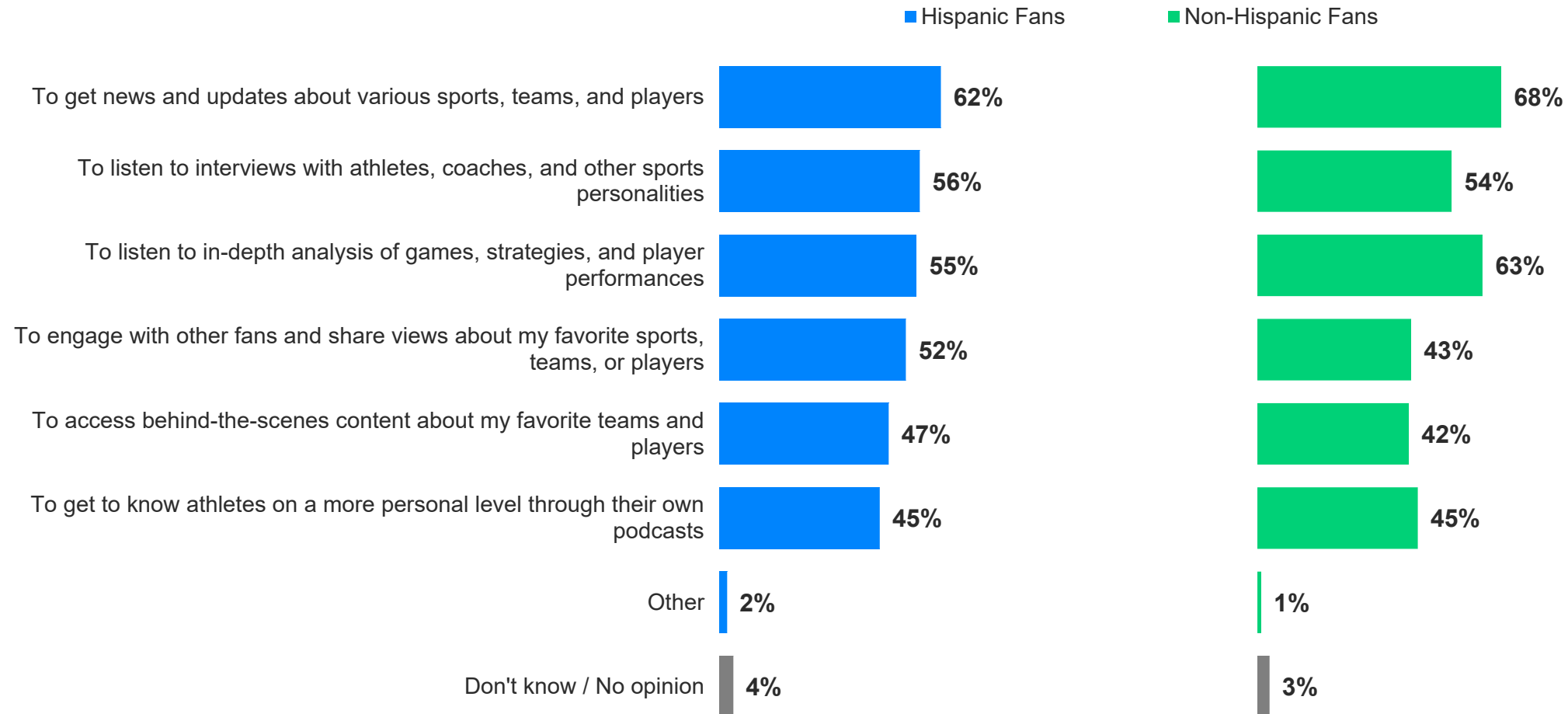
You mention using a smartphone or tablet to watch sports, how do you typically use your smartphone/tablet when watching sports? Please select all that apply.



## MEDIA & SPORTS CONSUMPTION

**Hispanic and non-Hispanic fans typically use podcasts to get sports news and updates – non-Hispanic fans are more likely to use podcasts to listen to in-depth analysis of games, strategies, and players.**

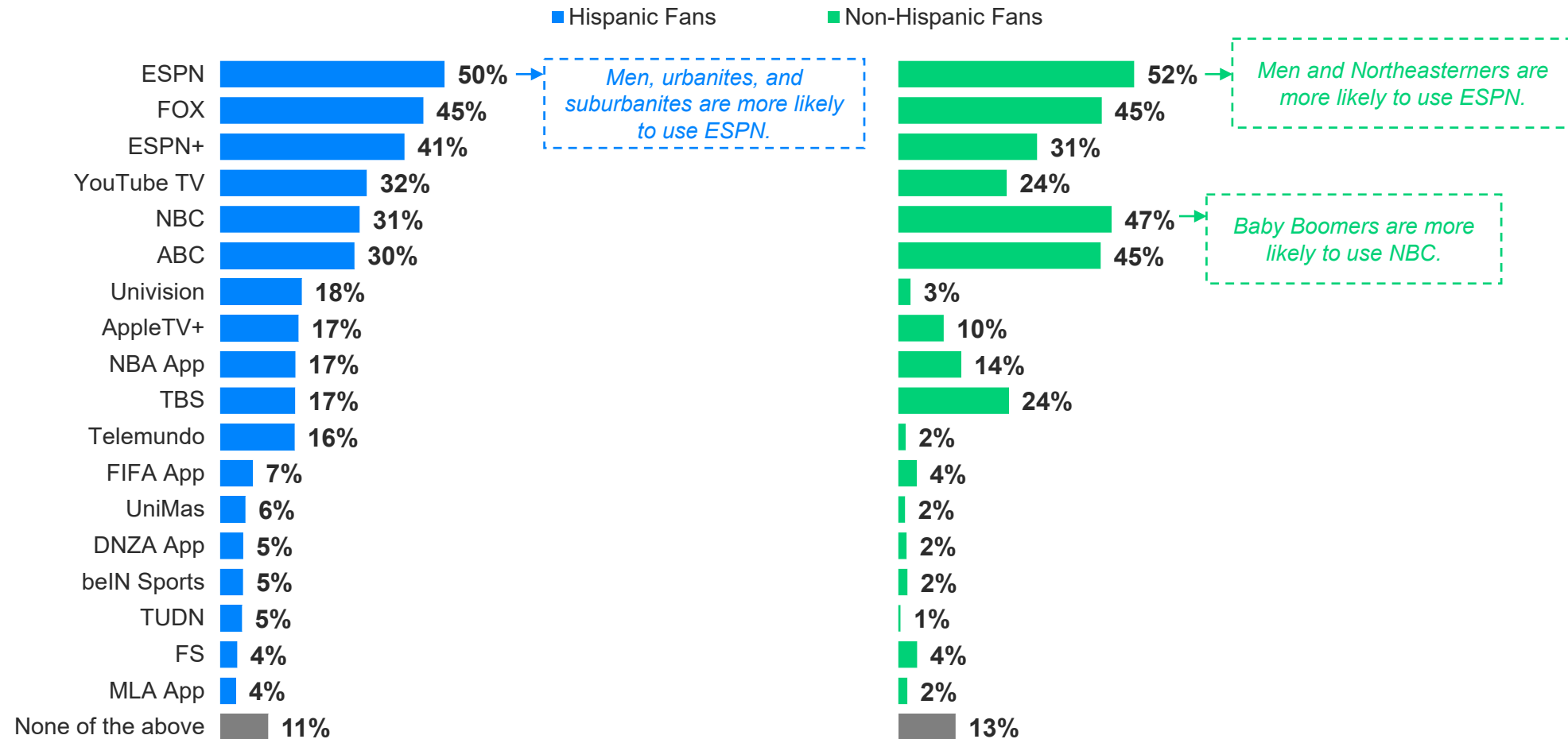
How do you typically use podcasts in relation to sports? Please select all that apply.  
(Among Hispanic and Non-Hispanic Fans who watch sports on smartphone/tablet and listen to podcasts)



## MEDIA & SPORTS CONSUMPTION

**Hispanic fans are more likely to use streaming services to watch sports content such as ESPN+, YouTube TV, and Apple TV+ than non-Hispanic fans.**

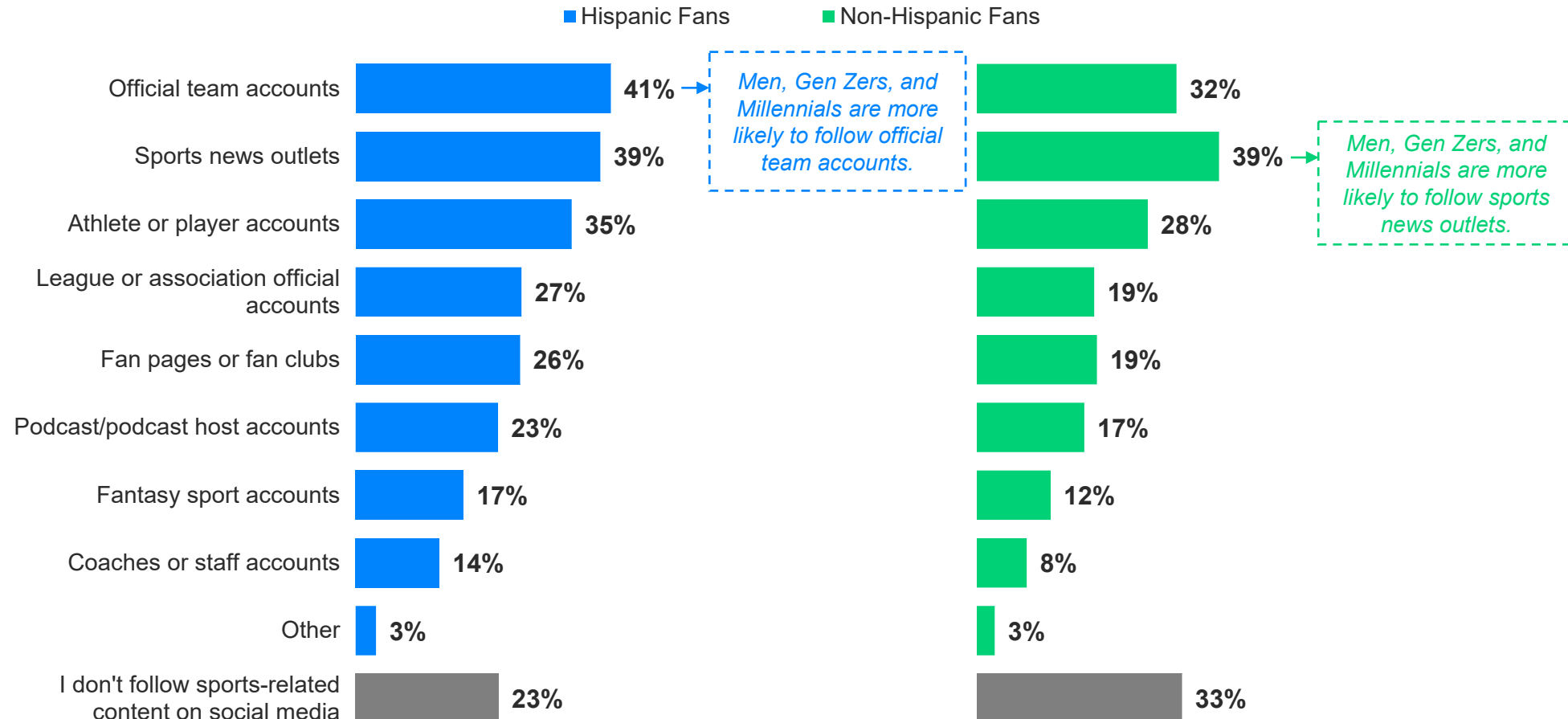
Which, if any, of the following do you regularly use to watch or stream **sports** content from? Select all that apply.



## MEDIA & SPORTS CONSUMPTION

**On social media, Hispanic fans are more likely to follow official team accounts, with both groups following sports news outlets.**

Now, when it comes to following sports-related content on social media, which of the following do you typically follow? Please select all that apply.



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## AGENDA

NBA Fans Behavior & Habits

NBA Fans Spending Power

Marketing Toward NBA Fans

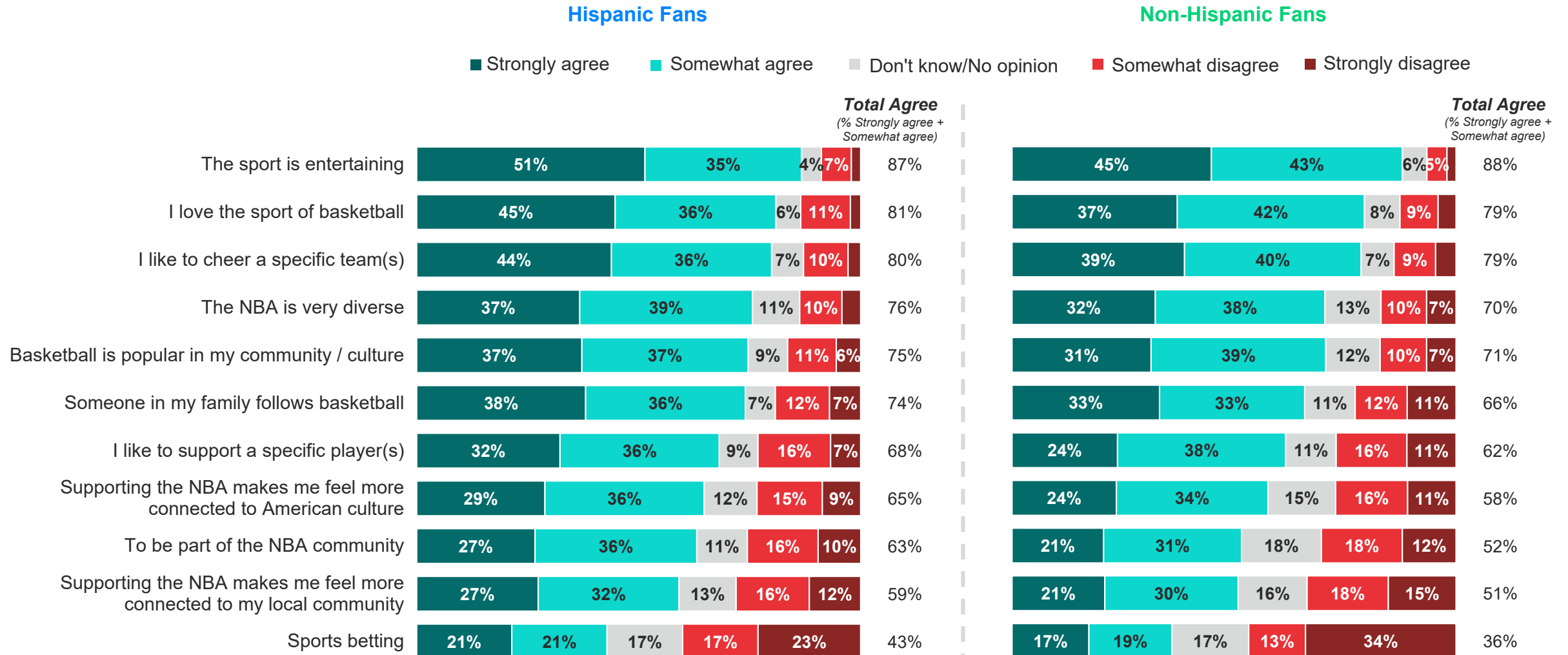
Hispanic NBA Fans Language Preference

Media & Sports Consumption

**Appendix**

## APPENDIX

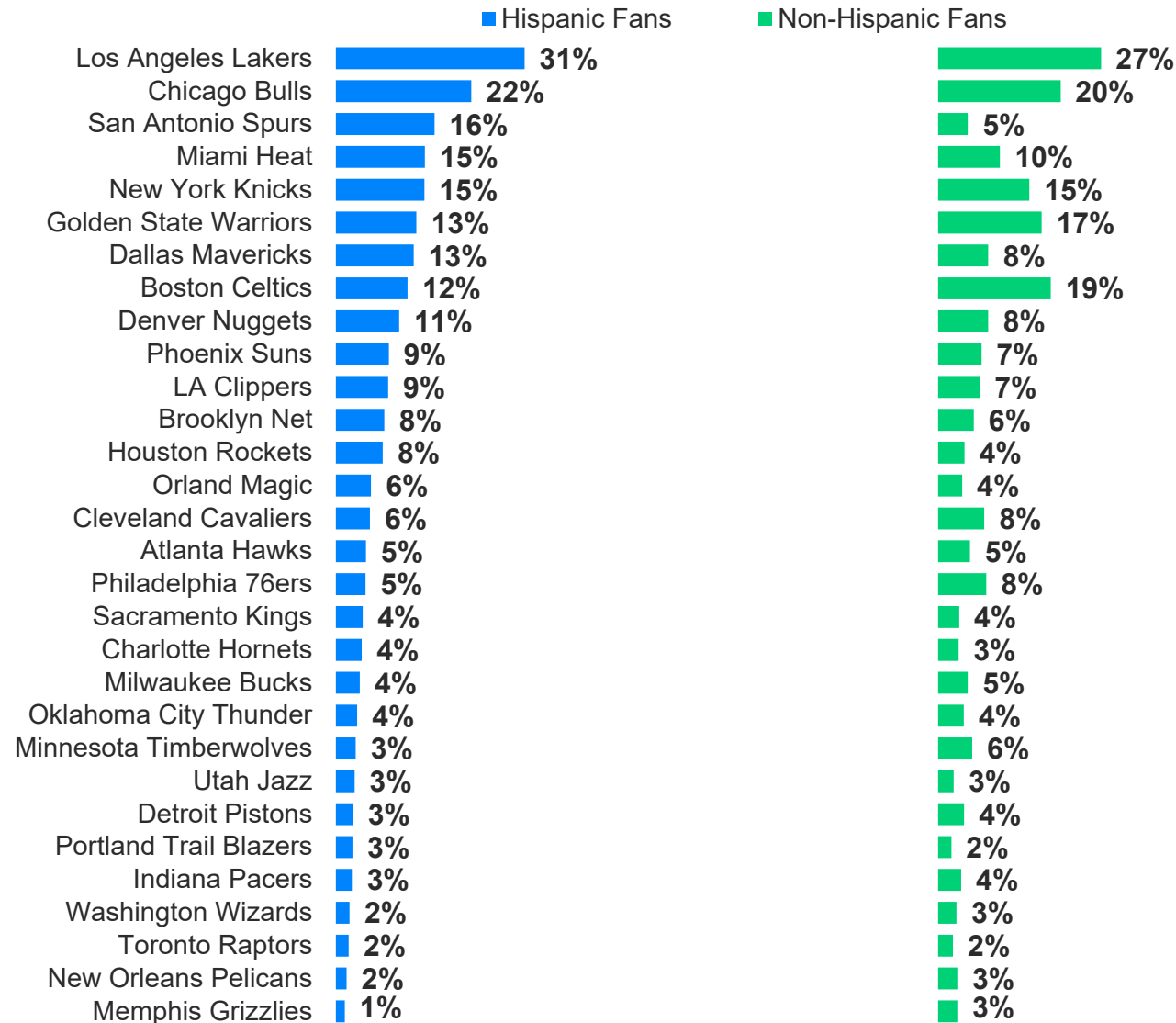
How much do you agree or disagree that the following are reasons why you consider yourself to be an NBA fan?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

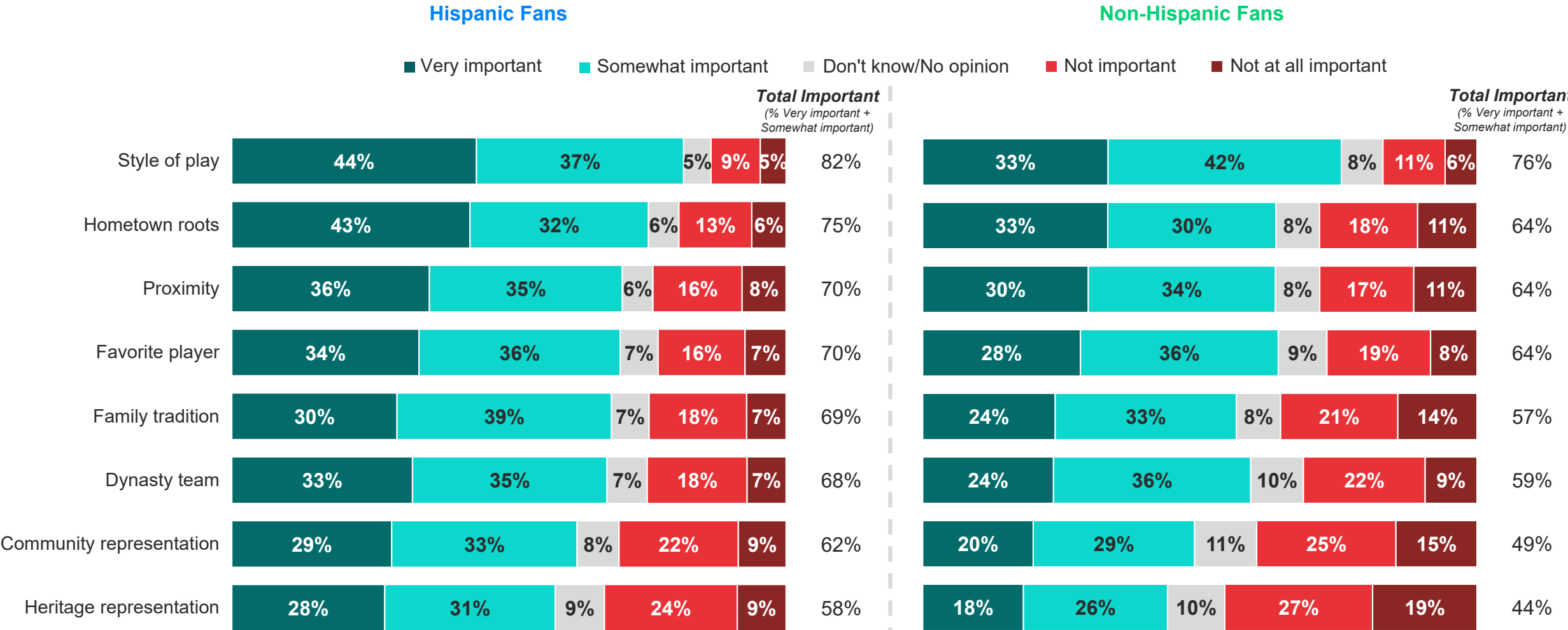
Which NBA team(s) do you support or consider yourself a fan of? Please select all that apply.



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

APPENDIX

Thinking about the team(s) you support, which of the following factors matter to you when picking a team(s) to become a fan of?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

APPENDIX

Thinking about the team(s) you support, which of the following factors matter to you when picking a team(s) to become a fan of?

TEXT SHORTHAND	FULL TEXT
Style of play	I like their style of play.
Hometown roots	I'm loyal to the team where I grew up.
Proximity	The team is local to me.
Favorite player	My favorite player plays for that team.
Family tradition	My family has always been a fan of the team.
Dynasty team	It is a high-performing dynasty team.
Community representation	I see people on the team that represents my community (i.e., from my neighborhood, the college I went to, etc.).
Heritage representation	There are players in the team that represent my heritage.

## APPENDIX

In a year, how much money do you spend on each of the following NBA-related expenses?

	\$0 – I don't spend money on this	\$1 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 - \$499	\$500 - \$599	\$600 - \$699	\$700 - \$799	\$800 - \$899	\$900 - \$999	\$1,000 or more	Don't know / No opinion
Hosting viewing parties at my home	43%	18%	11%	8%	6%	2%	3%	2%	2%	2%	1%	0%	2%
Attending viewing parties at family/friends' homes	42%	24%	11%	7%	3%	2%	2%	2%	1%	1%	1%	1%	4%
Purchases while at an in-person game	44%	19%	13%	7%	4%	2%	2%	2%	2%	1%	0%	1%	4%
Viewing the game at a sports bar	40%	25%	13%	7%	2%	2%	2%	2%	2%	1%	1%	2%	3%
Merchandise	31%	26%	15%	9%	5%	3%	2%	2%	1%	1%	1%	1%	3%
Travel related expenses	52%	11%	9%	6%	5%	3%	3%	1%	1%	2%	1%	2%	3%
Drinks	29%	36%	14%	6%	4%	3%	2%	2%	1%	0%	1%	0%	2%
Food	22%	35%	17%	6%	5%	3%	2%	2%	1%	1%	1%	1%	3%
Cable / Apps	39%	25%	14%	6%	2%	3%	2%	2%	1%	1%	2%	1%	3%
Betting on games	52%	14%	8%	7%	3%	3%	3%	2%	2%	1%	1%	3%	3%
NBA video games	48%	23%	11%	4%	3%	2%	1%	2%	0%	2%	1%	1%	3%
Game tickets	44%	11%	12%	9%	6%	4%	3%	3%	1%	1%	1%	2%	2%

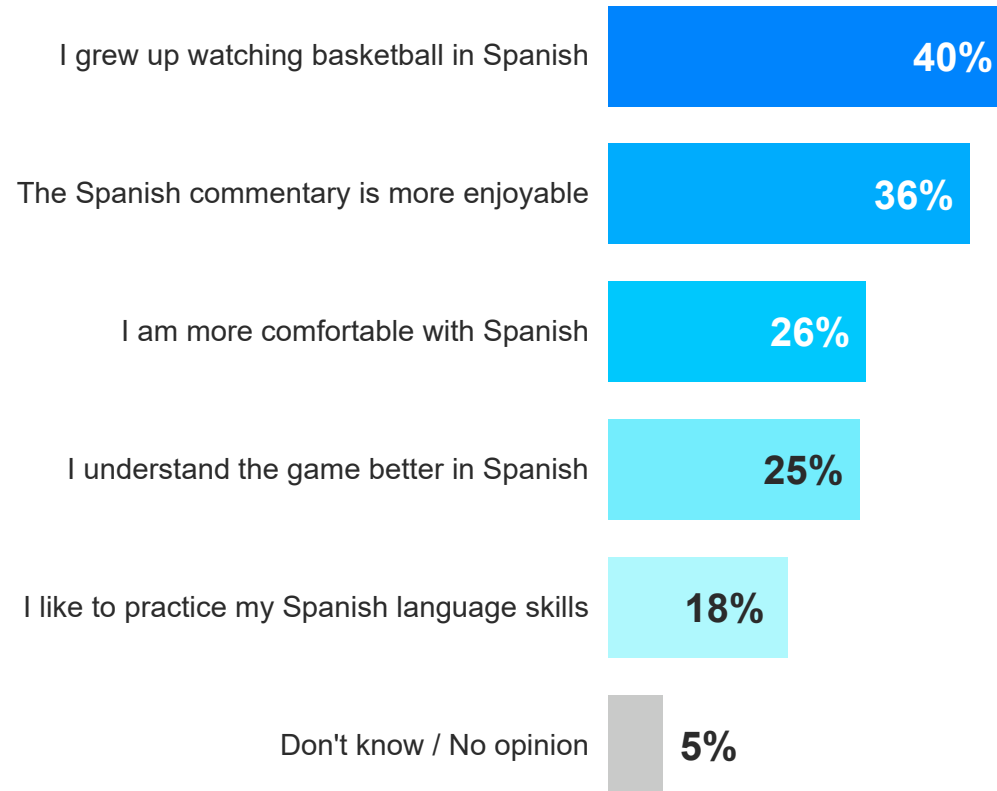
## APPENDIX

In a year, how much money do you spend on each of the following NBA-related expenses?

	\$0 – I don't spend money on this	\$1 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 - \$499	\$500 - \$599	\$600 - \$699	\$700 - \$799	\$800 - \$899	\$900 - \$999	\$1,000 or more	Don't know / No opinion
Hosting viewing parties at my home	55%	17%	10%	5%	2%	2%	1%	0%	1%	1%	0%	1%	4%
Attending viewing parties at family/friends' homes	56%	24%	8%	3%	3%	0%	1%	1%	1%	1%	1%	0%	3%
Purchases while at an in-person game	58%	17%	10%	4%	2%	1%	1%	1%	1%	0%	1%	1%	2%
Viewing the game at a sports bar	51%	26%	9%	3%	2%	2%	1%	0%	1%	1%	1%	0%	4%
Merchandise	46%	26%	11%	6%	2%	1%	1%	1%	1%	1%	1%	1%	2%
Travel related expenses	63%	10%	9%	3%	3%	2%	2%	1%	1%	1%	0%	2%	2%
Drinks	40%	35%	10%	5%	2%	1%	1%	1%	1%	1%	1%	1%	2%
Food	32%	35%	13%	5%	4%	1%	2%	0%	1%	1%	1%	1%	3%
Cable / Apps	45%	28%	12%	4%	2%	1%	1%	1%	1%	1%	1%	1%	3%
Betting on games	63%	13%	6%	4%	2%	2%	1%	1%	1%	1%	1%	2%	3%
NBA video games	63%	18%	8%	3%	2%	1%	1%	1%	0%	1%	1%	1%	2%
Game tickets	59%	11%	10%	5%	4%	2%	1%	2%	0%	1%	1%	2%	2%

## MARKETING TOWARD NBA FANS

\*You mention you prefer to watch NBA games in Spanish, why is that?

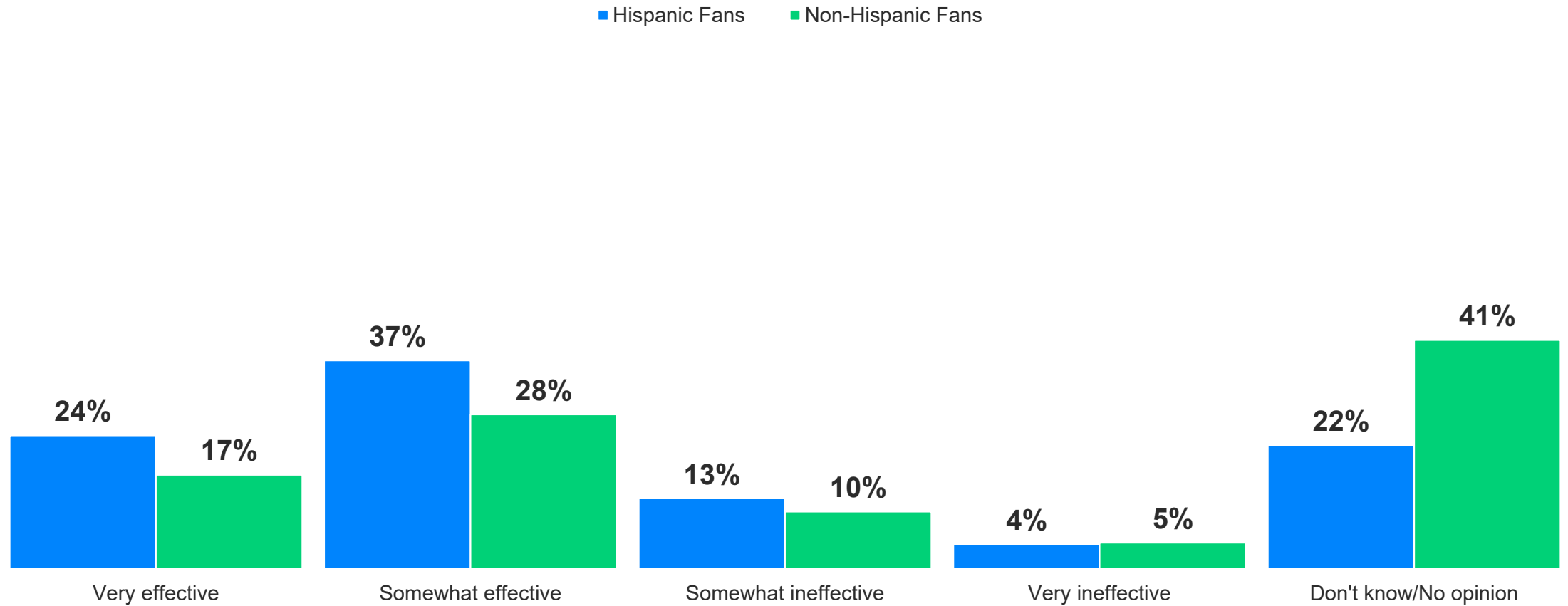


Base: Hispanic Fans who prefer watching NBA in Spanish n=43

\*Base size lower than 100 consider directional.

## APPENDIX

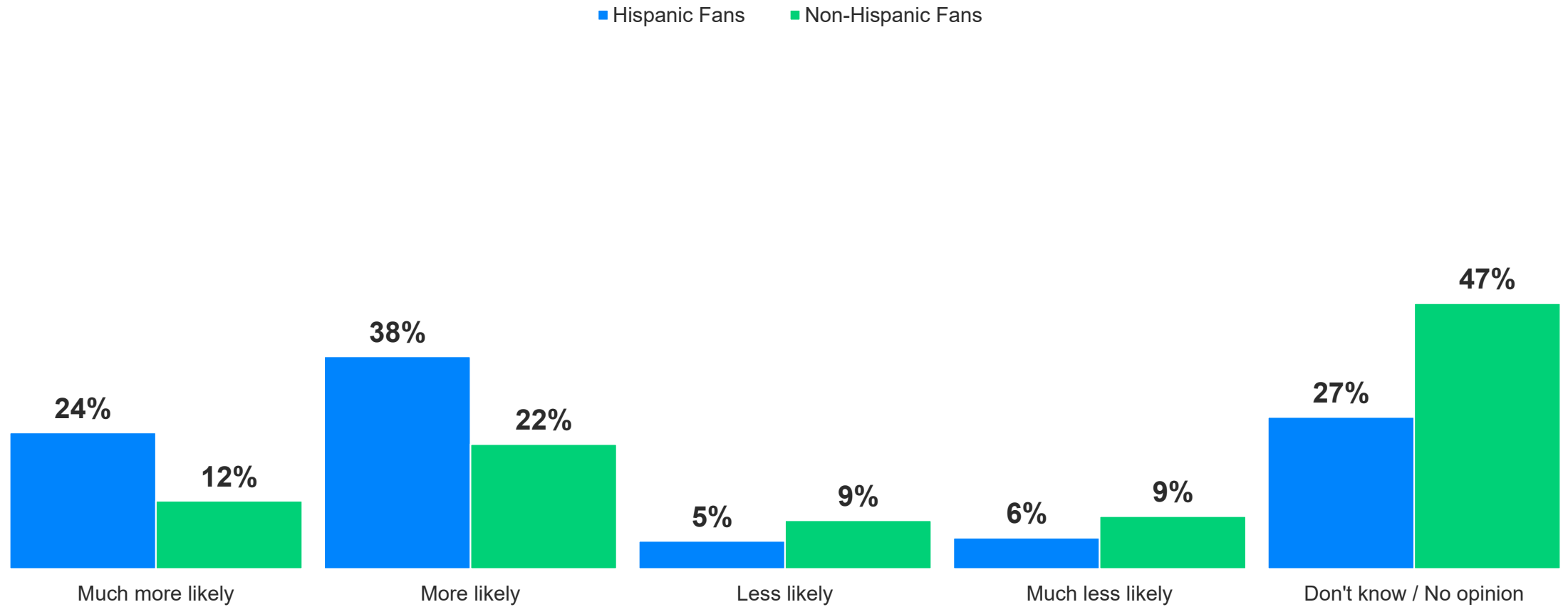
How effective do you believe the NBA is in catering to the interests of Hispanic fans?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

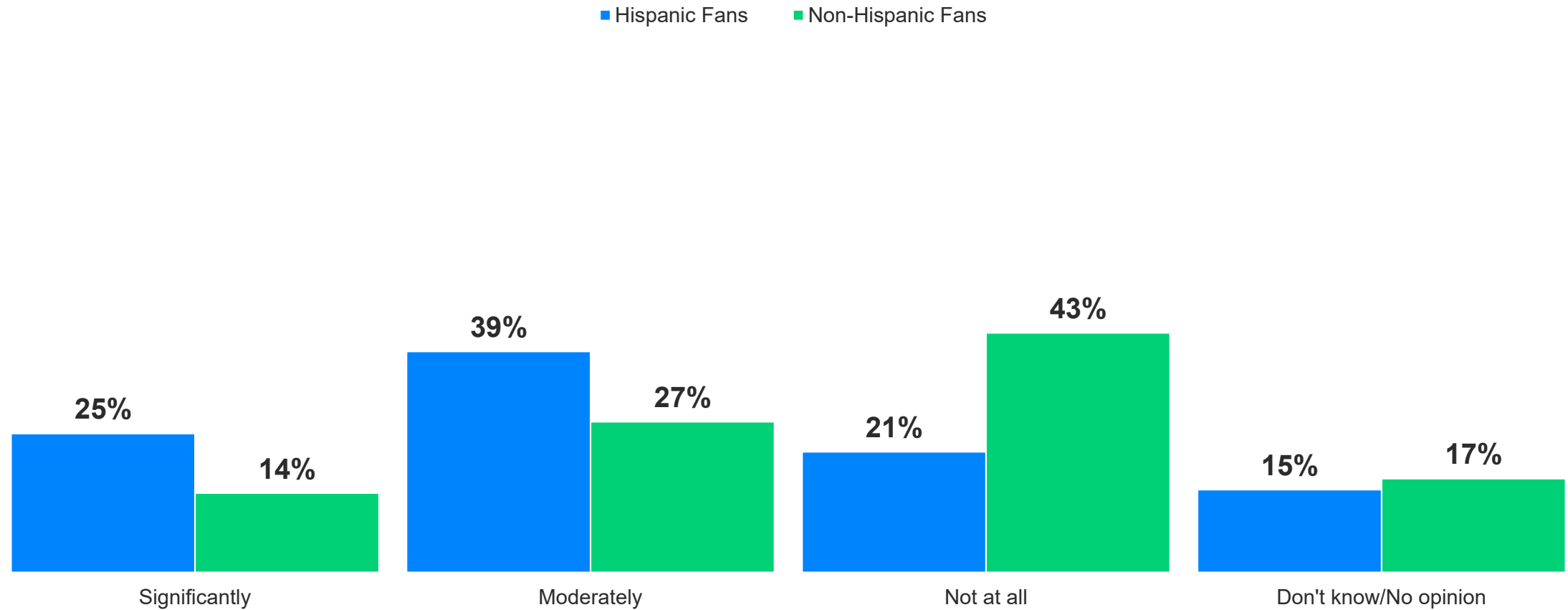
How likely are you to attend more NBA events if there is more Latin music, food, entertainment on the scene?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

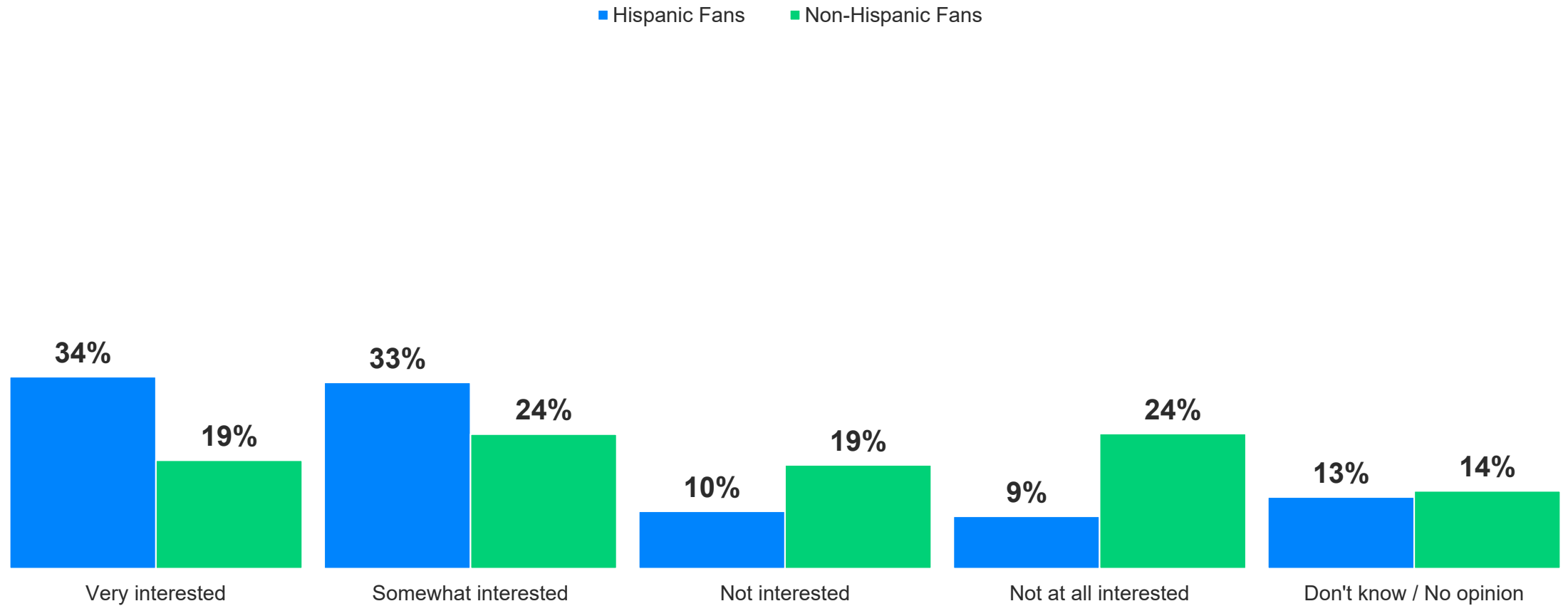
Now, how much does seeing a non-sport Latino celebrity (i.e., actors, musicians) be invited to attend NBA games enhance your enjoyment and interest in attending more NBA game?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

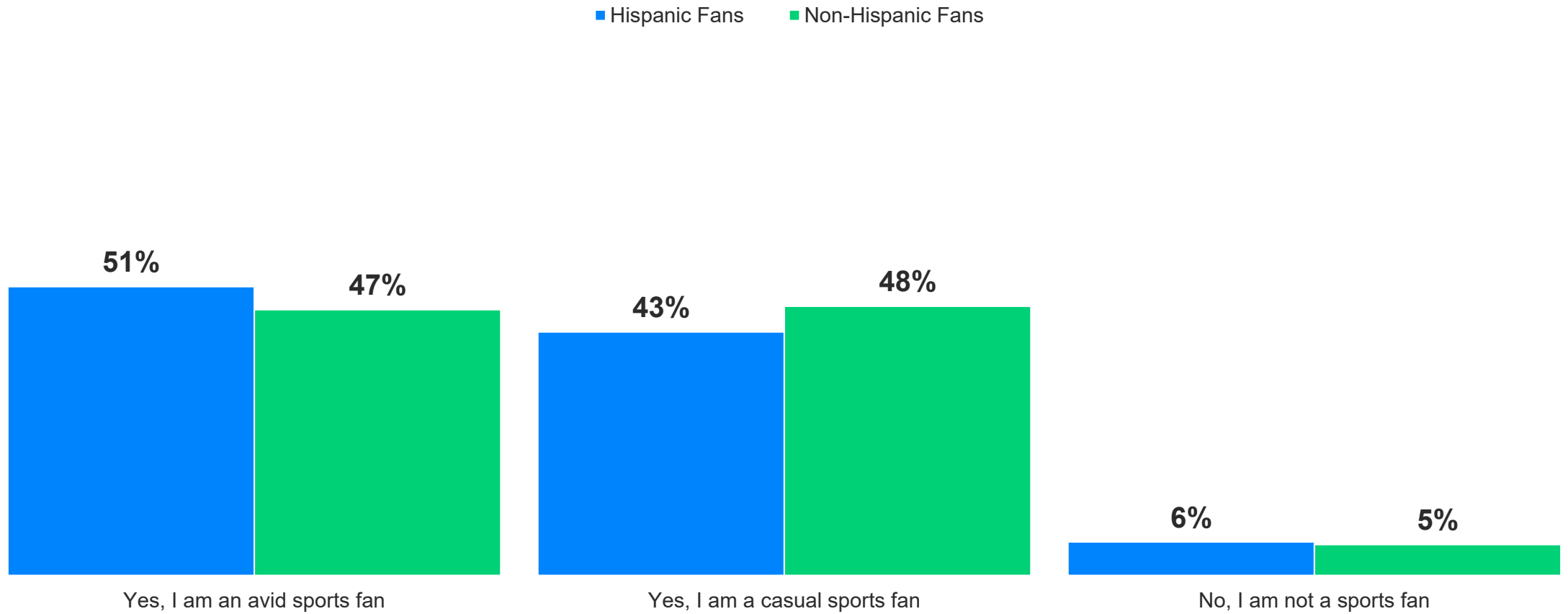
How interested are you in attending an NBA game where your heritage is being recognized (i.e., Hispanic Heritage Night, African American Heritage Night)?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

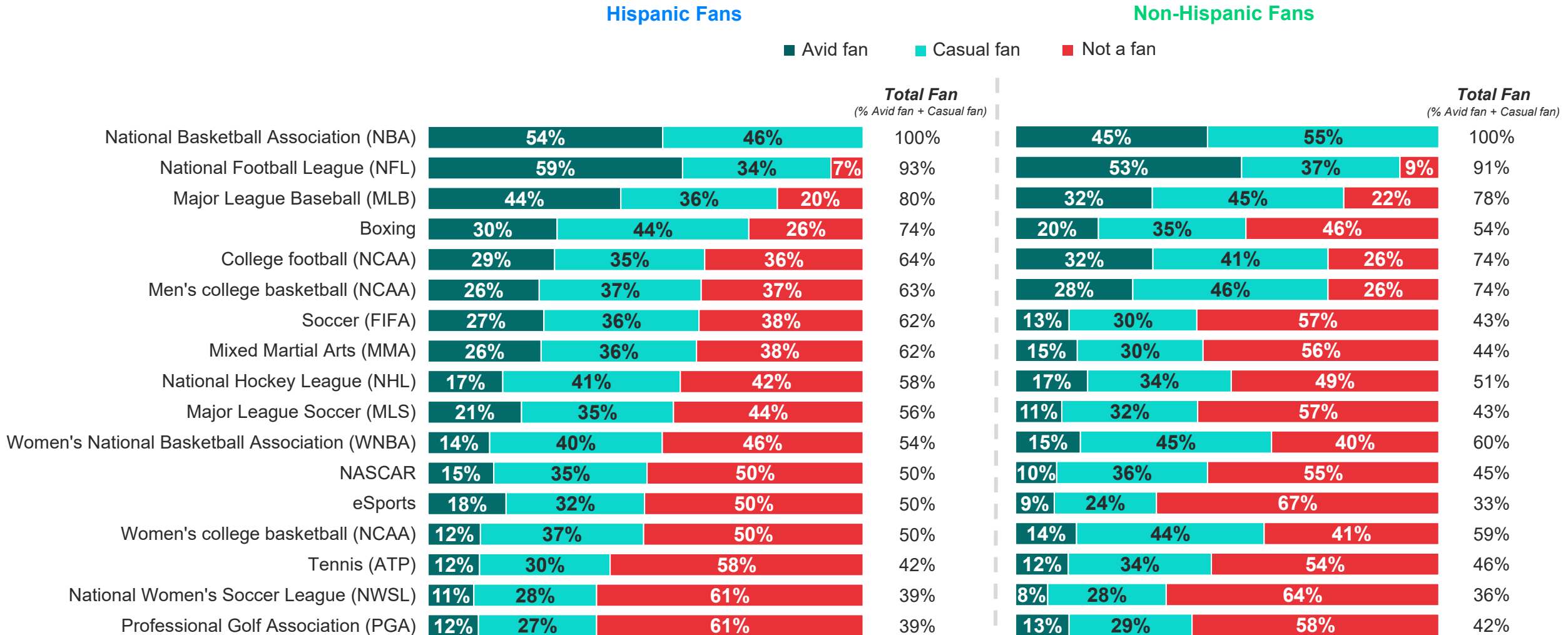
In general, do you consider yourself to be a sports fan (follow specific professional or college teams/athletes, watch games or tournaments, etc.)?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

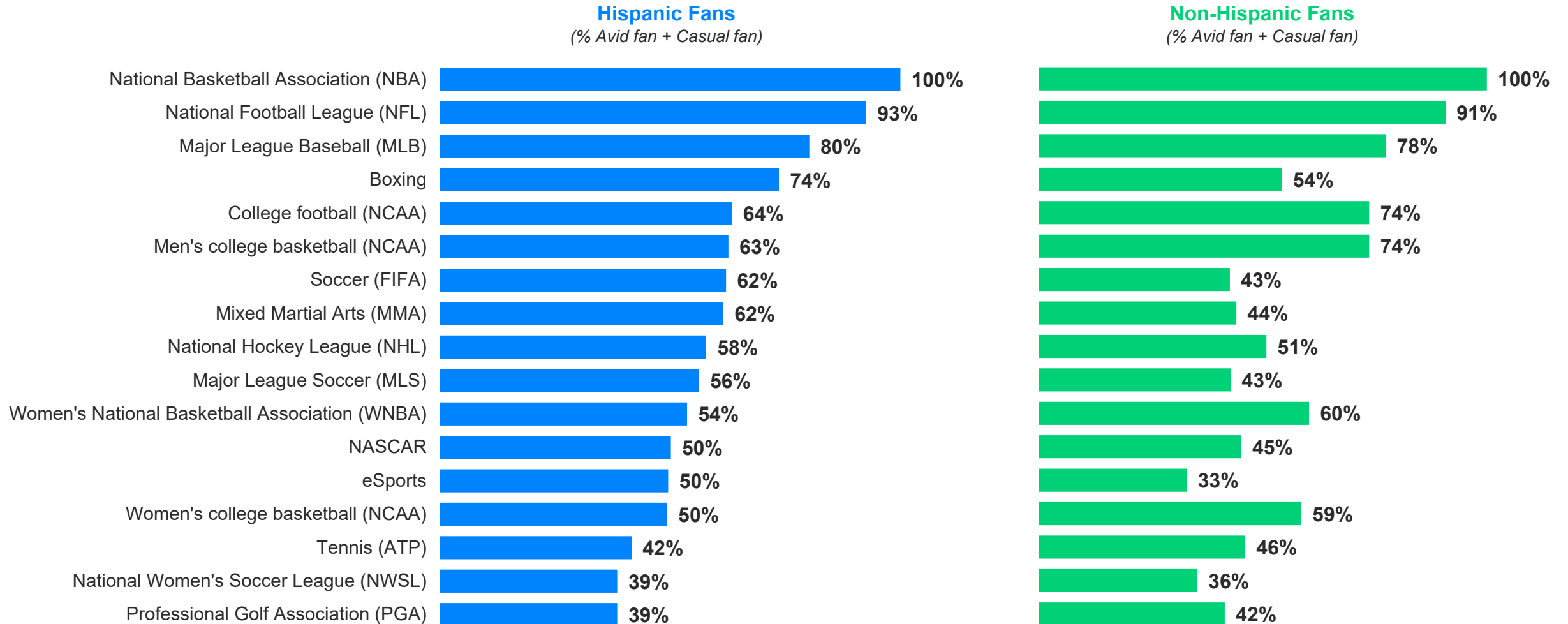
To what extent are you a fan of each of the following?



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800

## APPENDIX

To what extent are you a fan of each of the following?



Respondents were required to be an NBA fan to qualify for the survey

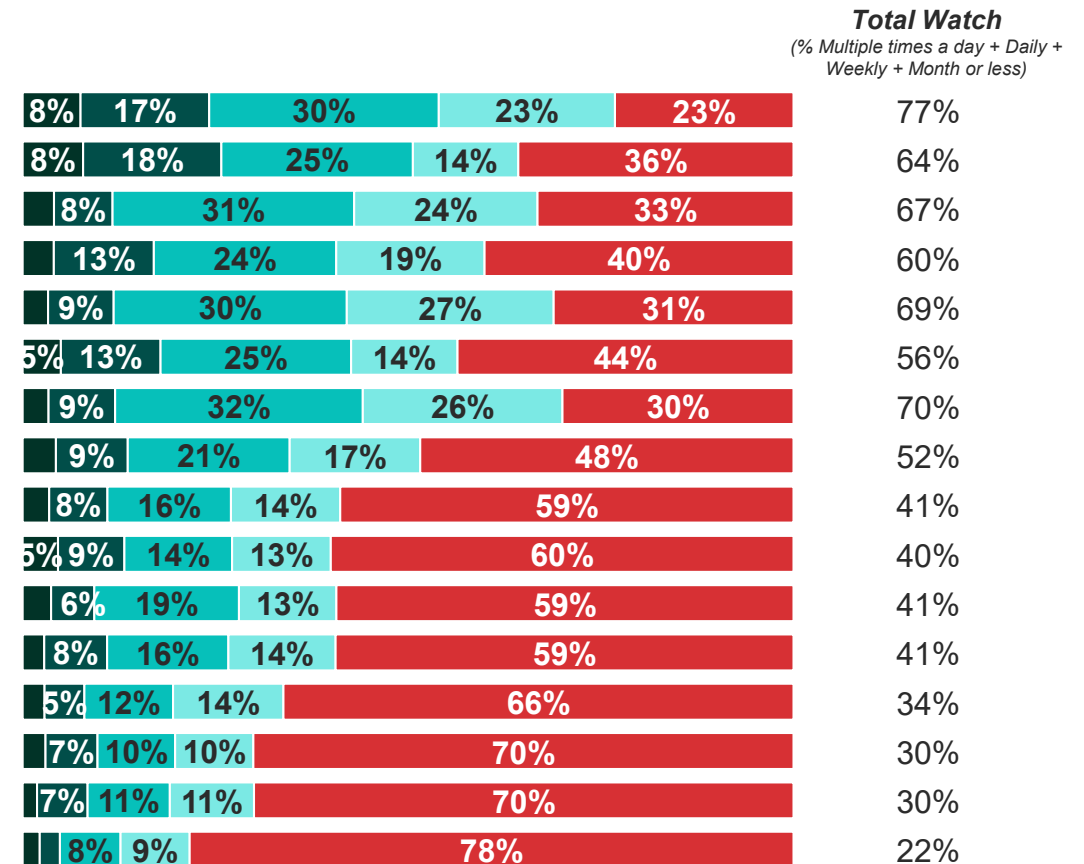
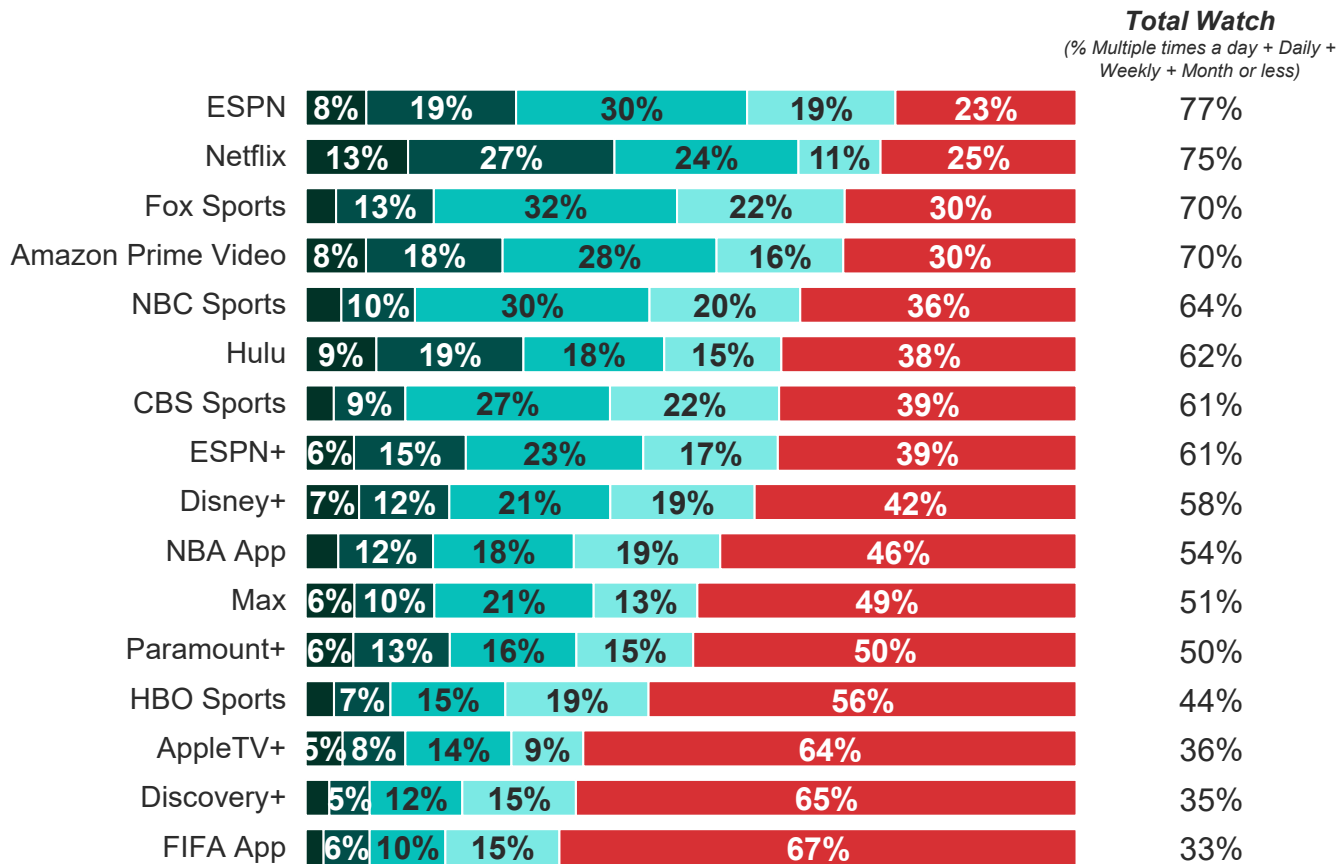
## APPENDIX

How often do you watch content on the following channels or services?

### Hispanic Fans

### Non-Hispanic Fans

■ Multiple times a day ■ Daily ■ Weekly ■ Monthly or less ■ Never



Base: Hispanic Fans n=803; Non-Hispanic Fans n=800