

YouGov

UNITED STATES



# In the paint:

Inside the NBA's vibrant following

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# Leaping to new heights

The NBA's American fanbase has leapt to new heights over the past five years. What's driving NBA fandom, and who makes up this growing audience?

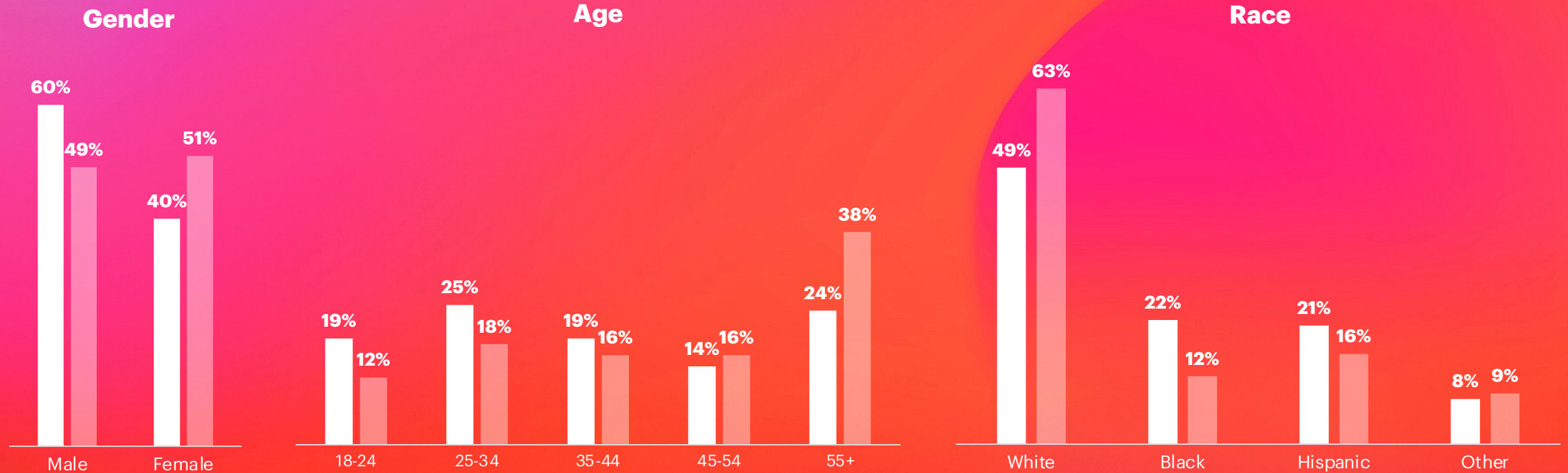
This report combines syndicated data from YouGov BrandIndex and YouGov Profiles with custom survey research to understand the NBA's growing, youthful, and influential fanbase, uncovering NBA fan demographics, social and political attitudes, and favorite players and teams. We also dive into fans' interest in the inaugural NBA In-Season Tournament, attitudes about gambling and gaming, and favorite fashion brands.

NBA - Level of interest (Gen pop)	2019	2023
<b>This is one of my top interests</b>	<b>10%</b>	<b>12%</b>
<b>Somewhat interested</b>	<b>17%</b>	<b>18%</b>
A little bit interested	22%	20%
Not at all interested	51%	50%

YouGov Profiles, January 2024 (N>120,000), January 2019 (N> 46,000)

# A younger, more male & multicultural fanbase

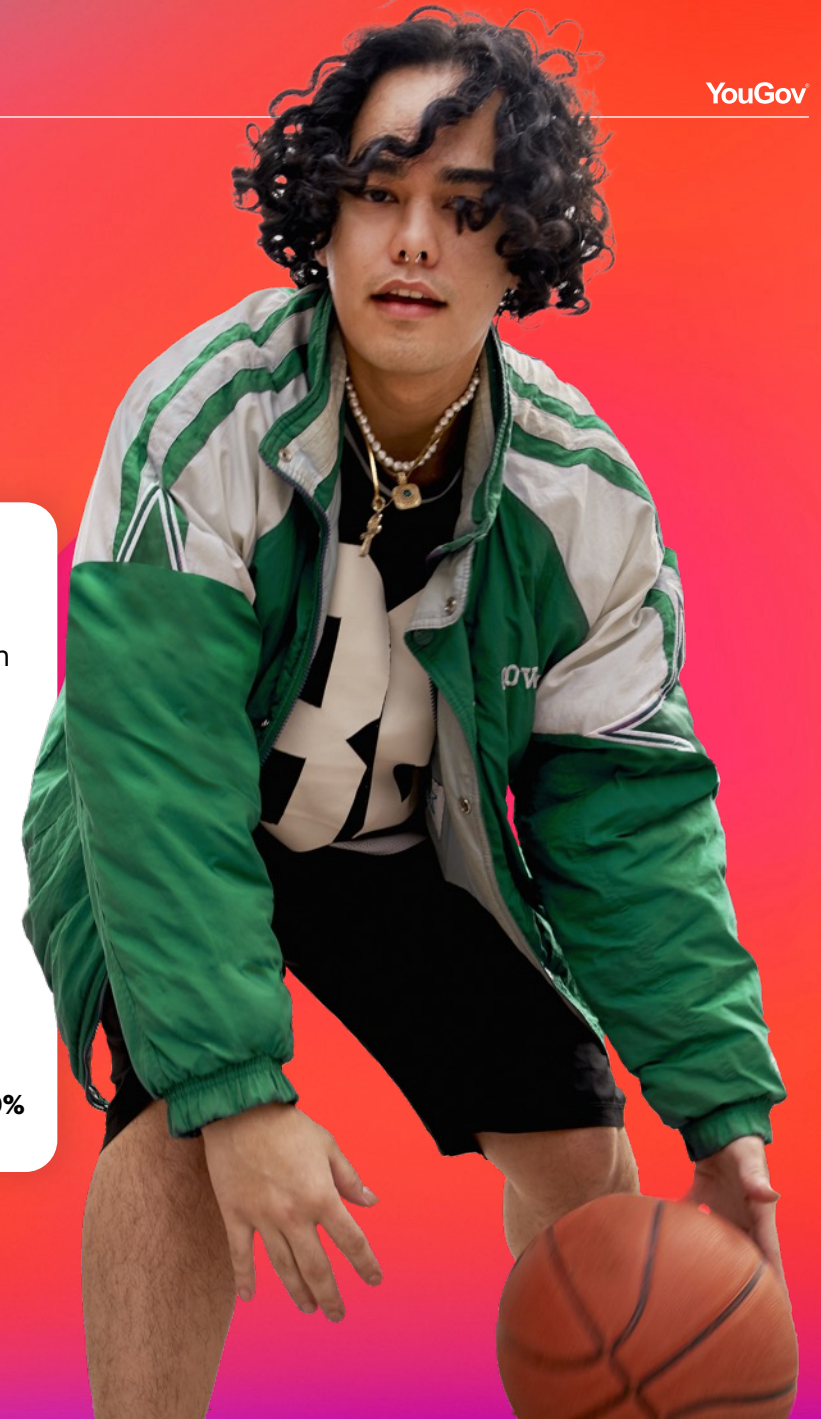
■ NBA fans ■ Gen pop



YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 35,000)

# Fans in city centers forwarding the game to the new guard

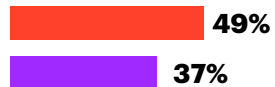


## Type of area living in

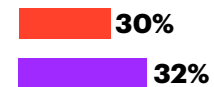
■ NBA fans ■ Gen pop



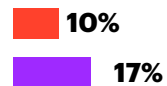
### City



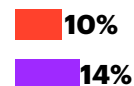
### Suburb



### Rural



### Other



## Parental status

■ NBA fans ■ Gen pop

Pre family: The person is 15-45 years old without children



Young family: Child(ren) 0-6



Adult family: Child(ren) 7+



Empty Nest'ers: No children at home



# Calling the bank

NBA fans are optimistic and high-earning

## Gross household income

■ NBA fans ■ Gen pop

Less than \$50,000



\$50,000 - \$99,999



\$100,00-\$199,999



\$200,000+

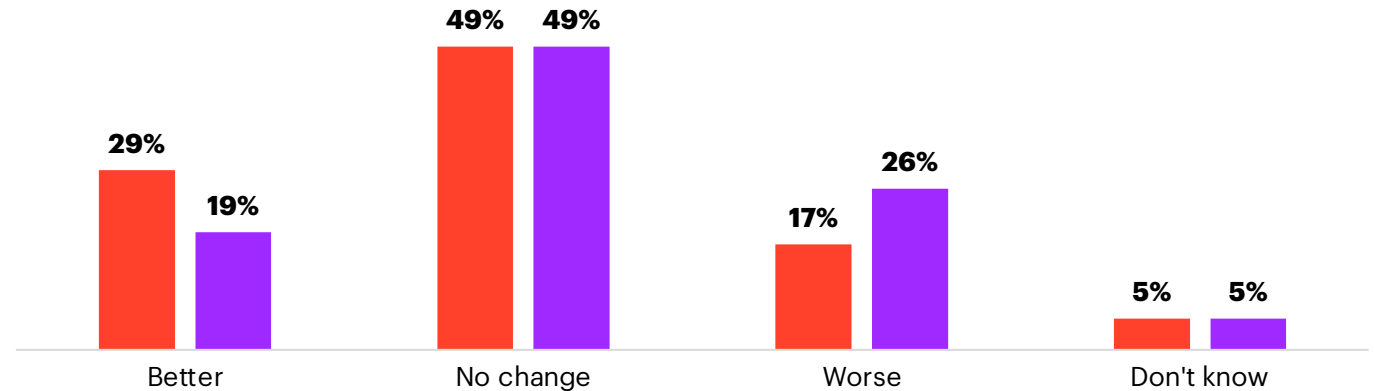


YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 20,000)

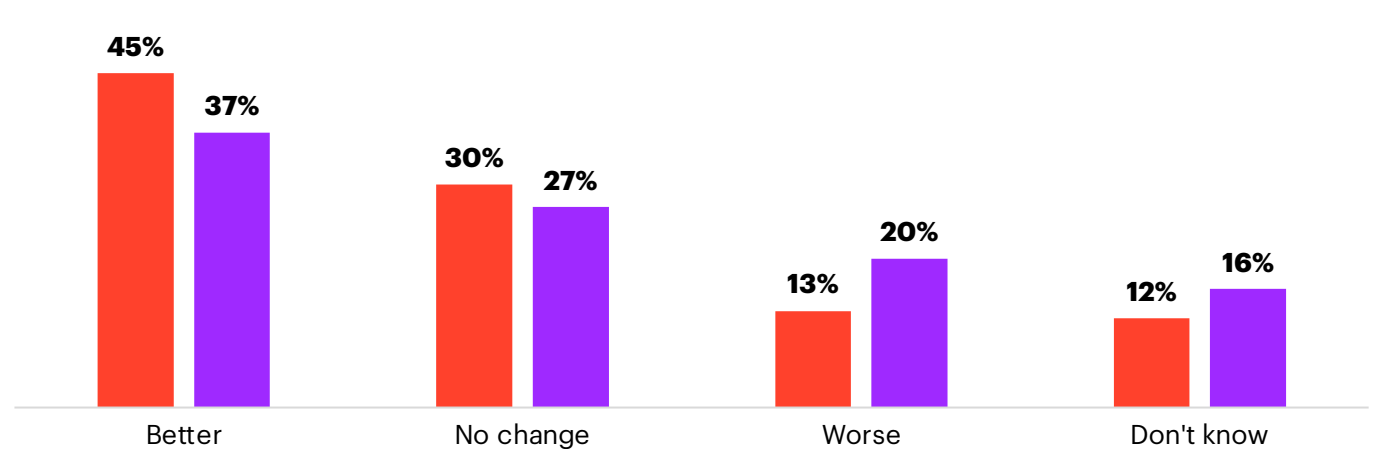
## Household financial situation - change since last month

■ NBA fans ■ Gen pop



## Household financial situation - expected change in the next 12 months

■ NBA fans ■ Gen pop



# Off the court matters

NBA fans



**18%** more likely to identify with social and political issues

## Top 10 social & political issues

	NBA fans	Gen pop	Index
Government healthcare	45%	39%	116
Mental health	43%	36%	121
Social Security	42%	34%	124
Gun control	41%	38%	108
Voter law	37%	35%	106
Profiling	37%	27%	136
Climate change	36%	31%	117
Police brutality	34%	24%	142
Law enforcement fairness	33%	22%	147
Abortion Stance	32%	34%	96

Top social issues: YouGov Profiles, January 2024 – Mark all that apply.

- The average index score for all 43 social and political issues mentioned is 118, indicating that NBA fans are more likely than the everyday American to have top political and social issues.
- NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 800)

## Did you know?

**27%**  
of NBA fans  
volunteer at least  
once per month

Volunteering: YouGov Surveys,  
January 26-30, 2024 (N> 600)

[Explore more data](#)

[Run a survey](#)

# Love the players, love the game

Players top driver of interest for both men and women



Get more data

Run a survey

YouGov Surveys, January 26-30, 2024

- Male NBA fans 18+ - NBA is top interest or "somewhat interested" (N> 375)
- Female NBA fans 18+ - NBA is top interest or "somewhat interested" (N> 275)

## Why are you interested in the NBA?

■ Male NBA fans ■ Female NBA fans

I'm interested in the players who play in the league



Because I played the sport growing up



My hometown has a team in the league



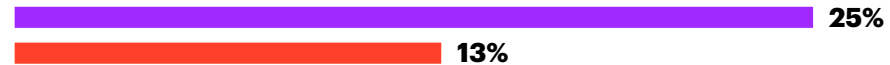
I started watching/going to games with my friends



My family are longtime fans, and I was raised to be a fan too



The story, history and/or success of a team unrelated to where I live



My spouse/partner/significant other is a fan, so I adopted the league



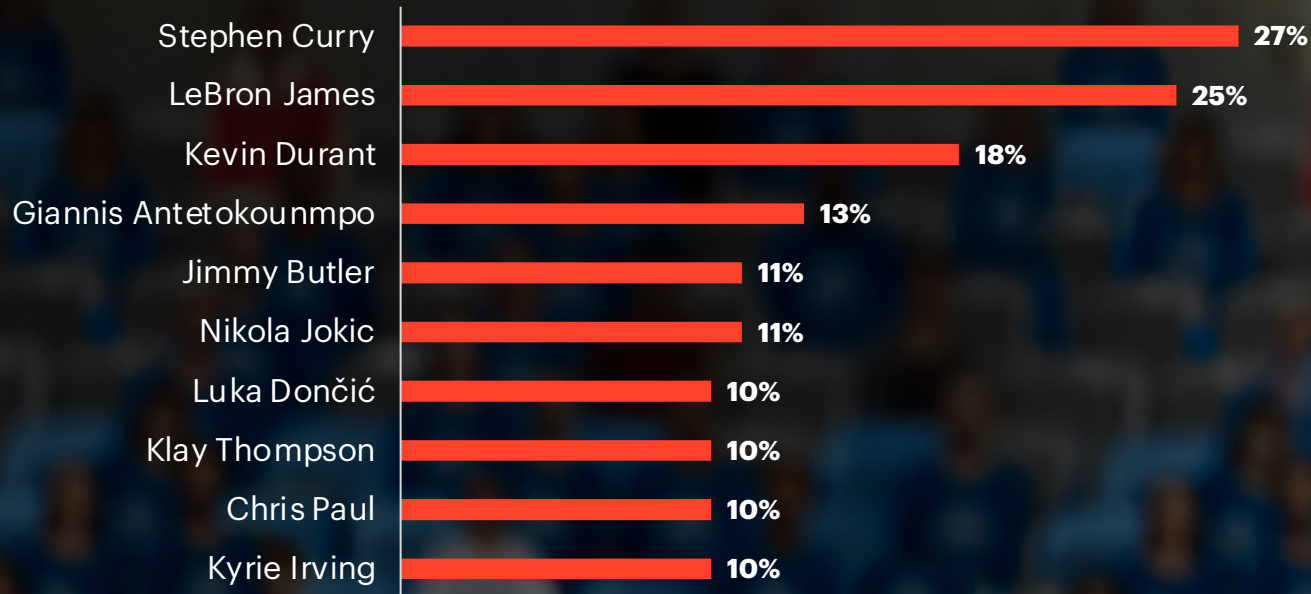
Moved to a city/town that has a team in the league and wanted to support my home team



# Steph Curry is the most liked NBA player, followed by LeBron & KD

The three under 30 on the list are all European

## Favorite NBA players among NBA fans



YouGov Profiles, January 2024. Mark all that apply.

- NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 17,000)
- NBA fans 18-34 (N> 3,500)

### Did you know?

NBA fans aged 18-34 are

**32%**

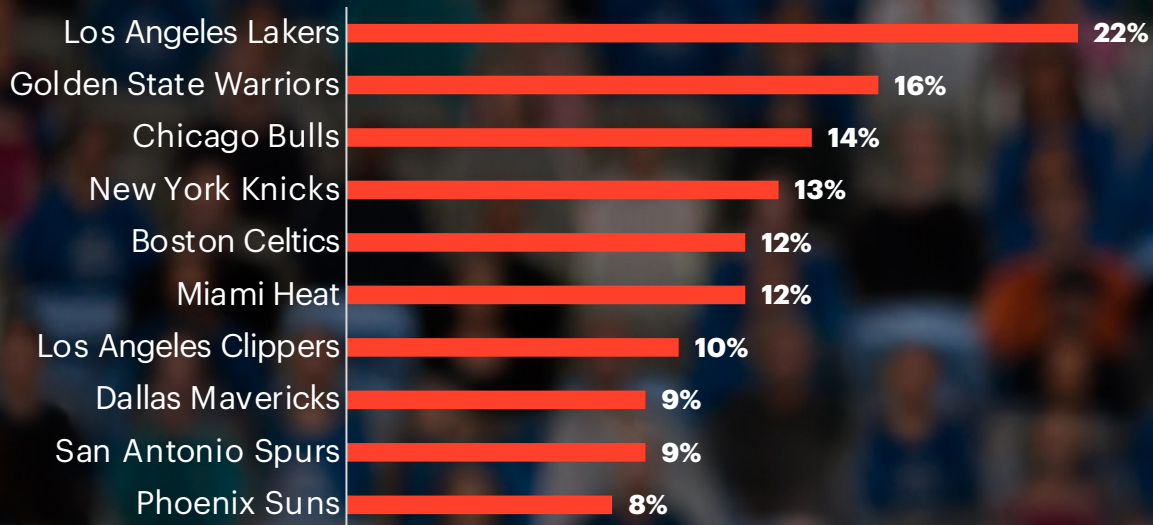
more likely than the average NBA fan to say LaMelo Ball is one of their favorite players



# NBA fans' favorite teams have mostly won championships in the last 20 years

Knicks, Bulls, and Clippers round out the top 10

## Favorite NBA teams among NBA fans



## Did you know?

NBA fans aged 18-34 are

**32%**

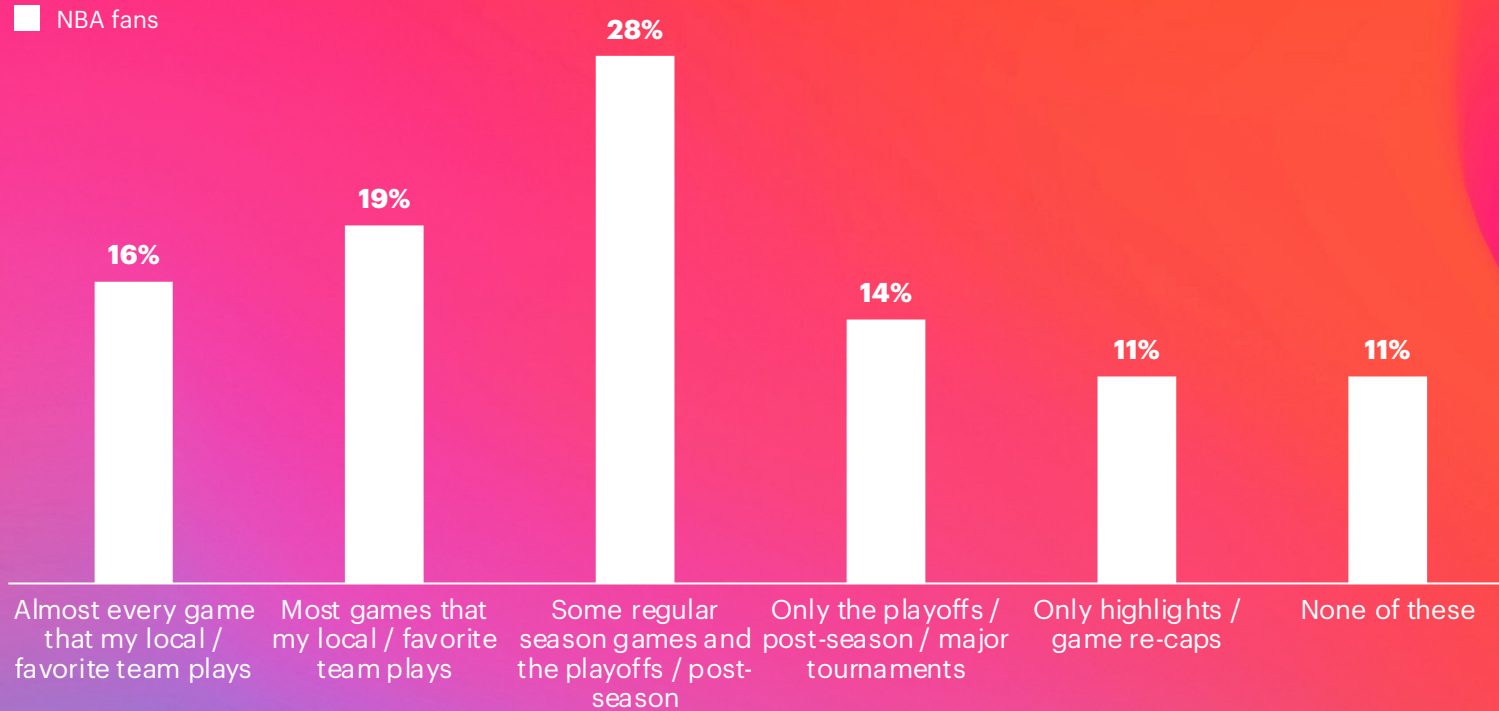
more likely than the average NBA fan to support the Toronto Raptors

YouGov Profiles, January 2024. Mark all that apply.

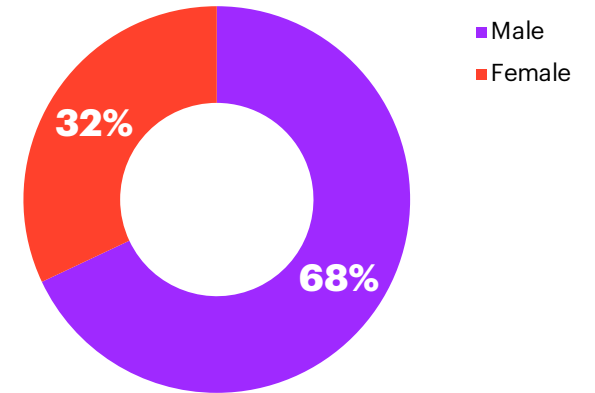
- NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 30,000)
- NBA fans 18-34 (N> 7,500)

**35%** of NBA fans watch most or all of their favorite team's games. Half of these super-engaged fans (49%) are 25-44, and two-thirds are men (68%)

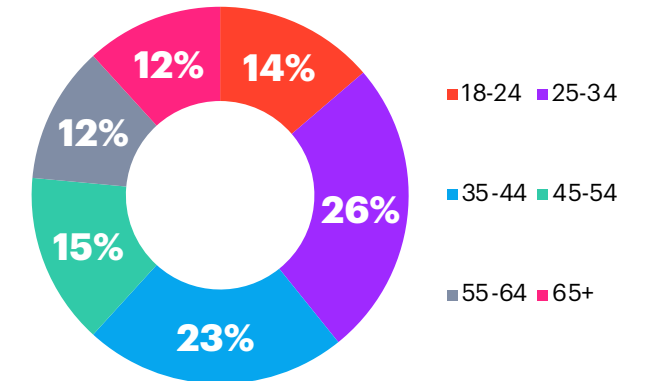
**How often fans watch the NBA**



**NBA super-engaged fans**



**Age**



[Explore more data](#)

[Run a survey](#)

YouGov Profiles, January 2024

- NBA fans 18+ - NBA is top interest or "somewhat interested" (N> 17,000)
- NBA super-engaged fans 18+ - NBA fans who watch almost every game or most games (N> 5,000)

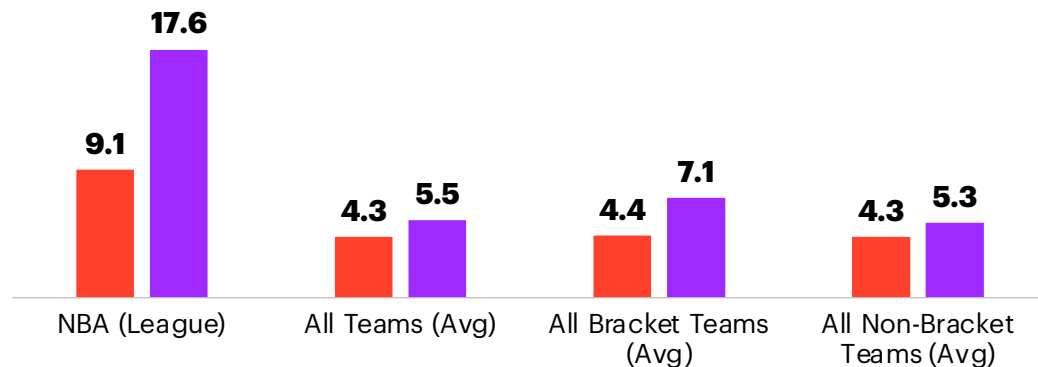
# Inaugural In-Season Tournament drives positive brand perceptions for NBA

## Impact went beyond Attention, boosting Impression

US adults' impression of the NBA was twice as positive year-over-year; teams also experienced a lift - more so if they made it to the bracket rounds

### Net Impression: 2022 vs. 2023

■ 2022 ■ 2023

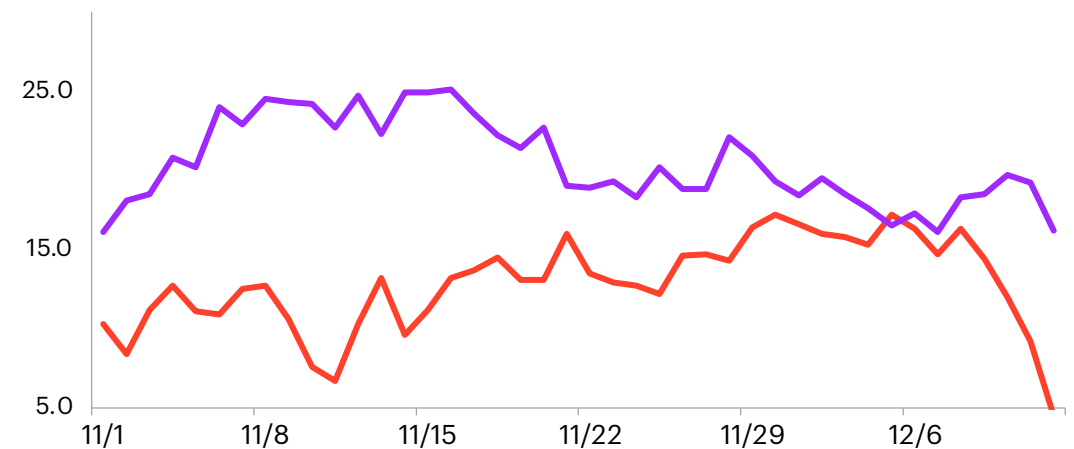


## The league enjoyed strong down-funnel brand benefits

Both NBA Quality & Satisfaction - two notoriously difficult-to-move metrics for established brands - were positively impacted by the IST

### NBA Net Quality: 2022 vs. 2023

— 2022 — 2023



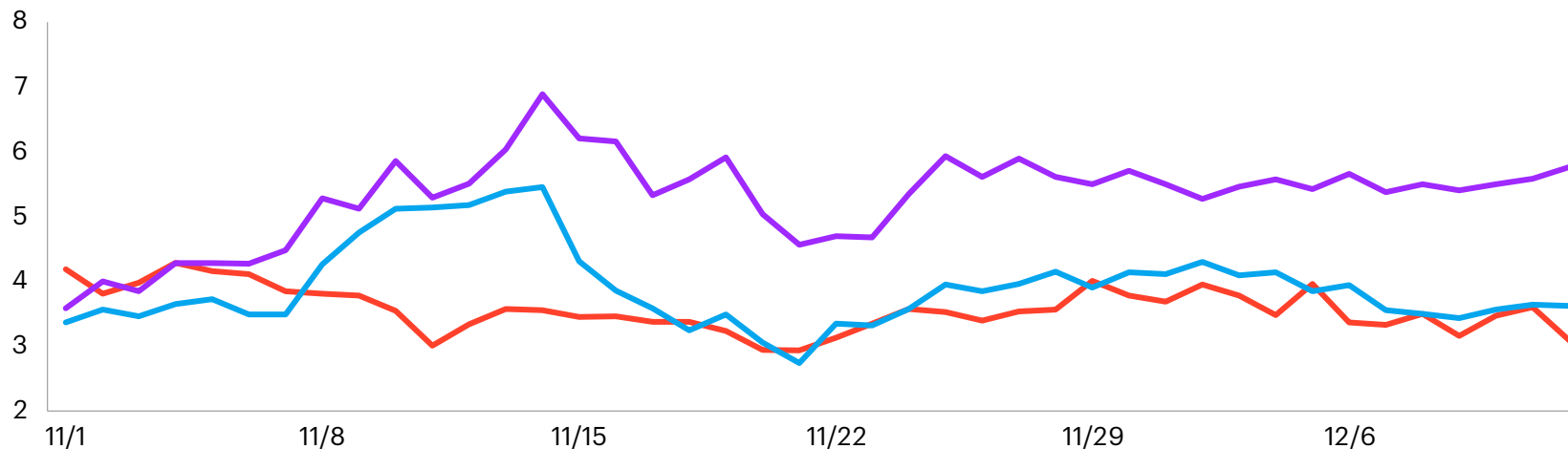
# Teams with In-Season Tournament success benefit from stronger buzz

## Team Buzz spiked; on-court success drove longevity

Within 1 week of the IST tip-off, average buzz for NBA teams was 2x more positive vs. the year prior.

### % Positive Buzz: 2022 vs. 2023

— 2022: All Teams — 2023: Bracket Teams — 2023: Non-Bracket Teams



## Did you know?

# 45%

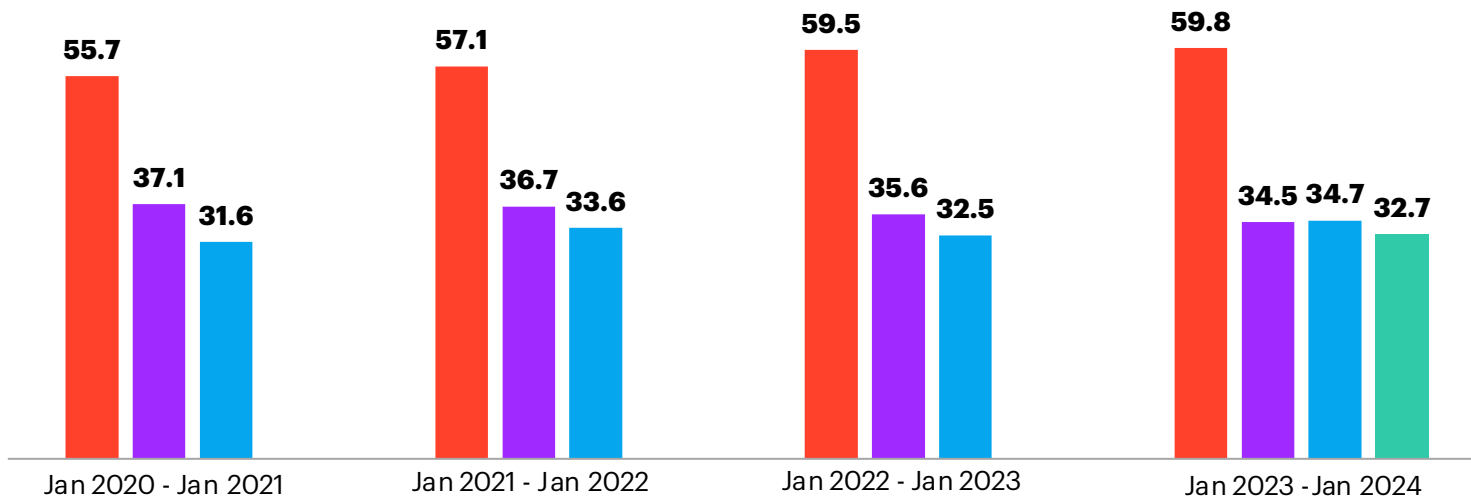
of NBA fans started paying attention before the New Year this season, up **7%** from previous seasons

YouGov BrandIndex, November 1 – December 12, 2022 vs November 1 – December 12 2023  
When fans pay attention - YouGov Surveys, January 26-30, 2024  
• NBA fans 18+ - NBA is top interest or "somewhat interested" (N> 650)

# NBA In-Season Tournament viewed similarly to NBA All-Star Game and NBA Draft

## NBA Fans - Net Impression of Tentpole Events

■ NBA Finals ■ NBA All-Star Game ■ NBA Draft ■ NBA In-Season Tournament



YouGov BrandIndex, January 2020-2024  
(Net Impression among NBA fans aware of each event)

[Explore more data](#)

[Run a survey](#)



# WNBA interest: Crossover fans more likely to be millennial

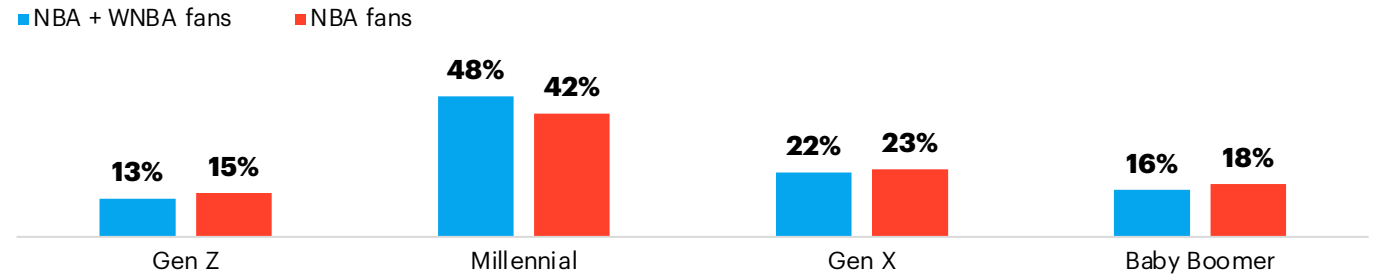
# 35%

of NBA fans say they're fans of the WNBA, too

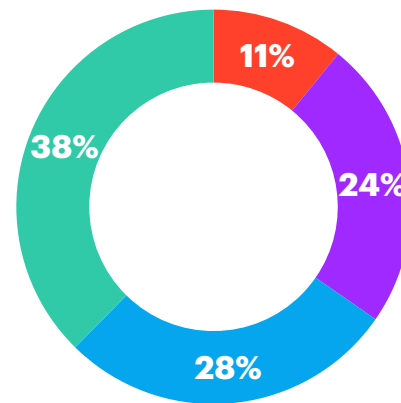
YouGov Profiles, January 2024

- NBA fans 18+ - NBA is top interest or "somewhat interested" (N> 24,000)
- NBA + WNBA fans 18+ - NBA is top interest or "somewhat interested" + WNBA is top interest or "somewhat interested" (N> 7,500)

## Generation

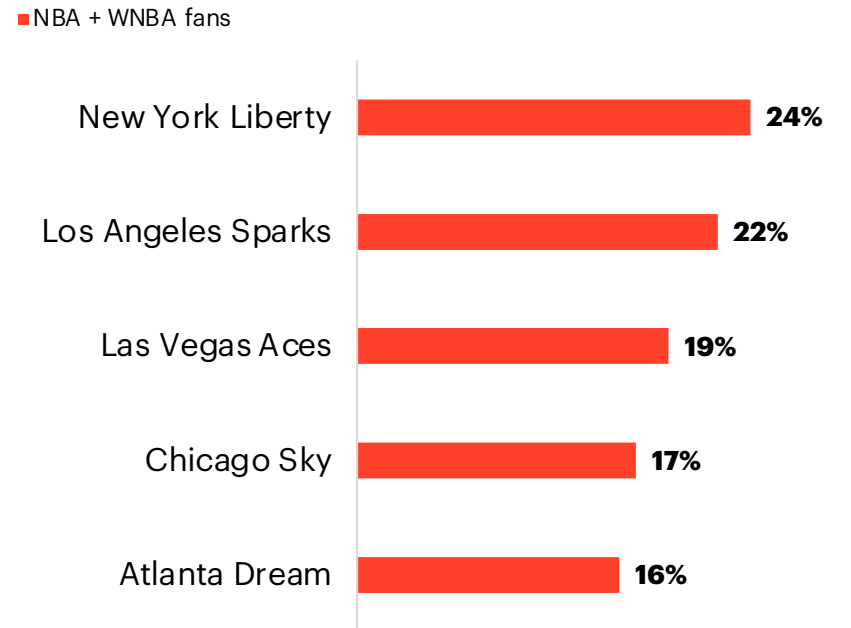


## Level of interest in WNBA (NBA fans)



- This is one of my TOP interests
- Somewhat interested
- A little bit interested
- Not at all interested

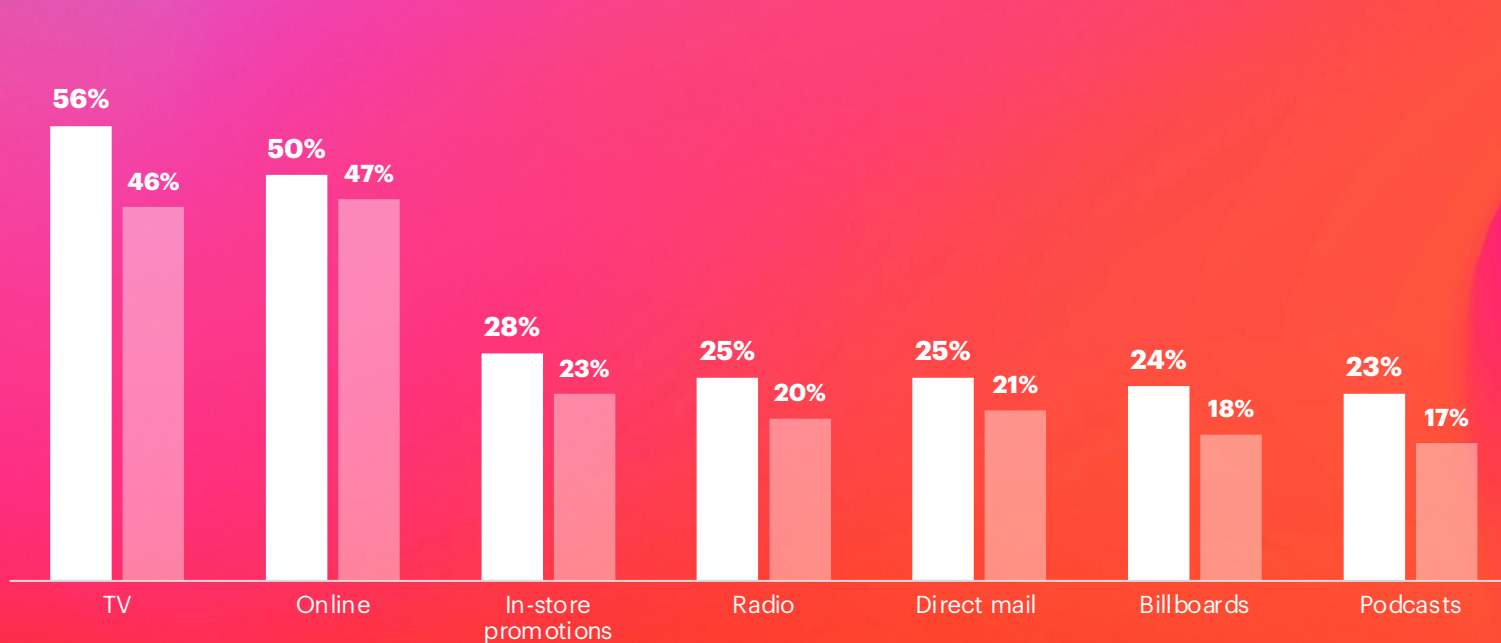
## Favorite teams



# NBA fans more responsive to viral ads

## Main advertising channel for grabbing attention

■ NBA fans ■ Gen pop



What's important in a TV ad	NBA fans	Gen pop	Index
The story	34%	24%	139
The music in it	29%	22%	134
Characters I like or can relate to	27%	21%	128
It is viral/worth sharing with friends	18%	12%	155
It takes a stand (e.g., political, societal, etc.)	17%	11%	146

[Explore more data](#)

[Run a survey](#)

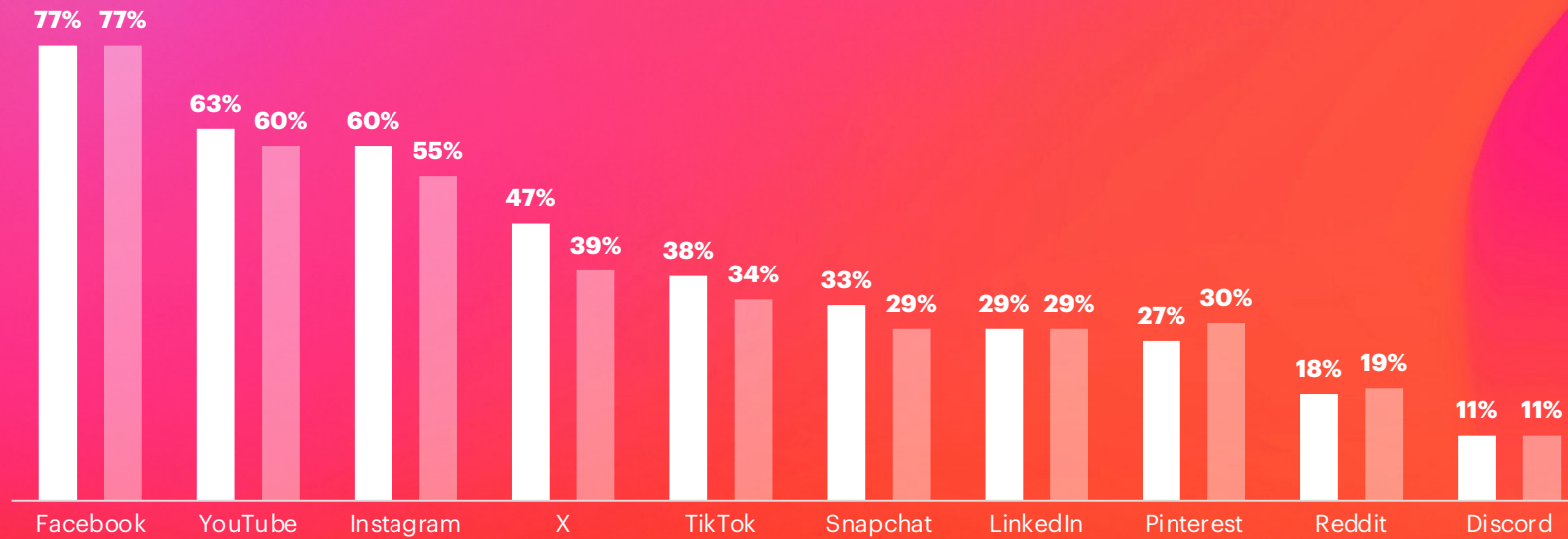
YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 5,000)

# NBA fans more likely to engage on X

## Social media membership

■ NBA fans ■ Gen pop



YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 30,000)





# NBA fans support advertisers and sponsors

“

As a sports fan, I feel like I deserve special discounts from the sponsors”



■ NBA fans ■ Gen pop

“

If you sponsor my team, I will buy your products”

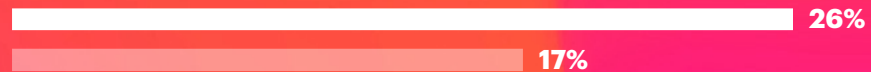


■ NBA fans ■ Gen pop

## Sponsorship actions taken

■ NBA fans ■ Gen pop

Visited a website of the sponsor but made no purchase



Visited a social media profile of the sponsor



Visited a website of the sponsor and made a purchase



Researched the sponsor further



Spoke to another person about the sponsor

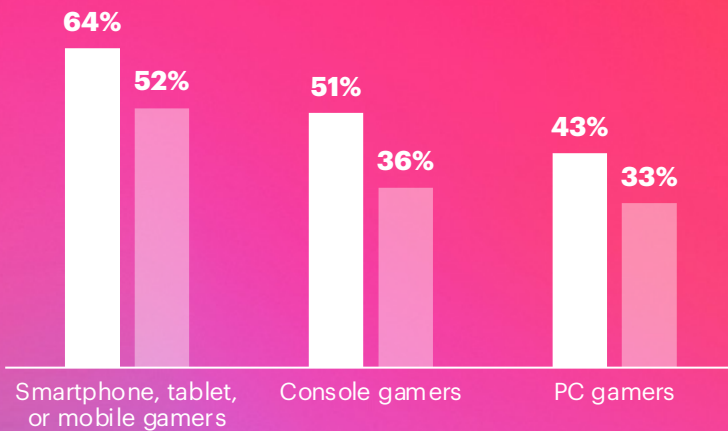


# Head in the game

NBA fans more likely to game across platforms

## Devices for gaming

■ NBA fans ■ Gen pop



[Explore more data](#)

[Run a survey](#)

YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 11,000)

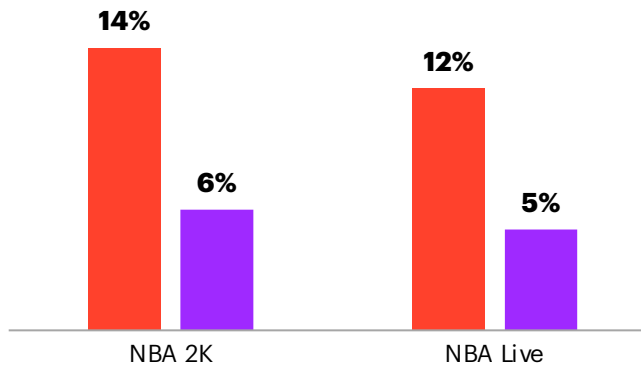


**I would opt for in-game purchases if they helped me play better.”**

51% NBA fans vs 31% Gen pop

## Video games ever played

■ NBA fans ■ Gen pop



YouGov BrandIndex x YouGov Profiles, January 2024

• NBA fans 18+ – NBA is top interest or “somewhat interested” (N> 3,000)



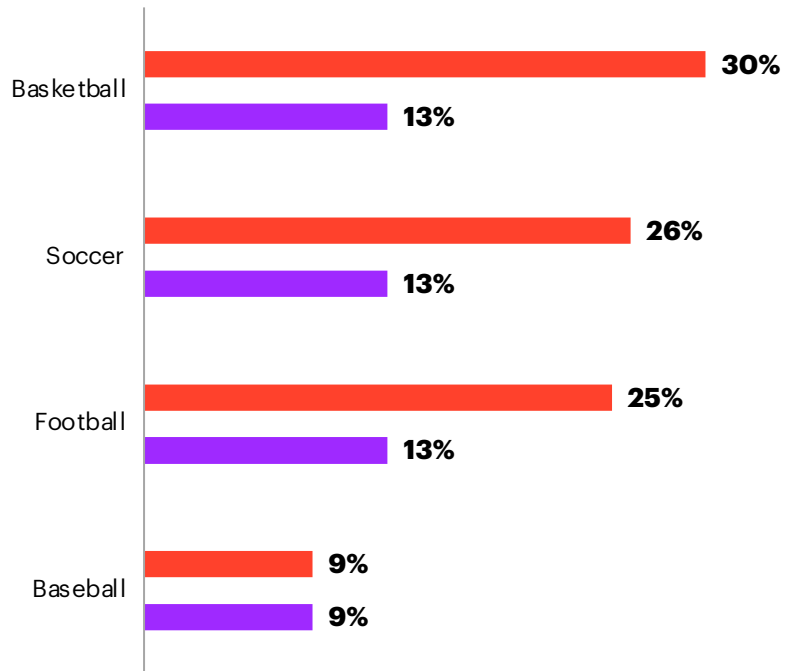
# Lucky buckets

3 in 10 NBA fans bet on basketball in 2023; NBA bettors skew young and male.

**23%** of NBA fans played fantasy basketball in 2023

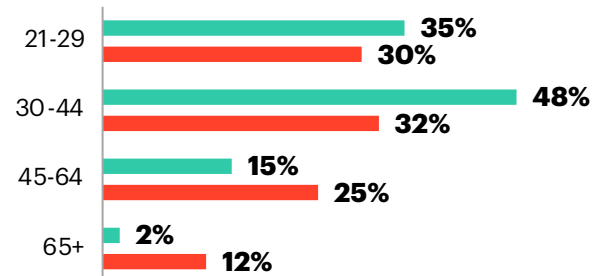
## Sports bet on in 2023

■ NBA fans 21+ ■ Gen pop 21+



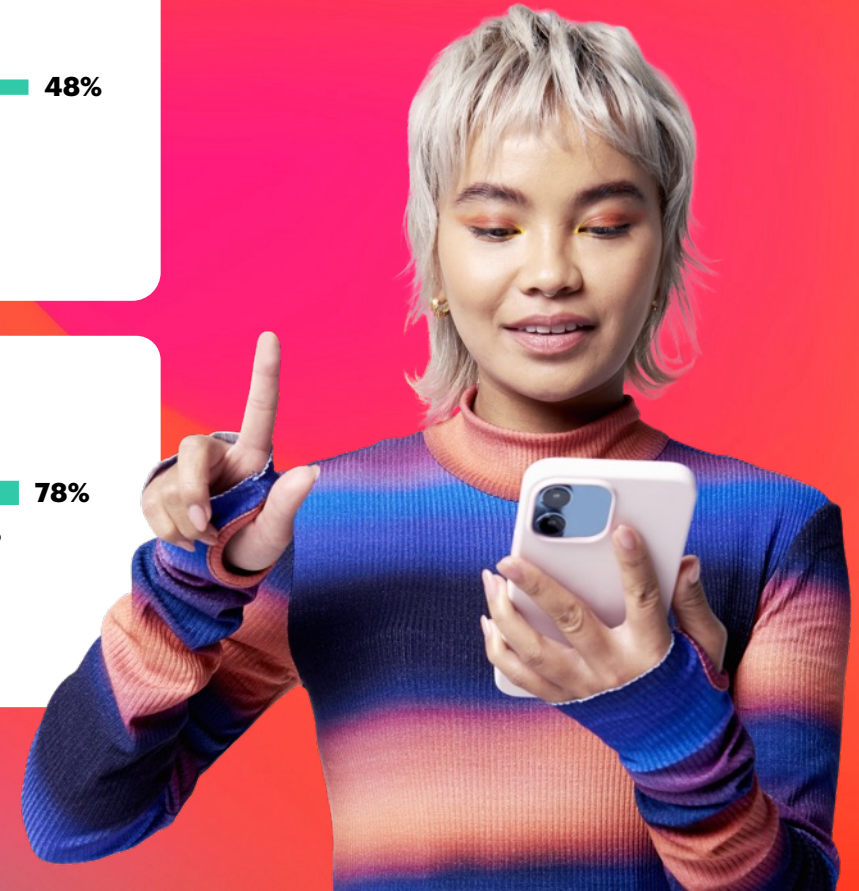
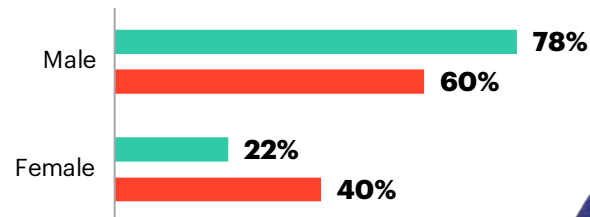
## Age

■ NBA bettors 21+ ■ NBA fans 21+



## Gender

■ NBA bettors 21+ ■ NBA fans 21+



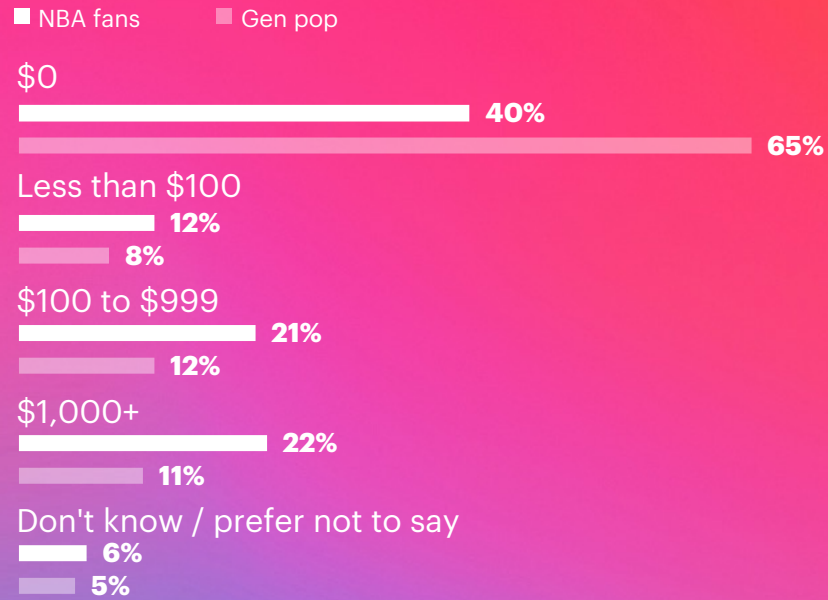
YouGov Profiles, January 2024

• NBA bettors 21+ – NBA is top interest or “somewhat interested” and bet on basketball (N> 4,000)

# NBA fans bet 3.7x more on sports annually than the average American

Fans bet \$2,400+ on average in 2023, skewed higher by the biggest bettors

## Amount bet on sports in 2023



Rank	Sportsbook considered	NBA fans 21+	Gen pop 21+
1	DraftKings	17%	8%
2	FanDuel	17%	8%
3	Bet365	10%	3%
4	BetMGM	9%	4%
5	ESPN BET	6%	3%

Explore more data

Run a survey

YouGov BrandIndex x YouGov Profiles, January 2024

- NBA fans 21+— NBA is top interest or “somewhat interested” (N> 4,500)
- Average bet stats takes the median amount of 17 ranges of annual betting spend, weighting the percentage of each group. The final amount includes non-bettors.
- Sportsbook considered (N> 3,000 for all brands except ESPN BET, N> 250)

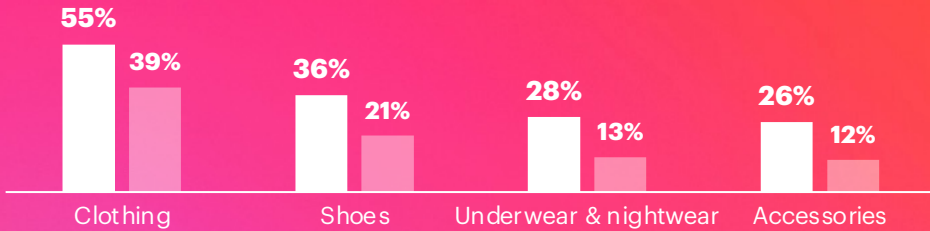


# Dropping dimes for drip

## NBA fans are heavy spenders on apparel and shoes

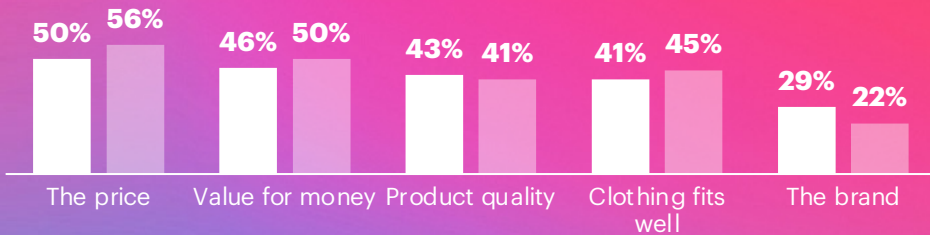
### Spent \$100+ on in last 3 months

■ NBA fans ■ Gen pop

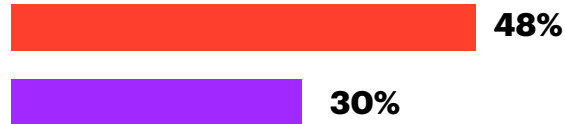


### Factors considered when purchasing clothing

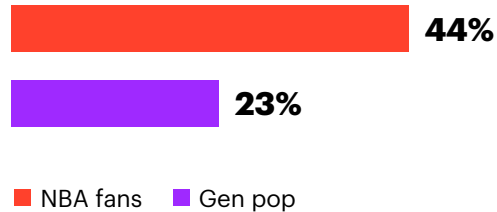
■ NBA fans ■ Gen pop



I only buy clothes from sustainable brands"



I closely follow famous people/ celebrities for fashion trends"

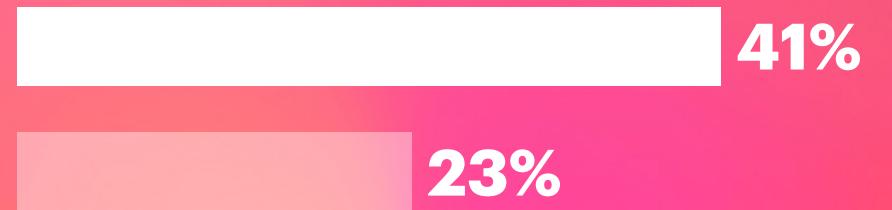


In the bonus

# What fashion brands do NBA fans like?

“

I'm a sucker for anything branded, even if it's expensive”



■ NBA fans ■ Gen pop



Top fashion brands

## Nike and Adidas jump with NBA fans

Rank	Most considered fashion brands	NBA fans	Gen pop	Difference
1	Nike	53%	35%	<b>+18</b>
2	Adidas	42%	30%	<b>+12</b>
3	Puma	27%	17%	<b>+10</b>
4	Calvin Klein	25%	18%	<b>+7</b>
5	Polo Ralph Lauren	21%	15%	<b>+6</b>
6	Reebok	25%	19%	<b>+6</b>
7	Timberland	21%	15%	<b>+6</b>
8	Under Armour	29%	24%	<b>+5</b>
9	Champion	22%	17%	<b>+5</b>
10	Nautica	13%	9%	<b>+4</b>

YouGov BrandIndex x YouGov Profiles, January 2024

- NBA fans 18+— NBA is top interest or “somewhat interested” (N> 4,500).
- Get in touch for another sector or ranking by Index.

[Explore more rankings](#)

[Get in touch](#)



"I think luxury goods are a good investment"

54%

34%

■ NBA Fans ■ Gen pop

Top luxury brands

## GUCCI leads luxury category

Rank	Most considered luxury fashion brands	NBA fans	Gen pop	Difference
1	GUCCI	21%	10%	+11
2	Dior	18%	9%	+9
3	Prada	14%	6%	+8
4	Louis Vuitton	15%	8%	+7
5	Tiffany & Co.	14%	7%	+7
6	Michael Kors	18%	12%	+6
7	Cartier	10%	5%	+5
8	Pandora	13%	8%	+5
9	Burberry	12%	7%	+5
10	Coach	16%	12%	+4

YouGov BrandIndex x YouGov Profiles, January 2024

- NBA fans 18+ – NBA is top interest or "somewhat interested" (N> 5,000)
- Get in touch for another sector or ranking by Index.

Explore more rankings

Get in touch



# Want a deeper analysis?

## YouGov BrandIndex tracks 16 key brand health metrics including

- Ad Awareness
- Customer Satisfaction
- Purchase Consideration
- Recommendation

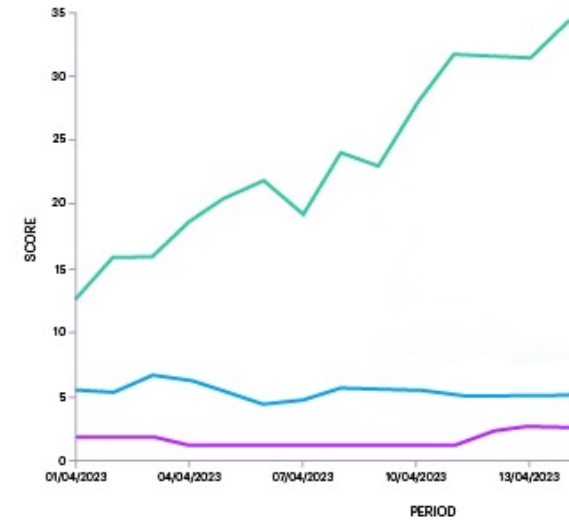
## With YouGov Profiles, you can segment your analysis by:

- Team or player interest
- Media consumption habits
- Gambling interest
- And much more

Get demo

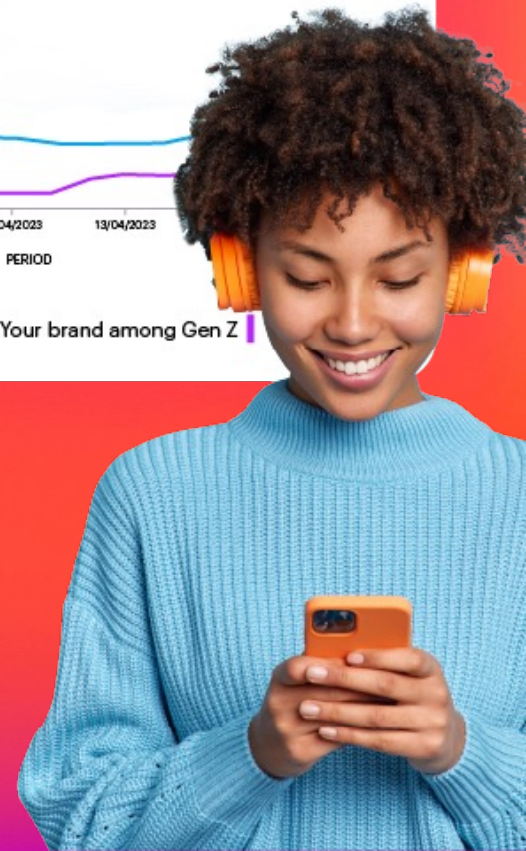
Run a Survey

## Advertising awareness



Metrics ▾

Advertising Awareness



# Thank you

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