

# LATINA FANDOM REPORT

PRESENTED BY

**DRAFTED** X **SPROCKET**



THE HIDDEN GIANTS:

# HOW LATINA SPORTS FANS ARE SHAPING THE FUTURE OF SPORTS

DRAFTED, the first Latina sports media company, and Sprocket, a consumer and fan insights company, have united to conduct a **first-of-its-kind Latina fandom survey**.

This extensive quantitative study delves into the experiences, motivations, preferences, and behaviors of Latina sports fans across all major U.S. sports.

With **Latinas contributing an estimated \*\$26.3 billion annually to the sports industry**, the results will offer vital insights into the distinct needs and interests of this powerful sports fan demographic, paving the way for more effective and inclusive sports marketing and engagement strategies.



At DRAFTED, we are dedicated to reshaping the sports industry by truly understanding and embracing the unique motivations and behaviors of U.S. Latinas. **With their unparalleled economic influence, Latinas are a pivotal force for the future of sports.** To drive growth and ensure long-term sustainability, it is essential for the sports industry to fully engage with this powerful and influential demographic.

- Karina Martinez, CEO, DRAFTED

DRAFTED is not only advancing our initiatives but also committed to equipping others with the insights and tools needed to embrace the Latina opportunity. Despite making up 20% of the U.S. female population, Latinas are still underserved due to a lack of comprehensive understanding. **Our research will deliver critical data-driven insights to bridge this gap and help brands, teams, and leagues tap into this under-monetized market segment.**

- Jennifer Yopez-Blundell, COO, DRAFTED





With the sports industry evolving rapidly, relying on data and insights has never been more crucial. Gone are the days of a one-size-fits-all approach to sports fans. **Today's fans are incredibly diverse, and they have a myriad of options vying for their time, money, and attention.** To stay ahead, we need smart research and deep insights to craft strategies and activations that truly resonate. These tools empower us to navigate the complexities of the modern sports landscape and deliver game-winning experiences.

- April Seifert, CEO, Sprocket



# IN THIS REPORT

Survey Sample Overview

Overview of Fandom

Gameday

Influence

FanDNA™



# UNCOVERING POWER FANS

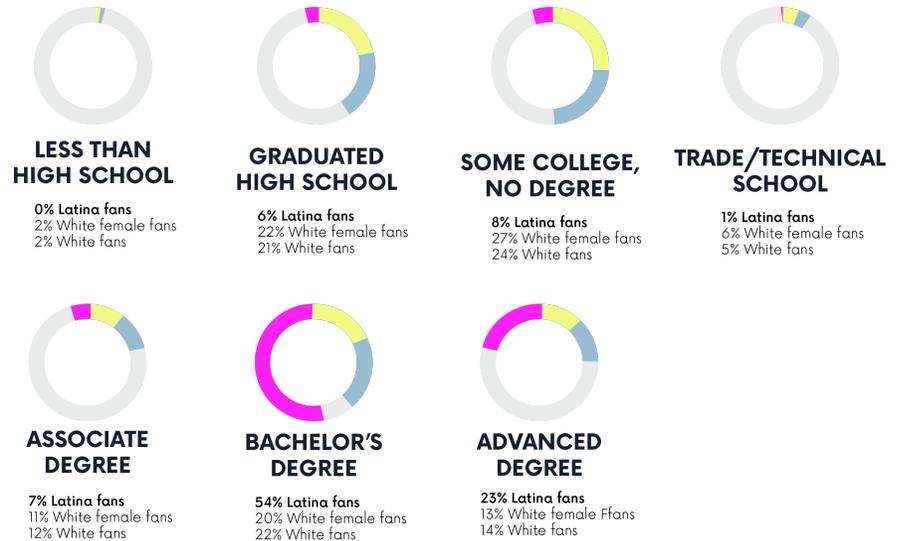
In the Summer of 2024, DRAFTED and Sprocket partnered to field a robust quantitative survey to **439** total sports fan participants, in the study **108 were Latinas**, 64 were White females, and 103 were White (men & women).

To ensure the comparative power of the study, only Gen Y and Z were included in the study. More details about the demographic makeup of the research sample can be found in the appendix.



\*Definition of 'Latina' and 'White' follows the U.S. Census classification for individuals who identify as "Hispanic or Latina" or 'White' respectively.

## HIGHEST EDUCATION



## HOUSEHOLD INCOME



OVERVIEW OF FANDOM

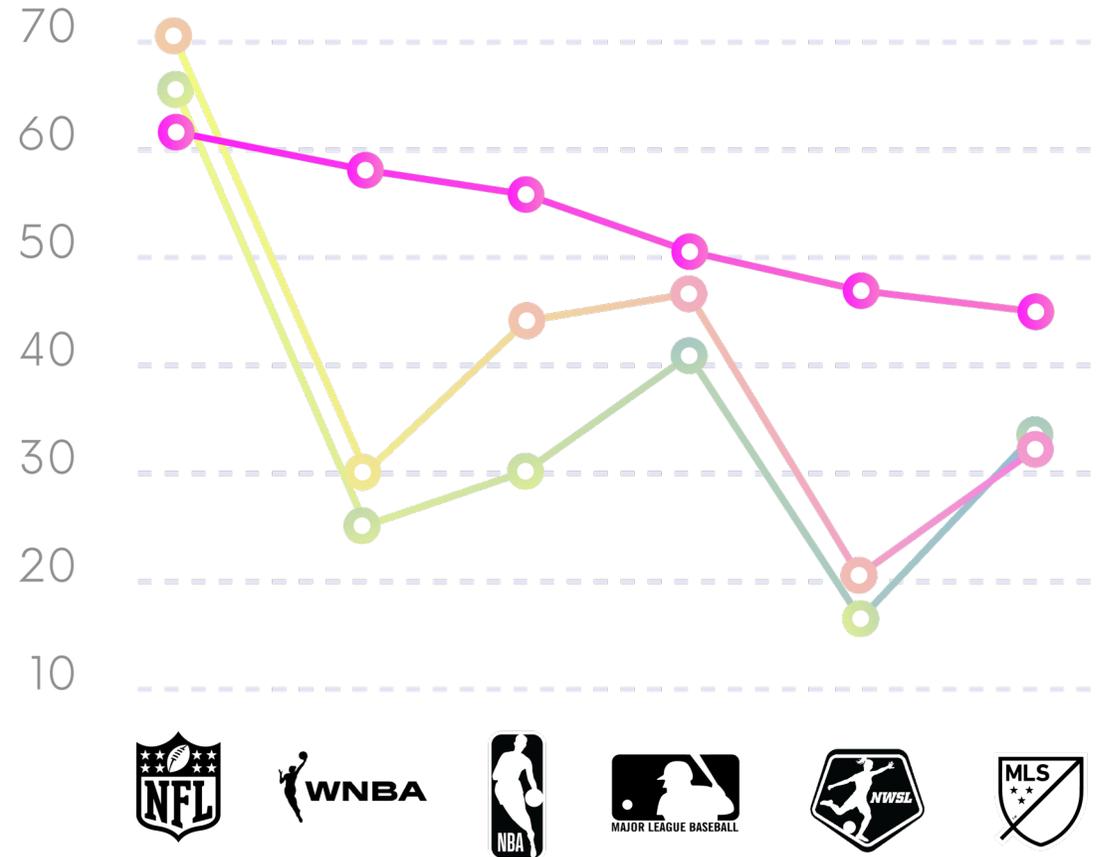
**LATINA FANS BRING  
UNRIVALED PASSION**

DRAFTED X **SPROCKET**

# LATINAS OUTSHINE

## WHITE FANS IN PASSION ACROSS THE BOARD

Latina fans exhibit an **exceptional level of passion for sports**, surpassing the fervor demonstrated by both White female fans and White fans in general. Their enthusiasm is not limited to a single sport; rather, it spans a wide array of sports, both men's and women's. Notably, with the exception of the NFL, **Latinas show greater interest in every major sports league**—whether men's or women's—compared to their White fan counterparts.



### LATINA FANS

NFL 62%, WNBA 59%, NBA 56%,  
MLB 51%, NWSL 47%, MLS 43%



### WHITE FEMALE FANS

NFL 64%, WNBA 25%, NBA 31%,  
MLB 42%, NWSL 17%, MLS 33%



### WHITE FANS

NFL 70%, WNBA 30%, NBA 43%,  
MLB 46%, NWSL 20%, MLS 32%



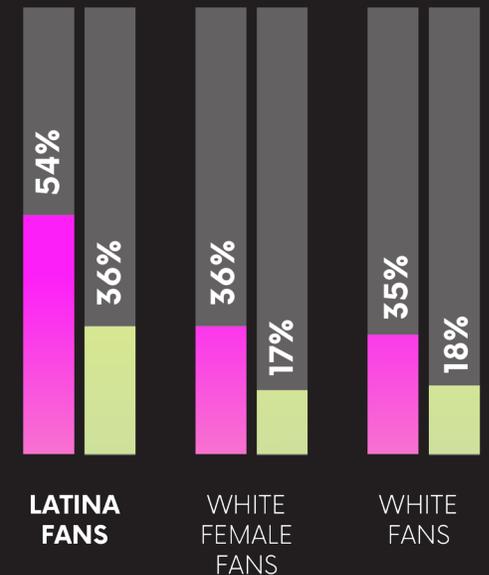
## And in team loyalty

Latina fans exhibit a higher level of team loyalty compared to their White counterparts making them one of the most sought after sports fans. Specifically, **Latinas are 18 percentage points more likely** than White female fans and 19 percentage points more likely than White fans overall **to have a second favorite team.**

Additionally, they are **19 percentage points more likely** than White female fans and 18 percentage points more likely than all White fans **to have a third favorite team.**

**2<sup>ND</sup>** FAVORITE TEAM

**3<sup>RD</sup>** FAVORITE TEAM

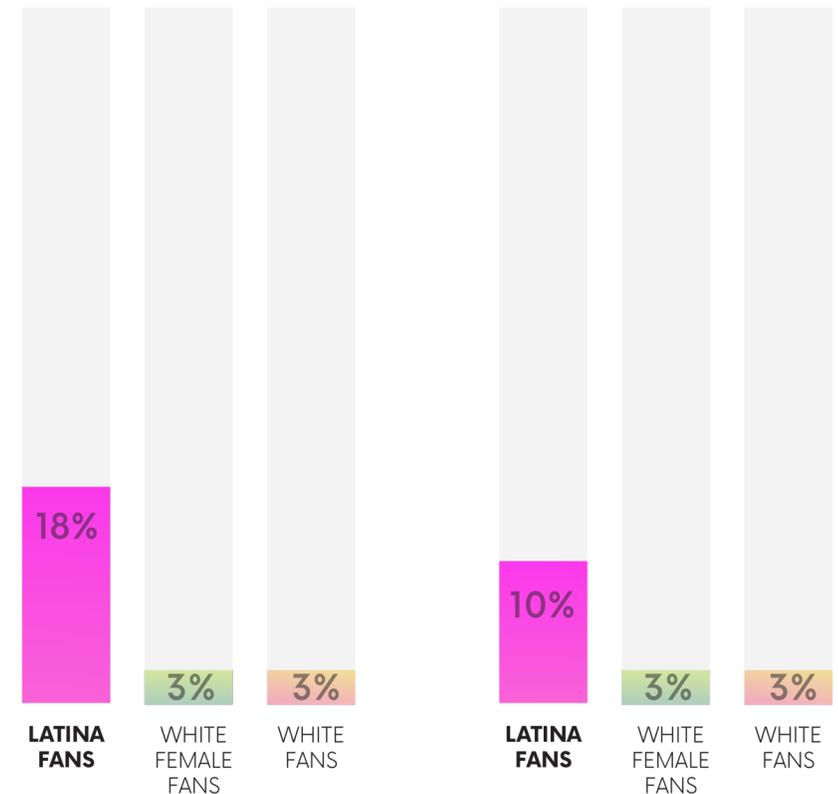


# LATINA FANS SHOW A **STRONGER AFFINITY FOR WOMEN'S SPORTS**

## OUTPACING OTHER FAN BASES

Latinas are emerging as a significant and enthusiastic segment of fans in Women's sports, showing a growing interest that has developed more recently compared to their White fan counterparts. Despite this relatively recent surge in enthusiasm, their commitment is striking. **Nearly one in three Latina fans has expressed a preference for women's teams as their favorites.**

For instance, **10% of Latina fans name the WNBA as their top league**, a notable contrast to the mere 3% of both White female fans and White fans who share this preference. Moreover, almost **18% of Latinas identify the NWSL as their favorite sport**, a figure that is six times higher than the proportion of White fans who hold the same view.

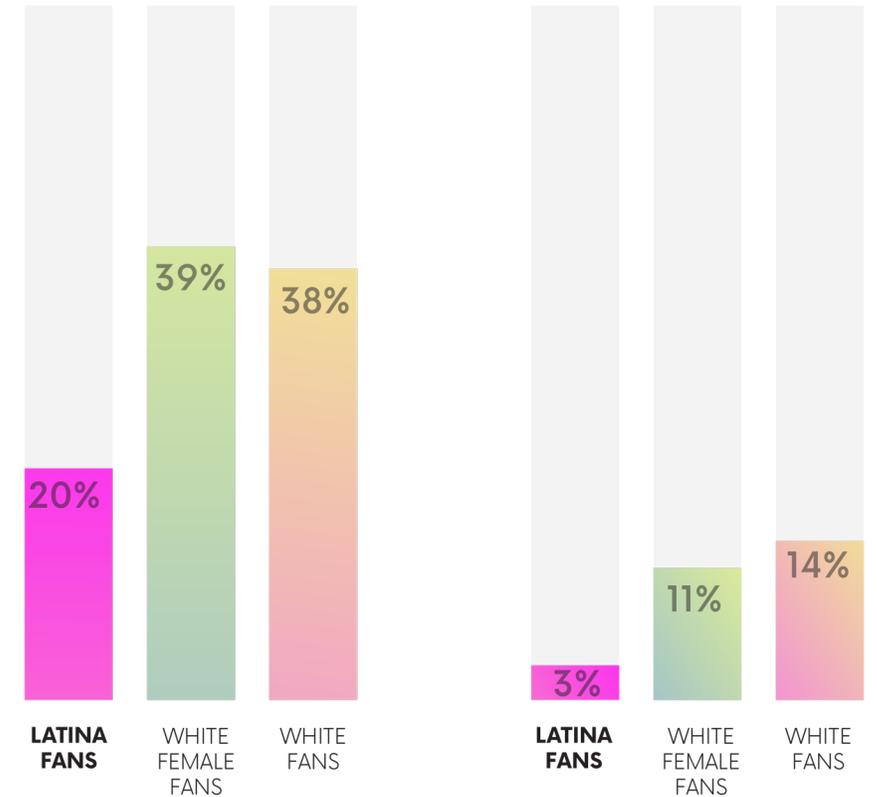


## NHL AND NFL

# LESS POPULAR AMONG LATINA FANS

In contrast, Latinas are 8 percentage points less likely than White female fans and 11 percentage points less likely than White fans in general to favor the NHL as their preferred sport.

Additionally, their interest in the NFL is also lower, with Latinas being 19 percentage points less likely than White female fans and 18 percentage points less likely than all White fans to claim it as their favorite sport. This emerging trend underscores a distinctive and growing preference among Latina fans for Women's sports, highlighting a shift in engagement that contrasts with broader fan patterns.



WHEN ASKED HOW LATINA FANS  
FEEL ABOUT THEIR FAVORITE  
SPORTS HERE'S WHAT THEY SAID...

The proportion of Latina fans that describe their favorite sport as "**entertaining**" is 20 percentage points higher than that of White female fans and 25 percentage points higher than all White fans.

Latina fans are 9 percentage points more likely to describe their favorite sport as "**inspirational**" than all White fans.

Latina fans are 23 percentage points more likely than White female fans to describe their favorite sport as "**passionate**", and 22 percentage points more likely than White fans to say this.



Consider how to craft stories, social media campaigns, and fan interactions that reflect this positivity and build a strong, optimistic community around sports, while also differentiating the tone from the more intense, aggressive language commonly used by other fan groups.

**DRAFTED** is the first to create culturally resonant sports narratives and build community-driven experiences that empower Latina fans to become advocates and ambassadors.

One thing remains, whether it's their favorite team or favorite sport, Latina fans have a positive connection with sports, unlike the intense language of White fans.

### **LATINAS**

Entertaining, Passionate, Exciting, Resilient, Inspirational, Vibrant

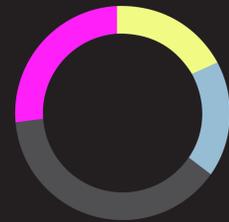
### **NON-LATINAS**

Aggressive, Fast-paced, Challenging, Intense, Cutthroat, Ruthless

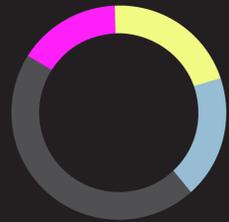


# EMOTIONAL CONNECTION TO SPORTS STEMS FROM FAMILY

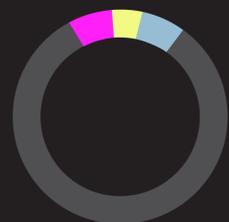
The path to Latina fan acquisition is similar to that of White female fans: both show a preference for family history & proximity.



**MY FAMILY HAS A HISTORY OF BEING FANS**  
27% Latina fans  
19% White female fans  
19% White fans



**A FAMILY MEMBER INTRODUCED ME**  
17% Latina fans  
22% White female fans  
20% White fans

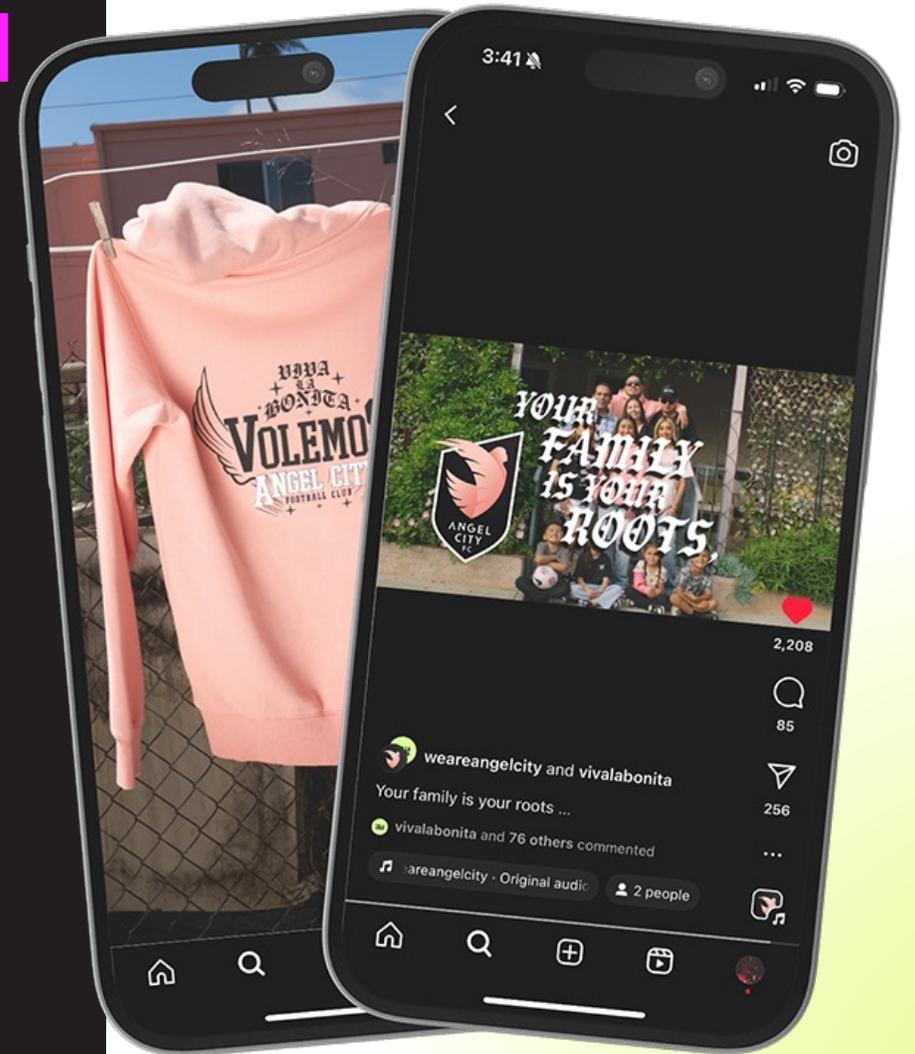


**I LIVE / GREW UP IN THEIR LOCAL MARKET**  
8% Latina fans  
6% White female fans  
8% White fans

# A COLLABORATION WE LOVE

Angel City Football Club and Viva La Bonita, a Latina lifestyle and streetwear apparel brand, collaborated on a limited edition line of merchandise that celebrated resilience and empowerment.

**Why we like it:** Both brands deeply understand the importance of family values to their fans. The campaign effectively incorporates authentic multi-generational family visuals and emphasizes powerful family values rooted in cultural heritage. This creates a compelling tribute to *"the power of flying together."*



# A GOLDMINE OF PASSION AND POTENTIAL

## LEVERAGE EMOTIONAL CONNECTIONS

The strong family and emotional connections Latinas have with sports highlight the importance of tailoring engagement strategies to these values.

Teams and leagues should consider offering family-oriented initiatives, such as bundled ticket packages, or kids' events. These opportunities resonate with the emotional ties this demographic has to sports and reinforce their already positive associations.

## UNLEASH THE POWER OF WOMEN'S SPORTS

Latina fans are at the forefront of women's sports fandom, demonstrating significant engagement with these leagues.

Team marketers should prioritize investing in this demographic, as their existing enthusiasm for Women's sports presents a valuable opportunity for expanding fandom and potentially yielding a strong return on investment for teams aiming to grow their audience.

## UNDERSTAND THE CULTURAL NUANCES

Latinas are a diverse group with distinct cultural nuances, making it essential to understand these differences to effectively engage their fandom.

Collaborating with expert partners or community leaders who have established trust with this audience is crucial for successful outreach and engagement.

GAMEDAY

**FROM PRE-GAME  
RITUALS TO POST-GAME  
CHEERS: LATINAS ARE  
ALL IN ON GAMEDAY**

DRAFTED X **SPROCKET**



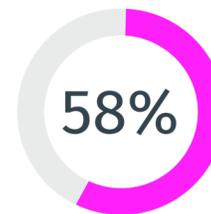
Did you know that Latinas exhibit a higher propensity to purchase sports-related items for not just themselves but for others? **80% of Latinas reported purchasing sports merchandise for others** compared to 58% of White female fans and 56% of White fans.

# LATINAS SET THE GAMEDAY TONE AT HOME

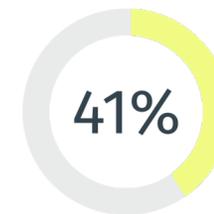
Latina fans are leading the charge in sports fandom, outpacing their White counterparts with impressive passion. Where a White fan might own 1 or 2 jerseys, **a Latina fan owns 7 or more!**

## WHAT RITUALS DO YOU PARTAKE IN?

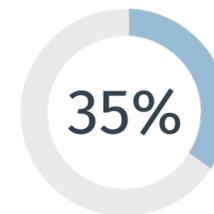
Wearing a specific clothing or team merchandise



LATINA FANS



WHITE FEMALE FANS



WHITE FANS

AND THEIR ENTHUSIASM

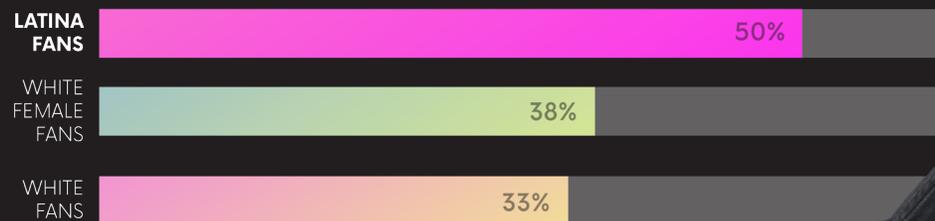
# TRANSLATES SEAMLESSLY ONLINE

Latina fans create, consume, and share sports content at an unprecedented rate.

Before even stepping into the stadium, Latina fans are **17 percentage points more likely than White fans to check their social media and share their pre-game excitement with their inner circle.**

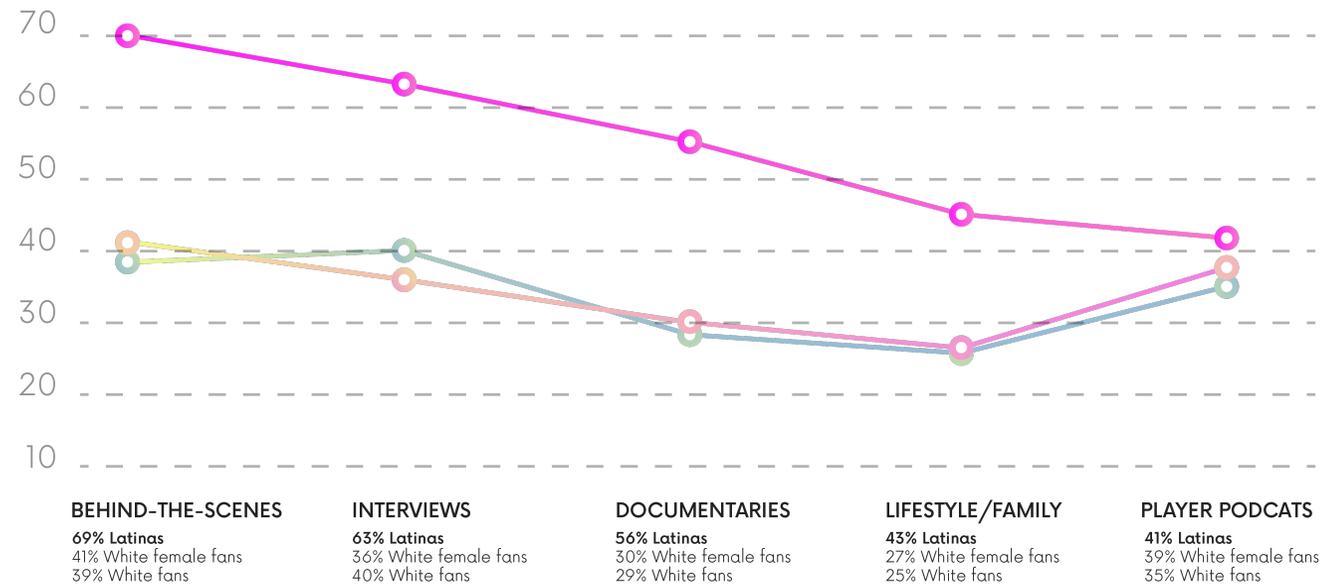
## WHAT PRE-GAME RITUALS DO YOU PARTAKE IN?

Check/post on social media



Latina fans crave behind-the-scenes, documentaries, interviews, and lifestyle content connecting sports to everyday life.

○ LATINA FANS    
 ○ WHITE FEMALE FANS    
 ○ WHITE FANS



FROM HIGHLIGHTS TO LIFESTYLE,  
**LATINA FANS  
 CAN'T GET ENOUGH  
 SPORTS CONTENT**

This digitally native audience has a wide interest in sports content extending far beyond gameday, including behind-the-scenes content, documentaries, interviews, and lifestyle features that connect sports to everyday life.

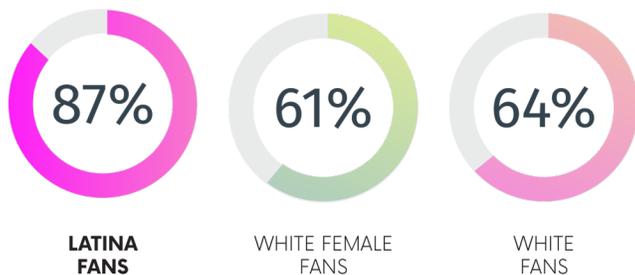
Latina fans utilize their platforms to passionately express their interests and share their unique experiences, demonstrating unparalleled commitment and enthusiasm for sports.

# LATINA FANS ARE REDEFINING THE GAMEDAY EXPERIENCE

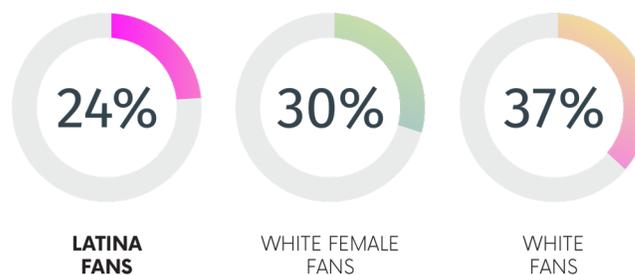
With stronger in-person attendance than White female fans or White fans in general.

While Latinas are 13 percentage points less likely to be a Season Ticket Member for their favorite team compared to all White fans, they are proportionally more likely to buy single game tickets than White female fans and all White fans by 26 percentage points and 23 percentage points respectively.

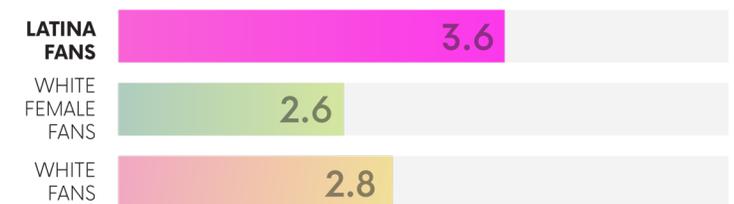
BUY SINGLE GAME TICKETS



SEASON TICKET MEMEBRS



HOW OFTEN DO YOU ATTEND SPORTS GAMES / MATCHES IN PERSON?



5-point scale: How often do you attend games in person

# SEASON TICKET MEMBERS

## AN OPPORTUNITY TO GROW

Consider creating options that accommodate their diverse interests and community-oriented values, such as multi-game packs or experience-based bundles that offer a mix of games or exclusive in-culture merchandise.

## A COLLABORATION BETWEEN RUNSY AND THE CHICAGO WHITE SOX

Runsy, the first woman to team up with the White Sox, introduced a collection of t-shirts and sweaters. These items were initially available at the "Runsy Game Night" at the Centerfield Scoreboard Shop and later released online via Runsy's personal site. Game night ticket holders also received a complimentary ceramic doll designed by Runsy, showcasing how exclusive merchandise can enhance fan engagement.

**Why we like it:** Innovative, culturally relevant offerings like these can help teams and brands build stronger connections and grow their fan base.





# THESE PASSIONATE FANS SHOW UP AND SHOW OUT

**TO ATTEND FAN ENGAGEMENT EVENTS MORE OFTEN THAN WHITE FANS, AND ARE LOYAL TO THE END!**

Latina fans demonstrate significantly higher participation in pre-game festivities compared to their White counterparts making them a prime demographic for sponsorship opportunities.

**They are 28 percentage points more likely to attend fan appreciation events** than White female fans and 30 percentage points more likely than all White fans. Their enthusiasm extends to heritage nights, community service events, and early arrivals for team promotions.

**Over ¼ of Latina fans report that they would NEVER leave a game early, under any circumstances.** They support their team to the end.

# PASSIONATE SPENDERS MEANS UNTAPPED REVENUE OPPORTUNITIES

With a strong propensity to spend on sports merchandise, participate in pre-game activities, and stay until the final whistle, Latina fans represent a significant revenue opportunity.

## BEFORE AND AFTER EXPERIENCES

Create immersive pre-game and post-game experiences that encourage social shares and bring fans together: culturally aware art installations, bilingual music before first whistle, or fan festivals with local family-owned restaurants.

## COLLABORATE WITH THE COMMUNITY

Forge strategic alliances with Latina thought leaders, brands, and influencers to create purchasable experiences, such as special edition food runs or heritage nights connected to influential community figures.

## WIN WITH MERCH

Bring to life the spirit of Latin culture with the passion of their team for more strategic and in-culture merch opportunities: Latin-owned brands, limited edition collection, or heritage night that comes with complimentary items.

INFLUENCE

**LATINA FANS ARE  
CATALYSTS OF THE  
SPORTS ECONOMY,  
FUELING PURCHASES  
AND DRIVING SPORTS  
MEDIA CONSUMPTION**

DRAFTED X **SPROCKET**



Across seven major categories, **Latinas nearly double** White fans in being able to influence those around them

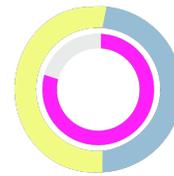
**LATINA FANS**    **WHITE FEMALE FANS**    **WHITE FANS**

### WHAT HAVE YOU INFLUENCED OTHERS TO DO



#### ATTEND A GAME (IN PERSON)

80% Latina fans  
39% White female fans  
38% White fans



#### WATCH A GAME ON TELEVISION

80% Latina fans  
53% White female fans  
49% White fans



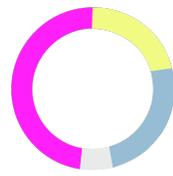
#### WEAR MERCHANDISE

56% Latina fans  
30% White female fans  
26% White fans



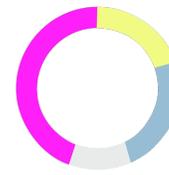
#### FOLLOW A SOCIAL MEDIA ACCOUNT

49% Latina fans  
20% White female fans  
20% White fans



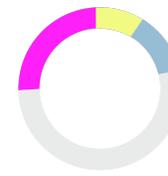
#### PURCHASE TICKETS

49% Latina fans  
20% White female fans  
25% White fans



#### PURCHASE MERCHANDISE

41% Latina fans  
19% White female fans  
23% White fans



#### ATTEND A NON-GAME EVENT

26% Latina fans  
11% White female fans  
14% White fans

LATINAS MAKE AN IMPACT ON  
IN-GAME ATTENDANCE:

# WHERE LATINAS GO, OTHERS FOLLOW

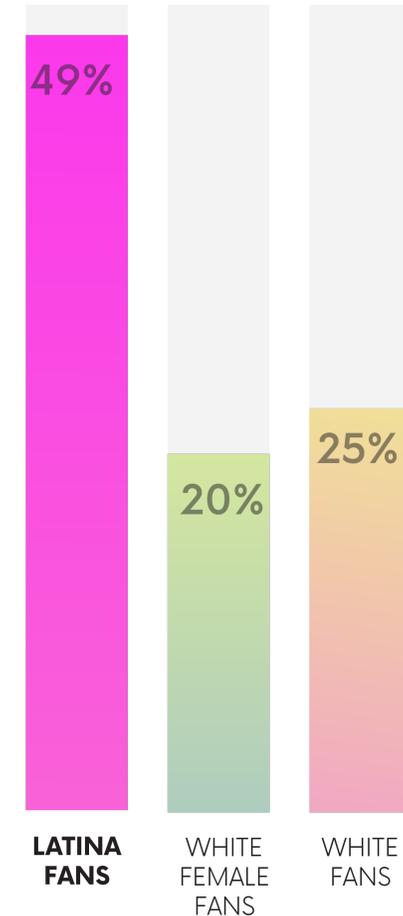
In the realm of in-person sporting events, Latina fans stand out for their exceptional influence.

An impressive **80%** of Latinas report having persuaded someone else to attend a game with them, a striking contrast to just 39% of White female fans and 38% of White fans.

This data highlights that **Latina fans are nearly twice as effective in encouraging others to join them at sports events, demonstrating their significant impact on fan engagement.**

LATINA FANS HAVE A NOTABLE IMPACT  
ON GAME ATTENDANCE

Have influenced someone to buy a ticket



# LATINA FANS LEAD THE WAY

## IN SHAPING MEDIA HABITS, INFLUENCING TV VIEWING AND SOCIAL MEDIA ENGAGEMENT

Latina fans demonstrate a profound influence on media consumption across various platforms. **A significant 80% of Latina fans report having persuaded someone to watch a game on TV**, compared to 53% of White female fans and 49% of White fans.

**Additionally, 49% of Latina fans have convinced someone to follow a sports account on social media**, in stark contrast to only 20% of White fans.

These figures highlight the considerable impact Latina fans have on shaping media consumption patterns and driving engagement with sports content.



# LATINA FANS ARE SETTING CONSUMER TRENDS

Latina fans are far outpacing their White counterparts in consumer influence.

An impressive 56% of Latinas have influenced someone to wear specific merchandise, far surpassing 30% of White female fans and 26% of White fans.



Additionally, 41% of Latina fans have influenced others to make a merch purchase, compared to just 19% of White female fans and 23% of White fans.

# STRONG SOCIAL CONNECTIONS

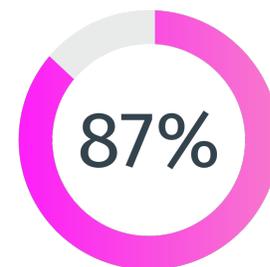
## ARE A KEY FACTOR IN THEIR INFLUENCE

With a larger, reliable, and more diverse group of sports-loving friends, Latina fans form a core fan base that amplifies their impact.

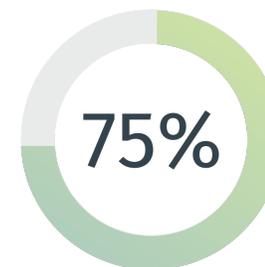
Their shared experiences and enthusiasm create a powerful network that drives ticket sales, merchandise purchases, and viewership.

### DO YOU HAVE RELIABLE FRIENDS TO PLAY / WATCH WITH?

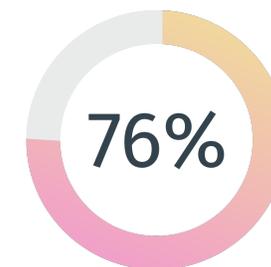
Reliable group of sports friends



LATINA FANS

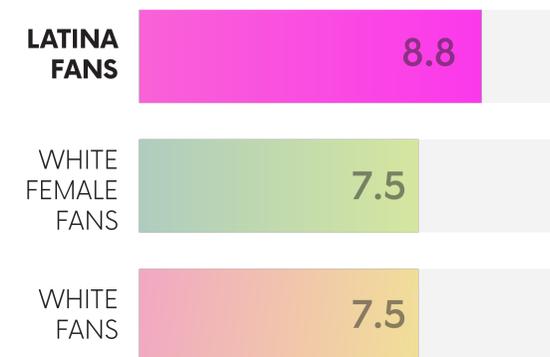


WHITE FEMALE FANS



WHITE FANS

Latina Fans are significantly more likely to tell others about their experience at a game.



10-point scale measuring likelihood to tell others about their gameday experience

# LATINAS, THE SILENT ENGINE DRIVING THE SPORTS ECONOMY

Latina fans play a pivotal role in shaping sports culture, extending beyond mere consumption to being significant catalysts

How might you engage Latina fans and reward them for sharing their excitement and passion with others?



FANDNA™

# WHAT MOVES AND MOTIVATES LATINA FANS

FanDNA™ is Sprocket's proprietary measure of the psychographic motives that drive fans to follow their favorite teams.

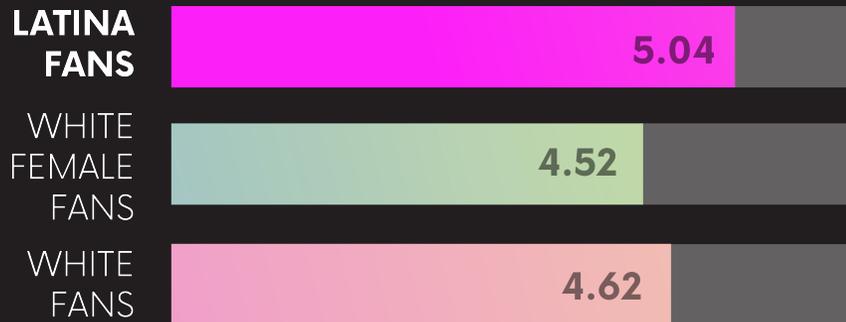
DRAFTED X SPROCKET

# ENVIRONMENT MATTERS

While ambiance and entertainment are key for all fans, it's a significantly stronger driver for Latina fans.

Latina fandom is significantly driven by the exciting ambiance surrounding gameday and live events. By prioritizing these factors, brands, teams and leagues can create a more appealing and inclusive environment for Latina fans, fostering stronger loyalty and engagement.

## FanDNA™ MOTIVES: AMBIANCE AND ENTERTAINMENT



# LATINA FANS AVOID THE BANDWAGON

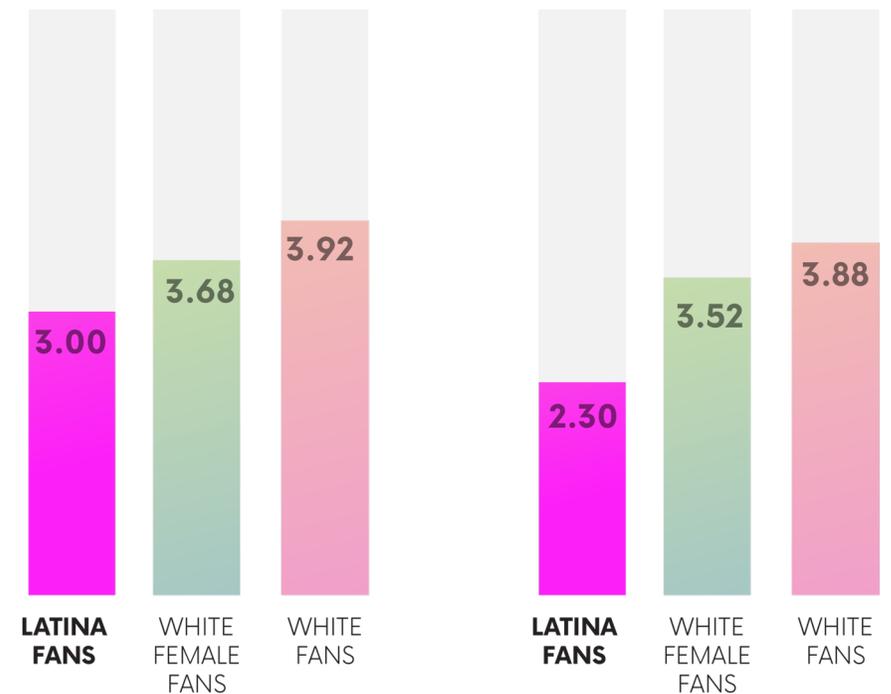
Unstable interests like jumping on the bandwagon or getting into gaming, fantasy sports, and gambling can cause some fans to drop their favorite teams once the winning streak ends.

However, Latina fans tend to be less swayed by these fleeting trends compared to White fans. Their stronger emotional connection and loyalty to their teams make them a key demographic for sports brands and leagues looking to build lasting relationships with fans.

Latina fans are in general less likely to gamble, 73% say they would "Never" gamble.

Latina fans say they get enough entertainment from the game without gambling by 29% versus 5% of White female fans and White fans.

FANDNA™ MOTIVES: BANDWAGON AND GAMIFICATION



BANDWAGON

GAMIFICATION

# FANBASE BUILDERS

The Latina sports fan demonstrates steadfast commitment and unwavering loyalty, characterized by a deep appreciation for the energy and passion inherent in sports. Her support remains resolute even in the face of underperformance by her team. While she may not engage in gambling or fantasy sports, she plays a pivotal role in galvanizing those around her to rally behind her team.

This fan is inclined to exhibit her dedication through tangible actions, such as owning multiple team jerseys, purchasing merchandise for others, attending games with her social circle, and actively advocating for her team. The Latina fan transcends the role of typical supporters; she significantly contributes to the cultivation and expansion of the fanbase.

**SHE IS A FANBASE BUILDER.**





## THE RISE OF LATINA SPORTS FANS

# LATINAS ARE A DRIVING FORCE IN THE EVOLUTION OF SPORTS FANDOM

As the U.S. Latino population continues to grow rapidly, the influence of Latinas in shaping sports trends becomes increasingly significant. Their passion for sports, purchasing power and influence make them a key demographic for brands and leagues to target.

# THANK YOU

## DRAFTED

DRAFTED is the first media company dedicated to bridging the cultural gap between U.S. Latinas and the sports ecosystem. With Latinas driving a substantial \$26.3 billion annual sports spend, the company provides brands, teams, and leagues with unique insights to tap into this under-monetized market segment. By leveraging a social-first content approach and culturally relevant programming, DRAFTED has established itself as the largest and fastest-growing Latina sports community and is uniquely positioned to harness the power of Latina sports culture.

[WeAreDrafted.co](https://www.WeAreDrafted.co)

## SPROCKET

Sprocket delivers actionable consumer and fan insights that change the game for sports organizations. This valuable information equips teams, sponsors, venues, and ownership groups with the courage to be brave—challenging them to stand tall, seize opportunities, and play to win. We blend psychological expertise, actionable data science, and sports industry knowledge to deliver consumer insights that change the game and help our clients play smart and win big.

[Sprocketcx.com](https://www.Sprocketcx.com)

# APPENDIX

A total of 439 respondents completed the survey. To isolate Latina fans and the comparison groups, only respondents from Generation Y (Born 1977-1995) and Generation Z (Born 1996 or after) were included.

The average Latina fan was **31** years old, the average White Woman / Man was **32**.

**60%** of the Latina sample were never married, compared to **47%** for the White sample.

Less than **half** of the Latina fans had children, where White fans averaged just over **one child per household**.

**77%** of the Latina sample had a Bachelor's degree or higher, compared to **36%** for the White sample.

**43%** of the Latina sample came from Los Angeles, another **13%** from Texas, **7%** from New York City, and the rest spread widely across the country.

Image sources: Envato, AI generated images, runsyyy.com, @weareangelcity, @vivalabonita

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