



# NBA FINALS

SBRnet

Created by Bryce Hadley



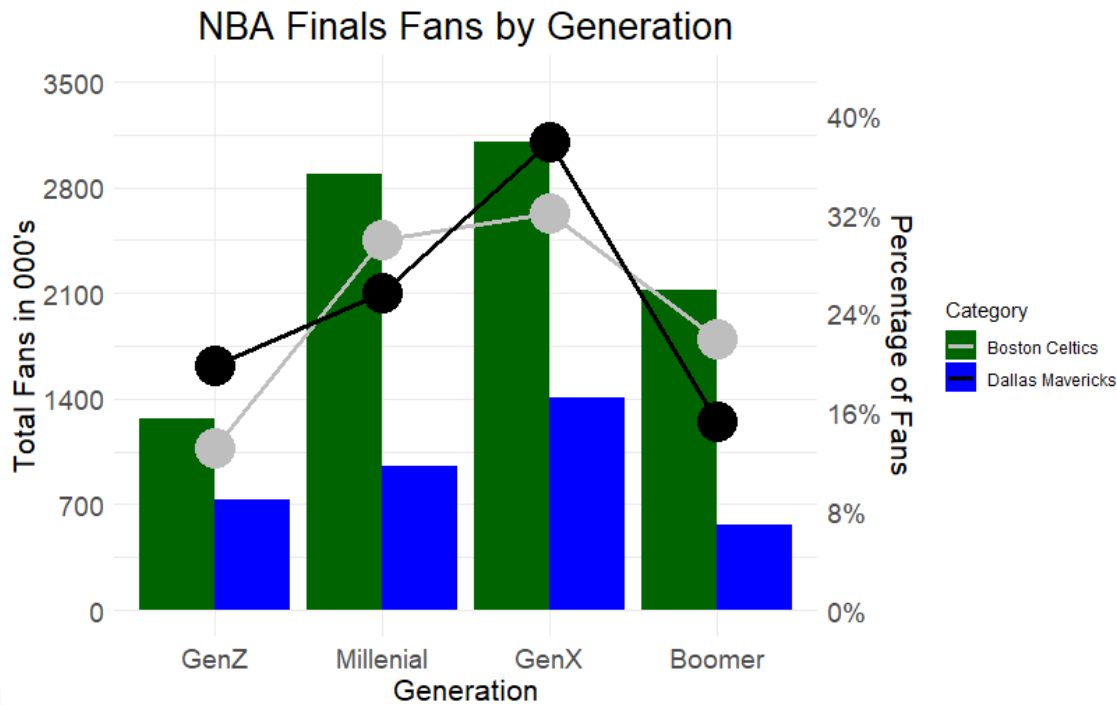
# SBRnet Annual Study of Sports Fans Methodology

- This consumer survey was conducted online in January 2024 among a representative panel of U.S. consumers age 13 or older. A total of 6,666 respondents completed the survey.
- Each respondent reported on their attendance and viewership along with 65 other categories of fandom-related data for Professional, College and Minor League sports during the previous 12 months. The next tab in this workbook features a comprehensive list of all categories measured. In addition, respondents also reported their participation in fantasy sports, gambling, eSports, sustainability habits, secondary ticket usage together with usage of the most popular social media platforms, favorite sports teams, sports tourism and a full demographic spread.
- The data is weighted and balanced to represent the demographic composition of U.S. households on the following characteristics: geographic region, income, household size, age, gender, race and ethnicity. The states in the geographic regions are the same as those used by the U.S. Census Bureau:
- Each respondent reported on their attendance and viewership along with 68 other categories of fandom-related data for Professional, College and Minor League sports during the previous 12 months. The next tab in this workbook features a comprehensive list of all categories measured. In addition, respondents also reported their participation in fantasy sports, gambling, eSports, sustainability habits, secondary ticket usage together with usage of the most popular social media platforms, favorite sports teams, sports tourism and a full demographic spread.





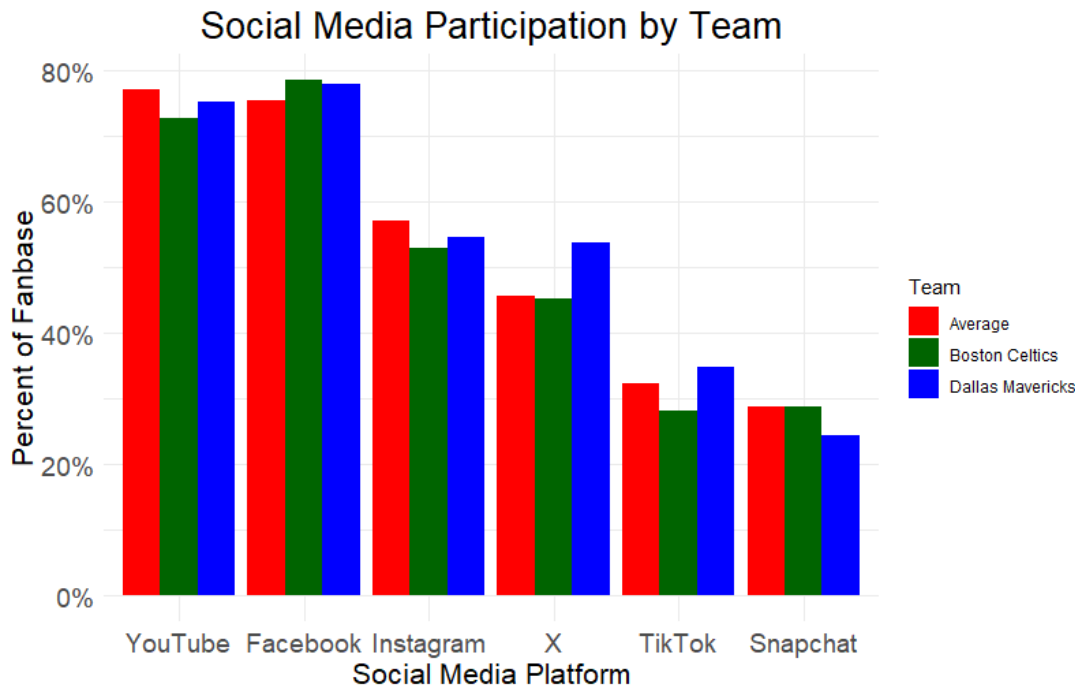
# What Generations Make Up Each Fanbase?



The Dallas Mavericks and Boston Celtics are two very different teams. The Celtics are one of the original NBA teams that were created in 1946, while the Mavericks were founded in 1980. The Celtics also are the winningest franchise in NBA History with 17 Championships while the Dallas Mavericks have 1 title. These factors are a main part of why the Celtics have 9.6 million fans and the Mavericks have 3.7 million. While the Celtics may have more fans, the Mavericks have a higher percentage of younger fans than the Celtics, especially in the Gen Z demographic that 20% of their fans fall in.



# What Social Media Platforms Do Each Fanbase Use?

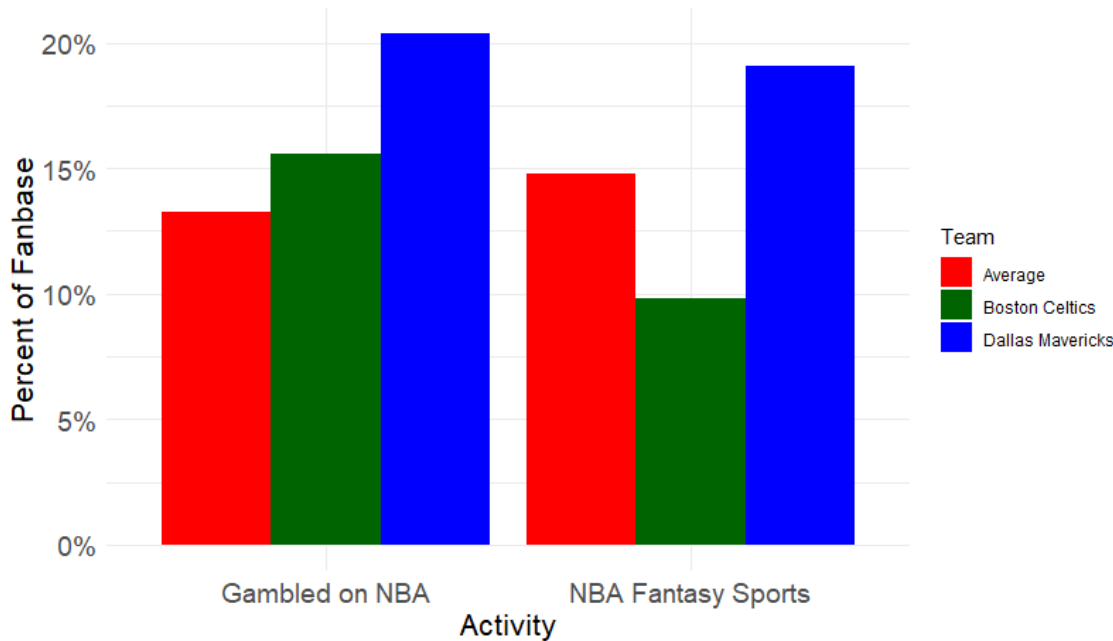


The best way for sports teams and leagues to reach out to their fans is through social media. Both the Celtics and Mavericks rank in the top half of the league in terms of social media followers. With some of the best talents in the league like Jayson Tatum and Luka Dončić, millions of loyal fans will like or repost anything from these teams. As we see in this chart, both the Celtics and Mavericks are similar to the league averages for each social media platform, with the biggest difference being the Mavericks fanbase on X.



# Do The Mavs And Celtics Fans Bet on Sports?

Gambling and Fantasy Sports Participation by Team

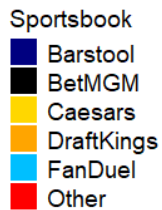
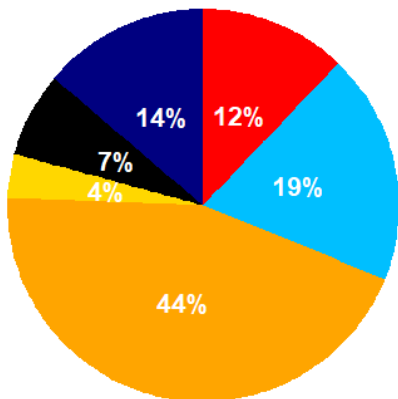


In the last decade, sports gaming has been a huge part of in-game advertising in sports. Brands like DraftKings and FanDuel have advertised their products all over the NBA for fans to bet on games or play daily fantasy games. This chart looks at the Celtics and Mavericks' fans and compares their participation in Sports Gaming to the League Average. From this chart, we see that the Dallas Mavericks are above league average in both NBA Gambling and NBA Fantasy Sports, while the Boston Celtics' fans are more Gambling oriented instead of Fantasy Sport oriented.

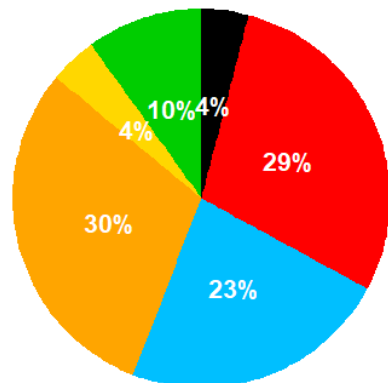


# What Sportsbooks Do Each Fanbase Use?

What Sportsbooks Do Celtics Fans Use



What Sportsbooks Do Mavericks Fans Use



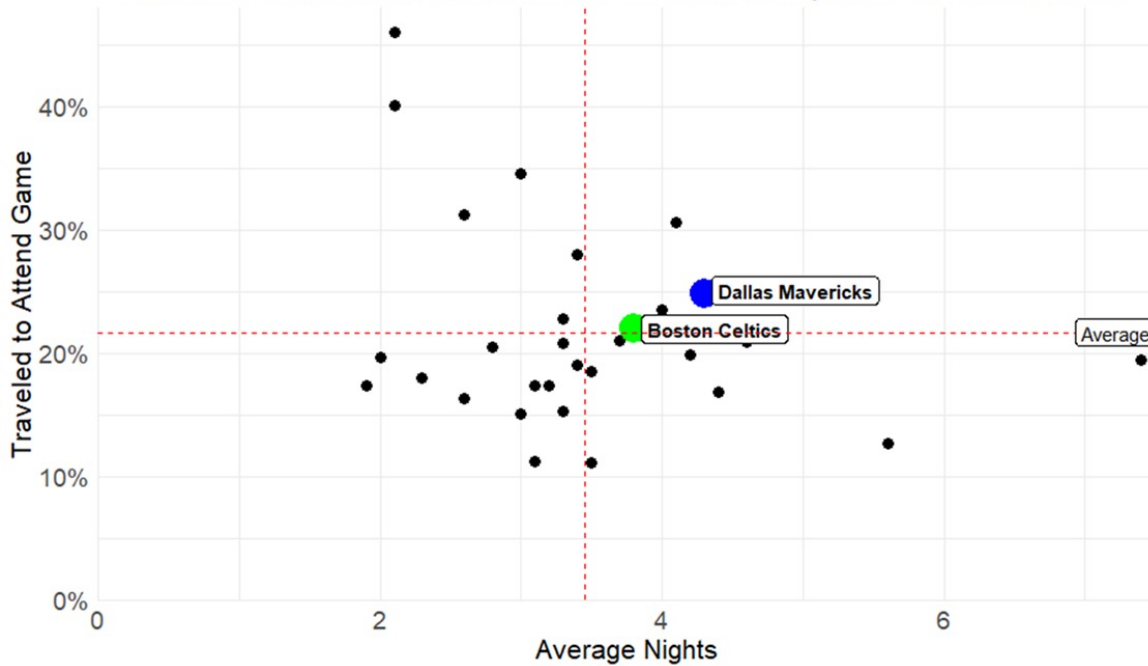
As seen in the previous chart, both the Celtic and the Maverick fanbases are above average in percent of fans that wager on the NBA. The Celtics have around 2.2 million fans that wager on the NBA. Most of their fans use DraftKings as their preferred sportsbook of choice. The Mavericks have just over 1.03 million fans that wager on the NBA. The split of sportsbooks is more even compared to the Celtics fans. One interesting insight is that DraftKings has a bigger share of each market than FanDuel. DraftKings and FanDuel are the co-official sports betting partners of the NBA.





# How Well Does Each Fanbase Travel Compared to the NBA?

How the Mavs and Celtics Fans Travel Compared to Other Fans

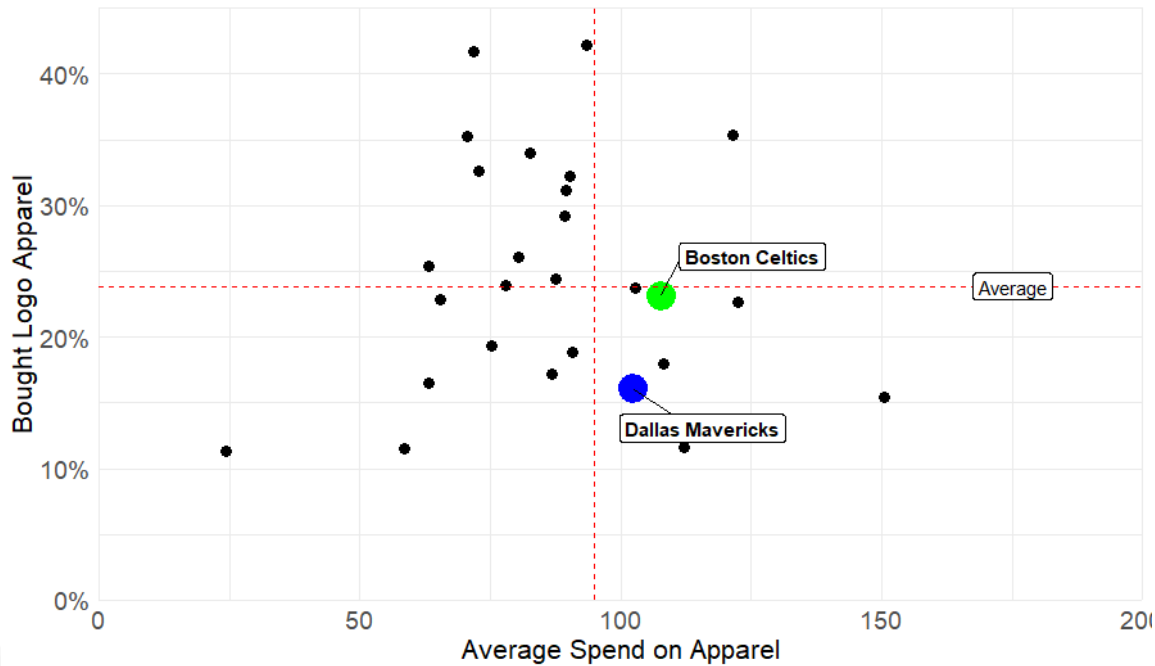


Fans will be traveling all over the nation to be going to the NBA Finals games this year. This chart looks at all NBA teams and sees what percentage of the fanbase traveled to games and how many nights they traveled. As we can see from the chart, both the Celtics and the Mavericks are in the top half of all teams in both categories. We should expect to see that both fan bases will be traveling to all the games in this series, and both fan bases are willing to go the length of the series when it comes to traveling for the NBA Finals.



# How Much Does Each Fanbase Spend Compared To The League Average?

How the Mavs and Celtics Fans Spending Compares to Other Fans



One of the best things fans get to do when their team makes the NBA Finals is buy special edition merchandise to show that their team won their conference. In this chart, we see how both teams stack up in terms of apparel spending to other teams. Both Celtics and Mavericks fans spend over \$100 on average when buying apparel, however, the Celtics fans are more likely to buy apparel than the Maverick fans. Over 23% of Celtics Fans bought team logo apparel in 2023 while only 16% of Mavericks fans bought logo apparel.



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