

# The Power of Liga MX Fans

Topline Report

May 15, 2023



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# Introduction

Soccer (“fútbol”) has continued to gain more traction in America, with Liga MX currently standing as the most watched soccer league in the United States\*. The Leagues Cup, a month-long competition between Liga MX clubs and Major League Soccer clubs, is generating buzz, and excitement will keep building as we get closer to 2026, when North America hosts the World Cup for the first time in more than 30 years.

With this in mind, TelevisaUnivision and Kantar partnered to conduct a 15-minute quantitative research study among 1,400 Hispanic adults in the United States - 900 of whom self-identify as Liga MX Fans and benchmarking them against another 500 individuals who are sports fans but do not follow Liga MX.

This report uncovers the key findings around the Liga MX fan in the United States – who they are, how they connect as fans to Liga MX, what else they care about and the benefits they brings to businesses associated with the league.

## Detailed Survey Methodology

TelevisaUnivision partnered with Kantar to conduct the first ever Liga MX Fan study, which explores who the Liga MX fan is, their perspectives and attitudes toward different sports and leagues, attitudes around sports advertising and sponsorship, as well as their attitudes around culture and sports fandom in general.

The data collected in this study come from a survey administered from April 18<sup>th</sup> to May 4<sup>th</sup> 2023, among 1,401 respondents. All respondents are:

- Ages 18+
- Of Hispanic, Latino or Spanish Origin
- Living in the United States
- Self-identified Sports Fans
- Follow sports monthly or more frequently

## Analysis Groups

Three primary groups have been analyzed:

- **Liga MX Fans (n=896):** Sports fans that follow Liga MX
- **Super Fans (n=426):** Sports fans that follow Liga MX and follow sports daily
- **Other Hispanic Sports Fans (n=505):** Sports fans that do not follow Liga MX

Supplemental groups with notable data call-outs:

- **Gen Z Liga MX Fans (n = 216):** Liga MX Fans who are 18-26 years old
- **Millennial Liga MX Fans (n=468):** Liga MX Fans who are 27 to 44 years old
- **Gen X+ Liga MX Fans (n=212):** Liga MX Fans who are 45 years & older
- **Spanish Dominant Fans (n= 320):** Liga MX Fans who primarily speak Spanish at home
- **Bilingual Fans (n=430):** Liga MX Fans who speak Spanish and English equally at home
- **English Dominant Fans (n = 146):** Liga MX Fans who primarily speak English at home

# Executive Summary

## Prominence Across Sports & Leagues

Perhaps not surprisingly, men's soccer is ranked the top sport among Liga MX fans, but even general sports fans rate men's soccer among their top three favorites. Moreover, Liga MX is favored against other professional sports leagues among Liga MX fans.

## Brand Preference

Brands involved in sports will find that they are embraced by Liga MX Fans—brand advertising and sports sponsorships are a positive across categories.

## Passion and Connection

Sports fans are known for their love of their teams – but Liga MX Fans are fervent about the league – and the Liga MX logo acts as an impressive symbol of their zeal.

## The Liga MX Fan

Young and savvy, the Liga MX sports fan brings passion to all their interests and activities. Their enthusiasm for life comes through in their fandom and in their other life pursuits.

# 01 Prominence Across Sports and Leagues

While the Liga MX Fan enjoys other sports besides soccer, and other leagues within those sports – Liga MX tops them all

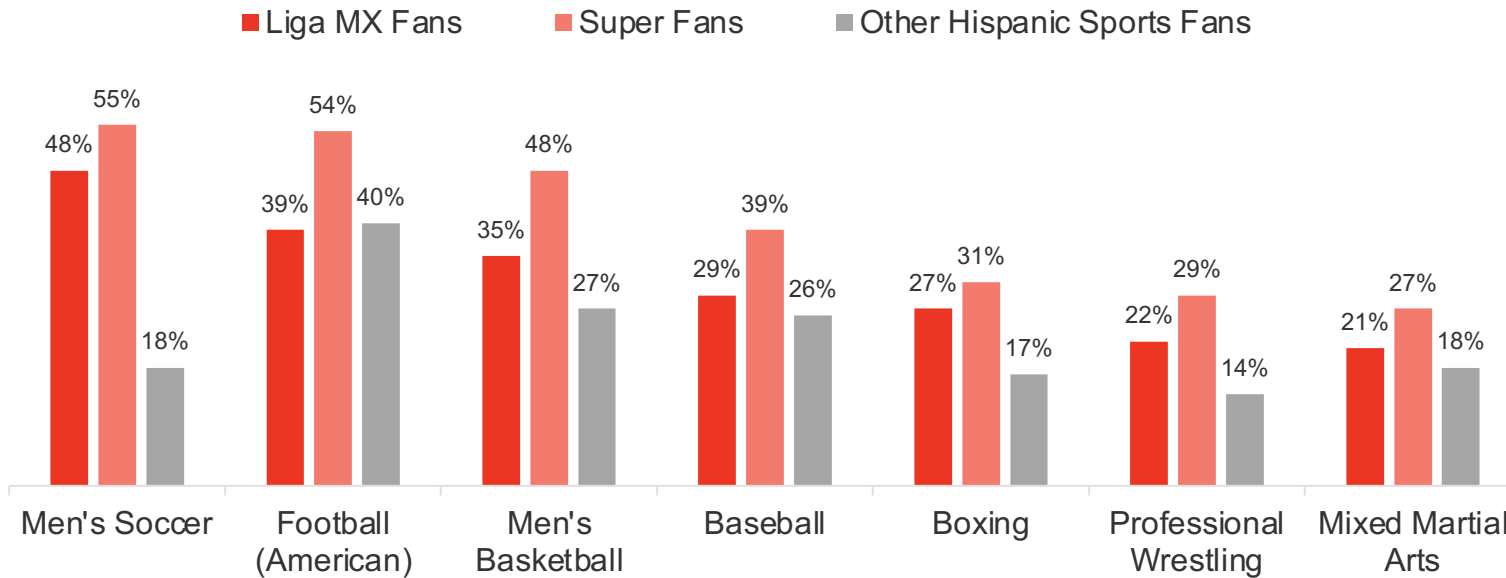


# Men's Soccer is the favorite spectator sport

Liga MX Fans, especially Super Fans, love a wide variety of sports. However, nothing tops their love for Men's Soccer. The preference for men's soccer is even seen at a wider scale as the sport sits in the top three favorite sports of all U.S. Hispanic sports fans today.



**Favorite Spectator Sports Followed among Liga MX Fans, Super Fans, and Other Hispanic Sports Fans**  
*Top box on a 4-point scale*



**Top 5 Favorite Sports Followed among Total U.S. Hispanic Sports Fans\***

1.	Football (American)
2.	Men's Basketball
3.	<b>Men's Soccer</b>
4.	Baseball
5.	Boxing

# Liga MX is the favored league

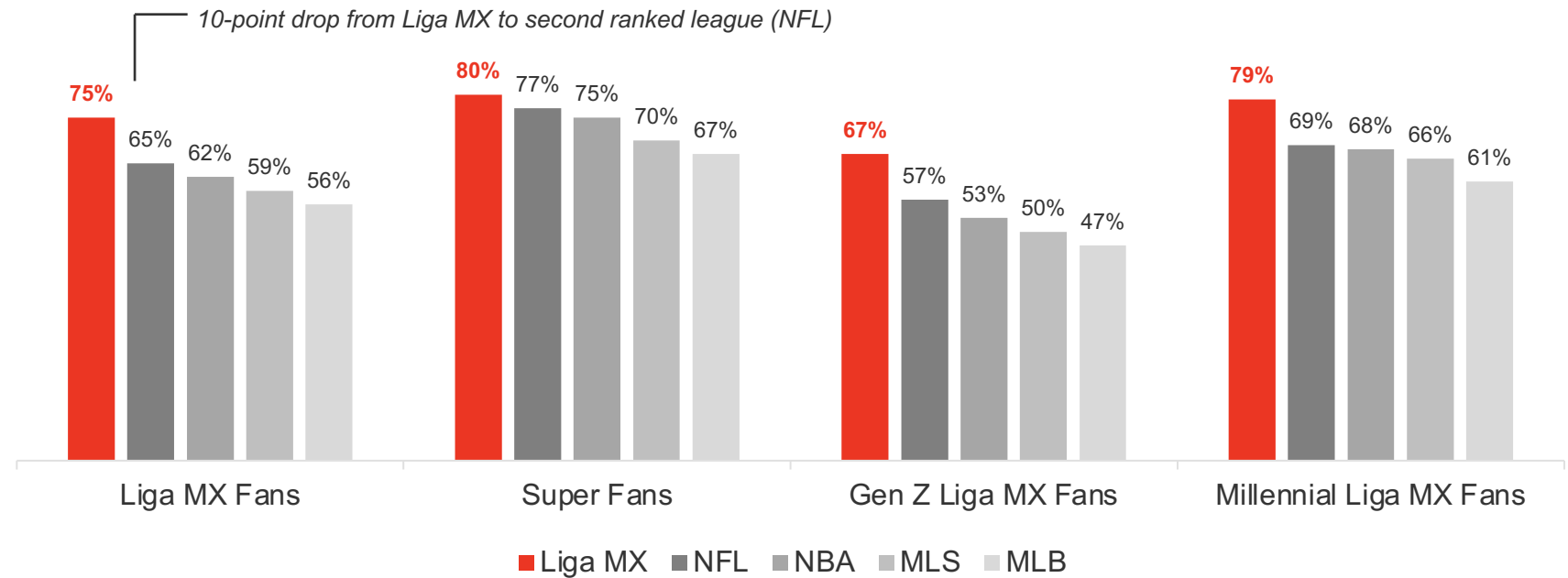
While Liga MX Fans enjoy following many sports leagues, none hold a candle to their Liga MX affinity. Liga MX Fans prefer following the Liga MX league to all other sports leagues in the U.S. No other sports leagues attract younger Liga MX Fans more than Liga MX, making the fanbase a uniquely youthful one.



## Extremely / Very Interested In Following these Sports Leagues During the Season (Summary of Top 5 Leagues)

Ranking among Liga MX Fans

1.	Liga MX
2.	NFL
3.	NBA
4.	MLS
5.	MLB



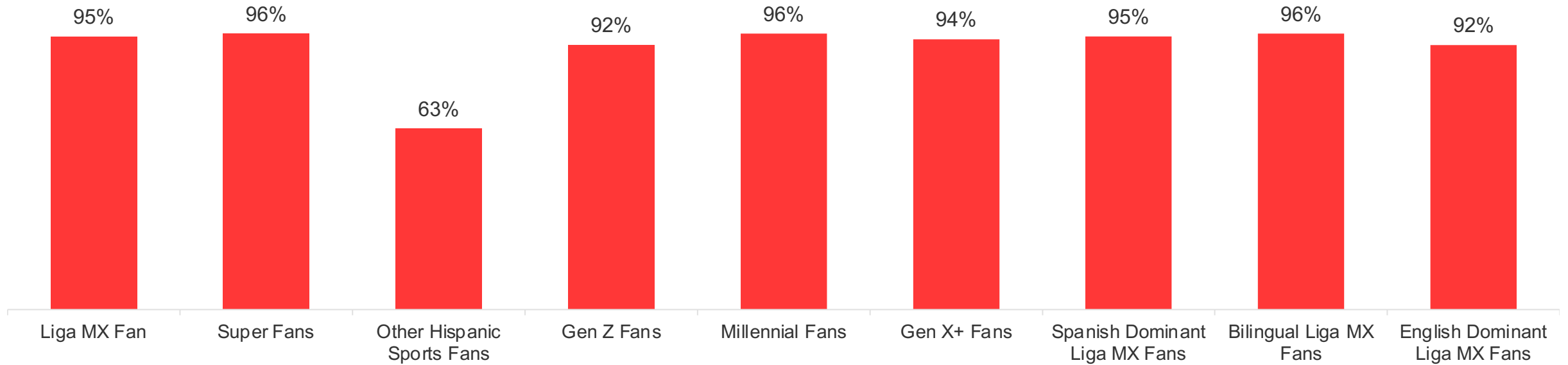


# Liga MX has positive perceptions among all fans

Regardless of Liga MX fandom level, age, or language spoken, Liga MX has positive associations for all Hispanic sports fans.



## I have positive feelings about Liga MX

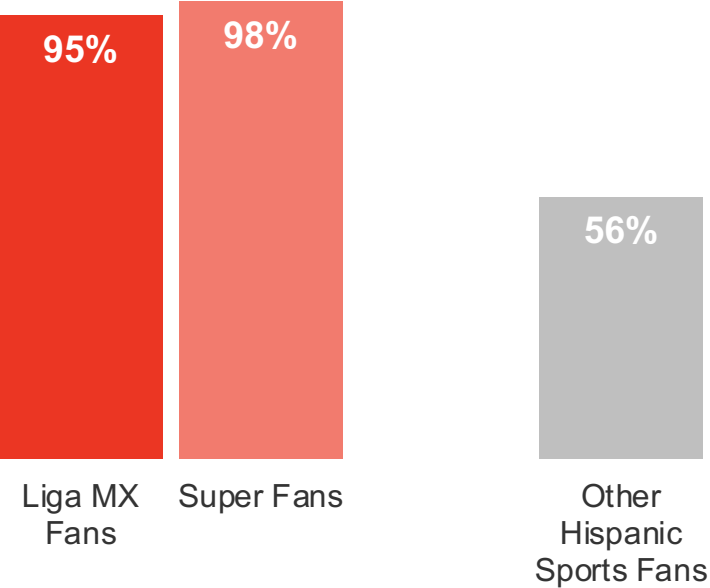


# Fans are highly engaged with Liga MX

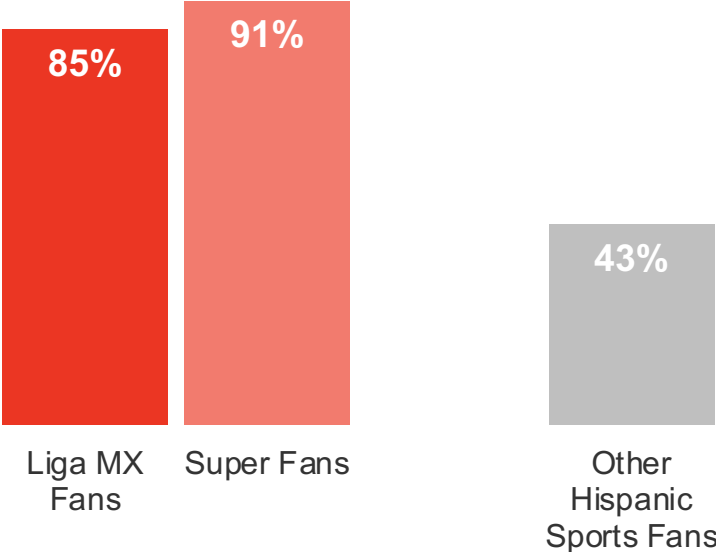
A strong majority of Liga MX Fans, particularly Super Fans, say they would attend a Liga MX game if one was played in their area, and they try to watch when games are on TV. Even other Hispanic Sports Fans are engaged in viewership of this league...it's no wonder that Liga MX is currently the most watched soccer league in the U.S. today.



If I see a Liga MX game on TV, I try to watch



I am extremely / very likely to attend a Liga MX game if one was played in my area



Liga MX is the most watched soccer league in the U.S.

**920,640**

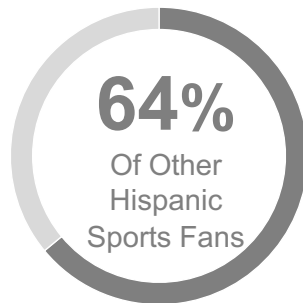
Viewers in the U.S. for the 2021-22 season

# Liga MX league engagement is poised to grow

While there are already strong brand perceptions and viewership for the Liga MX league, this is poised to grow as fans plan to engage more with soccer in the future and the U.S. population becomes more diverse. For Liga MX Fans, it is imperative that sports not only allow them to experience their culture but also provide them with an opportunity to tap into the nostalgia of where they were raised.



I expect to be more engaged with soccer in the future



Extremely / very important to my experience as a sports fan:  
Bringing a tradition from home to my life in the USA

**78%**  
Of Liga MX Fans  
82% Super Fans

Extremely / very important to my experience as a sports fan:  
Connection to the place where I grew up

**77%**  
Of Liga MX Fans  
81% Super Fans

# 02 Brand Preference

Liga MX Fans enjoy the engagement that comes with advertising or sponsorships that so many different categories have with sports – but they do have their favorite categories – with Fast Food and Casual restaurants being their #1.



# Fans notice – and like – advertising in sports

Most Liga MX Fans express extremely positive sentiments toward sports-related advertising.



I am more likely to notice  
advertisements when watching  
sports than other content



90% of Super Fans  
77% Other Hispanic Sports Fans

The ads I see while watching  
sports are usually relevant to me



91% of Super Fans  
72% Other Hispanic Sports Fans

# Fandom is a business builder for brands

Most Liga MX Fans express extremely positive sentiments toward the idea of brands advertising or sponsoring their favorite sports. Greater numbers of Liga MX Fans have positive feelings toward advertising and sponsorships than other Hispanic Sports Fans in nearly every category – and Super Fans (Liga MX Fans who watch sports daily) have the highest positive sentiments across every category.



**Favorites, ranked by percentage of Liga MX Fans who feel positive about brands sponsoring or advertising their favorite sport**

Percentage point difference between Super Fans and Other Hispanic Sports Fans who said they felt positive about brands sponsoring or advertising in their favorite sport

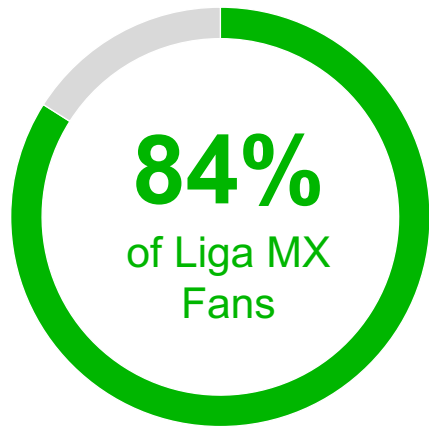
Category	Liga MX Fans	Super Fans	Other Hispanic Sports Fans	Point Difference Super vs Other Hispanic Sports Fans
Fast Food/Casual Restaurants	66%	74%	61%	+ 13 pts
<b>Soft drinks/soda</b>	<b>65%</b>	<b>72%</b>	<b>60%</b>	<b>+ 12 pts</b>
Automobiles	64%	72%	56%	+ 16 pts
<b>Social Media</b>	<b>61%</b>	<b>69%</b>	<b>53%</b>	<b>+ 16 pts</b>
Video Games	59%	69%	55%	+ 14 pts
<b>Beer</b>	<b>59%</b>	<b>68%</b>	<b>50%</b>	<b>+ 18 pts</b>
Candy/Sweets	58%	66%	57%	+ 9 pts
<b>Salty Snacks</b>	<b>57%</b>	<b>65%</b>	<b>58%</b>	<b>+ 7 pts</b>
Retailers	57%	66%	49%	+ 17 pts
<b>Banks/Financial Services</b>	<b>55%</b>	<b>65%</b>	<b>45%</b>	<b>+ 20 pts</b>
Auto or Life Insurance	54%	64%	39%	+ 25 pts
<b>Wine/Spirits</b>	<b>53%</b>	<b>62%</b>	<b>44%</b>	<b>+ 18 pts</b>
Health Insurance Companies	48%	58%	37%	+ 21 pts
<b>Casino/Sports Gambling</b>	<b>42%</b>	<b>56%</b>	<b>38%</b>	<b>+ 18 pts</b>
Pharmaceuticals	40%	49%	30%	+ 19 pts

# Brand engagement in sport advertising drives consideration

Liga MX Fans are overwhelmingly more likely to consider products that sponsor their favorite sports league. In fact, Liga MX Fans are positively influenced to consider brands and products that have their favorite league's logo, players and footage featured on products, at retail touchpoints and in commercials. It's clear that sponsorship can drive brand awareness and consideration.

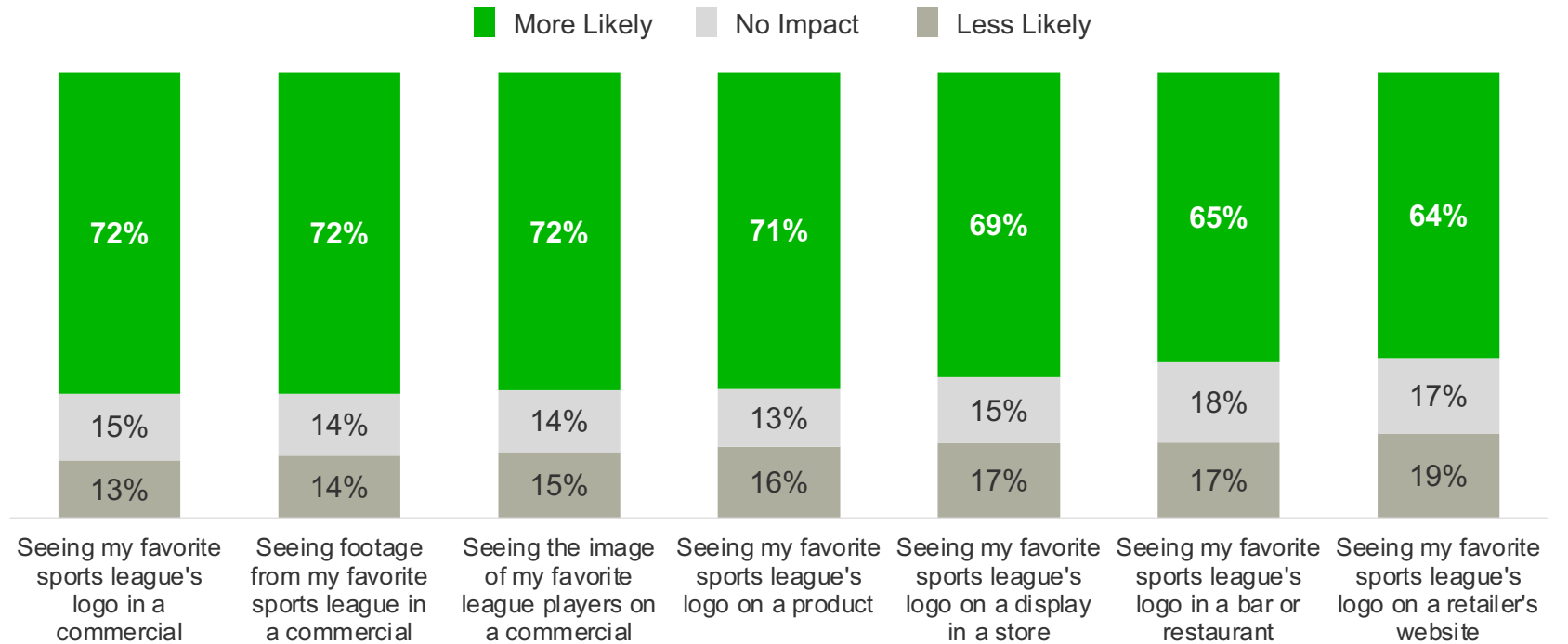


I am more likely to consider products that sponsor my favorite sports league



90% of Super Fans  
74% Other Hispanic Sports Fans

## How does each impact your likelihood to consider a product or brand? (among Liga MX Fans)



# Brands can boost their bottom line – especially with youth

Beyond awareness and consideration, sponsorship can drive purchase behavior as well. Liga MX Fans, particularly Super Fans, are not only more likely to purchase products from sponsors but will also go out of their way to do so. Notably, inclusion of their favorite league’s logo can drive purchase behavior among youth – a highly sought after segment in the marketplace today.



I am more likely to purchase products that sponsor my favorite sports league

**83%**

Of Liga MX Fans  
91% Super Fans

75% Other Hispanic Sports Fans

I go out of my way to buy the brands that are associated with my favorite sports league

**72%**

Of Liga MX Fans  
83% Super Fans

59% Other Hispanic Sports Fans

Seeing my favorite sports league's logo on a product makes me more likely to purchase it

Liga MX Fans



86%

Other Hispanic Sports Fans

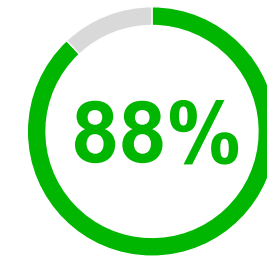


76%

KEY YOUTH OPPORTUNITY



Of Gen Z Liga MX Fans



Of Millennial Liga MX Fans

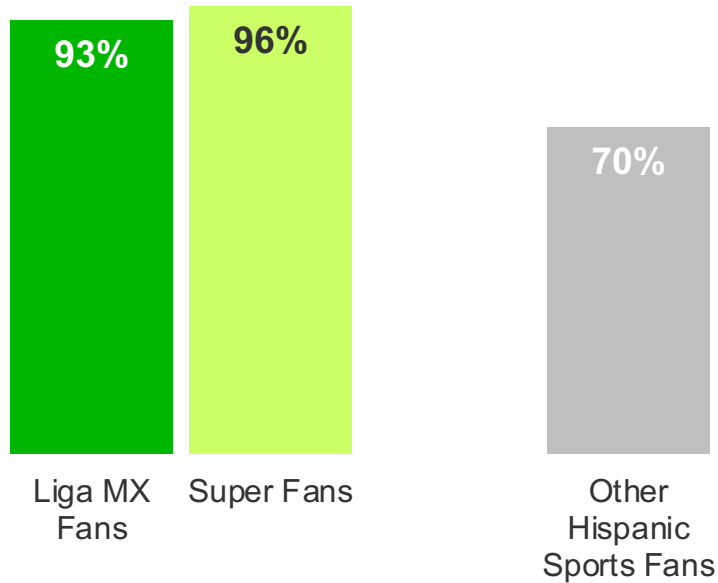


# The why behind the buy: Extending Loyalty

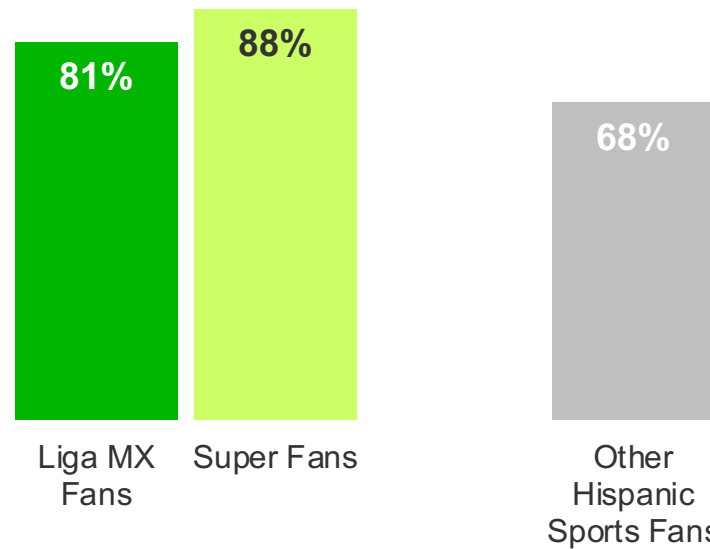
Liga MX Fans are eager to connect with brands that sponsor their favorite league because this is seen as a way to extend their loyalty and connection to the league and team. Liga MX Fans, particularly Super Fans, are much more likely than other Hispanic Sports Fans to say displaying logos gives them a sense of pride. Also, buying sponsor brands makes Liga MX Fans feel as though they are further supporting and connected to the league.



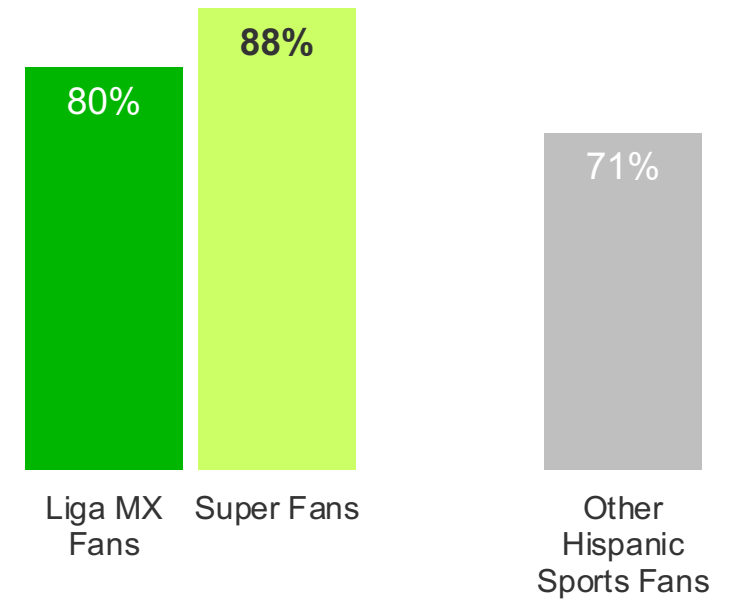
I feel pride in displaying my favorite team or league shields or emblems



Buying the brands that sponsor my favorite sports league make me feel closer to the league



Buying the brands that sponsor my favorite sports league make me feel like I'm contributing to the league's success



# 03 Passion and Connection

Liga MX Fans are enthusiastic and look to the Liga MX league and logo as a reflection of their own culture & community, signaling not only sports and cultural pride but also a vital component of their everyday life.



# Fans have a strong connection to Liga MX

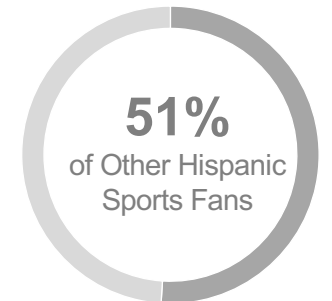
Pride, excitement, passion, tradition, and family are the top five emotions fans connect to Liga MX. This top 5 list highlights traditional sports-related fan sentiments as well as Hispanic heritage emotions. This unique set of dual emotions provides opportunity to tap both sports fandom and the Latino connection. Moreover, these are not some fair-weather fans. Liga MX is a deeply felt part of the lifestyle of these fans.



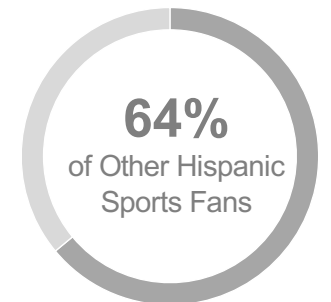
## Top 10 of what best describes your emotional connection to Liga MX

		Liga MX Fans	Other Hispanic Sports Fans
1.	Pride	40%	22%
2.	Excitement	40%	24%
3.	Passion	40%	20%
4.	Tradition	38%	21%
5.	Family	37%	23%
6.	Happiness	35%	17%
7.	Cultural Identity	33%	21%
8.	Loyalty	26%	17%
9.	Community	24%	20%
10.	Inspiration	19%	13%

Liga MX is part of my life in the USA



Liga MX feels like a domestic league to Hispanics/Latinos in the USA

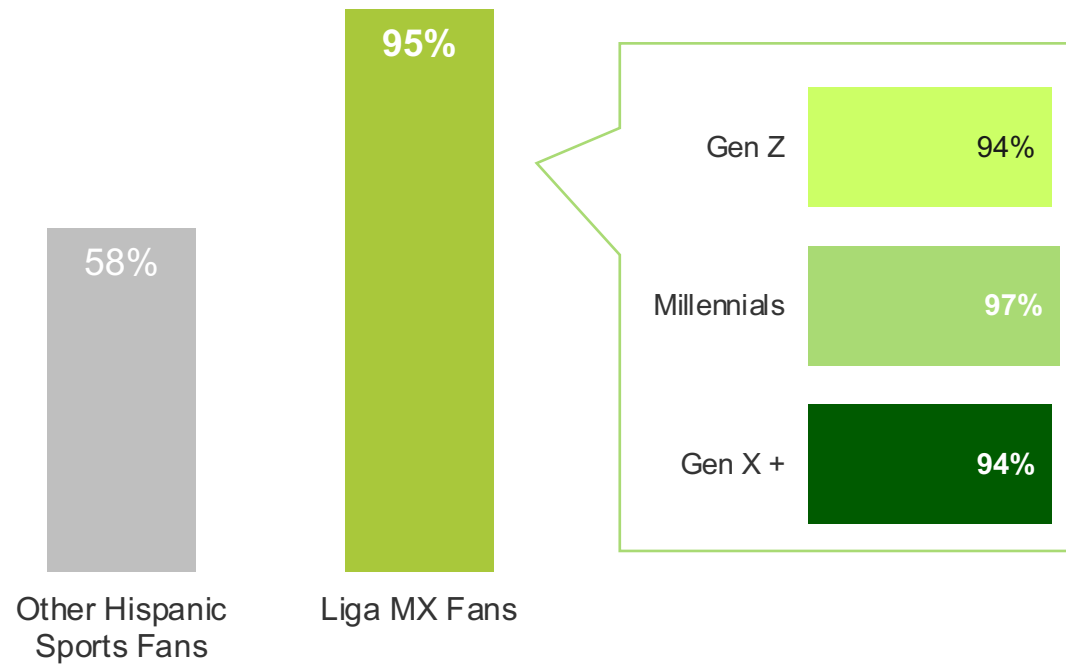


# The Liga MX logo is a key brand marker for the league

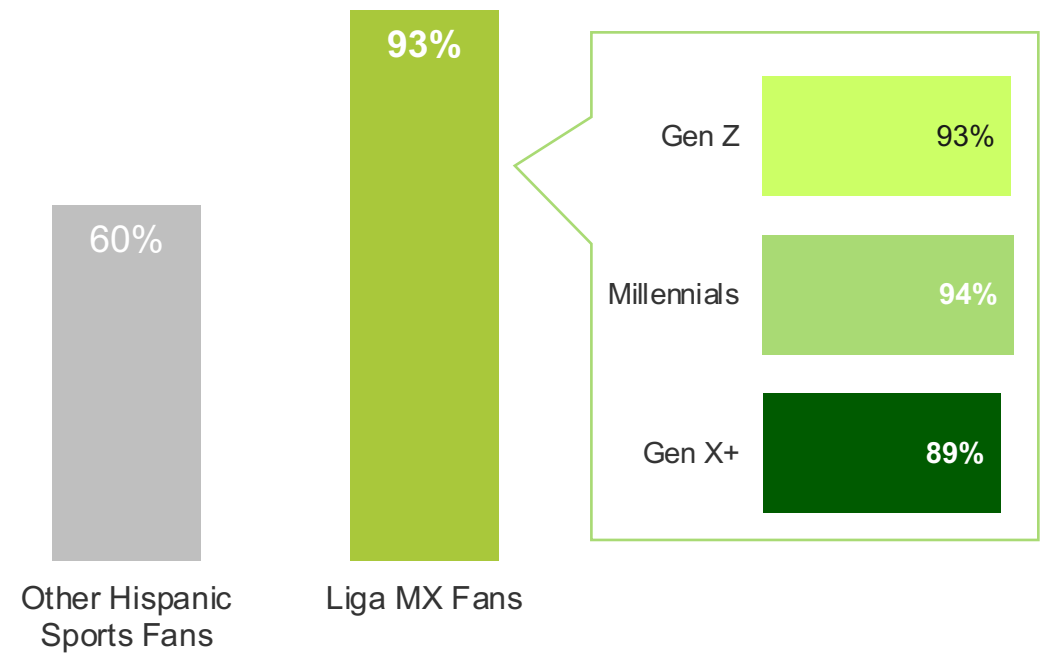
The Liga MX logo is a powerful symbol – fans know it on sight, and the logo itself generates emotions around their conviction toward Liga MX – and these feelings transcend generations. Notable, other Hispanic Sports Fans also have strong logo recognition as well, which speaks to Liga MX’s strong awareness outside the context of sports.



### I know the Liga MX logo immediately when I see it



### I have positive feelings when I see the Liga MX logo



# Liga MX is synonymous with Culture

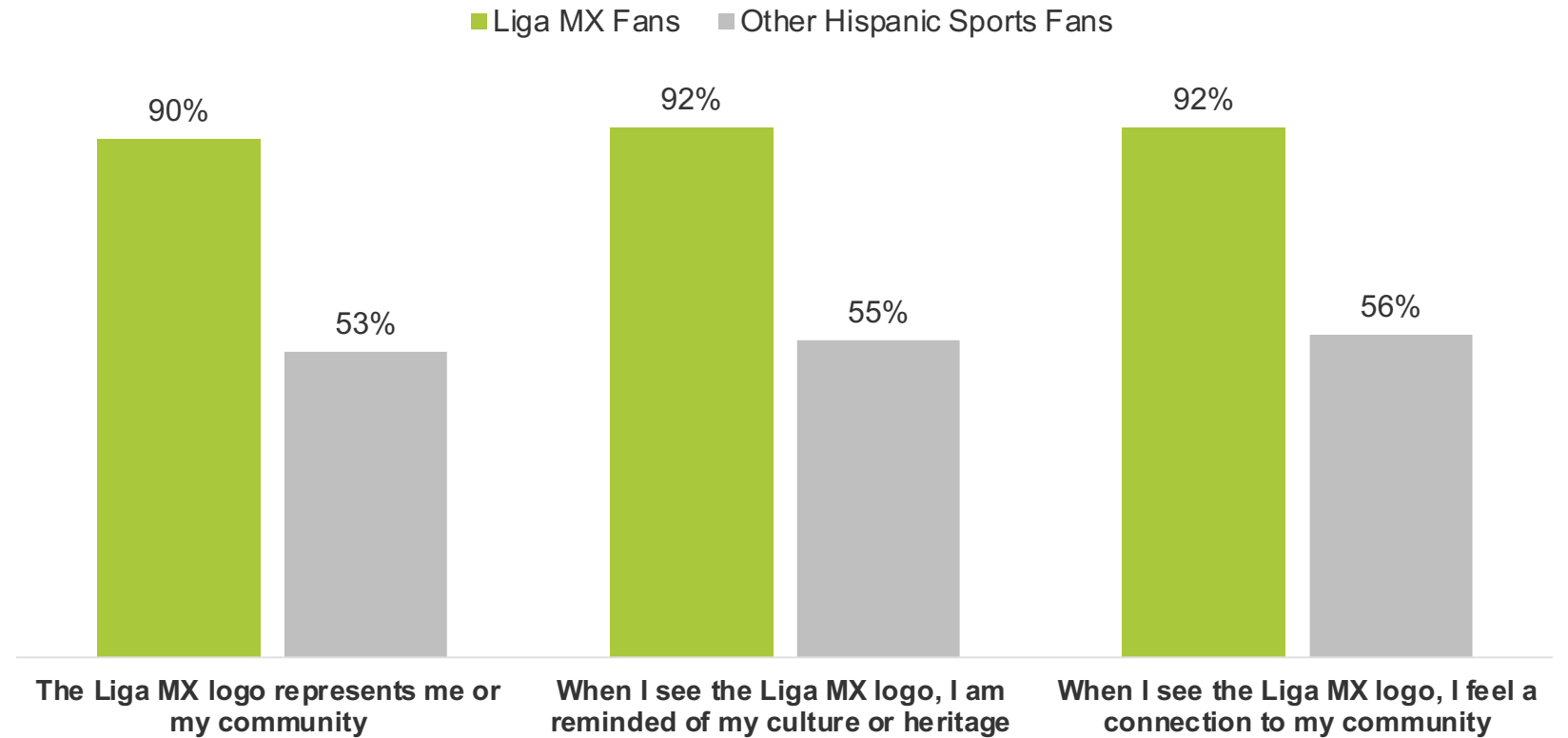
The Liga MX logo showcases high recognition among all fans. Because the logo shines as a beacon of culture & heritage, Liga MX Fans undoubtedly wear the logo as a badge and a mirror.



I feel proud displaying the Liga MX logo



95% of Super Fans  
54% Other Hispanic Sports Fans



# 04 Deep Dive on the U.S. Liga MX Fan

Young, engaged and enthusiastic, Liga MX Fans have an active life involved in diverse interests



# Younger, with plenty of female fans

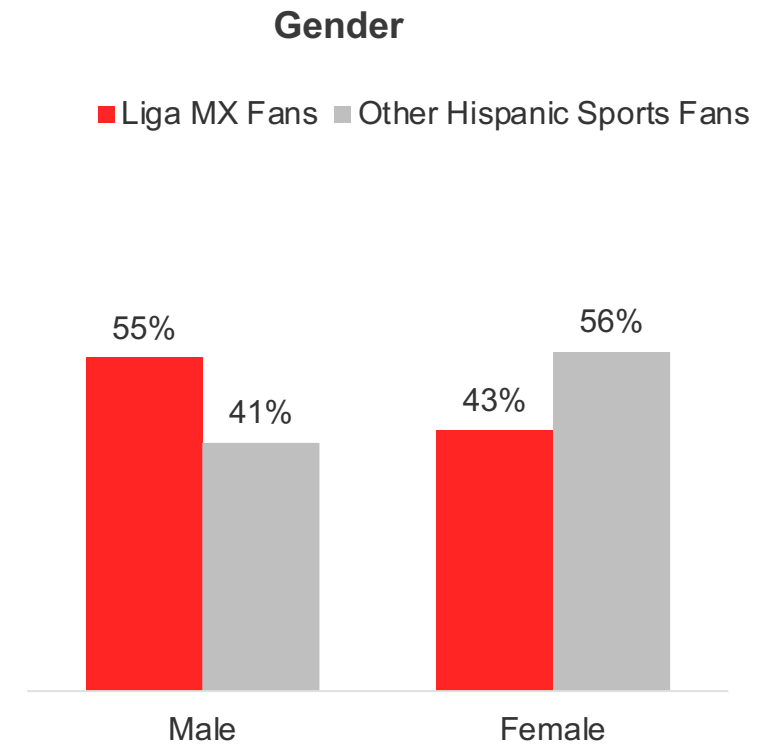
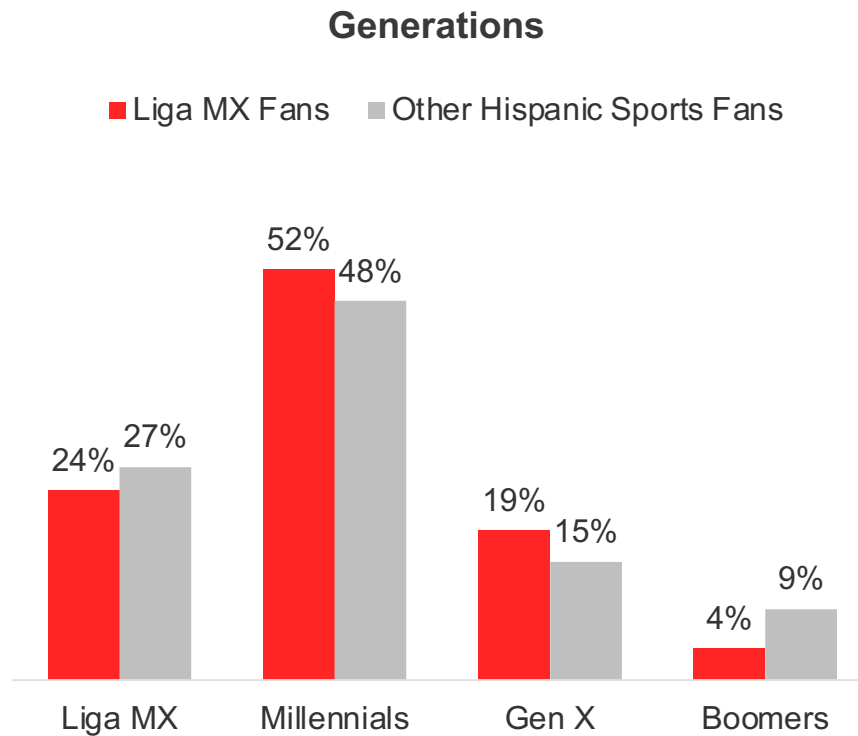
Liga MX Fans skew younger (Gen Z and Millennial) than other Hispanic Sports Fans, an attractive group for advertisers, representing three-quarters of all Liga MX Fans. This is notable because Gen Z is notoriously hard to attract and challenging to get engaged in sports. And fandom isn't relegated to men – plenty of women report being fans of Liga MX.



Median Age

**35**  
Liga MX Fans

**35**  
Other Hispanic Sports Fans



# Their lifestage is work, marriage and parenthood

More Liga MX Fans are married and employed than other Hispanic Sports Fans and most Liga MX Fans are parents with children under 18 – meaning they are making buying decisions not just for themselves, but for the family.

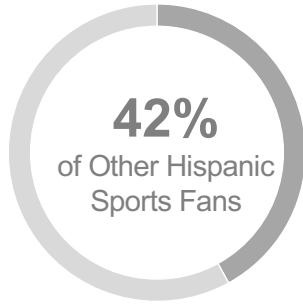


## Parent

with child under 18 in household



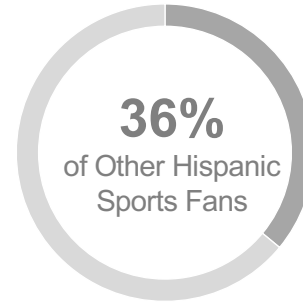
63% of Super Fans



## % Married



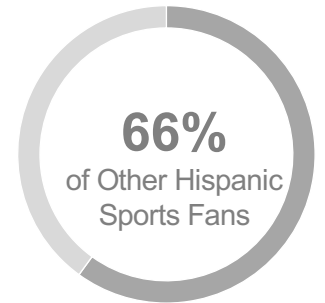
56% of Super Fans



## Employed Full-time or Part-Time



85% of Super Fans



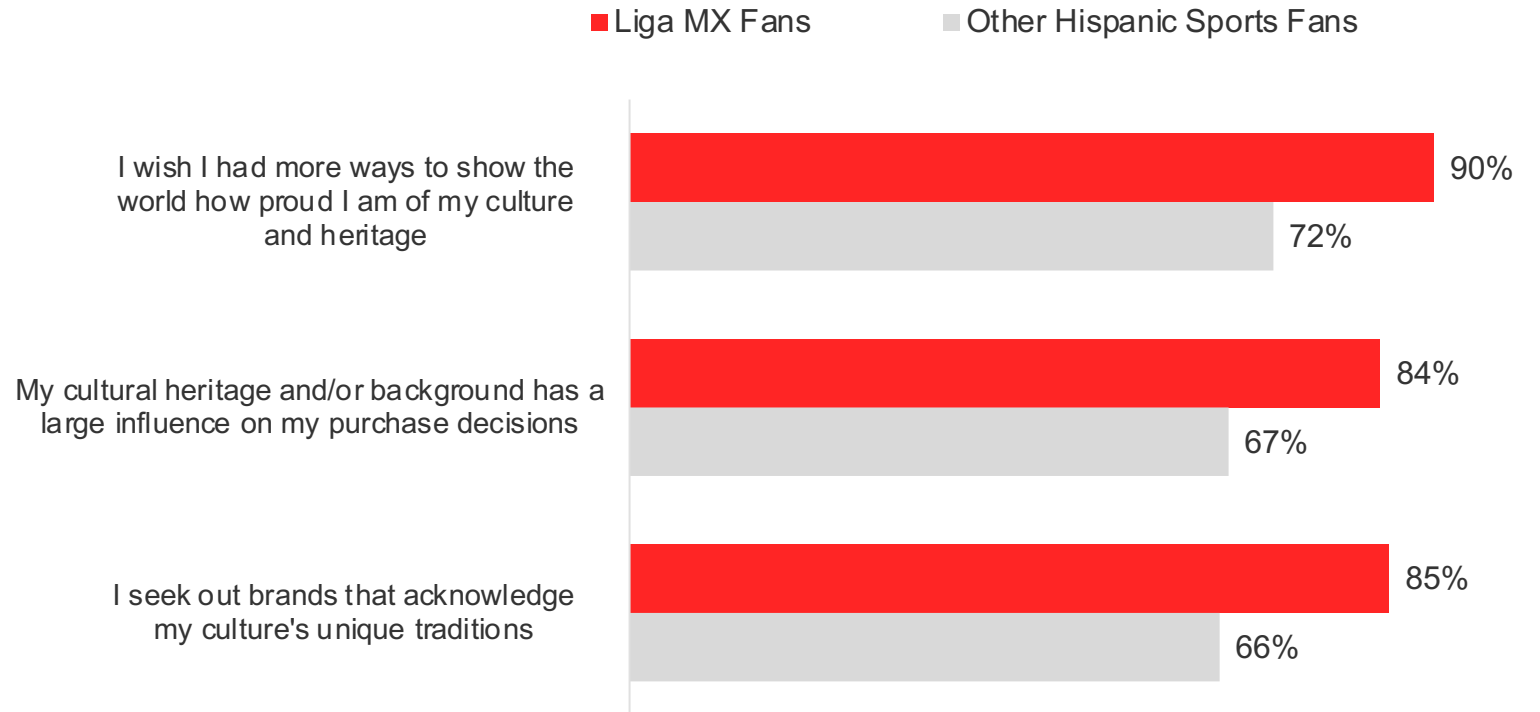
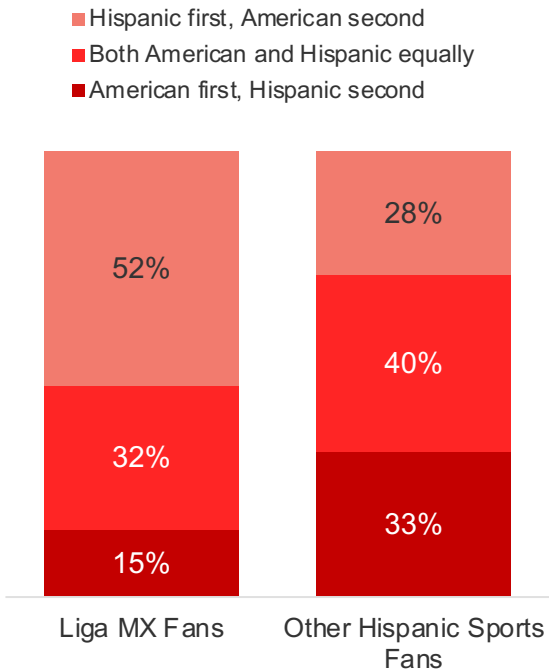


# Tapped into their Culture

More than a half of fans identify with their Hispanic heritage first and foremost, and they are seeking preservation of their culture. Therefore, their culture plays a critical role in their marketplace behavior.



## I consider myself to be ...



# American born, and bilingual

The majority of Liga MX Fans are US-born, however, roughly two out of five Liga MX Fans were not born in the US. They are predominantly bilingual while at home and while watching TV



I was born in the US

**64%**

Of Liga MX Fans  
70% Super Fans

Mexico: Top Country or Region of  
Origin

**73%**

Of Liga MX Fans  
67% Super Fans

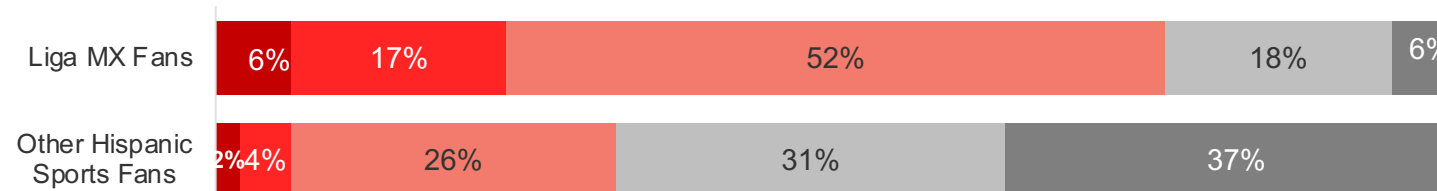
## Language spoken at home

■ Spanish all the time ■ Spanish more than English ■ Spanish and English equally ■ English more than Spanish ■ English all of the time



## In what language do you watch TV?

■ Spanish only ■ Spanish more than English ■ Spanish and English equally ■ English more than Spanish ■ English only



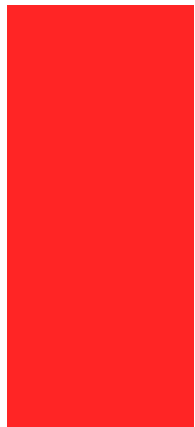
# Early adopters and trusted advisors

Liga MX Fans (as well as other Hispanic Sports Fans) are open to novel experiences, and they often get tapped by others as cultural leaders for their advice and opinion on new offerings



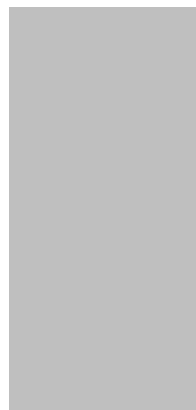
I am more likely to choose a brand if it exposes me to new sensations or experiences

86%



Liga MX Fans

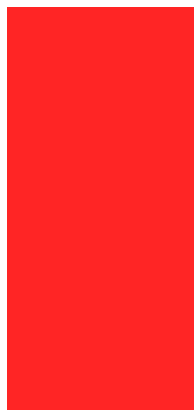
82%



Other Hispanic Sports Fans

Family and friends often ask me for information about, or my opinion on, new brands and products

82%



Liga MX Fans

74%



Other Hispanic Sports Fans

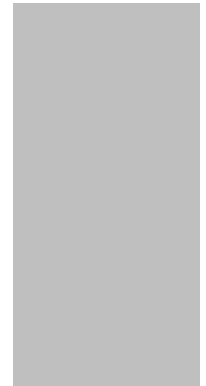
I try to stay up to date with the newest technology

85%



Liga MX Fans

78%



Other Hispanic Sports Fans

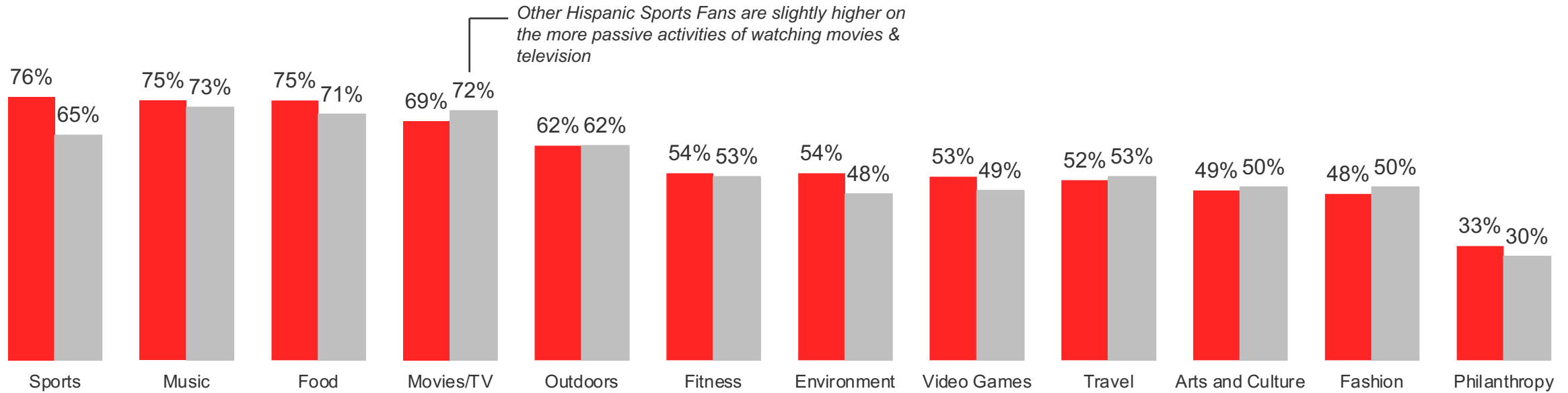
# Varied interests abound

Sports are important – but this well-rounded group of fans enjoy many other activities as well. Only fashion (likely due to the gender skew) and movies/TV enjoy slightly greater involvement among other Hispanic Sports Fans.



## Extremely/Very Involved with Interests or Hobbies

■ Liga MX Fans      ■ Other Hispanic Sports Fans



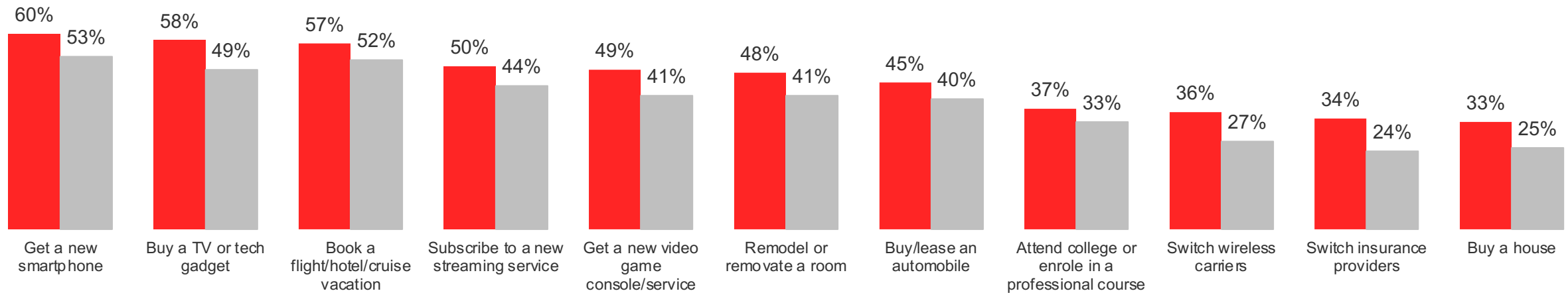
# Engaged in the marketplace

More Liga MX Fans are planning to make purchases in the coming year than other Hispanic Sports Fans, covering new tech choices, vacations, home improvement, new service providers, and even new cars or homes.



## Extremely/Very Likely to do in the Next 12 Months

■ Liga MX Fans    ■ Other Hispanic Sports Fans

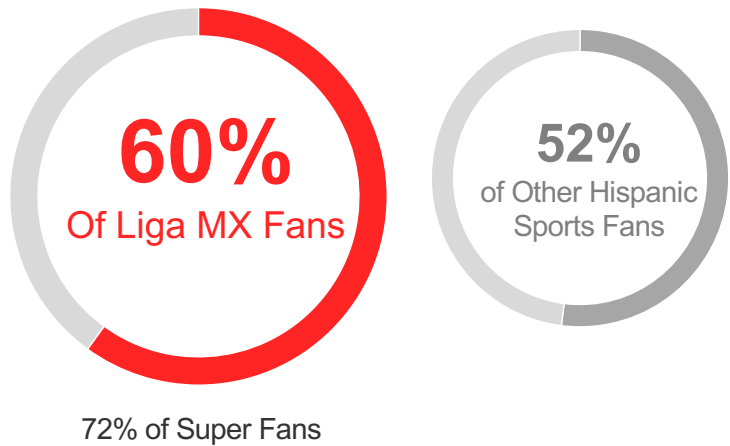


# Gambling Excites

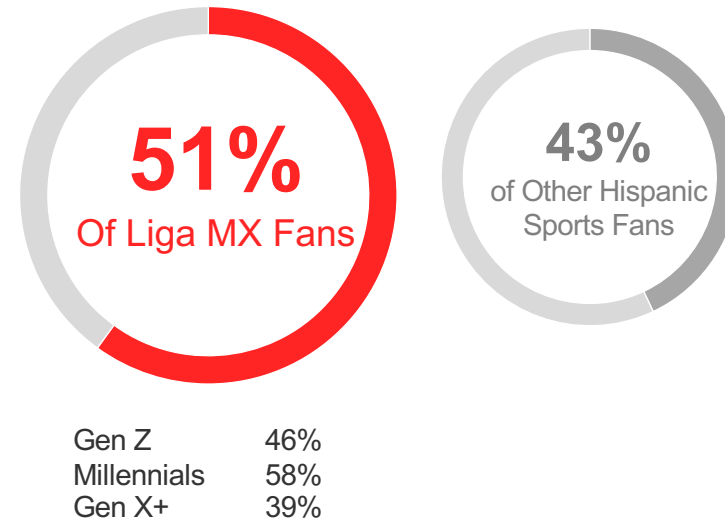
Liga MX Fans – particularly those who watch sports daily – demonstrate a higher interest in sports gambling than other Hispanic Sports Fans. And Liga MX Fans – led by the Millennial generation – are eager for legalization of sports gambling so that they can engage in it



**Gamble on sports monthly or more often**  
(Among those who live in or near an area where sports gambling is legal)



**I support legalizing sports gambling in the U.S., and I'm personally interested in participating in it**



## Implications for TelevisaUnivision Partners

01

Men's soccer is on the rise and Liga MX is prime for growth due to its strong brand recognition and preference among Liga MX Fans and other Hispanic Sports Fans.

02

Liga MX Fans are passionate about soccer and brands that support their favorite league.

03

Liga MX isn't just another sports league for its fans, it's a lifestyle. It represents a sense of pride, identity and culture for its legion of fans in the U.S.

04

Regardless of language, the Liga MX Fan is an attractive growth segment.

**KANTAR**

**Televisa  
Univision**

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**LIGA MX**