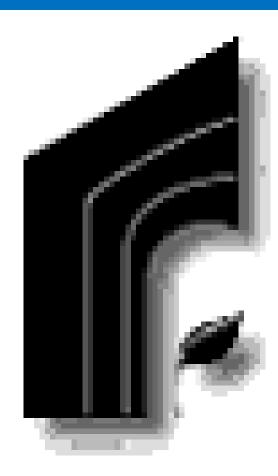
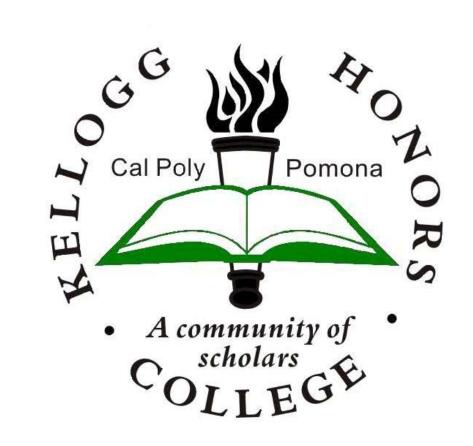
Fans Don't Lie:

An NBA Fan Experience Study



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Kellogg Honors College Convocation 2013 Mentor: Dr. Kathleen Fredericks





Abstract

Abstract

The National Basketball Association (NBA) is no stranger to lockouts, salary disputes, controversy and other unforeseen challenges. However, the NBA is as successful, if not more than, other sports leagues in inventing ways to attract fans again and again. These fans span from Generation X (born 1979 and earlier) to Generation Z (born 1996 and later). Many aspects of a basketball game attract fans and non-fans alike. The venue, concession stand prices, beers available, atmosphere and safety are just some of the factors that influence a fan's experience is the single most important component of the NBA's lifeline. This research will investigate how the fan's experience correlates with attendance, fan satisfaction rankings and each team's division standings. Venue attendance will be assessed through the Entertainment and Sports Programming Network's (ESPN) recordings of total attendance, home games, away games and average percentage of stadium seats sold. To give an idea of capacities, each team's actual capacity will be listed from largest to smallest. Each venue will also be ranked by power and net worth. The fan satisfaction rankings will also be provided by ESPN's annual fan research and surveys. This data will be analyzed for correlation between satisfaction rankings and attendance figures. Lastly, each team's division standings will also be measured for any connection with attendance ratings. Each method of research will be explained and various figures and data will be provided. At the end of each measurement strategy provided, there will be a discussion section to hypothesize any further correlation between the concepts and fan satisfaction. Toward the end, there will also be further recommendations for extended research to justify correlations between game attendance and fan satisfaction.

Who is an NBA fan?

Who is an NBA fan?

Table 1: Demographics of Average NBA Fan (Customer)

Age:	37% between 18-34
Education:	62% attended or graduated college
Income:	48% earn > \$50k annually
Gender:	59% male, 41% female
Racial Distribution:	18% African Am., 15% Hispanic
Bought Sporting Goods in past 3 months:	54%
Bought Licensed Apparel in past year:	45%
Access Internet Regularly:	66%

Graziado Business Review's data shows that NBA fans are predominately 18-34 years old, have attended or graduated college, earn more than \$50,000 a year, are male, are sporting goods shoppers and access the internet regularly. The minorities whom are increasingly becoming NBA fans are African Americans followed by Hispanics. Less than half of this fan base purchased official licensed apparel in 2010. According to the 2005 study, the three customers for NBA teams are fans, media outlets and corporations. Fans are considered the most important customer, making up 35% of NBA team revenues from gate receipts (Schnietz, et. al, 2005). Twenty-seven percent of fans are considered "die-hard" and take into account high switching costs (Schnietz, et. al, 2005). The study also shows that advertisers may benefit from the racial and demographic diversity of fans.

Attendance Figures

Attendance Figures

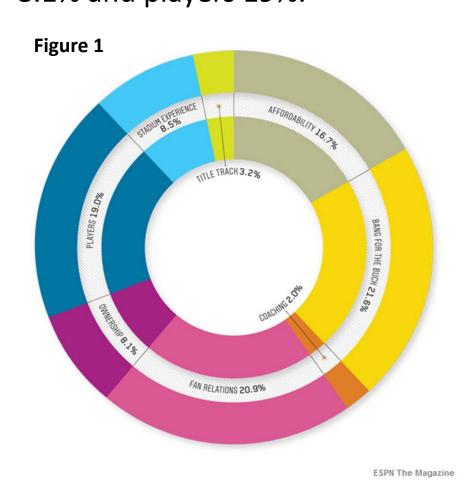
	BA Attendance	Report -	2012				Table 2				
Se	ason: 2012 🐷										
201	2 Attendance	Home				Road			Overall		
RK	TEAM	GMS	TOTAL	AVG	PCT	GMS	AVG	PCT	GMS	AVG	P
L	Bulls	33	731,326	22,161	105.9	33	17,989	93.5	66	20,075	100
2	Trail Blazers Mavericks	33	676,384 671,050	20,496	102.6	33	17,164	90.7	66 66	18,830	96
1	Heat	33	657,855	20,334 19,935	101.7	33	19,399	99.7	66	19,023	100
5	NY Knicks	33	652,179	19,763	100.0	33	18,407	95.6	66	19,085	9
5	Jazz	33	637,124	19,306	97.0	33	16,929	89.8	66	18,118	9:
7	Clippers	33	634,237	19,219	100.8	33	18,342	96.8	66	18,781	98
3	Lakers	33	626,901	18,997	99.7	33	19,034	100.1	66	19,015	99
•	Magic	33	623,587	18,896	102.1	33	17,161	88.6	66	18,028	9
10	Warriors Celtics	33	622,311	18,857	96.2	33	16,364	86.1 94.3	66	17,611 18,456	9:
2	Spurs	33	607,095	18,396	99.0	33	16,990	89.8	66	17,693	94
3	Thunder	33	600,699	18,203	100.0	33	18,031	95.4	66	18,117	9
14	76ers	33	577,597	17,502	86.1	33	16,764	86.8	66	17,133	8
5	Timberwolves	33	577,197	17,490	90.4	33	16,310	86.6	66	16,900	88
6	Nuggets	33	561,966	17,029	88.9	33	17,228	91.1	66	17,128	90
7	Raptors	33	555,584	16,835	85.0	33	16,732	86.3	66	16,784	8
8	Wizards	33	552,038	16,728	82.9	33	16,361	84.8	66	16,544	8:
20	Cavaliers Grizzlies	33	525,577 518,256	15,926 15,704	77.5 86.7	33	16,723 17,068	86.5	66 66	16,324	8:
21	Suns	33	514,718	15,597	84.7	33	17,806	94.5	66	16,702	8
22	Rockets	33	506,994	15,363	85.1	33	17,733	93.2	66	16,548	8
23	Hawks	33	501,593	15,199	81.2	33	16,820	87.1	66	16,010	8
24	Hornets	33	498,618	15,109	88.4	33	16,717	87.9	66	15,913	8
25	Bobcats	33	486,984	14,757	77.4	33	16,534	85.5	66	15,645	8:
26	Bucks	33	485,717	14,718	78.6	33	16,661	85.4	66	15,689	8:
27	Kings	33	478,764	14,508	83.8	33	16,905	87.9	66	15,706	8
00	Pietone					22	16 242	0E 2	66	15 270	7
	Pistons Pacers	33	475,638	14,413	65.3	33	16,342 16,597	85.3 85.9	66 66	15,378 15,382	
9	Pistons Pacers Nets BA Attendance	33 33 33	475,638 467,561 460,719			33 33 33	16,342 16,597 17,081	85.3 85.9 87.9	66 66	15,378 15,382 15,521	8:
9 80 NE	Pacers Nets	33 33 33	475,638 467,561 460,719	14,413 14,168	65.3 78.0	33	16,597	85.9	66	15,382	8:
9 NI Se	Pacers Nets BA Attendance	33 33 33	475,638 467,561 460,719	14,413 14,168	65.3 78.0	33	16,597	85.9	66	15,382	8
9 NI Se	Pacers Nets BA Attendance ason: 2013	33 33 33 Report -	475,638 467,561 460,719	14,413 14,168	65.3 78.0	33 33	16,597	85.9	66 66	15,382	8
NI Se	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls	33 33 33 Report -	475,638 467,561 460,719 2013	14,413 14,168 13,961	65.3 78.0 75.5	33 33 Road	16,597 17,081	85.9 87.9	66 66 Overall	15,382 15,521	8:
Second	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206	AVG 21,736 19,968	65.3 78.0 75.5 PCT 103.9 104.0	33 33 Road GMS 25 27	AVG 18,229 17,861	85.9 87.9 PCT 94.3 93.1	Overall GMS 52 52	15,382 15,521 AVG 20,050 18,874	95 95
Second	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072	AVG 21,736 19,968 19,925	PCT 103.9 104.0 101.7	33 33 Road GMS 25 27 24	AVG 18,229 17,861 18,701	85.9 87.9 87.9 PCT 94.3 93.1 98.2	66 66 Overall GMS 52 52 52	AVG 20,050 18,874 19,338	P- 99 98
Se. 201	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206	AVG 21,736 19,968	65.3 78.0 75.5 PCT 103.9 104.0	33 33 Road GMS 25 27	AVG 18,229 17,861	85.9 87.9 PCT 94.3 93.1	Overall GMS 52 52	15,382 15,521 AVG 20,050 18,874	P- 99 98 100
9 NI Sec. 201	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688	AVG 21,736 19,968 19,925 19,707	PCT 103.9 104.0 101.7 94.8	33 33 8 8 8 8 8 8 9 9 9 9 9 9 9 9 9 9 9	AVG 18,229 17,861 18,701 16,222	85.9 87.9 87.9 PCT 94.3 93.1 98.2 85.5	66 66 Overall GMS 52 52 50 53	AVG 20,050 18,874 19,338 17,866	P 99 98 100 90 93
Se. 2011 RK	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033	PCI 103.9 104.0 101.7 94.8 98.0 100.7 96.3	33 33 33 Road GMS 25 27 24 28 29 30 23	AVG 18,229 17,861 18,229 17,861 18,701 16,222 17,020 17,866 17,746	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3	66 66 66 66 66 68 52 52 50 53 52 56 50	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441	99 90 90 90 90 90 90
NE Sec. 2011	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7	33 33 33 Road GMS 25 27 24 28 29 30 23 27	AVG 18,229 17,861 18,701 16,222 17,020 17,866 17,746 19,029	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1	66 66 66 66 66 68 52 52 52 50 53 52 56 50 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013	9: 9: 9: 9: 9: 9: 9: 9: 9:
NE Sec. NE Sec	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz	33 33 33 Report - 2 Embedding 19	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5	33 33 33 Road GMS 25 27 24 28 29 30 23 27 28	AVG 18,229 17,861 18,701 16,222 17,020 17,866 17,746 19,029 16,292	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4	66 66 66 66 66 68 52 52 52 50 53 52 56 50 54 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505	95 95 90 90 90 95
NE Sec. 2011 Sec. 2013 Sec	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106 540,096	AVG 21,736 19,968 19,925 19,707 19,199 19,033 18,997 18,811 18,624	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0	33 33 33 Road GMS 25 27 24 28 29 30 23 27 28 23	AVG 18,229 17,861 18,701 16,222 17,866 17,746 19,029 16,292 17,620	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5	66 66 66 66 66 68 52 52 52 50 53 52 56 50 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180	9: 9: 9: 9: 9: 9: 9: 9: 9: 9: 9:
NE Sec. NE Sec	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz	33 33 33 Report - 2 Embedding 19	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5	33 33 33 Road GMS 25 27 24 28 29 30 23 27 28	AVG 18,229 17,861 18,701 16,222 17,020 17,866 17,746 19,029 16,292	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4	66 66 66 66 66 68 52 52 50 53 52 56 50 54 54 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505	95 96 96 95 96 95 96 95 96
29 NE Se. 201 RK	Pacers Nets BA Attendance ason: 2013 • 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics Spurs	33 33 33 Report - :	475,638 467,561 460,719 2013 TOTAL 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106 540,096 441,661	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811 18,624 18,402 18,203	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0 99.0	33 33 33 33 33 25 27 24 28 29 30 23 27 28 23 30	AVG 18,229 17,861 18,220 17,861 18,701 16,222 17,020 17,866 17,746 19,029 16,292 17,620 17,252	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5 89.8	66 66 66 66 66 66 68 52 52 50 53 52 56 50 54 54 54 52 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180 17,763 18,116 17,109	P 99 99 99 99 99 99 99 99 99 99 99 99 99
29 NE Sec. Sec. Sec. Sec. Sec. Sec. Sec. Sec.	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics Spurs Thunder Raptors Magic	33 33 33 Report - :	475,638 467,561 460,719 2013 2013 3 3 400,719 2013 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106 540,096 441,661 491,481 487,474 479,549	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811 18,624 18,402 18,203 18,054	PCI 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0 99.0 100.0 91.2 94.2	33 33 33 33 33 33 25 27 24 28 29 30 23 27 28 23 30 26 26 25	AVG 18,229 17,861 18,701 16,222 17,020 17,866 17,746 19,029 16,292 17,620 17,252 18,026 16,128 16,519	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5 89.8 93.9 84.7 84.3	66 66 66 66 66 66 68 52 52 50 53 52 56 50 54 54 52 54 52 54 53 53 53	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180 17,763 18,116 17,109 17,164	P 99 94 95 99 96 85 89
29 NE Sec. 201 1 1 2 1 3 1 4 1 5	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics Spurs Thunder Raptors Magic Nuggets	33 33 33 Report - :	475,638 467,561 460,719 2013 2013 3 40,719 2013 4014 4014 4014 4014 4014 4014 4014 4	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811 18,624 18,402 18,203 18,054 17,761	PCI 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0 99.0 100.0 91.2 94.2 89.8	33 33 33 33 33 25 27 24 28 29 30 23 27 28 23 30 26 26 25 29	AVG 18,229 17,861 18,701 16,222 17,866 17,746 19,029 16,292 17,620 17,252 18,026 16,128 16,519 17,387	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5 89.8 93.9 84.7 84.3	66 66 66 66 66 66 66 52 52 52 56 50 54 54 54 52 54 53 53 52 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180 17,763 18,116 17,109 17,164 17,298	99 98 100 90 93 93 94 95 95 96 98 88
29 NE See See See See See See See See See Se	Pacers Nets BA Attendance ason: 2013 TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics Spurs Thunder Raptors Magic Nuggets Nets	33 33 33 33 Report - :	475,638 467,561 460,719 2013 2013 3 586,875 499,206 518,072 492,688 441,592 498,997 513,891 512,919 489,106 540,096 441,661 491,481 487,474 479,549 429,868 495,600	AVG 21,736 19,968 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811 18,624 18,402 18,203 18,054 17,761 17,194 17,089	PCT 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0 99.0 100.0 91.2 94.2 89.8 94.4	33 33 33 33 33 25 27 24 28 29 30 23 27 28 23 30 26 26 25 29 24	AVG 18,229 17,861 18,701 16,222 17,866 17,746 19,029 16,292 17,620 17,252 18,026 16,128 16,519 17,387 17,201	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5 89.8 93.9 84.7 84.3 90.9 89.2	66 66 66 66 66 66 66 68 52 52 53 52 56 50 54 54 52 54 53 53 52 54 53	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180 17,763 18,116 17,109 17,164 17,298 17,140	95 95 96 96 96 96 96 96 96 96 96 96 96 96 96
Se.	Pacers Nets BA Attendance ason: 2013 3 Attendance TEAM Bulls Mavericks Heat Trail Blazers Warriors Clippers NY Knicks Lakers Jazz Celtics Spurs Thunder Raptors Magic Nuggets	33 33 33 33 Report - :	475,638 467,561 460,719 2013 2013 3 40,719 2013 4014 4014 4014 4014 4014 4014 4014 4	AVG 21,736 19,968 19,925 19,707 19,199 19,192 19,033 18,997 18,811 18,624 18,402 18,203 18,054 17,761	PCI 103.9 104.0 101.7 94.8 98.0 100.7 96.3 99.7 94.5 100.0 99.0 100.0 91.2 94.2 89.8	33 33 33 33 33 25 27 24 28 29 30 23 27 28 23 30 26 26 25 29	AVG 18,229 17,861 18,701 16,222 17,866 17,746 19,029 16,292 17,620 17,252 18,026 16,128 16,519 17,387	PCT 94.3 93.1 98.2 85.5 89.5 92.2 93.3 99.1 86.4 90.5 89.8 93.9 84.7 84.3	66 66 66 66 66 66 66 52 52 52 56 50 54 54 54 52 54 53 53 52 54	AVG 20,050 18,874 19,338 17,866 17,984 18,481 18,441 19,013 17,505 18,180 17,763 18,116 17,109 17,164 17,298	94 95 96 96 96 96 96 96 96 96 96 96 96 96 96
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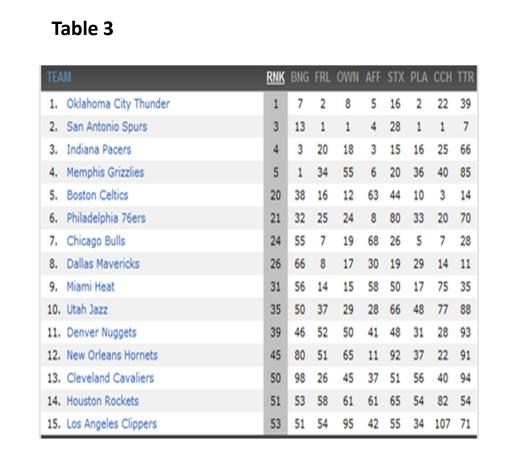
ESPN provides the figures for the NBA 2011-2012 season attendance as seen in Table 2. Although the NBA suffered from a previous lockout season, the league was still able to play 33 games and attract fans to home and road games. The leading team with the most attendance was the Chicago Bulls. The more popular teams seem to have the top 15 attendance rankings. After 15th place, most teams are less popular and attract smaller audiences. These patterns continued into the 2013 season, with Chicago in the number one spot and popular teams following.

Fan Satisfaction Rankings

Fan Satisfaction Rankings

Methodologies: Since 2003, ESPN has ranked all four major league franchises (Keating, 2012). The 2012 NBA rankings were conducted in four parts. The first part required Maddock Douglas, a Chicago consulting firm, to poll 1,004 North American sports fans in May 2012. These fans answered what they expected in return for their "time, money and emotion invested into their favorite teams" (Keating, 2012). The survey covers 25 topics, including team/league "have players who act professionally on and off the field" and "makes it easy to buy tickets through the team website" (Keating, 2012). The second part is conducted through ESPN.com and NetReflector, a Seattle opinion research company, and asks each league's fans to rate their favorite clubs in all 25 topic areas. In 2012, more than 56,000 responses were gathered and grouped into these seven categories: title track, ownership, coaching, players, fan relations, affordability and stadium experience (Keating, 2012). The third component is performed with University of Oregon's Warsaw Sports Marketing Center's researchers to calculate "how teams efficiently converted fan-dollars into on-field performance and postseason victories" (Keating, 2012). These calculations comprise the final and eighth category: bang for the buck. Finally, each team's scores in all eight categories are combined for a weighted average score. Results: Stadium experience was ranked an importance weight of 8.5%, title track 3.2%, affordability 16.7%, bang for the buck 21.6%, coaching 2%, fan relations 20.9%, ownership 8.1% and players 19%.





The 2012 results for fan ranking are seen in Table 3. The survey showed OKC as a team with likable players, a supportive owner, great game experience and inexpensive tickets (ESPN, 2012). To no surprise, after winning the Western Conference series and challenging the Miami Heat in the 2011-2012 NBA Finals, OKC is highly perceived to be on a winning title track.

Discussion

To summarize, the data provided points to a slightly larger correlation between playoff participation and fan satisfaction rankings. The key hypothesis tested here was that if fans rate their experience at games high, the venue should sell out and the team should consistently perform well and win. Although the top five teams with high game attendance are not necessarily the recent winners of the NBA championships, there may be other factors that warrant their popularity. As Table 11 shows, the top teams in terms of fan satisfaction do not always have the highest game attendance ratings; however they do satisfy their fans in terms of making the playoffs. The fans are more satisfied with a team that does well, offers affordable concessions and provide an entertaining game day experience. Fans want to miss the feeling of a live game as soon as they leave the venue.

Figure 2: Playoffs 2012



Figure 3: Playoffs 2011

Conclusion

Conclusion

Although the correlation between attendance figures and fan satisfaction rankings are not strong, fans go to show that they speak volumes for a team's success. The team may not have the best division record, but if they provide the right atmosphere, fans will come. Of course, most fans were more loyal to teams that constantly made the playoffs. As a guest speaker in Cal Poly's Sports Marketing class said, "Tickets are what keep sports alive." Without ticket sales, sports would fall apart, players would lose motivation and stadiums would shut down indefinitely. Of course, Jon Spoelstra's concept of outrageous marketing also accounts for bringing fans to the live NBA game experience and the live NBA game experience to the fan. Other factors that should have been considered in the Fan Satisfaction rankings are players' salaries, retired players' current profits, management dollars spent on enhancing fan experience and legendary players or records behind the teams. However, these categories may fall under the ESPN bang for the buck in which fans decide if paying higher prices for tickets is worth the superstar talent they see at the games. There is no denying that some NBA teams have more appeal than others. Charlie Arviso, ticket sales supervisor for the Los Angeles Clippers stated that the Clippers have been sold out at every game since February 2, 2011 when they played the Chicago Bulls. Similarly, the Los Angeles Lakers also sell out their games, also including their \$15,000 season tickets. Although the Lakers are not ranking the best in terms of division standings or fan satisfaction, their reputation and sales and marketing team carry them far. Fan support, as seen in the previous data, motivates a team to perform better. Although there is no one factor that correlates 100% with game attendance, fan satisfaction has a large part to do with the NBA's success. Without fans there is no profit, without profit there are no players or coaching staff, without players and coaches there is no team and no venue attraction. All teams should continue their marketing research on the fan experience in terms of enhancing their experience and marketing strategies. What all teams should carry away from the data shown is that Fans Do Not Lie.

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