

SUEÑO

INSIGHTS INTO TEENAGE HISPANIC SOCCER PLAYERS

FOR SOCCER. |  Allstate®



INTRODUCTION

Allstate Sueño Alianza is a youth talent identification program deeply embedded in Hispanic communities across the country. In 2023, over 4,000 players joined us in eight markets to showcase their talent to scouts from U.S. Soccer, the Mexican Football Federation, Liga MX, MLS, and MLS NEXT.

During these events, we surveyed 1,370 participants ages 16-19 to better understand their soccer and non-soccer interests. This audience shares the following characteristics:

- 80% are Male, but Female participation is up 82% YOY and 185% since 2021
- While most were born in the U.S., participants were born in 30+ countries
- The majority live in TX, CA, CO, NY, IL – but 35 other states are represented
- They're more likely to prefer English or have no language preference

The following report introduces a sampling of insights For Soccer has about Sueño and Alianza participants and serves as a focus group for the Hispanic audience at large. In certain instances, the results of the Sueño audience survey are compared to all soccer fans via For Soccer's fan data.





SUMMARY OF INSIGHTS

From their favorite leagues to the time spent watching soccer each week, Sueño participants frequently have soccer on their mind. But the sport isn't the only thing they enjoy. Our report covers a variety of soccer and non-soccer topics. But before you dive in, here's a starting lineup of key insights:

- The Premier League is their favorite league, but Liga MX and La Liga are just behind. Look no further than their favorite teams for more evidence
- Despite the overwhelming majority being born in the U.S., nearly two-thirds say Mexico is their favorite national team
- Instagram and TikTok are the social platforms they love most. In fact, more than 60% turn to each daily
- More than 80% have played video games in the past year, with some of the most popular gaming franchises providing hours of weekly entertainment
- Basketball, football, and combat sports are the other sports they enjoy most



SOCCER FANDOM

The leagues, teams, and players that matter most.

THE PREMIER LEAGUE IS TOPS, BUT THE HISPANIC INFLUENCE IS EVIDENT.

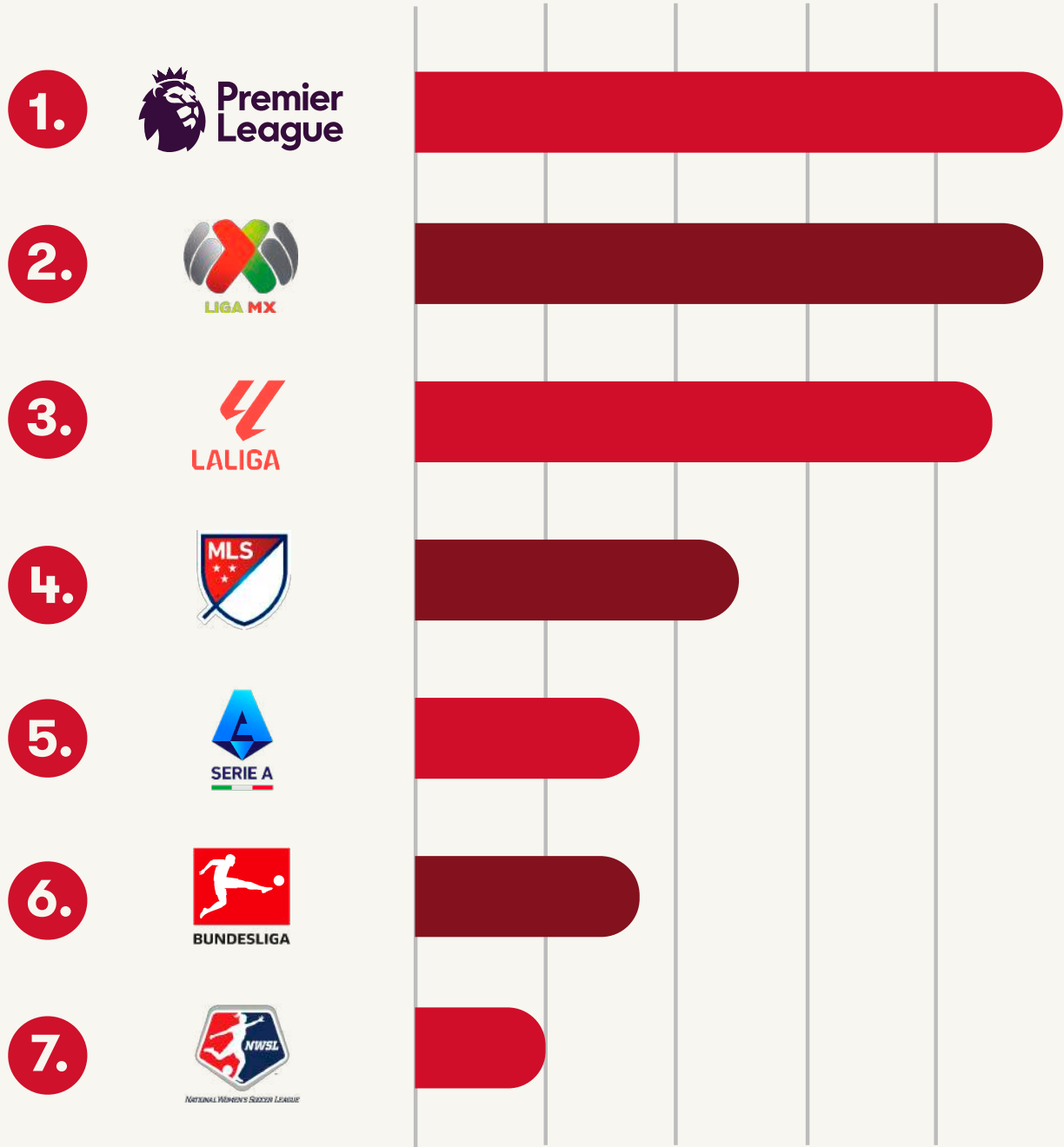
Sueño players have a big three – the Premier League leads the way, but Liga MX and La Liga are right behind.

The Premier League notwithstanding, there’s an obvious common thread – Hispanic players tune in to Hispanic leagues.

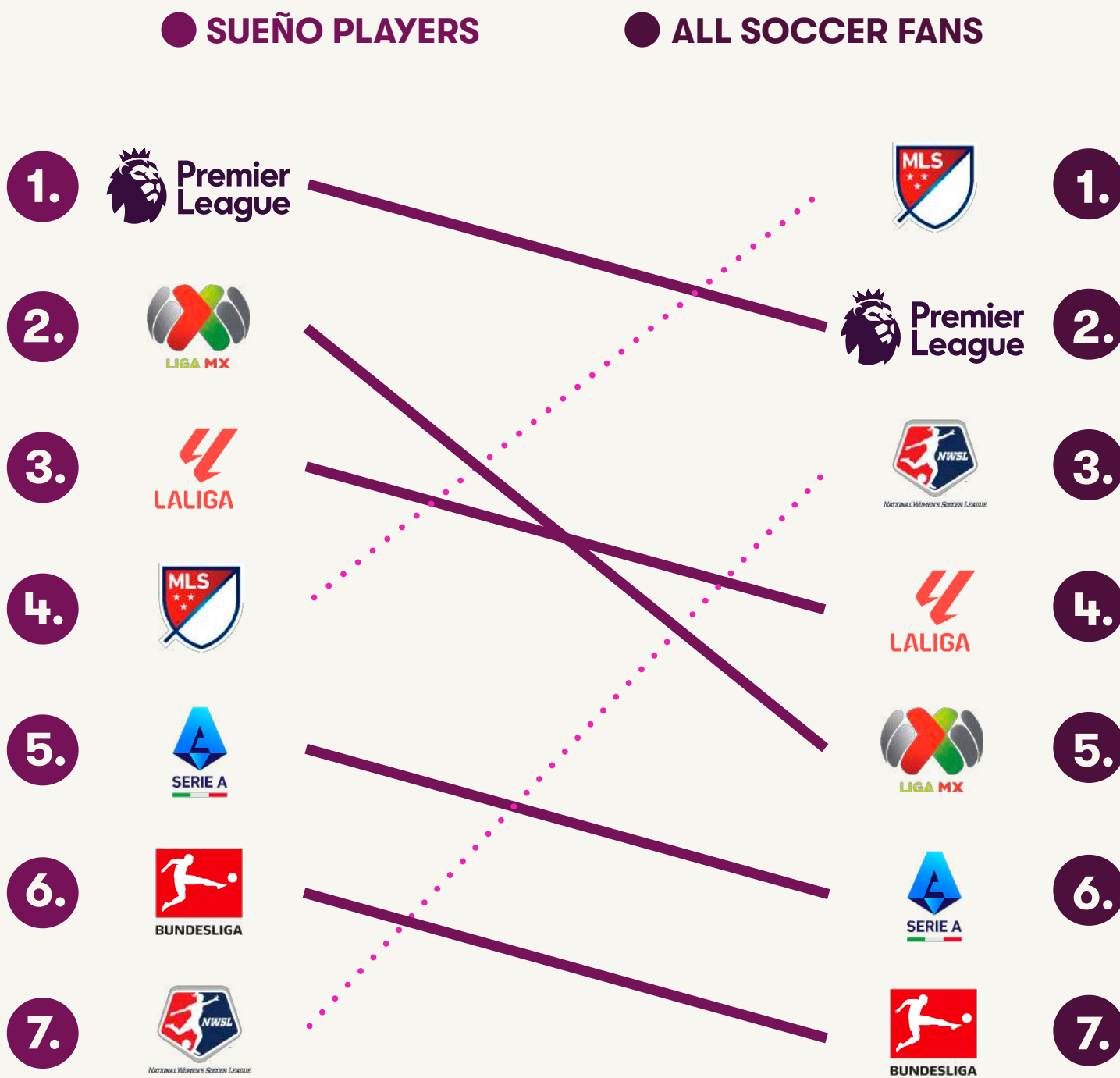
Compare this insight to the league preferences of all fans and the influence becomes even more apparent. Relative to all soccer fans, Sueño players are much more interested in Liga MX.

They also rank the Premier League, La Liga, Serie A, and the Bundesliga higher, largely at the expense of the NWSL.

LEAGUES THEY LOVE



LEAGUE PREFERENCE VS. ALL FANS



HIGHER INTEREST IN HISPANIC LEAGUES IS ALSO EVIDENT IN THE TEAMS THEY LOVE MOST.

La Liga and Liga MX account for half of the 10 clubs Sueño players consider their favorites. In fact, the top four – all from La Liga and Liga MX – accounted for 70% of all participant submissions when asked to specify their favorite team(s).

The two Spanish giants – FC Barcelona (31%) and Real Madrid (21%) – accounted for more than half of all responses. Additionally, 12% of Sueño players indicated América is their favorite club, while 7% selected Chivas.

Interestingly, Manchester City was also submitted by 7% of Sueño players – more than double the percentage for the next-highest team on the list, Liverpool.



ADDITIONAL INSIGHT

How do these top 10 teams compare against the favorites of all soccer fans? FC Barcelona and Real Madrid are still at the top, but for all soccer fans, English teams are more prominently featured, as are MLS teams. Want to see the full list? Check out our 2022-23 United States of Soccer report on forsoccer.com.

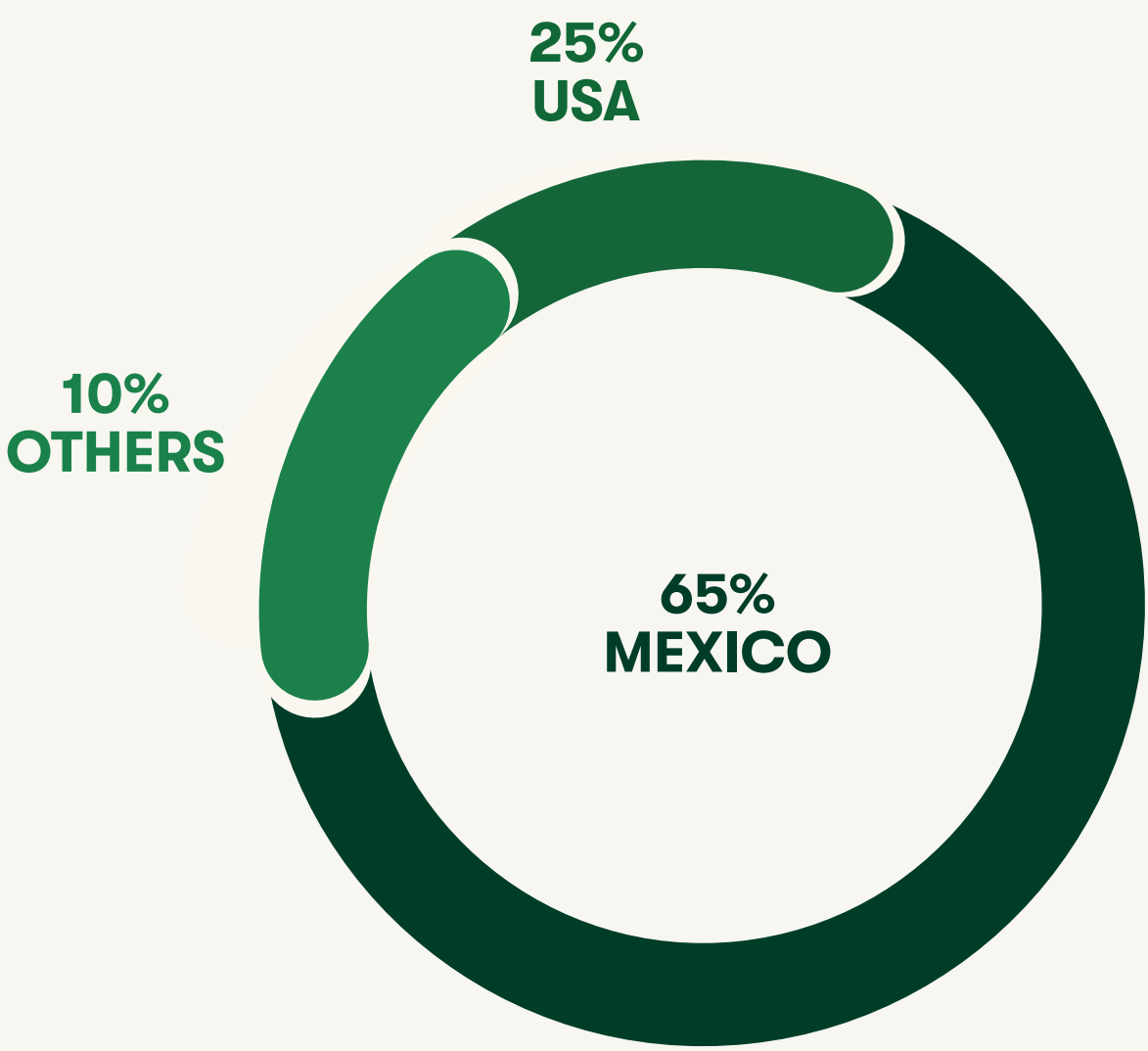
NEARLY TWO-THIRDS SAY THEIR PRIMARY NATIONAL TEAM OF CHOICE IS MEXICO.

Given the ethnic diversity among soccer fans in the U.S., choosing a primary national team to root for isn't always simple.

In fact, Sueño participants provided over 25 different countries when asked their favorite national team.

Unsurprisingly, the two countries selected most were Mexico and the United States, combining for 90% of all answers. The only other two countries to receive more than 1% of all entries were El Salvador and Argentina.

NATIONAL TEAM PREFERENCE



ADDITIONAL INSIGHT

90% of Sueño participants were born in the U.S. Given this, how is Mexico the primary national team for 65% of them?

The answer is at least partially due to the country of birth of their parents. 69% have fathers who were born in Mexico and 62% have mothers who were born in Mexico.

As we know from our 2022-23 United States of Soccer report, the influence of family on fandom is high. In fact, Hispanics index higher in influence of family on fandom than any other fan segment.



THEIR FAVORITE PLAYERS ARE THE WORLD’S BIGGEST STARS.

Lionel Messi and Cristiano Ronaldo accounted for over 50% of all the names submitted for favorite player, which isn’t at all surprising.

By himself, the now U.S.-based Messi accounted for more than a third (36%) of all submissions.

While their favorite men’s players each play for different countries, the five most-submitted women’s players are all Americans.

PLAYERS THEY ADMIRE

● MALE

- 1. LIONEL MESSI
- 2. CRISTIANO RONALDO
- 3. NEYMAR
- 4. KEVIN DE BRUYNE
- 5. VINI JR.

● FEMALE

- 1. ALEX MORGAN
- 2. SOPHIA SMITH
- 3. JULIE ERTZ
- 4. LINDSEY HORAN
- 5. ROSE LAVELLE





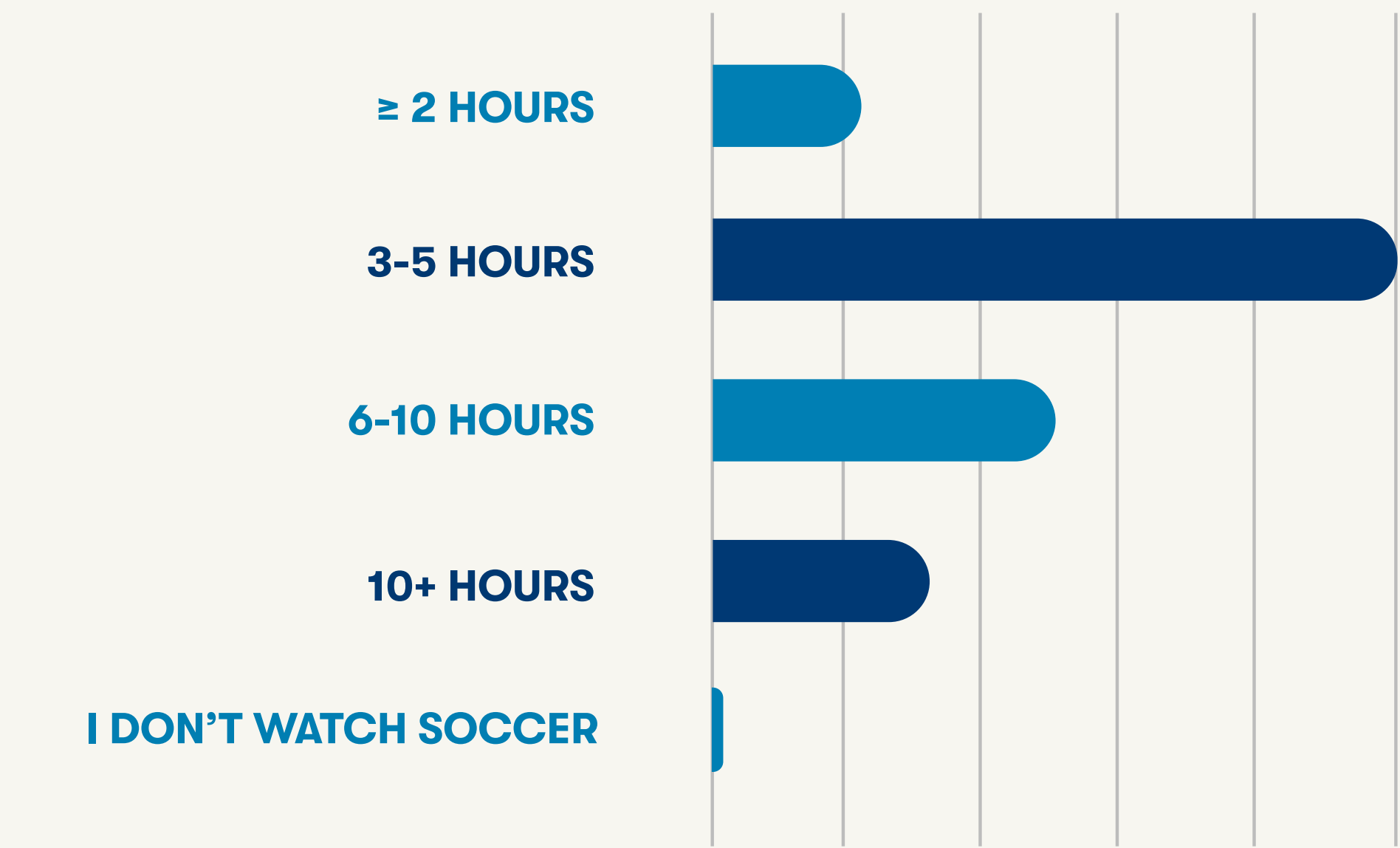
CONSUMPTION HABITS

How, when, and where they watch, plus interests outside of soccer.

SOCCER VIEWING IS A WEEKLY RITUAL FOR NEARLY ALL SUEÑO PARTICIPANTS.

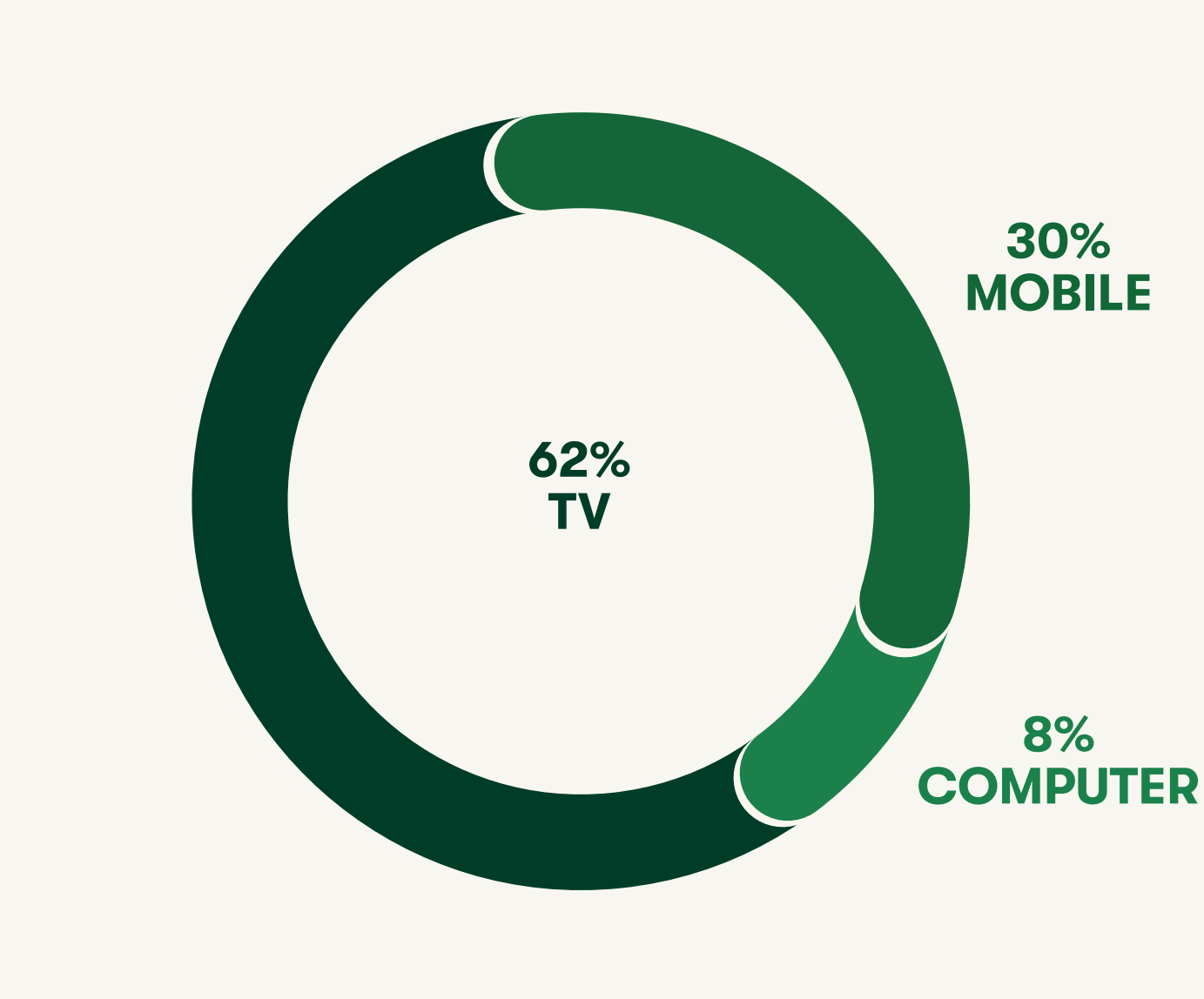
WEEKLY VIEWING

We’ve discussed some of their favorite leagues, teams, and players but how much time are they spending locked into viewing games each week? A whopping 99% told us they watch at least an hour of soccer weekly. Additionally, 88% watch 3 or more hours and 39% watch 6 or more hours each week.



DEVICE VIEWING

Where are they watching all this soccer action? Nearly two-thirds watch on TV and it makes sense – large screen and nearly an infinite number of viewing options (more on that later). However, nearly a third watch on mobile devices. On-the-go viewing is not uncommon for Sueño participants.



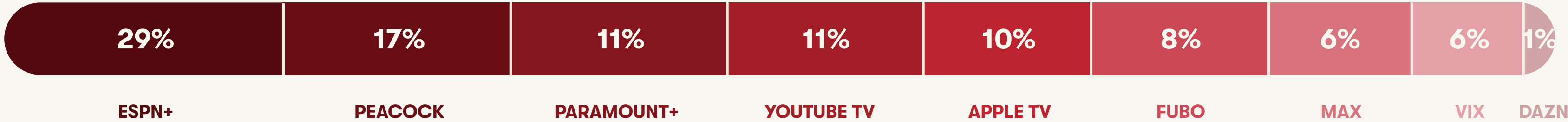
THERE ARE SO MANY WAYS TO WATCH SOCCER. HERE'S WHERE SUEÑO PARTICIPANTS TUNE IN.

Given their favorite leagues are Liga MX, La Liga, and the Premier League, it's no surprise Univision / TUDN, ESPN, and Telemundo are among the channels on which Sueño participants watch soccer most. The story is similar for streaming, where ESPN+ and Peacock are home to La Liga and the Premier League, respectively, as well as Chivas games in Liga MX.

TV/CABLE/SATELLITE VIEWING



STREAMING PLATFORM VIEWING



ADDITIONAL INSIGHT

When asked their language preference for speaking, reading, watching, and listening, Sueño participants are most likely to not have a language preference when watching things on TV.

44% have no language preference while watching, versus 42% when speaking, 43% when listening, and 31% when reading.

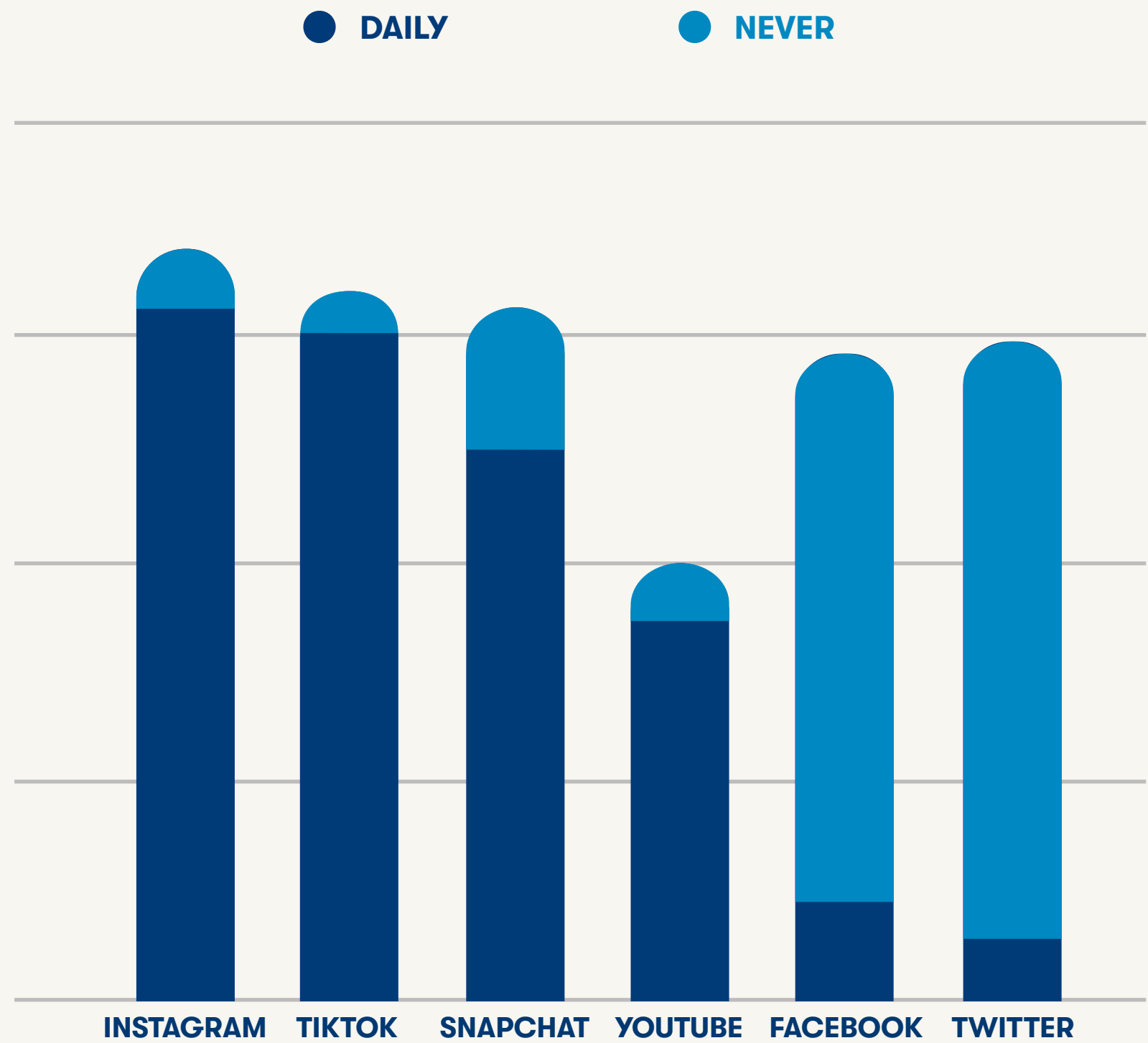
WANT TO REACH SUEÑO PARTICIPANTS ON SOCIAL? TURN TO INSTAGRAM AND TIKTOK.

Just like nearly all participants told us they watch soccer weekly, 99% of Sueño participants also use social media. For many, social media is part of their daily routine.

Where are they spending their time? Over 60% turn to Instagram and TikTok every day.

Conversely, fewer than 10% go to Facebook and Twitter daily and 50% never go to either.

DAILY SOCIAL MEDIA USAGE BY PLATFORMS



HIP-HOP, CORRIDOS, REGGAETON, AND BANDA PROVIDE THEIR SOUNDTRACK.

Whether they’re listening before a game, on the way to school, or with their friends, Sueño participants love music.

Hip-hop, corridos, reggaeton, and banda accounted for nearly two-thirds of all favorite genre submissions.

Fun fact: their top five artists have 275 million monthly listeners on Spotify.

FAVORITE MUSIC

● GENRE	● ARTIST
1. HIP-HOP	1. PESO PLUMA
2. CORRIDOS	2. DRAKE
3. REGGAETON	3. BAD BUNNY
4. BANDA	4. LIL BABY
5. POP	5. FUERZA REGIDA



SUEÑO PARTICIPANTS LOVE TO GAME. IN FACT, OVER 80% HAVE PLAYED VIDEO GAMES IN THE PAST YEAR.

WEEKLY GAMING

Of those who play, 69% spend two or fewer hours gaming weekly, while nearly two-thirds spend more than three hours gaming each week.



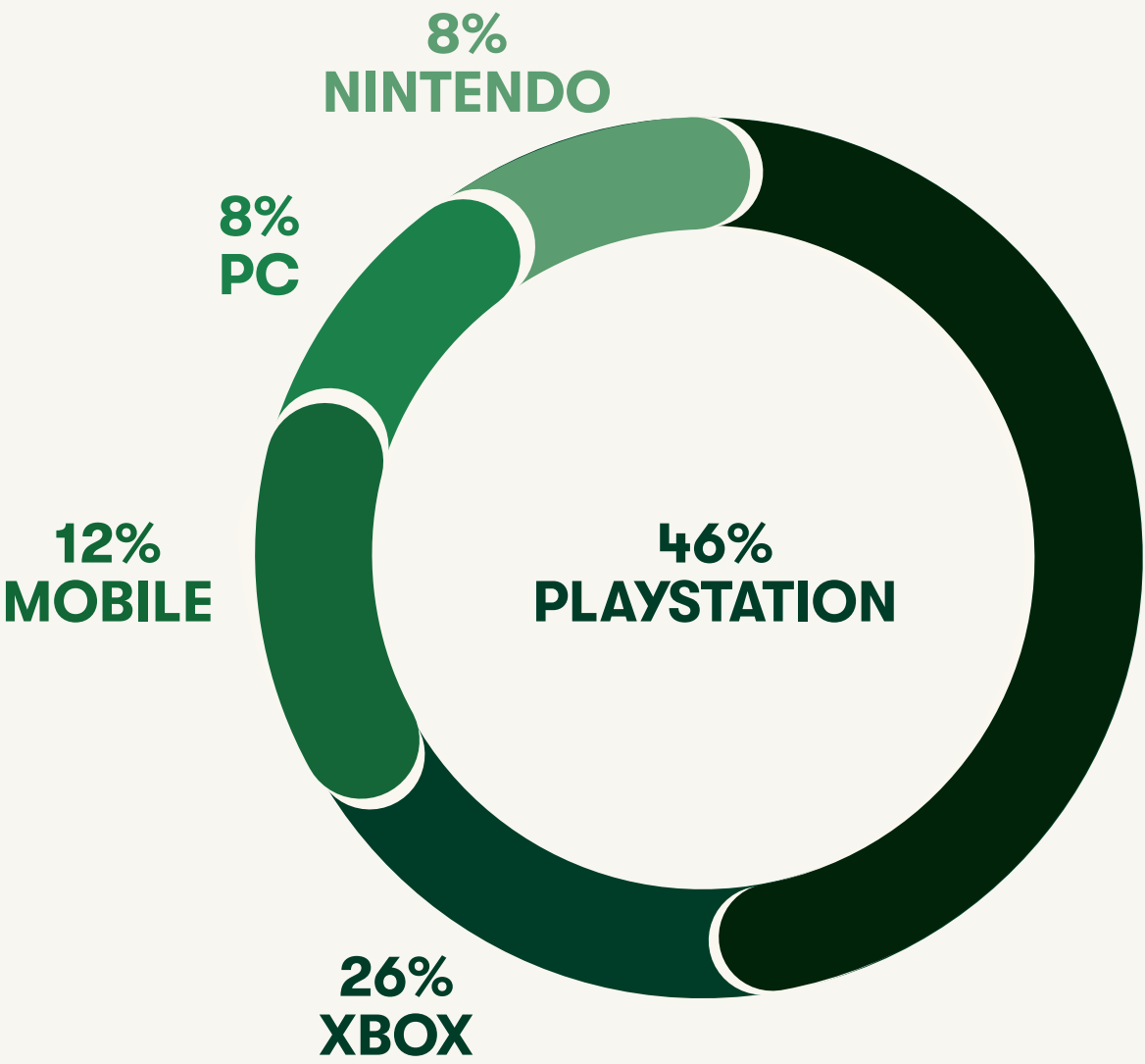
FAVORITE GAMES

It may come as no surprise, but EA SPORTS FC (formerly FIFA) is their favorite game. But that’s not the only popular gaming franchise they love.

- 1. EA SPORTS FC (FIFA)
- 2. CALL OF DUTY
- 3. FORTNITE
- 4. ROCKET LEAGUE
- 5. GRAND THEFT AUTO

FAVORITE PLATFORMS

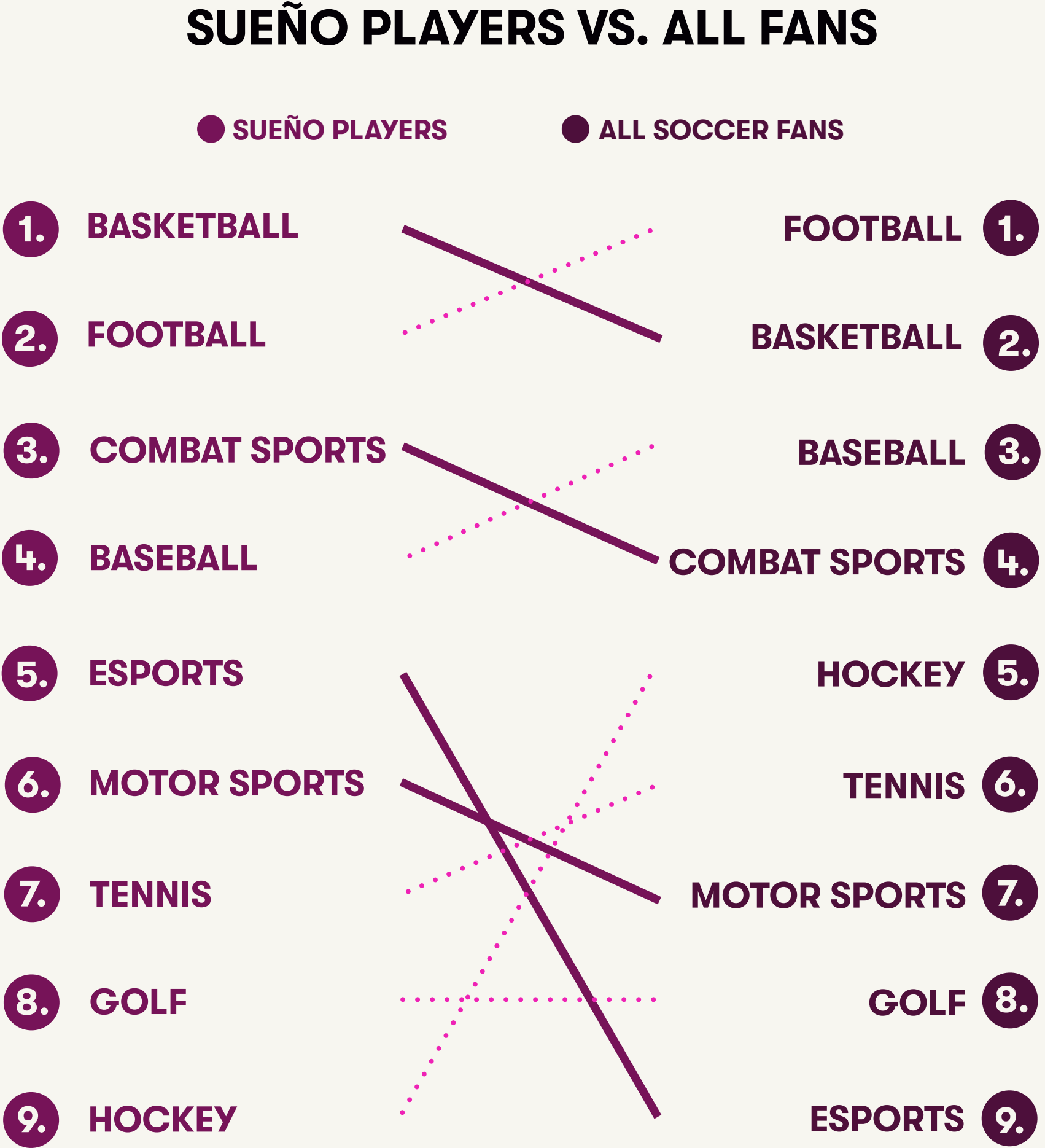
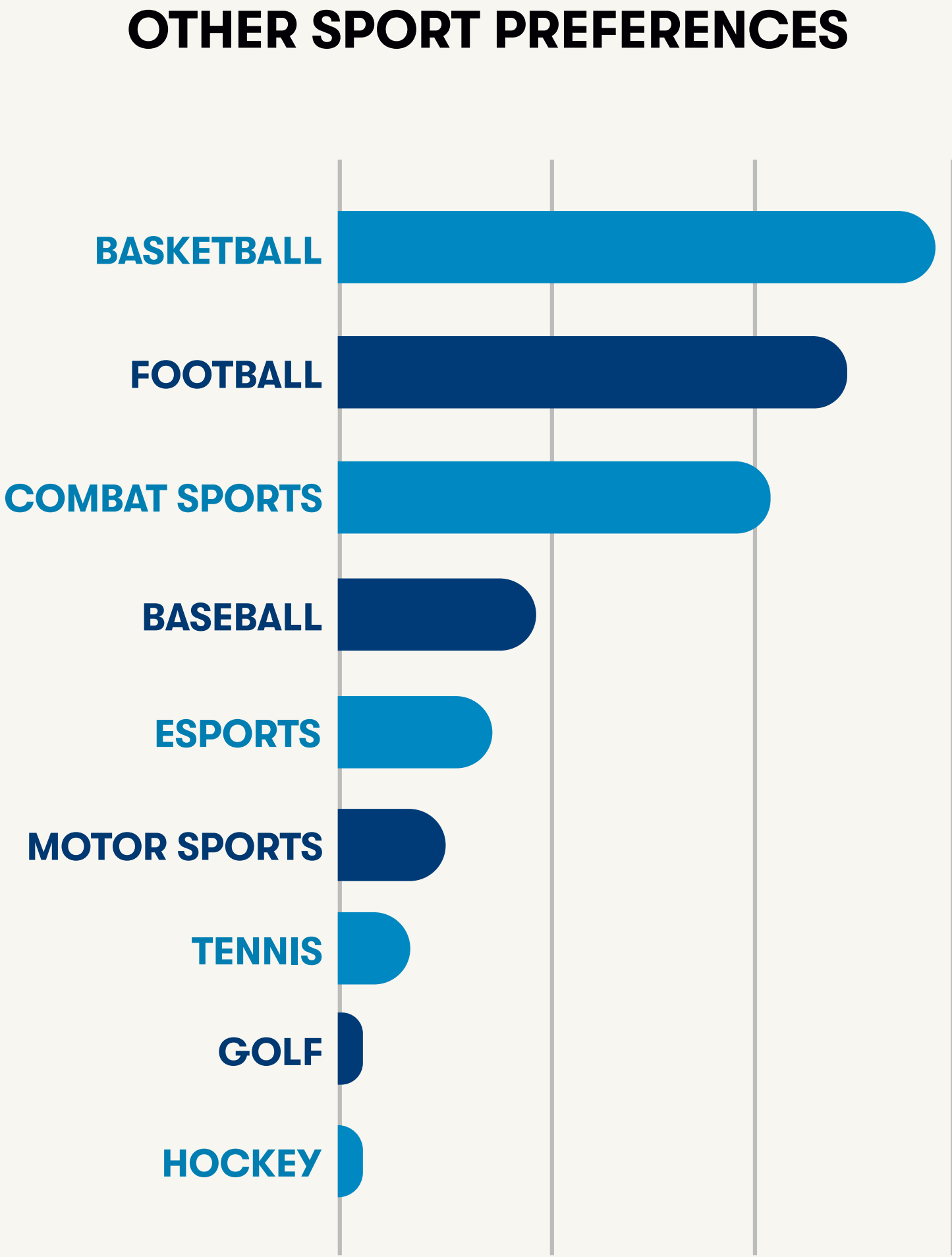
PlayStation is, by far, the most popular platform. The number of those who prefer PlayStation is nearly double that of those who prefer Xbox.



OUTSIDE OF SOCCER, SUEÑO PLAYERS ENJOY BASKETBALL, FOOTBALL, AND COMBAT SPORTS MOST.

Soccer isn’t the only sport Sueño participants enjoy. Just like the Premier League, Liga MX, and La Liga separated themselves from the pack, basketball, football, and combat sports (boxing, MMA) have done the same.

In comparison to all soccer fans, Sueño participants notably rank esports higher. For more detail on crossover sports interest among soccer fans, check out our 2022-23 United States of Soccer report.





FOR SOCCER.

Allstate Sueño Alianza and Alianza de Futbol are owned and operated by For Soccer—the preeminent soccer marketing, media, and experiences company in North America, bound by a shared vision for the growth of the sport.