

THE CASE FOR 3 ON 3 BASKETBALL



EVALUATING: THE CASE FOR 3 ON 3 BASKETBALL

According to Statista.com*, over 20 million people participated in basketball each year in the US over the last decade. There are countless choices of camps, clinics, trainings, and teams/clubs for basketball players to choose from. Factors that influence what parents are choosing for their child may include cost, time commitment, location, expected player development, quality of coach/instructor, and player enjoyment.

* <https://www.statista.com/statistics/191632/participants-in-basketball-in-the-us-since-2006/>

CASE STUDY:

Midwest 3 on 3 Basketball

Despite the growing number of basketball options for youth players, Midwest 3 on 3 has rapidly grown from a single league serving about 150 players to more than 30 leagues & tournaments serving over 12,500 players annually. Using data collected from Midwest 3 on 3 leagues, 5 on 5 games and participant questionnaires, we may begin to understand **the rise in popularity of the 3 on 3 format over the 5 on 5** basketball option. The data portrayed here is a small sample and results vary among participants.

What does a Midwest 3 on 3 League Look Like?

Form your own team • Two 20-minute games per night • No coaches
• No win/loss records • Music playing • Play4Fun

Cost: \$60

\$60 / 5-week league • No admission fees

Time Commitment:

70 minutes or less per night • No practices • Choose a location near you

APPROXIMATELY \$0.18 PER IN-GAME TOUCH!

Compare to
5 on 5!

Midwest 3 on 3 Player Averages Per 20 Minutes:

Touches	On Ball Defense	Shots	Rebounds	Assists	Steals	Passes Made	Passes Received	Cuts
33.4	17.8	12.1	8.4	2.6	2.9	16.6	16.5	5.1

Midwest 3 on 3 data based on 18 boys & girls 3rd-8th grade

INDIVIDUAL PLAYER PROFILES

The following Player Profiles illustrate the value of 20 minutes in a 3 on 3 setting vs. a 5 on 5 setting.



Timber / 6th Grade

Other Sports: cross country, flag football, archery

Started Playing Basketball: 4th grade

Favorite Basketball Player: Russell Westbrook – “He is a beast and he’s awesome!”

Basketball Goal: “To go as far as I can! My short-term goal is to play HS Varsity.”

“I like 3 on 3 because there’s more playing time and it is more exciting.”

*Timber has played in 2 Midwest 3 on 3 leagues.

“I like 5 on 5 because I get to play with new players and keep playing basketball.”

*Timber plays point guard for his 5 on 5 team.

Spring 5 on 5 Cost : \$700

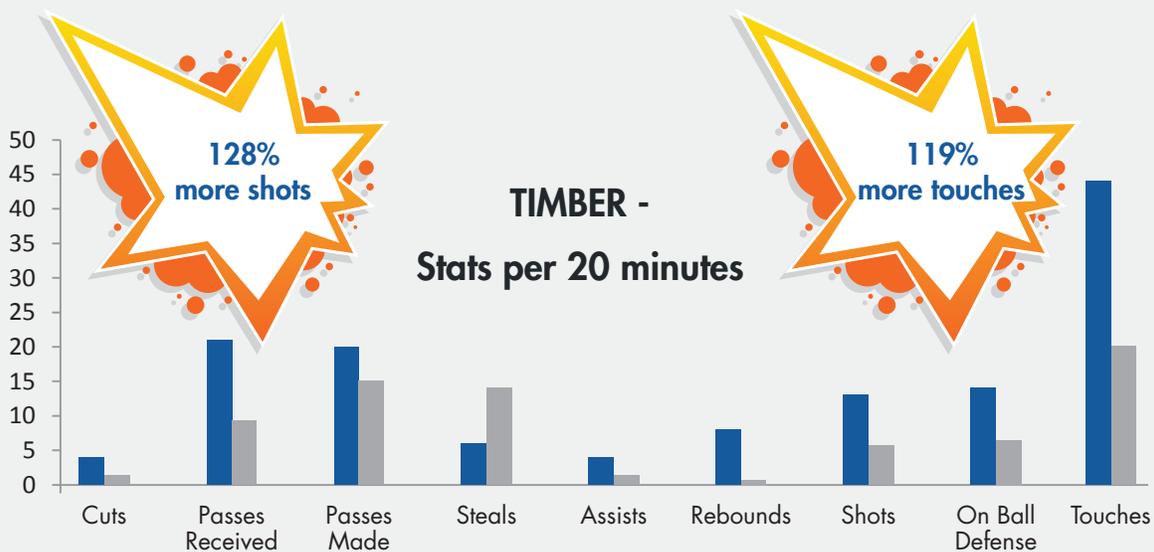
Team fee: \$500

Admissions fees: \$200 “Holy Batman, it’s a lot! We spend at least \$40 on weekend entry fees.”

Travel expenses: no out of town travel expenses

Time Commitment: 5 weekend tournaments, practices are 30 minutes away

APPROXIMATE COST PER TOUCH: \$0.13 vs. \$1.24



	Cuts	Passes Received	Passes Made	Steals	Assists	Rebounds	Shots	On Ball Defense	Touches	Cost per Touch
■ 3 on 3	4	21	20	6	4	8	13	14	44	\$0.13
■ 5 on 5	1.4	9.3	15.1	14	1.4	0.7	5.7	6.5	20.1	\$1.24

■ 3 on 3 ■ 5 on 5



Izzy / 7th Grade

Other Sports: volleyball, soccer

Started Playing Basketball: 2nd grade

Favorite Basketball Player: Seimone Augustus

Basketball Goal: "To play D1 basketball in college."

"I like 3 on 3 because I enjoy playing with friends in a fun atmosphere with music playing and not having coaches."

*Izzy has played in about 10 Midwest 3 on 3 leagues.

"I like 5 on 5 because practices and games are intense. I enjoy making friends with players from other schools."

*Izzy plays post for her 5 on 5 team.

Spring 5 on 5 Cost : \$2750

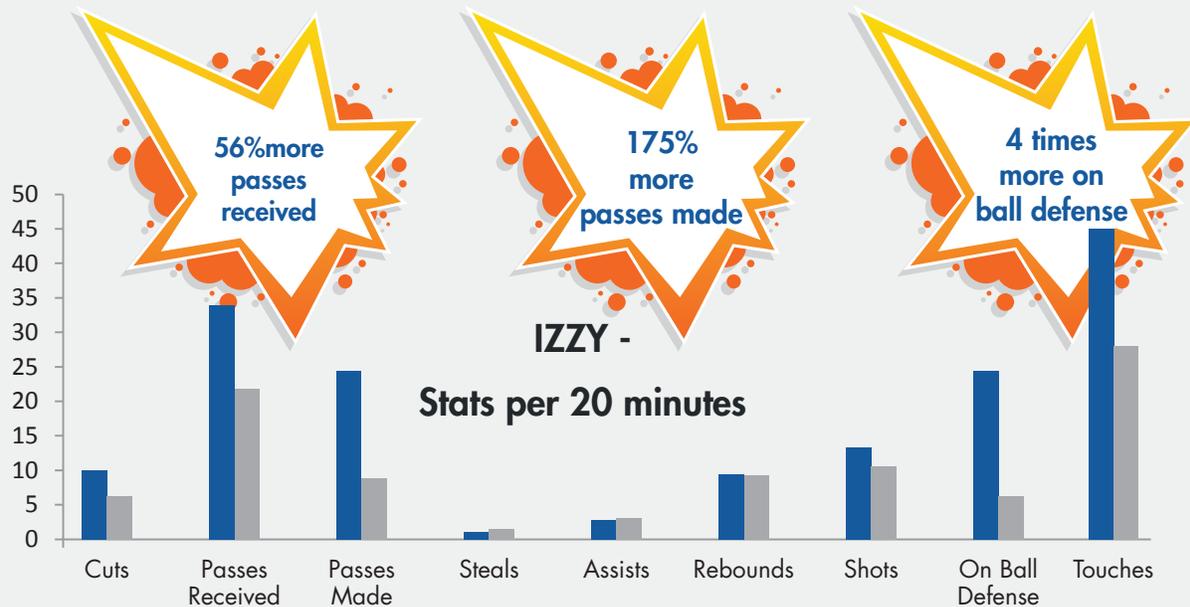
Team fee: \$750

Admissions fees: \$500 (\$50/weekend, 10 tournaments)

Travel expenses: \$1500 for a week-long tournament in Tennessee (driving, not flying)

Time Commitment: 9 in-town weekend tournaments approximately 45 minutes one way, 2 practices a week 30 minutes one way, one practice a month 50 minutes one way (32 hours of driving to games and practices)

APPROXIMATE COST PER TOUCH: \$0.15 vs. \$3.06



	Cuts	Passes Received	Passes Made	Steals	Assists	Rebounds	Shots	On Ball Defense	Touches	Cost per Touch
■ 3 on 3	9	30.5	22	1	2.5	8.5	12	22	40.5	\$0.15
■ 5 on 5	5.6	19.6	8	1.4	2.8	8.4	9.5	5.6	25.2	\$3.06

■ 3 on 3 ■ 5 on 5



Caden / 6th Grade

Other Sports: football

Started Playing Basketball: age 5

Favorite Basketball Team: MN Timberwolves

Basketball Goal: "To get to the NBA and be a good team player."

"I like **3 on 3** because it's for fun, the kids regulate themselves, the refs are fun, you get to have the ball more and everyone has a chance to score."

*Caden has played in over 10 Midwest 3 on 3 leagues.

"I like **5 on 5** because it's a chance to play more basketball with other players of the same playing level, as well as meet new people".

*Caden plays point guard for his 5 on 5 team.

Spring 5 on 5 Cost : \$1350

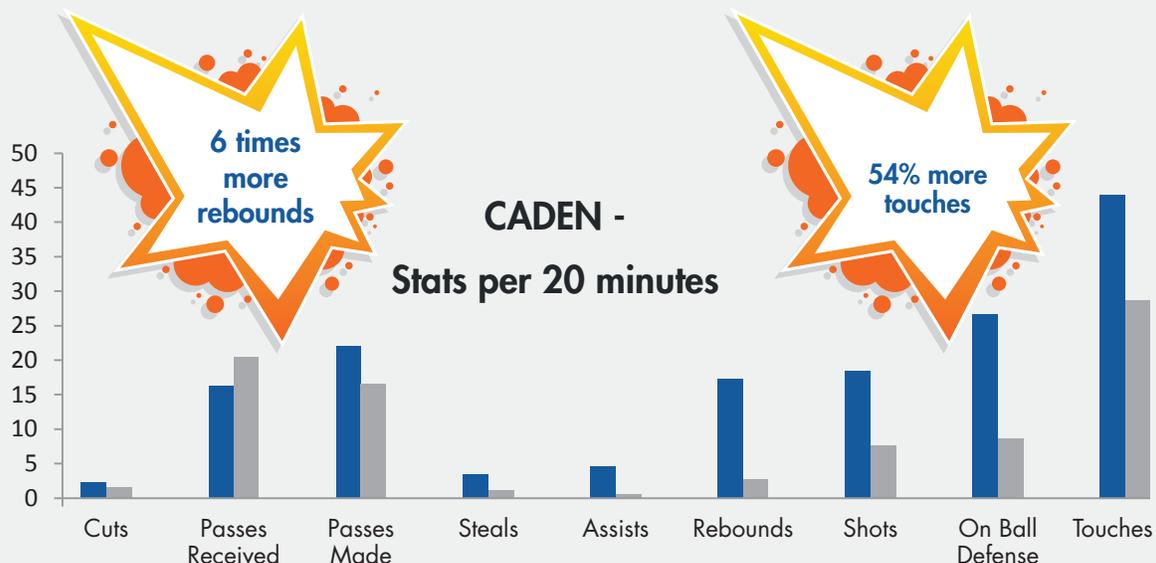
Team fee: \$650

Admissions fees: Over \$200 "Too much! We have 6 people in our family and often cannot afford to all go watch the games because we cannot afford the \$10 admission for everyone."

Travel expenses: \$500

Time Commitment: 6 weekend tournaments, half the practices are 40 minutes away

APPROXIMATE COST PER TOUCH: \$0.14 vs. \$1.15



	Cuts	Passes Received	Passes Made	Steals	Assists	Rebounds	Shots	On Ball Defense	Touches	Cost per Touch
■ 3 on 3	2.3	16.2	22	3.5	4.6	17.3	18.5	26.6	43.9	\$0.14
■ 5 on 5	1.5	20.4	16.6	1.2	0.6	2.7	7.7	8.6	28.7	\$1.15

■ 3 on 3 ■ 5 on 5



Established 1997
midwest3on3.com
#Play4Fun