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Football Fans

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Modern fans. Modern data.

Football season is almost here, and for marketers, it's more than a game—it's a chance to connect with one of the most passionate audiences in America. Using AnalyticsIQ's predictive PeopleCore data, we've uncovered who football fans are, what drives their passion, and how their fandom shapes the way they engage with brands.

Whether you're looking to boost awareness, drive sales, or simply make a meaningful connection with audiences as the season kicks off, these insights can help you turn football's cultural moment into marketing impact.

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Demographics

Football fans are...

- Football fans are 46.8 years old on average
- 36.2% of football fans are Millennials – the largest representation for any generation
- 83.3% of football fans are male
- Football fans are 32.9% more likely to have children in their household than the average population
- Over a quarter of football fans are likely to be business decision makers at work which is 64.2% more likely than the average population
- Football fans are 172.4% more likely to be have a job in civil service or the military

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Finances & Spending

Football fans are...

- Football fans have an average annual household income of $123,770 which is 10% more than the average household
- Football fans spend big – they spend 7.8% more annually on discretionary items than the average consumer. Specifically:
  - 7.5% more than average on dining out
  - 13% more than average on education
  - 20% more than average on domestic travel
- Football fans are nearly 100% more likely to use mobile investment apps

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Lifestyle & Interests

Football fans are...

- Football fans are 65.1% more likely to drive an electric vehicle
- Nearly one-third of football fans are likely to be avid gamers
  - They are most likely to be console gamers that prefer PlayStation
  - They are highly likely to play sports games, strategy games, RPG games, and freemium games
- Over half of football fans are likely to watch eSports
- Football fans are most likely to be active on LinkedIn, Snapchat, and X (fka Twitter)
- Over half of football fans are likely to be podcast listeners

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Travel Preferences

Football fans are...

- Football fans are likely to spend 20% more on domestic travel than the average consumer each year
- They are most likely to travel for
  - Outdoor experiences
  - Personal reasons
  - Luxury experiences
  - Adventure experiences
- Football fans are more likely to prefer car transportation than air travel

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Ad Behaviors

Football fans are…

- Football fans are 55.7% more likely to change the channel during TV ads than the average consumer
- 40.7% of football fans are likely to visit a website from a TV ad they saw
- Over one-third of football fans are likely to scan QR codes shown on TV ads
- Football fans are nearly 50% more likely to make a purchase from podcast advertisements than the average consumer – nearly 75% more likely if a discount is offered

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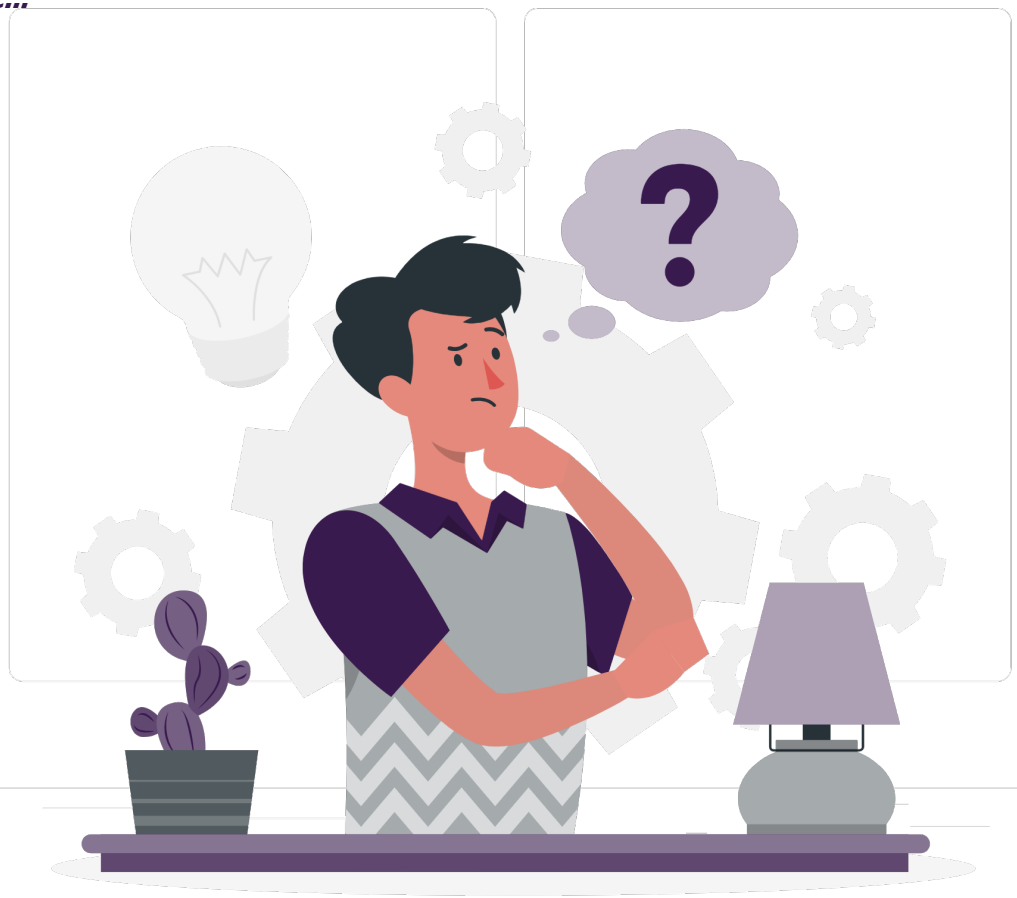
Motivations & Decision Drivers

Football fans are...

- Football fans are 122.5% more likely to be early adopters of technology
- Football fans are more likely to be extrinsically motivated to donate vs intrinsically motivated to donate
- They are nearly 20% more likely to be spontaneous purchasers
- Approximately 40% of football fans are likely to be foodies
- Nearly one-third of football fans are likely to purchase green or energy efficient home products
- Football fans are 65.1% more likely to us AI than the average consumer



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TV Consumption

Football fans are...

- Football fans are most likely to watch TV during the following dayparts in order:
  1. 7pm to 11pm
  2. 4pm to 7pm
  3. 5am to 9am
  4. 11pm to 2am
  5. 9am to 4pm
- Football fans are 106% more likely to watch Sci-Fi
- Footballs are also likely to watch the following sports in order of most preferred:
  1. Baseball
  2. Hockey
  3. Basketball
  4. Golf
- Football fans are most likely to stream Peacock. Additional streaming services in order of preference:
  2. YouTubeTV
  3. AppleTV+
  4. Disney+
  5. Netflix
  6. Hulu
  7. HBO
  8. Paramount+
  9. Amazon Prime
- Approximately 30% of football fans are likely to spend $200 or more per month on streaming services

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About AnalyticsIQ

AnalyticsIQ is the leading people-based marketing data creator and predictive analytics innovator. Our mission is to fuel better outcomes for all by creating high-quality and predictive people-based data by blending cognitive psychology with data science.

Our PeopleCore consumer data, BusinessCore B2B data, and Connection+ B2B2C linkages help B2C and B2B organizations across industries understand who people are, what they do, and why they make decisions in order to achieve better marketing results.

Whether you're looking to improve your marketing results across channels, build predictive models, create custom audiences, or drive better outcomes, AnalyticsIQ can be your partner. For more information, visit https://analytics-iq.com/ and follow us on X and LinkedIn at @AnalyticsIQ.


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