

The SECRET LIVES of Connected FOOTBALL FANS

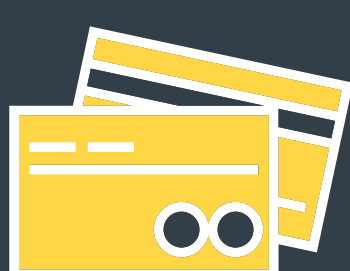
WHO ARE THEY?

45%
WOMEN



25-34
YEAR OLDS
AFFINITY

MOST
VIEWERS
HAVE GOOD
CREDIT

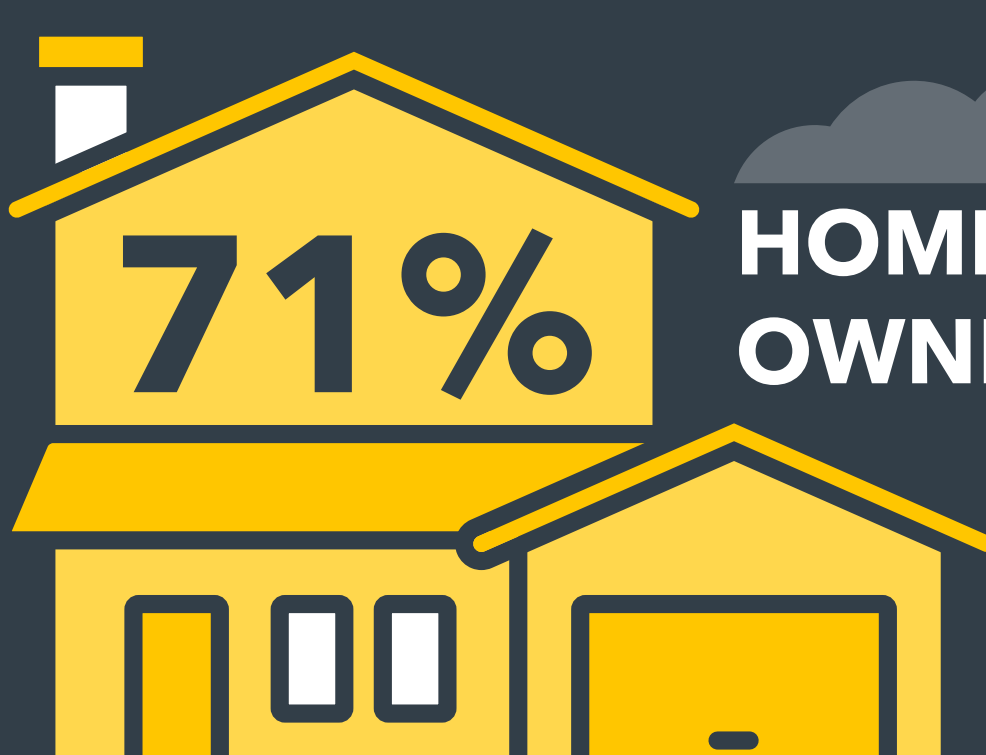


18-24
YEAR OLDS
AFFINITY



71%

HOME
OWNERS



WHAT DO THEY LIKE?



YOGA IS ON THE
RISE BUT MOST
PREFER CARDIO
FOR THEIR
WORKOUT



POLITICALLY,
THEY LEAN A
LITTLE TOWARDS
THE LEFT



THEIR TOP TV
NETWORKS ARE
HBO, CARTOON
NETWORK AND
FOX NEWS

WHEN THE GAME IS ON



FANS WANT MEXICAN
FOOD AND SWEETS.
FAST FOOD CHAINS
WOULD BENEFIT FROM
INCLUDING A DESSERT TO
THEIR MENUS

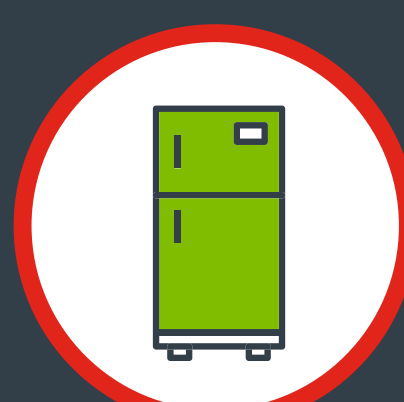
TOP FIVE RETAIL CATEGORIES IN WHICH FANS ARE INTERESTED



COMPUTERS



HEALTH AND
BEAUTY



APPLIANCES



ELECTRONICS



SPORTING
GOODS

