

# NFL Fans



## Traditional TV

41% A18-49

45% A25-54

82% A35+

54 Median Age

56% Male

67% Any College

73% Own Home

20% Higher Median HHI

82% Brand Loyal

49% Avid Fans  
(Enjoy 3 or More Sports)



## Streaming TV

A18-49 61%

A25-54 60%

A35+ 69%

Median Age 43

Male 62%

Any College 69%

Own Home 65%

Higher Median HHI 28%

Brand Loyal 81%

Avid Fans 50%  
(Enjoy 3 or More Sports)