

FUNDING THE FOOTBALL FANDOM

Family gatherings can be fun but it's football season and some of us have priorities. So, if you're planning on skipping out on Aunt Edna's birthday party or another wedding, you're not alone!

NEARLY 1 IN 4... ...admit they've missed an important family function to instead watch football on TV (24%)

With work, school and other responsibilities - free time is precious. That's why it's important to spend this time on something you enjoy...like being fully invested in what's happening on the gridiron.

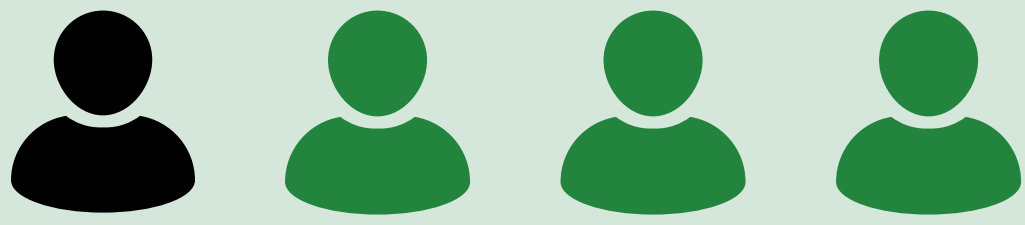


NEARLY HALF OF MEN

Spend 4 or more hours per week watching football in the fall (46%)

Considering the abundance of premium sports channels and streaming packages that offer exclusive live coverage of pro and college football for an added subscription fee, the costs of being a loyal fan can add up.

OVER A QUARTER



of adults currently pay for a subscription to a streaming service specifically to watch football

50%

GEN Z ADULTS

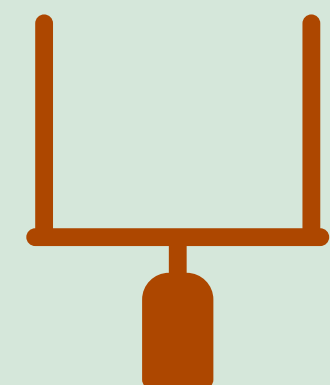
MILLENNIALS

41%

It's not just the cost of streaming apps that gets football fans reaching into their pockets. There are also tickets, food, travel, merchandise and more...

NEARLY A THIRD OF ADULTS...

anticipate spending more than \$500 on football this season (30%)



GEN Z ADULTS

50%

MILLENNIALS

44%

Miss the family barbeque. Spend the time and money. Football season has arrived and you're here for it!