Known to the rest of the world as football, soccer in America has been growing in popularity in recent years. Despite the US not qualifying for the tournament in 2018, US fans are the largest group traveling from a foreign country to attend this year’s World Cup in Russia. US advertisers aren’t staying away either: we anticipate that TV ad spend won’t be particularly affected by the lack of US team representation.

Who makes up this group of soccer enthusiasts? We examined our TGI data to find out.

Profile of the US Soccer Fan

**FAN PROFILE**

**PASSION FOR THE GAME**
Soccer fans in the US remain mostly men, but more and more women are following the event. The breakdown in the U.S. is similar to that of European countries like France, Italy, and Spain.

**PURCHASING BEHAVIOR**
Soccer fans in the US consider many factors when making purchasing decisions, and are also influenced by expert and peer reviews. As a group, they are:

**ONLINE BEHAVIOR**
Soccer fans in the US use the internet for leisure, shopping and to manage day-to-day tasks. Fans of the sport are:

Source: Kantar Media US TGI Survey, 2017