

## Profile of the US Soccer Fan

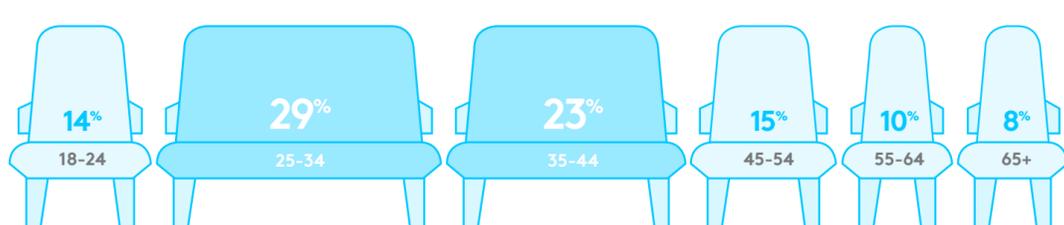
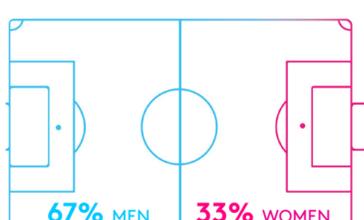
Known to the rest of the world as football, soccer in America has been growing in popularity in recent years. Despite the US not qualifying for the tournament in 2018, US fans are the largest group traveling from a foreign country to attend this year's World Cup in Russia. US advertisers aren't staying 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.



### FAN PROFILE

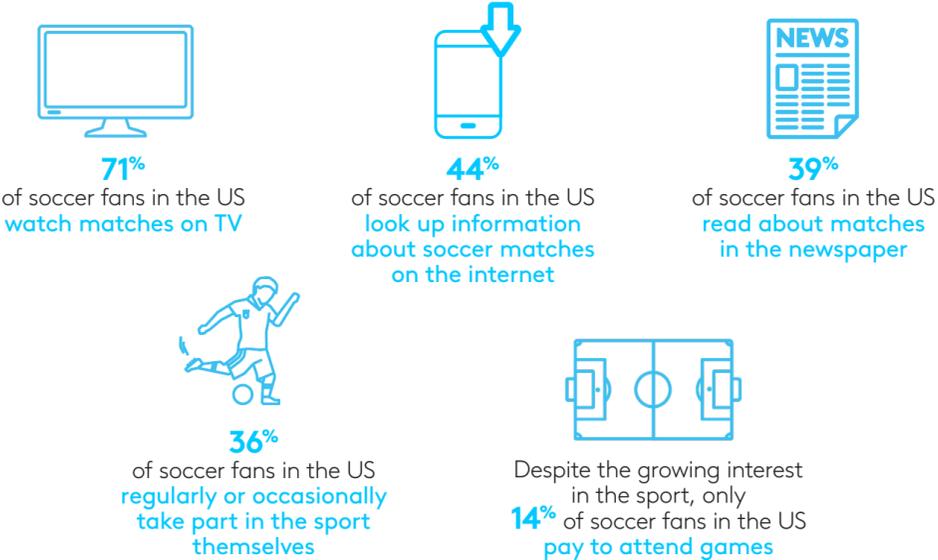
Soccer fans in the US remain mostly men, but more and more women are following the event. The breakdown in the U.S. is similar to that of European countries like France, Italy and Spain.



Fans come in all different age groups, but **25-44 year olds** have the highest concentration of fans among them.

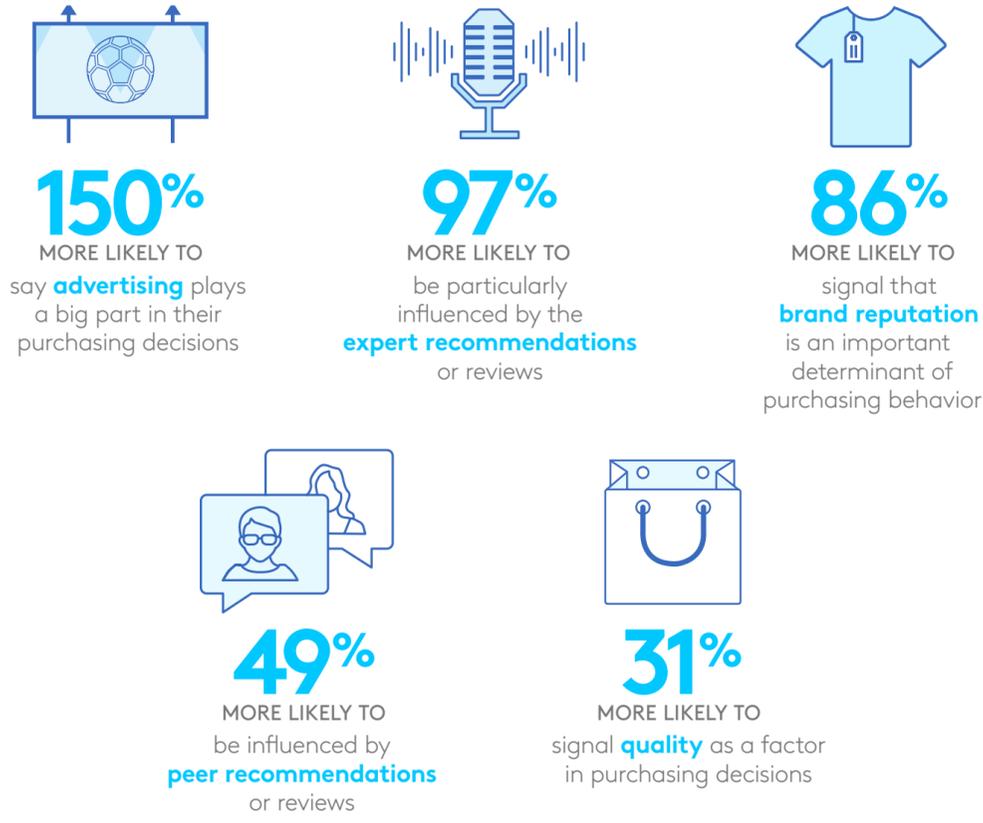
### PASSION FOR THE GAME

The US soccer fan base doesn't typically pay to attend live games. Instead, they consume the sport on TV and **use other media** to seek out information about the games.



### 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:

