

74.7 million

Americans plan to spend
\$4.6 billion to participate
in fantasy football this year.

Fantasy football players
are projected to spend an average of **\$107**
each on leagues. 47% spend an average of
\$60 on alcoholic beverages/game.

Americans will buy

12.5 million
pizzas



(average order \$26.45)
and will eat roughly

1.33 billion
wings



on Super Bowl Sunday.



Fantasy Football Player Profile:

- 71% Male
- Average age: 32
- College Degree or more: 50%
- Household income of \$75k+: 53%

Did you know? We have 1,000s of syndicated behavioral profiles to help you get the touchdown and win with your ad campaigns.

Let's find your next customer!

Game-Time Viewing Behaviors

Understand and identify fans who attend live games as well as other media consumption habits during football season.

- Claritas > Sports and Entertainment > Attends NFL game
- Claritas > Sports and Entertainment > Attends college game
- Claritas > Media > Has Cable TV Package with Enhanced Sports
- Claritas > Media > Has Satellite Dish TV with Enhanced Sports

Dining Preferences and Habits

What's football without food and drink? Fans will be digging in from kick-off to the two minute warning. Identify households by dining habits during game time. Sample audiences include:

- Claritas > Restaurant Food and Beverage Diners > Drinks Anheuser Busch Products (Zipscene)
- Claritas > Restaurant Food and Beverage Diners > Eats out for Monday Night Football (Zipscene)
- Claritas > Restaurant Food and Beverage Diners > Eats out for Sunday Football (Zipscene)
- Claritas > Restaurant Food and Beverage Diners > Eats out for College Football Games (Zipscene)

NFL Team Affinities

Reach fans of specific NFL teams, both in and out of their home city.

- Claritas > Sports/Entertainment > Dallas Cowboys fan
- Claritas > Sports/Entertainment > Green Bay Packers fan
- Claritas > Sports/Entertainment > New York Giants fan
- Claritas > Sports/Entertainment > Minnesota Vikings fan

These audiences are
now available on

LiveRamp
an axion company



Learn how you can take advantage of this year's NFL season using Claritas Digital audiences, contact us at ClaritasDigital@claritas.com