

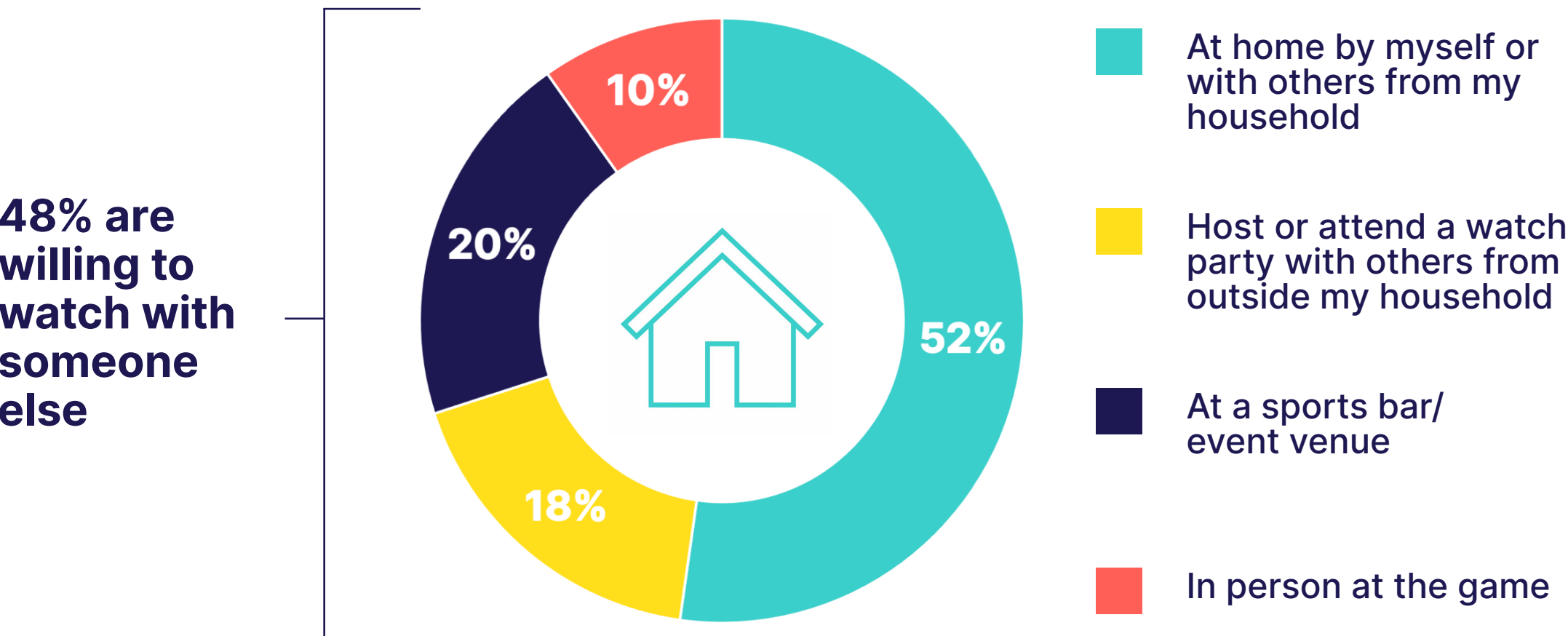


What impact has COVID had on your interest in watching NFL games?

Nearly half of NFL fans plan to watch in the company of others this year.

Where do you plan to watch NFL games this season?

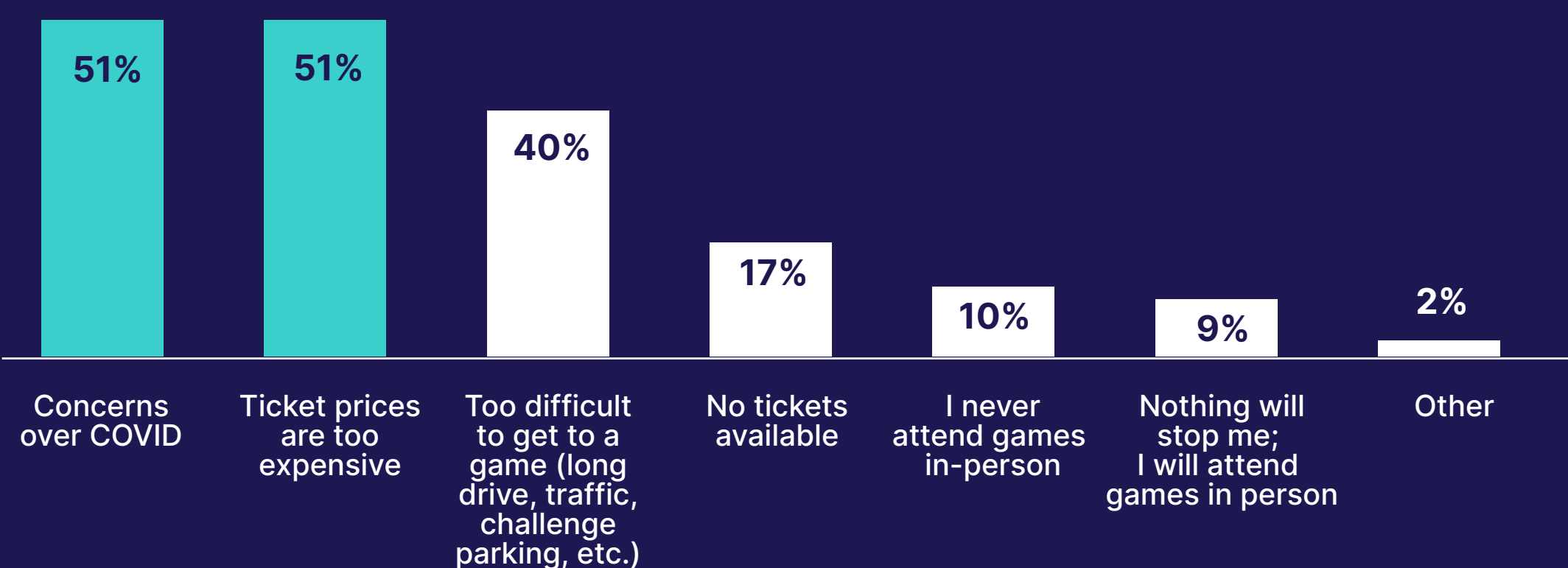
Base: Total NFL Fans (N=200)



COVID is still a significant concern preventing in-person attendance at NFL games.

What are some reasons you might not attend NFL games in-person this season?

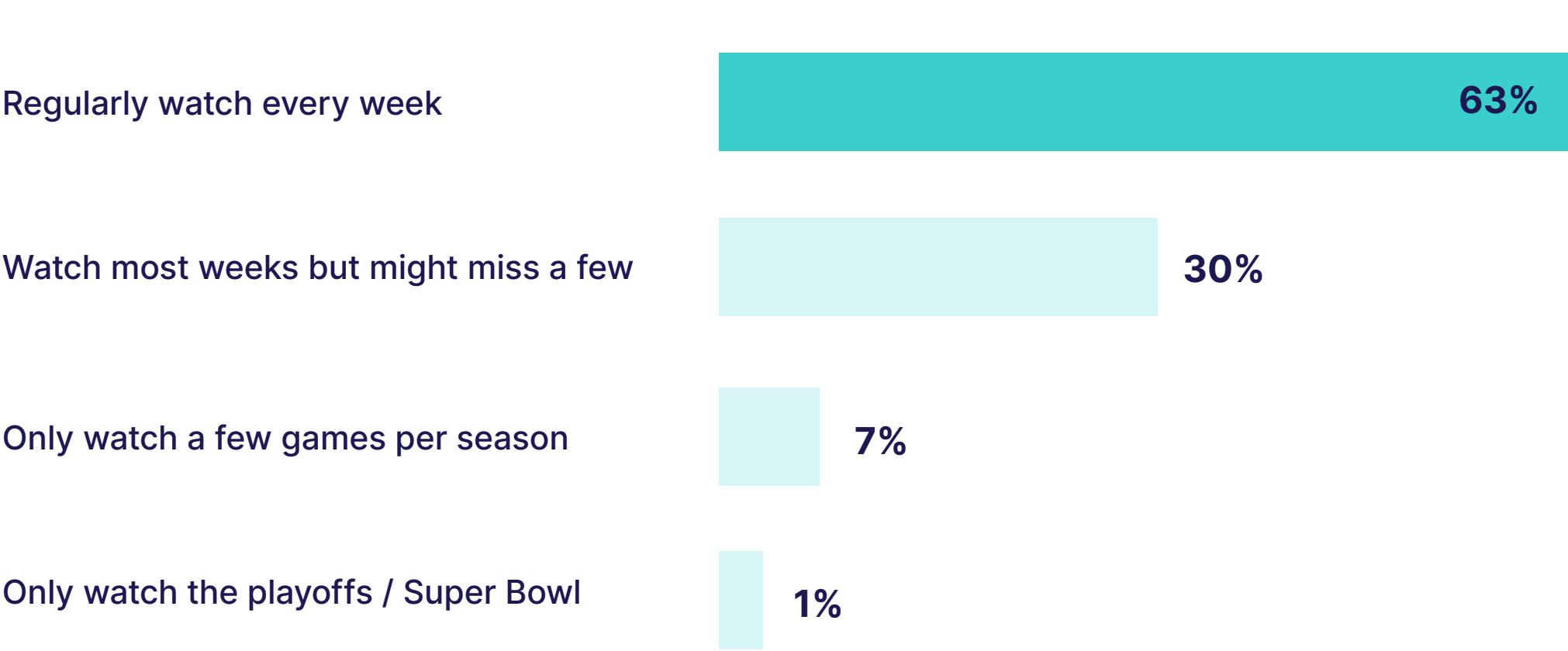
Base: Total NFL Fans (N=200)



The majority of NFL fans are regular weekly viewers, and nearly a third have increased the number of games watched since the start of COVID.

Which of the following best describes your NFL viewing habits?

Base: Total NFL Fans (N=200)



What, if any, impact has COVID had on your interest in watching NFL games? I watch...

Base: Total NFL Fans (N=200)



About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and research experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckkit.com

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