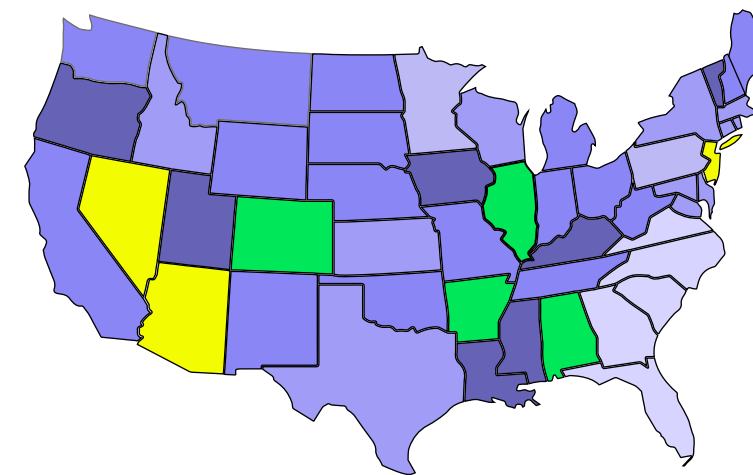
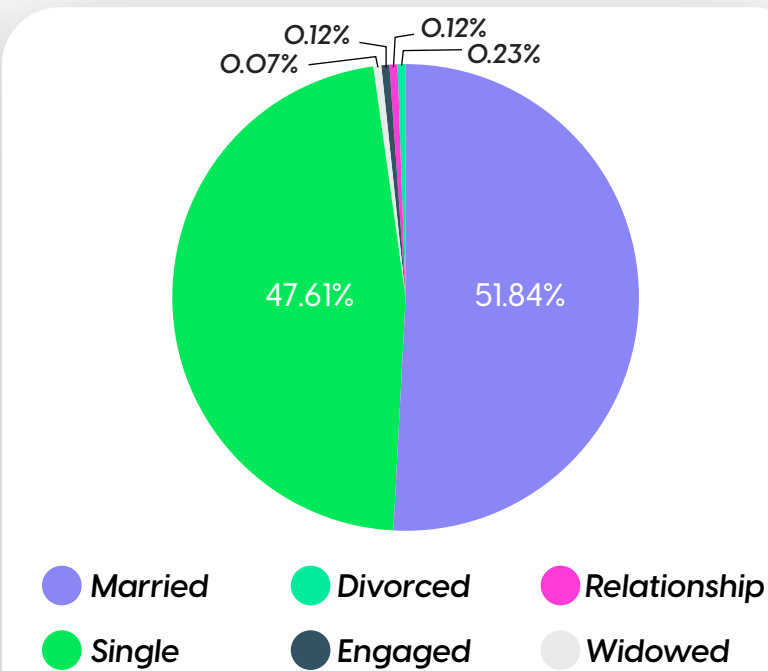


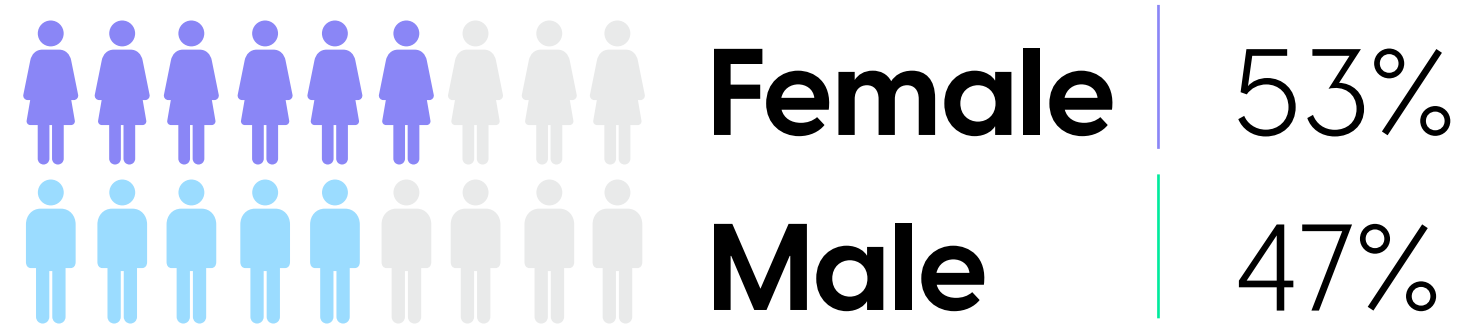
Super Bowl Fans



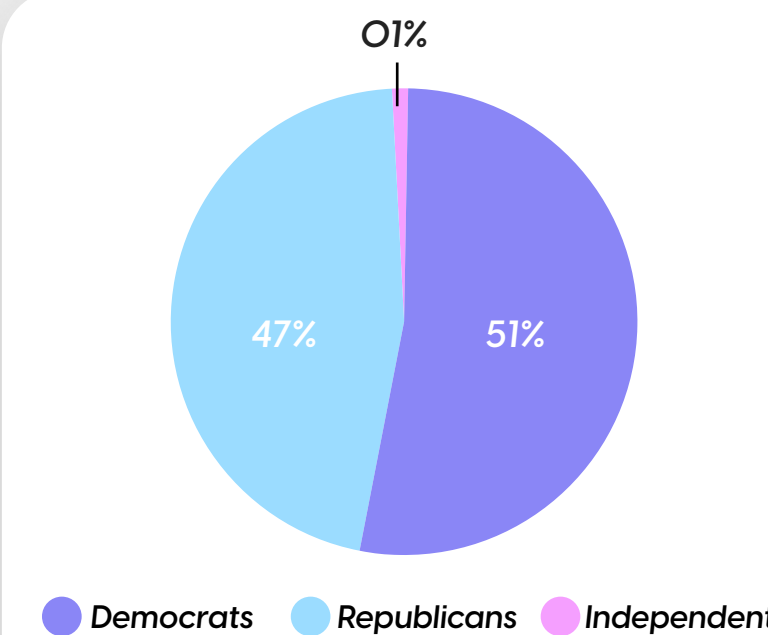
Affinity By State



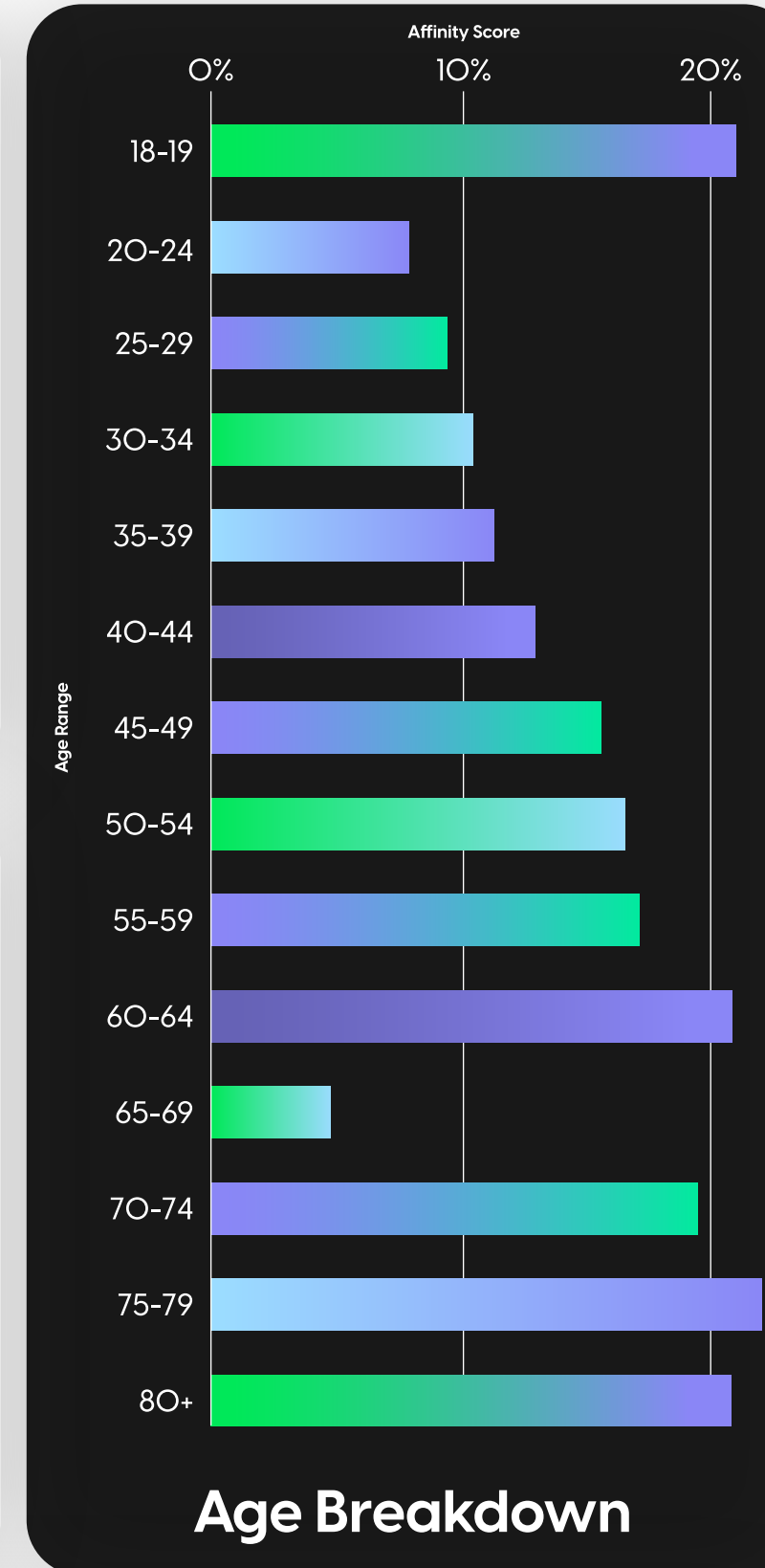
Marital Status



Gender Breakdown

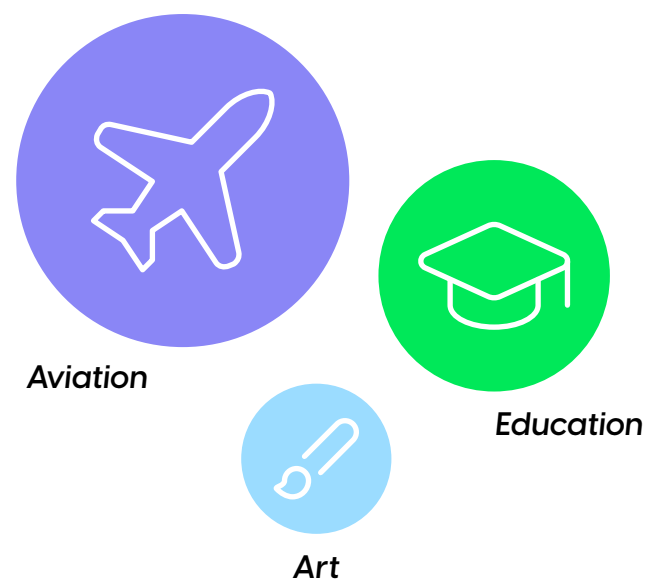


Political Breakdown



Age Breakdown

Meet the Super Bowl Fans, a diverse and well-rounded group united by their love for the big game. They come from all walks of life, with balanced representation across location, gender, marital status, and income. Beyond football, they're planners and shoppers, keen on holiday deals and summer vacation bookings and premium credit cards. Super Bowl Fans are avid readers and audiobook listeners, often diving into science fiction or financial news to stay informed and entertained. Collecting is a passion for many, with interests spanning coins, antiques, stamps, art, and sports memorabilia. With affinities for motor sports, aviation, and active lifestyles, this audience blends their excitement for the Super Bowl with a dynamic range of hobbies and interests, making game day an event that's about more than just the action on the field.



Top Affinities

\$60k - \$90k

Household Income Affinity Majority

220,915,203

Sample Population