



ONPOINT
SPORTS

FANTASY FOOTBALL FACTS

- There are 33 million fantasy football players. Most are in multiple leagues.
- Participants spend an average of 10 hours per week on their fantasy leagues.
- 80% of fantasy players are male and have been playing in leagues for 9.5 years.
- The average age of a fantasy player is 34.
- 46.9% of members in leagues pay to play.
- 78.1% of fantasy players have a college or advanced degree.
- 20% of all fantasy players are women.
- The average player spends about \$110 per year on fantasy-related activities.
- The fantasy industry was worth \$11 billion in economic productivity in 2014.
- 39% of male fantasy players would sacrifice beer for an entire season to win their fantasy league, 19% would surrender their mobile phone and 16% would give up sex.
- 40% of players say they plan on participating in Fantasy Football until they die.

NFL QUICK FACTS

- 65% of adults in the US say they follow the NFL in some form.
- Globally, 38% of adults identify as NFL fans.
- 74% of men and 56% of women in the US are football fans.
- 23-28% of women watch 6-10 hours of football/week.
- The NFL is most popular among the 25-34 age group.
- 75% of NFL fans own a smartphone and over 50% have a tablet.
- On average, NFL fans spend 1.79 hours a day on their phones.