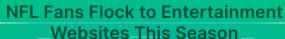
## **TOUCHDOWN FOR ENTERTAINMENT:**





The division between NFL football viewers and non-viewers is more than just a matter of personal preference; it represents the way people choose to spend their leisure time.

NFL viewers often revolve their Sundays around kickoff times and gatherings while non-viewers often opt for alternative sources of entertainment.

https://fandom.com

**14%** of those who don't plan to watch NFL football this season visited **Fandom.com**.



< >

17% of those who don't plan to watch NFL football this season visited NYTimes.com.

We combined survey +
behavior data to discover
a connection between
the different types of
entertainment websites
these two groups like to
spend time on.

## **NEED RESEARCH?**

Contact us now: solutions@mfour.com or call 714-754-1234. Data witnessed September 2023.

LEARN MORE

