

## — CAUSEWAY SOLUTIONS CONSUMER INSIGHTS —

# TARGETING THE SOCCER FAN: IT'S ABOUT MORE THAN JUST THE GAME

By Tim Lolli, Managing Director of Sports Marketing at Causeway Solutions

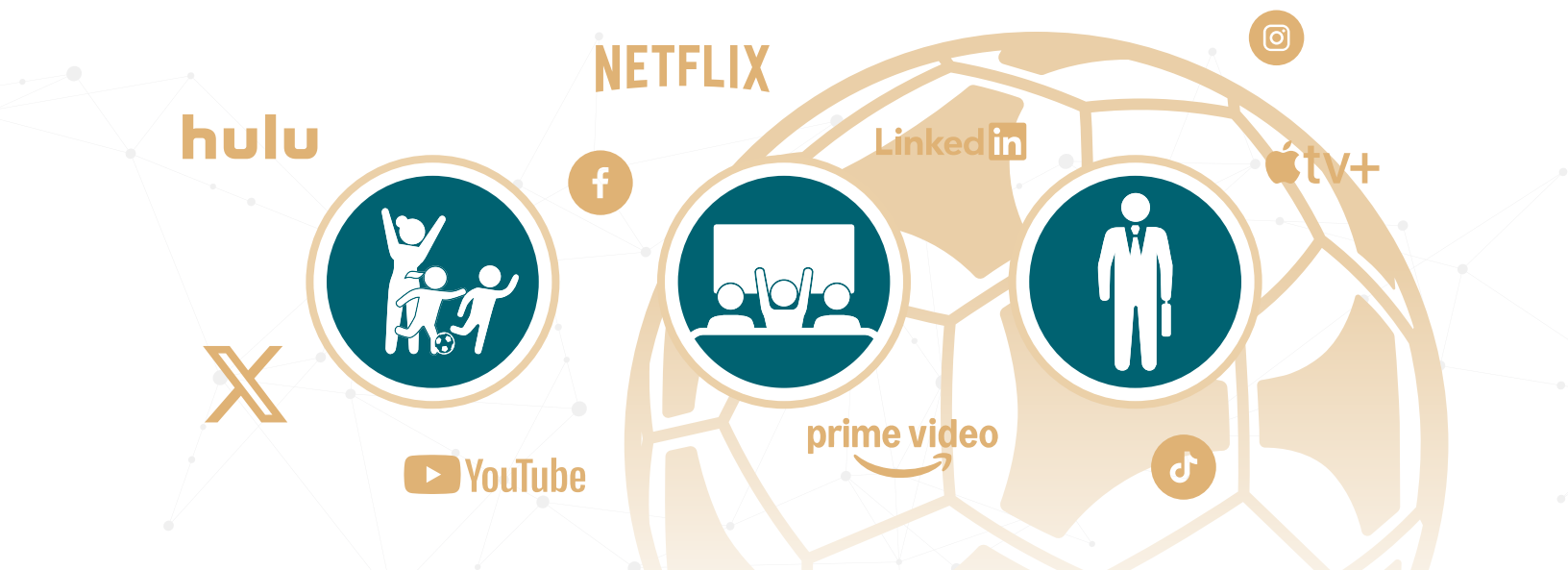
With the global appeal of Leo Messi and growing popularity of FIFA World Cup, more Americans are paying attention to soccer.

“United States of Soccer” Fan Insights Report says, “Soccer is a ‘growth stock’ as fandom spikes in the U.S., including a strong mix of new fans (33%) and long-term fans (32%).” The report shows 50% of fans who subscribe to specific streaming services said soccer is a very important factor in maintaining their subscriptions.<sup>1</sup>

Marketers, now is the time to begin planning for the upcoming 2026 FIFA World Cup. Since the U.S. is co-hosting the 2026 FIFA championship matches, look for opportunities with Major League Soccer (MLS) clubs, youth soccer programs, and more to fire up the fans.

Causeway Solutions supports marketers in sports, hospitality, and travel industries among others, with data insights and analytics to reach their goals and create winning playbooks.

Our new Media Consumption Models allow us to spotlight soccer fans as specific subgroups to uncover surprising differences in how they consume media and engage with social platforms.<sup>2</sup> See how further defining a target group delivers even more insight on the best way to acquire them.



## The Soccer Mom: A Superfan Who Juggles It All

First up, meet the Soccer Mom: a female fan with kids under 15 who balances family, sports, and her digital life. While she may not seem different from the average soccer fan, using Causeway Solutions' Media Consumption Models reveals key distinctions.

- The Soccer Mom is a streaming enthusiast—**93% of them are active streamers.**
- **63% are influenced by social media personalities**, making their purchase decisions and viewing habits susceptible to the recommendations of influencers.
- **Instagram is the go-to for Soccer Moms**, followed closely by Facebook and TikTok.
- They are almost **40% more likely to be on Pinterest** than the average soccer fan, which makes it a goldmine for brands trying to engage with this audience.
- However, this group is **less likely to engage with platforms like LinkedIn or X** (formerly Twitter), where they lag behind other soccer fans.
- **YouTube takes the lead, followed by Netflix and Hulu for streaming preferences.** Amazon Prime and Hulu with Ads round out the top five.

To connect with Soccer Moms, focus on streaming platforms and social media that influence their day-to-day lives. Tailor your messaging to reflect their family-oriented lifestyle, while also recognizing the strong influence of digital personalities on their purchasing and viewing habits.



## The Soccer Dude: A Selective Fan with an Eye for Streaming

Next, let's talk about the Soccer Dude—a male fan under 30 with no children, whose media consumption habits are distinctively different. This group underscores the importance of moving beyond broad demographics.

- Broadcast and cable TV are not where you'll find the Soccer Dude—**this fan is all about streaming and social media.**
- A whopping **97% are active on YouTube**, with other key platforms including **X (96%)** and **Instagram (92%)**.
- While other platforms like LinkedIn, TikTok, and Reddit are also popular, **the Soccer Dude is most likely to be found on social media or streaming services**, and is more likely than the average to use the ad-supported versions of those options. Another great example of the importance of segmenting your audience is when you look at Pinterest, the Soccer Moms' favorite only appeals to 5% of this group.
- **Netflix takes the top spot, followed by Prime Video and Hulu with Ads** for streaming preferences.
- **This group is more likely than others to embrace the “streaming exclusive” experience**, indicating a preference for content available only on streaming platforms. While they may engage with broadcast and cable content, it's far more likely that they'll be watching those channels via streaming services.

To reach Soccer Dudes, focus on their social platforms and streaming services with ad-supported options.



## Affluent Male Fans: A Different Type of Engagement

Lastly, we have the Affluent Male Fans—a group with household incomes over \$150K. This segment has very different media consumption habits than either the Soccer Mom or Dude and is harder to engage with online offerings.

- The most notable difference? **This group has the highest engagement with traditional media**, particularly Broadcast TV, Live TV, and Cable TV.
- **These fans aren't as focused on social media or streaming exclusives.** In fact, they're the least likely group to be influenced by social media and are less likely to embrace ad-supported streaming options.
- **LinkedIn is the most common social platform for this group**, with 84% using it regularly.
- They also **engage with X and YouTube more than the average fan**, but they are less likely to be active on Instagram or Facebook.
- **Apple TV+, Prime Video, and Netflix are their top choices for streaming.** However, compared to other soccer fans, they are less likely to turn to streaming services overall.

To reach this audience, focus on more traditional advertising through cable and broadcast, while supplementing with platforms like LinkedIn and YouTube. Don't expect them to engage much with ad-supported streaming or influencer-driven content—they're a more reserved audience in the digital space.



## Understanding the Soccer Fan Behind the Screen

By segmenting soccer fans into distinct personas, we can see that reaching this passionate audience requires more than just a one-size-fits-all approach. While all these fans share a love for the game, their media habits—and how they interact with brands—can vary dramatically.

Next time you think about targeting soccer fans, remember it's not just about the sport—it's about understanding the unique fan behind the screen.

Email [Info@CausewaySolutions.com](mailto:Info@CausewaySolutions.com) to learn more.

Tim Lolli is the Managing Director of Sports Marketing at Causeway Solutions, a leading provider of Acquisition Analytics and innovative data services. With over 15 years of experience in campaign management and execution, Tim brings strong analytical and problem-solving skills to high-stress, high-pressure environments. He has successfully transitioned his expertise from securing key Congressional election wins to advancing sports marketing. Tim now serves as a strategic advisor for sports marketers, specializing in the planning and execution of complex, multichannel branding and promotional campaigns. Causeway Solutions empowers clients to make smart, timely, data-driven decisions through real-time consumer insights to better reach target audiences. Learn more at [CausewaySolutions.com](https://CausewaySolutions.com).

### Sources:

1. "Soccer Fandom is Booming in America According to New Report," Forbes
2. Causeway Solutions Media Consumption Models 2024

## Sports fans are about more than just the game

Our Sports Advanced Audiences identify nuanced subgroups of fans to guide precise targeting and maximize engagement. To effectively connect with these diverse fan segments, tailored strategies are essential. Causeway Solutions specializes in delivering advanced audience analytics to help you achieve just that.

### Advanced Audience Overview

Audience	Description
Professional Fan	Individuals most likely to be fans of professional sports
College Fan	Individuals most likely to be fans of professional sports
Football Fan	Individuals most likely to be fans of football
Baseball Fan	Individuals most likely to be fans of baseball
Basketball Fan	Individuals most likely to be fans of basketball
Hockey Fan	Individuals most likely to be fans of hockey
Soccer Fan	Individuals most likely to be fans of soccer
Tennis Enthusiast	Likely to be enthusiastic about tennis
Auto Racing Enthusiast	Likely to be enthusiastic about auto racing
NASCAR Enthusiast	Likely to be enthusiastic about NASCAR
Golf Enthusiast	Likely to be enthusiastic about golf
E-Sports Fan	Individuals most likely to be fans of e-sports
FIFA Mens World Cup	Individuals most likely to be fans of FIFA men's world cup
FIFA Womens World Cup	Individuals most likely to be fans of FIFA women's world cup
Sports Ticket Buyer	Individuals most likely to attend a sports event in person
Sports Watch Regular Season	Individuals most likely to watch the regular season of a sport
Sports Womens Fan	Individuals most likely to be fans of women's sports
Olympics Fan	Individuals most likely to be fans of the Olympics
Sports Watch Full Season	Individuals most likely to watch the full season of a sport
Outdoor Enthusiast	Likely to be enthusiastic about the outdoors
Sports Engager	Individuals most likely to interact with a team or athlete on social media
Donation Sports Fans	Likely to be interested in sports and donate
Sports Subscriber	Individuals most likely to subscribe to sports publications or premium content
Sports Gambling Fan	Individuals most likely to be fans of sports gambling
Sports Docudrama Viewer	Individuals most likely to watch a sports docudrama
Casual Fan	Individuals most likely to be casual sports fans
Not a Sports Fan	Individuals most likely to not be fans of sports

## Activate Our Audiences Today!

- **Add our audiences to your campaigns:** Access our sports audiences through our [LiveRamp Storefront](#). Also directly available on The Trade Desk, StackAdapt, SimpliFi, and Equative!
- **Partner with us:** Collaborate with our team to uncover deeper insights, develop tailored strategies, and implement audience-driven solutions that deliver measurable, impactful results.

Causeway Solutions is a leading provider of Acquisition Analytics and strategic data insights supporting successful marketing plans, business decisions, and political campaigns. Specializing in predictive and prescriptive modeling and customized audience targeting strategies, Causeway Solutions has developed billions of predictions and unique consumer, constituent, patient and voter-based audiences.

Email [Info@CausewaySolutions.com](mailto:Info@CausewaySolutions.com) to learn more.



**THAT'S CAUSEWAY SOLUTIONS.**

*That's data done the right way.*