

 MORNING CONSULT[®]

NFL FANS' FAVORITE BRANDS 2026



About the data in this report

Each day, Morning Consult collects survey interviews on thousands of brands in 40+ countries.

This data can be used to track perceptions of individual brands (e.g. what share of people have a favorable opinion of the NFL). It can also be used to gauge what one brand's audience thinks of the other brands (e.g. what fans of the NFL think about Google).

In addition to brand perceptions, Morning Consult also surveys on demographic and psychographic traits. This can be used to understand what share of NFL fans are millennials, drink light beer, care about the environment, or dozens of other considerations.

This report leverages that data to reveal the top brand preferences as well as key audience traits of NFL fans.

The surveys used in this report were collected between Jan 1, 2025 and Jan 31, 2026.

WHERE THIS DATA COMES FROM

Morning Consult Intelligence

The Always On Consumer Signal

Understand your consumers

With our daily data collection, you can create custom audience profiles using thousands of variables — demographics, psychographics, brand perceptions, economic trends, and sociopolitical habits.

Grow your brand

We track thousand of brands in 43 markets so you can benchmark against competitors, navigate crises, and gain market share with our comprehensive tracking.

GET IN TOUCH

 United States

NFL Fans

This Audience was created by me (Last saved Jan 25, 2025) | [View this Audience's properties](#)

Benchmark

All Respondents ▾

Date range

Custom ▾

Start date

01/01/2024

End date

12/31/2024

Sample size  n=9,777, MoE +/- 1%

Overview

> Demographics

Media Usage

> Behaviors

Psychographics

Brands

Consumer Sentiment

Politics

Export CSV 

Social Media Usage ⓘ

Segment	Audience % ↓
YouTube	93% 92%
Facebook	87% 84%
Facebook Messenger	81% 76%
Instagram	67% 61%
TikTok	58% 50%

 NFL Fans  All Respondents

Items per page: 5 ▾

Key takeaways – NFL Fans' Favorite Brands

1. **Doritos is NFL fans' favorite snack, DraftKings is their favorite betting app:** Additionally, State Farm ranks highest among insurers, and Levi's is their favorite apparel brand.
2. **Timberland, Venmo & Carnival Cruises are the top non-sports-related standout winners,** meaning NFL Fans' favorability is comparatively highest relative to all adults. Other notable standouts include Mercedes-Benz, Samuel Adams, and Polymarket.
3. **The NFL brand is in its strongest position this decade.** With a net favorability rating of +52, the highest mark since Morning Consult began tracking in 2017.
4. **NFL fans are outsized consumers, with elevated confidence:** Whether it's willingness to pay more for quality or interest in seeking out new trends, NFL fans display more consumer-friendly behavior than the general public. They also tend to have higher consumer sentiment, putting them in a better position to buy.
5. **The NFL fan base has grown more Republican in recent years,** as politically-charged scandals that damaged the brand's reputation among conservatives have faded. However, this is not due to waning popularity among Democrats who remain positive about the league.

NFL fans' favorite brand by category

The brand with the highest total favorability rating in each category among NFL fans

Tech	Google	Personal Care	Kleenex	Beauty	Dove
Entertainment	Netflix	Household Cleaning	Mr. Clean	Medication	Advil
Social Media	YouTube	QSR	Dairy Queen	Financial Services	Visa
AI	ChatGPT	Sit-Down Restaurant	Olive Garden	Insurance	State Farm
Electronics	Sony	Snack	Doritos	Auto	Chevrolet
Retailer	Amazon	Candy	M&M's	Car Rental	Enterprise
Home Improvement	Home Depot	Soft Beverage	Sprite	Airline	American
Pharmacy	Walgreens	Beer	Heineken	Hotel	Holiday Inn
Apparel	Levi's	Liquor	Jack Daniels	Sports Betting	DraftKings
Shipping & Logistics	UPS	Nonprofit	St. Jude		

NFL fans' standout favorite brands

These are the brands that **NFL fans favor most relative to all adults**. They are ranked by taking the share of NFL fans with a favorable opinion of each brand and subtracting the share of all adults with a favorable opinion.

		NFL Fans Favorability	Difference From All Adults			NFL Fans Favorability	Difference From All Adults
1	Fox Sports	66.7%	18.9	11	NCAA	53.1%	13.5
2	NBC Sports	66.4%	18.0	12	Madison Square Garden	61.9%	13.4
3	ESPN	70.5%	17.7	13	Venmo	64.9%	12.9
4	ESPN+	62.6%	17.3	13	TNT	58.9%	12.9
5	Sports Illustrated	59.9%	15.9	15	Carnival Cruises	51.3%	12.6
6	WNBA	53.8%	15.6	16	Rockstar Games	44.5%	12.5
7	ESPN App	51.9%	15.3	17	Yelp	54.4%	12.4
8	NBA	65.1%	14.8	18	Old El Paso	66.7%	12.3
9	MLB	69.7%	14.3	18	Formula 1	45.8%	12.3
10	Timberland	62.2%	13.5	18	Ticketmaster	56.5%	12.3

NFL fans' standout favorite brands (continued)

These are the brands that **NFL fans favor most relative to all adults**. They are ranked by taking the share of NFL fans with a favorable opinion of each brand and subtracting the share of all adults with a favorable opinion.

		NFL Fans Favorability	Difference From All Adults			NFL Fans Favorability	Difference From All Adults
21	Valvoline	60.0%	12.1	29	DC Studios	53.4%	11.7
21	Discovery Network	68.0%	12.1	32	Time Magazine	58.2%	11.6
21	Men's Wearhouse	55.2%	12.1	33	Premier League	35.6%	11.5
24	Mercedes-Benz	68.6%	12.0	34	CARFAX	59.7%	11.4
25	FanDuel	38.3%	11.9	34	Samuel Adams Beer	45.0%	11.4
25	Citi	51.8%	11.9	34	Morgan Stanley	42.2%	11.4
27	GQ	36.8%	11.8	37	Polymarket	21.7%	11.3
27	Hilton Honors	50.0%	11.8	37	Alamo Rent a Car	37.6%	11.3
29	NBA G-League	34.5%	11.7	39	Vanguard	42.1%	11.2
29	Sport Clips	43.6%	11.7	39	PGA Tour	43.7%	11.2

Breaking down this audience

The following provides insight into the demographic and psychographic traits that characterize NFL fans.

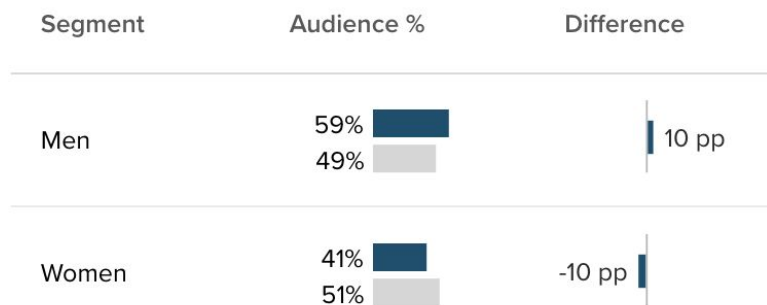
The NFL brand is the strongest it's been since Morning Consult began tracking in 2017

Net favorability (share with a favorable opinion minus share with an unfavorable opinion)



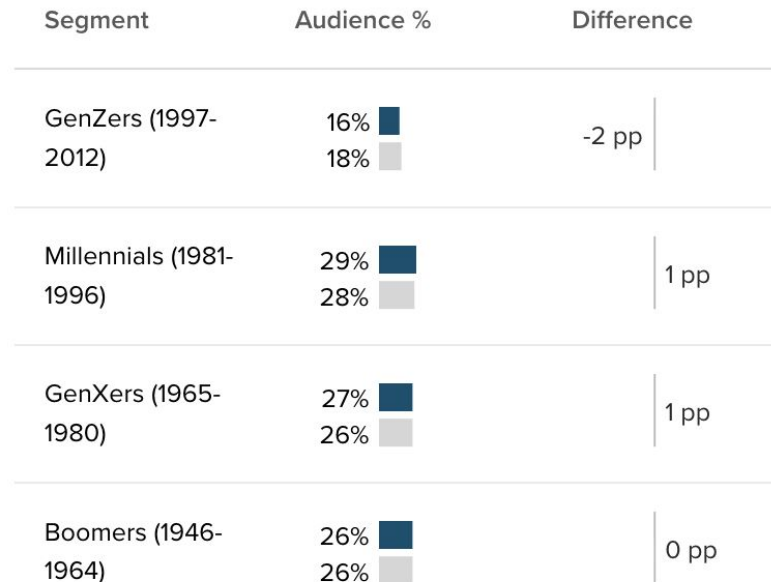
NFL Fans skew male but represent all generations

● NFL Fans ● All Respondents



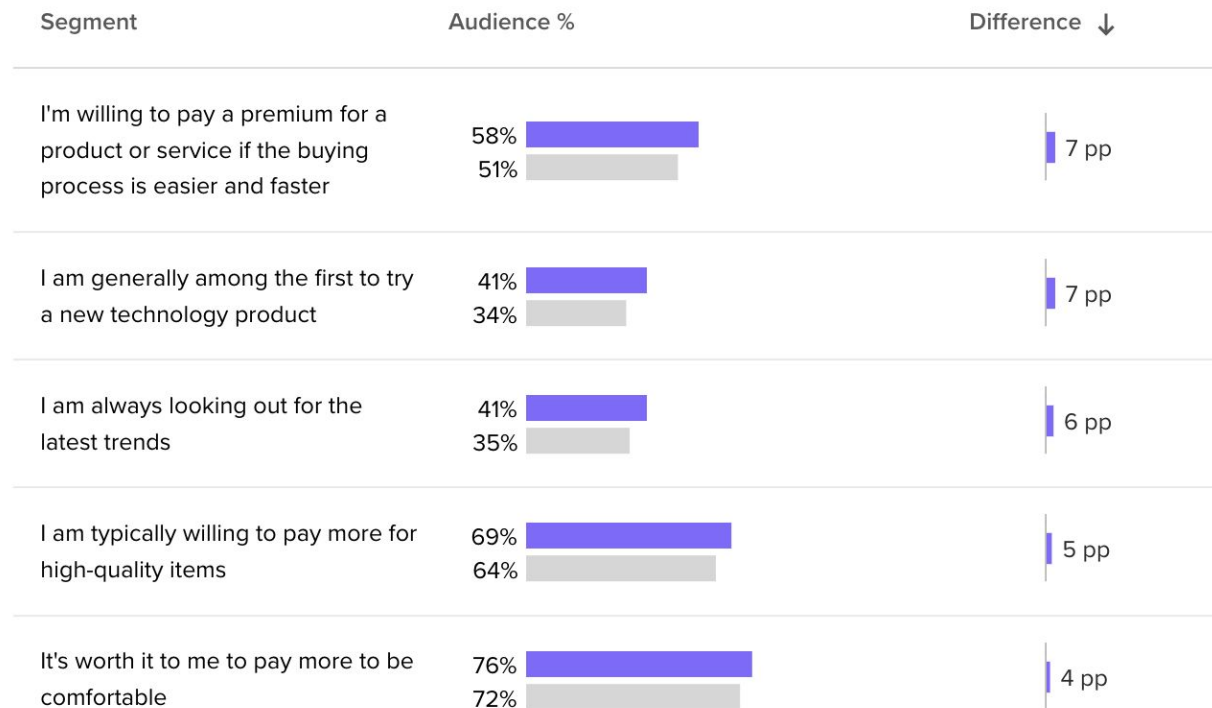
HOW TO READ THE DATA

This chart shows that 59% of NFL fans are men - 10 points higher than the share of men in the general adult population. Conversely, 41% of NFL are women, 10 points lower.



NFL Fans are major consumers and seek out new trends

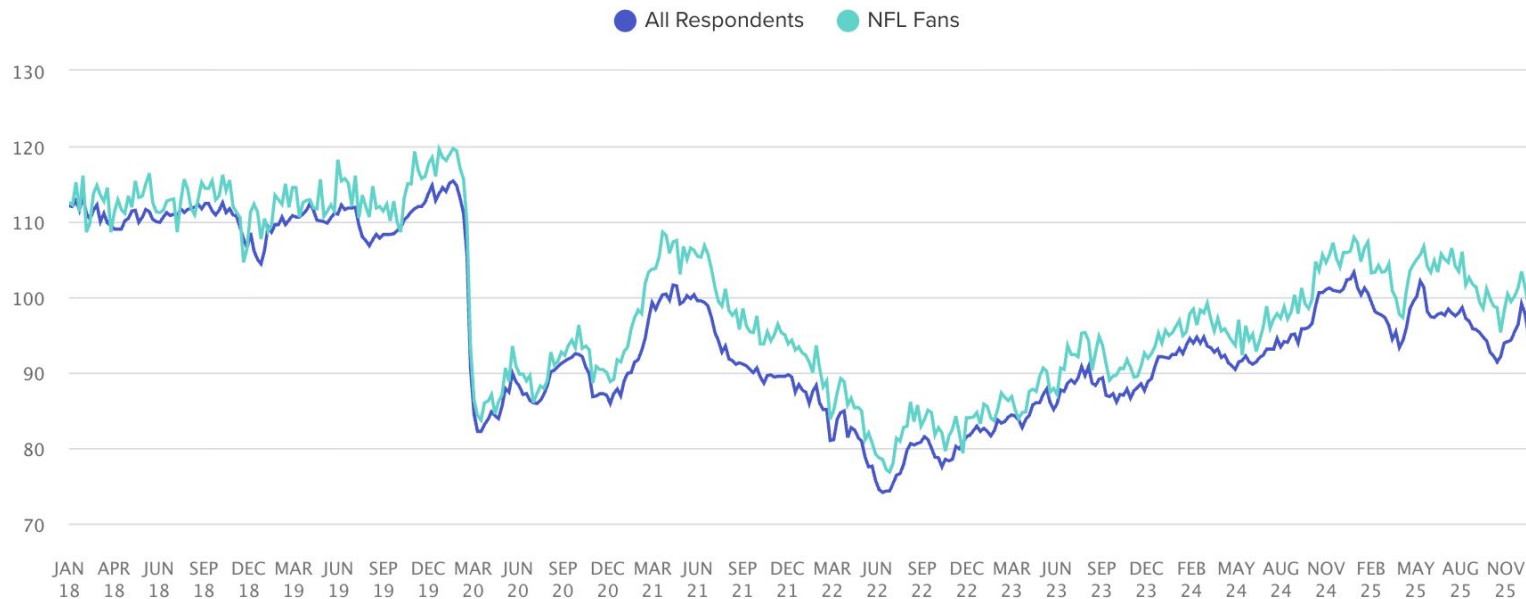
● NFL Fans ● All Respondents



Consumer sentiment among NFL fans is slightly elevated above the general population

Index of Consumer Sentiment (ICS) in the United States

:



NFL Fans are more politically engaged and lean Republican

● NFL Fans ● All Respondents

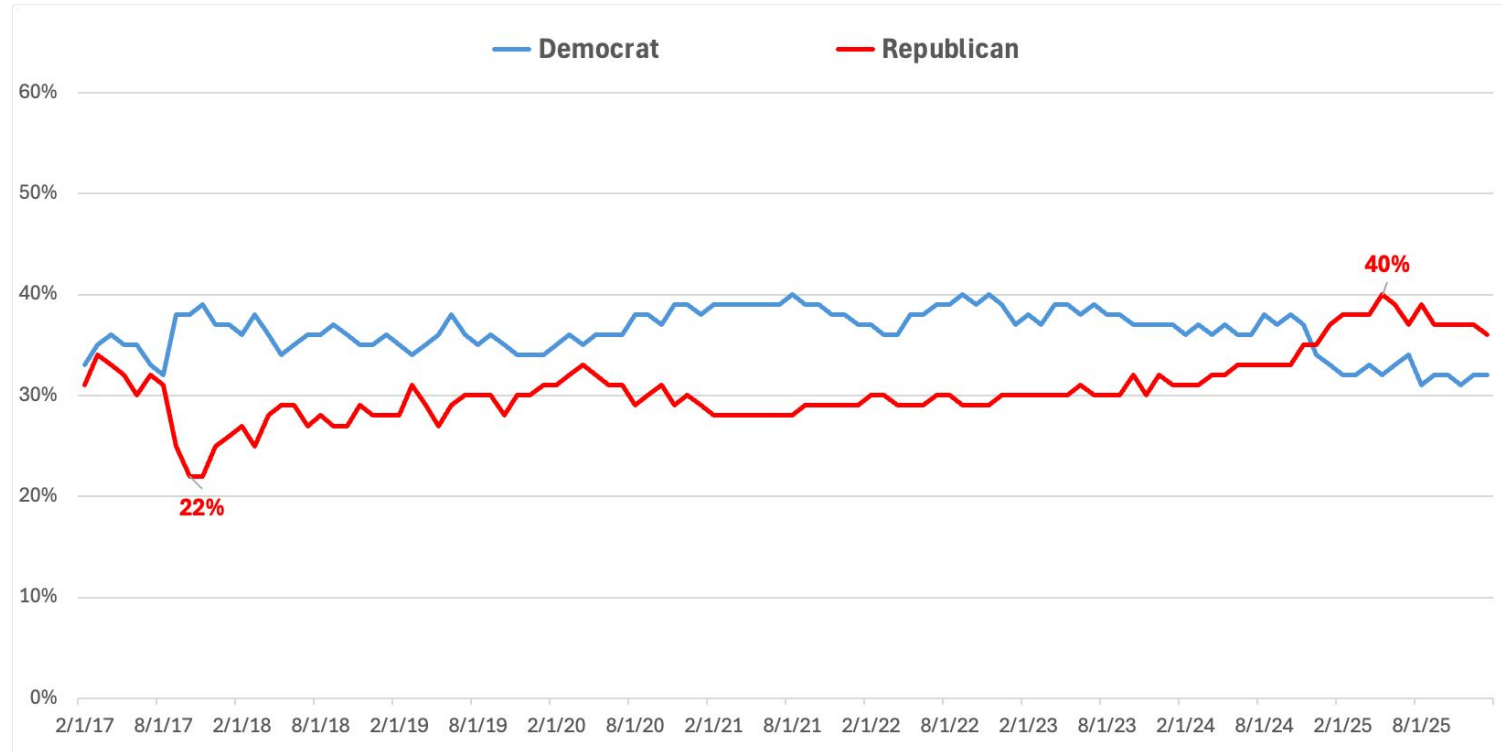
Political interest

Segment	Audience %	Difference ↓
Extremely	23% 19%	4 pp
Very	26% 23%	3 pp
Somewhat	29% 29%	0 pp
Not too interested	12% 15%	-3 pp
Not at all	9% 15%	-6 pp

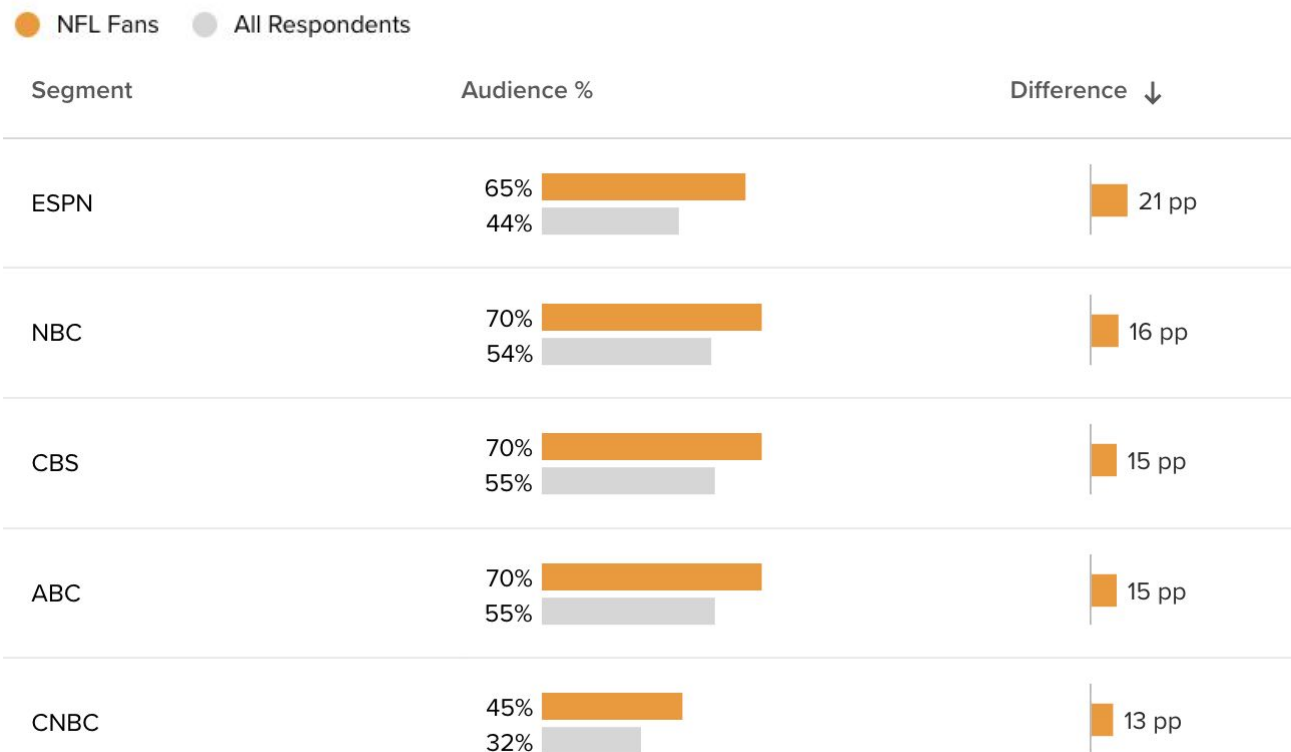
Party identification

Segment	Audience % ↓	Difference
Republican	38% 35%	3 pp
Democratic	32% 31%	1 pp
Independent	30% 34%	-4 pp

The share of NFL Fans who identify as Republican has increased in recent years

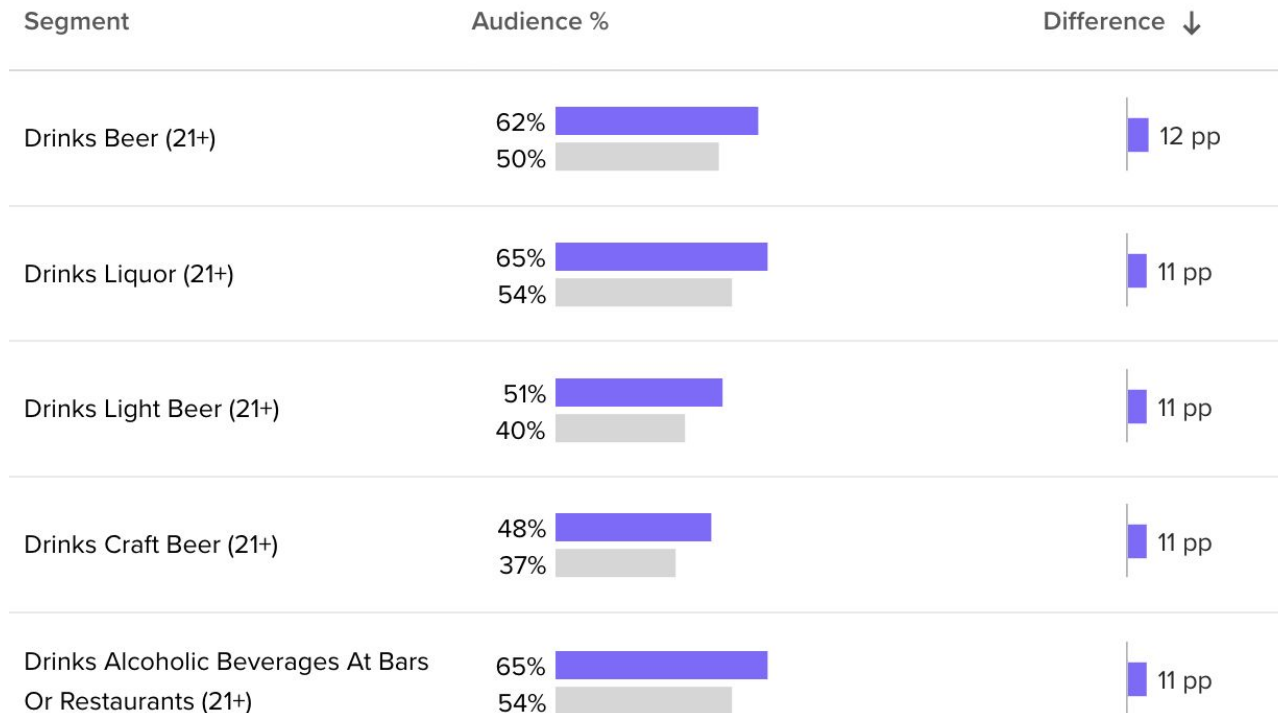


NFL fans are more likely to watch major TV networks



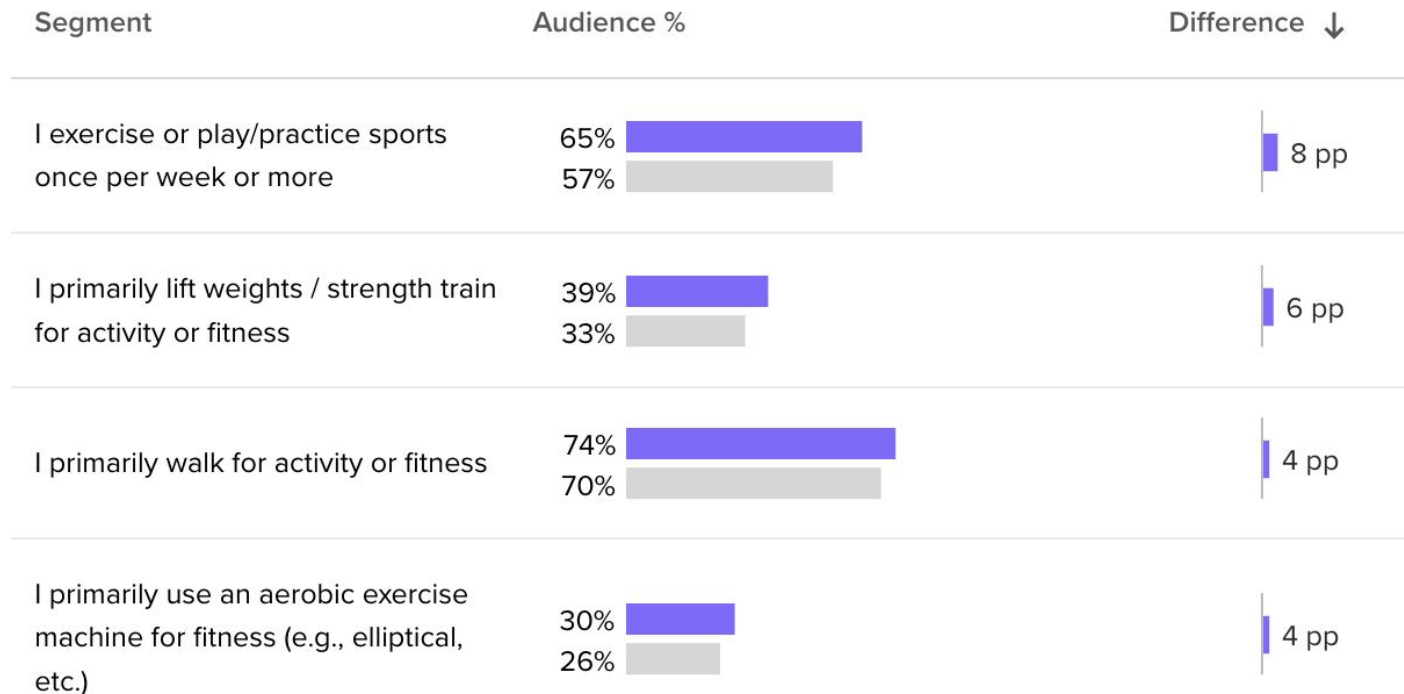
NFL fans drink more, particularly beer

● NFL Fans ● All Respondents



They don't just watch – they're more likely to be active

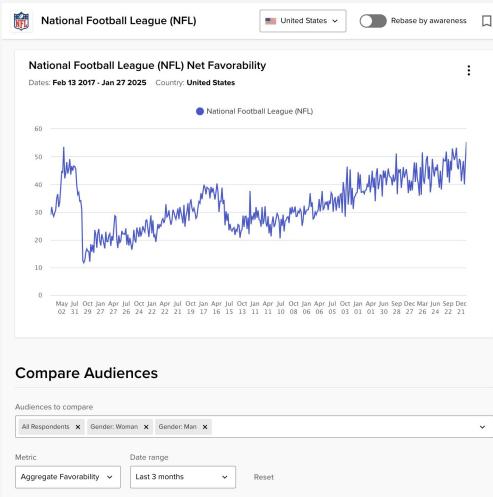
● NFL Fans ● All Respondents



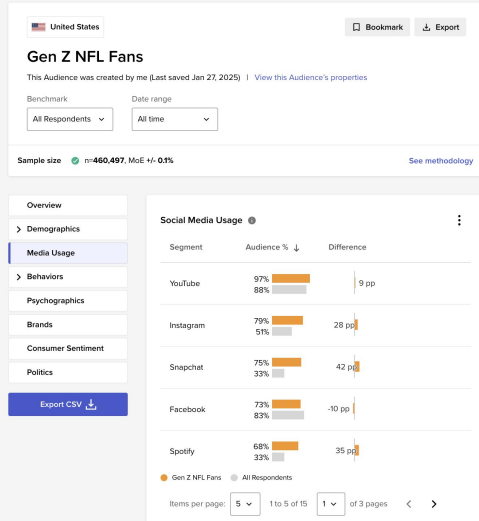
Want to know what NFL fans think of your brand?

All this data is available to Morning Consult Intelligence subscribers, who can:

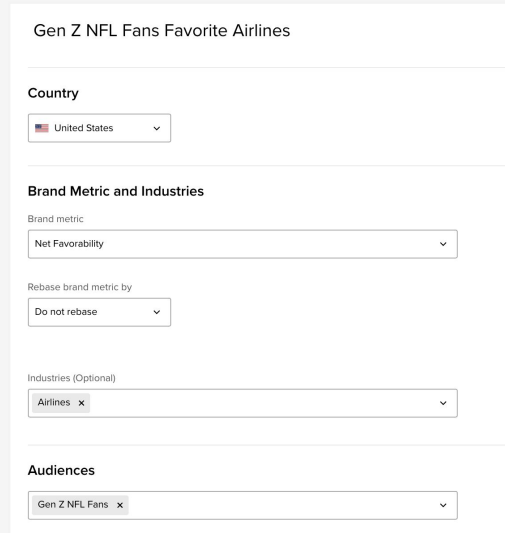
Track perceptions of 1000s brands



Create custom audiences



Create custom brand rankings



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