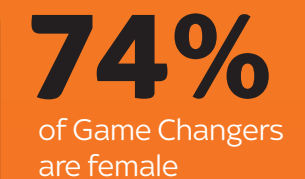
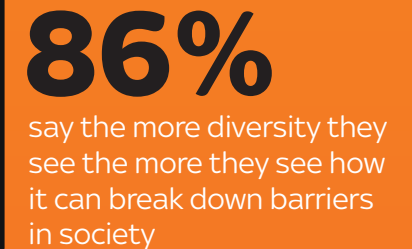


Football Subcultures

The **Game Changer's** attraction to football is based on how today's top stars are portraying the game in a new light. By following players and the social issues they champion, they have seen first-hand that football can change mindsets and have fallen in love with the power of sport. Their Football Fan Family are socially-minded, driven by the positive impact of the game, and the good it can do for society.



Football Subcultures

Football is about style and experiences – both of which the **Expressionist** has in abundance. They're the first to know about the latest kit and boot drops, the best new music and the hottest restaurants. They always draw envy from their friends with their matchday outfits and can link any brand to their involvement in the game. A pro at social media, they create memories for their friends to enjoy and share. Their Football Fan Family are all about the 'gram' and the glam.

Expressionists are more likely to be younger, with

53%

under **35** years old



They are significantly more interested in the brands that support the athletes, than the games themselves



More likely to be interested in footballers and follow their lives off the pitch



Football Subcultures

The lifeblood of the sport, **Lifers** have been there since birth and have never known any different - their passion is one that's likely been passed down generations. Their season ticket is their most prized possession, and they follow their team through the highs and lows each season. Nothing can rival their love for the game and their club. Their Football Fan Family are the OG of football fans.



72%

follow the same team as their families



Football Subcultures

Socialisers are all about the way the game brings people together. They know players, they enjoy the game, but they don't necessarily display the traditional, die-hard traits of a football fan defined by their club. They connect more with friends and family during the season and use it to expand their social activity. They love to rally around a national game and enjoy how big wins bring communities together. Their Football Fan Family are the life and soul of the party, because after all, it's just a game... right?



SOCIALISERS

Socialisers have the lowest **club inheritance rate** of all groups with

34%

not supporting or following the same team as their parents

Least likely to spend on football related items, and if they do, it's on **refreshments**



Keen to follow players in the news and on social to see/hear more about their personal lives outside of football

32%



Football Subcultures

How many shots outside the box did James Maddison take last season? What's the percentage of teams winning in red shirts on Monday nights? The **Statto** is most likely to know... they study the data, chew their mates' ears off with facts they didn't know and take pride in their spot-on predictions. Their pals might take the mick for them being a numbers geek... until they take the bookies to the cleaners and win their fantasy league, that is. Their Football Fan Family are the dark horses of the football community.



More likely to talk about football online or in person with

46%

saying they do compared to

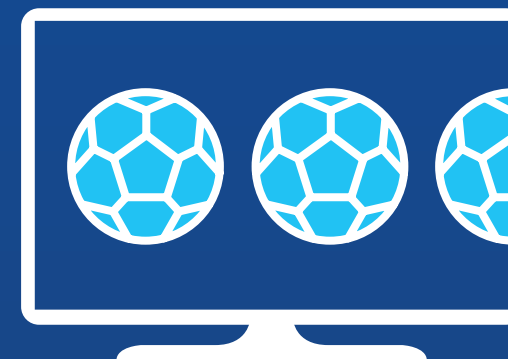
38%

of other fans surveyed



2.5x

Stattoos are more likely to tune into the pre-match analysis



Stattoos are more likely to bet with

28%

of the group saying they do, compared with an **18%** of other fans surveyed

