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SPORTS
FAN

EQUITY SCORE (FES)



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EQUITY SCORE (FES)

Males aged 18–34

	RANK	SCORE
THE NFL	1	2.17
THE NBA	2	1.90
CRICKET	3	1.68
NCAA FOOTBALL	4	1.63
E-SPORTS	5	1.63
MLB	6	1.62
PRO WRESTLING	7	1.55
UEFA CHAMPIONS LEAGUE	8	1.52
EPL	9	1.48
THE UFC	10	1.45
LA LIGA	11	1.38
INTERNATIONAL SOCCER	12	1.35
FITNESS COMPETITIONS	13	1.28
MLS	14	1.26
MEN'S NCAA BB	15	1.26
WOMEN'S PRO TENNIS	16	1.24
THE BUNDESLIGA	17	1.24
THE PGA	18	1.24
MEN'S PRO TENNIS	19	1.24
THE NHL	20	1.18
LIGA MX	21	1.15
NASCAR	22	1.09
BOXING	23	1.04
FORMULA 1	24	1.02
NHRA	25	0.98

The National Fan Equity Score (F.E.S.) for the above gender + age demo. Top 25 of 47 sports/leagues. The F.E.S. measures the 'Quality of Interest' by combining: Avid Interest + Follow & Keep up to Date + Favorite + 2nd Favorite, to measure the quality of the overall of Interest.



SPORTS
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EQUITY SCORE (FES)

Males aged 35–65

	RANK	SCORE
THE NFL	1	2.19
MLB	2	1.86
NCAA FOOTBALL	3	1.82
EPL	4	1.69
THE NBA	5	1.67
UEFA CHAMPIONS LEAGUE	6	1.63
THE NHL	7	1.61
LA LIGA	8	1.61
LIGA MX	9	1.50
INTERNATIONAL SOCCER	10	1.49
MEN'S NCAA BB	11	1.46
CRICKET	12	1.45
PRO WRESTLING	13	1.39
THE UFC	14	1.34
NASCAR	15	1.24
THE PGA	16	1.17
BOXING	17	1.12
THE BUNDESLIGA	18	1.09
MLS	19	1.07
E-SPORTS	20	1.05
HIGH SCHOOL SPORTS	21	1.04
FORMULA 1	22	0.99
BELLATOR	23	0.98
OTHER COLLEGE SPORTS	24	0.97
MEN'S PRO TENNIS	25	0.95

The National Fan Equity Score (F.E.S.) for the above gender + age demo. Top 15 of 47 sports/leagues. The F.E.S. measures the 'Quality of Interest' by combining: Avid Interest + Follow & Keep up to Date + Favorite + 2nd Favorite, to measure the quality of the overall of Interest.



SPORTS
FAN

EQUITY SCORE (FES)

Females aged 18–34

	RANK	SCORE
THE NFL	1	1.82
NCAA FOOTBALL	2	1.67
THE NBA	3	1.60
MLB	4	1.58
THE UFC	5	1.48
PRO WRESTLING	6	1.45
THE NHL	7	1.45
CRICKET	8	1.43
UEFA CHAMPIONS LEAGUE	9	1.40
INTERNATIONAL SOCCER	10	1.34
LA LIGA	11	1.32
LIGA MX	12	1.26
MEN'S NCAA BB	13	1.23
BOXING	14	1.18
EPL	15	1.16
MLS	16	1.15
HIGH SCHOOL SPORTS	17	1.14
OTHER COLLEGE SPORTS	18	1.08
MEN'S PRO TENNIS	19	1.08
THE BUNDESLIGA	20	1.08
THE LPGA	21	1.01
FIGURE SKATING	22	1.00
WOMEN'S PRO TENNIS	23	0.98
GYMNASTICS	24	0.93
NASCAR	25	0.92



SPORTS
FAN

EQUITY SCORE (FES)

Females aged 35–65

	RANK	SCORE
THE NFL	1	1.92
MLB	2	1.77
LIGA MX	3	1.77
LA LIGA	4	1.63
THE NHL	5	1.62
EPL	6	1.61
UEFA CHAMPIONS LEAGUE	7	1.58
NCAA FOOTBALL	8	1.57
THE NBA	9	1.56
BELLATOR	10	1.51
PRO WRESTLING	11	1.42
FIGURE SKATING	12	1.40
MEN'S NCAA BB	13	1.33
NASCAR	14	1.30
NHRA	15	1.26
THE UFC	16	1.25
BOXING	17	1.22
INTERNATIONAL SOCCER	18	1.21
MEN'S PRO TENNIS	19	1.18
THE BUNDESLIGA	20	1.17
E-SPORTS	21	1.14
GYMNASTICS	22	1.13
HIGH SCHOOL SPORTS	23	1.13
FORMULA 1	24	1.09
CRICKET	25	1.08

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