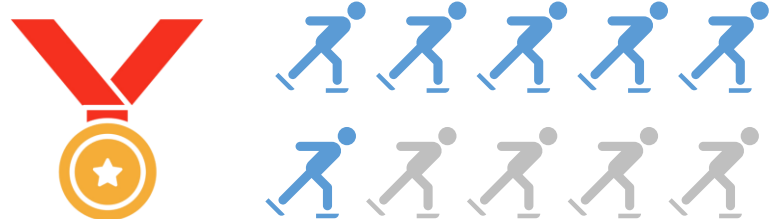
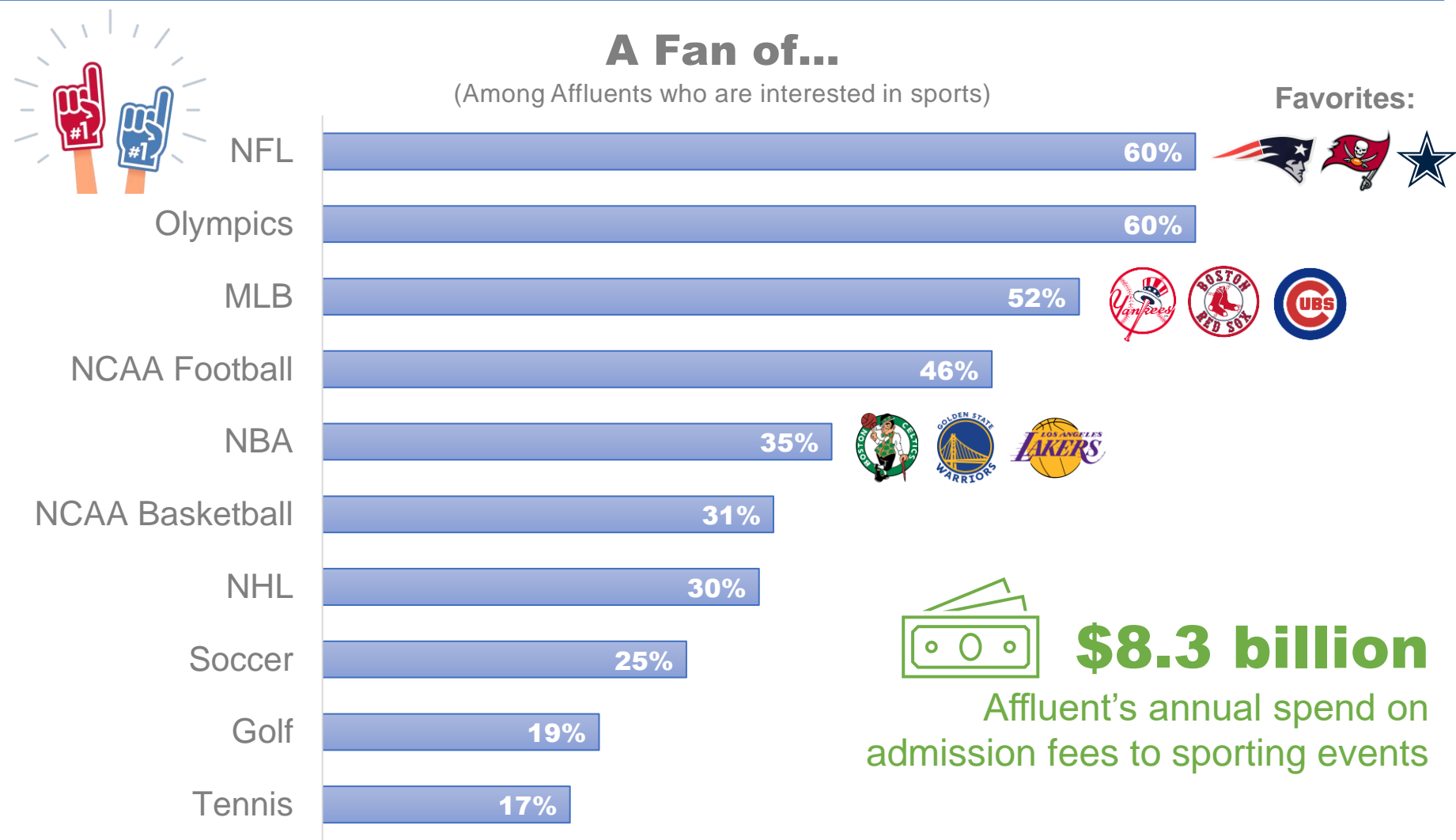
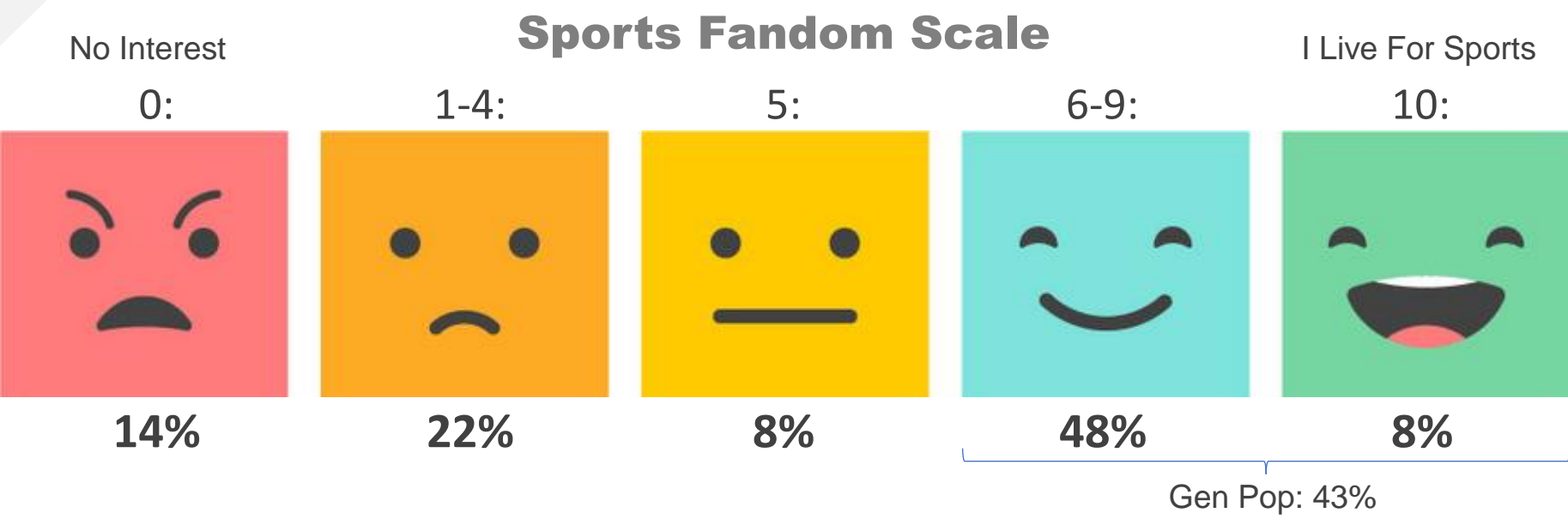


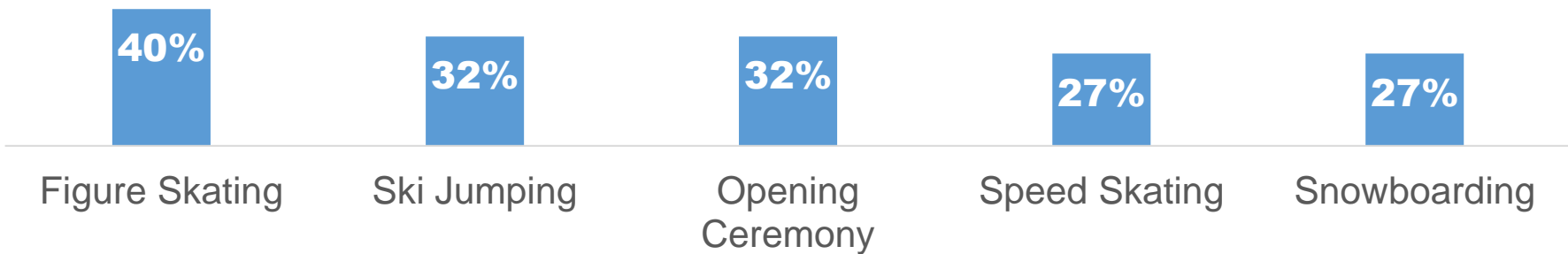
THE ROLE OF SPORTS IN THE LIFE OF AFFLUENTS



73% of Affluent Men are Sports Fans



61%
of Affluents plan to watch or follow the 2022 Winter Olympics



The majority of Affluents are sports fanatics – especially enjoying the NFL and Olympics. Factor Affluents in your marketing plans with the NFL Playoffs and Winter Olympics fast approaching.

Source: 4Q 2021 Ipsos Affluent Barometer, Among Adults 18+ with HH Income \$125K+

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