

Companies with Most and Least Football Fans in Customer Bases

Customers Who Like Watching NFL

Company	Industry	NFL Fans	Company	Industry	NFL Fans
Sheraton	Hotels	74%	Bosch	Major Appliances	61%
Mercedes-Benz	Auto Dealers	72%	JetBlue Airlines	Airlines	61%
GM	Auto Dealers	70%	Cox Communications	TV Service	61%
Hertz	Rental Cars	69%	Taco Bell	Fast Food	61%
Alabama Power Company	Utilities	69%	Progressive	Insurance	61%
Quiznos	Fast Food	69%	A&P	Supermarkets	61%
Travelers	Insurance	69%	Publix	Supermarkets	61%
Merrill Lynch	Investments	69%	Microsoft	Software Firms	61%
Westin	Hotels	68%	Motor 6	Hotels	61%
Entergy Corporation	Utilities	68%	Apple (for software)	Software Firms	61%
Wegmans	Supermarkets	68%	Adobe	Software Firms	61%
Fidelity Investments	Investments	68%	Hardees	Fast Food	61%
Enterprise Rent-A-Car	Rental Cars	68%	Gateway	Computers & Tablets	61%
TXU Energy	Utilities	68%	Medicare	Health Plans	61%
The Hartford	Insurance	68%	CIGNA	Health Plans	61%
Thrifty	Rental Cars	68%	AOL	Internet Service	61%
Marriott	Hotels	68%	GameStop	Retailers	61%
Foot Locker	Retailers	68%	Duke Energy Progress	Utilities	61%
Holiday Inn Express	Hotels	68%	Lenovo	Computers & Tablets	61%
Jeep	Auto Dealers	68%	Advantage Rent-A-Car	Rental Cars	61%
Wells Fargo Advisors	Investments	68%	Samsung	Major Appliances	61%
Southwest Airlines	Airlines	67%	HSBC	Credit Cards	61%
Ohio Edison	Utilities	67%	Capital One	Banks	61%
TriCare	Health Plans	67%	Time Warner Cable	TV Service	61%
Scotttrade	Investments	67%	LG	Major Appliances	61%
National Car Rental	Rental Cars	67%	JCPenney	Retailers	61%
Residence Inn	Hotels	67%	AirTran Airways	Airlines	61%
MetLife	Insurance	67%	Sony	Software Firms	60%
Charles Schwab	Investments	67%	Dollar	Rental Cars	60%
Office Depot	Retailers	67%	Hitachi	Major Appliances	60%
Audi	Auto Dealers	67%	Bank of America	Banks	60%
Dodge	Auto Dealers	67%	Fujitsu	Major Appliances	60%
Ameriprise Financial	Investments	67%	Food Lion	Supermarkets	60%
Cadillac	Auto Dealers	67%	Sony	Computers & Tablets	60%
Georgia Power	Utilities	66%	Delta Airlines	Airlines	60%
Hilton	Hotels	66%	American Airlines	Airlines	60%
Advance Auto Parts	Retailers	66%	Radisson	Hotels	60%
Mazda	Auto Dealers	66%	McDonalds	Fast Food	60%
Hampton Inn	Hotels	66%	Alamo Rent A Car	Rental Cars	60%
Vanguard	Investments	66%	Walgreens	Retailers	60%
TD Ameritrade	Investments	66%	Dollar General	Retailers	60%
Best Western	Hotels	66%	Baltimore Gas and Electric	Utilities	60%
Nissan	Auto Dealers	66%	Safeway	Supermarkets	60%
Kia	Auto Dealers	65%	Farmers	Insurance	60%
Columbia Natural Gas	Utilities	65%	21st Century	Insurance	60%
AutoZone	Retailers	65%	Prudential	Insurance	60%
Budget	Rental Cars	65%	Kmart	Retailers	60%
Lexus	Auto Dealers	65%	Comfort Inn	Hotels	60%
Courtyard By Marriott	Hotels	65%	AT&T	Internet Service	60%
Health Net	Health Plans	65%	United Airlines	Airlines	60%
IHOP	Fast Food	65%	Save-a-Lot	Supermarkets	60%
Chevrolet	Auto Dealers	65%	Super 8	Hotels	60%
Lowe's	Retailers	65%	Anthem (BCBS)	Health Plans	60%
OfficeMax	Retailers	65%	BMW	Auto Dealers	60%
Toyota	Auto Dealers	65%	AI	Insurance	60%
USAA	Insurance	65%	Highmark (BCBS)	Health Plans	60%
US Airways	Airlines	65%	FedEx	Parcel Delivery	60%
Holiday Inn	Hotels	65%	Time Warner Cable	Internet Service	60%
O'Reilly Auto Parts	Retailers	65%	Staples	Retailers	60%
Virgin America	Airlines	65%	A credit union	Investments	60%
Wyndham	Hotels	65%	Comcast	TV Service	60%
Whirlpool	Major Appliances	65%	Quality Inn	Hotels	59%
New York Life	Insurance	65%	Family Dollar	Retailers	59%
Sears	Retailers	65%	AT&T	Wireless Carrier	59%
Piggly Wiggly	Supermarkets	65%	BCBS plan not listed	Health Plans	59%
Best Buy	Retailers	65%	Chase	Credit Cards	59%
Humana	Health Plans	65%	CVS	Retailers	59%
Florida Power & Light	Utilities	64%	Aetna	Health Plans	59%
Atmos Energy Services	Utilities	64%	Acer	Computers & Tablets	59%
Barclaycard	Credit Cards	64%	Crowne Plaza	Hotels	59%
Apple Retail Store	Retailers	64%	Coverity Health Care	Health Plans	59%
Volkswagen	Auto Dealers	64%	Electrolux	Major Appliances	59%
Buick	Auto Dealers	64%	Citibank	Banks	59%
Home Depot	Retailers	64%	Whole Foods	Supermarkets	59%
GE	Major Appliances	64%	Starbucks	Fast Food	59%
Hyatt	Hotels	64%	DHL	Parcel Delivery	59%
USAA	Banks	64%	Days Inn	Hotels	59%
True Value	Retailers	64%	Costco	Retailers	59%
McAfee	Software Firms	64%	Hy-Vee	Supermarkets	59%
La Quinta Inn	Hotels	64%	BJ's Wholesale Club	Retailers	59%
Allstate	Insurance	64%	ACE Rent A Car	Rental Cars	59%
Ford	Auto Dealers	64%	UPS	Parcel Delivery	59%
Arby's	Fast Food	64%	Charter Communications	TV Service	59%
DirectTV	TV Service	63%	Aldi	Supermarkets	59%
USAA	Credit Cards	63%	Blue Shield of California (not Blue Cross)	Health Plans	59%
Gap	Retailers	63%	T.J. Maxx	Retailers	59%
Pizza Hut	Fast Food	63%	Arizona Public Service Company	Utilities	59%
Toys 'R' Us	Retailers	63%	AT&T	TV Service	59%
Chrysler	Auto Dealers	63%	Commonwealth Edison	Utilities	59%
Chick-fil-A	Fast Food	63%	Dominion Virginia Power	Utilities	59%
Sam's Club	Retailers	63%	Rite Aid	Retailers	58%
Wells Fargo	Credit Cards	63%	Kroger	Supermarkets	58%
Intuit	Software Firms	63%	Borders	Retailers	58%
RadioShack	Retailers	63%	Comcast	Internet Service	58%
H-E-B	Supermarkets	63%	Hewlett-Packard	Computers & Tablets	58%
Jack in the Box	Fast Food	63%	Google	Software Firms	58%
Winn-Dixie	Supermarkets	63%	Apple	Computers & Tablets	58%
PNC	Banks	63%	A credit union	Banks	58%
SunTrust Bank	Banks	63%	Chase	Banks	58%
CenterPoint Energy	Utilities	63%	US Cellular	Wireless Carrier	58%
Kohl's	Retailers	63%	Target	Retailers	58%
Sprint	Wireless Carrier	63%	Wal-Mart	Retailers	58%
Nordstrom	Retailers	63%	MSN (Microsoft Network)	Internet Service	58%
Wawa Food Markets	Supermarkets	63%	Amazon (Kindle)	Computers & Tablets	58%
Avis	Rental Cars	63%	Fifth Third	Banks	58%
Symantec	Software Firms	63%	HSBC	Banks	58%
7-Eleven	Retailers	63%	Ameren Illinois Company	Utilities	58%
PetSmart	Retailers	63%	MetroPCS	Wireless Carrier	58%
KFC	Fast Food	63%	Appalachian Power Company	Utilities	57%
American Express	Credit Cards	63%	San Diego Gas & Electric	Utilities	57%
Fairfield Inn	Hotels	63%	TD Bank	Banks	57%
United Healthcare	Health Plans	63%	Pacific Gas and Electric Company	Utilities	57%
Macy's	Retailers	63%	Spirit Airlines	Airlines	57%
Old Navy	Retailers	63%	U.S. Postal Service	Parcel Delivery	57%
Alaska Airlines	Airlines	63%	Charter Communications	Internet Service	57%
eMachines	Computers & Tablets	63%	eBay	Retailers	57%
Nationwide	Insurance	62%	Virgin Mobile	Wireless Carrier	57%
Liberty Mutual	Insurance	62%	Kaiser Permanente	Health Plans	57%
Dish Network	TV Service	62%	Amica	Insurance	57%
Morgan Stanley Smith Barney	Investments	62%	AAA	Insurance	57%
Regions	Banks	62%	Amazon.com	Retailers	57%
Sonic Drive-In	Fast Food	62%	Michael's	Retailers	57%
Honda	Auto Dealers	62%	Consumers Energy Company	Utilities	57%
Dairy Queen	Fast Food	62%	Blackboard	Software Firms	57%
Wells Fargo	Banks	62%	Trader Joe's	Supermarkets	57%
Dunkin' Donuts	Fast Food	62%	Baskin Robbins	Fast Food	57%
Toshiba	Computers & Tablets	62%	TracFone	Wireless Carrier	56%
State Farm	Insurance	62%	DTE Energy Electric Company	Utilities	56%
CellularOne	Wireless Carrier	62%	Bright House Networks	TV Service	56%
Citigroup	Credit Cards	62%	Ross	Retailers	56%
Domino's	Fast Food	62%	Vons	Supermarkets	56%
Verizon	Internet Service	62%	Hannaford	Supermarkets	56%
GEICO	Insurance	62%	T-Mobile	Wireless Carrier	56%
Giant Eagle	Supermarkets	62%	PSE&G	Utilities	56%
U.S. Bank	Credit Cards	62%	QVC	Retailers	55%
Burger King	Fast Food	62%	Fox Rent A Car	Rental Cars	55%
Capital One	Credit Cards	62%	Dollar Tree	Retailers	55%
Verizon Wireless	Wireless Carrier	62%	EarthLink	Internet Service	55%
Toshiba	Major Appliances	62%	PPL Electric Utilities	Utilities	55%
Marshalls	Retailers	62%	Capital One 360	Investments	55%
Cox Communications	Internet Service	62%	Barnes & Noble	Retailers	55%
Discover	Credit Cards	62%	Capital One 360	Banks	55%
Edward Jones	Investments	62%	CareFirst (BCBS)	Health Plans	55%
Subway	Fast Food	62%	Stop & Shop	Supermarkets	55%
Little Caesar's	Fast Food	62%	Compaq	Computers & Tablets	55%
Wendy's	Fast Food	62%	Barnes & Noble (Nook)	Computers & Tablets	54%
Activision	Software Firms	62%	Haier	Major Appliances	54%
Bank of America	Credit Cards	62%	Ameren Missouri Company	Utilities	54%
Reliant	Utilities	62%	Southern California Edison	Utilities	54%
American Family	Insurance	62%	Medicaid	Health Plans	53%
U.S. Bank	Banks	61%	ShopRite	Supermarkets	53%
Bed Bath & Beyond	Retailers	61%	Southern California Gas	Utilities	52%
Verizon	TV Service	61%	Con Edison of NY	Utilities	52%
Citizens	Banks	61%	Orange Julius	Fast Food	52%
Hyundai	Auto Dealers	61%	Cablevision	Internet Service	52%
Albertsons	Supermarkets	61%	Subaru	Auto Dealers	51%
Dell	Computers & Tablets	61%	Cablevision Optimum	TV Service	51%
Ace Hardware	Retailers	61%	DTE Gas Company	Utilities	50%
E*TRADE	Investments	61%	Empire (BCBS)	Health Plans	48%

Base: 10,000 U.S. consumers

Source: Temkin Group Q1 2016 Consumer Benchmark Survey

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