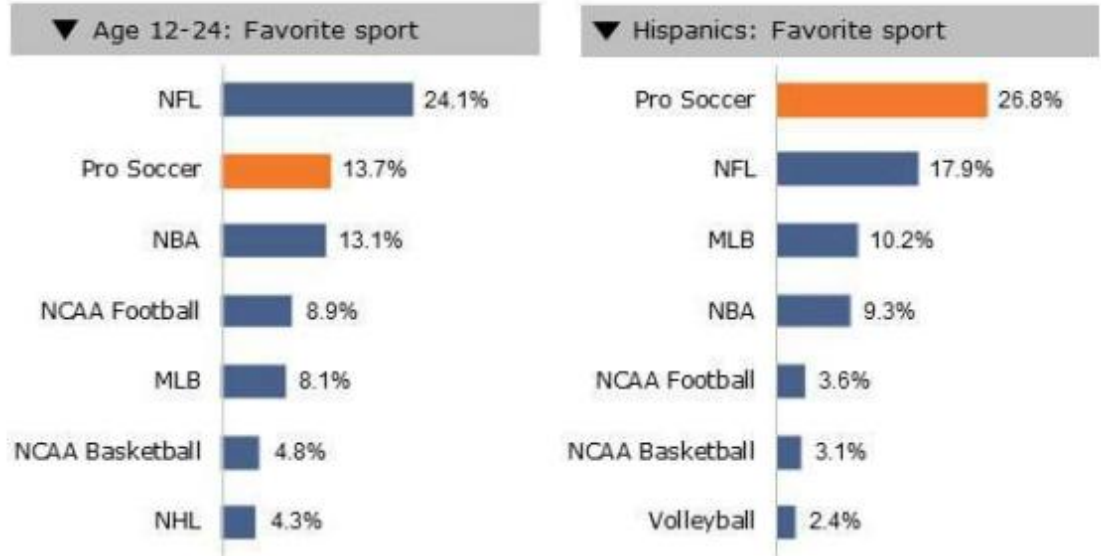


Soccer popularity continues to climb

Soccer continued its steady climb into the mainstream during 2011. While the fan bases do not yet compare with the traditional American sports, soccer is top of mind for two key groups. Among Americans age 12-24, pro soccer now ranks as their 2nd favorite sport (behind only the NFL). And pro soccer ranks as the favorite sport of Hispanics, well ahead of the traditional sports.

Overall, the AVID fan bases for both international soccer and MLS reached their highest levels ever in 2011.



*Pro soccer includes both international soccer & MLS

▼ % of USA 12+ who are AVID Soccer fans

