



KAPRIA
RESEARCH NOTE



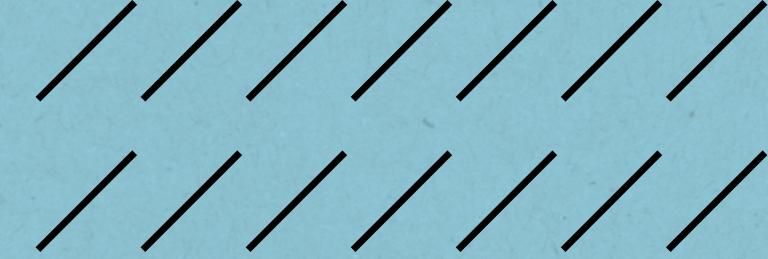
LOOKING ABROAD

**Australian Consumption of
Overseas Sport Leagues**

THE CASE OF THE NFL

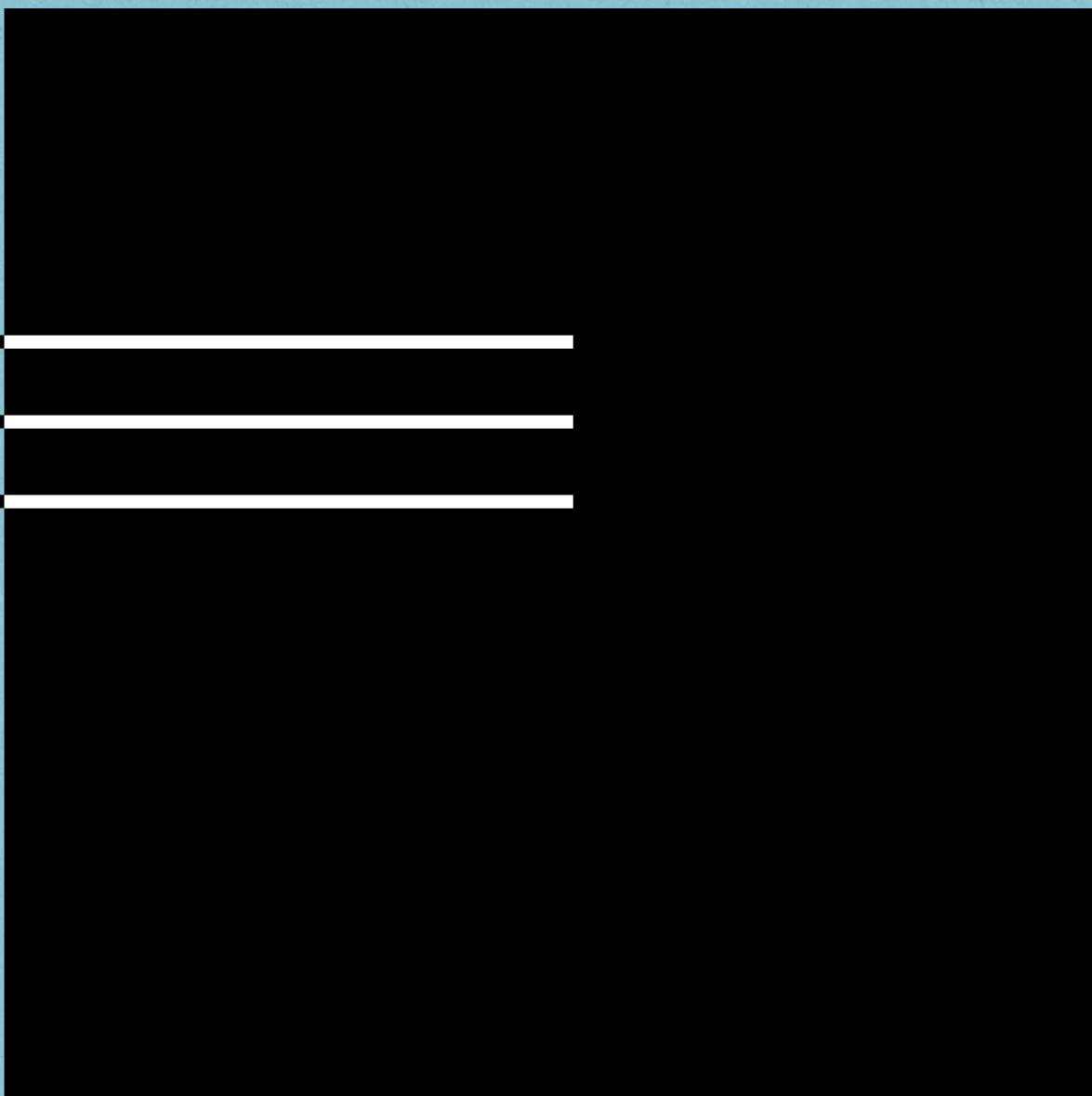
Prof Adam Karg

FEBRUARY 2026

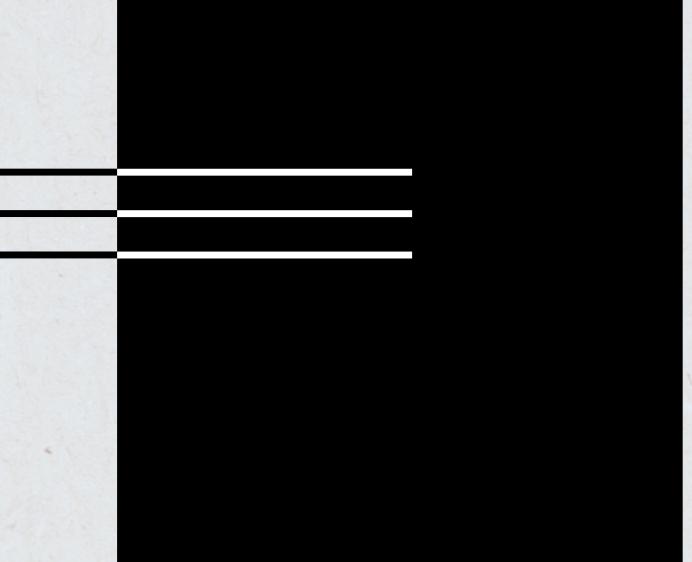


Agenda

1	Summary
2	Australian Interest in NFL vs Professional Sport Leagues
3	Established Behaviours of Australian NFL Fans
4	NFL Fan Segments: Casual to Committed
5	NFL as part of a Crowded Repertoire



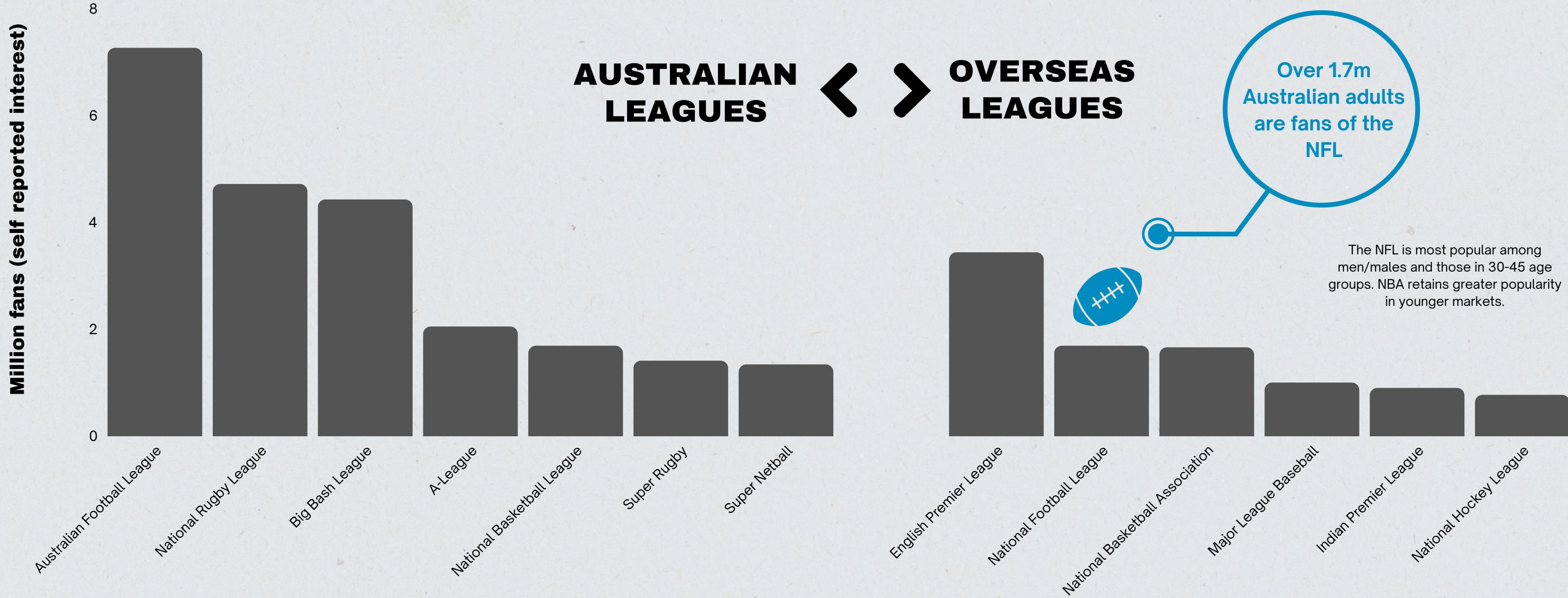
Summary



- Timed alongside the February 2026 NFL Super Bowl, this inaugural KAPRIA research note examines the growing interest in the NFL among Australian audiences. Drawing on nationally representative survey data from over 1,600 Australians collected in January 2026, the findings highlight **the NFL's emergence as one of the most followed international leagues in Australia**, with interest levels now comparable to the NBA and surpassing several domestic competitions.
- The analysis shows that approximately **1.7 million Australian adults follow the NFL**, with 72% supporting a specific team and around **two-thirds consuming live games or highlights at least fortnightly**. NFL fans also demonstrate **strong and varied media consumption behaviours**, similar to those seen across other major global sports leagues.
- Importantly, the **growth of NFL fandom does not appear to significantly displace support for Australian domestic leagues**. Rather, **NFL fans typically display very broad sport engagement, following an average of five professional leagues** compared to approximately two among the general population. This suggests that the NFL is often added to, rather than replacing, existing sport consumption habits.
- Overall, the findings **reinforce Australia's role in the increasing globalisation of sport fandom**. This specific case of the NFL highlights a **key case study** around a **defined global expansion strategy, mass mediaisation, and leaning into evolving patterns of multi-sport and increasingly fragmented sport consumption**.

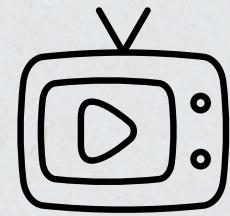
Australian Interest in Professional Sport Leagues

02/05



Established Behaviours of Australian NFL Fans

03/05



Committed fandom

72% support a team
47% own merchandise of a team

Diverse forms of game consumption

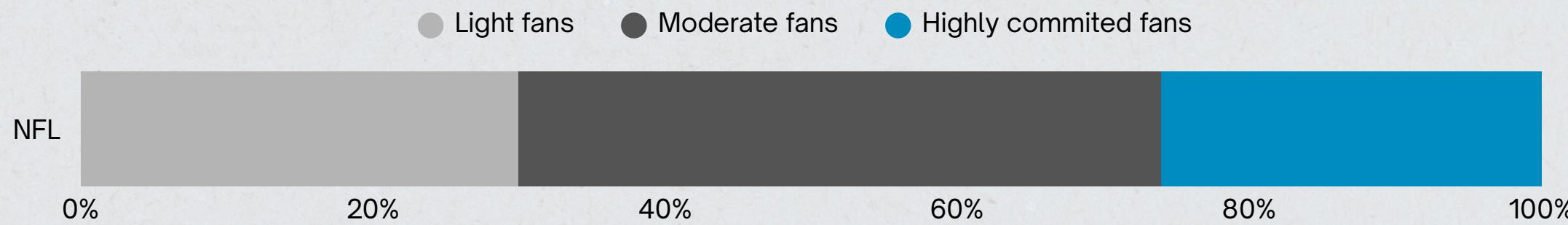
62% watched games live or highlights at least fortnightly
'Highlights only' is the preferred viewing for one third of fans

Strong media consumption

One-third follow non-game content on social media fortnightly
Two-thirds have watched a documentary related to the sport
One in six play a form of fantasy sport aligned to the NFL

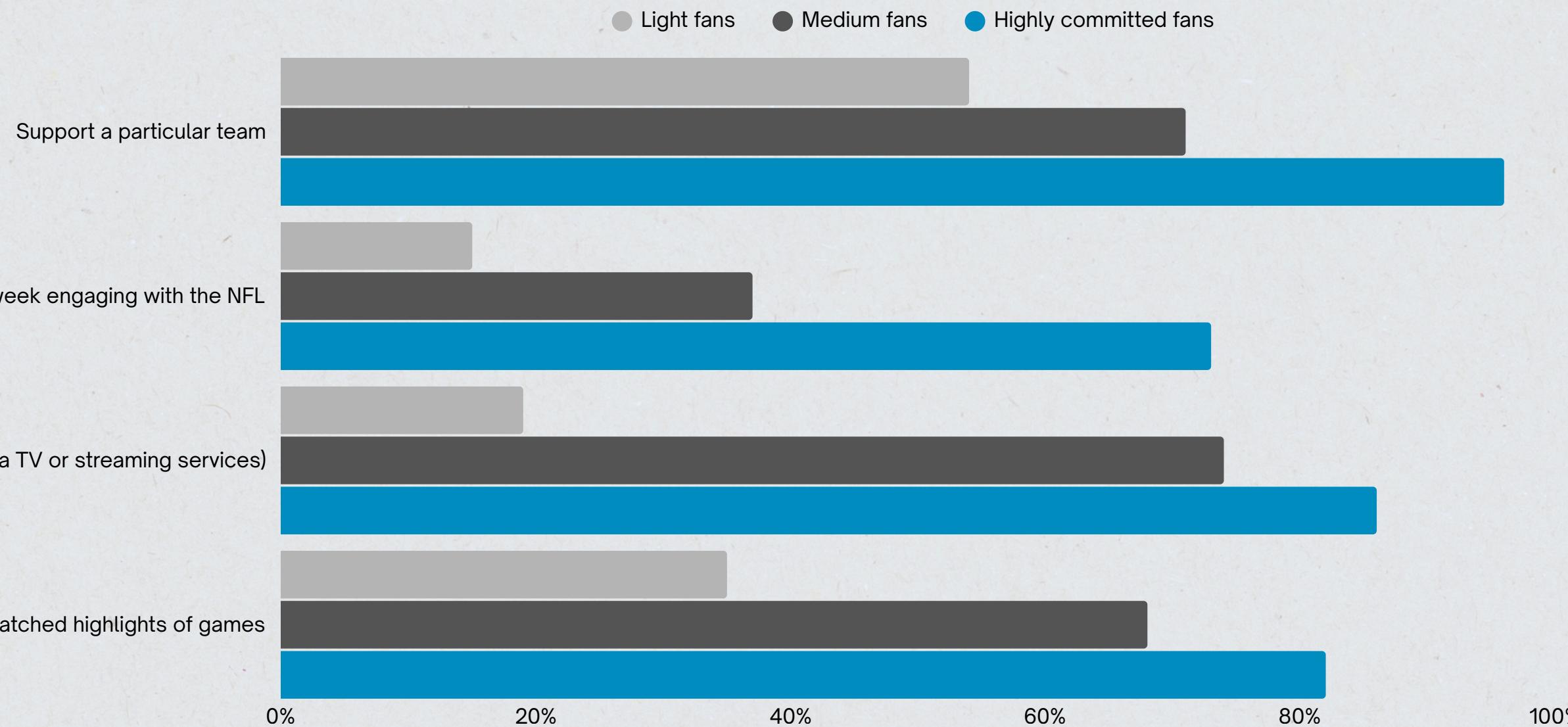
Fan Segments: Casual to Committed

04/05

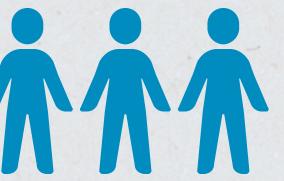


Distribution of light, moderate and highly committed fan segments distribution are near identical in international leagues including EPL, NBA and NFL

Key behaviors for fans segments



Of light fans, less than 20% watch games and less than 10% watch social content



For highly committed fans, 98% support a team and 86% watch games live

NFL: An Additional Sport in a Crowded Repertoire

05/05



The average Australian Adult sport fan follows 2.2 professional leagues*



Australian NFL fans follow 5.0 professional leagues*

*16 Australian and overseas league options provided



Australian NFL fans are COMMITTED sport fans, sharing their fandom over (on average) five sport leagues

Australian interest in the NFL is growing, reflecting broader global trends toward more diverse, fluid, and fragmented sport consumption patterns.

For Australian leagues, the challenge is twofold: learning to successfully share fans across multiple sports, while also protecting and strengthening their existing fan share. This requires adapting to evolving consumption behaviours, expanding points of fan connection, and refining media and engagement strategies to remain competitive in an increasingly complex sport marketplace.

KAPRIA Research Notes

5
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KAPRIA Research notes provide short, focused, data led insights utilising best in class measurement, high quality datasets and robust analysis.

FEBRUARY: Looking Abroad: Australian Consumption of Overseas Sport Leagues - NFL

COMING NEXT: Que Sponsors? A Profile of Australian Sport Sponsorship

Date of Publication: February 2026

The data in this report is based on a broader, ongoing longitudinal tracking study conducted by KAPRIA.

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Author



Adam Karg, PhD is a Professor in the Sport Management program at Deakin University and Managing Director of KAPRIA, a Melbourne-based research design, and data insights consultancy specialising in sport and high-involvement service industries.

Contact

www.kapria.com.au

adam@kapria.com.au



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