



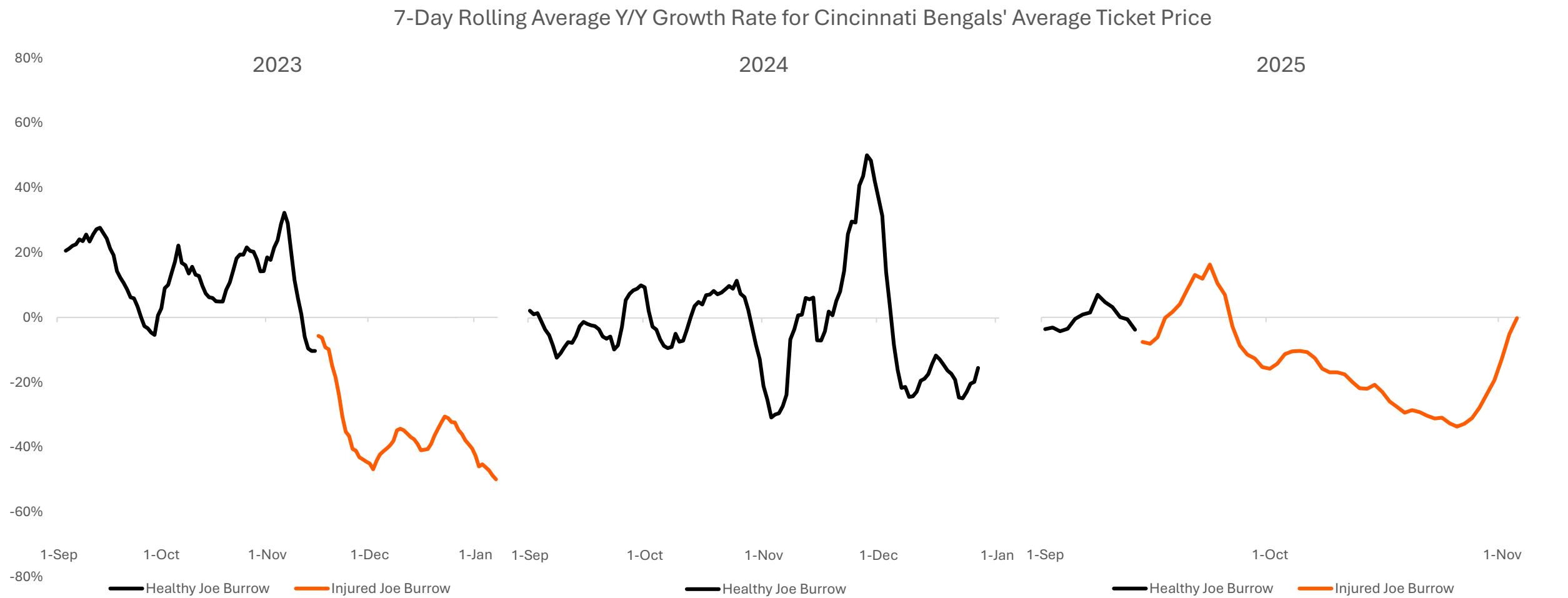
Insights exchange for the model-driven economy

# Player injuries, stadium context, and weather drive NFL game day economics

1. **NFL teams sustaining star player injuries typically see ticket price declines** — unless on-field performance is successfully replaced
2. **Teams with stadiums away from dense residential or entertainment-focused areas experience the largest positive game day spending swings**, highlighting the pivotal role game days play in driving local dining activity
3. **Teams with passionate fan bases in entertainment-focused areas experience stronger restaurant spending regardless of the game's location**, as supporters gather around the stadium even when their team is away
4. **Heavy rainfall significantly reduces game day restaurant card spend**, while temperature variations show little effect
5. **Sportsbooks show strong growth at the start of the NFL season and during the Super Bowl**, but Robinhood and Kalshi have disrupted fans' seasonal app usage patterns

# Cincinnati Bengals' ticket prices suffer when Joe Burrow misses time

In October 2025, the Bengals traded for veteran quarterback Joe Flacco, who has revived the offense and ticket prices



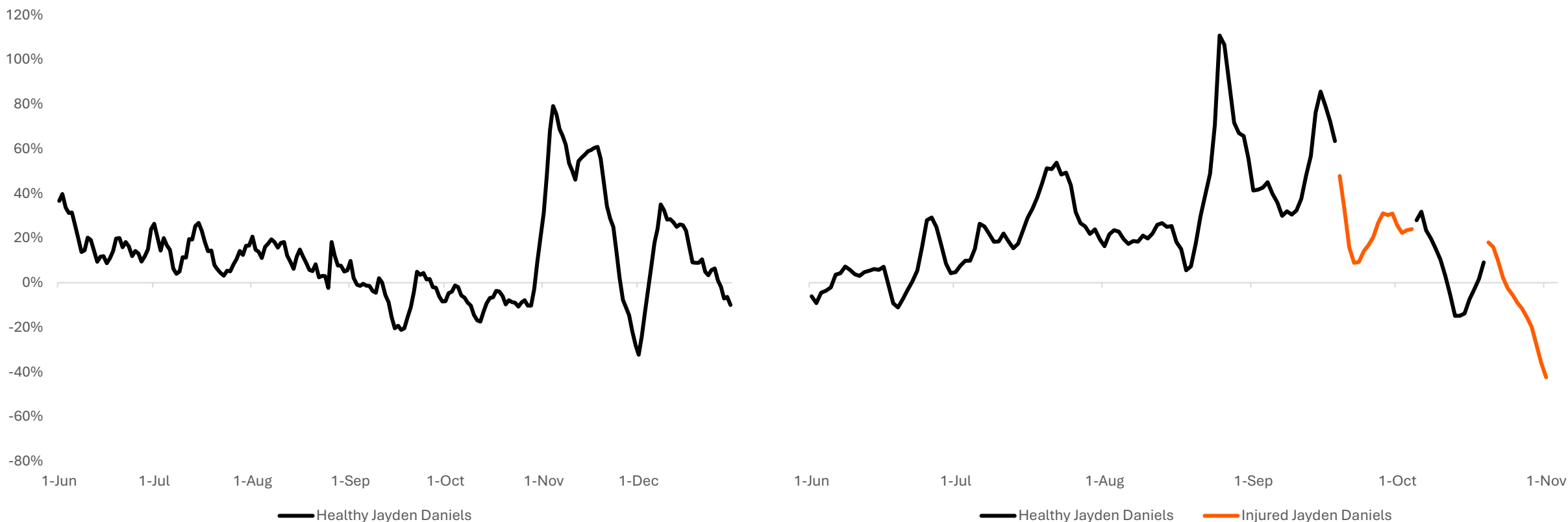
# Washington Commanders have not replicated ticket success with star QB injured

After the Washington Commanders made a surprise run to the NFC Championship in 2024, the fan base had high expectations going into 2025. However, multiple injuries sustained by Jayden Daniels put a damper on the team and its ticket prices

7-Day Rolling Average Y/Y Growth Rate for Washington Commanders' Average Ticket Price

2024

2025

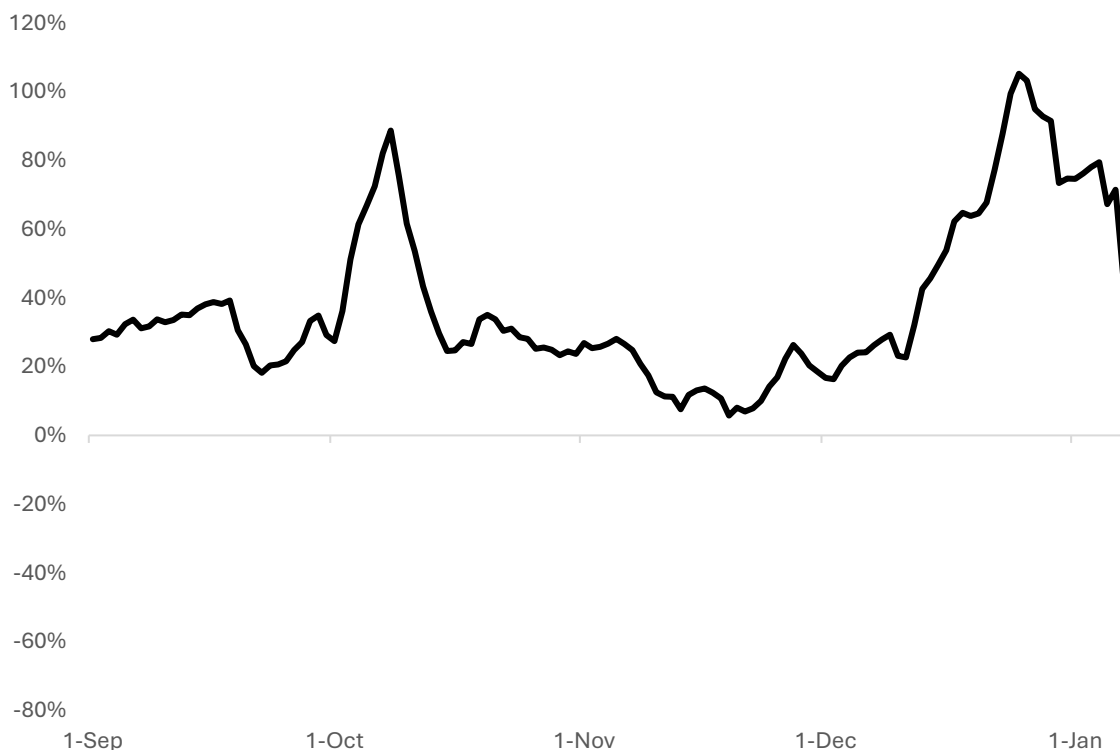


# San Francisco 49ers face post-Super Bowl slump on and off the field

The San Francisco 49ers nearly upset the Kansas City Chiefs in Super Bowl LVIII after reaching the NFC Championship game the previous two seasons and acquiring Christian McCaffrey midway through the 2022 season. However, McCaffrey's persistent injuries derailed the 49ers' 2024 campaign, culminating in a last place divisional finish and a notable decline in ticket prices

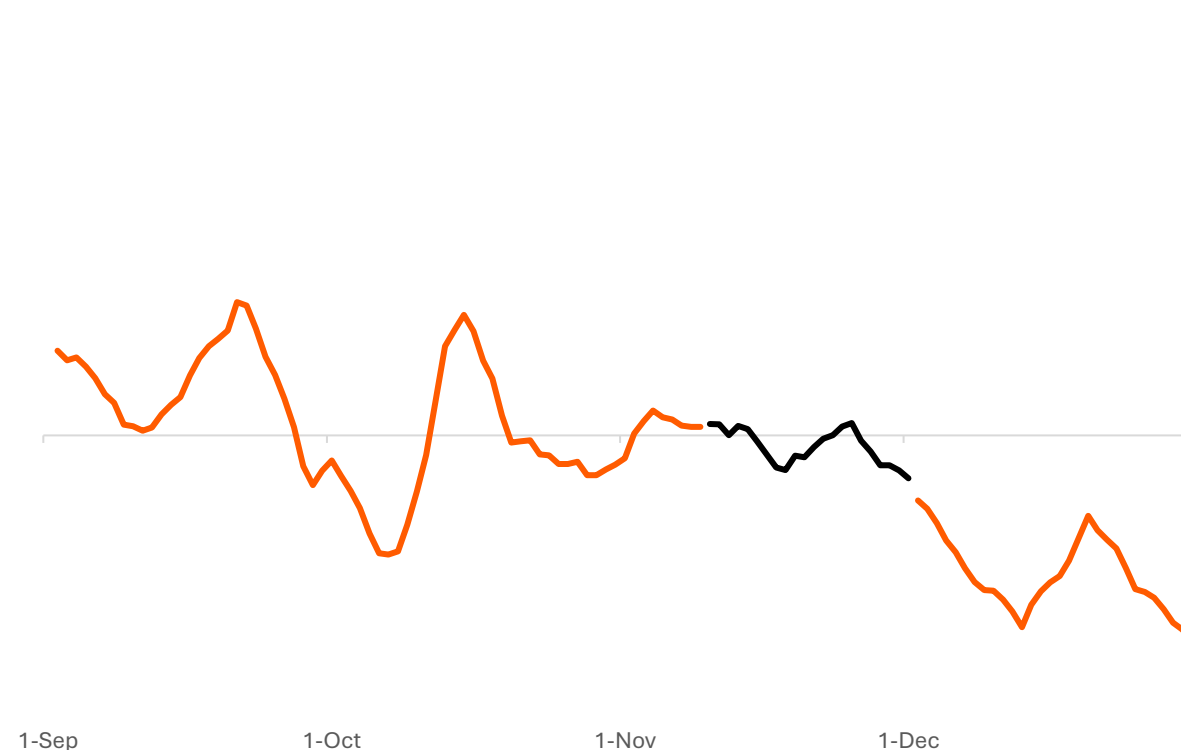
7-Day Rolling Average Y/Y Growth Rate for San Francisco 49ers' Average Ticket Price

2023



— Healthy Christian McCaffrey

2024

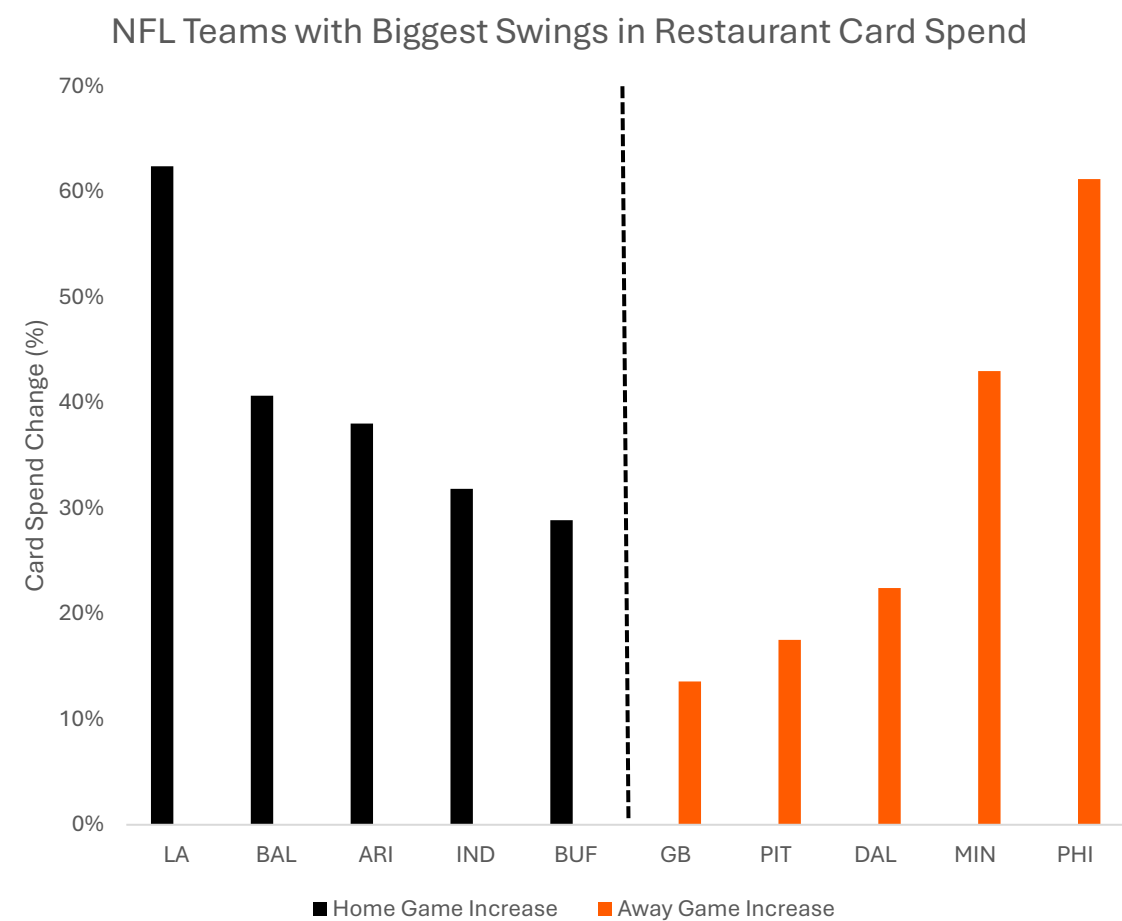
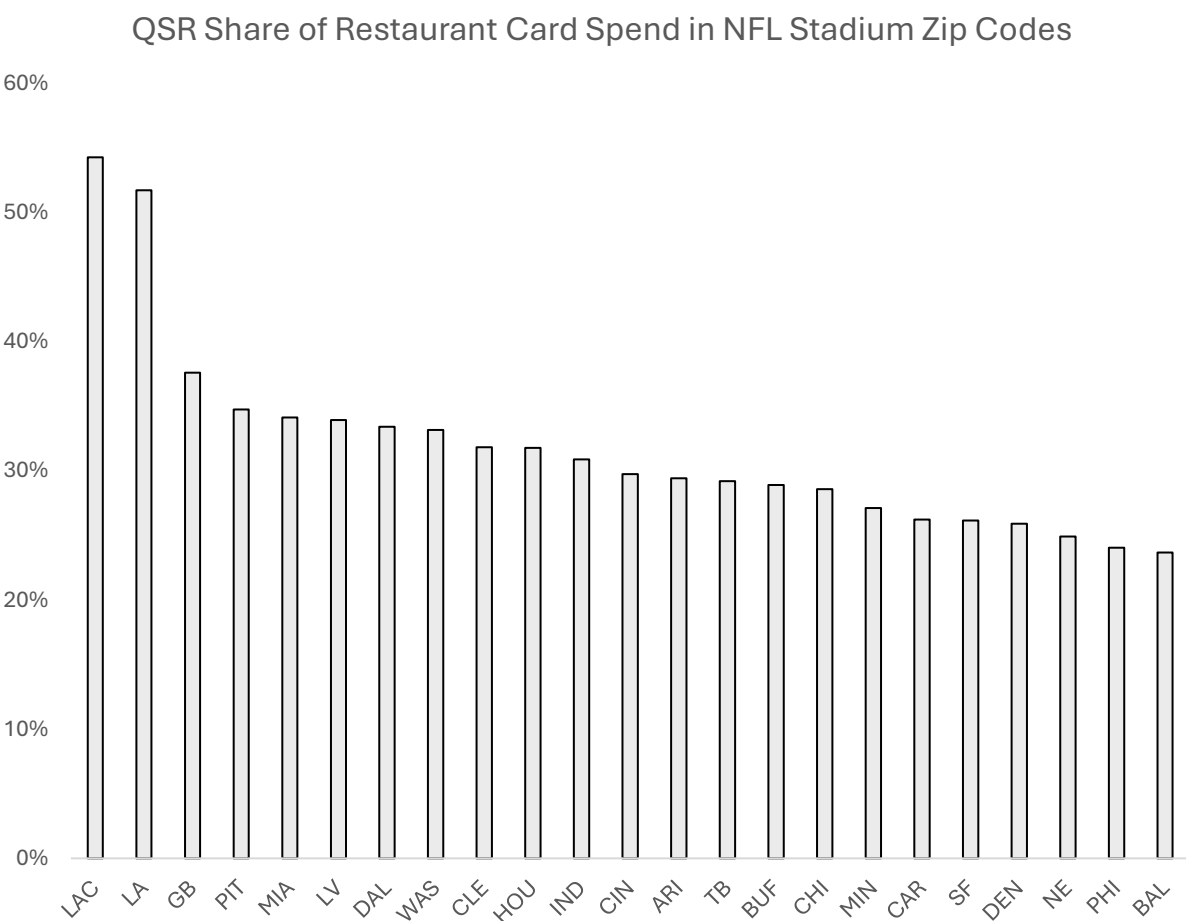


— Healthy Christian McCaffrey

— Injured Christian McCaffrey

# QSR share and team-by-team restaurant spend swings by NFL stadium ZIP code

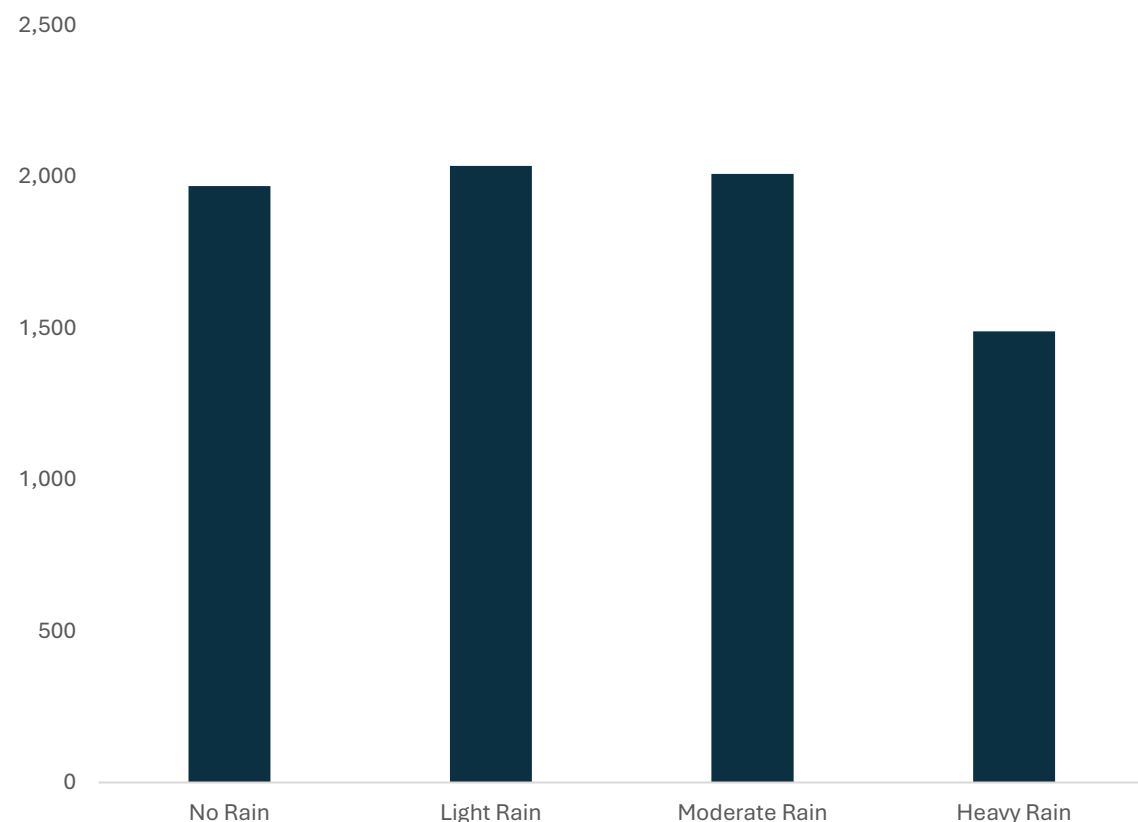
NFL teams with the largest positive swings in restaurant or QSR spending on home game days usually have stadiums outside dense residential or entertainment areas, making games a major driver of local dining. Conversely, teams with passionate fanbases in entertainment-focused stadium districts see their stadiums as gathering spots for supporters even on away days<sup>1</sup>



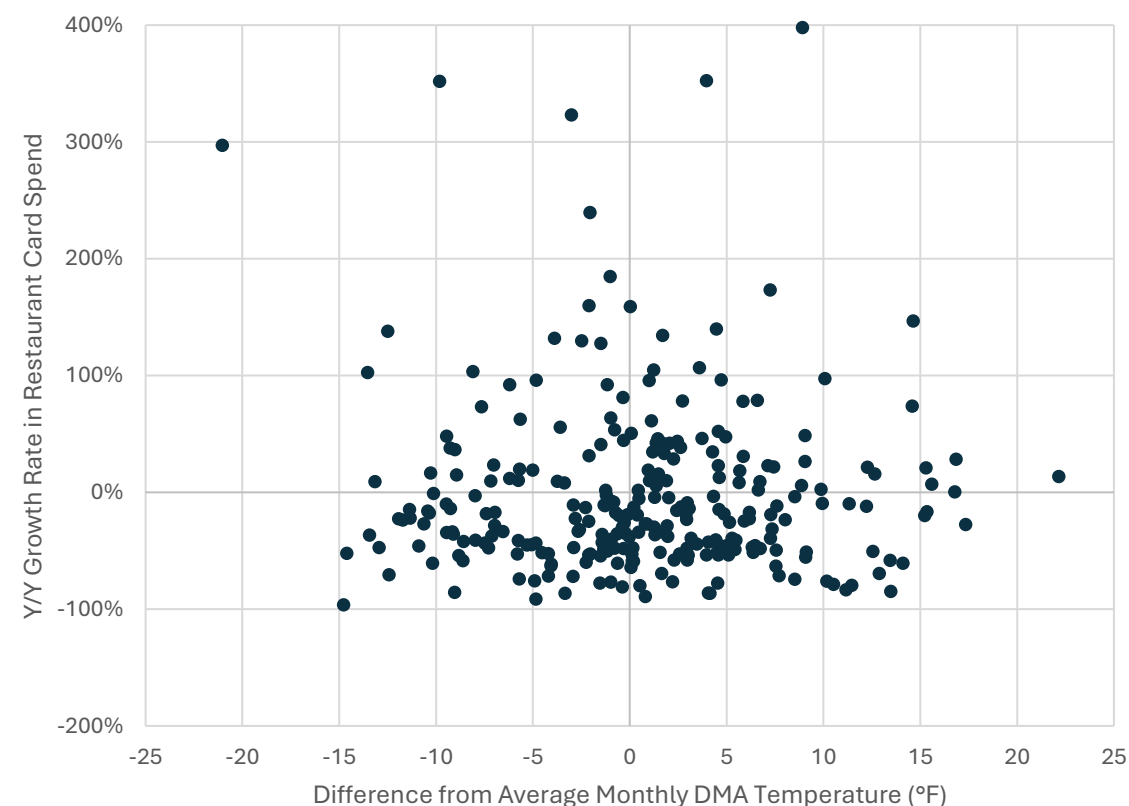
# Only heavy rain dampens fan spending

Zero, Light, and Moderate rain conditions, as well as large temperature shifts, show limited impact on local restaurant card spend, but heavy rain notably lowers spending

Average Card Spend on Restaurants in NFL Stadium ZIP Codes on Gameday by Rainfall



Temperature Deviation vs. Y/Y Growth in Restaurant Spend for NFL Stadium Areas



# Prediction market app usage defies seasonal trends

Sportsbooks like DraftKings, FanDuel, and Hard Rock Bet follow similar in-season trends, while the introduction of Kalshi has clearly disrupted fans' app behavior

Y/Y Growth Rate for App Users (l), Y/Y Growth Rate for Kalshi App Users (r)

