



NEWS RELEASE

StubHub Names the NFL's Most Loyal Fans Ahead of Super Bowl LX

2026-01-27

New report shows fandom runs deeper than wins and losses, with the Saints, Jets and Bengals fans topping loyalty rankings

NEW YORK--(BUSINESS WIRE)-- As the New England Patriots and Seattle Seahawks prepare to face off in Super Bowl LX on February 8, StubHub is shining a spotlight on the fans who prove that true fandom lasts far beyond the field.

Today, StubHub released its Most Loyal Fans in Football report, a data-driven look at which NFL fanbases continue to show up big and buy tickets year after year — regardless of standings, losing streaks, or playoff hopes.

Based on StubHub NFL ticket marketplace data across the 2024–25 and 2025–26 regular seasons, the report ranks fan loyalty using a composite index that measures the following:

- Repeat Buyer Rate: Percentage of buyers who purchase tickets to 2+ games for the same team
- Late-Season Resilience: Ticket demand change when playoff hopes are eliminated (Sep-Oct vs Nov-Jan)
- Losing Streak Resilience: Total ticket sales during 3+ game losing streaks
- Year-Over-Year Consistency: Demand stability across 2024-25 and 2025-26 seasons

The full Most Loyal Fans in Football report is on the StubHub [newsroom](#).

The NFL's Most Loyal Fans

According to StubHub data, the teams with the most loyal fans in football are:

1. New Orleans Saints
2. New York Jets
3. Cincinnati Bengals
4. Detroit Lions
5. Dallas Cowboys
6. Green Bay Packers
7. Las Vegas Raiders
8. & 9. Washington Commanders and Buffalo Bills (tied)
10. New York Giants

Despite finishing with one of the league's worst records, New York Jets fans ranked among the most loyal in football, showing up consistently through losing streaks and maintaining strong year-over-year demand. Dallas Cowboys and Cincinnati Bengals fans rounded out the top tier, proving that true fandom transcends wins and losses, with repeat buyers and late-season demand remaining strong regardless of performance.

"Wins and losses matter, but they don't define real fandom," said Adam Budelli, Head of NFL Partnerships at StubHub. "This year's report shows that the most loyal fans keep showing up — traveling thousands of miles, buying tickets late in the season, and sticking with their teams year after year, no matter what the standings say."

Loyalty Through the Lows

The report also highlights fanbases that stayed committed during the toughest stretches of the season. Despite prolonged losing streaks, teams like the New York Giants, Las Vegas Raiders, and New York Jets continued to generate strong ticket demand, proving that loyalty doesn't disappear when seasons go off the rails.

Fandom That Lasts

Fourteen of the league's 32 teams showed less than 10% variation in ticket demand year over year, underscoring that for many fans, support remains steady regardless of short-term performance.

Nothing beats being there.

At StubHub, fans come first. We're proud to support the people who show up no matter what, and to help them experience the moments that matter most, from regular-season games to Super Bowl Sunday.

Super Bowl LX tickets are available now on StubHub **here**.

About StubHub

StubHub (NYSE: STUB) is a leading global secondary ticketing marketplace for live events. Through StubHub in North America and viagogo internationally, StubHub services customers in over 200 countries and territories, supporting over 30 languages and accepting payments in over 45 currencies – from sports to music, comedy to dance, festivals to theater. StubHub offers a safe and convenient way to buy or sell tickets to live events across the world for memorable live experiences.

View source version on **businesswire.com**: <https://www.businesswire.com/news/home/20260127680959/en/>

PR@stubhub.com

Source: StubHub