



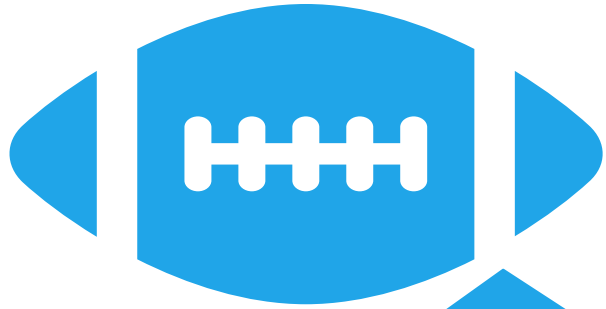
SUPER BOWL LV

VIEWING EXPECTATIONS



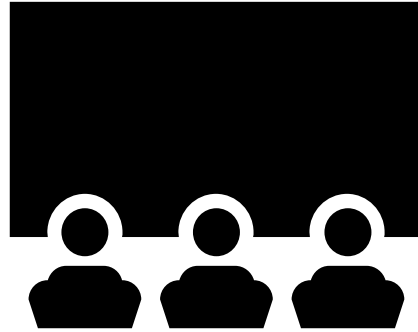
CELEBRATING **25 YEARS** OF SPORTS INTELLIGENCE

Social Viewing Expectations for Super Bowl LV



Most Americans still plan to watch this year's Super Bowl during the pandemic

- 62% of Americans plan to watch this year and 64% said they watched last year
- Non-NFL fans will be the most impacted: 17% plan to watch this year, 28% watched last year



Social viewing will be down, but the Super Bowl will still be a major social event this year

- 41% of Americans plan to watch with others, compared to 53% who watched with others last year
- Only 13% plan to watch out of their homes, compared to 26% last year



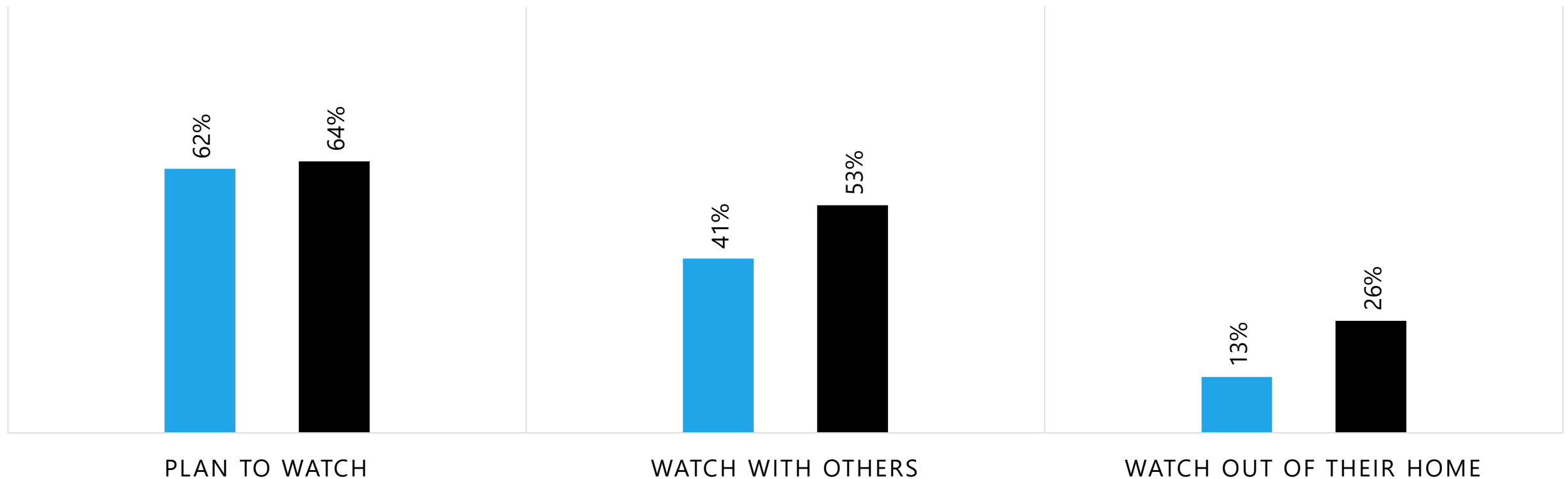
Virtual Super Bowl parties will make the social experience more like a "normal" year

- 11% of Super Bowl viewers plan to attend a virtual Super Bowl party this year
- 33% plan to host/attend an in-person or a virtual Super Bowl party

Even during a pandemic, the Super Bowl will be a shared social experience for Americans.

% OF AMERICANS WHO PLAN TO WATCH THE SUPER BOWL

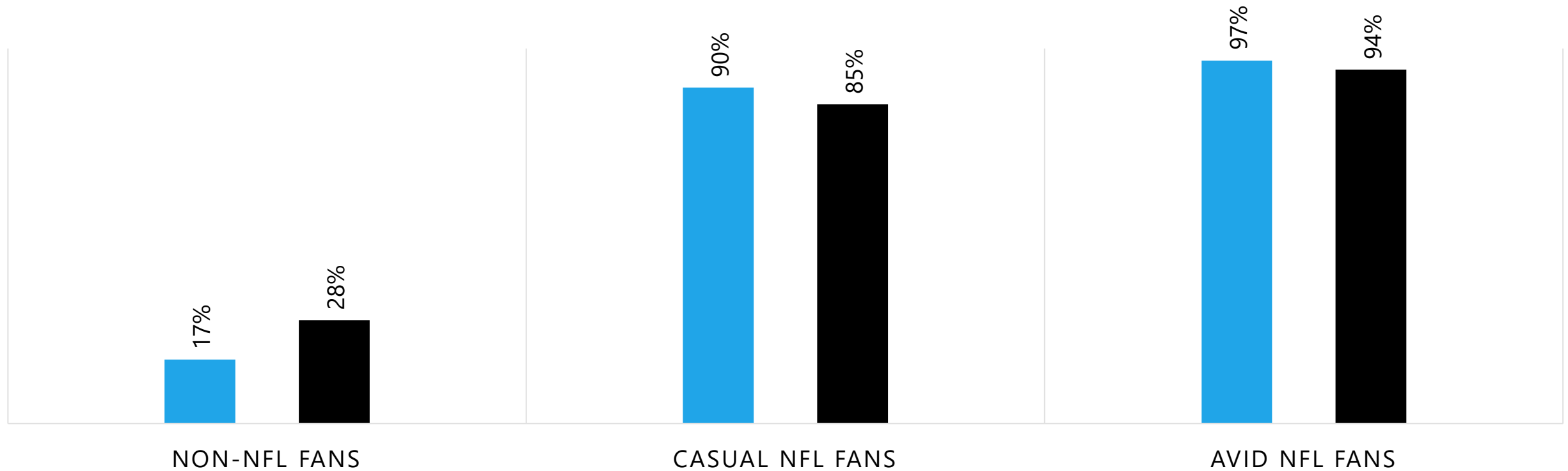
■ This year ■ Last year



Non-NFL fans are the most likely to tune out the Super Bowl this year.

% WHO PLAN TO WATCH THE SUPER BOWL

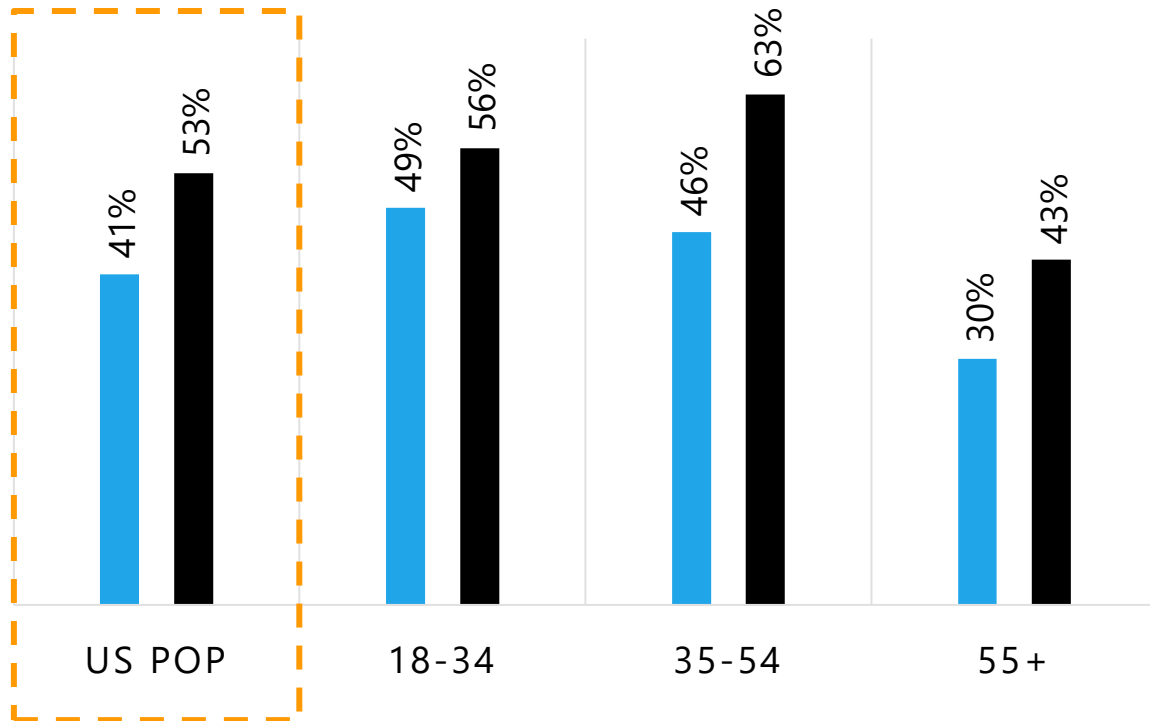
■ This year ■ Last year



Americans age 18-34 are most likely to watch the Super Bowl socially this year.

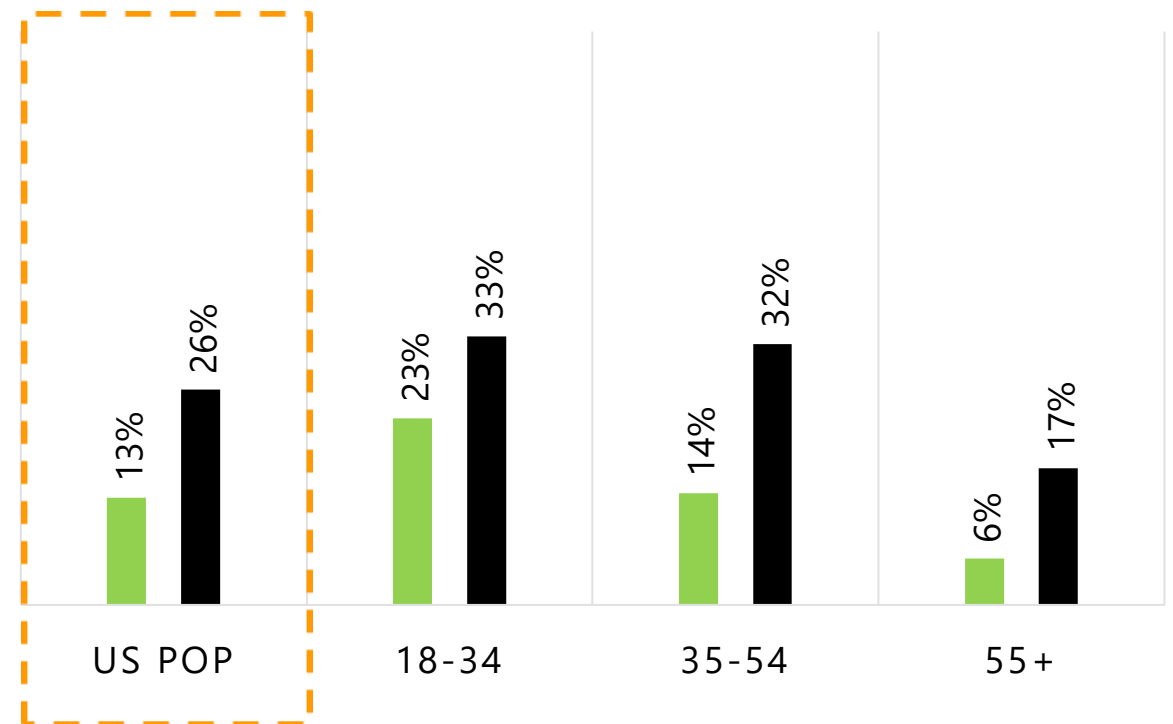
% WHO PLAN TO WATCH SUPER BOWL WITH OTHERS

■ This year ■ Last year



% WHO PLAN TO WATCH SUPER BOWL OUT OF HOME

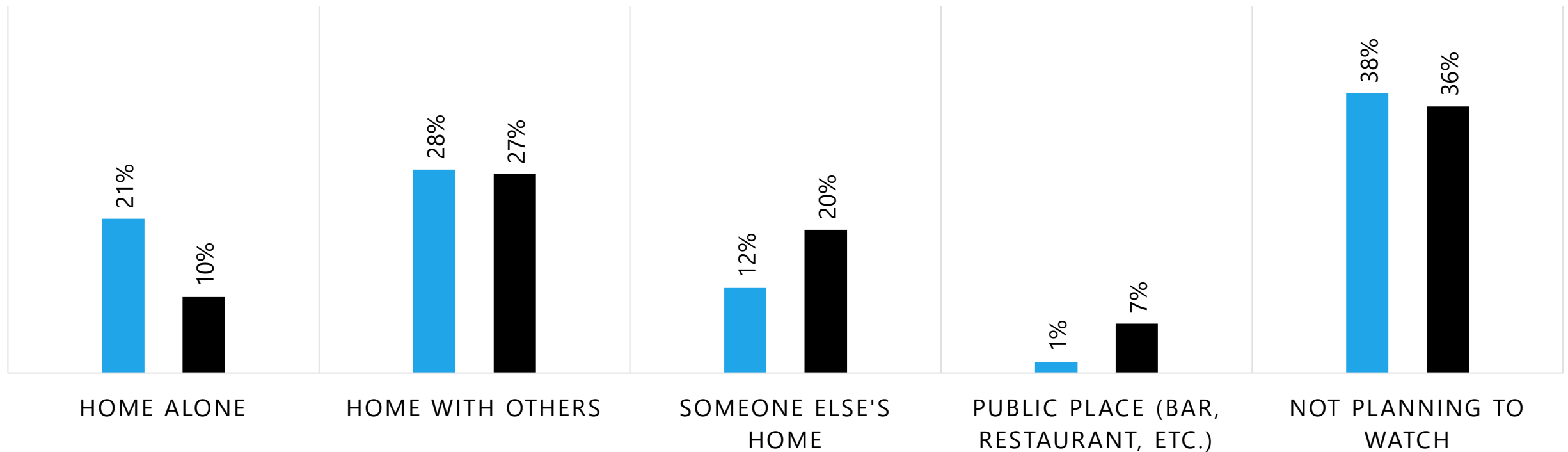
■ This year ■ Last year



Americans more likely to watch the Super Bowl at **home, alone**, in 2021.

HOW DO AMERICANS PLAN TO WATCH THIS YEAR'S SUPER BOWL?

■ This year ■ Last year



Virtual Super Bowl parties will help fans experience the game together.

11%

of Super Bowl viewers plan to attend a virtual Super Bowl party

27%

of Super Bowl viewers plan to host or attend a Super Bowl party this year

33%

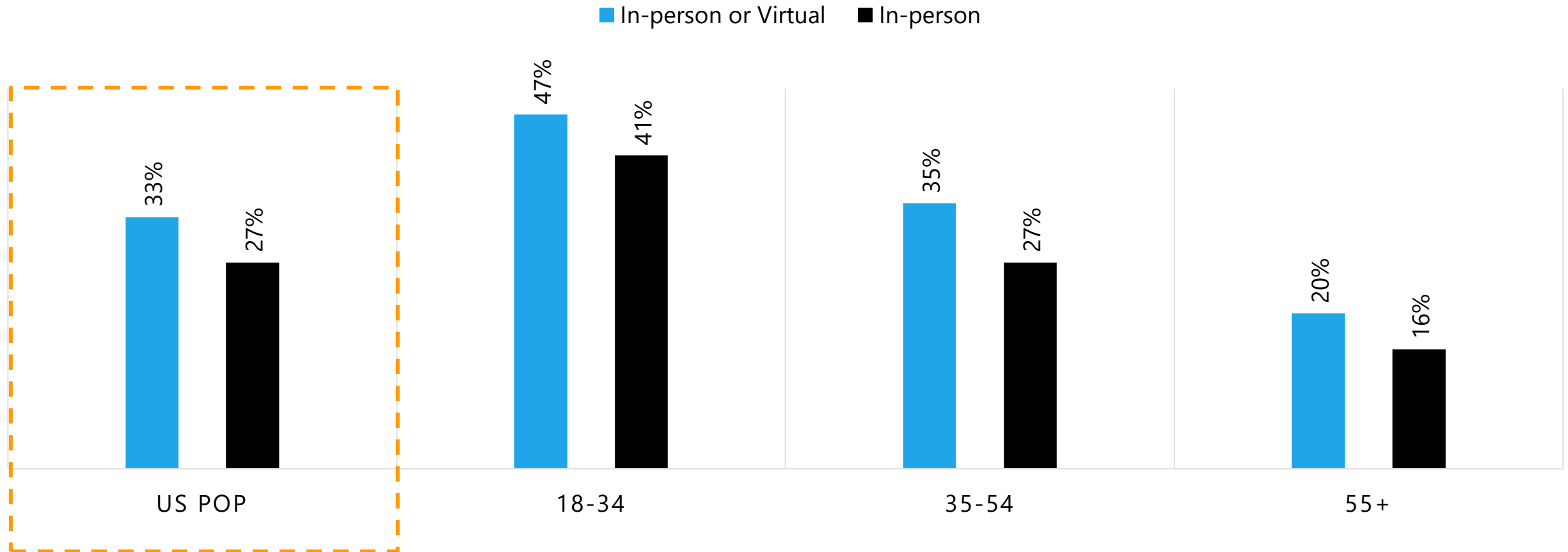
plan to either attend an in-person or virtual Super Bowl party

39%

of Super Bowl viewers planned to host or attend a Super Bowl party in 2020

Almost half of Super Bowl viewers age 18-34 will attend an in-person or virtual Super Bowl party.

% OF VIEWERS WHO PLAN TO HOST/ATTEND A SUPER BOWL PARTY...





CELEBRATING 25 YEARS OF SPORTS INTELLIGENCE

Interviews for this study were conducted on the SSRS Omnibus from January 12 – 17, 2021 among a nationally representative sample of 1,008 respondents age 18 and older. The margin of error for total respondents is +/-3.53 percentage points at the 95% confidence level. The design effect is 1.31.

The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of SSRS Omnibus consists of 1,000 interviews, of which 700 are obtained with respondents on their cellphones, and a minimum of 35 interviews completed in Spanish. Sample provided by MSG. For more information visit www.ssrs.com or contact info@ssrs.com.

N=994 U.S. Pop 18+ and N=615 Super Bowl viewers (plan to watch this year)

FOR MORE INFORMATION, CONTACT:
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About This Study

