



2022 SUPER BOWL LVI

VIEWING EXPECTATIONS



CELEBRATING **25 YEARS** OF SPORTS INTELLIGENCE



KEY TAKEAWAYS



Americans are More Likely to Watch the Super Bowl in 2022

- 53% of Americans age 18+ plan to watch this year, and 49% said they watched last year.
- Expected viewership is up for both Casual NFL fans and Avid NFL fans in 2022.



The Super Bowl is Expected to be a Bigger In-person Social Event in 2022

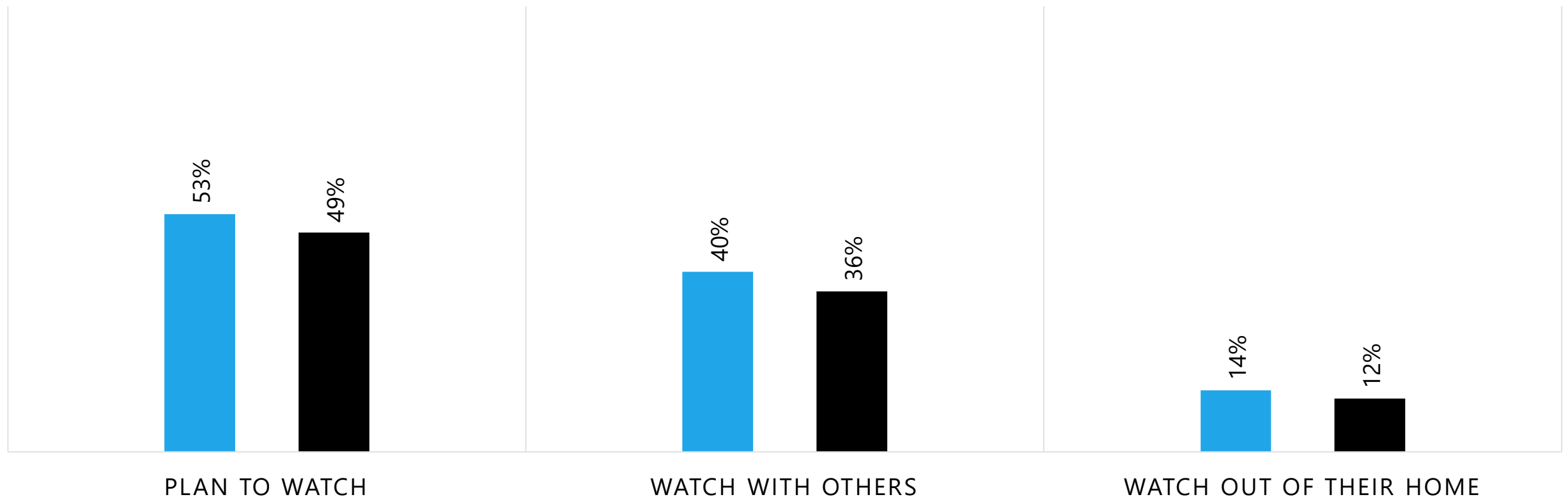
- 34% of Americans plan to host or attend an in-person Super Bowl party this year, compared to 27% last year. 38% plan to host or attend an in-person *or virtual* party this year.
- 57% of viewers age 18-34 say they will host or attend an in-person or virtual Super Bowl party this year, compared to 41% of viewers age 35-54 and 24% of viewers age 55+.



Americans are **more likely** to watch the Super Bowl in 2022.

% OF AMERICANS WHO PLAN TO WATCH THE SUPER BOWL

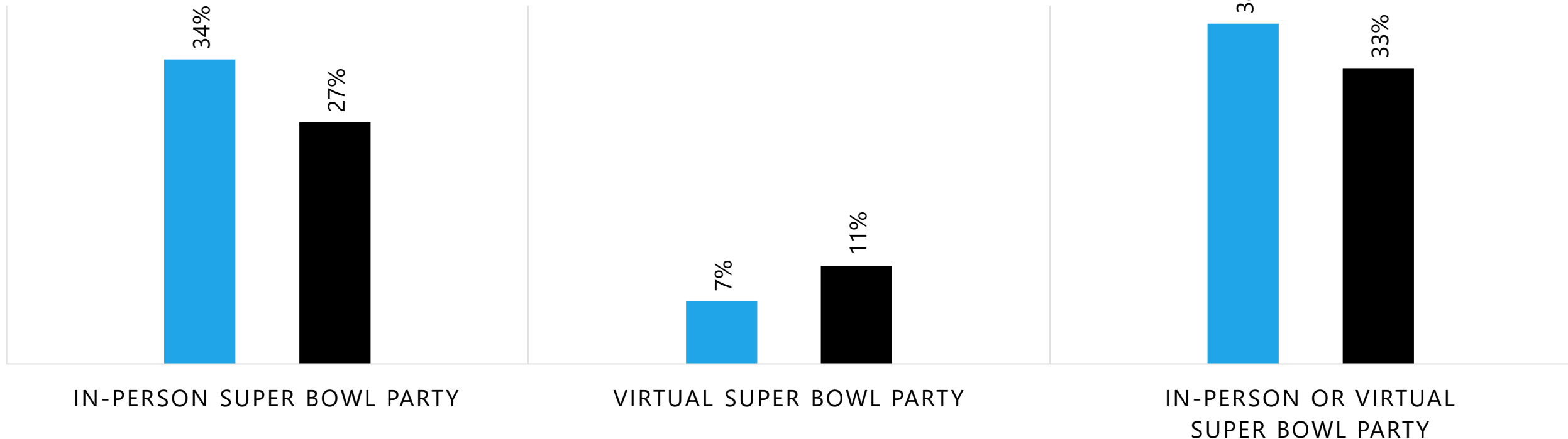
■ 2022 ■ 2021



Americans are more likely to watch the Super Bowl **in person with family and friends** in 2022.

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

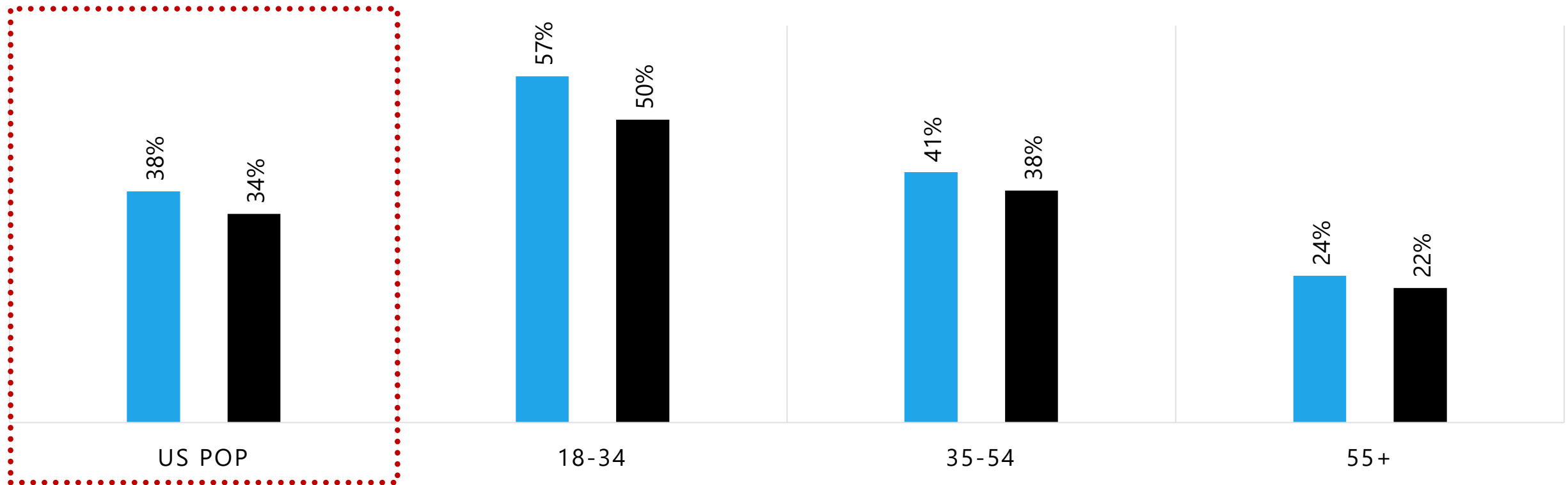
■ 2022 ■ 2021



More than half of Super Bowl viewers age 18-34 **plan to attend** an in-person or virtual Super Bowl party.

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

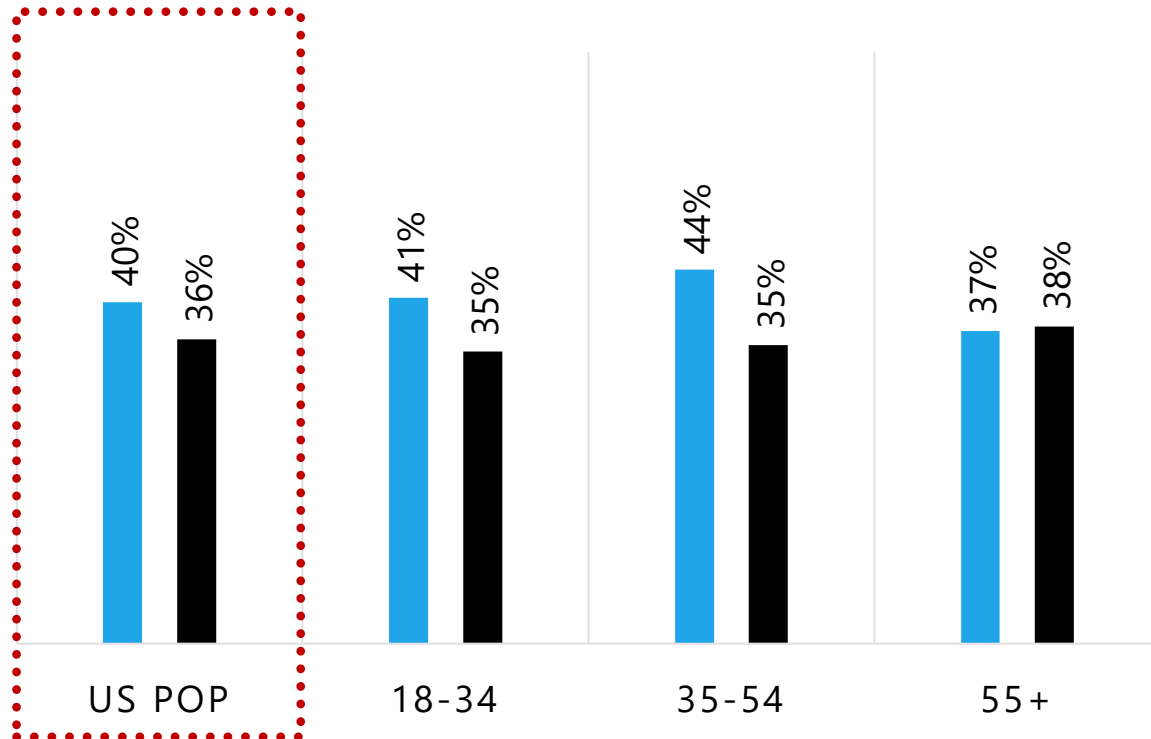
■ In-person or Virtual ■ In-person



Americans age 18-34 are most likely to watch the Super Bowl **outside their homes** this year.

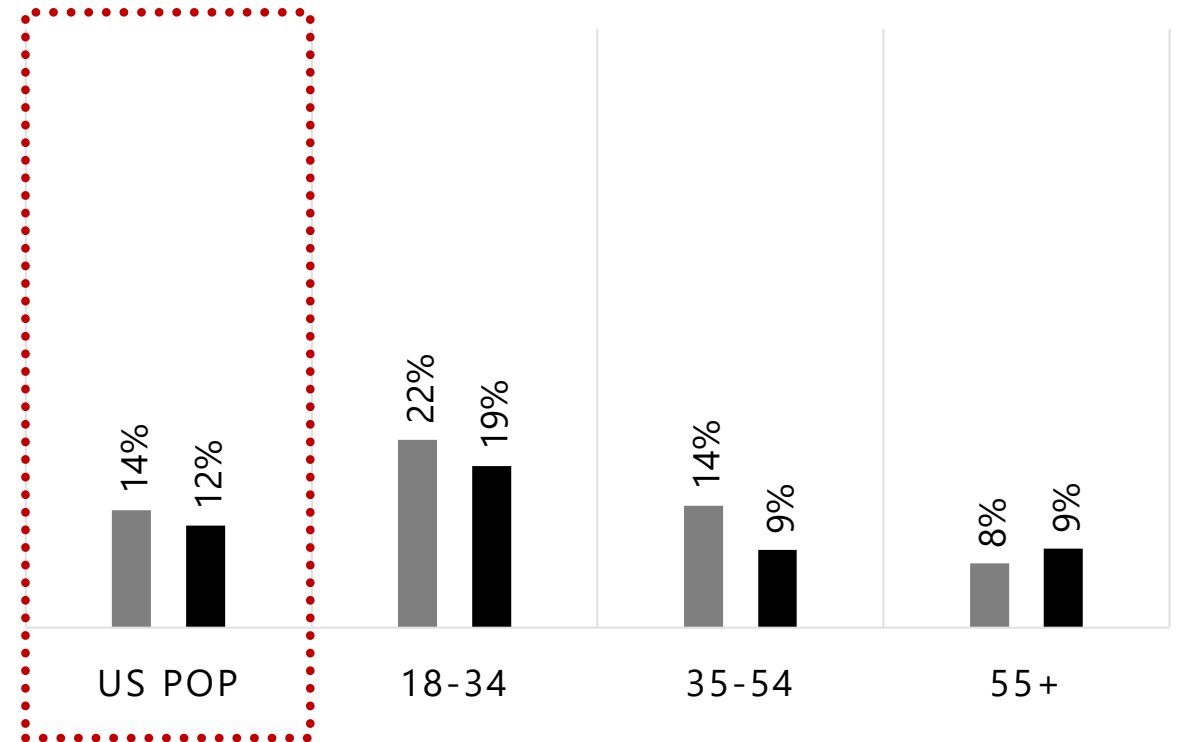
% WHO PLAN TO WATCH THE SUPER BOWL WITH OTHERS

■ 2022 ■ 2021



% WHO PLAN TO WATCH THE SUPER BOWL OUTSIDE OF HOME

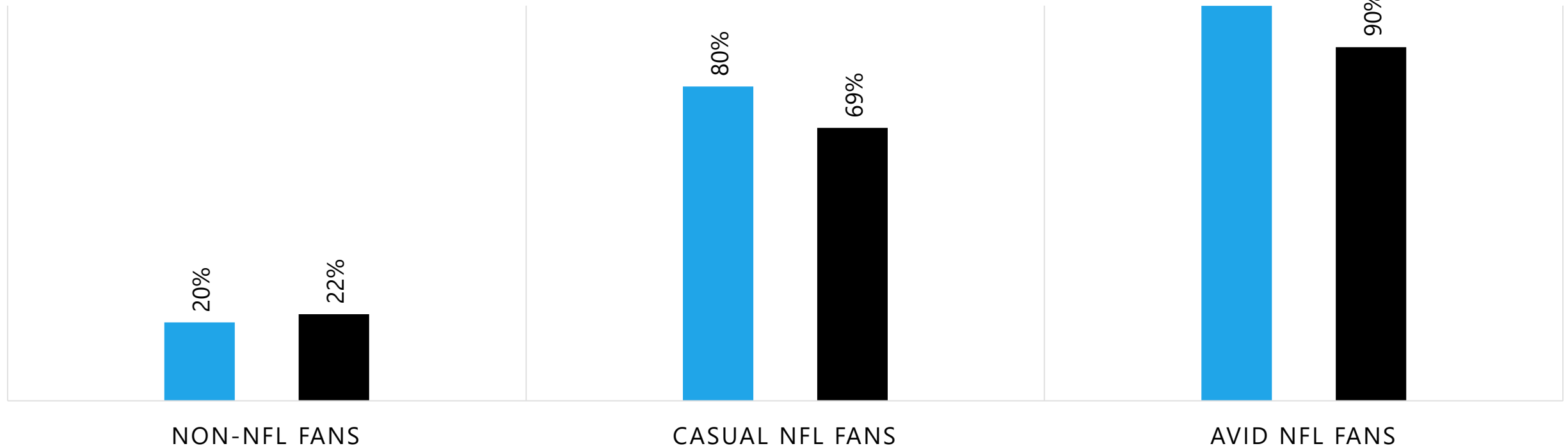
■ 2022 ■ 2021



Both **Avid and Casual NFL fans** are more likely to watch the Super Bowl in 2022.

% WHO PLAN TO WATCH THE SUPER BOWL

■ 2022 ■ 2021





CELEBRATING 25 YEARS OF SPORTS INTELLIGENCE

Interviews for this study were conducted on the SSRS Omnibus from February 1 – 6, 2022 among a nationally representative sample of 1,004 respondents age 18 and older. The margin of error for total respondents is +/-3.44 percentage points at the 95% confidence level. The design effect is 1.24.

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=1,004 Americans 18+ and 523 Super Bowl viewers 18+

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About This Study

