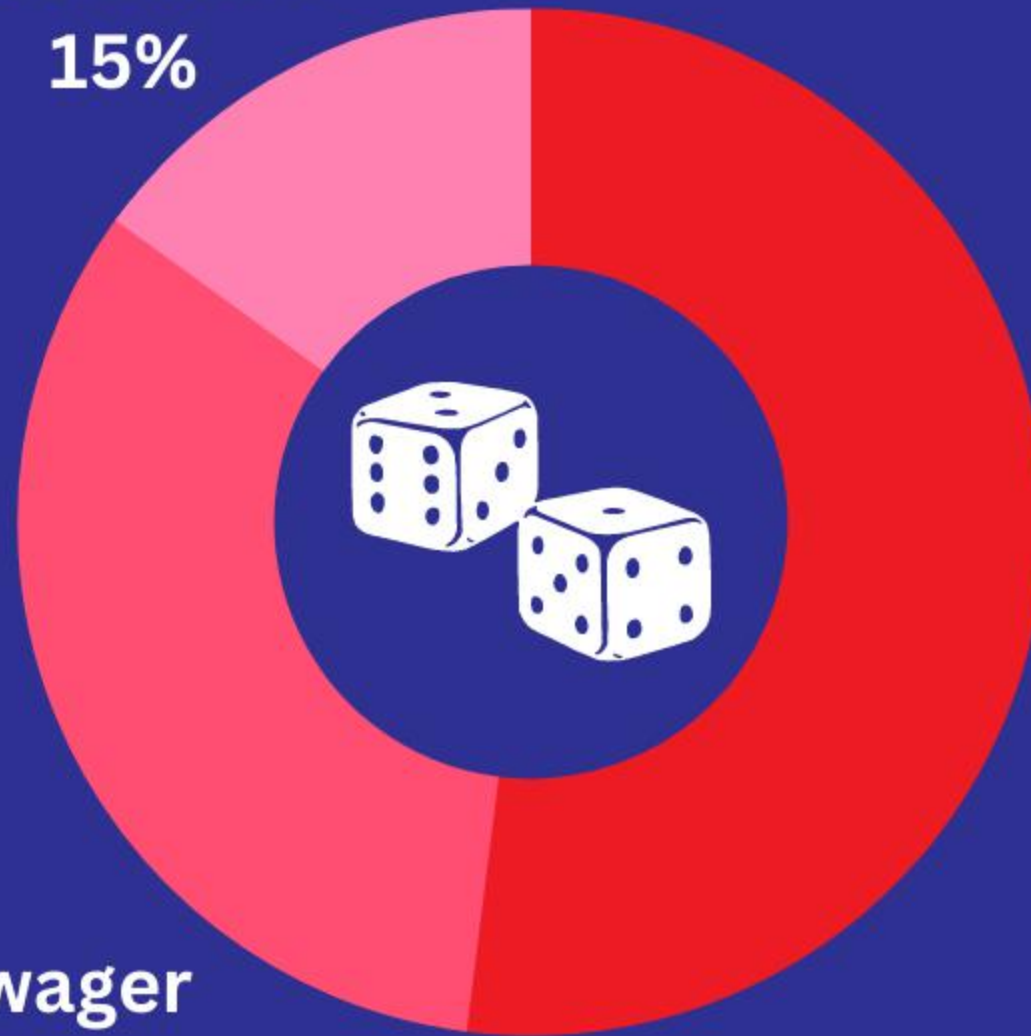


AVID FANS PLANS ON WAGERING ON THE 2023 SUPER BOWL

**Don't know
15%**



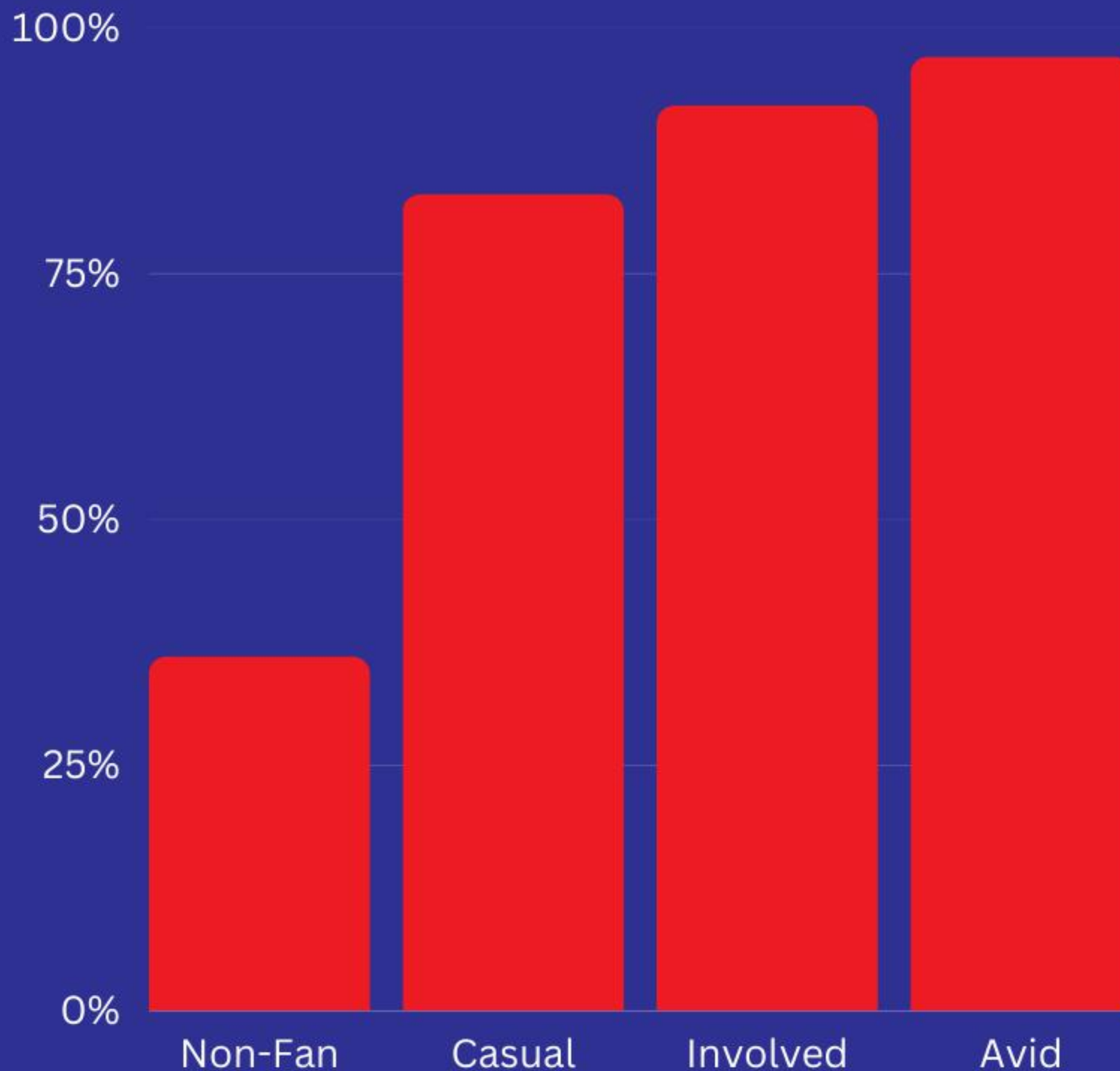
**Plan to wager
52%**

**Do not plan to wager
33%**



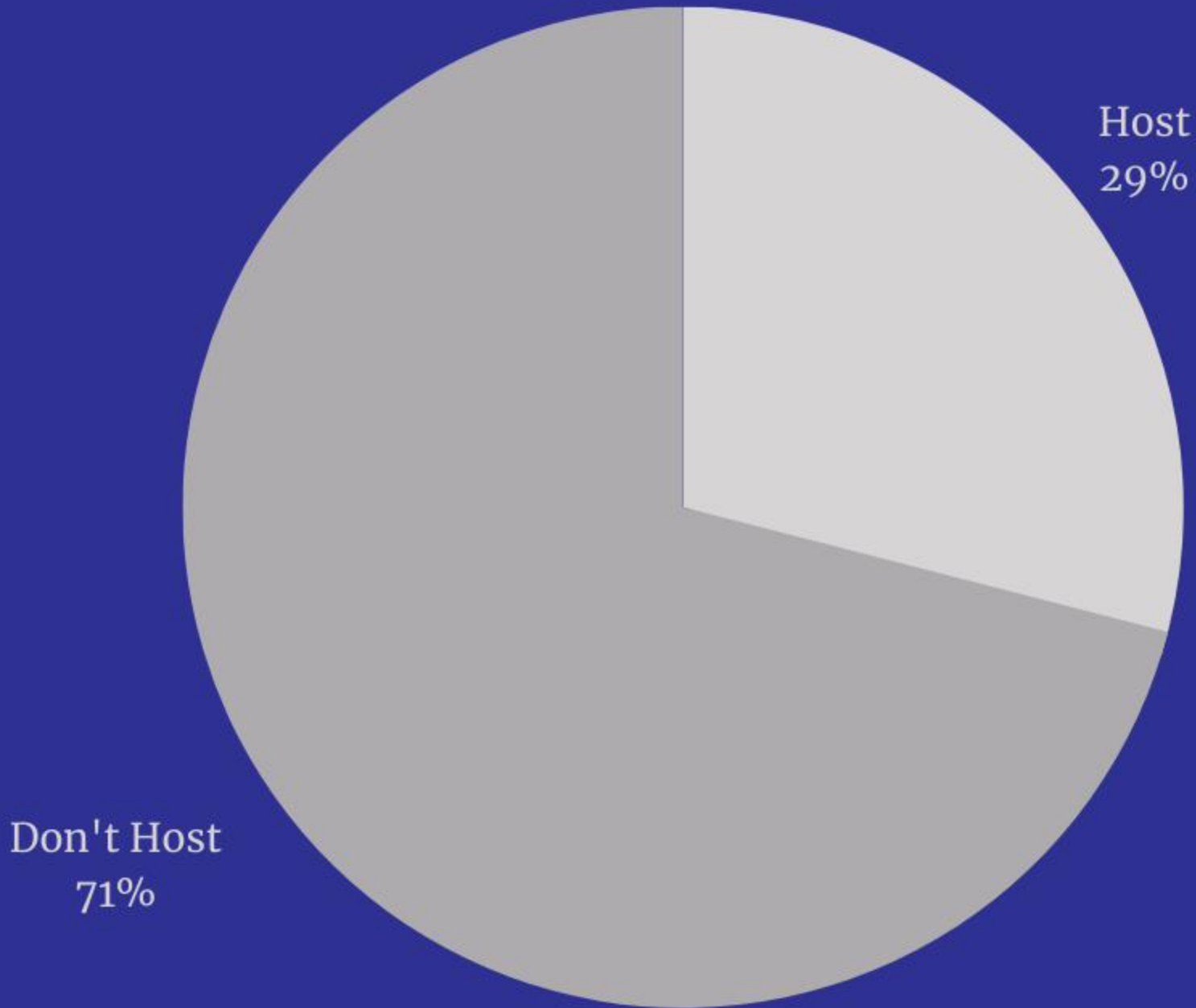
MAJORITY (75%) OF SUPER BOWL WATCHERS WILL BE EATING CHIPS AND DIP DURING THE BIG GAME

FANS WATCHING THE SUPER BOWL



AMERICAN SPORTS FANSHIP SURVEY, FEBRUARY 2023

SUPER BOWL HOSTING





75% PLAN ON WATCHING SUPERBOWL LVII

49% BELIEVE THE GAME IS THE MOST INTERESTING
PART COMPARED TO THE HALFTIME SHOW (21%)
AND COMMERCIALS/ADS (20%)



WHAT % THINK THE SUPER BOWL IS MORE IMPORTANT THAN VALENTINE'S DAY?

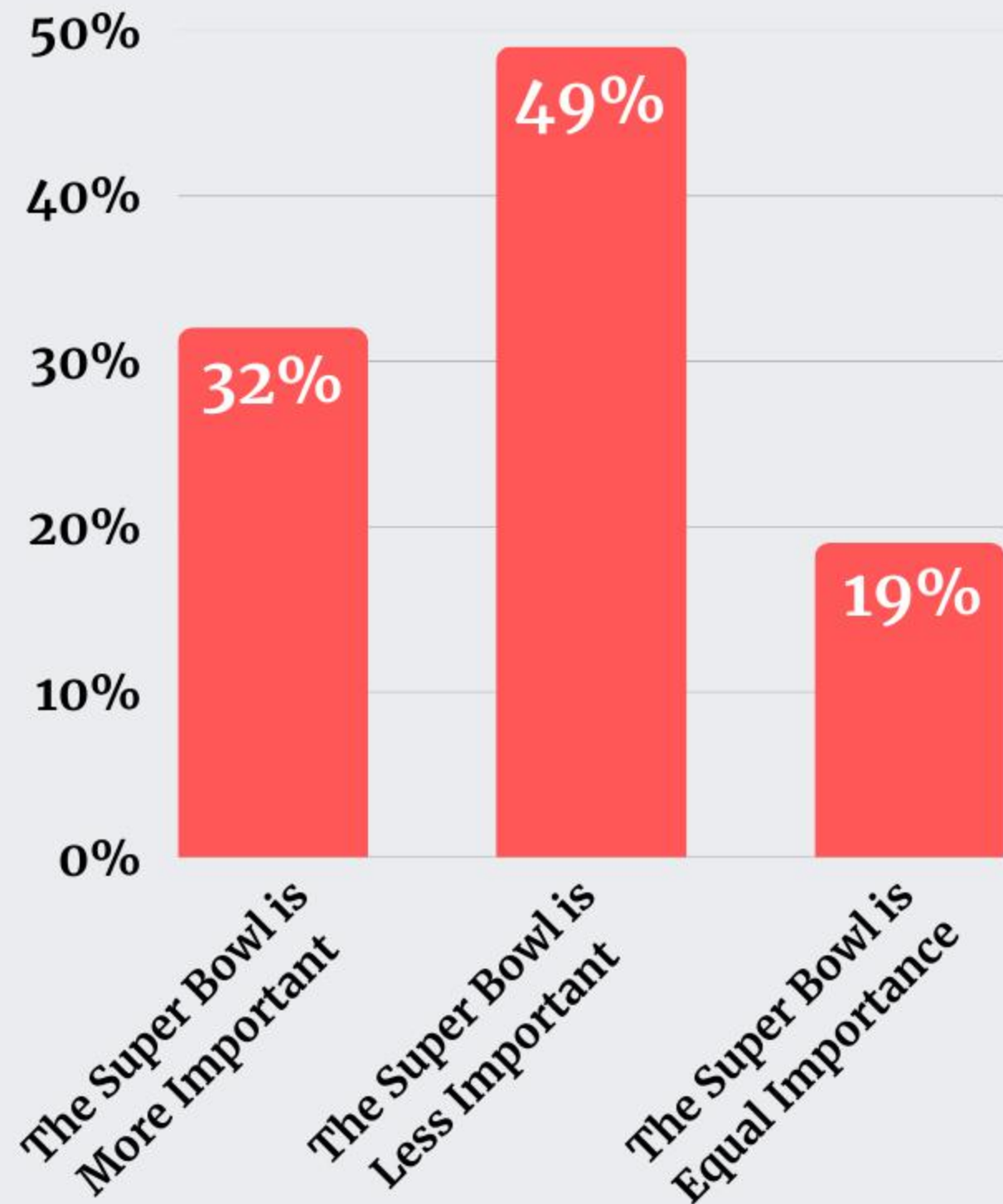




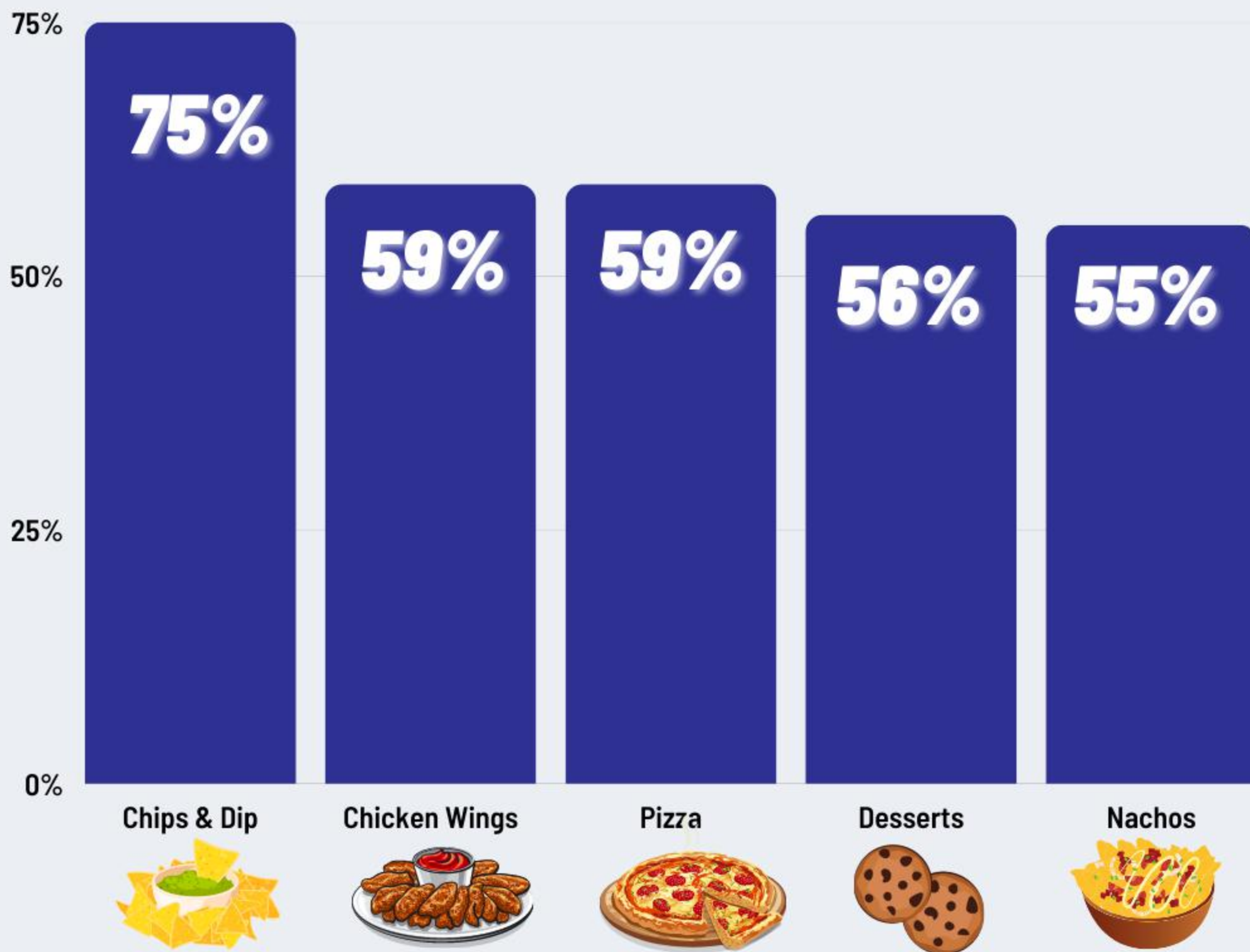
290%

**CONSIDER THE
SUPERBOWL A
NATIONAL HOLIDAY**

***% OF AVID
FANS THAT
SAY THE
SUPER BOWL
IS MORE
IMPORTANT
THAN THEIR
BIRTHDAY***



FAVORITE SUPER BOWL FOODS



WHO LOVES THE SUPER BOWL AND NEVER MISSES IT?

Say No

22%

78%

Say Yes

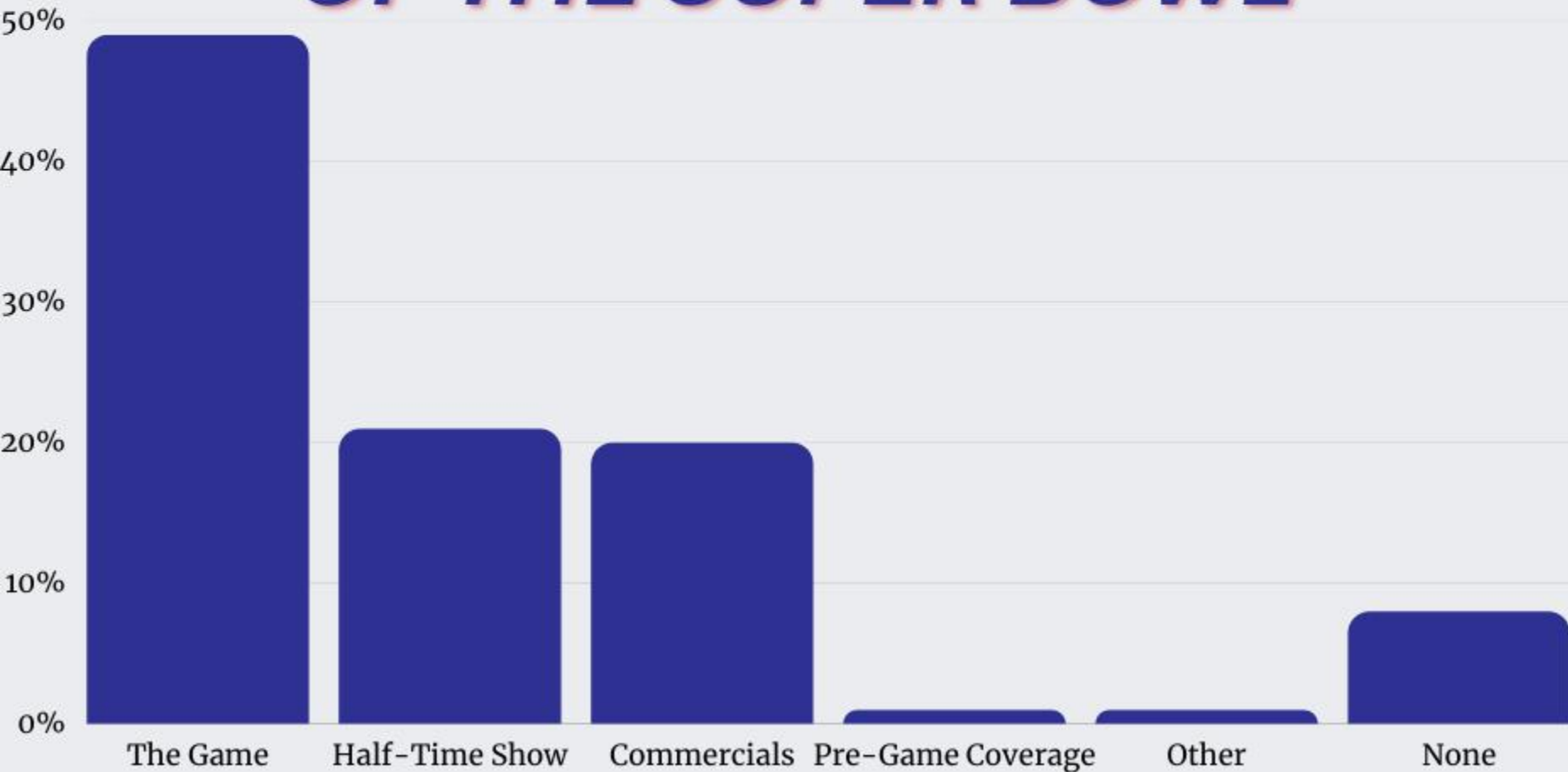
82%

OF AMERICANS SAY THEY ENJOY THE COMMERCIALS
THAT APPEAR DURING THE GAME

80%

SAY THEY ENJOY WATCHING THE HALF-TIME SHOW

THE MOST INTERESTING PART OF THE SUPER BOWL



American Sports Fanship Survey, February 2023

% OF INDIVIDUALS ATTENDING SUPER BOWL PARTIES

