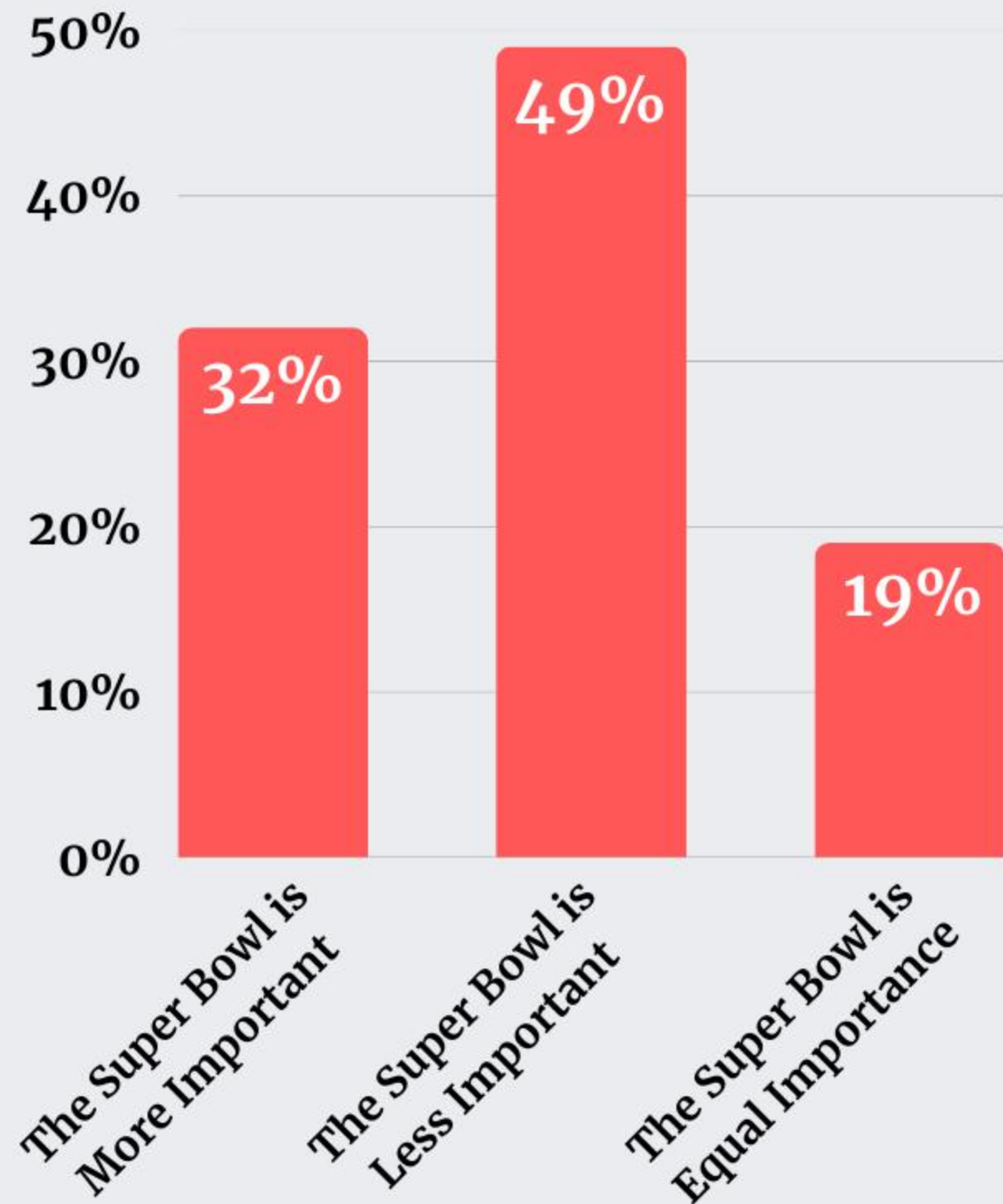
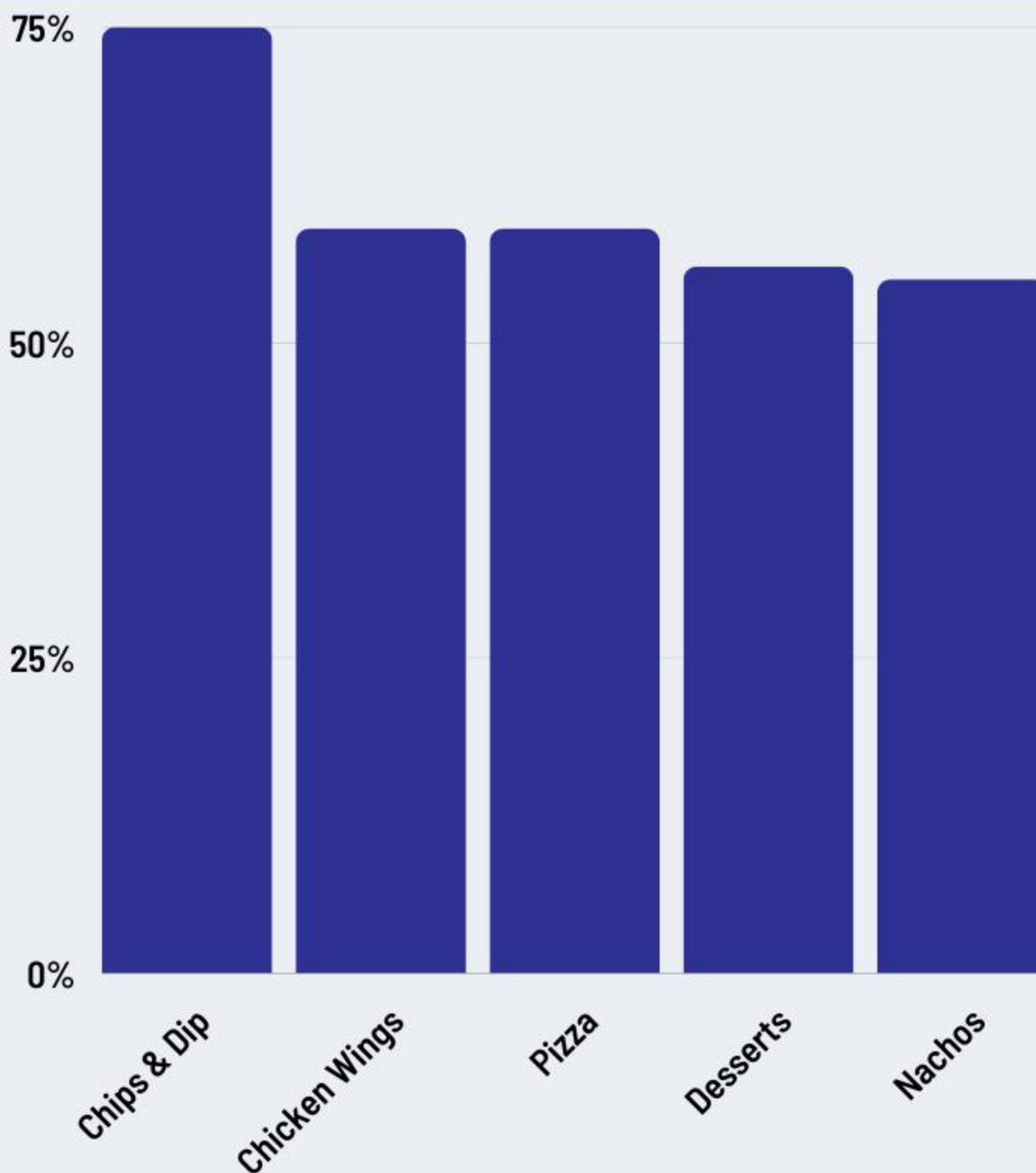


***% OF AVID
FANS THAT
SAY THE
SUPER BOWL
IS MORE
IMPORTANT
THAN THEIR
BIRTHDAY***



FAVORITE SUPER BOWL FOODS



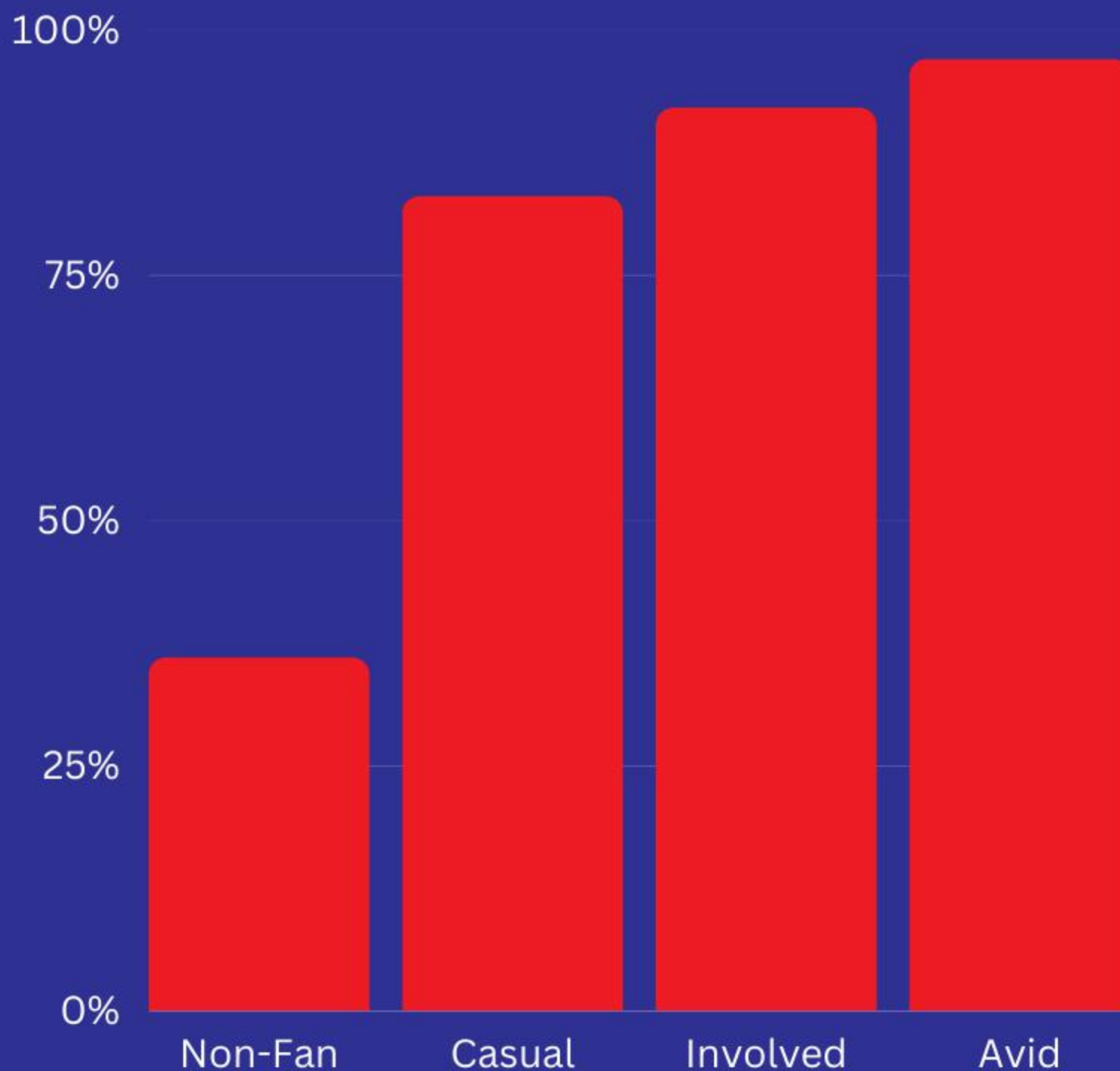


75% PLAN ON WATCHING SUPERBOWL LVII

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

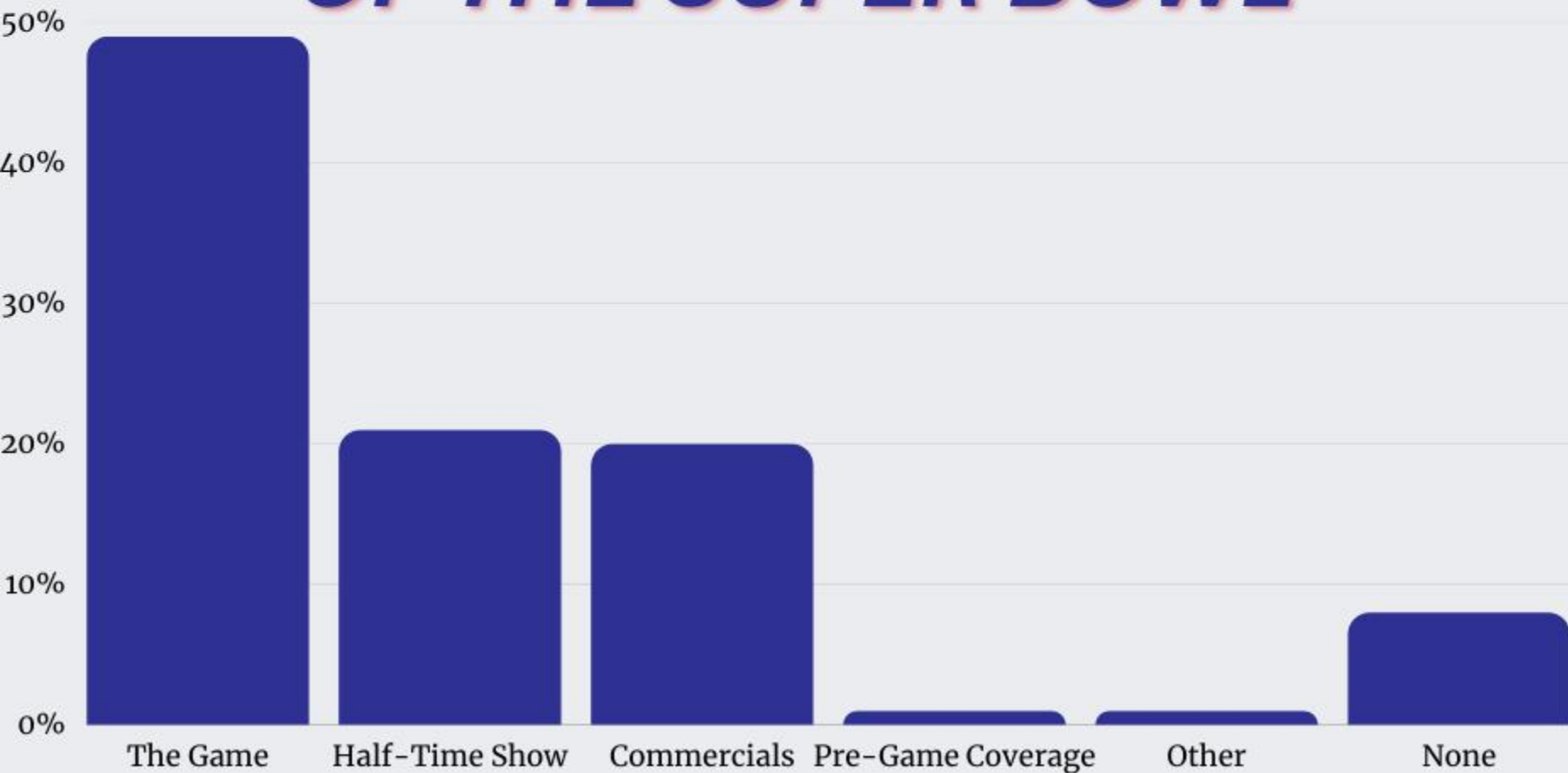


FANS WATCHING THE SUPER BOWL



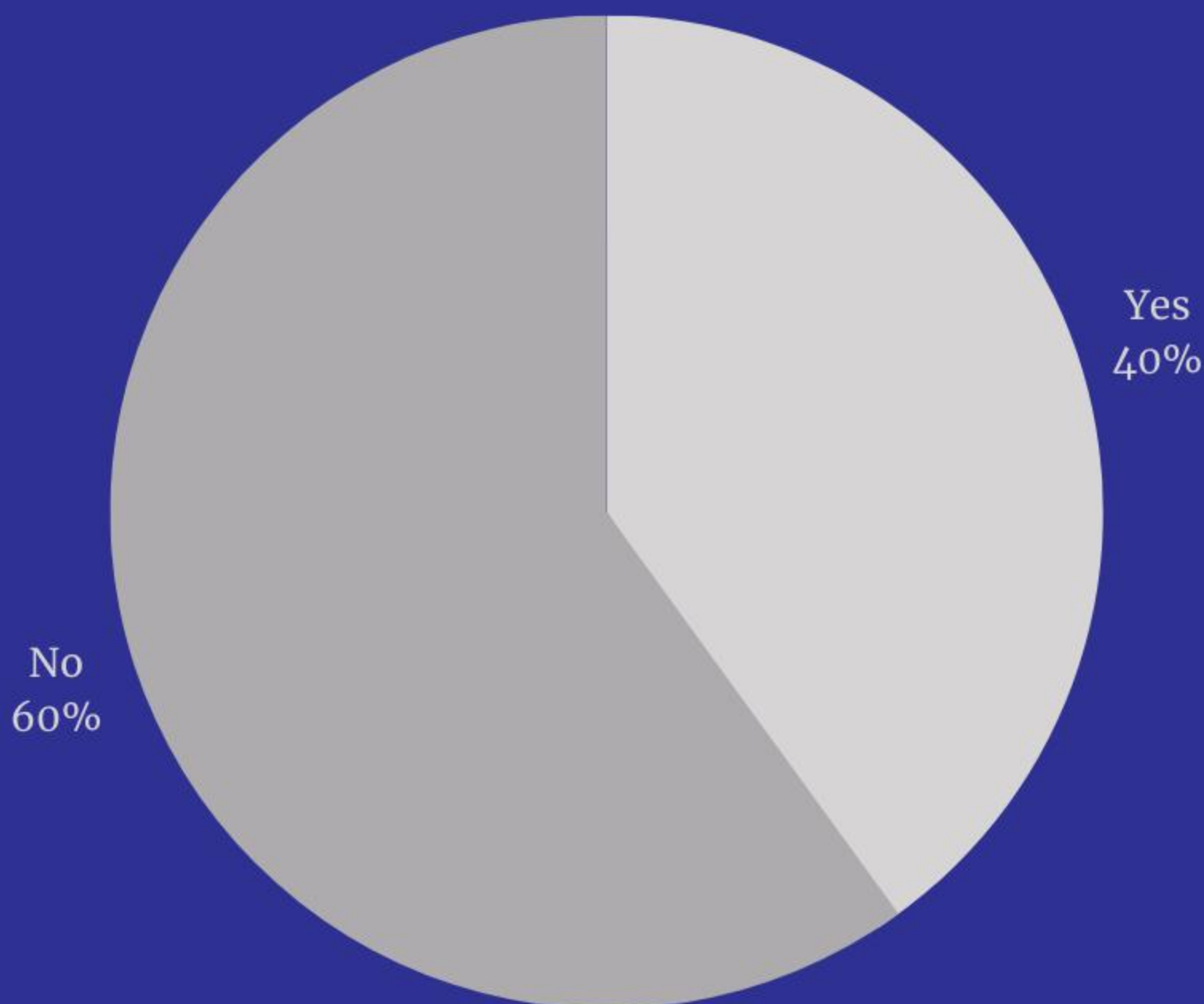
AMERICAN SPORTS FANSHIP SURVEY, FEBRUARY 2023

THE MOST INTERESTING PART OF THE SUPER BOWL



American Sports Fanship Survey, February 2023

% OF INDIVIDUALS ATTENDING SUPER BOWL PARTIES



82%

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

80%

SAY THEY ENJOY WATCHING THE HALF-TIME SHOW

WHO LOVES THE SUPER BOWL AND NEVER MISSES IT?

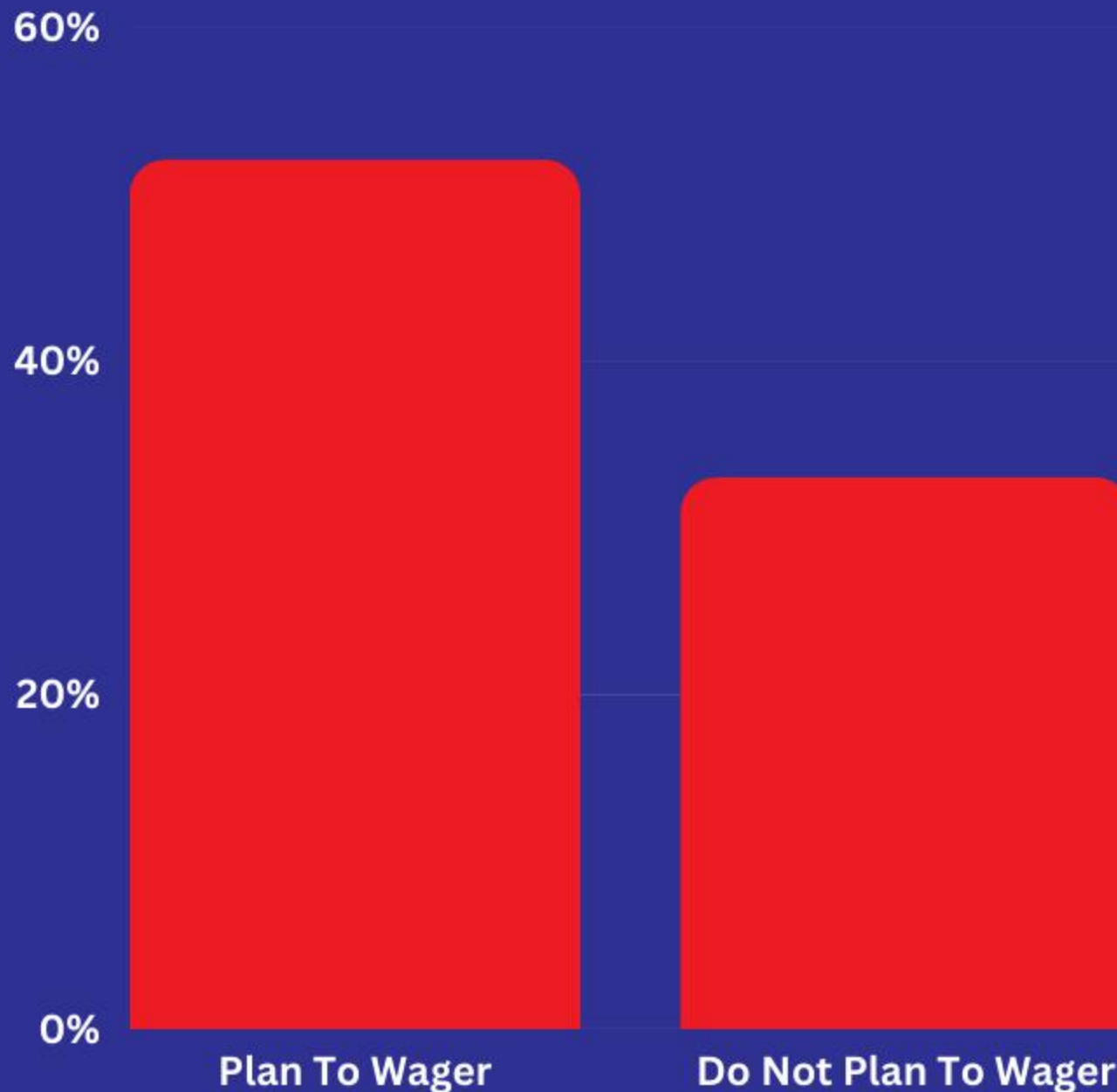
Say No

22%

78%

Say Yes

AVID FANS PLANS ON WAGERING ON THE 2023 SUPER BOWL

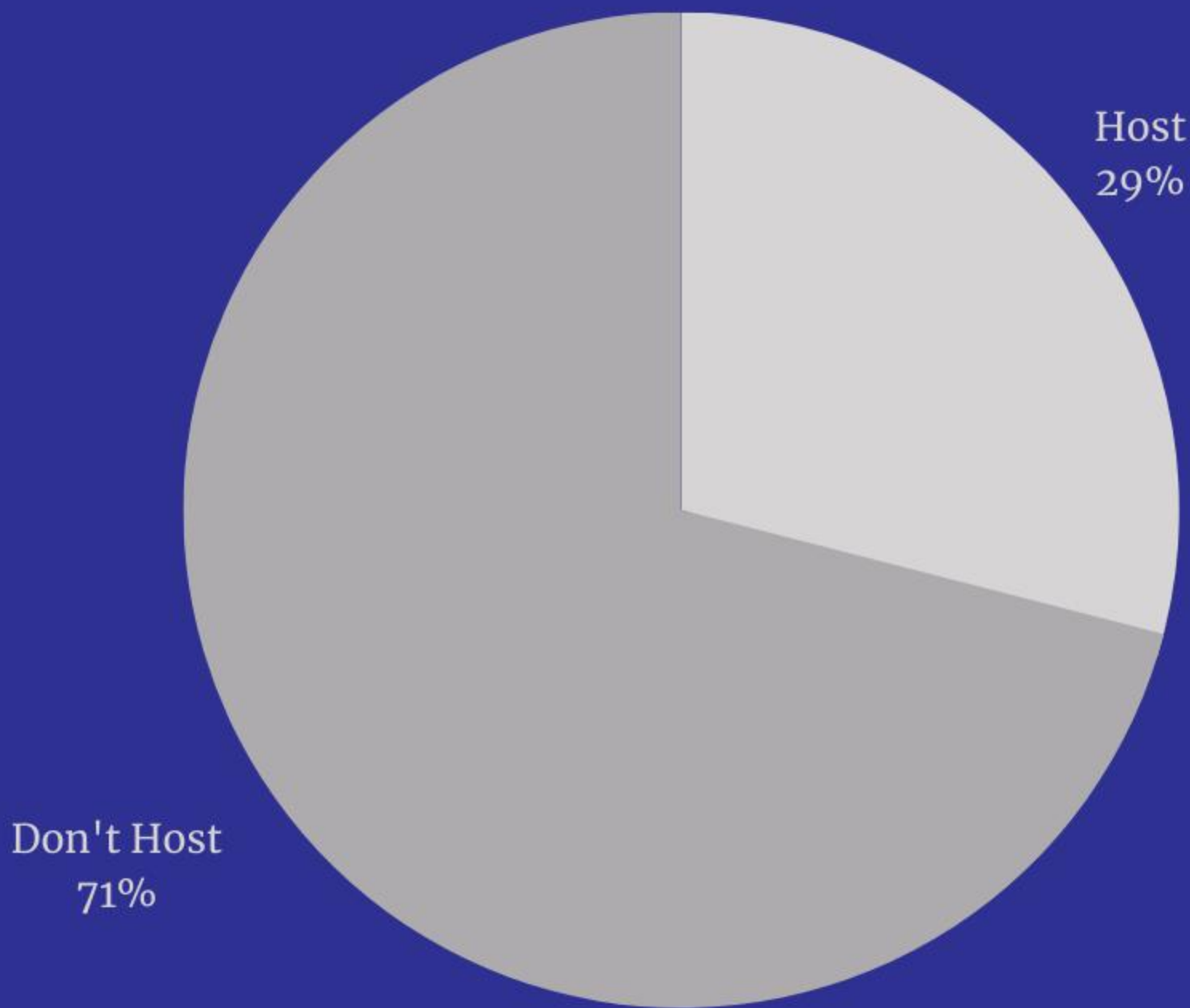




290%

**CONSIDER THE
SUPERBOWL A
NATIONAL HOLIDAY**

SUPER BOWL HOSTING



American Sports Fanship Survey, February 2023



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