

75% OF AMERICANS
PLAN TO WATCH SUPER
BOWL LVIII ON SUNDAY,
FEBRUARY 11, 2024



MOST POPULAR EARLY AND MODERN SUPERBOWL COMMERCIALS

Early Period (1967 - 1999)

Modern Period (2000 - 2023)



23%

"Hey Kid, Catch! With Mean Joe Greene" - Coca-Cola, 1979



23%

"Budweiser Frogs" - Budweiser, 1995



36%

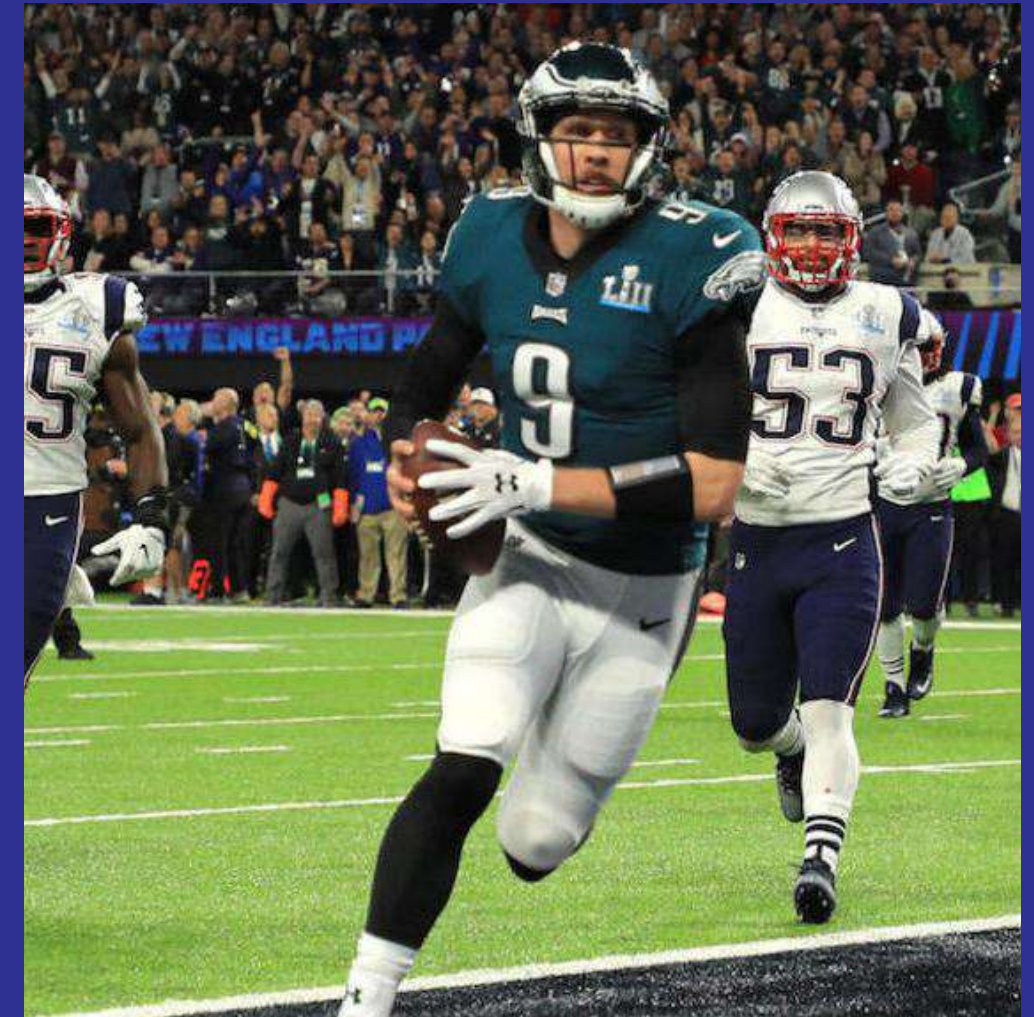
"Betty White for Snickers" - Snickers, 2010

**EARLY PERIOD: XVIII (1984)
MARCUS ALLEN'S 74-YARD
TOUCHDOWN RUN
(24%)**



Focus on Sport via Getty Images

Best Super Play

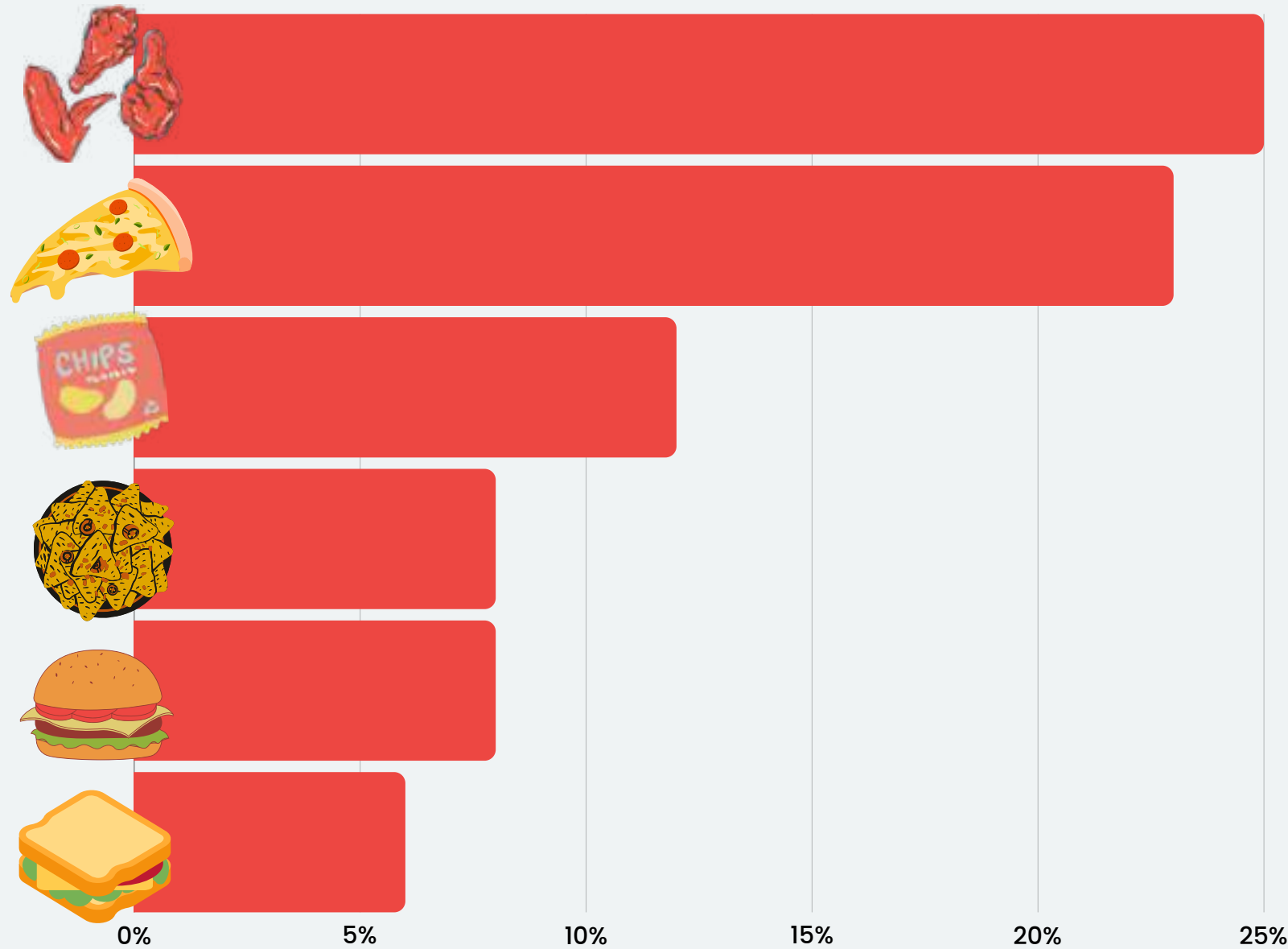



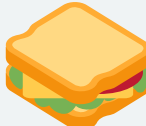
**MODERN PERIOD: LII (2018)
THE "PHILLY SPECIAL"
(23%)**



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WHAT IS YOUR FAVORITE FOOD TO EAT ON SUPER BOWL SUNDAY?



-  Chicken Wings – 25%
-  Pizza – 23%
-  Chips and Dip – 12%
-  Nachos – 8%
-  Burgers – 8%
-  Subs/ Sandwiches – 6%



MOST POPULAR HALF TIME SHOWS OF ALL-TIME

Early Period (1967 - 1999)



Steve Granitz, Wireimage

45%

XXVII (1993) Michael Jackson

Modern Period (2000 - 2023)



Kevin Mazur, Getty Images for Roc Nation

26%

LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, and Kendrick Lamar

Getty Images



Most Popular Super Bowl

MODERN PERIOD

SUPER BOWL LI (2017)
PATRIOTS 34-28 FALCONS
(26%)

EARLY PERIOD

SUPER BOWL XXIII (1989)
49ERS 20-16 BENGALS
(19%)



Ezra Shaw via Getty Images



45% of Americans believe the NCAA passing rule changes which allow college athletes to sell the rights to their names, images, and likenesses (NIL) is good for sports

American Sports Fanship Survey, February 2024



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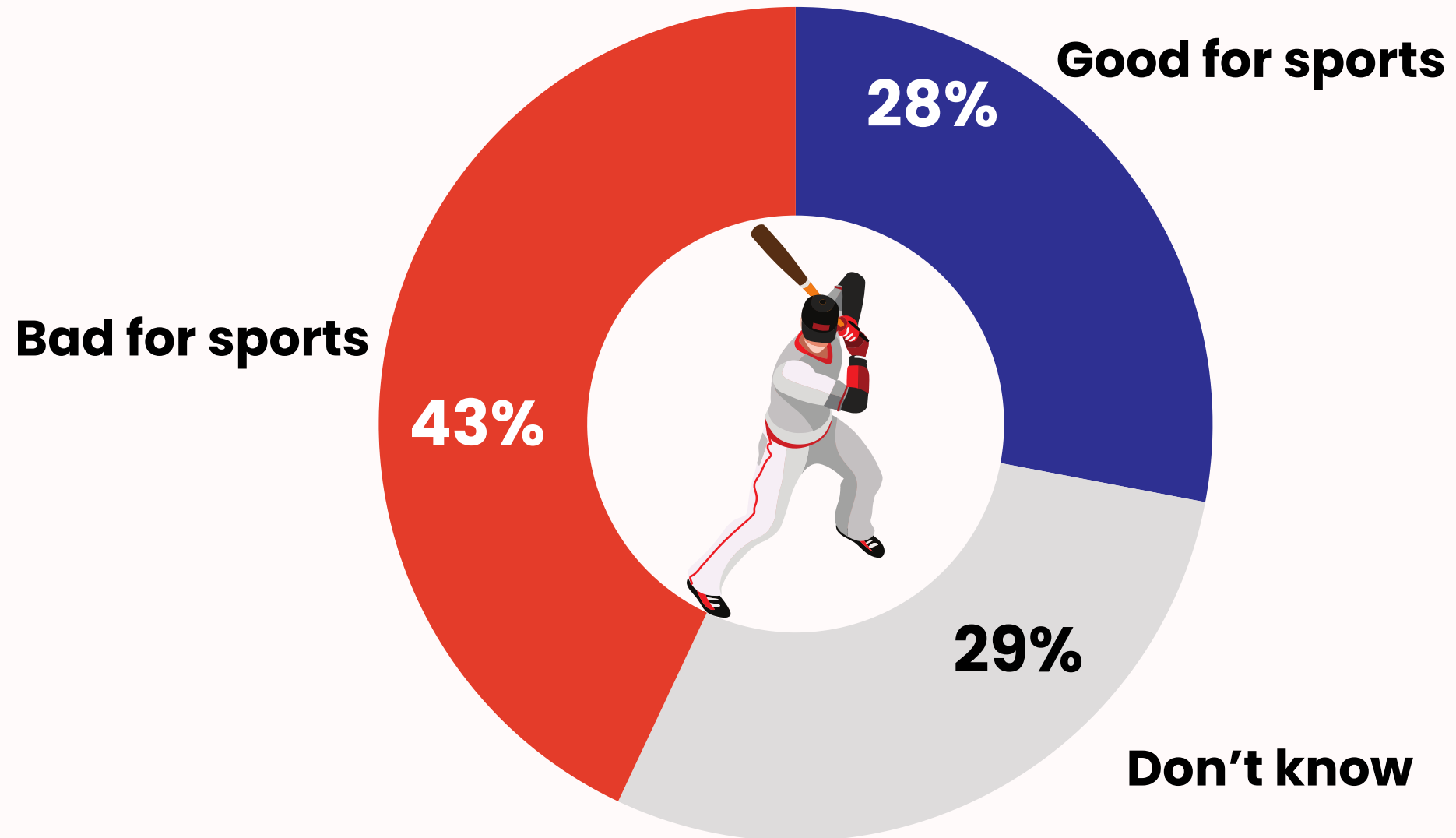


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American Sports Fanship Survey,
February 2024

GOOD FOR SPORTS OR BAD FOR SPORTS?

Major League Baseball planning to introduce the "Automated Ball-Strike System," commonly referred to as "robo-umpires."





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**American Sports Fanship Survey,
February 2024**

GOOD FOR SPORTS OR BAD FOR SPORTS?

**Professional Golfer Jon Rahm signing with the Saudi-backed circuit LIV Golf,
leaving the PGA**



20%

Good for sports

34%

Bad for sports

45%

Don't know