

# SUPER BOWL SURVEY REPORT 2026

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Consumer Spending & Viewing Behavior Analysis

Survey Conducted: January 2026

Base: 370 Respondents

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## Methodology

Sample Size	370 respondents
Field Dates	January 2026
Statistical Testing	Independent Z-Test for Percentages (unpooled proportions) Independent T-Test for Means (unequal variances)
Significance Levels	UPPERCASE = 95% significance level lowercase = 90% significance level

### Column Comparison Groups

Group	Column Code	Description
Age	B, C, D, E, F	18-24, 25-34, 35-44, 45-54, 55+
Gender	G, H	Male, Female

## SECTION 1: Basic Profile Tables

**Table 1: QD3 - How old are you?**

Age Group	N	%
18-24	46	12%
25-34	74	20%
35-44	89	24%
45-54	83	22%
55+	78	21%
NET: Gen Z (18-24)	46	12%
NET: Millennials (25-34)	74	20%
NET: Gen X (35-54)	172	46%
NET: Boomer (55+)	78	21%
Mean Age	41.2 years	
Median Age	42.0 years	

Base: All respondents (N=370)

**Table 2: QD4 - What is your gender?**

Gender	N	%
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Male	153	41%
Female	217	59%
<b>Total</b>	<b>370</b>	<b>100%</b>

Base: All respondents (N=370)

**Table 3: How much are you planning to spend on Super Bowl this year?**

Spending Category	N	%
Not spending	96	26%
Under \$50	93	25%
\$50-\$100	81	22%
\$100-\$200	64	17%
\$200-\$500	25	7%
\$500+	11	3%
NET: Under \$100	<b>270</b>	<b>73%</b>
NET: \$100+	<b>100</b>	<b>27%</b>
Mean spending	<b>\$105.80</b>	
Median spending	<b>\$50.00</b>	

Base: All respondents (N=370)

**Table 4: What appeals to you most for Super Bowl?**

Viewing Preference	N	%
Watch at home	177	48%
Watch at sports bar/restaurant	35	9%
Watch at a friend's party	94	25%
Attend stadium in person	22	6%
Not watching	42	11%
NET: Watching at venue	<b>57</b>	<b>15%</b>
NET: Watching with others	<b>151</b>	<b>41%</b>

Base: All respondents (N=370)

**Table 5: Would you rather spend \$200 on:**

Spending Choice	N	%
Premium sports bar experience (food, drinks, VIP seating)	66	18%
NFL merchandise (jersey, memorabilia)	75	20%
High-end home theater setup	89	24%
Travel/hotel to Super Bowl destination	33	9%
None of these	107	29%
NET: Experience-based options	<b>99</b>	<b>27%</b>
NET: Product-based options	<b>164</b>	<b>44%</b>

Base: All respondents (N=370)

**Table 6: Are you hosting a Super Bowl party?**

Party Status	N	%
Yes, hosting	66	18%
Yes, attending a party	115	31%

No	189	51%
NET: Party involvement	181	49%

Base: All respondents (N=370)

**Table 7: Which Super Bowl gift would you give to a friend?**

Gift Choice	N	%
NFL merchandise/jersey	99	27%
Sports bar gift card	45	12%
Game or event tickets	50	14%
Travel package	15	4%
I'm not gifting anything	160	43%
NET: Experience gifts	110	30%
NET: Physical gifts	99	27%

Base: All respondents (N=370)

**Table 8: For your total Super Bowl spending, what's your split?**

Spending Split	N	%
All on experiences	41	11%
Mostly experiences, some merchandise	34	9%
50/50 merchandise and experiences	73	20%
Mostly merchandise, some experiences	24	6%
All on merchandise/products	59	16%
Not spending	138	37%
NET: Experience-focused	75	20%
NET: Balanced	73	20%
NET: Merchandise-focused	83	22%

Base: All respondents (N=370)

**Table 9: Which Super Bowl moment gets better social media reaction?**

Social Media Content	N	%
Video watching with friends	100	27%
My new Super Bowl merchandise	39	11%
Photo at the stadium	57	15%
Travel photos from destination	33	9%
I don't post about this	141	38%
NET: Active posting	229	62%
NET: Experience-based posts	190	51%

Base: All respondents (N=370)

**Table 10: How will you watch the Super Bowl?**

Viewing Method	N	%
TV at home	205	55%
Sports bar/restaurant	30	8%
Friend's house	73	20%
Paid streaming service (ESPN+, Peacock)	34	9%

Stadium	15	4%
Multiple screens (TV + streaming + social media)	13	4%
NET: Traditional viewing	278	75%
NET: Out-of-home viewing	118	32%

Base: All respondents (N=370)

**Table 11: Do you make impulse Super Bowl purchases?**

Impulse Purchase Behavior	N	%
Yes, premium food/drinks	91	25%
Yes, expensive merchandise	29	8%
Yes, last-minute tickets	14	4%
Yes, travel/hotel bookings	7	2%
No, I stick to my budget	188	51%
Unsure	41	11%
NET: Makes impulse purchases	141	38%

Base: All respondents (N=370)

**Table 12: Next Super Bowl, will you spend more on experiences or merchandise?**

Future Spending Intent	N	%
Much more on experiences	58	16%
Somewhat more on experiences	55	15%
Same amount	191	52%
Somewhat less on experiences	16	4%
Much less on experiences	49	13%
NET: More on experiences	113	31%
NET: Less on experiences	65	18%

Base: All respondents (N=370)

## SECTION 2: Demographic Cross-Tabulation Analysis

**Table 13: How much are you planning to spend on Super Bowl?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Not spending	96 26%	11 24%	15 20%	20 22%	22 27%	28 36% <b>BCDE</b>	36 24%	60 28% <b>G</b>
Under \$50	93 25%	12 26%	19 26%	22 25%	20 24%	20 26%	38 25%	55 25%
\$50-\$100	81 22%	10 22%	16 22%	20 22%	18 22%	17 22%	33 22%	48 22%
\$100-\$200	64 17%	8 17%	13 18%	15 17%	14 17%	14 18%	27 18%	37 17%
\$200-\$500	25 7%	3 7%	7 9% <b>F</b>	8 9% <b>F</b>	5 6%	2 3%	12 8%	13 6%
\$500+	11 3%	2 4%	4 5%	4 4%	1 1%	0 0%	7 5%	4 2%

		F	F	F				
NET: Low Spenders (<\$100)	270 73%	33 72%	50 68%	62 70%	60 72%	65 83% BCD	107 70%	163 75%
NET: High Spenders (\$200+)	36 10%	5 11% F	11 15% F	12 13% F	6 7%	2 3%	19 12%	17 8%
MEAN SPEND (\$)	105.80	112.50 F	128.40 F	118.30 F	96.40	72.60	118.20 H	97.10

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 14: What appeals to you most for Super Bowl?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Watch at home	177 48%	20 43%	34 46%	44 49%	40 48%	39 50%	73 48%	104 48%
Watch at sports bar/restaurant	35 9%	5 11%	8 11% F	9 10%	7 8%	6 8%	17 11%	18 8%
Watch at a friend's party	94 25%	13 28% F	20 27% F	23 26%	22 27%	16 21%	37 24%	57 26%
Attend stadium in person	22 6%	4 9% F	6 8% F	6 7% F	4 5%	2 3%	11 7%	11 5%
Not watching	42 11%	4 9% F	6 8% F	7 8%	10 12%	15 19% BCDE	15 10%	27 12%
NET: Active Viewing	328 89%	42 91% F	68 92% F	82 92% F	73 88%	63 81%	138 90%	190 88%
NET: Social Viewing	151 41%	22 48% F	34 46% F	38 43% F	33 40%	24 31%	65 42%	86 40%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 15: Would you rather spend \$200 on:**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Premium sports bar experience	66 18%	10 22% F	15 20% F	18 20% F	13 16%	10 13%	30 20%	36 17%
NFL merchandise (jersey, memorabilia)	75 20%	10 22% F	16 22% F	19 21% F	16 19%	14 18%	32 21%	43 20%
High-end home theater setup	89 24%	11 24%	18 24%	22 25%	20 24%	18 23%	38 25%	51 24%
Travel/hotel to Super Bowl destination	33 9%	5 11%	8 11%	9 10%	7 8%	4 5%	15 10%	18 8%

		F	F	F					
None of these	107 29%	10 22%	17 23%	21 24%	27 33%	32 41% <b>BCDE</b>	38 25%	69 32% <b>G</b>	
NET: Experience-Based Options	99 27%	15 33% <b>F</b>	23 31% <b>F</b>	27 30% <b>F</b>	20 24%	14 18%	45 29%	54 25%	
NET: Product-Based Options	164 44%	21 46% <b>F</b>	34 46% <b>F</b>	41 46% <b>F</b>	36 43%	32 41%	70 46%	94 43%	

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 16: Are you hosting a Super Bowl party?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Yes, hosting	66 18%	8 17% <b>F</b>	14 19% <b>F</b>	18 20% <b>F</b>	15 18%	11 14%	30 20%	36 17%
Yes, attending a party	115 31%	16 35% <b>F</b>	25 34% <b>F</b>	29 33% <b>F</b>	26 31%	19 24%	49 32%	66 30%
No	189 51%	22 48%	35 47%	42 47%	42 51%	48 62% <b>BCDE</b>	74 48%	115 53% <b>G</b>
NET: Any Party Involvement	181 49%	24 52% <b>F</b>	39 53% <b>F</b>	47 53% <b>F</b>	41 49%	30 38%	79 52%	102 47%
MEAN Hosting Budget (\$)	145.00	158.20 <b>F</b>	162.40 <b>F</b>	155.30 <b>F</b>	138.40	95.60	155.20 <b>H</b>	137.80

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 17: Which Super Bowl gift would you give to a friend?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
NFL merchandise/jersey	99 27%	15 33%	20 27%	24 27%	24 29%	16 21%	43 28%	56 26%
Sports bar gift card	45 12%	5 11%	13 18%	11 12%	11 13%	5 6%	20 13%	25 12%
Game or event tickets	50 14%	12 26% <b>F</b>	9 12%	14 16%	8 10%	7 9%	25 16%	25 12%
Travel package	15 4%	2 4%	4 5%	5 6%	2 2%	2 3%	6 4%	9 4%
I'm not gifting anything	160 43%	11 24%	28 38%	35 39%	38 46%	48 62% <b>BCDE</b>	58 38%	102 47% <b>G</b>
NET: Experience Gifts	110 30%	19 41% <b>F</b>	26 35%	30 34%	21 25%	14 18%	51 33%	59 27%

NET: Physical Gifts	99 27%	15 33%	20 27%	24 27%	24 29%	16 21%	43 28%	56 26%
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**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 18: For your total Super Bowl spending, what's your split?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
All on experiences	41 11%	2 4%	6 8%	10 11%	14 17% <b>B</b>	9 12%	24 16%	17 8%
Mostly experiences, some merchandise	34 9%	5 11%	2 3%	10 11%	11 13% <b>C</b>	6 8%	10 7%	24 11%
50/50 merchandise and experiences	73 20%	13 28%	17 23%	24 27%	10 12%	9 12%	36 24%	37 17%
Mostly merchandise, some experiences	24 6%	5 11%	5 7%	6 7%	5 6%	3 4%	15 10% <b>H</b>	9 4%
All on merchandise/products	59 16%	9 20%	16 22%	12 13%	15 18%	7 9%	28 18%	31 14%
Not spending	138 37%	11 24%	28 38%	27 30%	28 34%	44 56% <b>BCDE</b>	39 25%	99 46% <b>G</b>
NET: Experience Focus	75 20%	7 15%	8 11%	20 22%	25 30% <b>BC</b>	15 19%	34 22%	41 19%
NET: Mixed Approach	73 20%	13 28%	17 23%	24 27%	10 12%	9 12%	36 24%	37 17%
NET: Merchandise Focus	83 22%	14 30%	21 28%	18 20%	20 24%	10 13%	43 28% <b>H</b>	40 18%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 19: Which Super Bowl moment gets better social media reaction?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Video watching with friends	100 27%	19 41% <b>EF</b>	20 27%	31 35% <b>F</b>	16 19%	14 18%	50 33%	50 23%
My new Super Bowl merchandise	39 11%	6 13%	12 16% <b>F</b>	11 12%	8 10%	2 3%	22 14% <b>H</b>	17 8%
Photo at the stadium	57 15%	7 15%	13 18%	10 11%	19 23% <b>DF</b>	8 10%	19 12%	38 18%
Travel photos from destination	33 9%	6 13%	6 8%	10 11%	7 8%	4 5%	12 8%	21 10%

I don't post about this	141 38%	8 17%	23 31%	27 30%	33 40%	50 64% <b>BCDE</b>	50 33%	91 42% <b>G</b>
NET: Active Social Sharing	229 62%	38 83% <b>EF</b>	51 69% <b>F</b>	62 70% <b>F</b>	50 60%	28 36%	103 67% <b>H</b>	126 58%
NET: Experience-Based Posts	190 51%	32 70% <b>EF</b>	39 53%	51 57% <b>F</b>	42 51%	26 33%	81 53%	109 50%
NET: Product-Based Posts	39 11%	6 13%	12 16% <b>F</b>	11 12%	8 10%	2 3%	22 14% <b>H</b>	17 8%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 20: How will you watch the Super Bowl?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
TV at home	205 55%	18 39%	36 49%	45 51%	52 63% <b>B</b>	54 69% <b>BCD</b>	76 50%	129 59% <b>G</b>
Sports bar/restaurant	30 8%	5 11%	5 7%	9 10%	9 11%	2 3%	15 10%	15 7%
Friend's house	73 20%	11 24%	13 18%	18 20%	16 19%	15 19%	31 20%	42 19%
Paid streaming service (ESPN+, Peacock)	34 9%	5 11%	9 12%	12 13% <b>EF</b>	3 4%	5 6%	17 11%	17 8%
Stadium	15 4%	5 11% <b>EF</b>	5 7% <b>F</b>	2 2%	3 4%	0 0%	7 5%	8 4%
Multiple screens (TV + streaming + social media)	13 4%	2 4%	6 8%	3 3%	0 0%	2 3%	7 5%	6 3%
NET: Traditional Viewing	278 75%	29 63%	49 66%	63 71%	68 82% <b>BC</b>	69 88% <b>BCDE</b>	107 70%	171 79% <b>G</b>
NET: Out-of-Home Viewing	118 32%	21 46% <b>F</b>	23 31%	29 33%	28 34%	17 22%	53 35%	65 30%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 21: Do you make impulse Super Bowl purchases?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Yes, premium food/drinks	91 25%	11 24%	22 30% <b>F</b>	29 33% <b>F</b>	19 23%	10 13%	42 27%	49 23%
Yes, expensive merchandise	29 8%	5 11%	4 5%	12 13% <b>CF</b>	6 7%	2 3%	15 10%	14 6%

Yes, last-minute tickets	14 4%	4 9% <b>F</b>	3 4%	4 4%	3 4%	0 0%	9 6% <b>H</b>	5 2%
Yes, travel/hotel bookings	7 2%	1 2%	0 0%	2 2%	3 4%	1 1%	6 4% <b>H</b>	1 0%
No, I stick to my budget	188 51%	19 41%	31 42%	36 40%	45 54%	57 73% <b>BCDE</b>	66 43%	122 56% <b>G</b>
Unsure	41 11%	6 13%	14 19% <b>DF</b>	6 7%	7 8%	8 10%	15 10%	26 12%
NET: Any Impulse Purchases	141 38%	21 46%	29 39%	47 53% <b>F</b>	31 37%	13 17%	72 47% <b>H</b>	69 32%
NET: Major Purchases (Tickets/Travel)	21 6%	5 11% <b>F</b>	3 4%	6 7%	6 7%	1 1%	15 10% <b>H</b>	6 3%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 22: Next Super Bowl, will you spend more on experiences or merchandise?**

Response Options	Total (A)	AGE					GENDER	
		18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55+ (F)	Male (G)	Female (H)
Base	370	46	74	89	83	78	153	217
Much more on experiences	58 16%	9 20%	11 15%	20 22% <b>F</b>	12 14%	6 8%	31 20% <b>H</b>	27 12%
Somewhat more on experiences	55 15%	8 17%	14 19%	16 18%	7 8%	10 13%	27 18%	28 13%
Same amount	191 52%	21 46%	33 45%	42 47%	49 59%	46 59%	72 47%	119 55%
Somewhat less on experiences	16 4%	4 9%	2 3%	1 1%	5 6%	4 5%	7 5%	9 4%
Much less on experiences	49 13%	4 9%	14 19%	9 10%	10 12%	12 15%	15 10%	34 16%
NET: More on Experiences	113 31%	17 37%	25 34%	36 40% <b>F</b>	19 23%	16 21%	58 38% <b>H</b>	55 25%
NET: Less on Experiences	65 18%	8 17%	16 22%	10 11%	15 18%	16 21%	22 14%	43 20%

**Comparison Groups:** BCDEF/GH

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

**Table 23: Cross-Analysis: Spending Plans by Viewing Method**

Response Options	Total (A)	VIEWING METHOD					
		TV Home (B)	Sports Bar (C)	Friend's House (D)	Streaming (E)	Stadium (F)	
Base	370	205	30	73	34		15
Not spending	96 26%	55 27%	6 20%	18 25%	8 24%		2 13%
Under \$50	93 25%	55 27%	6 20%	18 25%	8 24%		2 13%

\$50-\$100	81 22%	45 22%	7 23%	16 22%	8 24%	2 13%
\$100-\$200	64 17%	32 16%	6 20%	13 18%	6 18%	4 27%
\$200+	36 10%	18 9%	5 17%	8 11%	4 12%	5 33% <b>BCDE</b>
NET: Active Spenders	<b>274</b> 74%	<b>150</b> 73%	<b>24</b> 80%	<b>55</b> 75%	<b>26</b> 76%	<b>13</b> 87% <b>B</b>
MEAN Spend (\$)	<b>105.80</b>	<b>98.30</b>	<b>128.60</b>	<b>112.40</b>	<b>118.80</b>	<b>175.40</b> <b>BCDE</b>

**Comparison Groups:** BCDEF

Independent T-Test for Means (unequal variances). Uppercase = 95% significance. Lowercase = 90% significance.

## Appendix

### Statistical Testing Methodology

Test Type	Independent Z-Test for Percentages (unpooled proportions) Independent T-Test for Means (unequal variances)
95% Significance	Indicated by UPPERCASE letters
90% Significance	Indicated by lowercase letters

### Column Comparison Guide

Group	Code	Description
Age	(B)	18-24 years
Age	(C)	25-34 years
Age	(D)	35-44 years
Age	(E)	45-54 years
Age	(F)	55+ years
Gender	(G)	Male
Gender	(H)	Female

### NET Category Definitions

NET Category	Definition
NET: Low Spenders	Not spending + Under \$50 + \$50-\$100
NET: Mid Spenders	\$100-\$200
NET: High Spenders	\$200-\$500 + \$500+
NET: Active Viewing	All options except "Not watching"
NET: Social Viewing	Sports bar + Friend's party + Stadium
NET: Experience Focus	All experiences + Mostly experiences
NET: Mixed Approach	50/50 split
NET: Merchandise Focus	Mostly merchandise + All merchandise

### Super Bowl Survey Report 2026

Base: 370 Respondents | Survey Conducted: January 2026