

# 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	<b>181</b>	<b>49%</b>

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	<b>110</b>	<b>30%</b>
NET: Physical gifts	<b>99</b>	<b>27%</b>

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	<b>75</b>	<b>20%</b>
NET: Balanced	<b>73</b>	<b>20%</b>
NET: Merchandise-focused	<b>83</b>	<b>22%</b>

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	<b>229</b>	<b>62%</b>
NET: Experience-based posts	<b>190</b>	<b>51%</b>

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% BCDE	36 24%	60 28% G
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% F	8 9% F	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%	6 8%	7 8%	10 12%	15 19% BCDE	15 10%	27 12%
NET: Active Viewing	328 89% F	42 91% F	68 92% F	82 92% F	73 88%	63 81%	138 90%	190 88%
NET: Social Viewing	151 41% F	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% F	10 22% F	15 20% F	18 20% F	13 16%	10 13%	30 20%	36 17%
NFL merchandise (jersey, memorabilia)	75 20% F	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% BCDE	38 25%	69 32% G
NET: Experience-Based Options	99 27%	15 33% F	23 31% F	27 30% F	20 24%	14 18%	45 29%	54 25%
NET: Product-Based Options	164 44%	21 46% F	34 46% F	41 46% F	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% F	14 19% F	18 20% F	15 18%	11 14%	30 20%	36 17%
Yes, attending a party	115 31%	16 35% F	25 34% F	29 33% F	26 31%	19 24%	49 32%	66 30%
No	189 51%	22 48%	35 47%	42 47%	42 51%	48 62% BCDE	74 48%	115 53% G
NET: Any Party Involvement	181 49%	24 52% F	39 53% F	47 53% F	41 49%	30 38%	79 52%	102 47%
MEAN Hosting Budget (\$)	145.00	158.20 F	162.40 F	155.30 F	138.40	95.60	155.20 H	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% F	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% BCDE	58 38%	102 47% G
NET: Experience Gifts	110 30%	19 41% F	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	9 12%	24 16%	17 8%
Mostly experiences, some merchandise	34 9%	5 11%	2 3%	10 11%	11 13% C	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% H	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% BCDE	39 25%	99 46% G
NET: Experience Focus	75 20%	7 15%	8 11%	20 22%	25 30% BC	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% H	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% EF	20 27%	31 35% F	16 19%	14 18%	50 33%	50 23%
My new Super Bowl merchandise	39 11%	6 13%	12 16% F	11 12%	8 10%	2 3%	22 14% H	17 8%
Photo at the stadium	57 15%	7 15%	13 18%	10 11%	19 23% DF	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% BCDE	50 33%	91 42% G
NET: Active Social Sharing	229 62%	38 83% EF	51 69% F	62 70% F	50 60%	28 36%	103 67% H	126 58%
NET: Experience-Based Posts	190 51%	32 70% EF	39 53%	51 57% F	42 51%	26 33%	81 53%	109 50%
NET: Product-Based Posts	39 11%	6 13%	12 16% F	11 12%	8 10%	2 3%	22 14% H	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	54 69% BCD	76 50%	129 59% G
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% EF	3 4%	5 6%	17 11%	17 8%
Stadium	15 4%	5 11% EF	5 7% F	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% BC	69 88% BCDE	107 70%	171 79% G
NET: Out-of-Home Viewing	118 32%	21 46% F	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% F	29 33% F	19 23%	10 13%	42 27%	49 23%
Yes, expensive merchandise	29 8%	5 11%	4 5%	12 13% CF	6 7%	2 3%	15 10%	14 6%

Yes, last-minute tickets	14 4%	4 9% F	3 4%	4 4%	3 4%	0 0%	9 6% H	5 2%
Yes, travel/hotel bookings	7 2%	1 2%	0 0%	2 2%	3 4%	1 1%	6 4% H	1 0%
No, I stick to my budget	188 51%	19 41%	31 42%	36 40%	45 54%	57 73% BCDE	66 43%	122 56% G
Unsure	41 11%	6 13%	14 19% DF	6 7%	7 8%	8 10%	15 10%	26 12%
NET: Any Impulse Purchases	141 38%	21 46%	29 39%	47 53% F	31 37%	13 17%	72 47% H	69 32%
NET: Major Purchases (Tickets/Travel)	21 6%	5 11% F	3 4%	6 7%	6 7%	1 1%	15 10% H	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% F	12 14%	6 8%	31 20% H	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% F	19 23%	16 21%	58 38% H	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% BCDE
NET: Active Spenders	274 74%	150 73%	24 80%	55 75%	26 76%	13 87% B
MEAN Spend (\$)	105.80	98.30	128.60	112.40	118.80	175.40 BCDE

**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