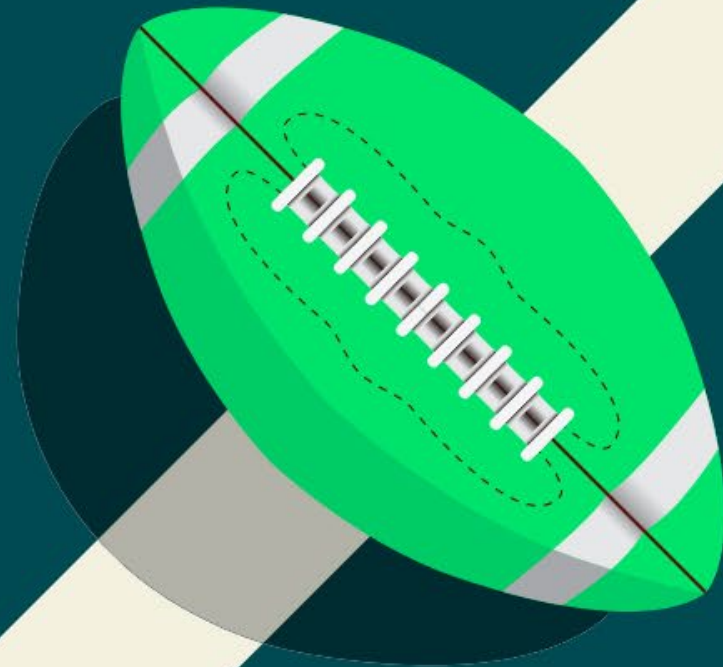


2022 CONSUMER SURVEY REPORT

# Super Bowl



## We asked 1,800 consumers about their upcoming Super Bowl plans.

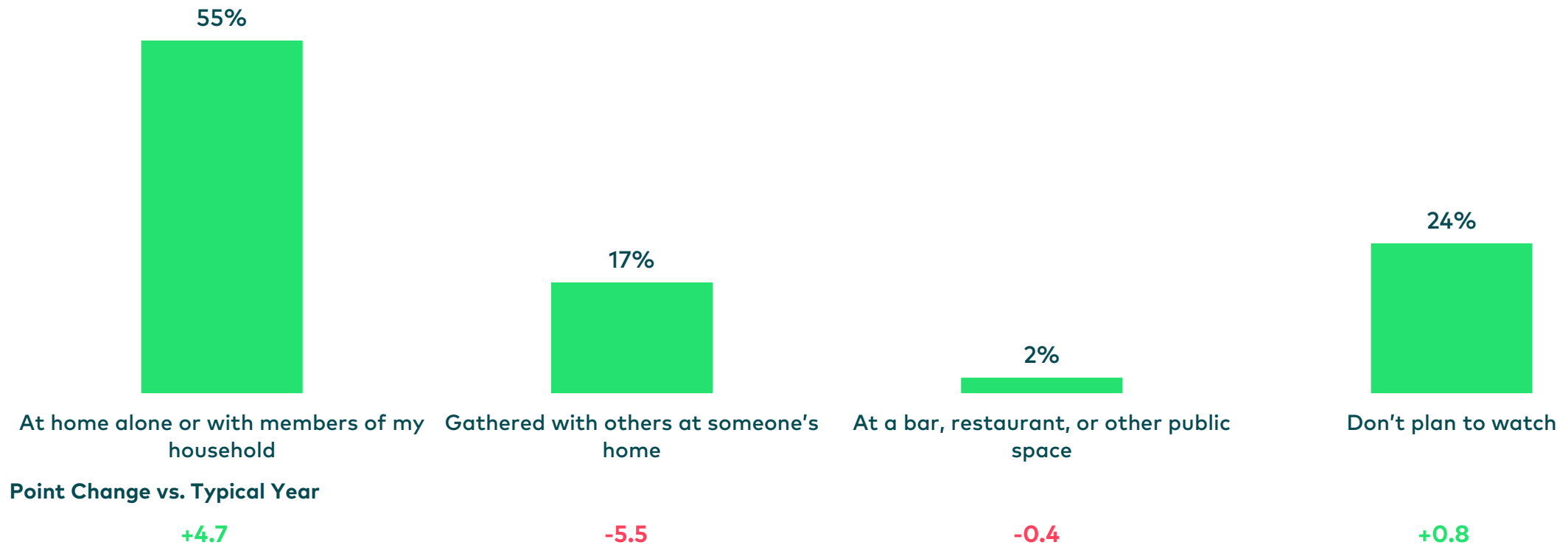
Numerator's 2022 Super Bowl survey was fielded between Wednesday 1/12 and Tuesday 1/18 to **1,841 individuals**, 76% of whom plan on watching Super Bowl LVI. Results are shared at a high level with additional callouts by consumers' level of sports fandom and various demographic splits.



# For most, the big game doesn't translate to a big crowd.

Over half of those surveyed are siding with their home(body) team and keeping Super Bowl LVI plans within their household. More consumers will stay home this year than they have in the past, and an additional 1 in 4 don't plan to watch at all.

## SUPER BOWL WATCH PLANS

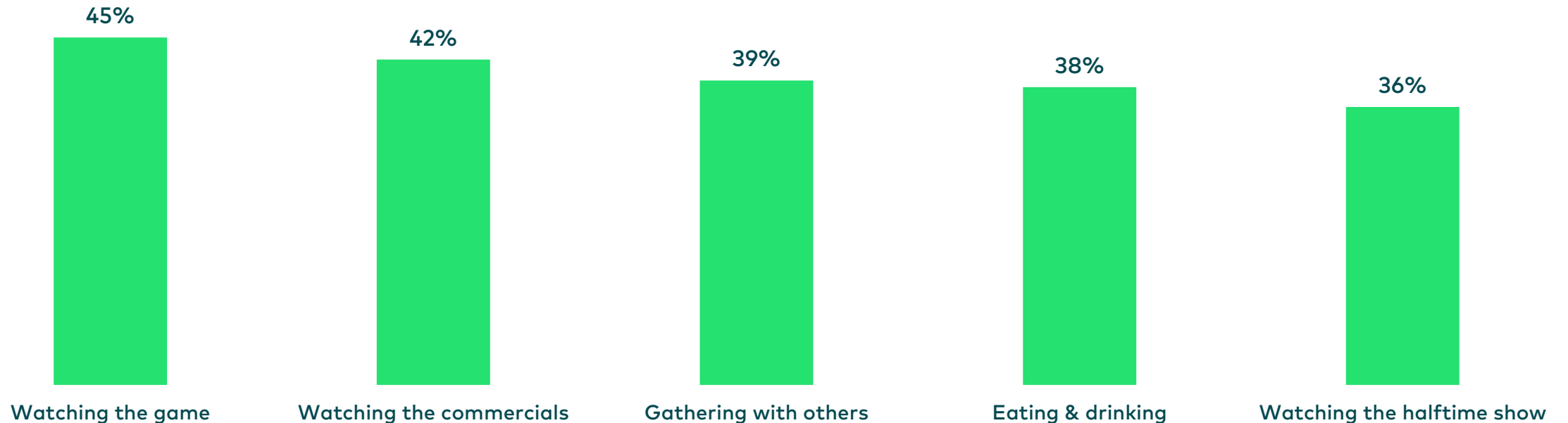


Numerator 2022 Super Bowl Survey (n= 1,841) 01/12/2022 – 01/18/2022  
How do you typically watch the Super Bowl? (Think generally, over the past few years)  
How do you plan to watch the Super Bowl this year?

# Watchers will be ready to go from touchdowns to advertising touchpoints.

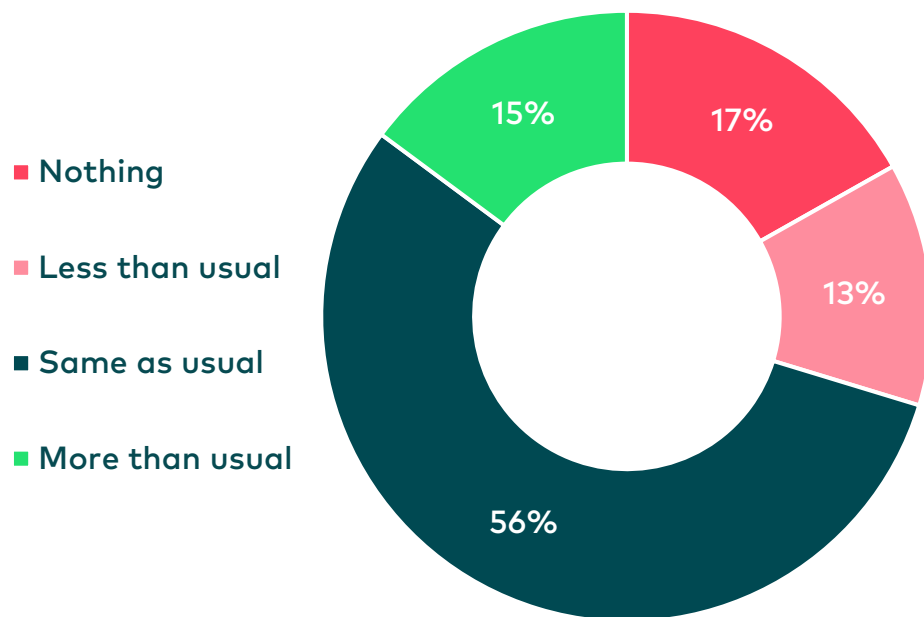
Two fifths of consumers look forward to the game, followed closely by those watching for commercials. Average and non-sports fans are more likely to be excited for the commercials and halftime show and less likely to care about the game itself.

## SUPER BOWL MAIN INTERESTS



## SUPER BOWL PLANNED SPEND

Food & drink, specifically



## Most plan to keep their spending in the same league as years past.

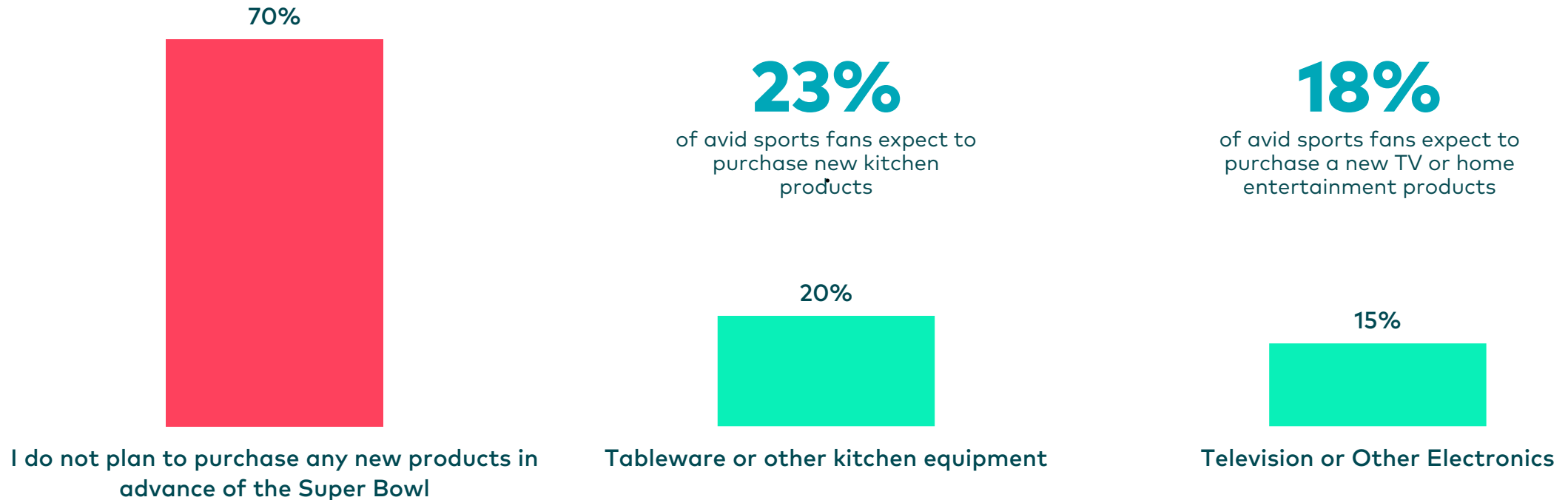
Over half of celebrators are keeping their spending unchanged from previous Super Bowls. 15% plan to spend more vs. 30% that plan to either spend less or nothing at all.

Of the 17% that aren't making purchases, 5% are those who have typically made purchases in prior years.

# Some celebrators are looking to make upgrades in the kitchen and living room.

Despite 7 in 10 not planning buy anything leading up to kickoff, 1 in 5 will be looking to upgrade their plates, cutlery, and cooking equipment. Avid sports fans are slightly more willing to spend to upgrade their set-up.

## PLANNED PURCHASES IN ADVANCE OF THE SUPER BOWL



## Many Super Bowl watchers will indulge in a boozy beverage.

69% of Super Bowl watchers will purchase alcohol for the big game. Beer continues to top the leaderboards— almost half of all watchers will enjoy a beer during the game.

Younger Super Bowl watchers (ages 21-34) are more likely to reach for seltzers (index **139**) and ready-to-drink cocktails (**170**).

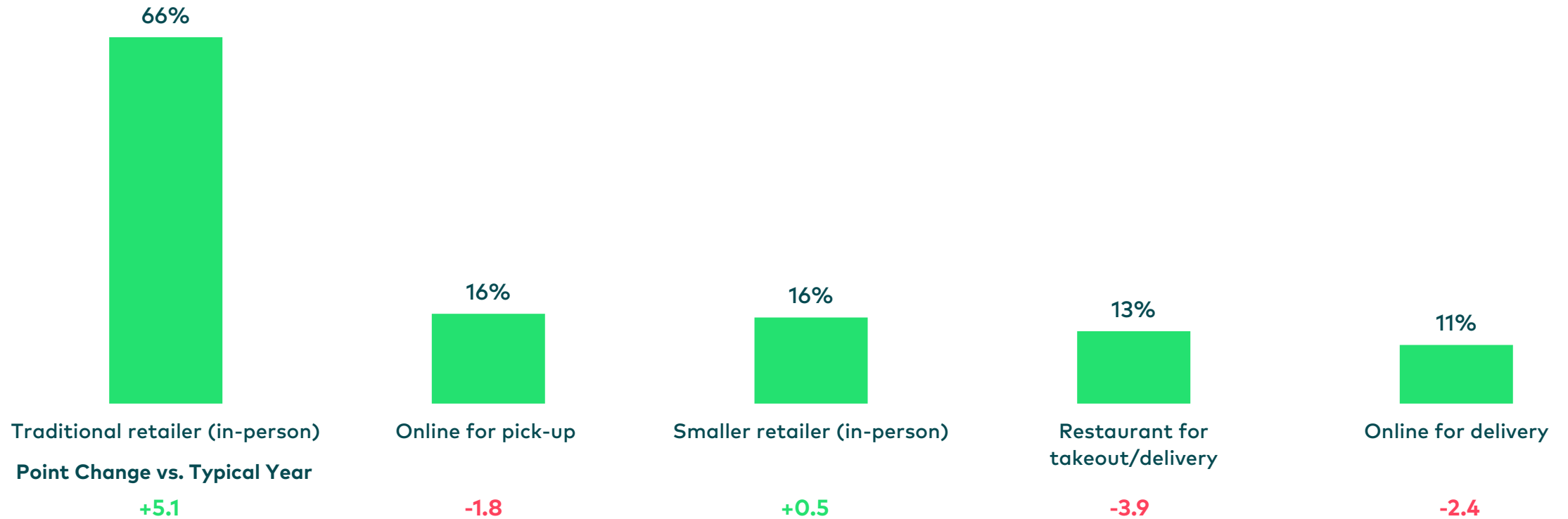
### PLANNED ALCOHOL PURCHASES



# Traditional retailers will be the MVP of Super Bowl purchases.

While smaller percentages of Super Bowl watchers will opt for options of online pick-up / delivery, small retailers, and ordering takeout, traditional retailers will capture the lion's share of consumer shopping.

## SUPER BOWL SHOPPING PLANS



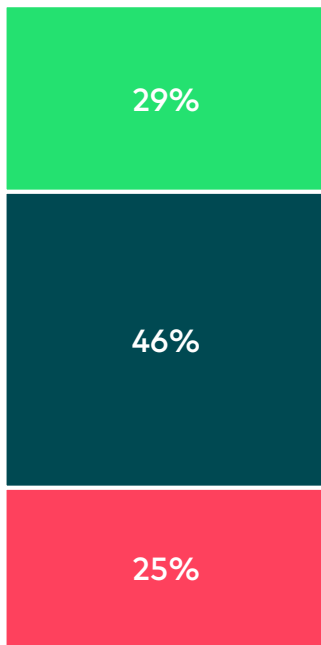


# Consumers will be playing defense against inflation this year.

Roughly 7 in 10 Super Bowl celebrators expect inflation to impact their shopping plans. Seeking out promotions / coupons, brand switching, and shopping around for the best price are the main strategies they'll take to combat this impact.

## EXPECTED INFLATION IMPACT

■ Significant Impact ■ Slight Impact ■ No Impact



## SHOPPING PLAN CHANGES DUE TO INFLATION



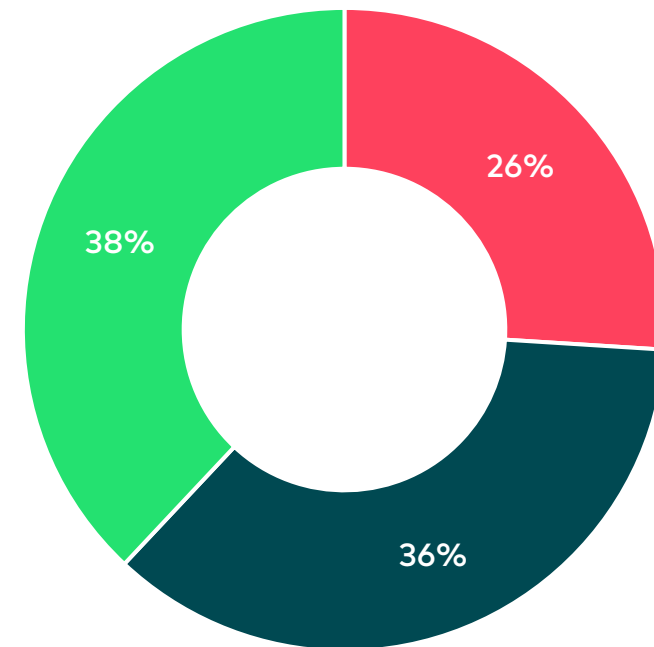
## Consumers are concerned the Omicron Variant might crash their Super Bowl parties.

62% of celebrators expect Omicron to impact their Super Bowl plans, with 1 in 4 expecting that impact to be significant

While these expectations stays consistent across sports fandom, older watchers (65+) are even more likely to expect significant impact on their plans (index **137**).

### EXPECTED OMICRON VARIANT IMPACT

■ Significant Impact ■ Slight Impact ■ No Impact





# AFTER MORE BIG GAME INSIGHTS?

Reach out to us at  
[hello@numerator.com](mailto:hello@numerator.com) or visit our  
website for the latest research.