

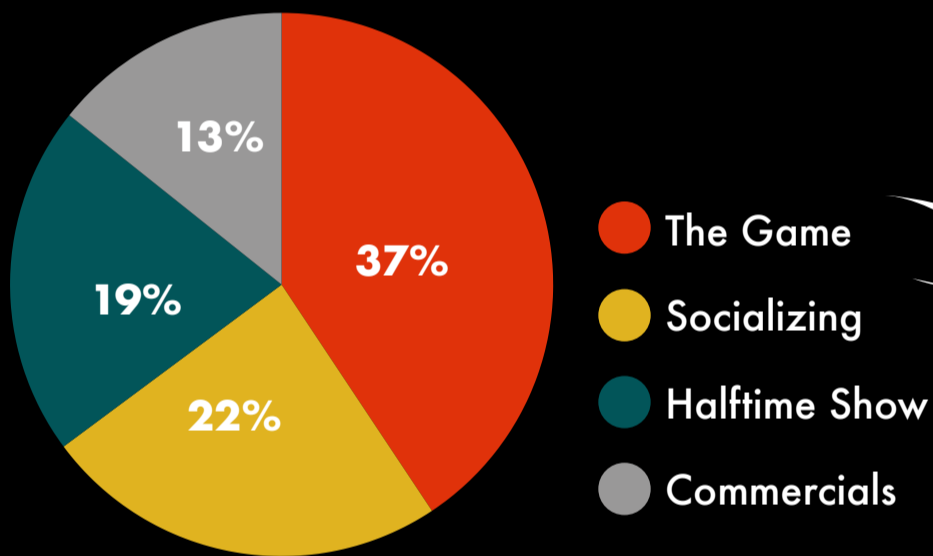
SUPER BOWL

2025



72% of consumers plan to watch the Super Bowl this year

TOP REASONS FOR WATCHING



Decline in male viewership for the game:

The percentage of men watching specifically for the game dropped by 4 points (-7% change) from 2024.



Women prioritize socializing:

1 in 4 females (25%)

plan to watch for social reasons, significantly higher than men.



Younger audiences favor the halftime show:

Viewers aged 16-34 remain the most likely to watch the halftime show, a trend consistent for the past two years.



Midwest interest in ad surges:

The percentage of viewers watching primarily for commercials increased by 7 points (+78% change) from 2024.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714.754.1234.
Data witnessed November 2024

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