



**ST BONAVENTURE
UNIVERSITY**
Jandoli School of Communication

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Contact: Don Levy: 518-783-2901, dlevy@siena.edu
Aaron Chimbél: 716-375-2040, achimbel@sbu.edu
PDF version; crosstabs; website: [American Sports Fanship Survey](#) / sbu.edu/communication

Siena/St. Bonaventure Annual Sports Fanship Survey: Part 1 – All Things Super Bowl

3 of 4 Americans Will Watch Super Bowl LVIII

Pizza & Wings Top Gametime Treats

All-time Best Games, Plays, Commercials & Halftime Shows Revealed

NOTE: This is First of Two Releases – “All Things Super Bowl”

Release 2 – “Online Sports Betting” – Monday, 2/5

January 31, 2024 – For the second year in a row, 75% of all Americans plan to watch the Super Bowl according to a new survey of United States residents released today by the Siena College Research Institute (SCRI) and St. Bonaventure University’s Jandoli School of Communication. Fifty-three percent say the game is an important part of their life, 36% consider the Super Bowl to be a national holiday and 50% support offering the Monday after the Super Bowl each year as a paid day off of work.

Chicken wings edge out pizza as America’s favorite food to eat on Super Bowl Sunday, 25-23% followed by chips/dip (12%), nachos (8%) and burgers (8%). When considering both their favorite and second favorite game time foods, pizza (43%) beats out wings (40%), followed by chips/dip (24%), nachos (19%), burgers (18%), sandwiches (14%) and barbecue (12%).

Favorite Super Bowl Foods					
	1 st Favorite	1 st + 2 nd Favorite		1 st Favorite	1 st + 2 nd Favorite
Chicken Wings	25%	40%	Chili	2%	5%
Pizza	23%	43%	Pigs in a blanket	2%	4%
Chips and Dip	12%	24%	Cheese and Crackers	2%	5%
Nachos	8%	19%	Cookies, brownies, and other desserts	1%	6%
Burgers	8%	18%	Garbage Bread	0%	0%
Subs/sandwiches	6%	14%	Other	4%	7%
BBQ	6%	12%			

American Sports Fanship Survey, January 31, 2024

“Official or not, Super Bowl Sunday is a national holiday,” said Don Levy, SCRI’s Director. “Seventy-five percent of all Americans plan to watch the game and the much anticipated halftime show and commercials. Seventy-two percent say they are football fans and half of Americans say football, more than any other sport, is their favorite. Adding to the excitement of the day is the favorite food war -- now a tossup between pizza and wings with nachos, burgers, subs, barbecue and so much more waiting for us all.”

Of those watching the Super Bowl, 52% say the game itself is most interesting while 21% tune in for the halftime show and 19% watch for the commercials.

For the first time, the Siena-St.Bonaventure survey asked Americans to select the top game, play, commercial and halftime show from the early years of the Super Bowl (1967-99) as well as the modern era (2000-23). (See Appendix for full results).

Super Bowl “Greats,” Early and Modern		
	Early (1967-1999)	Modern (2000-2023)
Greatest Game	XXIII (1989) 49ers 20 – Bengals 16	LI (2017) Patriots 34 – Falcons 28
Greatest Play	XVIII (1984) Marcus Allen’s 74-yard touchdown run	LII (2018) ‘Philly Special’ - the Eagles’ reverse pass trick play
Greatest Commercial	“Hey Kid, Catch” with Mean Joe Greene (1979) tied with “Budweiser Frogs” (1995)	“Betty White for Snickers” (2010)
Greatest Halftime Show	XXVII (1993) Michael Jackson	LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige & Kendrick Lamar
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“Two of the most memorable Super Bowl moments come from an unlikely pair: Michael Jackson and Betty White,” said Aaron Chimbél, dean of St. Bonaventure University’s Jandoli School of Communication.

“Jackson’s groundbreaking 1993 halftime show clearly dominated the musical performances with nearly half, 45% of respondents, saying it was the greatest of its era. White’s 2010 Snickers commercial, meanwhile, was the greatest modern commercial named by more than a third, 36%, of all respondents.”

“The popularity of 2022’s hip-hop halftime show was culturally significant, cementing a shift from the rock and pop line-ups that dominated the previous decade of performances,” Chimbél added

Seventy-one percent of Americans say they are sports fans, including 81% of men and 61% of women. Siena and St. Bonaventure once again identified four strata of sports fanship based on respondents’ level of participation in activities such as watching live sports, checking the scores of live sporting events, and talking about sports with friends and family. In this year’s analysis, 19% of Americans can be considered “avid” fans – meaning they participate in some sort of sports fanship activity daily, while 26% are “involved” fans, 27% are “casual” fans, and 28% are “non-fans.”

By a margin of 59-16% Americans think football promotes values that make America a better rather than a worse country. Sixty-two percent support players or teams displaying slogans including ‘End racism’ on the back of their helmets and by 54-18% they think professional football does more to overcome rather than perpetuate racial discrimination.

Overwhelmingly, Americans are in favor of rule changes aimed at lessening the possibility that players in the NFL suffer from neurological injuries and by 75-18% they support requiring the NFL to have independent doctors make the decision as to whether or not an injured player can continue to play. At this time, only 24% of all Americans think the NFL is doing an excellent job protecting athletes while 34% think that they are doing just enough and 30% believe the NFL is not doing enough to protect players.

While just under a quarter of Americans think the NFL is doing an excellent job penalizing players for whom there is evidence of them committing domestic violence or for whom there is evidence of them committing sexual assault, in both cases nearly 40% say that the NFL is not penalizing these athletes enough.

Odds and Ends Beyond NFL Football and the Super Bowl

- By 45-32% Americans think it is good for sports that the NCAA passed rule changes allowing college athletes to sell the rights to their names, images and likenesses (NIL). Similarly, by 43-31% they say it is good for sports that NCAA President Charlie Baker proposed a new tier of Division I sports in which schools must pay at least half of their athletes \$30k each year above and beyond scholarships.
- By 43-28% Americans think it is bad for sports to introduce the ‘automated ball-strike system’, commonly referred to as ‘robo-umpires’. And respondents are evenly divided on whether it is bad or good for sports that MLB star Shohei Ohtani signed a record breaking \$700 million contract (37-35%).
- By 34-20% respondents say it is bad for sports that golfer Jon Rahm left the PGA Tour and signed with the Saudi-backed LIV Golf.
- By 75-12% Americans say it is good for sports that the U.S. Soccer Federation agreed to equalize pay for the national men’s and women’s teams.

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The American Sports Fanship Survey was conducted January 2 - 7, 2024, among 3071 responses drawn from a proprietary online panel (Lucid) of United States Residents. Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 percentage points including the design effects resulting from weighting. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-783-2901. St. Bonaventure University’s Jandoli School of Communication offers undergraduate and graduate degrees in sports media, journalism, communication and related fields. For more information or comments, please contact Dean Aaron Chimbel at 716-375-2040.

Appendix

Greatest Super Bowl Games, Early and Modern			
Early (1967-1999)		Modern (2000-2023)	
XXIII (1989) 49ers 20-16 Bengals – remembered for Joe Montana and John Taylor’s fourth-quarter game-winning drive	19%	LI (2017) Patriots 34-28 Falcons – remembered for the Patriots performing the largest comeback in Super Bowl history	26%
XXV (1991) Giants 20-19 Bills – remembered for the Giants becoming the first team to win Super Bowl by one point after Scott Norwood’s missed field goal	17%	XLII (2008) Giants 17-14 Patriots – remembered for the Giants’ underdog victory and David Tyree’s “Helmet Catch”	19%
X (1976) Steelers 21-17 Cowboys – remembered as the first Super Bowl in the Steelers-Cowboys rivalry	15%	XLIX (2015) Patriots 28-24 Seahawks – remembered for Malcolm Butler’s Goal Line interception	13%
III (1969) Jets 16-7 Colts – remembered for the victory of the underdog AFL Jets over the favored NFL Colts	12%	XLIII (2009) Steelers 27-23 Cardinals – remembered for Santonio Holmes’s game-winning touchdown catch	11%
XIII (1979) Steelers 35-31 Cowboys – remembered as the first “rematch” in Super Bowl history	11%	XXXIV (2000) Rams 23-16 Titans – remembered for the “Dot-com” ads and Mike Jones’s “One Yard Short”	8%
Don't Know/Refused	27%	Don't Know/Refused	23%
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Greatest Super Bowl Plays, Early and Modern			
Early (1967-1999)		Modern (2000-2023)	
XVIII (1984) Marcus Allen's 74-yard touchdown run	24%	LII (2018) The “Philly Special” - the Eagles’ reverse pass trick play	23%
X (1976) Lynn Swann's catch after deflection by Mark Washington	14%	XLII (2008) David Tyree’s “Helmet Catch”	17%
XXVIII (1993) Don Beebe’s strip of Leon Lett at the goal line in a blowout	13%	XLIX (2015) Malcolm Butler's Goal Line interception	13%
XXIII (1989) John Taylor's game-winning reception	12%	XXXIV (2000) Mike Jones’s tackle one yard shy of the goal line	11%
XVII (1983) John Riggins's 43-yard touchdown run	9%	XLIII (2009) Santonio Holmes's game-winning touchdown catch	10%
Don't Know/Refused	29%	Don't Know/Refused	25%
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Greatest Super Bowl Commercials, Early and Modern			
Early (1967-1999)		Modern (2000-2023)	
"Hey Kid, Catch! With Mean Joe Greene" - Coca-Cola, 1979	23%	"Betty White for Snickers" – Snickers, 2010	36%
"Budweiser Frogs" – Budweiser, 1995	23%	"Whassup?" – Budweiser, 2000	28%
"Where's the Beef?" - Wendy's, 1984	21%	"Keep Your Hands Off" - Doritos, 2010	9%
"The Showdown" (Jordan vs Bird) - McDonald's, 1993	15%	"The Man Your Man Could Smell Like" – Old Spice, 2010	7%
"1984" – Apple, 1984	6%	"Alexa Loses Her Voice" – Amazon, 2021	6%
Don't Know/Refused	12%	Don't Know/Refused	13%
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Greatest Super Bowl Halftime Shows, Early and Modern			
Early (1967-1999)		Modern (2000-2023)	
XXVII (1993) Michael Jackson	45%	LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, and Kendrick Lamar	26%
XXXI (1997) "Blues Brothers Bash" (Dan Aykroyd, John Goodman, James Belushi); ZZ Top and James Brown	14%	XLVII (2013) Beyoncé	18%
XXXII (1998) Boys II Men, Smokey Robinson, Martha Reeves, the Temptations, and Queen Latifah	12%	XLIII (2009) Bruce Springsteen and the E Street Band	17%
XXX (1996) Diana Ross	8%	Rihanna (2023)	15%
XXIX (1995) Patti Labelle, Tony Bennett, Arturo Sandoval, Teddy Pendergrass, and Miami Sound Machine	5%	XXXVI (2002) U2	8%
Don't Know/Refused	16%	Don't Know/Refused	17%
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