

2016 Super Bowl Survey Infographic

Editor's Note: The findings described below are based on a survey conducted by Penn Schoen Berland in partnership with [Burson-Marsteller](#) and Fan Experience from January 14th-18th, 2016. The survey was conducted online among a national sample of N=1000 people who plan to watch the [Super Bowl](#) this year and who watched the Super Bowl last year.

[2016 Super Bowl Survey Infographic](#) from [Burson-Marsteller](#)