NFL Project Conclusion

Akriti, Arvind, Jared, Joon Hee, Regine

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Question: What makes the Super Bowl so interesting? Is there a reason beyond the love of the game that makes Americans watch more or less football?

In our search to understand why the Super Bowl is so popular, we’ve compared a few different categories that may help describe what viewers find interesting or repelling when tuning into the big game. Additionally, we’ve gathered a collection of statistics that can point to more research topics for further investigation.

Weather: despite large ranges between dewpoint and temperature, we see attendance remains relatively constant.

AFC v. NFC – There’s a moderate correlation between when NFC teams are winning and viewership and ratings. It’s possible that NFC fans are more hardcore fans than AFC fans.

The Super Bowl’s season record seems to have little influence on viewership and ratings of the NFL.

We see variability in Super Bowl Rating and Viewership based on repeat teams. It’s possible that viewership declines or increases when there’s a winning tradition.

We see a general rise in expenditure per person on Super Bowl day, as well as a rise in the cost of a 30 second ad spot.

Conclusion: None of the factors we looked into much distracts Americans from the Super Bowl. At best, Americans tune into the Super Bowl depending on whether the NFC is winning or not, but this may be explained by rising popularity in recent times for other reasons, not just the NFC’s net winnings.

Ultimately, rain or shine, cold or hot, AFC or NFC, Americans tune into the Super Bowl for reasons beyond the scope of our project.

Further Analysis: More detailed analysis on repeat winners may come up with evidence as to how repeat Super Bowl wins and their proximity to one another may affect viewership and ratings.