

# The Best U.S. Cities to Watch the Super Bowl, Ranked

## A Data-Driven Guide to the Ultimate Game Day Experience

Every February, over 100 million Americans gather to watch the Super Bowl, transforming living rooms, sports bars and watch party venues into temporary shrines of football fandom. But where you watch the big game matters just as much as who's playing. Some cities burst to life with packed sports bars, affordable beer and fans who bleed football culture year-round. Others struggle with limited venues, poor streaming infrastructure or a casual relationship with the sport that makes game day feel like just another Sunday.

This study analyzed 100 major U.S. cities to determine which locations offer the best overall Super Bowl viewing experience. Taking into account four key factors—football culture, social viewing environment, food and convenience, and streaming readiness—our ranking reveals where watching the Super Bowl actually works best in practice, whether you're cheering at your favorite sports bar or hosting friends at home.

### Key Findings

- **Southern Cities at the Top:** Five of the top ten cities are located in the South or Southwest, with Atlanta claiming the top spot. These cities combine strong NFL presence, abundant social venues and favorable food delivery infrastructure.
- **Mixed Results for the Northeast:** Three of the top five social viewing environments belong to Northeast cities (Jersey City #1, Newark #2, Pittsburgh #3), yet only Pittsburgh breaks into the top 10 overall. Philadelphia (#17) ranks 71st in social environment despite the passionate Eagles fanbase, showing how varied the Northeast's infrastructure can be despite geographic proximity.
- **Top Three Balance:** The highest-ranked cities demonstrate strength across multiple categories rather than dominating a single metric. Atlanta, Glendale, and New Orleans all rank in the top 25 for at least three of the four categories, while single-category specialists like Orlando (4th in both social and food, but 34th in culture) settle for lower positions.
- **Football Culture:** While Houston ranks #1 in football culture, it sits at #12 overall due to a surprisingly low density of sports bars. It's a similar case for football-loving Indianapolis, which is knocked down the ranking due to its poor performance in other categories.



- **Bars & Beer:** Jersey City claims the #1 ranking for social viewing environment with exceptional sports bar density, yet finishes 15th overall due to its low football culture score.
- **Food & Delivery:** Las Vegas ranks #1 in food and delivery access, yet finishes only 16th overall due to middling football culture. Orlando is another strong performer in the food category.
- **Internet Speed:** Kansas City has the best streaming infrastructure (ranked #1) but finishes 24th overall, while Atlanta ranks 99th in internet speed yet claims the championship. With streaming quality now excellent in most major cities, this factor seems to have become less decisive.

## Top 25 Ranking



| Rank | Cities                         | Total Score | Gameday social experience (bars & beer) | Food & delivery access | Streaming quality (internet speed) | Football culture |
|------|--------------------------------|-------------|---|------------------------|------------------------------------|------------------|
| 1    | Atlanta, GA, United States     | 62.03       | 6                                       | 16                     | 99                                 | 2                |
| 2    | Glendale, AZ, United States    | 61.57       | 15                                      | 23                     | 68                                 | 10               |
| 3    | New Orleans, LA, United States | 60.87       | 5                                       | 25                     | 91                                 | 8                |



|    |                                    |       |    |    |    |    |
|----|------------------------------------|-------|----|----|----|----|
| 4  | Pittsburgh, PA, United States      | 58.68 | 3  | 17 | 72 | 17 |
| 5  | Tampa, FL, United States           | 56.56 | 36 | 26 | 35 | 4  |
| 6  | North Las Vegas, NV, United States | 55.49 | 19 | 18 | 45 | 22 |
| 7  | Minneapolis, MN, United States     | 52.92 | 26 | 36 | 93 | 3  |
| 8  | Cincinnati, OH, United States      | 51.77 | 14 | 40 | 79 | 21 |
| 9  | Arlington, TX, United States       | 49.78 | 39 | 55 | 8  | 9  |
| 10 | Cleveland, OH, United States       | 46.43 | 34 | 46 | 57 | 17 |
| 11 | Denver, CO, United States          | 44.80 | 29 | 48 | 90 | 14 |
| 12 | Houston, TX, United States         | 44.73 | 87 | 54 | 67 | 1  |
| 13 | Baltimore, MD, United States       | 43.95 | 45 | 32 | 86 | 15 |
| 14 | Orlando, FL, United States         | 43.39 | 4  | 4  | 24 | 34 |
| 15 | Jersey City, NJ, United States     | 43.31 | 1  | 9  | 55 | 58 |
| 16 | Las Vegas, NV, United States       | 42.85 | 10 | 1  | 47 | 34 |
| 17 | Philadelphia, PA, United States    | 42.52 | 71 | 34 | 77 | 12 |
| 18 | Newark, NJ, United States          | 42.43 | 2  | 13 | 48 | 67 |
| 19 | Chicago, IL, United States         | 41.48 | 68 | 29 | 97 | 11 |
| 20 | Indianapolis, IN, United States    | 40.92 | 89 | 75 | 38 | 4  |
| 21 | St. Louis, MO, United States       | 40.88 | 9  | 7  | 37 | 42 |
| 22 | Anaheim, CA, United States         | 40.34 | 7  | 10 | 60 | 45 |

|    |                                |       |    |    |    |    |
|----|--------------------------------|-------|----|----|----|----|
| 23 | Santa Ana, CA, United States   | 40.15 | 8  | 11 | 51 | 75 |
| 24 | Kansas City, MO, United States | 39.64 | 59 | 78 | 1  | 19 |
| 25 | Nashville, TN, United States   | 39.58 | 60 | 65 | 19 | 19 |

### Table notes:

We ranked 100 cities in total but have included only the top 25 here. This explains why some scores shown here are higher than 25.

## The Top 10 Cities to Watch the Super Bowl

### 1. Atlanta, GA

Atlanta claims the crown as America's best city to watch the Super Bowl, and the data tells a compelling story of balanced excellence. The city ranks 2nd in football culture, reflecting both its status as home to the Falcons and Mercedes-Benz Stadium's role as a recent Super Bowl host.

More impressively, Atlanta ranks 6th in social viewing environment, offering plenty of sports bars per 100,000 people, and reasonable beer prices. The food and delivery infrastructure ranks 16th, meaning solid access to pizza and wings when game day hunger strikes.

The only weak point is streaming quality (99th), but in a city built for social viewing, that's barely a concern. Atlanta's combination of authentic football passion, accessible social venues and food convenience creates an unmatched Super Bowl experience.

### 2. Glendale, AZ

Glendale, whose State Farm Stadium is a frequent Super Bowl host and home to the Arizona Cardinals, emerges as the runner-up.

The city ranks 10th in football culture, demonstrating genuine engagement with the sport beyond just infrastructure. Where Glendale truly shines is in creating well-rounded viewing conditions: 15th in social environment and 23rd in food access and, though not the best in the internet speed category at rank 68, it's far from the worst.

This balance means whether you're watching at a local sports bar, ordering delivery at home or streaming the pregame show, Glendale delivers across all fronts. The city proves that Super Bowl host cities earn that designation for good reason—they understand how to create environments where football fans have a blast on game day.

### 3. New Orleans, LA

New Orleans brings its legendary party culture to Super Bowl Sunday, ranking 5th in social viewing environment with an exceptional concentration of bars and venues perfect for watch parties.

The city's football culture ranks 8th, bolstered by the Superdome's Super Bowl hosting history and the passionate Saints fanbase. Food access ranks 25th, and while that's not exceptional, this is New Orleans; the quality and character of available options likely compensate for pure density metrics.

Streaming quality ranks 91st, but in a city famous for social gatherings, streaming takes a back seat to the collective experience. New Orleans transforms Super Bowl Sunday into a citywide celebration where the game becomes part of the larger cultural fabric.

### 4. Pittsburgh, PA

Pittsburgh's ranking reflects decades of Steelers dominance, creating one of America's most authentic football cities. The social viewing environment ranks an impressive 3rd, with sports bars woven into the fabric of neighborhood life across the Steel City. The city's down-to-Earth sports bar culture creates an electric atmosphere on Super Bowl Sunday that few cities can match.

Food access ranks 17th, while internet speed sits at 72nd. Football culture ranks 17th, which might seem modest until you consider this reflects NFL presence and Super Bowl hosting rather than pure fan passion, where Pittsburgh would dominate any metric.

### 5. Tampa, FL

Tampa rounds out the top five with a unique profile: exceptional football culture (4th) driven by Raymond James Stadium's Super Bowl hosting history and the recent Buccaneers championship, combined with decent fundamentals across other categories.

Food access ranks 26th, providing reliable game day options, while social environment sits at 36th—respectable if not spectacular. The internet infrastructure ranks 35th, offering adequate streaming quality for home viewers.

What sets Tampa apart is how Super Bowl LXII in 2021 and the Bucs' recent success have energized the city's football consciousness, creating an environment where game day feels significant regardless of who's playing.

### 6. North Las Vegas, NV

North Las Vegas comes in with a 6th-place finish, demonstrating how proximity to entertainment infrastructure creates excellent viewing conditions.

The social environment ranks 19th, benefiting from the broader Las Vegas area's concentration of sports bars and entertainment venues. Food delivery ranks 18th, reflecting a service industry infrastructure that supports the entertainment capital.

Internet speed sits at 45th, while football culture ranks 22nd, boosted by Allegiant Stadium's arrival and the Raiders' relocation. North Las Vegas proves that while it's not a traditional football city, the infrastructure supporting Las Vegas entertainment translates seamlessly to Super Bowl viewing excellence.

## 7. Minneapolis, MN

Minneapolis claims 7th place with a remarkable profile: 3rd in football culture, reflecting U.S. Bank Stadium's Super Bowl hosting history and decades of Vikings fandom creating deep football roots.

The city ranks 26th for social environment while food access ranks 36th, though the internet rank of 93 represents a relative weakness. Nevertheless, Minneapolis' performance in the social environment category, in addition to its football passion, makes it ideal for fans ready to brave the winter weather for a communal viewing experience.

## 8. Cincinnati, OH

Cincinnati's 8th place ranking reflects the Bengals' recent resurgence, creating renewed energy around football in the city. The social viewing environment ranks high in 14th place, though food access sits at 40th, providing adequate but not exceptional game day options.

Internet speed ranks 79th, but this is balanced out by football culture in 21st place. This number has likely risen since the Bengals' recent playoff runs captured the city's imagination.

## 9. Arlington, TX

Arlington's 9th-place finish is anchored by AT&T Stadium, Jerry World itself, contributing to a 9th-place ranking in football culture. What also stands out is the city's internet infrastructure, ranking 8th and providing exceptional streaming quality.

However, the social environment ranks 39th and food access sits at 55th, suggesting that while Arlington has the flagship stadium and digital infrastructure, it lacks the denser network of sports bars and restaurants that top-ranked cities offer.

## 10. Cleveland, OH

Cleveland closes out the top ten with a balanced if unspectacular profile across categories. Football culture ties for 17th, reflecting the Browns' passionate fanbase despite decades of frustration.

Social environment ranks 34th, food access 46th and internet speed 57th: All solidly middle-of-pack metrics that combine to create a decent but not exceptional viewing experience. Cleveland represents the reliable NFL city where football matters deeply to residents, infrastructure exists to support game day, but no single category truly excels.

## Notable Performers in the Top 25: Cities 11-25

The middle tier of our top 25 reveals fascinating stories of cities that excel in specific categories while struggling in others, creating a mosaic of specialized viewing experiences across America.

Denver and Baltimore represent classic NFL cities with strong football culture (ranked 14th and 15th respectively) and decent social environment scores, though their internet infrastructure lags behind (ranked 90th and 86th). This suggests these cities shine more in traditional sports bar settings than home streaming environments.

Orlando emerges as a surprising contender with exceptional rankings in both social environment (4th) and food access (4th), proving that even without NFL presence, game day conditions could be outstanding in this city. Nevertheless, its 34th-place football culture ranking prevents it from climbing into the top ten.

Perhaps most intriguing is the cluster of East Coast cities that demonstrate how proximity to major markets creates wildly different results. Jersey City, Newark and Philadelphia all land in this middle range despite the dense urban infrastructure of the Northeast corridor.

Jersey City's #1 social ranking and Newark's #2 social ranking can't overcome weak football culture (58th and 67th respectively), while Philadelphia's passionate Eagles fanbase (12th in culture) is undermined by a surprisingly low 71st ranking in social environment. These cities prove that historical NFL presence and abundant bars don't automatically combine to create optimal viewing experiences—the right balance matters more than individual strengths.

The Western cities in this range tell a different story entirely. Las Vegas combines top-tier food access with a solid social environment but lacks deep football culture (34th), making it perfect for casual viewers seeking entertainment over authentic fandom. Meanwhile, Chicago underperforms with only a 68th ranking in social environment despite the Bears' legacy, suggesting that sheer city size doesn't translate to per-capita venue density.

## Methodology and Sources

This ranking employed a comprehensive weighted scoring model to evaluate 100 major U.S. cities across four distinct categories that collectively define the modern Super Bowl viewing experience.

### **Football Culture (30% Weight)**

This category measured genuine engagement with professional football through three key metrics: presence of an NFL stadium in the city, history of hosting Super Bowl games, and local search interest in the Super Bowl via Google Trends data.

Cities with established NFL franchises and Super Bowl hosting experience demonstrated infrastructure and cultural investment in football that translates to enhanced viewing experiences. To maintain football relevance as a central criterion, cities lacking NFL presence or Super Bowl hosting history were capped at 85% of the maximum possible score in this category.

### **Gameday social experience (35% Weight)**

Representing the largest weighting in our model, this category recognized that Super Bowl viewing is fundamentally a social experience. We analyzed sports bars per 100,000 residents to measure venue availability, liquor stores per 100,000 residents to assess alcohol accessibility, and average domestic draft beer prices to evaluate affordability.

### **Food & Convenience (25% Weight)**

Game day demands fuel, and this category measures how easily cities deliver classic Super Bowl food. We counted pizza restaurants per 100,000 residents, chicken wing establishments per 100,000 residents, and assessed food delivery service availability.

### **Streaming Readiness (10% Weight)**

While carrying the smallest weight, digital infrastructure remains relevant for home viewers. This category examined median fixed broadband download speeds to determine streaming quality and reliability.

As streaming technology has matured and speeds have improved nationwide, this factor has become less differentiating than venue availability or food access, hence its smaller weighting.

### **Methodological Safeguards**

Several key adjustments ensured realistic results. Per-capita metrics normalized for population size, preventing large cities from dominating purely through scale. Extremely high per-capita values were capped at the 90th percentile to prevent small, ultra-dense cities with statistical outliers from skewing rankings.

Meanwhile, the 85% score cap for cities lacking NFL presence or Super Bowl hosting history ensured authentic football culture remained central to the rankings rather than allowing cities to succeed purely on infrastructure metrics.

All raw scores were normalized to a 0-100 scale within each category, then weighted according to the percentages above to generate final composite scores.

## CEO Commentary

*One thing that stands out to me is that, though many of the top performers have NFL teams to their names, this isn't a must for an outstanding Super Bowl viewing experience. Take Orlando, which doesn't have an NFL team at the moment, yet still ranks 14th thanks to its excellent social viewing environment, a high food access score and solid streaming quality to boot.*

*It would seem that the pure exhilaration of game day nationwide and a good balance play a huge role. A sports bar with an amazing vibe and cheap beer or a cozy home streaming session—paired with the promise of classic game day fare delivered to your door—can go a long way.*

Mauricio Preuss, Cloudwards CEO

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