

Bad Bunny Half-time Show



Objective & Methodology

Bad Bunny (Benito Antonio Martínez Ocasio) is a Puerto Rican singer and rapper whose music is primarily Spanish-language. He has become a major global artist and was announced as the halftime performer for the upcoming Super Bowl. This survey of 1,500 US adults explores perceptions around his performance in the Super Bowl.



TOTAL SAMPLE: N=1,500



Survey Method

- Online Survey



Screening Criteria

- 18+ years of age



Regional Coverage

- National

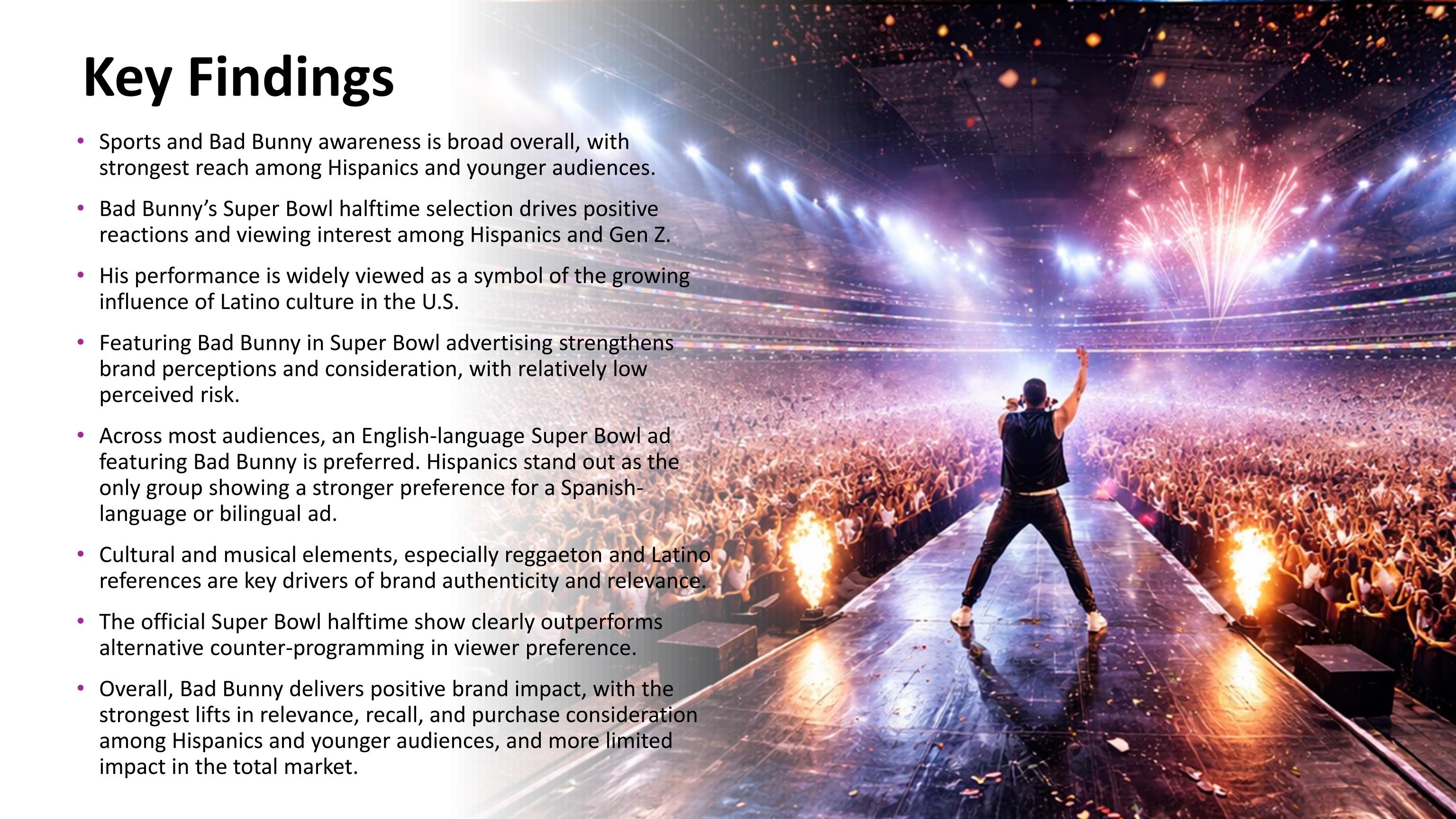


Field Timing

- Dec 19 – January 2, 2026

Key Findings

- Sports and Bad Bunny awareness is broad overall, with strongest reach among Hispanics and younger audiences.
- Bad Bunny's Super Bowl halftime selection drives positive reactions and viewing interest among Hispanics and Gen Z.
- His performance is widely viewed as a symbol of the growing influence of Latino culture in the U.S.
- Featuring Bad Bunny in Super Bowl advertising strengthens brand perceptions and consideration, with relatively low perceived risk.
- Across most audiences, an English-language Super Bowl ad featuring Bad Bunny is preferred. Hispanics stand out as the only group showing a stronger preference for a Spanish-language or bilingual ad.
- Cultural and musical elements, especially reggaeton and Latino references are key drivers of brand authenticity and relevance.
- The official Super Bowl halftime show clearly outperforms alternative counter-programming in viewer preference.
- Overall, Bad Bunny delivers positive brand impact, with the strongest lifts in relevance, recall, and purchase consideration among Hispanics and younger audiences, and more limited impact in the total market.



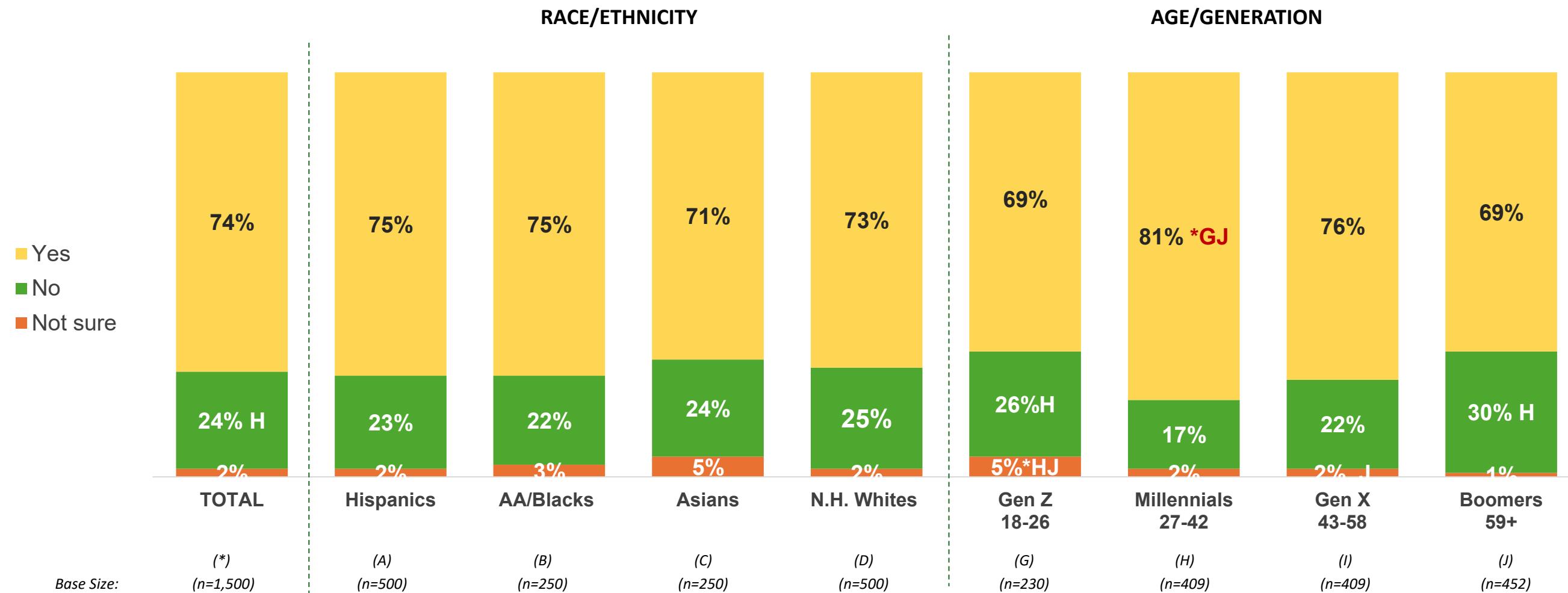


Detailed Findings

AWARENESS

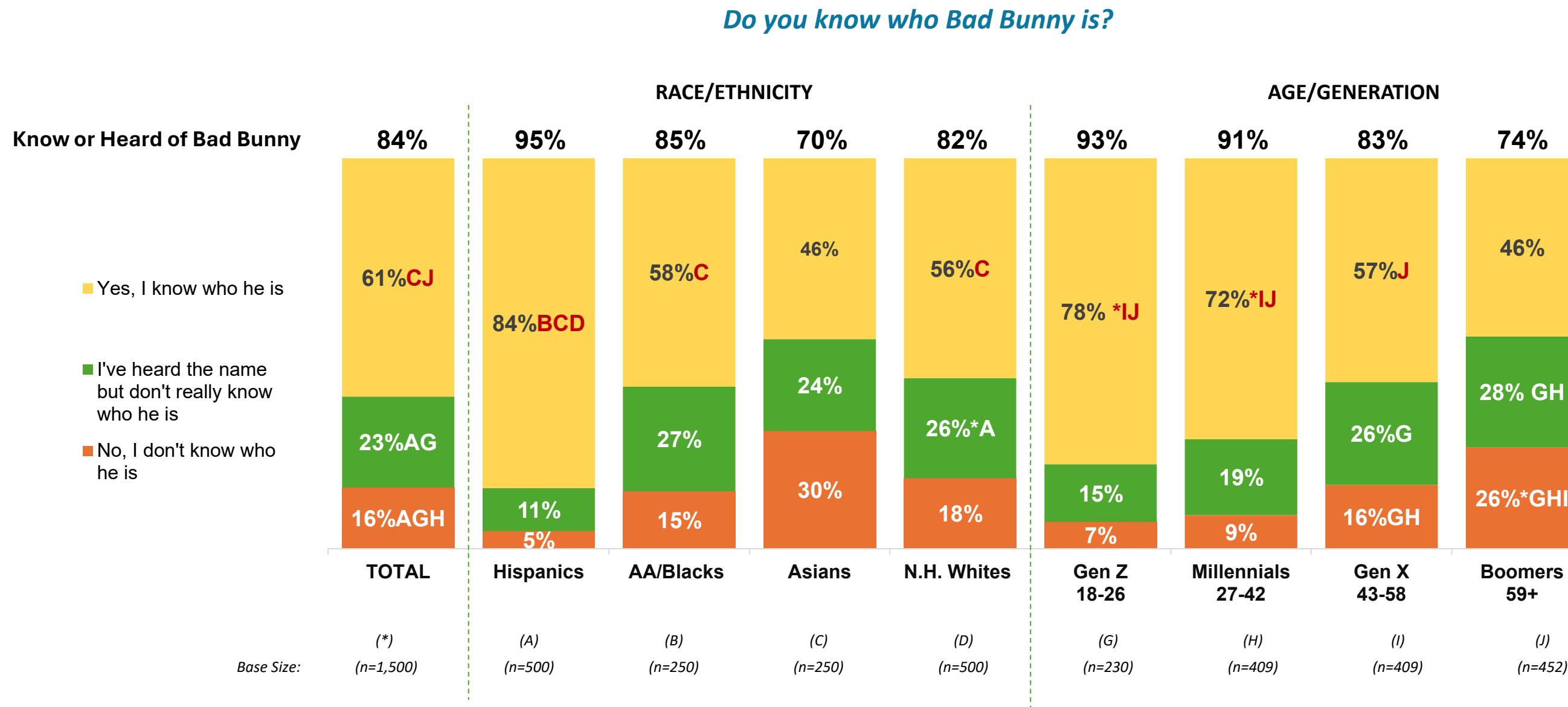
About 74% of respondents say they follow sports content at least occasionally. Millennials stand out with the highest likelihood of following sports content. Hispanics and Black communities also index high, while Boomers are significantly less likely to follow sports content..

Do you follow sports content at least occasionally, including during major events such as the Super Bowl?



Letters indicate significant difference at 95% confidence level

Overall, awareness of Bad Bunny is relatively high, with just over 60% of respondents saying they know who he is. Awareness is highest among Hispanics and Gen Z.

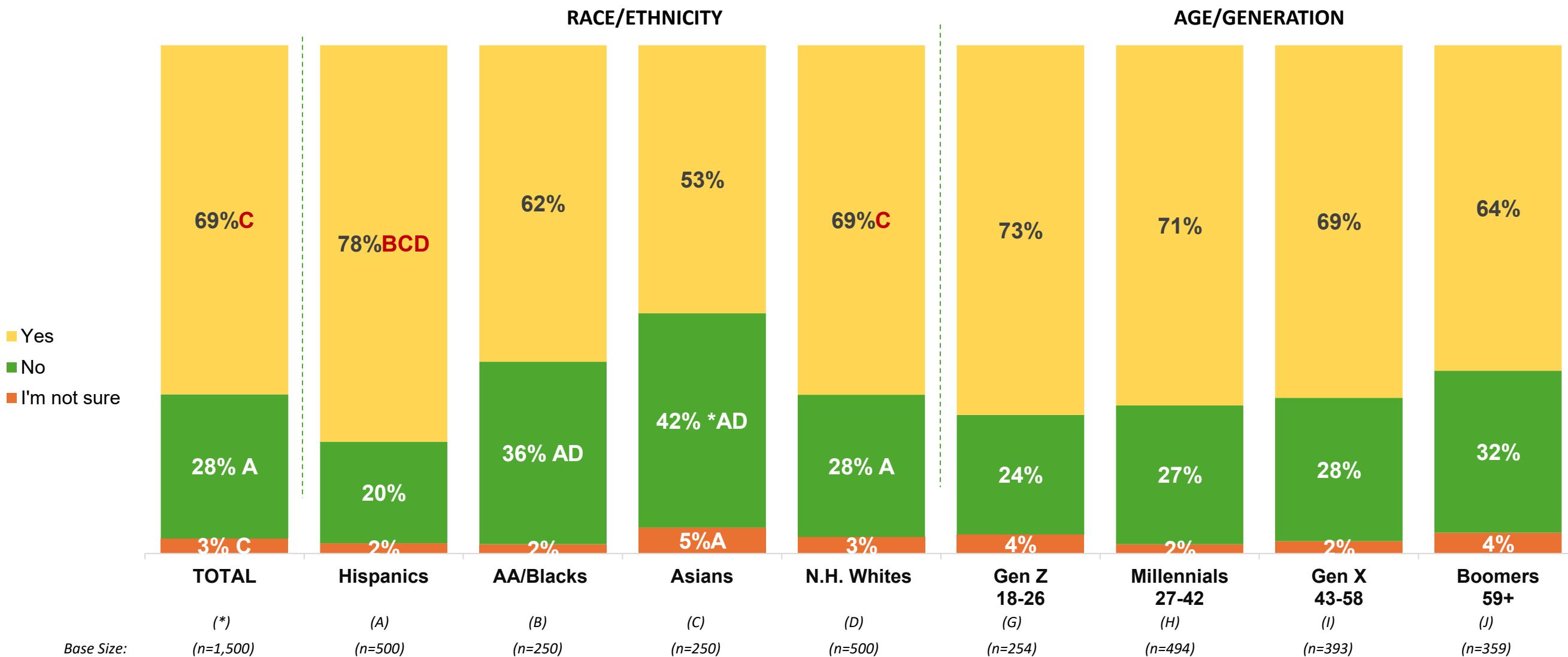


Letters indicate significant difference at 95% confidence level

Awareness of Bad Bunny's Super Bowl Halftime Show performance is highest among Hispanics, followed by Non-Hispanic Whites.

- Awareness levels are similar across generations, with a slight decline among older respondents.

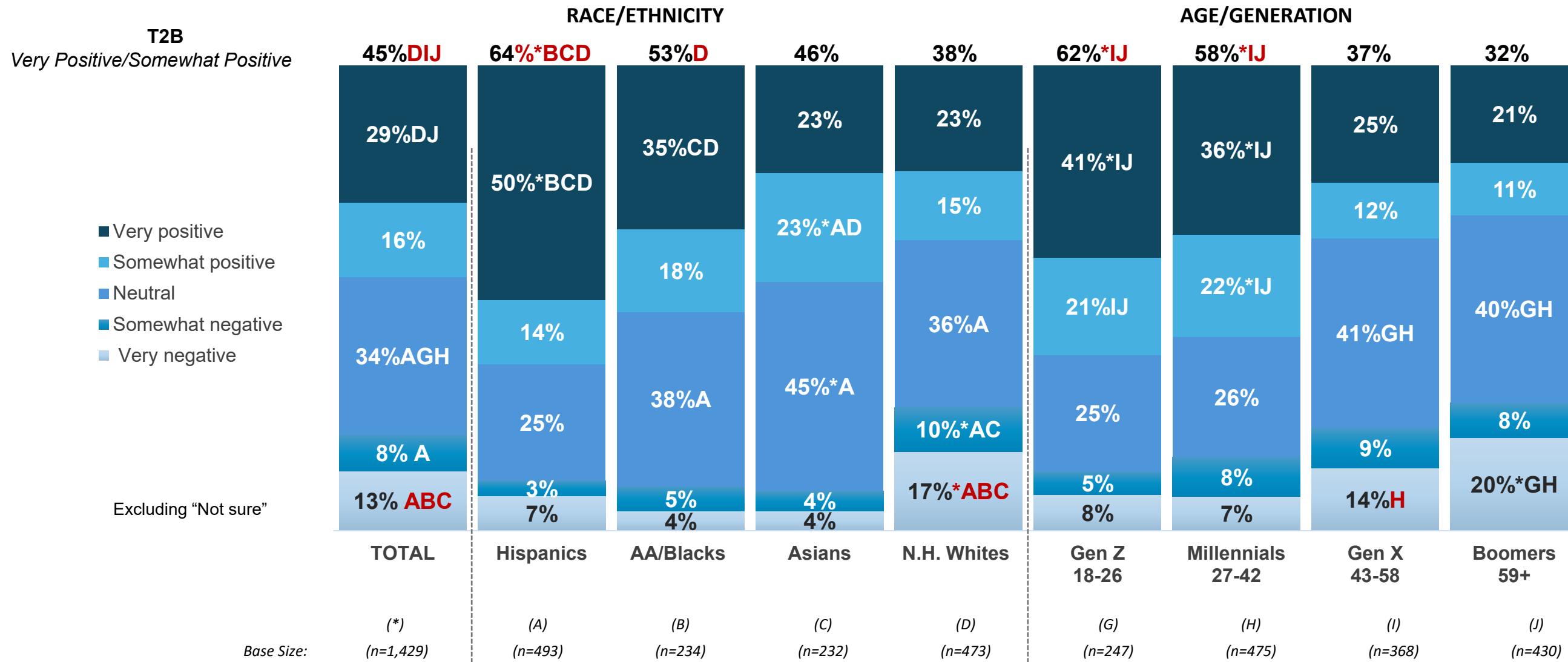
Before today, were you aware that Bad Bunny will performing at the upcoming Super Bowl Halftime show?



Letters indicate significant difference at 95% confidence level

Hispanics and younger generations show a strong positive reaction to Bad Bunny being selected as the Super Bowl Halftime Show performer.

What is your initial reaction to Bad Bunny being selected as the Super Bowl Halftime Show performer?

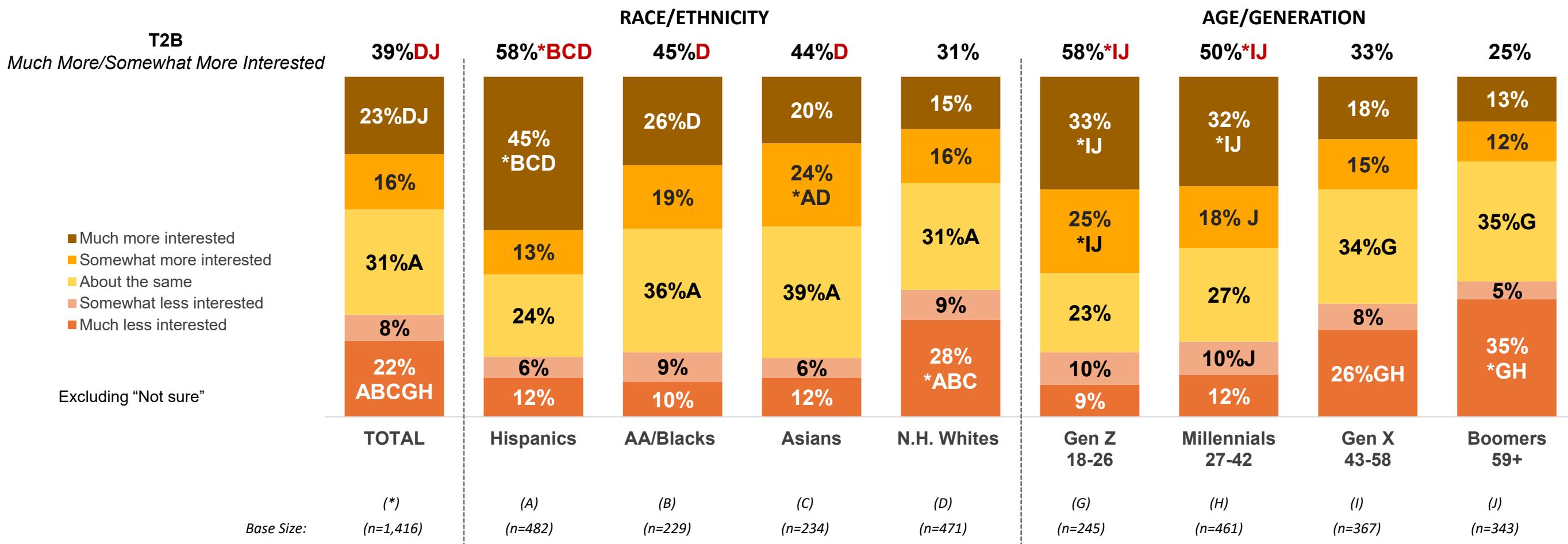


Letters indicate significant difference at 95% confidence level

Hispanics and younger generations are more interested in watching the Super Bowl Halftime Show because Bad Bunny will be performing.

- Overall, fewer than 40% say they are interested in watching the halftime show because Bad Bunny is performing.

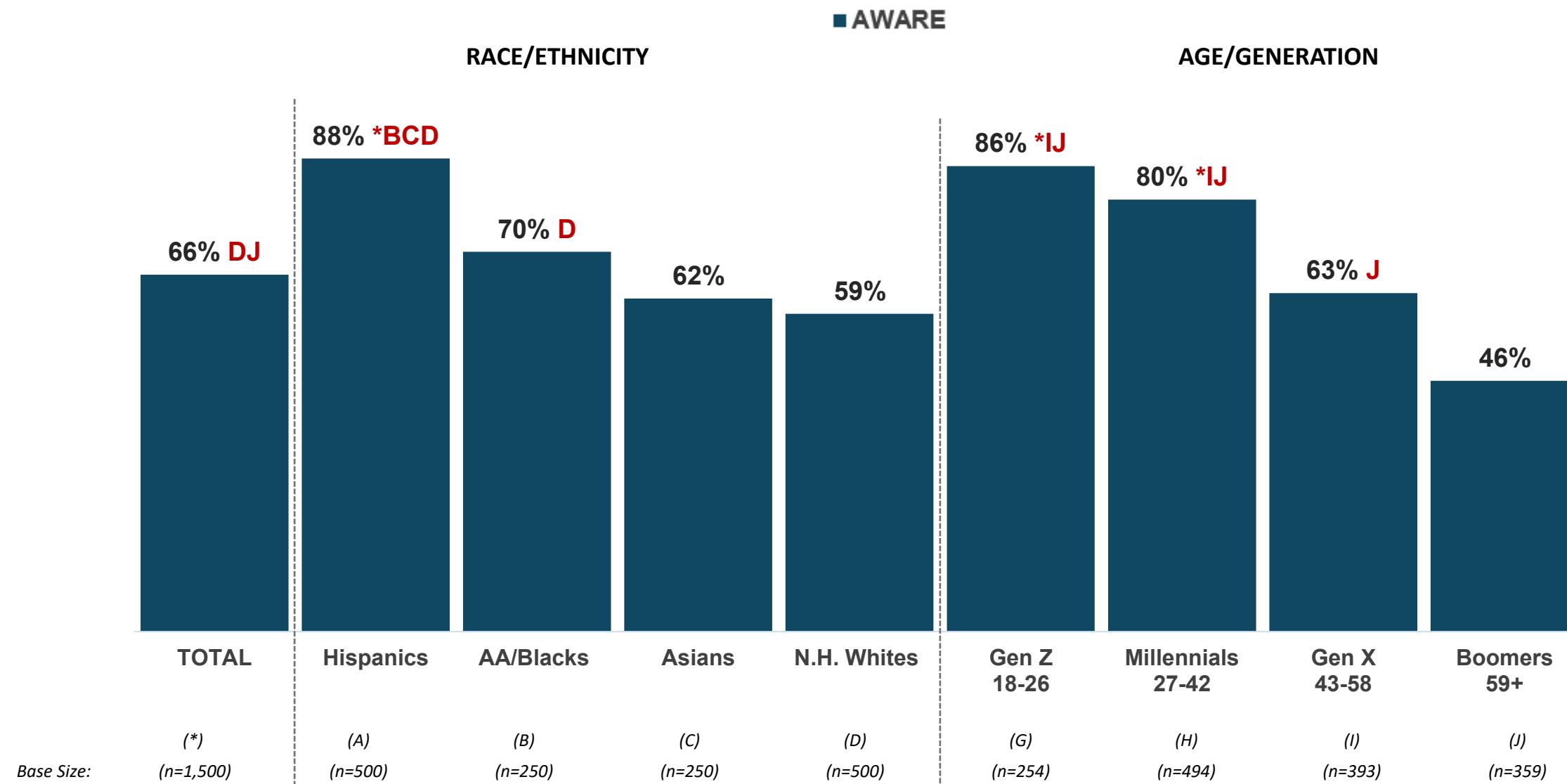
How interested are you in watching the halftime show because Bad Bunny is performing?



Letters indicate significant difference at 95% confidence level

Familiarity with Bad Bunny's music is strongest among Hispanics and younger generations, and lower among older audiences.

How familiar are you with Bad Bunny's music?

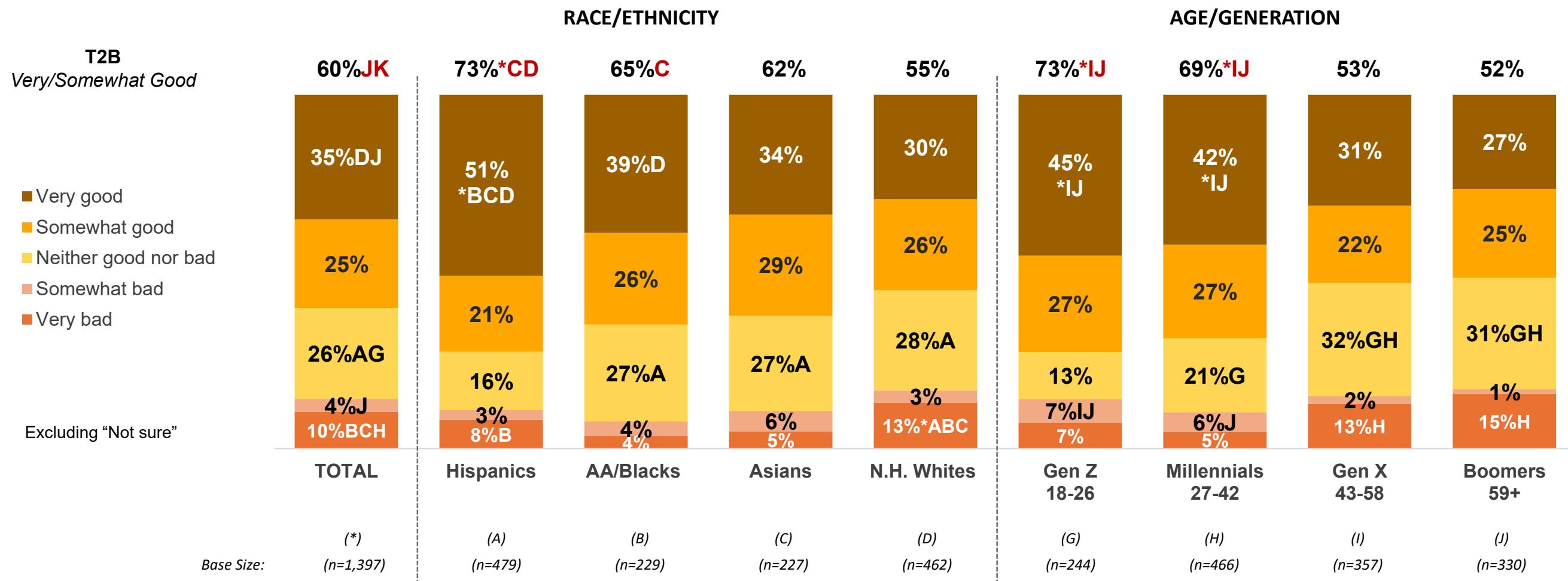


Letters indicate significant difference at 95% confidence level

CULTURAL PERCEPTIONS

Overall sentiment is positive, as 60% say Bad Bunny performing at the Super Bowl is good for Latino cultural representation. Non-Hispanic Whites and older generations are comparatively less enthusiastic.

Do you think Bad Bunny performing at the Super Bowl is good, bad, or neither for Latino cultural representation in mainstream media?

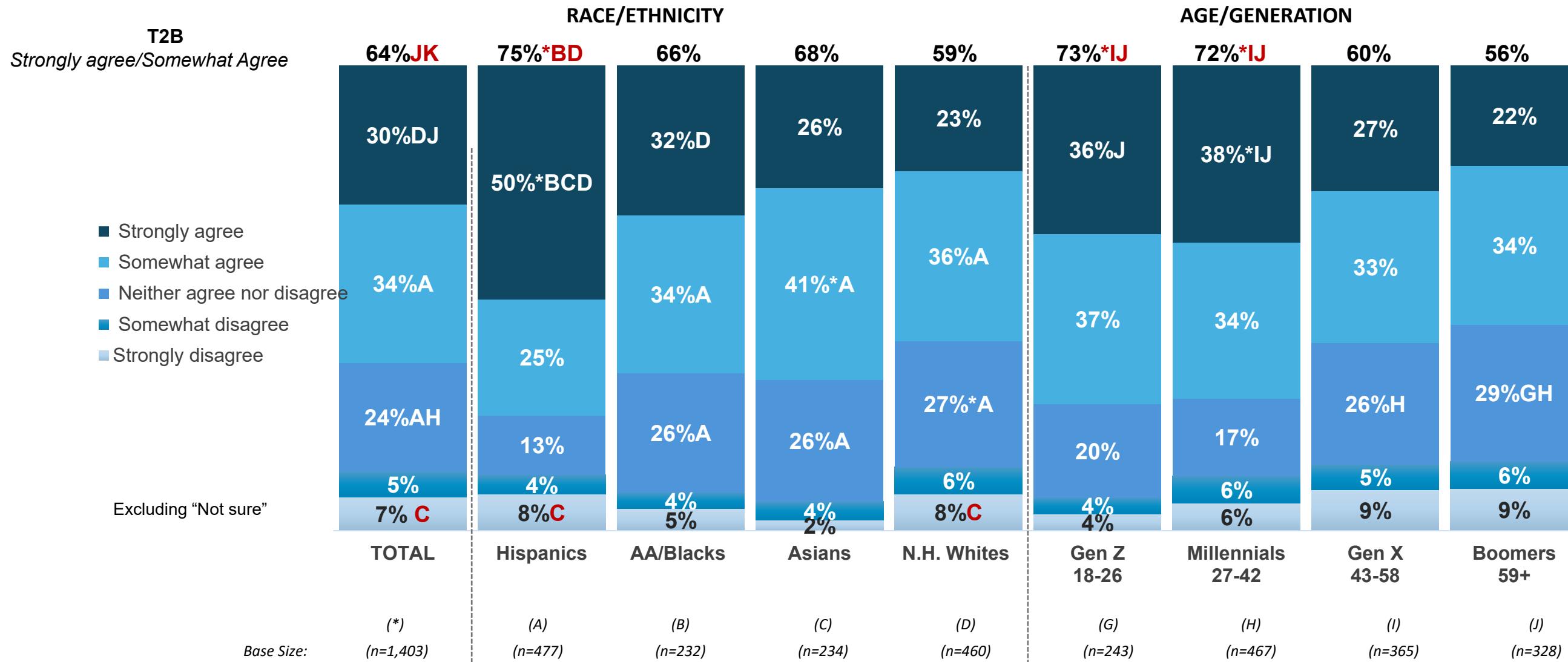


Letters indicate significant difference at 95% confidence level

A majority (64%) agree that Bad Bunny's Super Bowl performance reflects the growing influence of Latino culture. Agreement is strongest among Hispanics and younger generations, pointing to a strong sense of cultural representation within this group.

- Older and Non-Hispanic White audiences show lower recognition of this cultural influence.

Do you think “Bad Bunny performing at the Super Bowl reflects the growing influence of Latino culture in the United States.”?

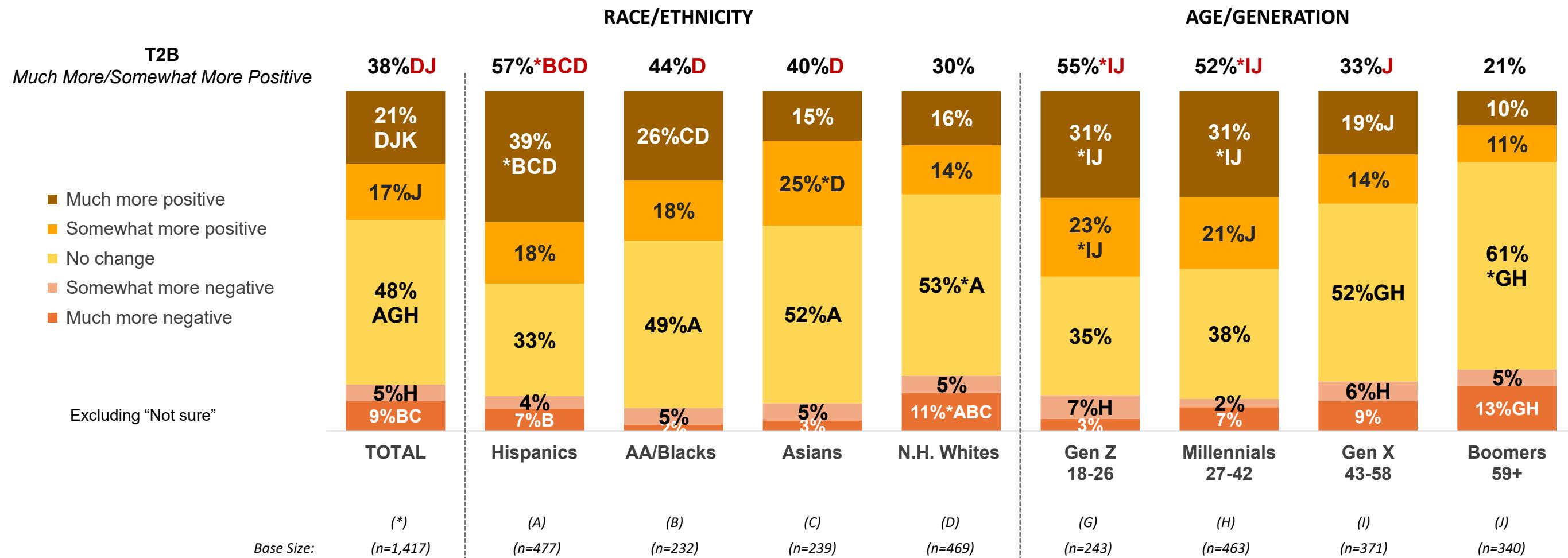


Letters indicate significant difference at 95% confidence level

BRAND AND MARKETING IMPLICATIONS

Across most ethnic groups, using Bad Bunny in a Super Bowl ad generates a positive brand impact, with the exception of Non-Hispanic Whites. Positive perceptions are strongest among Gen Z and Millennials.

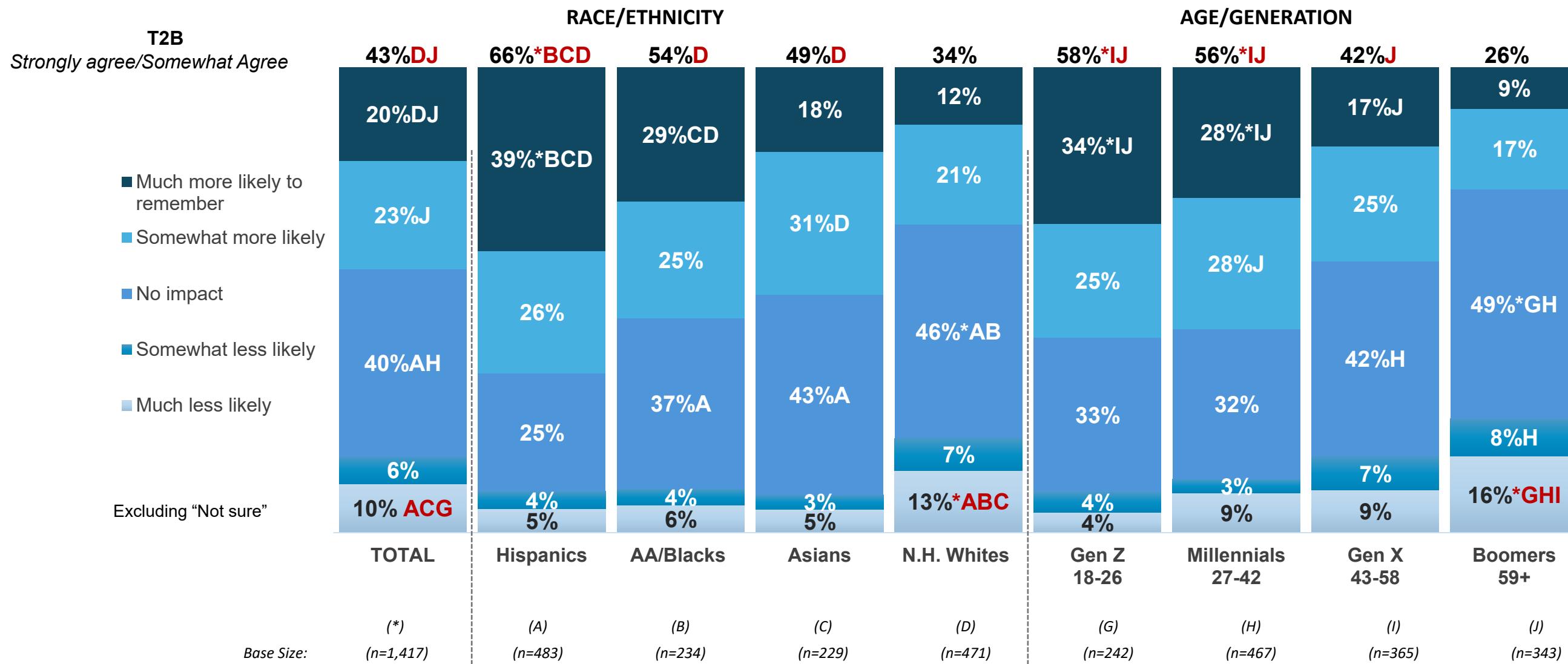
If a brand used Bad Bunny in a Super Bowl commercial, how would it affect your perception of the brand?



Letters indicate significant difference at 95% confidence level

Spanish-language music or reggaeton increases brand recall, particularly among Hispanics. Gen Z and Millennials also show a higher likelihood of remembering the brand when Spanish-language music is used, substantially outperforming Gen X and Boomers.

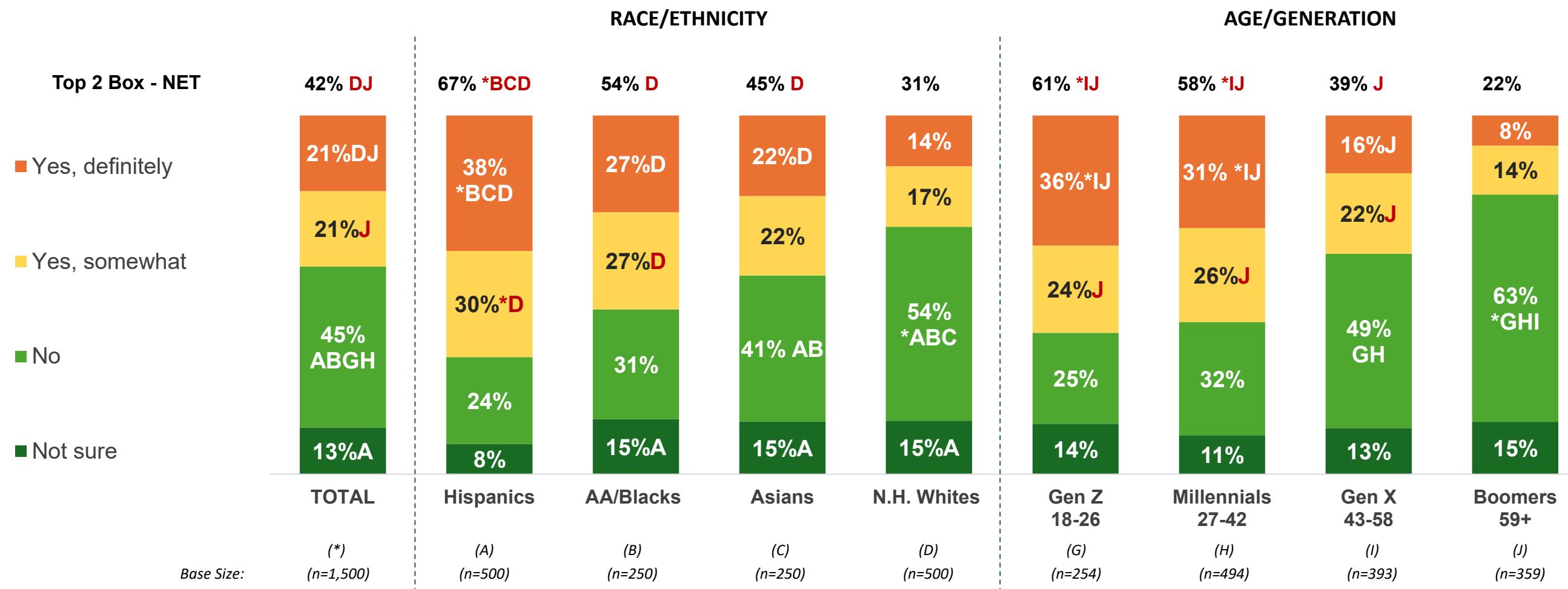
How would featuring Spanish-language music or reggaeton in a Super Bowl ad impact your likelihood to remember the brand?



Letters indicate significant difference at 95% confidence level

Featuring Bad Bunny in a Super Bowl ad meaningfully drives word-of-mouth among Hispanics and younger generations; however, overall organic conversation lift is limited at the total market level. Non-Hispanic Whites and Boomers are the least likely to engage.

Would you be more likely to talk about or share a brand's ad if Bad Bunny appeared in it?



Letters indicate significant difference at 95% confidence level

Overall, respondents believe that Latino audiences and reggaeton fans would be more excited to see Bad Bunny in a Super Bowl ad, particularly among Hispanics and Gen Z.

Which groups do you believe would be MOST excited to see Bad Bunny in a Super Bowl ad?

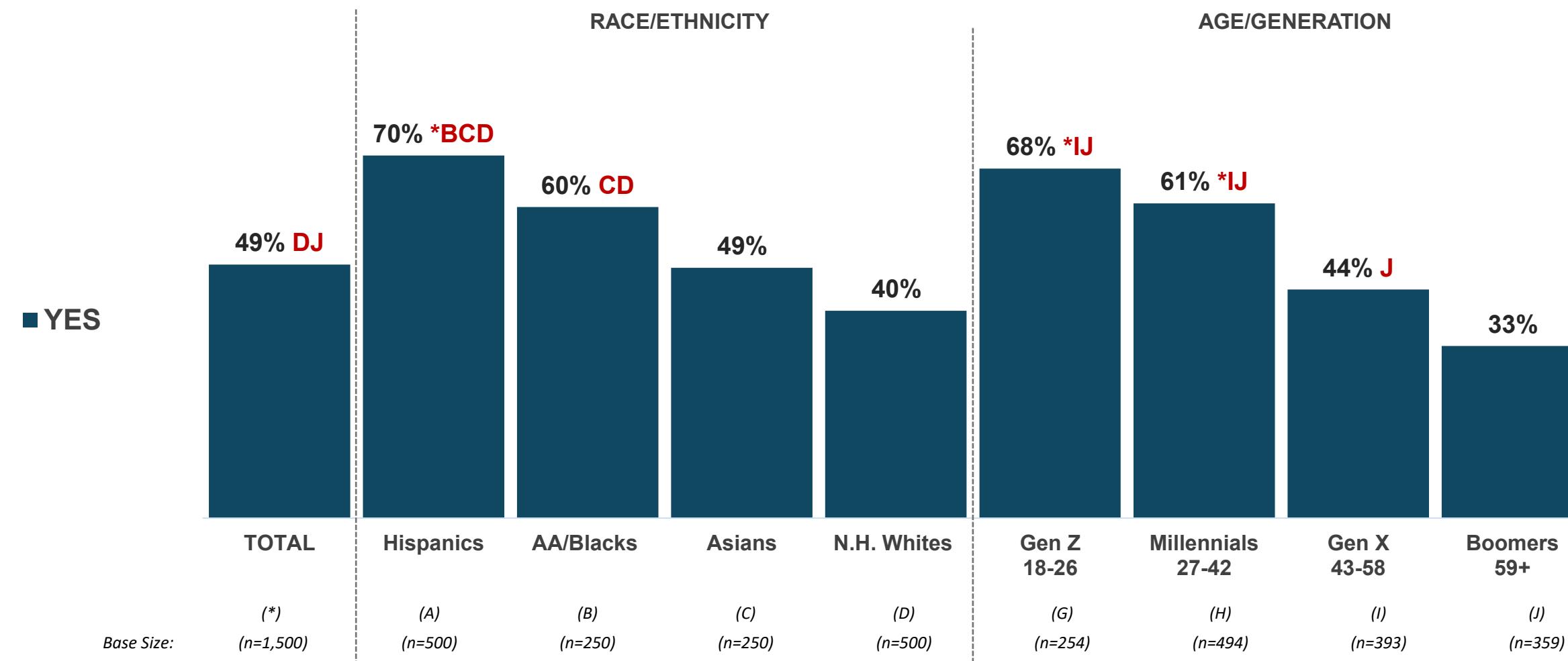
	TOTAL	RACE/ETHNICITY				AGE/GENERATION				
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+	
	(*)	(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	
Latino audiences	 58%	64% B	52%	55%	57%	57%	56%	55%	63%	
Fans of reggaeton or Latin music	 56%	63% *CD	56%	52%	54%	61% H	50%	54%	61% H	
Younger audiences	 47% C	52% BC	42%	36%	47%	44%	46%	45%	51%	
Bilingual or bicultural audiences	 42%	50% CD	45%	38%	40%	46%	41%	40%	44%	
People like me	 24% DJ	39% *BCD	29% D	26% D	18%	37% *IJ	32% *IJ	20% J	12%	
Not sure	 10% A	3%	11% A	11% A	11% A	7%	8%	10%	13%	
None of these	 5%	4%	3%	6%	6%	4%	6%	6%	5%	
Base: Total Sample		(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

Q10. Which groups do you believe would be MOST excited to see Bad Bunny in a Super Bowl ad?

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Featuring reggaeton or Spanish-language music meaningfully increases perceived brand relevance among Hispanics and younger audiences, while resonance declines among older and Non-Hispanic White consumers.

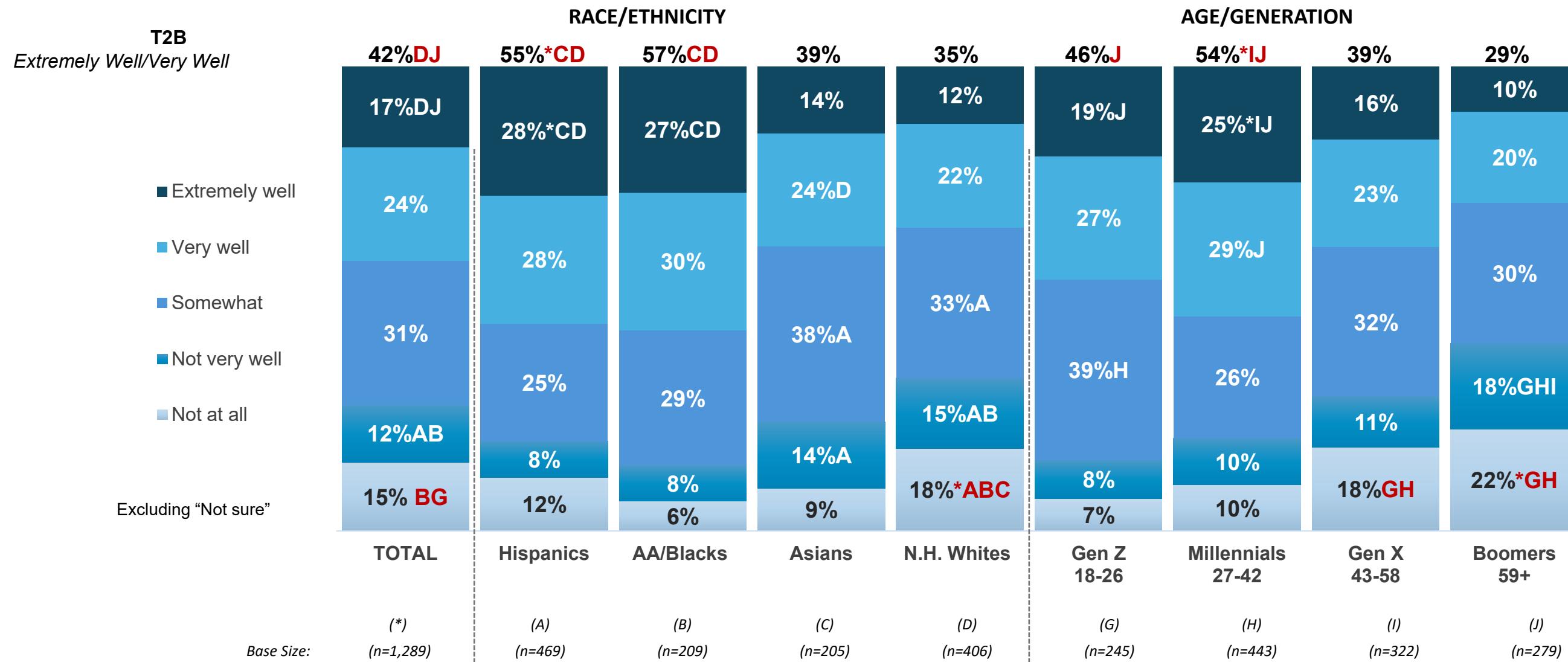
Does featuring reggaeton or Spanish—language music make a brand feel more relevant to today's?



Letters indicate significant difference at 95% confidence level

Bad Bunny is associated with the future of American pop culture only among Hispanics, Black audiences, and younger generations, highlighting his role as a cultural bridge. However, his appeal declines among older and Non-Hispanic White audiences.

How well do you think Bad Bunny represents the future of American pop culture?



Letters indicate significant difference at 95% confidence level

Featuring Bad Bunny in Super Bowl advertising carries low risk for brands overall. Only 34% believe it could be controversial to some viewers, with highest concern among Non-Hispanic Whites.

Q13. Do you think featuring Bad Bunny in Super Bowl advertising carries any risks for brands?

	TOTAL	RACE/ETHNICITY				AGE/GENERATION			
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+
	(*)	(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)
Could be controversial to some viewers	34%	27%	30%	25%	37% *AC	31%	31%	31%	39%
No major risks	27%	35% *D	29%	30%	24%	23%	26%	27%	28%
Could be seen as political	24% AC	17%	20%	15%	26% *AC	23%	27%	24%	21%
Could alienate non-Spanish speakers	18%	18%	18%	16%	19%	19%	20%	15%	20%
Could seem performative	16% J	18%	19%	25% *D	14%	24% *IJ	25% *IJ	14% J	6%
Not sure	16% H	12%	20% A	15%	17%	13%	11%	17%	20% H
<i>Base: Total Sample</i>	(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

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Across the total sample, brands using Bad Bunny are most commonly associated with being youth-oriented, trend-forward, and inclusive. These perceptions are especially strong among Hispanics, Gen Z, and Millennials, reinforcing his role as a symbol of inclusivity and trend-setting values.

If you saw a brand use Bad Bunny in an ad, what would you assume about their values? Select all that apply.

	TOTAL	RACE/ETHNICITY				AGE/GENERATION				
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+	
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	
Youth-oriented	 33%	36%	30%	35%	32%	34%	34%	32%	32%	
Trend-forward	 31% J	37% D	35%	30%	29%	40% * J	32% J	33% J	24%	
Inclusive	 28%	34% D	33%	31%	25%	35% IJ	32%	25%	25%	
Bold or risk-taking	 24%	27% B	19%	20%	24%	22%	26%	26%	21%	
Politically motivated	 18%	14%	21%	15%	19%	19%	19%	19%	17%	
Out of touch	 13%	10%	8%	9%	15% * ABC	10%	17%	13%	11%	
None of these	 20% A	14%	21% A	27% * A	21% A	12%	16%	21% G	27% * GH	
Base: Total Sample		(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

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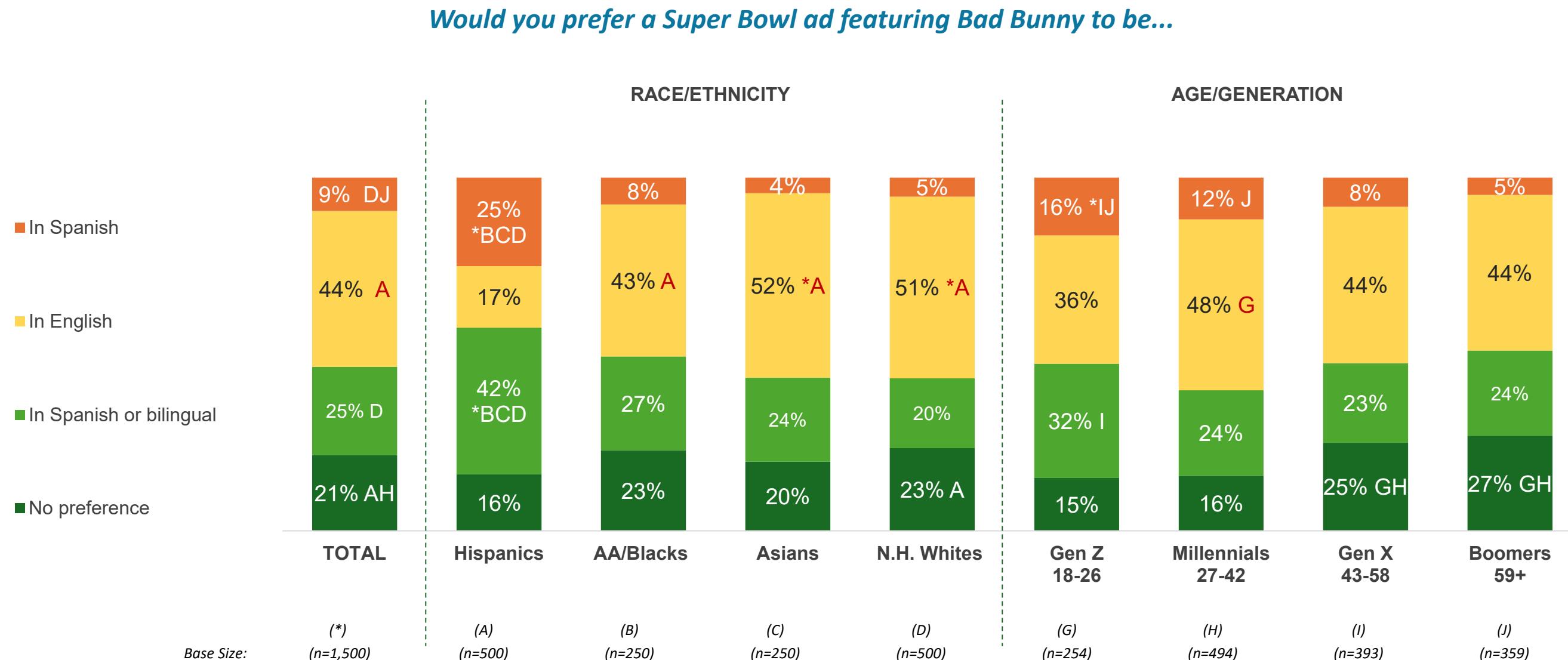
Overall, a fun, party-focused theme centered on cultural pride would be the most appealing approach for a Bad Bunny Super Bowl ad. In contrast, a cross-cultural collaboration would be more appealing among Black and Asian audiences.

*Which type of Bad Bunny themed Super Bowl ad would you find **MOST** appealing?*

	TOTAL	RACE/ETHNICITY				AGE/GENERATION				
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+	
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	
Fun or party or music-focused	 22%	24%	24%	22%	21%	20%	21%	26%	20%	
Cultural pride or heritage	 15% J	19%	14%	14%	15%	23% *IJ	17% J	14%	10%	
Cross-cultural collaboration	 14%	16%	20% D	19% D	12%	12%	15%	11%	16%	
Comedy	 12%	12%	10%	10%	12%	12%	16% J	11%	8%	
Emotional or inspirational	 9%	13% D	8%	9%	7%	14% *IJ	11% I	6%	6%	
Political or social themes	 5% J	4%	9% *AD	6%	3%	9% *IJ	6% J	4% J	2%	
None of the above	 24% ABGH	11%	15%	20% A	30% *ABC	9%	14%	28% GH	37% *GH	
Base: Total Sample		(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

Letters indicate significant difference at 95% confidence level

Across most audiences, an English-language Super Bowl ad featuring Bad Bunny is preferred. Hispanics stand out as the only group showing a stronger preference for a Spanish-language or bilingual ad.



Letters indicate significant difference at 95% confidence level

Across the total sample, Latino cultural references, dance or music/reggaeton, and Puerto Rican cultural references are the strongest drivers of perceived authenticity. These elements reinforce Bad Bunny's cultural and musical roots, with especially strong resonance among Hispanics, Blacks, and younger generations.

Which elements in an ad make Bad Bunny feel most authentic?

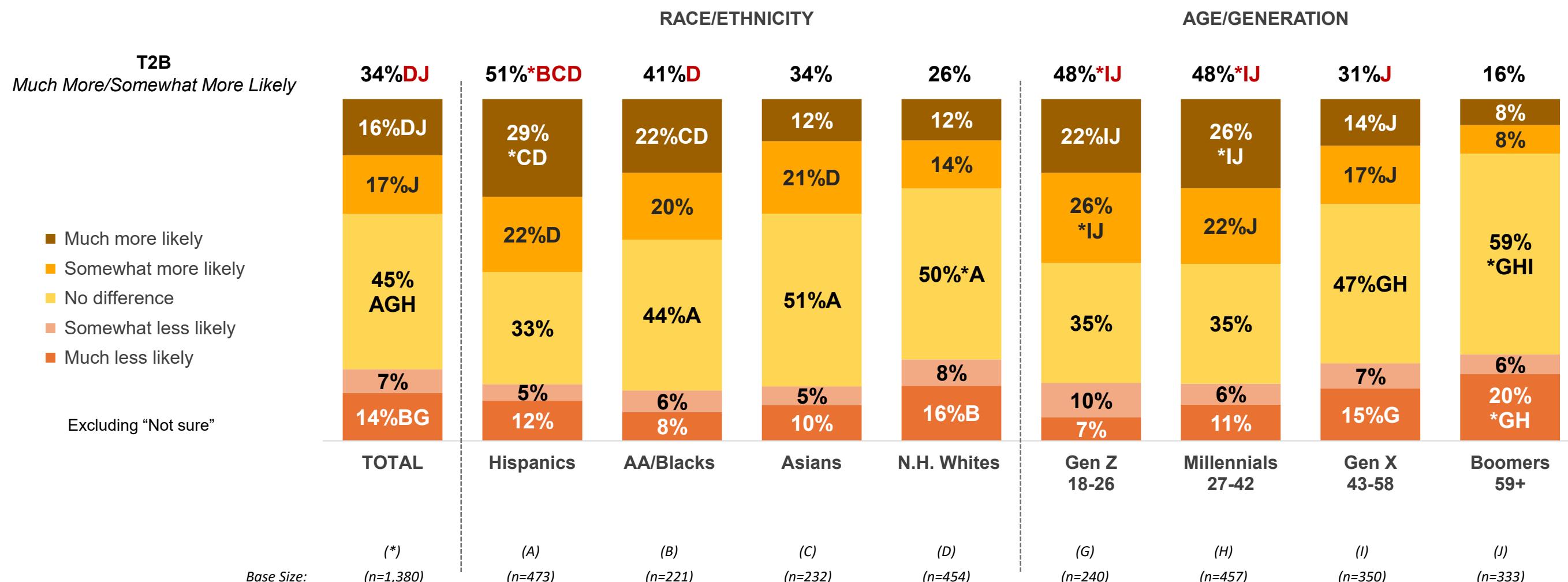
	TOTAL	RACE/ETHNICITY				AGE/GENERATION			
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)
Latino cultural references	 37%	52% *CD	45% D	36%	32%	47% *IJ	42% IJ	32%	31%
Dance or music or reggaeton	 37%	43% D	40%	36%	34%	44%	37%	35%	35%
Puerto Rican cultural references	 32%	39% D	32%	36%	29%	40% IJ	31%	30%	30%
Fashion style	 23% DJ	31% D	32% D	25%	18%	37% *IJ	30% *IJ	22% J	10%
Collaborations with other artists	 22%	29% D	29% D	29% D	18%	21%	27% J	22%	19%
Humor	 20% J	24% D	24%	20%	17%	29% *IJ	26% *J	19% J	10%
LA or regional references	 11% J	13%	18% D	20% *AD	9%	20% *IJ	16% *IJ	9%	5%
None of these	 24% ABGH	11%	16%	21% A	30% *ABC	12%	16%	28% GH	34% *GH
<i>Base: Total Sample</i>	(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

Letters indicate significant difference at 95% confidence level

Overall, one-third of the total sample say Bad Bunny in a Super Bowl ad would make them more likely to consider buying from the brand. This impact is significantly stronger among Hispanics, followed by African Americans, Gen Z, and Millennials, confirming his strong commercial influence with culturally connected groups and younger consumers.

- Non-Hispanic Whites and Boomers show notably lower purchase intent.

How likely would Bad Bunny in a Super Bowl ad make you consider buying from the brand?



Letters indicate significant difference at 95% confidence level

NFL MOTIVES AND COUNTER- PROGRAMMING AWARENESS

Appealing to Latino audiences and leveraging Bad Bunny's popularity are the two most frequently cited reasons respondents believe the NFL selected him as the halftime performer, with Hispanics most likely to hold this view.

- Fewer respondents believe he was chosen for political or social reasons, especially Non-Hispanic whites.

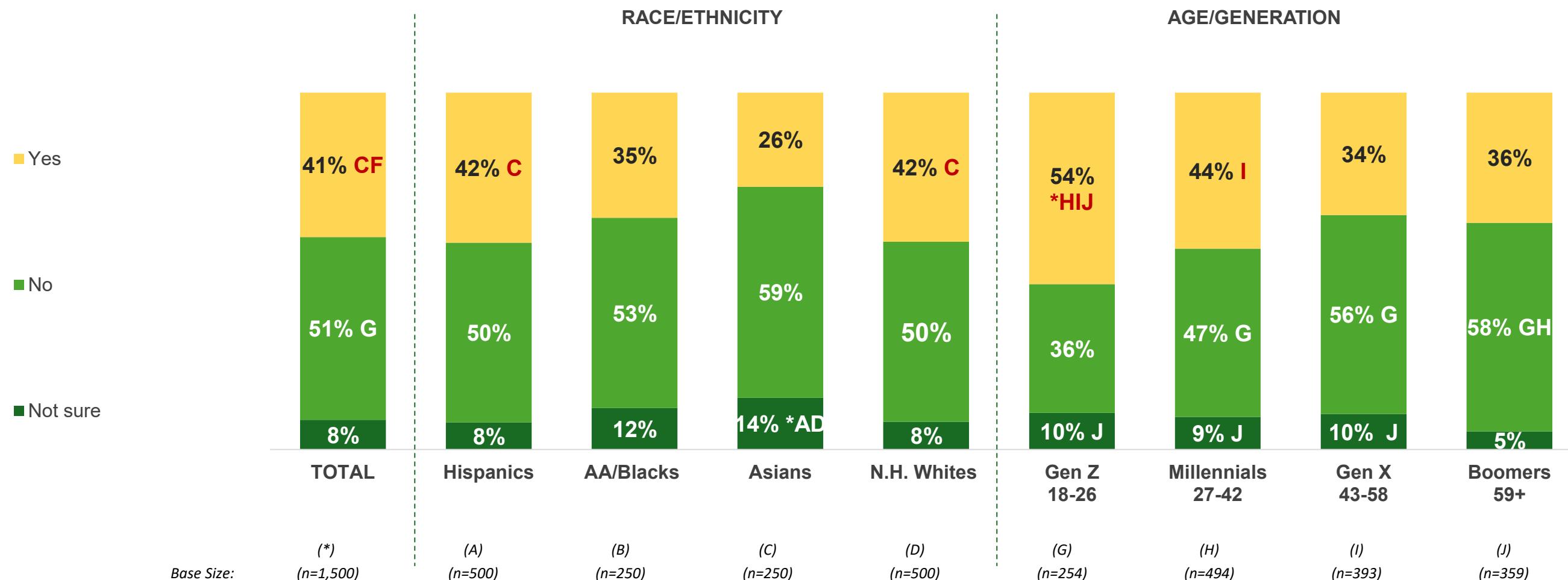
Why do you think the NFL selected Bad Bunny as the halftime performer?

	TOTAL	RACE/ETHNICITY				AGE/GENERATION				
		Hispanics	AA/Blacks	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+	
	(*)	(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	
To appeal to Latino audiences	42% B	51% *BD	34%	43%	41%	41%	43%	40%	43%	
His popularity or commercial success	40%	46% D	42%	42%	37%	44%	40%	37%	40%	
To project cultural inclusivity	36%	40%	36%	35%	35%	38%	37%	32%	39%	
To connect with younger audiences	35%	38% C	32%	29%	35%	36%	33%	36%	35%	
Political or social reasons	22% AC	16%	25% AC	14%	24% AC	23%	23%	21%	23%	
Something else	2% AH	0%	1%	1%	3% A	2% H	0%	2%	2% H	
Not sure	16% A	11%	20% A	17% A	18% A	13%	14%	19%	19%	
Base: Total Sample		(n=1,500)	(n=500)	(n=250)	(n=250)	(n=500)	(n=254)	(n=494)	(n=393)	(n=359)

Letters indicate significant difference at 95% confidence level

Before today, most respondents were not aware that Turning Point USA is planning a separate “All American Halftime Show” to run during the Super Bowl halftime instead of the official one.

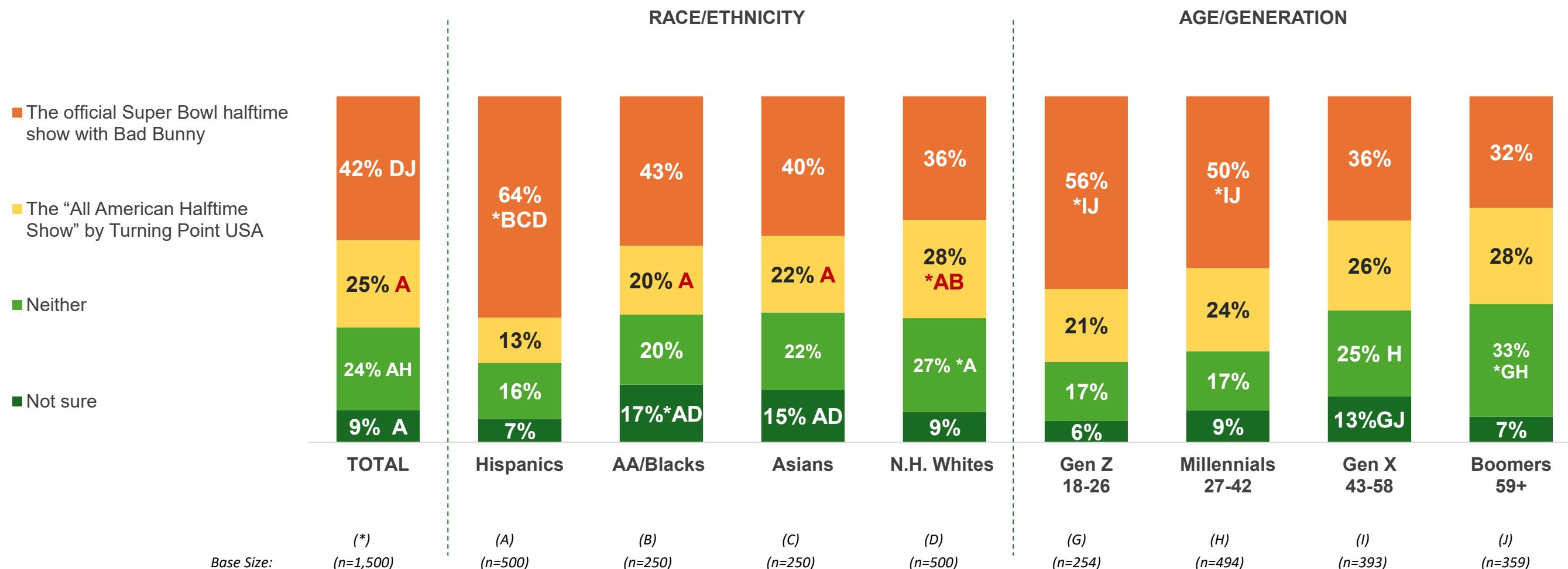
Before today, were you aware that a separate “All American Halftime Show” is being planned by Turning Point USA to run during the Super Bowl halftime show instead of the official one?



Letters indicate significant difference at 95% confidence level

Across the total sample, 42% say they are more likely to watch the official Super Bowl halftime show featuring Bad Bunny. Hispanics and younger generations show the strongest preference for the official halftime show.

Which halftime show are you more likely to watch?

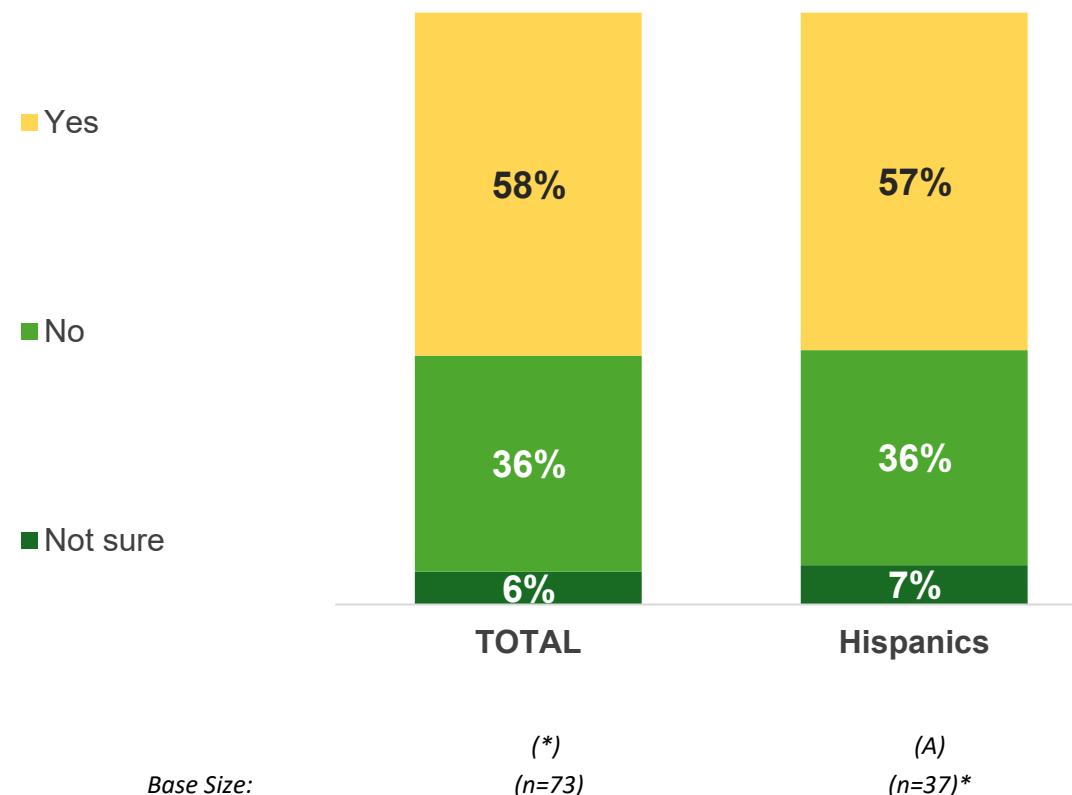


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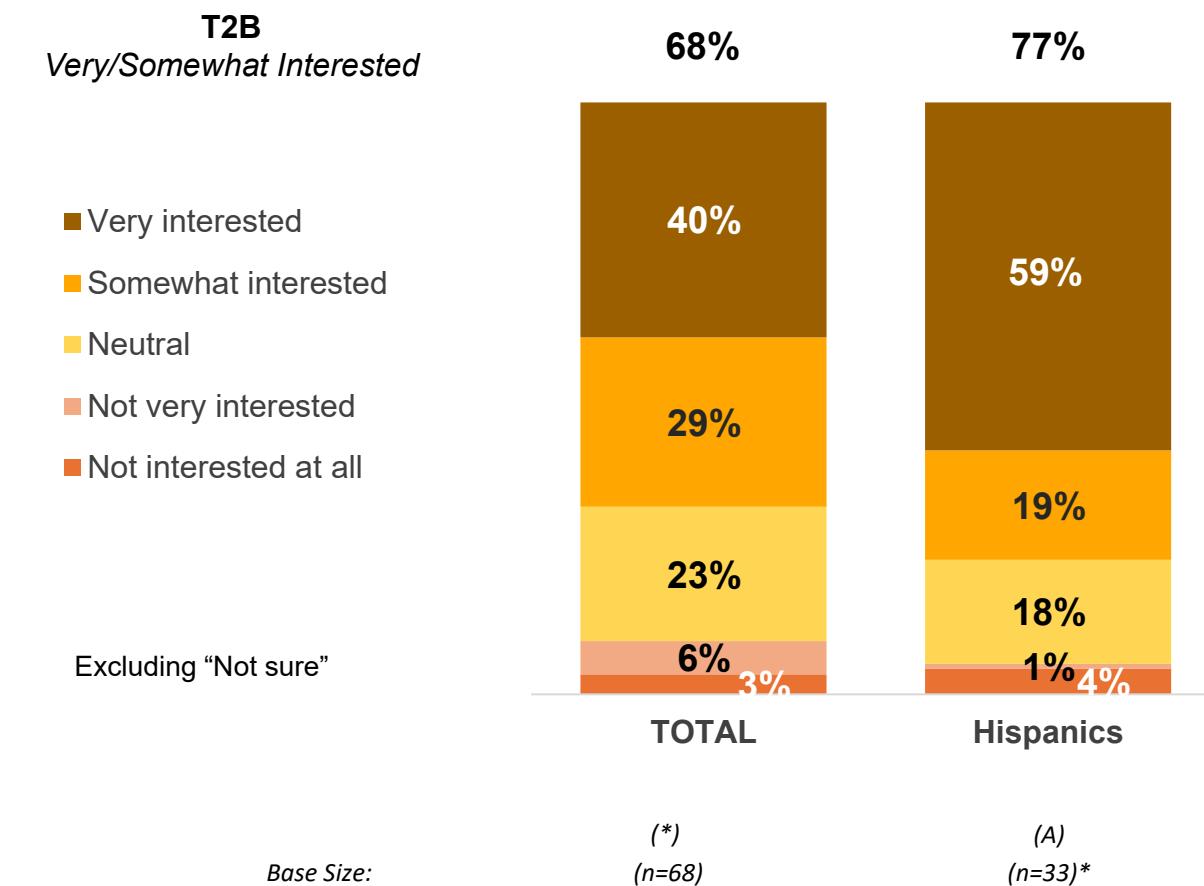
LOS ANGELES COUNTY MODULE

Within the LA County sample, awareness of the Super Bowl's location at SoFi Stadium appears moderate, with relatively higher interest in the event being hosted in Los Angeles.

Q22. Were you aware that the 2026 Super Bowl will be held at SoFi Stadium in Los Angeles?



Q23. How interested are you in the 2026 Super Bowl being hosted in Los Angeles?

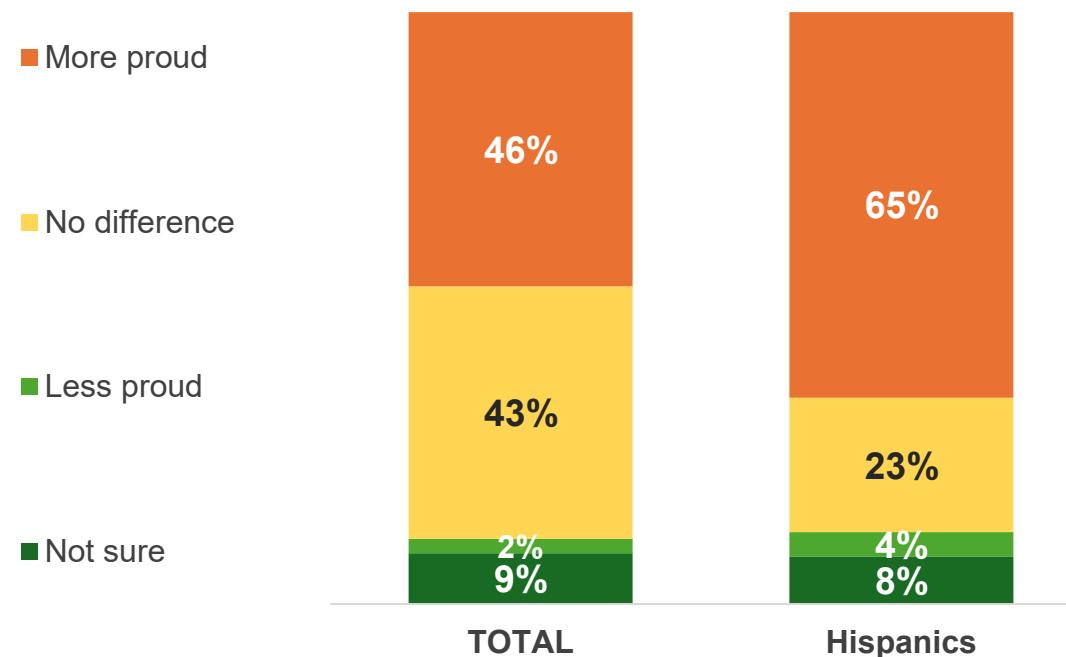


* Caution: Small base size

Letters indicate significant difference at 95% confidence level

Among LA County respondents, the Super Bowl is generally viewed as a source of city pride and economic benefit, particularly among Hispanics.

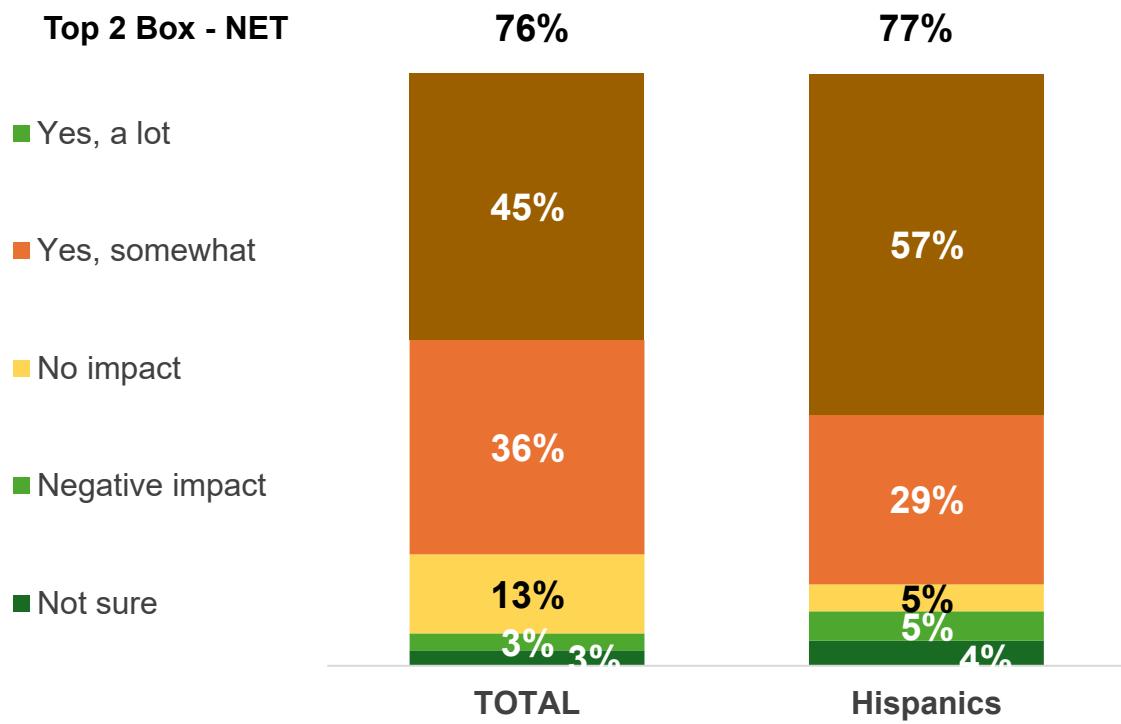
Does Los Angeles hosting the 2026 Super Bowl make you feel more proud, less proud, or no different about the city?



Base Size:
(*)
(n=73)

(A)
(n=37)*

Do you think major events like the 2026 Super Bowl help boost the economy of Los Angeles?



Base Size:
(*)
(n=73)

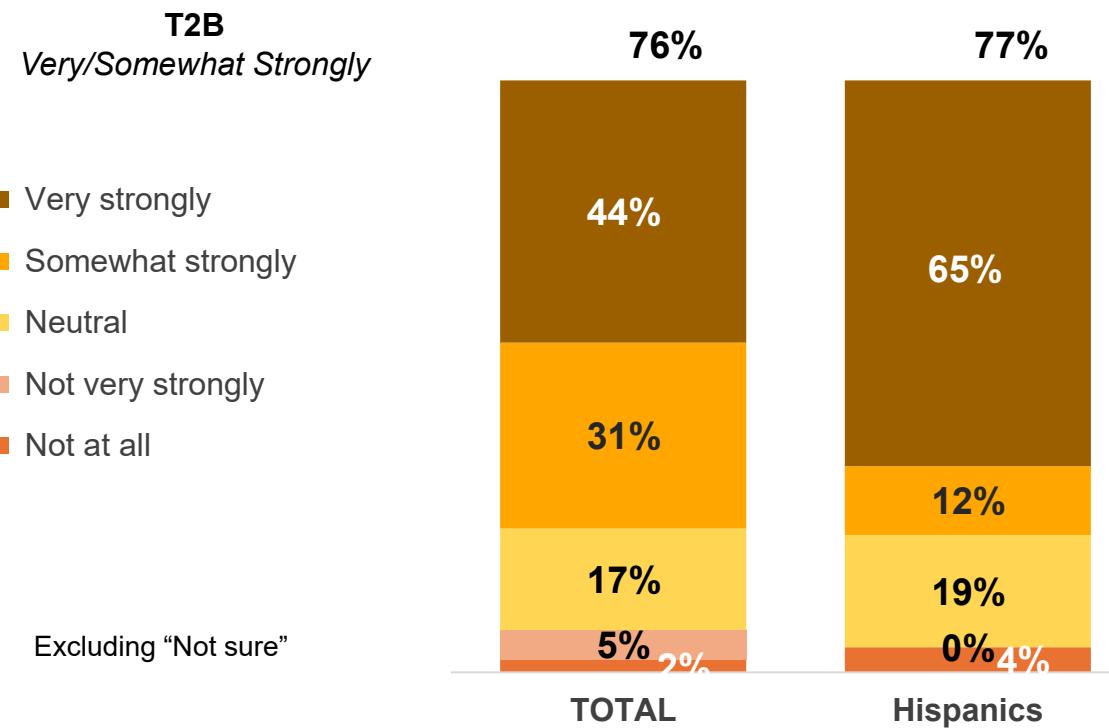
(A)
(n=37)*

* Caution: Small base size

Letters indicate significant difference at 95% confidence level

Los Angeles is strongly associated with setting trends in entertainment, music, fashion, and culture, with particularly strong agreement among Hispanics. There is also strong agreement that research focused on Los Angeles plays an important role in planning national or multicultural campaigns.

How strongly do you associate Los Angeles with setting trends in entertainment, music, fashion, and culture?

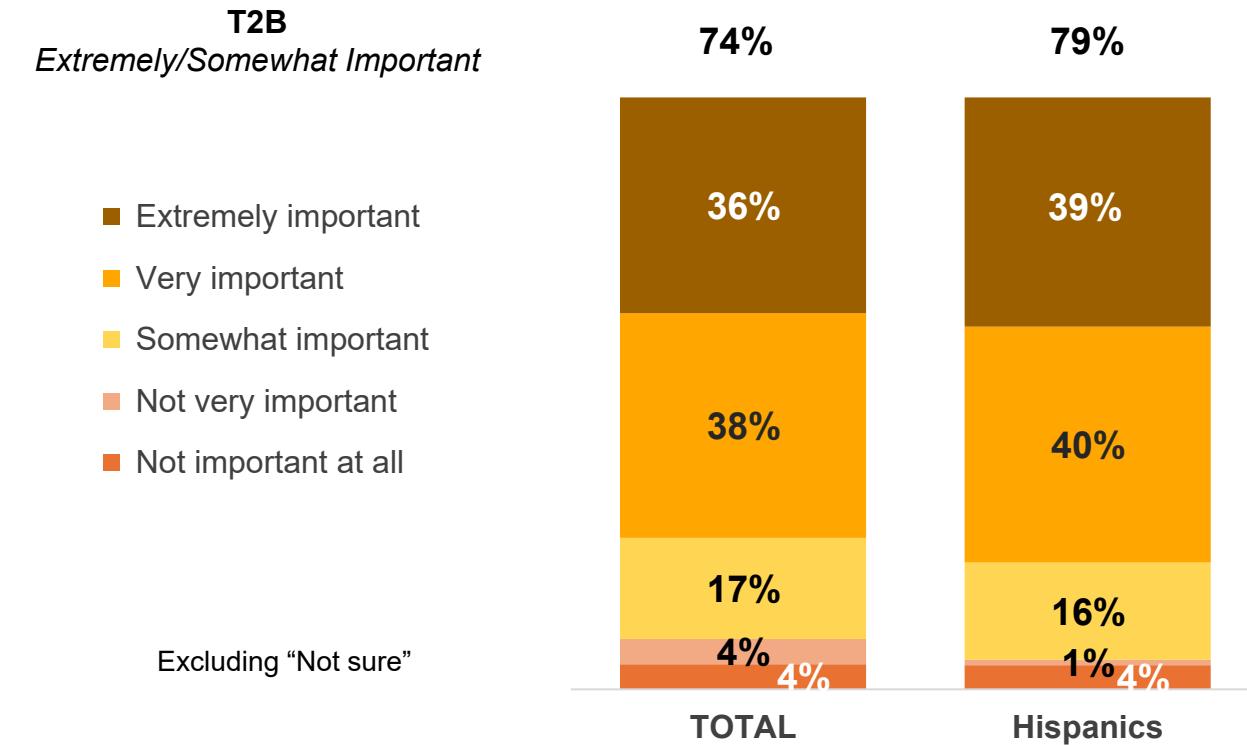


Base Size:

(*)
(n=70)

(A)
(n=35)*

How important is high quality research focused on Los Angeles when brands are planning national or multicultural campaigns?



Base Size:

(*)
(n=68)

(A)
(n=37)*

* Caution: Small base size

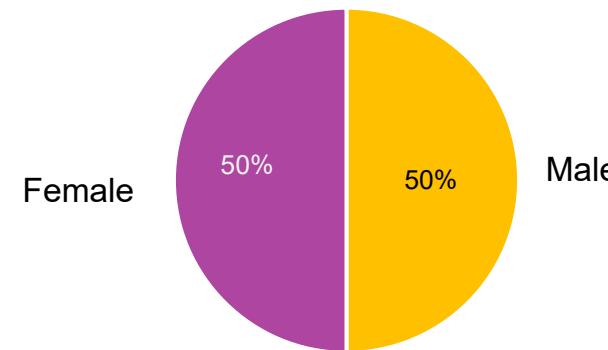
Letters indicate significant difference at 95% confidence level

APENDIX

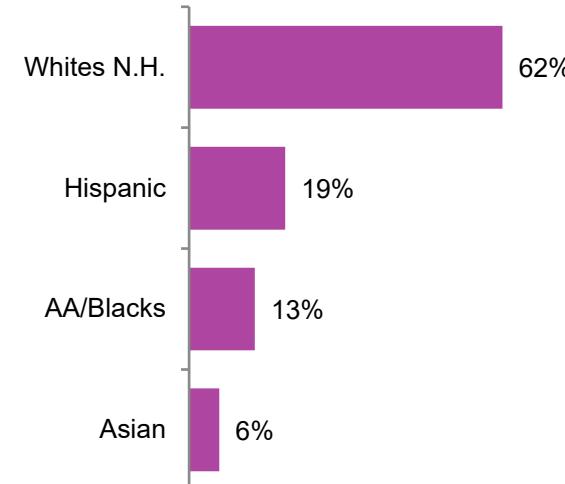


Participant Profile

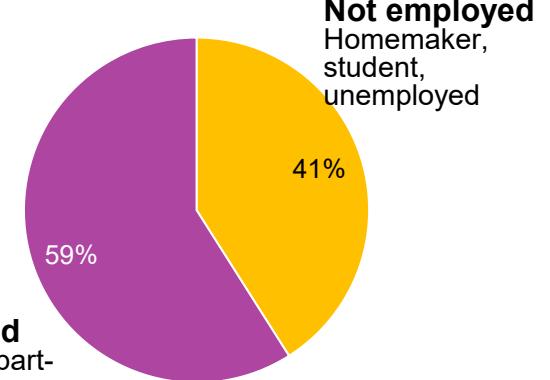
Gender



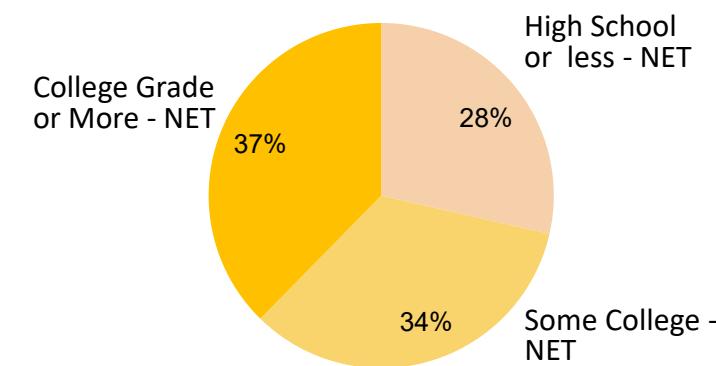
Ethnicity



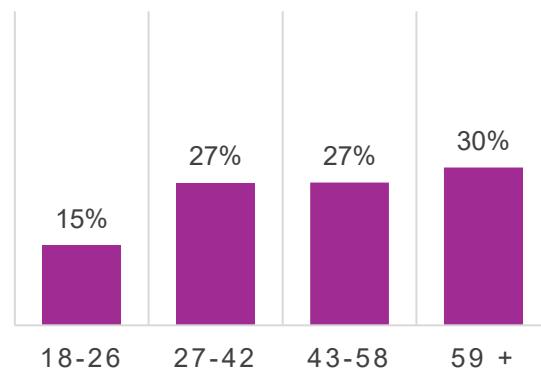
Employment Status



Level of Education

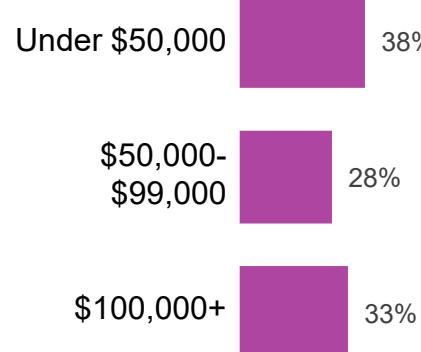


Age



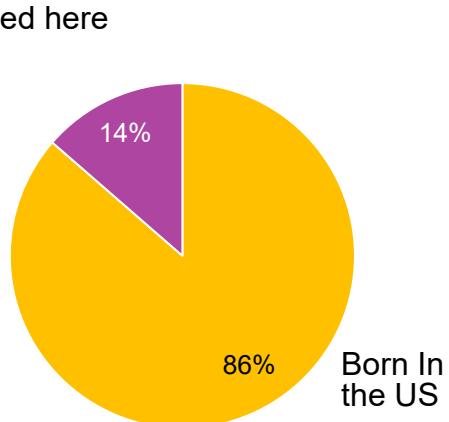
Median Age = 47

Income

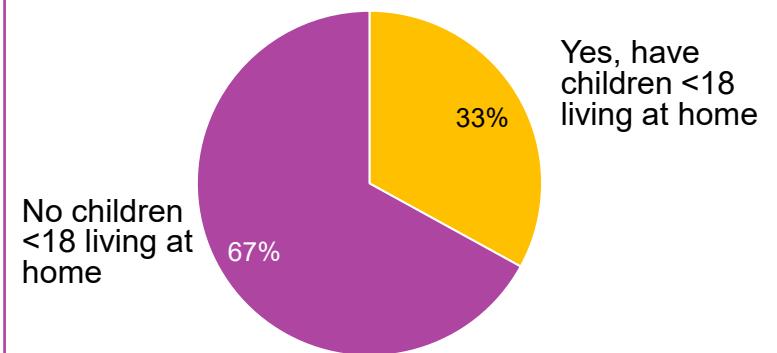


Median HHI = \$63,703

Born In



Presence of Children <18 at Home



Participant Profile

	TOTAL MARKET *	Hispanics (A)	African Americans (B)	Asians (C)	N.H. Whites (D)	Males (E)	Females (F)	Gen Z 18-26 (G)	Millennials 27-42 (H)	Gen X 43-58 (I)	Boomers 59+ (J)
GENDER											
Female	50% EM	50%	50%	50%	50%	0%	100% *E	49%	46%	51%	52%
Male	50% FK	50%	50%	50%	50%	100% *F	0%	48%	53%	49%	48%
Other (Net)	--	--	--	--	--	--	--	2% *	--	--	--
AGE											
18 to 26	15% HI	21% D	18%	16%	12%	15%	15%	100% *GI	--	--	--
27 to 42	28% GI	36% D	32%	32%	25%	30%	26%	--	100% *GI	--	--
43 to 58	28% GHL	27%	25%	26%	29%	27%	29%	--	--	100% *GH	--
59+	29% AGHI	16%	25% A	26% A	34% *AB	28%	30%	--	--	0%	100%
Median age	47	41	45	45	50	47	47	22	35	51	69
ETHNICITY											
Hispanic/Latino	19% BCD	100% *BCD	--	--	--	18%	20%	27% *I	24% *I	18%	10%
Black, African-American	13% ACDM	--	100% *ACD	--	--	13%	14%	20% *I	15%	11%	11%
Asian	6% ABDK	--	--	97% *ABD	--	6%	6%	8%	5%	6%	5%
White (Non-Hispanic)	62% ABCDEFGH	--	--	--	100% *ABC	63%	60%	45%	55%	65% GH	74%
REGIONS											
Northeast	17%	14%	16%	21%	18%	17%	18%	14%	19%	16%	18%
Midwest	21% AC	10%	18% A	12%	25% *ABC	22%	20%	18%	16%	26% H	21%
South	38% C	38% C	57% *ACD	24%	36% C	35%	42% E	40%	35%	39%	39%
West	24% B	38% *BD	9%	43% *BD	21% B	27% F	21%	27%	30% *I	19%	21%
Base:	(1,500)	(n=746)	(n=746)	(n=500)	(n=250)	(n=250)	(n=500)	(n=226)	(n=424)	(n=367)	(n=390)