



# 'Superb Owl' searches soar as big game approaches

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**The Lombardi Trophy and the Patriots and Falcons helmets were on display during a Wednesday news conference in Houston.**

By [Matt Rocheleau](#)

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The Patriots hope Sunday isn't for the Falcons.

But it will definitely be for the owls.

Internet searches of "Superb Owl" tend to soar each year around this time, as people misspell the name of the National Football League's annual championship game, according to search engine company Google.

*(Reader alert: Puns to follow!)*

It's not clear how many of the searches are truly bird-brained typos of "Super Bowl," and how many are intentional.



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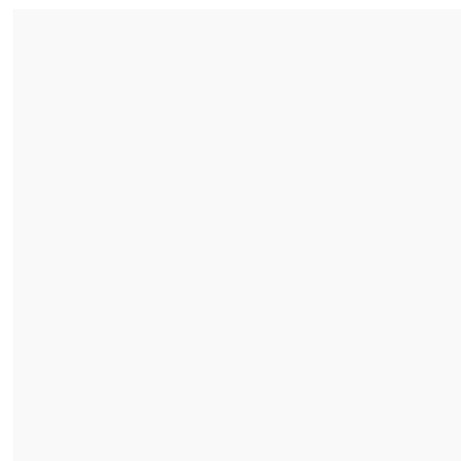
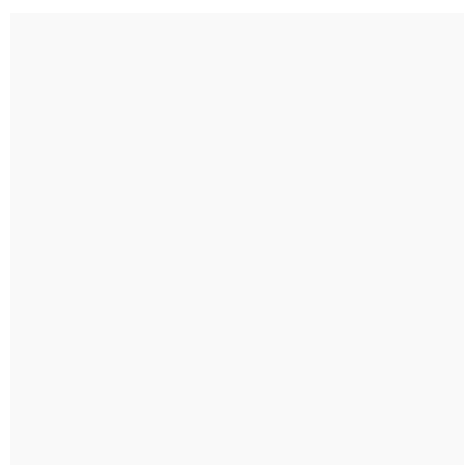
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The "Superb Owl" term has [become quite a hoot](#) in recent years, primarily on social media where people have flocked to post [memes](#) and [jokes](#) about it.

This chart shows how search interest in "Superb Owl" tends to take flight each year in the days around the big game.

Interest over time

United States. Past 5 years.



Comedian Stephen Colbert has taken the term under his wing, using it to avoid ruffling any feathers with the NFL, which has [trademarked](#) the term “Super Bowl.”

Here are some other examples to dig your talons into:



**‘Superb Owl’  
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Google has also posted some other data about search term trends related to the Super Bowl.

As of Thursday afternoon:

**“Patriots” was a more popular search term than “Falcons” nationwide.**

Super Bowl 2017

Most searched Super Bowl team.

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**In fact, Patriots was the more popular term in all but four states, including the Falcons’ home state of Georgia and three states that surround it.**

Super Bowl 2017

Most searched team by state.

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Hmm, your search doesn't have enough data to show here.

Please make sure everything is spelled correctly, or try a more general term.

- Patriots
- Falcons

## Tom Brady was the most-searched player nationally.

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