

Keeping Score

The Road to the Super Bowl

While much is made of the value of getting the top seed—and its accompanying home-field advantage—in the NFL postseason, recent history shows that teams with home-field advantage throughout the playoffs made it to the Super Bowl less often than teams that had to win on the road.

Teams with home-field advantage throughout the playoffs that advanced to the Super Bowl are in ALL CAPS.

| YEAR | AFC | | NFC | |
|------|------------------------------|-------------------------------------|------------------------------|-------------------------------------|
| | NO. 1 SEED (HOME-FIELD ADV.) | EVENTUAL CONFERENCE CHAMPION (SEED) | NO. 1 SEED (HOME-FIELD ADV.) | EVENTUAL CONFERENCE CHAMPION (SEED) |
| 1995 | Kansas City Chiefs | Pittsburgh Steelers (2) | DALLAS COWBOYS (1) | COWBOYS |
| 1996 | Denver Broncos | New England Patriots (2) | GREEN BAY PACKERS (1) | PACKERS |
| 1997 | Kansas City Chiefs | Denver Broncos (4) | San Francisco 49ers (2) | Green Bay Packers |
| 1998 | DENVER BRONCOS | BRONCOS (1) | Minnesota Vikings (2) | Atlanta Falcons |
| 1999 | Jacksonville Jaguars | Tennessee Titans (4) | ST. LOUIS RAMS (1) | RAMS |
| 2000 | Tennessee Titans | Baltimore Ravens (4) | NEW YORK GIANTS (1) | GIANTS |
| 2001 | Pittsburgh Steelers | New England Patriots (2) | ST. LOUIS RAMS (1) | RAMS |
| 2002 | OAKLAND RAIDERS | RAIDERS (1) | Philadelphia Eagles (2) | Tampa Bay Buccaneers |
| 2003 | NEW ENGLAND PATRIOTS | PATRIOTS (1) | Philadelphia Eagles (3) | Carolina Panthers |
| 2004 | Pittsburgh Steelers | New England Patriots (2) | PHILADELPHIA EAGLES (1) | EAGLES |

Source: Stats LLC; WSJ Market Data Group