MOE +/	/- 1.8%
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	on watch	hing the next	Super Bo	wl on Februa	arv 12. 2	0237																		
Q1. Now turning to the topic of the super bowl, do you plan	Total Non-fans Casual Involved Avid N					nder		А	ge			Regi	on			Ethnici	ty			Income	:	Educ	ation	
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	75%	36%	83%	92%	97%	80%	72%	80%	80%	73%	66%	80%	75%	73%	74%	72%	87%	82%	68%	71%	80%	81%	74%	78%
No	25%	64%	17%	8%	3%	20%	28%	20%	20%	27%	34%	20%	25%	27%	26%	28%	13%	18%	32%	29%	20%	19%	26%	22%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q2KEY. Of the following, which statements describe your rea	sons for	watching th	e Super B	owl? (ROTAT	E Q2-Q9	9)																		
Q2. I love the Super Bowl, I never miss it	1	1						1				1												
	-		Fanship (Lategory	1	Gei	nder	-	A	ge			Regi	on	1		Ethnici	ty			Income	!		ation
	Total	Non-fans	Casual	Invalued	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	-¢E0¥	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	78%	47%	69%	Involved 86%	95%	81%	75%	78%	82%	77%	74%	79%	79%	75%	79%	77%	81%	79%	86%	<\$50K 75%	81%	82%	77%	81%
No.	22%	53%	31%	14%	5%	19%	25%	22%	18%	23%	26%	21%	21%	25%	21%	23%	19%	21%	14%	25%	19%	18%	23%	19%
110	22/0	3370	3170	1470	370	1370	23/0	22/0	10/0	2370	2070	21/0	21/0	2370	21/0	23/0	1370	21/0	14/0	2370	1370	1070	23/0	1370
Q3. I want to see the new commercials that appear during the	e game		1		1	1		1		1		l	1					ı						l
			Fanship (Category		Gei	nder		А	ge			Regi	on			Ethnici	tv			Income)	Educ	ation
	1			-0-,						Ĭ							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	82%	79%	80%	81%	87%	78%	86%	83%	87%	82%	71%	83%	82%	83%	79%	83%	79%	81%	76%	80%	82%	86%	81%	82%
No	18%	21%	20%	19%	13%	22%	14%	17%	13%	18%	29%	17%	18%	17%	21%	17%	21%	19%	24%	20%	18%	14%	19%	18%
	1	Ì								İ			İ				1		l					
Q4. I enjoy watching the half-time show	•	•	•						•	-								-						
			Fanship (Category		Gei	nder		A	ge			Regi	on			Ethnici	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34		50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	80%	81%	76%	80%	84%	74%	87%	91%	88%	76%	55%	81%	80%	79%	81%	76%	89%	89%	87%	81%	80%	79%	82%	78%
No	20%	19%	24%	20%	16%	26%	13%	9%	12%	24%	45%	19%	20%	21%	19%	24%	11%	11%	13%	19%	20%	21%	18%	22%
	ļ					ļ		ļ																
Q5. I like to wager/place bets on the game						_						1												
			Fanship (Category		Gei	nder		Α	ge			Regi	on			Ethnici	ty			Income			ation
		_															Afr				\$50K-		Less than	
W	Total	Non-fans	Casual	Involved	Avid	M	F 220/	18-34			65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	38% 62%	12% 88%	20%	41%	68% 32%	44% 56%	32% 68%	49% 51%	49% 51%	27%	16%	41%	38% 62%	34%	40%	35%	42%	49%	30% 70%	33%	39% 61%	51%	36%	43% 57%
								51%		73%	84%	59%	62%	66%	60%	65%	58%	51%		67%		49%	64%	5/%
No	02/0	00/0	80%	59%	32%	3070	0070		31/0										7070		01/0			
	0270	00/0	80%	59%	32%	30%	0070		31/0										7070		01/0			
Q6. It's an opportunity to hang out with friends and family	0270	00/0			32%					ge							Ethnici	l v	70,0					
	0270	00/0	Fanship (32%		nder			ge 			Regi				Ethnici Afr	ty	10,0		Income		Educ	ation
			Fanship (Category		Gei			A		65+	Northeast	Regi	on	West	White	Afr			<\$50K	Income \$50K-		Educ Less than	ation
Q6. It's an opportunity to hang out with friends and family	Total	Non-fans	Fanship (Category Involved	Avid	Gei	nder F	18-34	A 35-49	50-64	65+ 79%	Northeast 89%	Regi	on Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K 88%	Income \$50K- \$100K	\$100K+	Educ Less than Bachelors'	ation Bachelors'+
			Fanship (Category	Avid 96%	Gei	nder F 93%		A		65+ 79% 21%	Northeast 89% 11%	Regi	on	90%	89%	Afr Amer/Black 90%	Latino 93%	Asian 91%	<\$50K 88% 12%	Income \$50K-	\$100K+ 91%	Educ Less than Bachelors'	ation Bachelors'+ 91%
Q6. It's an opportunity to hang out with friends and family Yes	Total 90%	Non-fans 84%	Fanship (Category Involved 92%	Avid	Ger M 88%	nder F	18-34 95%	35-49 95%	50-64 86%	79%	89%	Regi	on Midwest 89%			Afr Amer/Black	Latino	Asian	88%	Income \$50K- \$100K	\$100K+	Educ Less than Bachelors'	ation Bachelors'+
Q6. It's an opportunity to hang out with friends and family Yes	Total 90%	Non-fans 84%	Fanship (Category Involved 92%	Avid 96%	Ger M 88%	nder F 93%	18-34 95%	35-49 95%	50-64 86%	79%	89%	Regi	on Midwest 89%	90%	89%	Afr Amer/Black 90%	Latino 93%	Asian 91%	88%	Income \$50K- \$100K	\$100K+ 91%	Educ Less than Bachelors'	ation Bachelors'+ 91%
Q6. It's an opportunity to hang out with friends and family Yes No	Total 90%	Non-fans 84%	Fanship (Involved 92% 8%	Avid 96%	M 88% 12%	nder F 93%	18-34 95%	35-49 95% 5%	50-64 86%	79%	89%	Regi	Midwest 89% 11%	90%	89%	Afr Amer/Black 90%	Latino 93% 7%	Asian 91%	88%	Income \$50K- \$100K	\$100K+ 91% 9%	Educ Less than Bachelors' 90% 10%	ation Bachelors'+ 91%
Q6. It's an opportunity to hang out with friends and family Yes No	Total 90%	Non-fans 84%	Casual 85% 15%	Involved 92% 8%	Avid 96%	M 88% 12%	93% 7%	18-34 95%	35-49 95% 5%	50-64 86% 14%	79%	89%	Regi South 90% 10%	Midwest 89% 11%	90%	89%	Afr Amer/Black 90% 10%	Latino 93% 7%	Asian 91%	88%	\$50K- \$100K 91% 9%	\$100K+ 91% 9%	Educ Less than Bachelors' 90% 10%	Bachelors'+ 91% 9%
Q6. It's an opportunity to hang out with friends and family Yes No	Total 90%	Non-fans 84%	Casual 85% 15%	Involved 92% 8%	Avid 96%	M 88% 12%	93% 7%	18-34 95%	35-49 95% 5%	50-64 86% 14% ge	79%	89%	Regi South 90% 10%	Midwest 89% 11%	90%	89%	Afr Amer/Black 90% 10%	Latino 93% 7%	Asian 91%	88%	\$50K- \$100K 91% 9%	\$100K+ 91% 9%	Educ Less than Bachelors' 90% 10%	Bachelors'+ 91% 9%
Q6. It's an opportunity to hang out with friends and family Yes No	Total 90% 10%	Non-fans 84% 16%	Casual 85% 15%	Involved 92% 8%	Avid 96% 4%	Ger M 88% 12% Ger	93% 7%	18-34 95% 5%	35-49 95% 5%	50-64 86% 14% ge	79% 21%	89% 11%	South 90% 10%	Midwest 89% 11%	90%	89% 11%	Afr Amer/Black 90% 10% Ethnici	Latino 93% 7%	Asian 91% 9%	88% 12%	Income \$50K- \$100K 91% 9% Income \$50K-	\$100K+ 91% 9%	Educ Less than Bachelors' 90% 10%	Bachelors'+ 91% 9%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink	Total 90% 10%	Non-fans 84% 16% Non-fans	Casual 85% 15%	Involved 92% 8% Category Involved	Avid 96% 4%	Ger M 88% 12%	93% 7%	18-34 95% 5%	35-49 95% 5% A	50-64 86% 14% ge	79% 21% 65+	89% 11% Northeast	Regi South 90% 10% Regi	Midwest 89% 11%	90% 10% West	89% 11% White	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black	Latino 93% 7%	Asian 91% 9% Asian	88% 12% <\$50K	Income \$50K- \$100K 91% 9%	\$100K+ 91% 9% 9%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors'	ation Bachelors'+ 91% 9% ation Bachelors'+
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No	Total 90% 10% Total 75%	Non-fans 84% 16% Non-fans 62%	Casual 85% 15% Fanship (Casual 71%)	Involved 92% 8% Category Involved 77%	Avid 96% 4% Avid 85%	Ger M 88% 12% Ger M 74%	93% 7% nder F 77%	18-34 95% 5% 18-34 88%	A 35-49 95% 5% A 35-49 83%	50-64 86% 14% ge 50-64 71%	79% 21% 65+ 47%	89% 11% Northeast 74%	Regi South 90% 10% Regi	Midwest 89% 11% 000 Midwest 76%	90% 10% West 77%	89% 11% White 72%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75%	Latino 93% 7%	Asian 91% 9% Asian 82%	88% 12% -<\$50K 74%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77%	\$100K+ 91% 9% \$100K+ 76%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes	Total 90% 10% Total 75%	Non-fans 84% 16% Non-fans 62%	Fanship (Casual 85% 15% Fanship (Casual 71% 29%	Involved 92% 8% Category Involved 77% 23%	Avid 96% 4% Avid 85%	Ger M 88% 12% Ger M 74% 26%	F 93% 7% nder F 77% 23%	18-34 95% 5% 18-34 88%	35-49 95% 5% A 35-49 83% 17%	50-64 86% 14% ge 50-64 71% 29%	79% 21% 65+ 47%	89% 11% Northeast 74%	Regi South 90% 10% Regi South 74% 26%	Midwest 89% 11% 11% 100n Midwest 76% 24%	90% 10% West 77%	89% 11% White 72%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25%	Latino 93% 7%	Asian 91% 9% Asian 82%	88% 12% -<\$50K 74%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23%	\$100K+ 91% 9% \$100K+ 76% 24%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No	Total 90% 10% Total 75%	Non-fans 84% 16% Non-fans 62%	Casual 85% 15% Fanship (Casual 71%)	Involved 92% 8% Category Involved 77% 23%	Avid 96% 4% Avid 85%	Ger M 88% 12% Ger M 74% 26%	93% 7% nder F 77%	18-34 95% 5% 18-34 88%	35-49 95% 5% A 35-49 83% 17%	50-64 86% 14% ge 50-64 71%	79% 21% 65+ 47%	89% 11% Northeast 74%	Regi South 90% 10% Regi	Midwest 89% 11% 11% 100n Midwest 76% 24%	90% 10% West 77%	89% 11% White 72%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici	Latino 93% 7%	Asian 91% 9% Asian 82%	88% 12% -<\$50K 74%	Income \$50K- \$100K 91% 9%	\$100K+ 91% 9% \$100K+ 76% 24%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No	Total 90% 10% Total 75% 25%	Non-fans 84% 16% Non-fans 62% 38%	Fanship (Casual 85% 15% Fanship (Casual 71% 29%	Involved 92% 8% Category Involved 77% 23% Category Category	Avid 96% 4% Avid 85% 15%	Gei M 88% 12% Gei M 74% 26%	93% 7% nder F 77% 23%	18-34 95% 5% 18-34 88% 12%	35-49 95% 5% A 35-49 83% 17%	50-64 86% 14% ge 50-64 71% 29%	79% 21% 65+ 47% 53%	89% 11% Northeast 74% 26%	Regi	on Midwest 89% 11% On Midwest 76% 24% On	90% 10% West 77% 23%	89% 11% White 72% 28%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici	Latino 93% 7%	Asian 91% 9% Asian 82% 18%	\$8% 12% -<\$50K 74% 26%	Income \$50K- \$100K 91% 9%	\$100K+ 91% 9% \$100K+ 76% 24%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing	Total 90% 10% 10% Total 75% 25% Total	Non-fans 84% 16% Non-fans 62% 38%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 71%	Involved 92% 8% Category Involved 77% 23% Category Involved	Avid 96% 4% Avid 85% 15%	Gei	93% 7% 76 100 100 100 100 100 100 100 100 100 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17%	50-64 86% 14% ge 50-64 71% 29%	79% 21% 65+ 47% 53%	89% 11% Northeast 74% 26%	Regi South 90% 10% Regi South 74% 26% Regi	Midwest 89% 11% 11% 11% 12% 12% 12% 11% 11% 11% 11	90% 10% West 77% 23%	89% 11% White 72% 28%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black	Latino 93% 7%	Asian 91% 9% Asian 82% 18%	\$88% 12% -<\$50K 74% 26%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23%	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes	Total 90% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 23% Casual 23%	Involved 92% 8% Category Involved 77% 23% Category Involved 23%	Avid 96% 4% Avid 85% 15% Avid 36%	Gei M 88% 12% Gei M 74% 26% Gei M 27%	F 93% 7% 10 10 10 10 10 10 10 10 10 10 10 10 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27%	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21%	79% 21% 65+ 47% 53% 65+ 18%	89% 11% Northeast 74% 26% Northeast 31%	South 90% 10%	Midwest 89% 11% 11% 11% 11% 11% 11% 11% 11% 11% 1	90% 10% West 77% 23%	89% 11% White 72% 28% White 23%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33%	Latino 93% 7%	Asian 91% 9% Asian 82% 18% Asian 39%	\$88% 12% 	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+ 30%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24% Educ Less than Bachelors'	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing	Total 90% 10% 10% Total 75% 25% Total	Non-fans 84% 16% Non-fans 62% 38%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 71%	Involved 92% 8% Category Involved 77% 23% Category Involved	Avid 96% 4% Avid 85% 15%	Gei	93% 7% 76 100 100 100 100 100 100 100 100 100 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17%	50-64 86% 14% ge 50-64 71% 29%	79% 21% 65+ 47% 53%	89% 11% Northeast 74% 26%	Regi South 90% 10% Regi South 74% 26% Regi	Midwest 89% 11% 11% 11% 12% 12% 12% 11% 11% 11% 11	90% 10% West 77% 23%	89% 11% White 72% 28%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black	Latino 93% 7%	Asian 91% 9% Asian 82% 18%	\$88% 12% -<\$50K 74% 26%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23%	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes No	Total 90% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 23% Casual 23%	Involved 92% 8% Category Involved 77% 23% Category Involved 23%	Avid 96% 4% Avid 85% 15% Avid 36%	Ger M 88% 12% Ger M 74% 26% Ger M 27%	F 93% 7% 10 10 10 10 10 10 10 10 10 10 10 10 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27%	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21%	79% 21% 65+ 47% 53% 65+ 18%	89% 11% Northeast 74% 26% Northeast 31%	South 90% 10%	Midwest 89% 11% 11% 11% 11% 11% 11% 11% 11% 11% 1	90% 10% West 77% 23%	89% 11% White 72% 28% White 23%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33%	Latino 93% 7%	Asian 91% 9% Asian 82% 18% Asian 39%	\$88% 12% 	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+ 30%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24% Educ Less than Bachelors'	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes	Total 90% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 23% 77%	Involved 92% 8% Category Involved 77% 23% Category Involved 23% 77%	Avid 96% 4% Avid 85% 15% Avid 36%	Ger M 88% 12% Ger M 74% 26% Ger M 27% 73%	F 93% 7% 100 100 100 100 100 100 100 100 100 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27% 73%	50-64 86% 14% 9e 50-64 71% 29% ge 50-64 21% 79%	79% 21% 65+ 47% 53% 65+ 18%	89% 11% Northeast 74% 26% Northeast 31%	Regi South 90% 10% Regi South 74% 26% Regi South 75%	Midwest 89% 11% 11% 11% 11% 11% 11% 11% 11% 11% 1	90% 10% West 77% 23%	89% 11% White 72% 28% White 23%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 25% Ethnici Afr Afr Afr Afr Afr Afr Afr Afr Afr Afr	Latino 93% 7% Latino 86% 14% Latino 86% 68% 68%	Asian 91% 9% Asian 82% 18% Asian 39%	\$88% 12% 	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 23% Income \$50K- \$100K 26% 74%	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+ 30% 70%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 24% Educ Less than Bachelors' 25% 75%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30% 70%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes No	Total 90% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26%	Fanship (Casual 85% 15% Fanship (Casual 71% 29% Fanship (Casual 23% Casual 23%	Involved 92% 8% Category Involved 77% 23% Category Involved 23% 77%	Avid 96% 4% Avid 85% 15% Avid 36%	Ger M 88% 12% Ger M 74% 26% Ger M 27% 73%	F 93% 7% 10 10 10 10 10 10 10 10 10 10 10 10 10	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27% 73%	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21%	79% 21% 65+ 47% 53% 65+ 18%	89% 11% Northeast 74% 26% Northeast 31%	South 90% 10%	Midwest 89% 11% 11% 11% 11% 11% 11% 11% 11% 11% 1	90% 10% West 77% 23%	89% 11% White 72% 28% White 23%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33% 67% Ethnici	Latino 93% 7% Latino 86% 14% Latino 86% 68% 68%	Asian 91% 9% Asian 82% 18% Asian 39%	\$88% 12% 	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K 74%	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+ 30% 70%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 24% Educ Less than Bachelors' 25% 75%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes No	Total 90% 10% 10% 10% 25% 25% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26% 74%	Fanship (Casual 71% 29% Fanship (Casual 71% 29% Fanship (Casual 23% 77%	Involved 92% 8% Category Involved 77% 23% Involved 77% 23% Category Involved 23% 77% Category	Avid 96% 4% 4% Avid 85% 15% 4 Avid 36% 64%	Gei M 88% 12% Gei M 74% 26% Gei Gei Gei Gei Gei Gei Gei Gei Gei Gei	F 93% 7%	18-34 95% 5% 18-34 88% 12%	35-49 95% 5% 35-49 83% 17% A 35-49 27% 73%	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21% 79%	79% 21% 65+ 47% 53% 65+ 18% 82%	89% 11% Northeast 74% 26% Northeast 31% 69%	Regi South 90% 10% Regi South 74% 26% Regi South 75% Regi	Midwest 89% 111% 111% 111% 111% 111% 111% 111%	90% 10% West 77% 23% West 26% 74%	89% 11% White 72% 28% White 23% 77%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33% 67% Ethnici Afr	Latino 93% 7% ty Latino 86% 14% Latino 32% 68%	Asian 91% 9% Asian 82% 18% Asian 39% 61%	\$8% 12% \$50K 74% 26% \$50K 26% 74%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K 74%	\$100K+ 91% 9% 9% \$100K+ 76% 24% \$100K+ 30% 70%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24% Educ Less than Bachelors' 75%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30% 70%
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes No Q9. Another reason not previously mentioned	Total 90% 10% 10% 10% 25% 25% Total 27% 73% Total	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26% 74%	Fanship (Casual 71% 29% Fanship (Casual 73% 77% Casual Casual Casual Casual Casual Casual Casual Casual	Involved 92% 8% Involved 77% 23% Involved 77% 23% Involved 23% 77% Category Involved Involved	Avid 96% 4% 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Gei M 88% 12% Gei M 74% 26% Gei M 73%	F 93% 7% 23% adder F 77% 23% adder F F 74% F F 74% F F F 74% F F F F F F F F F F F F F F F F F F F	18-34 95% 5% 18-34 18-34 18-34 18-34	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27% 73% A	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21% 79%	79% 21% 65+ 47% 53% 65+ 18% 82%	89% 11% Northeast 74% 26% Northeast 31% 69% Northeast	South 90% 10% 10%	Midwest 89% 11% 11% 11% 11% 11% 11% 11% 11% 11% 1	90% 10% West 77% 23% West 26% 74%	89% 11% White 72% 28% White 23% 77%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33% 67% Ethnici Afr Amer/Black	Latino 93% 7% Latino 86% 14% Latino 32% 68% Latino 132% 14% Latino 14% 14% 14% 14% 14% 14% 14% 14% 14% 14%	Asian 91% 9% Asian 82% 18% Asian Asian Asian Asian	88% 12% <\$50K 74% 26% <\$50K 74% <\$50K <\$50K <\$50K <\$50K <\$50K <\$50K	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K 74%	\$100K+ 91% 9% \$100K+ 76% 24% \$100K+ 30% 70%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24% Educ Less than Bachelors' 25% 75% Educ Less than Bachelors'	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30% 70% ation Bachelors'+
Q6. It's an opportunity to hang out with friends and family Yes No Q7. It's an opportunity to eat and drink Yes No Q8. I'm only interested if my favorite team is playing Yes No	Total 90% 10% 10% 10% 25% 25% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Non-fans 84% 16% Non-fans 62% 38% Non-fans 26% 74%	Fanship (Casual 71% 29% Fanship (Casual 71% 29% Fanship (Casual 23% 77%	Involved 92% 8% Category Involved 77% 23% Involved 77% 23% Category Involved 23% 77% Category	Avid 96% 4% 4% Avid 85% 15% 4 Avid 36% 64%	Gei M 88% 12% Gei M 74% 26% Gei Gei Gei Gei Gei Gei Gei Gei Gei Gei	F 93% 7%	18-34 95% 5% 18-34 88% 12%	A 35-49 95% 5% A 35-49 83% 17% A 35-49 27% 73% A	50-64 86% 14% ge 50-64 71% 29% ge 50-64 21% 79%	79% 21% 65+ 47% 53% 65+ 18% 82%	89% 11% Northeast 74% 26% Northeast 31% 69%	Regi South 90% 10% Regi South 74% 26% Regi South 75% Regi	Midwest 89% 111% 111% 111% 111% 111% 111% 111%	90% 10% West 77% 23% West 26% 74%	89% 11% White 72% 28% White 23% 77%	Afr Amer/Black 90% 10% Ethnici Afr Amer/Black 75% 25% Ethnici Afr Amer/Black 33% 67% Ethnici Afr	Latino 93% 7% ty Latino 86% 14% Latino 32% 68%	Asian 91% 9% Asian 82% 18% Asian 39% 61%	\$8% 12% \$50K 74% 26% \$50K 26% 74%	Income \$50K- \$100K 91% 9% Income \$50K- \$100K 77% 23% Income \$50K- \$100K 74%	\$100K+ 91% 9% 9% \$100K+ 76% 24% \$100K+ 30% 70%	Educ Less than Bachelors' 90% 10% Educ Less than Bachelors' 76% 24% Educ Less than Bachelors' 75%	ation Bachelors'+ 91% 9% ation Bachelors'+ 75% 25% ation Bachelors'+ 30% 70%

MOE +/- 1.8%

Q10. If you could only pick one of the following, which do y	ou fool is	the most inte	aracting n	art of the Su	ner Row	12																		
Q10. If you could only pick one of the following, which do y	Ju leel is	Fanship Category Total Non-fans Casual Involved Avid				Ger	der		A	ge			Regi	on			Ethnici	:y			Income	,	Educ	cation
	Tatal	Non force	Casual	Invelved	المناط		F	18-34	25.40	50-64	65+	Northeast	Caush	D.G. duugat	West	White	Afr	Latino	Asian	-¢E0V	\$50K- \$100K	\$100K+	Less than Bachelors'	Do shalawa'i
The game	49%	16%	49%	62%	77%	M 62%	37%	45%	35-49 50%	49%	53%	55%	South 48%	Midwest 46%	48%	49%	Amer/Black 59%	46%	36%	<\$50K 45%	50%	61%	46%	Bachelors'+ 54%
The commercials/advertisements	20%	29%	23%	16%	10%	16%	23%	18%	19%	22%	20%	18%	21%	20%	19%	23%	12%	14%	27%	20%	21%	18%	20%	19%
The half-time show	21%	31%	23%	17%	11%	12%	30%	29%	24%	17%	10%	20%	21%	21%	21%	18%	23%	32%	22%	23%	21%	13%	23%	17%
The pre-game coverage	1%	0%	1%	1%	11%	1%	1%	1%	0%	1%	10%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
					_				_		_													
Other	1%	2%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
None	8%	23%	4%	1%	2%	8%	8%	5%	6%	10%	14%	5%	8%	10%	9%	9%	4%	6%	13%	10%	6%	7%	9%	7%
044/5/4 11 1 11 11 1 0 0 0 10	1 21441		٠	l	1 2 / 2 / 2									ļ.										l .
Q11KEY. And how do you usually celebrate Super Bowl Sun	day? Whi	ch of the foll	owing do	you usually o	10? (Q11	L-Q20)																		
Q11. On Super Bowl Sunday, do you host a party?																								
			Fanship (Category		Ger	der		A _l	ge			Regi	on			Ethnici	у			Income	1		cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	29%	8%	22%	38%	56%	30%	29%	43%	37%	21%	11%	32%	30%	28%	27%	26%	41%	36%	16%	24%	34%	38%	29%	30%
No	71%	92%	78%	62%	44%	70%	71%	57%	63%	79%	89%	68%	70%	72%	73%	74%	59%	64%	84%	76%	66%	62%	71%	70%
Q12. On Super Bowl Sunday, do you go to a Super Bowl par	ty?	•																						
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnici	y			Income		Educ	cation
	1		T	Ι ,]]		İ	- 8		1		Afr	İ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	40%	15%	37%	48%	68%	42%	39%	57%	48%	28%	20%	43%	40%	37%	41%	36%	50%	50%	34%	34%	44%	52%	37%	47%
No	60%	85%	63%	52%	32%	58%	61%	43%	52%	72%	80%	57%	60%	63%	59%	64%	50%	50%	66%	66%	56%	48%	63%	53%
NO	00%	63/6	03/0	32/0	32/0	36/0	01/6	43/0	32/0	72/0	8076	37/6	0076	03/6	33/0	04/0	30%	30%	0076	00%	30%	40/0	03/0	33/0
O12 On Sunay Band Sunday, da yay waay taam amayal?		1				<u> </u>								l .		<u> </u>		<u> </u>			<u> </u>			l .
Q13. On Super Bowl Sunday, do you wear team apparel?	1		Familia (6							D1			1	Fall of the						Falco	
			Fanship (Lategory		Ger	ider		A	ge			Regi	on			Ethnici	у			Income			cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	40%	8%	31%	53%	77%	41%	40%	51%	53%	34%	15%	41%	40%	38%	41%	37%	48%	53%	31%	35%	43%	49%	39%	42%
No	60%	92%	69%	47%	23%	59%	60%	49%	47%	66%	85%	59%	60%	62%	59%	63%	52%	47%	69%	65%	57%	51%	61%	58%
Q14. On Super Bowl Sunday, do you record the game?																								
			Fanship (Category		Ger	ıder		A	ge			Regi	on			Ethnici	у			Income)	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	19%	3%	10%	20%	50%	22%	16%	30%	25%	8%	7%	23%	18%	17%	19%	17%	26%	23%	17%	14%	22%	30%	16%	26%
No	81%	97%	90%	80%	50%	78%	84%	70%	75%	92%	93%	77%	82%	83%	81%	83%	74%	77%	83%	86%	78%	70%	84%	74%
	01/0	3770	30,0	5075	3070	7070	0170	7070	7570	32,0	3370	7770	OL70	0370	01/0	0070	7 170	7770	0070	0070	70,0	7070	0170	7 170
Q15. On Super Bowl Sunday, do you record the commercia	٠?	1	1	l .								l	I .	l	1	l .	l.	l .					<u> </u>	1
Q15. G. Guper Bott Gunday, ab you record the commercial	1		Fanship (^ategory		Ger	der		Δ	ge		I	Regi	on		1	Ethnici	v			Income	1	Educ	cation
	-	-	Tunsinp (I	l	GC.	uci						I III	l .			Afr	ï			\$50K-		Less than	l
	Tot-1	Non for-	Conve	Image de la constante de la co	A: -1		F	10 24	25 40	F0.66	c .	Nowhas-4	Caush	Miduoct	14/00*	18/h:4-		l adia -	Asia	-¢50"		¢100V+		Back alassis
	Total	Non-fans	Casual	Involved	Avid	M		18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	16%	4%	10%	18%	40%	18%	15%	26%	20%	8%	8%	22%	15%	15%	16%	15%	22%	19%	13%	11%	19%	27%	14%	22%
No	84%	96%	90%	82%	60%	82%	85%	74%	80%	92%	92%	78%	85%	85%	84%	85%	78%	81%	87%	89%	81%	73%	86%	78%
	10 15	1										l	<u> </u>		l	l		l			l			L
Q16. On Super Bowl Sunday, do you buy Super Bowl theme	d food?																							
		<u> </u>	Fanship (Category		Ger	der		A	ge			Regi	on	,	ļ	Ethnici	у			Income			cation
					1	1	1	1			1			1	1	l	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	42%	15%	38%	50%	71%	39%	45%	58%	53%	32%	15%	45%	43%	42%	37%	38%	56%	53%	26%	38%	44%	49%	41%	43%
No	58%	85%	62%	50%	29%	61%	55%	42%	47%	68%	85%	55%	57%	58%	63%	62%	44%	47%	74%	62%	56%	51%	59%	57%
Q17. On Super Bowl Sunday, do you watch the halftime sho	w?																						1	•
- Japan	i -		Fanship (Category		Ger	der		Δ	ge		1	Regi	on			Ethnici	v			Income	•	Educ	cation
	+	<u> </u>	l		I	Gei				,			negi		1	1	Afr	i i			\$50K-		Less than	1
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White		Latina	Actor	<\$50K	\$100K	\$100K+	Bachelors'	Packalau-1
		i won-tans			I AVIO	ı ivi		18-34	1 35-49		n>+		South	ı ıvılawest	ı west	wnite	Amer/Black	Latino	Asian	<>55UK	STUUK	1 3 HUUK+	Pachelors.	Bachelors'+
W							7501									C=0/	0.007		CC21		7-00			700/
Yes	72%	46%	77%	82%	88%	69%	75%	82%	80%	67%	52%	76%	72%	68%	72%	67%	84%	83%	66%	69%	73%	78%	71%	73%
Yes No							75% 25%									67% 33%	84% 16%		66% 34%		7-00			73% 27%

MOE +/	- 1.8%
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Q18. On Super Bowl Sunday, do you watch the game at a bar	?																							
			Fanship (Category		Ger	nder		А	ge			Regi	on			Ethnici	ty			Income			cation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	18%	6%	11%	19%	42%	23%	14%	28%	26%	9%	5%	23%	17%	15%	19%	16%	25%	24%	16%	15%	18%	28%	16%	24%
No Tes	82%	94%	89%	81%	58%	77%	86%	72%	74%	91%	95%	77%	83%	85%	81%	84%	75%	76%	84%	85%	82%	72%	84%	76%
NO	82%	94%	89%	8170	36%	1170	80%	72%	74%	91%	95%	7770	6370	83%	81%	84%	75%	70%	84%	83%	8270	7270	84%	70%
Q19. On Super Bowl Sunday, do you watch the pre-game cov	erage?	<u>l</u>	I						1			l.	l		l .	l .	l	1		l	l	l		l .
			Fanship (Category		Ger	nder		А	ge			Regi	on			Ethnici	ty			Income	l	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	50%	12%	45%	67%	86%	57%	44%	53%	59%	48%	39%	55%	52%	47%	48%	47%	67%	54%	38%	45%	55%	58%	49%	53%
No	50%	88%	55%	33%	14%	43%	56%	47%	41%	52%	61%	45%	48%	53%	52%	53%	33%	46%	62%	55%	45%	42%	51%	47%
		<u></u>	<u>L</u>																					
Q20. On Super Bowl Sunday, do you do another activity not p	revious	ly mentioned														,								
			Fanship (Lategory	1	Ger	nder		A	ge			Regi	on	1		Ethnici	ty	1		Income	!		cation
	١		١	l			_				c=.						Afr			.4=0	\$50K-	44004	Less than	
Voc	Total 9%	Non-fans 12%	Casual 6%	Involved 7%	Avid 11%	M 10%	7%	18-34 7%	35-49 7%	50-64 9%	65+ 13%	Northeast 10%	South 7%	Midwest 9%	West 10%	White 10%	Amer/Black 7%	Latino 9%	Asian 4%	<\$50K 8%	\$100K 8%	\$100K+	Bachelors'	Bachelors'+
Yes No	9%	12% 88%	94%	93%	89%	90%	93%	93%	93%	91%	13% 87%	90%	93%	9%	90%	90%	93%	91%	96%	92%	92%	13% 87%	8% 92%	11% 89%
INO .	91%	06%	94%	95%	69%	90%	93%	93%	93%	91%	6/%	90%	93%	91%	90%	90%	95%	91%	90%	92%	92%	6/%	92%	69%
Q21. And how much pregame coverage would you say you w	atch lea	ding un to th	ne Suner B	owl? Which	of the fo	ollowing	BEST de	scribes v	wis	<u> </u>	<u> </u>	<u> </u>			1	<u> </u>		1	<u> </u>	<u> </u>	<u> </u>	<u> </u>		1
acertina non mach pregame corerage mount you say you in	1		Fanship (0	Ger		1		ge			Regi	on			Ethnici	tv			Income		Educ	cation
			1	,		1			1	1							Afr	Ī			\$50K-		Less than	1
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
I watch/listen to Super Bowl pregame coverage on the day of the Super Bowl	38%	12%	40%	48%	57%	41%	35%	39%	43%	37%	31%	39%	39%	38%	35%	37%	46%	39%	33%	34%	40%	44%	36%	42%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl	15%	2%	11%	23%	29%	17%	14%	19%	19%	13%	9%	17%	16%	12%	16%	13%	23%	19%	16%	13%	18%	18%	15%	16%
I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl	5%	1%	4%	6%	8%	5%	4%	6%	5%	4%	2%	5%	5%	4%	5%	4%	6%	7%	2%	5%	5%	4%	5%	4%
I do not plan on watching any pregame coverage	41%	84%	44%	22%	7%	36%	47%	35%	33%	46%	56%	39%	40%	45%	43%	45%	25%	35%	49%	47%	36%	34%	44%	37%
Other	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Q22. Thinking about the importance of the Super Bowl in you		fo how image		ha Cumau Dau																				
Q22. Thinking about the importance of the Super Bowl in you	ir own ii	ie, now impo	Fanship (•	wi to you		nder	1	^	ge			Regi	on		1	Ethnici	tv		ı	Income	1	Edu	cation
			T arrising v	lategory		Gei	luci			l .			ivegi				Afr	T			\$50K-		Less than	Lation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Very important	21%	1%	12%	22%	55%	25%	16%	26%	31%	16%	6%	26%	20%	18%	21%	18%	31%	28%	11%	18%	21%	30%	18%	27%
Somewhat important	32%	11%	33%	48%	35%	32%	31%	35%	31%	30%	28%	30%	32%	32%	32%	30%	37%	33%	41%	31%	33%	29%	33%	29%
Not very important	24%	24%	38%	22%	8%	22%	26%	23%	19%	26%	28%	26%	24%	23%	23%	24%	20%	24%	24%	24%	25%	20%	25%	22%
Not at all important	24%	63%	17%	8%	2%	21%	27%	16%	19%	28%	38%	19%	25%	27%	24%	28%	13%	16%	24%	27%	21%	20%	25%	23%
Q23. Continuing to think about how important the Super Boy	ulic to	ou wedd	l Ni sonsidi	r the Come '	Pourl a :	l national I	ا ماناه،	or not?		1		I .	1	<u> </u>		1]	1		l	l	l]
Q23. Continuing to think about now important the Super Box	vi is to y	ou, would yo	ou conside Fanship (bowi a n		noliday, nder	or not?	Λ	ge			Regi	ion		1	Ethnici	tv		I	Income		Fdu	cation
		 	· ansinp (Lutegory	1	Jei	1461		1	<u> </u>		-	negi		1	 	Afr	1		 	\$50K-	I	Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes, the Super Bowl is a national holiday	29%	7%	20%	35%	63%	34%	25%	39%	40%	22%	12%	32%	28%	29%	31%	26%	36%	37%	32%	25%	32%	38%	27%	36%
No, the Super Bowl is not a national holiday	65%	84%	75%	60%	35%	61%	69%	55%	54%	73%	85%	63%	66%	65%	65%	69%	57%	58%	64%	67%	65%	59%	67%	61%
Don't know	5%	9%	5%	5%	3%	4%	6%	6%	7%	5%	3%	5%	6%	6%	4%	5%	7%	5%	3%	8%	3%	2%	6%	3%
					1	1		1	1	1					1			1						
Q24KEY. As you consider the following significant days each y	ear, tel	me whether	r, for you,	the Super Bo	owl is m	ore impo	ortant, l	ess impo	rtant or	about eq	qual in in	nportance to t	hat day.	ROTATE Q24	I-Q31)		•		•					
Q24. Thanksgiving																								
			Fanship (Category		Ger	nder		А	ge			Regi	ion			Ethnici	ty			Income	1	Educ	cation
	Total	Non fone	Casual	Invalued	Avid		F	10.24	35-49	50-64	65+	Northeast	Caush	Midwest	West	White	Afr Amer/Black	Latina	Asian	-¢E0V	\$50K- \$100K	\$100K+	Less than	Do cholove!
	Total	Non-fans	Casual	Involved	_	M	<u> </u>	18-34 14%	16%	8%			South 9%	9%	13%	9%	15%	Latino 14%	Asian 19%	<\$50K 9%	\$100K	\$100K+ 16%	Bachelors' 10%	Bachelors'+
The Super Rowl is more important																								1370
The Super Bowl is more important The Super Bowl is less important	11% 74%	2% 89%	7% 77%	11% 72%	28%	70%	8% 78%				5% 85%	14% 72%												_
The Super Bowl is more important The Super Bowl is less important The Super Bowl is about equal importance	74% 15%	89% 9%	7% 77% 16%	11% 72% 18%	53% 19%	70% 16%	78% 14%	71% 15%	68% 16%	74% 18%	85% 9%	72% 14%	74% 16%	79% 12%	71% 16%	78% 13%	64%	68% 18%	65%	74% 17%	76% 13%	70% 14%	74% 16%	74% 13%

OSE The 4th of India																								
Q25. The 4th of July						Gen	der		A	ge			Reg	ion			Ethnicit	tv			Income		Educ	cation
			l ansing .	Jutego. y	1	•			<u> </u>				1.05				Afr				\$50K-		Less than	1
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
The Super Bowl is more important	13%	3%	9%	13%	32%	16%	10%	16%	17%	11%	6%	17%	12%	11%	15%	11%	23%	15%	19%	12%	15%	15%	12%	17%
The Super Bowl is less important	70%	87%	73%	69%	47%	68%	72%	63%	67%	72%	82%	68%	72%	75%	65%	75%	57%	60%	63%	70%	70%	72%	70%	70%
The Super Bowl is about equal importance	17%	11%	18%	19%	20%	16%	18%	21%	16%	17%	12%	15%	17%	14%	20%	14%	20%	25%	18%	19%	15%	14%	18%	14%
Q26. New Year's Eve																								
			Fanship (Category		Ger	der		A	ge			Reg	ion			Ethnicit	ty			Income	<u> </u>	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
The Super Bowl is more important	17%	3%	13%	19%	39%	23%	12%	19%	22%	14%	13%	20%	17%	16%	17%	17%	22%	19%	16%	14%	20%	23%	15%	22%
The Super Bowl is less important	62%	80%	65%	59%	39%	57%	67%	63%	57%	63%	67%	62%	63%	64%	60%	64%	54%	60%	58%	64%	61%	60%	63%	61%
The Super Bowl is about equal importance	21%	17%	22%	22%	21%	20%	21%	19%	20%	23%	21%	19%	21%	20%	23%	19%	24%	21%	25%	22%	19%	18%	22%	17%
007 1/1 1/2 1/2			<u> </u>		<u> </u>				<u> </u>				<u> </u>									<u> </u>		
Q27. Valentine's Day	_	1	Fanship (Catagon.		C==	der			ge		1	Reg				Ethnicit				Income		Falss	cation
			ransnip (Lategory		Ger	ider		I A	ge			Reg	ion	1			Ly				.		Lation
		Nov for	Ca	lance to a se	A	n	_	10 34	25.40	F0.64	cr.	Namb	Ca41	NAL	14/	1A/I-14-	Afr	lat'	A	-¢501	\$50K-	61001	Less than	Dook - I 1
The Super Bowl is more important	Total 28%	Non-fans 7%	Casual 23%	Involved 32%	Avid 55%	M 34%	F 21%	18-34 28%	35-49 36%	50-64 24%	65+ 20%	Northeast 31%	South 26%	Midwest 27%	West 29%	White 26%	Amer/Black 32%	Latino 31%	Asian 32%	<\$50K 25%	\$100K 30%	\$100K+ 31%	Bachelors' 26%	Bachelors'-
The Super Bowl is less important	53%	75%	57%	32% 47%	27%	48%	59%	51%	46%	55%	63%	49%	55%	55%	53%	55%	47%	50%	45%	55%	52%	51%	54%	51%
The Super Bowl is about equal importance	19%	17%	20%	21%	18%	18%	20%	20%	17%	20%	18%	20%	20%	19%	18%	18%	20%	20%	23%	20%	18%	18%	19%	18%
The super Bowns about equal importance	15/0	1770	20%	21/0	10/0	10/0	20/0	2076	1//0	20/0	10/0	20%	20%	13/0	10/0	10/0	20%	20/0	23/0	2070	10/0	10/0	15/0	10/0
Q28. Halloween			1												1			1			1		<u> </u>	1
			Fanship (Category		Gen	ıder		A	ge			Reg	ion			Ethnicit	tv			Income	<u> </u>	Educ	cation
			1						<u> </u>				1				Afr	<u> </u>			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'-
The Super Bowl is more important	31%	9%	25%	37%	59%	39%	23%	27%	36%	32%	29%	34%	31%	28%	32%	29%	46%	28%	34%	29%	32%	35%	30%	34%
The Super Bowl is less important	49%	70%	53%	43%	25%	43%	55%	54%	46%	47%	49%	46%	47%	54%	51%	51%	33%	53%	48%	51%	49%	45%	50%	48%
The Super Bowl is about equal importance	20%	21%	21%	20%	16%	18%	22%	19%	18%	21%	22%	20%	22%	18%	18%	20%	21%	19%	18%	20%	19%	19%	20%	19%
																						1		
Q29. Mother's Day																								
			Fanship (Category		Ger	ıder		A	ge			Reg	ion			Ethnicit	ty			Income	a	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
The Super Bowl is more important	10%	2%	7%	9%	25%	13%	7%	13%	13%	7%	6%	14%	8%	9%	10%	10%	13%	7%	10%	7%	12%	17%	8%	13%
The Super Bowl is less important	79%	91%	80%	80%	62%	76%	82%	75%	77%	81%	86%	75%	80%	82%	79%	80%	74%	82%	78%	81%	79%	75%	80%	77%
The Super Bowl is about equal importance	11%	7%	13%	11%	13%	11%	11%	12%	10%	12%	8%	10%	12%	9%	11%	10%	13%	11%	13%	12%	9%	8%	11%	9%
																						<u> </u>		
Q30. April Fool's Day																								
			Fanship (Category		Ger	der		A	ge			Reg	ion	1		Ethnicit	ty			Income	2		cation
												_					Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
The Super Bowl is more important	55%	26%	56%	67%	79%	61%	50%	56%	62%	54%	47%	59%	54%	53%	55%	53%	63%	59%	60%	52%	58%	59%	53%	59%
The Super Bowl is less important	24% 21%	41% 34%	22% 22%	18%	12% 9%	23%	25% 25%	24%	19% 19%	25% 22%	30% 23%	22%	23%	26% 21%	25%	25% 22%	21%	23% 18%	18%	27%	22%	20%	25% 21%	21% 19%
The Super Bowl is about equal importance	21%	34%	22%	15%	9%	16%	25%	20%	19%	22%	23%	18%	22%	21%	20%	22%	17%	18%	22%	21%	20%	21%	21%	19%
Q31. Your birthday		l .		J.											ļ.			<u> </u>			<u> </u>			l .
Q31. Tour birtilday			Fanship (ategory		Gen	der		^	ge			Reg	ion			Ethnicit	hv			Income		Educ	cation
	+	 	i ansinp (Lutegol y		Ger	uci		ı A				neg		1		Afr	. ,		1	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
The Super Bowl is more important	17%	5%	14%	20%	32%	22%	12%	16%	19%	17%	14%	22%	16%	16%	15%	18%	14%	16%	17%	14%	18%	21%	15%	21%
The Super Bowl is less important	68%	86%	70%	64%	49%	62%	75%	68%	64%	69%	73%	66%	69%	70%	69%	68%	71%	67%	66%	68%	69%	66%	69%	67%
The Super Bowl is about equal importance	15%	10%	16%	16%	19%	16%	14%	16%	17%	14%	12%	13%	15%	14%	16%	14%	15%	17%	17%	17%	12%	13%	16%	12%
	1378			_3,0		_3,0	_ 170	_3/0		/-				- 1/0			_3,0	-7.70					_3/0	12./3
Q32. Switching gears, have you ever gone to the Super Bo	vl?																•							
			Fanship (Category		Ger	der		A	ge			Reg	ion			Ethnicit	ty			Income	e	Educ	cation
									· ·				Ι				Afr	ĺ		1	\$50K-		Less than	
		1	1	1	1				1			1	1	1	1			I	l	4-01		1.		Bachelors'
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	
Yes	Total 12%	Non-fans 2%	Casual 5%	Involved 11%	Avid 38%	M 17%	F 8%	18-34 20%	35-49 17%	50-64 5%	65+ 5%	Northeast 15%	South 12%	Midwest 8%	West 15%	11%	19%	Latino 15%	Asian 14%	<\$50K 6%	\$100K 15%	\$100K+ 29%	Bachelors'	23%
Yes No	_																							

Q33. Would you ever want to go to the Super Bowl?			Famabia (Catanam.								1	Dagi				F#h.mi.nis				lassa		False	antin u
			Fanship (Lategory		Gei	nder		A	ge			Regi	on	1		Ethnicit Afr	y I		-	\$50K-	ie	Less than	ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	1 <\$50		\$100K+	Bachelors'	Bachelors'+
Yes	58%	22%	53%	73%	90%	63%	53%	70%	68%	51%	34%	56%	58%	55%	60%	52%	72%	70%	55%			64%	57%	58%
No	30%	62%	30%	16%	6%	27%	33%	20%	21%	35%	51%	30%	30%	32%	29%	36%	15%	20%	32%			24%	30%	30%
Don't know	12%	16%	16%	11%	4%	11%	14%	10%	11%	13%	15%	14%	12%	13%	11%	12%	12%	11%	12%	_	_	11%	13%	12%
DOI! CKNOW	12/0	10/0	10/0	11/0	470	11/0	1470	10/0	11/0	13/0	1370	1470	12/0	13/0	11/0	12/0	1270	11/0	12/0	14/	1070	11/0	1370	12/0
Q34. How much would you be willing to spend on a single ticl	ket to at	tend the Sur	er Bowl i	n person?		1	1	l	l		l.	ı				l	1	l		- I	- 1	ı		ı
,			Fanship (•		Gei	nder		A	ge			Regi	on			Ethnicit	v			Incon	ne	Educ	ation
										Ĭ			l				Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	ı <\$50		\$100K+	Bachelors'	Bachelors'+
Nothing	45%	80%	51%	30%	10%	40%	49%	27%	34%	55%	72%	42%	46%	49%	41%	51%	29%	30%	42%			35%	46%	43%
No more than \$1000	39%	16%	41%	51%	51%	39%	40%	49%	41%	37%	24%	38%	40%	38%	39%	36%	50%	45%	37%	389	42%	36%	42%	34%
More than \$1000 but no more than \$2000	9%	1%	5%	13%	21%	12%	6%	15%	14%	4%	2%	12%	8%	7%	11%	7%	13%	15%	14%		_	14%	7%	14%
Over \$2000 but no more than \$3000	4%	0%	1%	3%	12%	5%	2%	6%	6%	2%	0%	5%	3%	3%	5%	3%	4%	5%	6%	2%		8%	3%	5%
\$3000 to \$5000	1%	0%	1%	1%	4%	2%	1%	2%	2%	1%	0%	2%	1%	1%	1%	1%	1%	2%	0%	0%		5%	1%	3%
No limit	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%	1%	3%	3%	2%	2%		2%	2%	1%
										i i											<u> </u>			
Q35. Now, thinking about merchandise, do you plan on purch	nasing a	ny Super Bov	vl-related	merchandis	e this ye	ar?	•	•	•	•		•		•		•	•		•				•	•
			Fanship (Category		Gei	nder		A	ge			Regi	on			Ethnicit	y			Incon	ne	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	· <\$50	K \$100H	\$100K+	Bachelors'	Bachelors'+
Yes	22%	2%	10%	24%	57%	24%	19%	32%	32%	13%	4%	25%	22%	16%	22%	17%	33%	31%	16%	179	23%	34%	19%	27%
No	62%	90%	72%	52%	25%	61%	63%	53%	51%	69%	81%	60%	61%	66%	61%	67%	47%	51%	64%	669	60%	54%	63%	61%
Don't know	16%	8%	18%	23%	18%	15%	18%	15%	17%	19%	15%	15%	16%	18%	17%	15%	19%	18%	21%	179	17%	12%	19%	12%
Q36. What type of Super Bowl-related merchandise are you r	nost like	ely to purcha	se if you o	ould only pic	ck one?																			
			Fanship (Category		Gei	nder		A	ge			Regi	on			Ethnicit	у			Incon	ne	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	1 <\$50	K \$100k	\$100K+	Bachelors'	Bachelors'+
Team/player apparel (T-shirts, jerseys, caps, etc.)	76%	59%	81%	74%	77%	76%	76%	74%	76%	83%	80%	76%	77%	71%	78%	77%	77%	72%	79%	779	73%	78%	76%	76%
Banners/flags	14%	31%	16%	16%	12%	14%	15%	17%	11%	14%	13%	12%	13%	18%	15%	13%	15%	16%	21%	_		12%	16%	12%
Programs	4%	0%	0%	6%	5%	5%	4%	5%	5%	0%	7%	8%	3%	6%	2%	4%	3%	8%	0%	4%	5%	5%	3%	7%
Game-used equipment/memorabilia	5%	5%	2%	4%	5%	5%	4%	3%	7%	2%	0%	5%	5%	3%	4%	5%	6%	4%	0%	3%	6%	5%	5%	4%
Other	1%	5%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	3%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%
Q37. Thinking about the Super Bowl commercials, which of the	ne follov	ving BEST de																						
			Fanship (Category		Gei	nder		A	ge			Regi	on			Ethnicit	у			Incon	ne		ation
																	Afr				\$50K		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	1 <\$50	K \$100H	\$100K+	Bachelors'	Bachelors'+
I only watch the Super Bowl for the commercials, they are	17%	21%	16%	12%	18%	14%	20%	21%	19%	15%	10%	17%	17%	16%	17%	18%	13%	16%	18%	169	17%	19%	16%	18%
my favorite part																								
I enjoy the don't want to miss any, but they are not my	39%	15%	42%	51%	53%	43%	36%	38%	43%	41%	34%	41%	40%	38%	38%	38%	50%	40%	34%	369	42%	44%	39%	41%
favorite part of the Super Bowl				- '																				
I usually get up to get food or go to the bathroom during	12%	6%	14%	15%	14%	13%	11%	16%	11%	8%	13%	13%	11%	12%	14%	10%	14%	17%	19%	139	13%	9%	13%	9%
, , , , , , , , , , , , , , , , , , , ,					L					L					L,				1		==,0	1		
I like to talk to friends andfamily about them the day after	12%	9%	14%	13%	11%	10%	13%	12%	13%	11%	10%	13%	12%	12%	11%	12%	11%	13%	6%	119	12%	13%	10%	15%
·										<u> </u>		-	ļ		<u> </u>		·			 				
I don't care about the commercials, I don't plan on watching	18%	43%	12%	8%	4%	17%	18%	12%	13%	21%	29%	15%	17%	20%	18%	20%	11%	12%	21%	219	15%	12%	19%	15%
them				-																				
Other	2%	6%	2%	0%	0%	2%	2%	1%	1%	3%	4%	2%	2%	2%	2%	3%	0%	1%	2%	3%	1%	3%	2%	3%
	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1		1	1

Q38. Thinking about the Super Bowl halftime show, which of	the follo	owing BEST d	escribes y	our view?																				
	Fanship Category					Gen	der		Αį	ge			Regi	on			Ethnicit	у			Income			ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
I only watch the Super Bowl for the halftime show	13%	14%	12%	9%	15%	10%	15%	21%	14%	7%	4%	14%	12%	11%	13%	11%	13%	18%	15%	11%	13%	16%	12%	14%
I only watch the halftime show if an artist that I like is performing	24%	22%	25%	26%	25%	24%	24%	26%	23%	25%	23%	24%	25%	22%	27%	23%	28%	27%	26%	25%	24%	24%	25%	23%
I enjoy the halftime show and don't want to miss it, but it is not my favorite part of the Super Bowl	34%	14%	36%	44%	46%	34%	35%	37%	41%	33%	24%	37%	35%	34%	31%	33%	43%	36%	27%	32%	37%	36%	34%	34%
I usually get up to get food or go to the bathroom during	9%	6%	10%	11%	9%	12%	7%	6%	8%	9%	14%	10%	8%	10%	9%	10%	7%	8%	11%	9%	9%	9%	9%	10%
I Don't like the halftimebshow, I don't plan on watching it	17%	38%	14%	9%	5%	18%	16%	8%	11%	23%	31%	13%	17%	21%	17%	21%	7%	8%	20%	19%	16%	13%	17%	16%
Other	2%	5%	2%	2%	0%	3%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	1%	2%	0%	3%	2%	3%	3%	2%
Q40KEY. Thinking about the following Super Bowl foods, whi	ch of the	e following fo	ods do yo	u typically e	at on Su	per Bow	l Sunday	/? (ROT <i>A</i>	TE Q40-	Q50)		I.		l	l	l		l				l .		l
Q40. On Super Bowl Sunday, do you typically eat chicken win	gs?	1										1								1				
		-	Fanship (Category		Gen	ider		A	ge			Regi	on I	1		Ethnicit Afr	:y I			\$50K-	! 		ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	59%	30%	59%	70%	84%	61%	58%	74%	70%	52%	31%	66%	59%	55%	58%	50%	82%	76%	54%	55%	63%	63%	61%	55%
No	41%	70%	41%	30%	16%	39%	42%	26%	30%	48%	69%	34%	41%	45%	42%	50%	18%	24%	46%	45%	37%	37%	39%	45%
Q41. On Super Bowl Sunday, do you typically eat nachos?	<u> </u>	<u> </u>	<u> </u>		<u> </u>				<u> </u>				1		<u> </u>	<u> </u>		<u> </u>]]		l		
Q41. On Super Bown Sunday, do you typicany eat nachos?			Fanship (Category		Gen	der		Aį	ge			Regi	on			Ethnicit	:у			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	55%	28%	55%	66%	75% 25%	55%	55%	67%	63%	49%	33%	56% 44%	56%	52%	55%	49%	71%	68%	53%	53%	56%	57%	56% 44%	51%
No	45%	72%	45%	34%	25%	45%	45%	33%	37%	51%	67%	44%	44%	48%	45%	51%	29%	32%	47%	47%	44%	43%	44%	49%
Q42. On Super Bowl Sunday, do you typically eat pizza?			l	l					l			ļ		l	l	!	l		1					l
			Fanship (Category		Gen	der		Ą	ge			Regi	on			Ethnicit	у			Income		Educ	ation
																	Afr				\$50K-		Less than	
W	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes No	59% 41%	35% 65%	59% 41%	66% 34%	83% 17%	61% 39%	57% 43%	71% 29%	69% 31%	53% 47%	37% 63%	63% 37%	58% 42%	57% 43%	60% 40%	55% 45%	72% 28%	65% 35%	62% 38%	56% 44%	62% 38%	64% 36%	58% 42%	61% 39%
	1270	0370	1270	3 170	2770	5570	1570	2570	51/0	1770	0570	37,70	1270	1570	1070	1370	2070	3370	3070	1170	5070	5070	1270	3370
Q43. On Super Bowl Sunday, do you typically eat chilli?				•										•										•
			Fanship (Category		Gen	der		Αį	ge			Regi	on			Ethnicit	y .			Income	! 		ation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes No	31% 69%	14% 86%	27% 73%	36% 64%	49% 51%	34% 66%	28% 72%	39% 61%	35% 65%	26% 74%	18% 82%	32% 68%	31% 69%	29% 71%	30% 70%	27% 73%	38% 62%	41% 59%	28% 72%	28% 72%	31% 69%	39% 61%	29% 71%	34% 66%
NO	09%	80%	/3%	04%	31%	00%	72%	01%	03%	74%	82%	08%	09%	/170	70%	/3%	02%	39%	72%	7270	09%	01%	/170	00%
Q44. On Super Bowl Sunday, do you typically eat pigs in a bla	nket?	T			•	_			•					•	•				•					
		 	Fanship (ategory		Gen	der		A	ge			Regi	on	1		Ethnicit Afr	y I			\$50K-	! 	Educ Less than	ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Atr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	24%	12%	20%	29%	42%	25%	24%	38%	30%	15%	9%	27%	28%	23%	18%	22%	32%	29%	20%	22%	25%	30%	24%	26%
No	76%	88%	80%	71%	58%	75%	76%	62%	70%	85%	91%	73%	72%	77%	82%	78%	68%	71%	80%	78%	75%	70%	76%	74%
Q45. On Super Bowl Sunday, do you typically eat chips and d	in?	I	<u> </u>	l .	l	l .			<u> </u>				l	l .	<u> </u>	<u> </u>	l	<u> </u>	l	1		l		
The second secon			Fanship (Category		Gen	der		A	ge			Regi	on			Ethnicit	y .			Income	!	Educ	ation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	75%	45%	80%	87%	91%	75%	74%	84%	81%	70%	59%	77%	75%	72%	74%	71%	83%	84%	67%	71%	78%	78%	74%	76%
No	25%	55%	20%	13%	9%	25%	26%	16%	19%	30%	41%	23%	25%	28%	26%	29%	17%	16%	33%	29%	22%	22%	26%	24%
Off On Control Parish and Control of Control			l																	İ				
Q46. On Super Bowl Sunday, do you typically eat cheese and	crackers		Fanship (ategory		Gen	der		Ag	70		l	Regi	on			Ethnicit	'n			Income	, 1	Educ	ation
		-	i ansinp C	Lategoly		Gen	uci		A	, c			negi	J.,			Afr	·,			\$50K-	1	Less than	a cion
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	50%	29%	52%	57%	68%	49%	52%	59%	56%	44%	40%	56%	49%	53%	47%	52%	48%	52%	41%	47%	53%	58%	49%	53%
No	50%	71%	48%	43%	32%	51%	48%	41%	44%	56%	60%	44%	51%	47%	53%	48%	52%	48%	59%	53%	47%	42%	51%	47%

MOE +/- 1.8%

Q47. On Super Bowl Sunday, do you typically eat subs/	andwiches?																							
		Fanship Category				Ger	nder		А	ge			Regi	on			Ethnicit	ty			Income		Educ	cation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	47%	23%	43%	57%	72%	50%	45%	58%	56%	41%	29%	54%	47%	44%	47%	43%	66%	53%	47%	46%	47%	51%	47%	49%
No	53%	77%	57%	43%	28%	50%	55%	42%	44%	59%	71%	46%	53%	56%	53%	57%	34%	47%	53%	54%	53%	49%	53%	51%
Q48. On Super Bowl Sunday, do you typically eat burge	rs/sliders?	•	•				•	•				•		•						•			•	
			Fanship	Category		Ger	nder		Α	ge			Regi	on			Ethnicit	ty			Income	•	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian		\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	51%	25%	48%	61%	78%	55%	48%	68%	62%	39%	27%	50%	54%	43%	55%	44%	68%	68%	49%	49%	52%	56%	52%	50%
No	49%	75%	52%	39%	22%	45%	52%	32%	38%	61%	73%	50%	46%	57%	45%	56%	32%	32%	51%	51%	48%	44%	48%	50%
Q49. On Super Bowl Sunday, do you typically eat cookie	s. brownies.	and other de	esserts?		l	l		<u> </u>	l						l			l			l			
Q45. On Super Bown Sunday, do you typicany cut cookie	3, 510411103,	T T		Category		Ger	nder		А	ge			Regi	ion			Ethnicit	tv		1	Income	2	Educ	cation
				,						Ĭ							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	56%	33%	56%	64%	76%	55%	57%	72%	60%	47%	37%	58%	56%	54%	56%	52%	66%	66%	46%	52%	59%	63%	55%	58%
No	44%	67%	44%	36%	24%	45%	43%	28%	40%	53%	63%	42%	44%	46%	44%	48%	34%	34%	54%	48%	41%	37%	45%	42%
Q50. On Super Bowl Sunday, do you typically eat somet	hing else not	previously n																						
			Fanship	Category	1	Ger	nder		A	ge			Regi	on			Ethnicit	ty	1	1	Income			cation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	10%	9%	9%	11%	13%	12%	9%	6%	10%	12%	15%	10%	11%	9%	11%	11%	7%	11%	6%	9%	10%	15%	9%	13%
No	90%	91%	91%	89%	87%	88%	91%	94%	90%	88%	85%	90%	89%	91%	89%	89%	93%	89%	94%	91%	90%	85%	91%	87%
Q51. Switching gears to the topic of gambling, have you	ever wagere	d on the Sup	er Bowl?														•							
			Fanship	Category		Ger	nder		Α	ge			Regi	on			Ethnicit	ty			Income		Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian		\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	31%	7%	22%	38%	63%	39%	23%	34%	38%	26%	21%	36%	29%	28%	32%	28%	37%	37%	23%	24%	34%	44%	28%	37%
No	69%	93%	78%	62%	37%	61%	77%	66%	62%	74%	79%	64%	71%	72%	68%	72%	63%	63%	77%	76%	66%	56%	72%	63%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q52. Do you plan to wager on the 2023 Super Bowl?		1	<u> </u>		<u> </u>	<u> </u>		<u> </u>	<u> </u>						<u> </u>			<u> </u>	<u> </u>		<u> </u>			I
Q32. Do you plan to wager on the 2023 Super Bowl?			Fanship	Category		Ger	nder	1		ge		1	Regi	ion			Ethnicit	tv		1	Income		Educ	cation
			Tansinp	Category		Gei	luci		^	ge			itegi		1		Afr	<u>'</u>		1	\$50K-	1	Less than	Lation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	20%	2%	9%	22%	52%	26%	13%	26%	29%	13%	6%	26%	18%	17%	20%	18%	25%	27%	12%	14%	21%	35%	16%	27%
No	68%	92%	77%	61%	33%	61%	74%	58%	57%	77%	85%	60%	70%	71%	67%	72%	61%	55%	71%	73%	65%	56%	70%	63%
Don't know	13%	7%	13%	17%	15%	13%	13%	16%	15%	10%	9%	14%	13%	11%	13%	10%	15%	19%	18%	13%	14%	9%	14%	10%
Q53KEY. (If planning to wager on 2023 Super Bowl) Wh		owing types	of bets wi	ll you place?	(ROTAT	E Q53-Q!	57)																	
Q53. Will you place a bet with a friend or family member	r?	1						1									ed							
	_	1	Fanship	Category	1	Ger	nder		Α	ge			Regi	on	1	1	Ethnicit	ty	1	1	Income	.		cation
	·	Nov for	C	Image based	Ar.d.d		_	10.37	25 40	F0.64	CE :	Namb	Caal.	NA:	14/	14/- 14 -	Afr	Lat'r	0.01-	-¢-0	\$50K-	¢1001	Less than	Back-l!
Yes	Total 83%	Non-fans 86%	Casual 77%	Involved 84%	Avid 84%	M 82%	F 85%	18-34 86%	35-49 85%	50-64 78%	65+ 71%	Northeast 80%	South 87%	Midwest 81%	West 82%	White 83%	Amer/Black 83%	Latino 84%	Asian 82%	<\$50K 81%	\$100K 86%	\$100K+ 82%	Bachelors' 84%	Bachelors'+ 82%
No No	17%	14%	23%	16%	16%	18%	15%	14%	85% 15%	78% 22%	71% 29%	20%	13%	81% 19%	18%	17%	83% 17%	16%	18%	19%	14%	18%	16%	82% 18%
140	1/70	14/0	23/0	10/0	10/0	10/0	13/0	14/0	13/0	22/0	23/0	20/0	13/0	13/0	10/0	1//0	17/0	10/0	10/0	13/0	14/0	10/0	10/0	10/0
Q54. Will you place a bet with an online betting website	?	1	1	1			l	·				1	1	1		1	1			1		1		1
. , , , , , , , , , , , , , , , , , , ,			Fanship	Category		Ger	nder		А	ge			Regi	on			Ethnicit	ty			Income)	Educ	cation
	i																Afr			1	\$50K-		Less than	
						1	i	ı	1			1	i	1	1	l	I	1 .	I	1		1	1	Bachelors'+
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	
Yes	Total 67%	Non-fans 0%	Casual 46%	Involved 56%	Avid 81%	M 76%	F 52%	18-34 80%	35-49 72%	50-64 44%	65+ 24%	Northeast 73%	South 65%	Midwest 65%	West 68%	66%	74%	Latino 63%	Asian 92%	<\$50K 57%	\$100K 65%	\$100K+ 84%	58%	80%
Yes No																								

MOE +/- 1.8%

Q55. Will you place a bet in a pool organized at work or am	ong friend	ds?																						
			Fanship	Category		Ger	der		А	ge			Regi	on			Ethnicit	ty			Income			ıcation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'
Yes	77%	85%	71%	74%	79%	76%	77%	75%	79%	75%	78%	78%	78%	74%	75%	79%	69%	79%	66%	71%	78%	83%	75%	79%
No	23%	15%	29%	26%	21%	24%	23%	25%	21%	25%	22%	22%	22%	26%	25%	21%	31%	21%	34%	29%	22%	17%	25%	21%
Q56. Will you place a bet with a local bookie?																								
			Fanship	Category		Ger	ıder		А	ge			Regi	on			Ethnicit	ty			Income		Edu	ıcation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
Yes	40%	0%	27%	25%	53%	44%	32%	50%	47%	15%	8%	40%	40%	33%	46%	40%	47%	36%	49%	28%	36%	61%	29%	55%
No	60%	100%	73%	75%	47%	56%	68%	50%	53%	85%	92%	60%	60%	67%	54%	60%	53%	64%	51%	72%	64%	39%	71%	45%
Q57. Will you place a bet at a casino or sports betting locat	on?																							
		Fanship Category				Ger	ıder		А	ge			Regi	on			Ethnicit	ty			Income		Edu	ıcation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
Yes	50%	0%	27%	35%	65%	57%	37%	57%	59%	26%	27%	51%	45%	48%	59%	50%	59%	47%	55%	41%	47%	66%	40%	64%
No	50%	100%	73%	65%	35%	43%	63%	43%	41%	74%	73%	49%	55%	52%	41%	50%	41%	53%	45%	59%	53%	34%	60%	36%
Q58. How much do you intend to wager on the 2023 Super	Bowl?	•		•	•							•					•						•	•
			Fanship	Category		Ger	ıder		А	ge			Regi	on		Ethnicity					Income	!	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
My wager will be non-financial	3%	0%	3%	4%	2%	2%	4%	2%	4%	3%	0%	1%	4%	2%	2%	2%	4%	3%	0%	5%	2%	2%	4%	1%
Less than \$25	15%	64%	16%	20%	11%	12%	22%	14%	11%	24%	23%	13%	17%	22%	10%	17%	17%	10%	14%	26%	10%	7%	19%	10%
At least \$25 but less than \$100	34%	21%	54%	36%	30%	32%	39%	33%	30%	43%	48%	34%	39%	32%	30%	33%	39%	36%	17%	36%	41%	23%	39%	29%
At least \$100 but less than \$500	32%	7%	22%	32%	36%	37%	24%	35%	36%	25%	20%	32%	24%	33%	45%	29%	31%	38%	69%	30%	35%	34%	32%	34%
At least \$500 but less than \$1000	11%	9%	5%	6%	15%	12%	8%	13%	11%	4%	9%	13%	12%	8%	9%	13%	6%	10%	0%	3%	10%	21%	6%	18%
\$1000 or more	4%	0%	0%	2%	7%	5%	3%	4%	7%	1%	0%	6%	4%	3%	4%	5%	3%	4%	0%	0%	2%	13%	2%	8%
					.,,,			.,,	.,,				.,.	· · · · ·										
Q59. Does the broader availability of legalized gambling ma	ke it mor	e or less likel	v that vo	u will wager o	n the 20	23 Supe	r Bowl?	1		1	l			l	1		ı	l	l.	l .				
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			Fanship	Category		Ger	der		А	ge			Regi	on			Ethnicit	tv			Income		Edu	ıcation
	+	†		1				<u> </u>		Ĭ		1	1				Afr	Ĺ		<u> </u>	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
More likely	19%	3%	9%	19%	55%	26%	13%	29%	28%	12%	4%	28%	18%	16%	19%	17%	27%	26%	14%	14%	23%	30%	16%	27%
Less likely	9%	5%	7%	12%	11%	9%	8%	12%	8%	6%	7%	7%	9%	8%	10%	7%	12%	11%	14%	10%	8%	6%	9%	8%
No impact	65%	83%	77%	61%	30%	60%	69%	49%	56%	76%	85%	60%	65%	68%	64%	71%	51%	52%	61%	67%	62%	61%	66%	61%
Don't know	7%	10%	7%	7%	4%	5%	9%	10%	8%	6%	5%	5%	8%	8%	7%	5%	10%	12%	11%	9%	6%	3%	9%	4%
	1,70	10/0	7,0	1,70	7/0	370	370	1078	0,0	070	370	3/0	0,0	070	170	370	10/0	12/0	11/0	370	070	370	570	7/0
Q60. And lastly, do you approve of advertising for online go	mbling co	ompanies, sn	ortsbook	operators an	d/or cas	inos dur	ing the	Super Re	owl?	1	1	1	·		1		L	1	1	1	·		l	1
goor and addition of the approve of autoritioning for crimine go				Category	u, o. cas	Ger		Jupe. D		ge			Regi	on			Ethnicit	tv			Income		Edu	cation
	1		p		1				T	1		1					Afr	1			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
Yes	41%	18%	34%	46%	72%	46%	35%	48%	53%	34%	21%	45%	40%	38%	41%	39%	48%	47%	32%	35%	3100K	51%	39%	45%
	38%	51%	43%	35%	17%	36%	39%	33%	27%	41%	55%	33%	40%	38%	38%	38%	33%	34%	54%	41%	35%	33%	38%	37%
																								3//0
No Don't know	22%	31%	23%	20%	11%	18%	25%	20%	20%	24%	23%	22%	21%	24%	21%	23%	19%	19%	13%	24%	21%	16%	23%	18%

Nature of the Sample	e
United States Residen	its
Fanship Category	
Non-fans	27%
Casual	26%
Involved	26%
Avid	21%
Gender	
M	49%
F	51%
Age	
18-34	30%
35-49	25%
50-64	25%
65+	20%
Region	
Northeast	17%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	63%
Afr Amer/Black	12%
Latino	16%
Asian	5%
Income	
<\$50K	52%
\$50K-\$100K	32%
\$100K+	16%
Education	
Less than Bachelors'	69%
Bachelors'+	31%

This Siena College Poll was conducted January 3 - 8, 2023, among 3201 responses drawn from a proprietary online panel (Lucid) of United States Residents. Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.8 percentage points including the design effects resulting from weighting. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-783-2901.