



Super Bowl 2019
Fieldwork Dates: 23rd - 24th January 2019

Conducted by YouGov
On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1207 adults. Fieldwork was undertaken between 23rd - 24th January 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Super Bowl 2019

US_nat Sample: 23rd - 24th January 2019



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HYS_q1. Which ONE, if any, of the following BEST describes your plans for watching this year's Super Bowl? Please select the option that best applies.

Unweighted base	1207	555	652	376	348	483	221	250	462	274	789	163	172	83	473
Base: All US adults	1207	587	620	378	339	491	215	254	454	284	791	144	189	83	486
Host friends/family at my home	6%	7%	5%	7%	9%	3%	6%	4%	7%	6%	4%	5%	12%	7%	7%
				E	E								J	*	P
Join friends/family at someone else's home	9%	10%	9%	15%	8%	5%	13%	9%	8%	9%	9%	11%	9%	9%	6%
				D,E										*	
Watch at home on my own or with other members of my household	27%	29%	25%	21%	30%	30%	24%	28%	28%	27%	29%	30%	22%	19%	25%
				C	C									*	
Attend in person	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
														*	
Watch someplace else (e.g., restaurant, bar, etc.)	3%	5%	2%	5%	3%	2%	5%	3%	2%	3%	3%	5%	3%	2%	4%
				E			H							*	
I'm not sure, but I do plan to watch	9%	9%	9%	7%	12%	9%	10%	11%	9%	8%	9%	13%	7%	14%	8%
														*	
Not Applicable – I don't plan to watch the Super Bowl	45%	40%	50%	43%	38%	51%	41%	44%	46%	46%	46%	36%	46%	48%	48%
				A		C,D					K			*	P
Net: Plan to watch	55%	60%	50%	57%	62%	49%	59%	56%	54%	54%	54%	64%	54%	52%	52%
				E								J		*	
Net: Watch at Super Bowl Party	15%	17%	14%	22%	18%	8%	19%	13%	15%	15%	14%	16%	21%	16%	13%
				E									J	*	

HYS_q2. Have you ever skipped / taken the day off work on the Monday after the Super Bowl? Please select all that apply.

Unweighted base	1207	555	652	376	348	483	221	250	462	274	789	163	172	83	473
Base: All US adults	1207	587	620	378	339	491	215	254	454	284	791	144	189	83	486
Yes – I've planned day(s) off in advance	5%	8%	3%	7%	8%	2%	7%	4%	4%	6%	5%	5%	9%	4%	7%
				E	E								J	*	O
Yes – I've taken 'sick' day(s)	2%	4%	1%	3%	4%	1%	2%	2%	2%	4%	2%	2%	4%	5%	2%
				E	E									*	
Yes – I've taken personal day(s)	4%	6%	3%	6%	7%	1%	7%	3%	4%	3%	4%	5%	6%	2%	6%
				E	E									*	O
Yes - I've skipped work without notifying	2%	2%	1%	3%	2%	1%	3%	1%	2%	1%	2%	1%	2%	3%	1%
				E			G							*	
No, never	62%	61%	63%	52%	62%	69%	57%	68%	62%	59%	67%	60%	45%	53%	49%
				C	C			F			L,M	L		*	
Don't know / can't recall	6%	7%	6%	7%	6%	6%	5%	6%	6%	8%	5%	11%	9%	7%	9%
											J	J	J	*	Q
Not applicable – I've never needed to work the day after the Super Bowl	21%	16%	25%	24%	17%	21%	22%	18%	21%	21%	19%	19%	27%	27%	29%
				A	D								J	*	O,P,Q
Net: Yes – have skipped/taken day off work after SB	11%	16%	7%	17%	15%	4%	15%	8%	11%	12%	9%	10%	19%	13%	14%
				E	E		G						J,K	*	O

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

HYS_q3_1. I look forward to the ads aired during the Super Bowl

Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253
Strongly agree	32%	28%	35%	29%	40%	27%	23%	33%	34%	33%	29%	36%	35%	41%	32%
					C,E				F			*	*	*	
Somewhat agree	38%	38%	39%	40%	33%	42%	42%	40%	36%	37%	44%	30%	28%	28%	35%
											K,L	*	*	*	
Neither agree nor disagree	17%	18%	15%	20%	14%	17%	21%	16%	18%	12%	14%	24%	23%	17%	18%

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US_nat Sample: 23rd - 24th January 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYS_q1. Which ONE, if any, of the following BEST describes your plans for watching this year's Super Bowl? Please select the option that best applies.

Unweighted base	1207	401	215	118	538	25	130	62	384	68	302	905	441	361	226
Base: All US adults	1207	374	220	127	543	26	130	60	382	66	297	910	435	360	229
Host friends/family at my home	6%	6%	3%	6%	5%	9%	4%	-	8%	10%	9%	5%	7%	6%	5%
						**			R.U	U*	Y				
Join friends/family at someone else's home	9%	8%	19%	7%	8%	11%	11%	4%	12%	7%	13%	8%	8%	11%	12%
			N.O.Q			**		*	R	*	Y				
Watch at home on my own or with other members of my household	27%	30%	26%	28%	33%	23%	22%	22%	19%	41%	30%	26%	26%	29%	32%
					T.V	**		*		T.U.V*			AC	AC	AC
Attend in person	1%	0%	1%	2%	1%	-	-	-	1%	2%	2%	0%	0%	1%	2%
					**	**		*		*	Y				
Watch someplace else (e.g., restaurant, bar, etc.)	3%	2%	2%	2%	3%	5%	2%	1%	4%	1%	3%	3%	2%	4%	4%
					**	**		*		*					
I'm not sure, but I do plan to watch	9%	8%	11%	14%	9%	4%	9%	14%	10%	4%	7%	10%	10%	10%	9%
			O		**	**		*		*					
Not Applicable – I don't plan to watch the Super Bowl	45%	45%	38%	42%	42%	48%	54%	58%	45%	35%	35%	48%	47%	39%	35%
					**	**	R.W	R.W*		*	X		AAAB		
Net: Plan to watch	55%	55%	63%	58%	58%	52%	47%	42%	55%	65%	65%	52%	53%	61%	65%
			N		T.U	**		*		T.U*	Y		AC	Z.AC	Z.AC
Net: Watch at Super Bowl Party	15%	15%	22%	13%	12%	20%	14%	4%	21%	17%	22%	13%	14%	17%	17%
			N.O.Q		**	**	U	*	R.U	U*	Y		AC	AC	AC

HYS_q2. Have you ever skipped / taken the day off work on the Monday after the Super Bowl? Please select all that apply.

Unweighted base	1207	401	215	118	538	25	130	62	384	68	302	905	441	361	226
Base: All US adults	1207	374	220	127	543	26	130	60	382	66	297	910	435	360	229
Yes – I've planned day(s) off in advance	5%	4%	5%	6%	6%	4%	1%	5%	6%	7%	9%	4%	3%	7%	11%
					T	**		*		T*	Y			Z.AC	Z.AC
Yes – I've taken 'sick' day(s)	2%	3%	3%	1%	2%	7%	1%	-	3%	5%	3%	2%	3%	2%	3%
					**	**		*		*					
Yes – I've taken personal day(s)	4%	3%	5%	2%	4%	4%	2%	2%	5%	5%	8%	3%	3%	5%	7%
					**	**		*		*	Y				
Yes - I've skipped work without notifying	2%	2%	2%	1%	1%	6%	2%	1%	2%	2%	3%	2%	2%	2%	3%
					**	**		*		*			AC	AC	AC
No, never	62%	67%	72%	77%	67%	43%	64%	56%	58%	49%	55%	64%	52%	66%	70%
		N	N	N	V.W	**		*		*	X			Z	Z
Don't know / can't recall	6%	5%	5%	2%	6%	7%	7%	9%	7%	8%	7%	6%	7%	6%	3%
					**	**		*		*					
Not applicable – I've never needed to work the day after the Super Bowl	21%	19%	12%	12%	16%	37%	24%	29%	23%	27%	18%	21%	32%	15%	9%
		P			**	**	R	R*	R	R*			AAAB.AC	AB	
Net: Yes – have skipped/taken day off work after SB	11%	9%	11%	9%	12%	13%	5%	7%	12%	15%	21%	8%	9%	13%	18%
					T	**		*	T	T*	Y		AC	AC	Z.AC

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

HYS_q3_1. I look forward to the ads aired during the Super Bowl

Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148
Strongly agree	32%	34%	26%	34%	30%	20%	40%	41%	29%	40%	36%	30%	32%	31%	39%
				*	**	**	*	**		*			AC	AC	AC
Somewhat agree	38%	36%	43%	46%	39%	58%	41%	28%	37%	36%	39%	38%	37%	39%	37%
				*	**	**	*	**		*					
Neither agree nor disagree	17%	17%	15%	16%	15%	5%	11%	23%	22%	14%	12%	19%	18%	17%	14%

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US_nat Sample: 23rd - 24th January 2019



Total	Plans for Watching Super Bowl									
	Prefer not to say	Host friends/family at my home	Join friends/family at someone else's home	Watch at home on my own or with other members of my household	Attend in person	Watch someplace else (e.g., restaurant, bar, etc.)	I'm not sure, but I do plan to watch	Not Applicable - I don't plan to watch the Super Bowl	NET: Plan to Watch	NET: Watch at Super Bowl Party
	AC	AQ	AR	AS	AT	AU	AV	AW	AX	AY

HYS_q1. Which ONE, if any, of the following BEST describes your plans for watching this year's Super Bowl? Please select the option that best applies.

Unweighted base	1207	179	68	113	329	10	35	113	539	668	181
Base: All US adults	1207	182	71	113	326	9	37	112	539	668	184
Host friends/family at my home	6%	4%	100%	-	-	-	-	-	-	11%	38%
			AR.AS.AU.AV.AW.AX.AY*			**	*			AR.AS.AU.AV.AW.R.AS.AU.AV.AW.A	
Join friends/family at someone else's home	9%	6%	-	100%	-	-	-	-	-	17%	62%
			*	AS.AU.AV.AW.AX.AY		**	*			AQ.AS.AU.AV.AW.Q.AS.AU.AV.AW.A	
Watch at home on my own or with other members of my household	27%	18%	-	-	100%	-	-	-	-	49%	-
			*	AQ.AR.AU.AV.AW.AX		**	*			AQ.AR.AU.AV.AW.AY	
Attend in person	1%	-	-	-	-	100%	-	-	-	1%	-
			*			**	*			AS.AW.AY	
Watch someplace else (e.g., restaurant, bar, etc.)	3%	1%	-	-	-	-	100%	-	-	6%	-
			*			**	AR.AS.AV.AW.AX.AY*			AQ.AR.AS.AV.AW.AY	
I'm not sure, but I do plan to watch	9%	8%	-	-	-	-	-	100%	-	17%	-
			*			**	*	AR.AS.AU.AW.AX.AY		AQ.AR.AS.AU.AW.AY	
Not Applicable - I don't plan to watch the Super Bowl	45%	63%	-	-	-	-	-	-	100%	-	-
		Z.AA.AB	*			**	*	AQ.AR.AS.AU.AV.AX.AY		-	
Net: Plan to watch	55%	37%	100%	100%	100%	100%	100%	100%	-	100%	100%
			AW*	AW	AW	**	AW*	AW		AW	AW
Net: Watch at Super Bowl Party	15%	10%	100%	100%	-	-	-	-	-	28%	100%
			AS.AU.AV.AW.AX* AS.AU.AV.AW.AX			**	*			AS.AU.AV.AW	AS.AU.AV.AW.AX

HYS_q2. Have you ever skipped / taken the day off work on the Monday after the Super Bowl? Please select all that apply.

Unweighted base	1207	179	68	113	329	10	35	113	539	668	181
Base: All US adults	1207	182	71	113	326	9	37	112	539	668	184
Yes - I've planned day(s) off in advance	5%	1%	22%	12%	4%	49%	24%	2%	1%	9%	16%
			AS.AV.AW.AX*	AS.AV.AW	AW	**	AS.AV.AW.AX*			AS.AV.AW	AS.AV.AW.AX
Yes - I've taken 'sick' day(s)	2%	0%	11%	6%	3%	-	5%	2%	0%	4%	8%
			AS.AV.AW.AX*	AW	AW	**	AW*			AW	AS.AV.AW.AX
Yes - I've taken personal day(s)	4%	3%	13%	7%	5%	24%	25%	2%	1%	7%	10%
			AS.AV.AW*	AV.AW	AW	**	R.AS.AV.AW.AX.AY*			AS.AV.AW	AV.AW
Yes - I've skipped work without notifying	2%	-	5%	3%	3%	10%	7%	-	0%	3%	4%
			AV.AW*	AW	AW	**	AV.AW*			AV.AW	AV.AW
No, never	62%	64%	43%	62%	72%	10%	35%	73%	59%	64%	54%
		Z	*	AQ.AU.AY	AQ.AU.AW.AX.AY	**	*	AQ.AU.AW.AX.AY	AQ.AU	AQ.AU.AY	AQ.AU
Don't know / can't recall	6%	11%	8%	9%	5%	-	5%	16%	5%	8%	9%
		AA.AB	*	AW		**	*	AS.AW.AX		AS.AW	AW
Not applicable - I've never needed to work the day after the Super Bowl	21%	21%	8%	7%	12%	12%	3%	7%	35%	9%	7%
		AB	*			**	*	AQ.AR.AS.AU.AV.AX.AY		-	
Net: Yes - have skipped/taken day off work after SB	11%	4%	41%	22%	12%	78%	57%	3%	2%	19%	29%
			AR.AS.AV.AW.AX.A	AS.AV.AW	AV.AW	**	R.AS.AV.AW.AX.AY*			AS.AV.AW	AR.AS.AV.AW.AX

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

HYS_q3_1. I look forward to the ads aired during the Super Bowl

Unweighted base	668	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
Strongly agree	32%	17%	42%	32%	33%	61%	19%	21%	-	32%	36%
		*	AU.AV*		AV	**	*		**	AV	AV
Somewhat agree	38%	46%	31%	42%	38%	21%	44%	38%	-	38%	38%
		*	*			**	*		**		
Neither agree nor disagree	17%	22%	18%	16%	14%	-	17%	28%	-	17%	17%

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Super Bowl 2019

US_nat Sample: 23rd - 24th January 2019



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat disagree	6%	7%	4%	7%	6%	5%	I 2%	5%	6%	8%	6%	J* 4%	J* 7%	* 4%	6%
Strongly disagree	5%	7%	4%	3%	5%	8%	H 10%	6%	3%	F 6%	6%	* 4%	* 4%	* 5%	6%
Don't know	2%	1%	3%	2%	2%	1%	- 2%	-	2%	G 3%	1%	* 3%	* 4%	* 4%	2%
Net: Agree	70%	67%	74%	68%	73%	69%	65%	73%	71%	70%	73%	66%	63%	70%	67%
Net: Disagree	11%	14%	8%	10%	11%	13%	12%	11%	9%	15%	12%	8%	11%	9%	12%

HYS_q3_2. I typically look forward to the Super Bowl halftime show

Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253
Strongly agree	18%	16%	21%	23%	24%	9%	16%	11%	22%	21%	15%	29%	22%	18%	21%
Somewhat agree	31%	24%	40%	32%	31%	31%	34%	36%	26%	33%	31%	30%	31%	41%	29%
Neither agree nor disagree	22%	23%	20%	21%	16%	27%	20%	25%	21%	21%	21%	22%	27%	9%	27%
Somewhat disagree	13%	15%	11%	12%	13%	14%	13%	13%	16%	9%	16%	9%	6%	6%	10%
Strongly disagree	14%	21%	7%	11%	14%	18%	16%	15%	14%	14%	16%	8%	12%	22%	12%
Don't know	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	4%	1%
Net: Agree	50%	40%	60%	55%	55%	40%	50%	47%	48%	54%	46%	59%	53%	59%	50%
Net: Disagree	27%	36%	18%	23%	27%	32%	29%	27%	30%	23%	32%	18%	19%	28%	22%

HYS_q3_3. I am looking forward to this year's Super Bowl halftime show, featuring Maroon 5, Travis Scott and Big Boi

Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253
Strongly agree	12%	9%	16%	18%	14%	5%	9%	9%	15%	15%	10%	19%	17%	18%	15%
Somewhat agree	20%	18%	22%	22%	22%	16%	20%	18%	17%	25%	19%	14%	25%	22%	21%
Neither agree nor disagree	28%	27%	30%	29%	28%	28%	29%	26%	28%	30%	25%	38%	32%	26%	30%
Somewhat disagree	15%	15%	14%	16%	12%	15%	9%	17%	19%	11%	17%	12%	10%	4%	14%
Strongly disagree	23%	29%	15%	13%	22%	31%	30%	29%	19%	16%	26%	16%	12%	25%	18%
Don't know	2%	2%	3%	2%	2%	3%	3%	1%	3%	2%	2%	2%	4%	4%	2%
Net: Agree	32%	27%	38%	40%	36%	22%	30%	26%	32%	40%	29%	33%	42%	41%	36%
Net: Disagree	37%	44%	30%	29%	35%	47%	39%	46%	38%	27%	44%	27%	22%	29%	32%

HYS_q3_4. I believe the Super Bowl should be played on Saturday instead of Sunday

Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253
Strongly agree	20%	20%	19%	20%	20%	19%	22%	20%	23%	12%	19%	23%	24%	6%	21%

YouGov Omnibus
Super Bowl 2019

US_nat Sample: 23rd - 24th January 2019



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Somewhat disagree	6%	6%	6%	3%	7%	9%	3%	-	6%	5%	7%	5%	5%	7%	6%
Strongly disagree	5%	5%	7%	2%	7%	-	3%	8%	5%	5%	5%	6%	6%	6%	3%
Don't know	2%	1%	3%	-	2%	8%	3%	-	2%	-	2%	2%	4%	0%	1%
Net: Agree	70%	71%	69%	80%	70%	78%	80%	70%	66%	77%	74%	68%	69%	70%	75%
Net: Disagree	11%	11%	14%	5%	13%	9%	6%	8%	11%	9%	11%	11%	10%	13%	9%

HYS_q3_2. I typically look forward to the Super Bowl halftime show

Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148
Strongly agree	18%	20%	12%	13%	16%	15%	21%	22%	19%	24%	29%	14%	22%	17%	17%
Somewhat agree	31%	27%	39%	37%	31%	21%	35%	34%	30%	39%	25%	34%	27%	33%	37%
Neither agree nor disagree	22%	19%	18%	18%	20%	19%	26%	22%	22%	23%	19%	23%	24%	23%	16%
Somewhat disagree	13%	19%	7%	16%	14%	26%	8%	11%	13%	7%	12%	13%	13%	11%	15%
Strongly disagree	14%	14%	20%	16%	17%	12%	10%	12%	14%	7%	14%	15%	12%	16%	16%
Don't know	1%	1%	3%	-	1%	8%	-	-	2%	-	1%	1%	2%	-	-
Net: Agree	50%	47%	51%	50%	47%	35%	55%	56%	49%	63%	54%	48%	48%	50%	53%
Net: Disagree	27%	33%	27%	32%	31%	38%	19%	23%	27%	14%	26%	28%	25%	26%	31%

HYS_q3_3. I am looking forward to this year's Super Bowl halftime show, featuring Maroon 5, Travis Scott and Big Boi

Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148
Strongly agree	12%	14%	8%	5%	13%	14%	11%	12%	11%	17%	22%	9%	14%	11%	13%
Somewhat agree	20%	20%	15%	23%	17%	34%	23%	18%	21%	28%	21%	19%	18%	21%	21%
Neither agree nor disagree	28%	24%	33%	25%	25%	15%	28%	40%	32%	28%	26%	29%	29%	32%	22%
Somewhat disagree	15%	14%	13%	22%	16%	14%	12%	7%	15%	7%	10%	16%	13%	12%	19%
Strongly disagree	23%	24%	28%	23%	25%	7%	25%	23%	20%	16%	19%	24%	21%	21%	24%
Don't know	2%	3%	3%	2%	3%	15%	-	-	2%	4%	2%	2%	4%	1%	1%
Net: Agree	32%	35%	24%	28%	30%	48%	35%	30%	31%	45%	42%	28%	33%	33%	34%
Net: Disagree	37%	38%	41%	45%	42%	21%	38%	30%	35%	23%	29%	41%	34%	34%	43%

HYS_q3_4. I believe the Super Bowl should be played on Saturday instead of Sunday

Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148
Strongly agree	20%	17%	20%	22%	19%	7%	25%	21%	20%	17%	23%	18%	19%	20%	21%

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	Total	Plans for Watching Super Bowl									
		Prefer not to say	Host friends/family at my home	Join friends/family at someone else's home	Watch at home on my own or with other members of my household	Attend in person	Watch someplace else (e.g., restaurant, bar, etc.)	I'm not sure, but I do plan to watch	Not Applicable - I don't plan to watch the Super Bowl	NET: Plan to Watch	NET: Watch at Super Bowl Party
		*	*	*	**	*	AR,AS,AX,AY	**	AS		
Somewhat disagree	6%	6%	4%	4%	7%	8%	9%	4%	-	6%	4%
Strongly disagree	5%	7%	4%	4%	6%	10%	8%	4%	-	5%	4%
Don't know	2%	2%	1%	1%	1%	-	2%	5%	-	2%	1%
Net: Agree	70%	63%	73%	74%	72%	82%	64%	59%	-	70%	74%
Net: Disagree	11%	13%	8%	9%	13%	18%	17%	9%	-	11%	8%

HYS_q3_2. I typically look forward to the Super Bowl halftime show

Unweighted base	668	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
Strongly agree	18%	12%	25%	21%	15%	57%	26%	15%	-	18%	22%
Somewhat agree	31%	32%	34%	30%	33%	15%	30%	28%	-	31%	32%
Neither agree nor disagree	22%	21%	20%	25%	21%	18%	21%	22%	-	22%	23%
Somewhat disagree	13%	16%	9%	7%	15%	10%	14%	15%	-	13%	8%
Strongly disagree	14%	15%	12%	16%	16%	-	9%	15%	-	14%	15%
Don't know	1%	5%	-	1%	1%	-	-	5%	-	1%	1%
Net: Agree	50%	44%	59%	51%	48%	72%	57%	43%	-	50%	54%
Net: Disagree	27%	30%	21%	24%	31%	10%	22%	30%	-	27%	22%

HYS_q3_3. I am looking forward to this year's Super Bowl halftime show, featuring Maroon 5, Travis Scott and Big Boi

Unweighted base	668	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
Strongly agree	12%	8%	23%	13%	11%	20%	18%	6%	-	12%	17%
Somewhat agree	20%	17%	23%	17%	20%	29%	35%	14%	-	20%	20%
Neither agree nor disagree	28%	24%	22%	32%	26%	51%	30%	33%	-	28%	28%
Somewhat disagree	15%	16%	13%	15%	17%	-	2%	14%	-	15%	14%
Strongly disagree	23%	27%	16%	23%	24%	-	13%	26%	-	23%	20%
Don't know	2%	7%	3%	1%	1%	-	2%	7%	-	2%	2%
Net: Agree	32%	25%	47%	30%	32%	49%	52%	19%	-	32%	36%
Net: Disagree	37%	44%	28%	37%	41%	-	16%	41%	-	37%	34%

HYS_q3_4. I believe the Super Bowl should be played on Saturday instead of Sunday

Unweighted base	668	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
Strongly agree	20%	18%	22%	19%	18%	57%	25%	19%	-	20%	20%

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
							I		I		M	M*	M*	*	
Somewhat agree	16%	15%	16%	17%	17%	13%	16%	17%	17%	13%	16%	16%	16%	14%	12%
Neither agree nor disagree	31%	26%	37%	34%	28%	31%	28%	34%	28%	35%	32%	34%	22%	34%	30%
Somewhat disagree	9%	10%	8%	11%	9%	8%	11%	5%	8%	13%	9%	8%	10%	14%	8%
Strongly disagree	18%	24%	12%	13%	20%	21%	16%	14%	19%	22%	17%	16%	23%	23%	24%
Don't know	6%	5%	8%	5%	5%	8%	7%	9%	5%	5%	6%	3%	6%	9%	4%
Net: Agree	35%	36%	35%	37%	37%	32%	39%	37%	40%	25%	35%	39%	39%	21%	33%
Net: Disagree	27%	34%	20%	24%	29%	29%	27%	19%	27%	35%	26%	M*	M*	37%	33%
		B					I	I	I	G		*	*	*	Q

HYS_q4. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

	Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253	
Chicken wings	32%	34%	30%	36%	35%	25%	36%	32%	30%	32%	27%	59%	34%	19%	36%	
				E	E							J.L.M*	*	*		
Nachos	27%	26%	30%	33%	32%	18%	31%	28%	26%	28%	25%	31%	37%	18%	27%	
				E	E							*	J.M*	*		
Pizza	37%	36%	38%	45%	40%	27%	39%	38%	35%	37%	33%	40%	51%	37%	35%	
				E	E							*	J*	*		
Chips/dip	47%	44%	51%	46%	51%	45%	50%	45%	48%	45%	49%	44%	46%	37%	46%	
												*	*	*		
Burgers/Sliders	19%	20%	18%	26%	23%	9%	24%	15%	20%	16%	16%	24%	24%	24%	19%	
				E	E							*	*	*		
Tacos	14%	14%	14%	20%	15%	7%	16%	13%	13%	16%	10%	20%	25%	11%	17%	
				E	E							J*	J*	*		
Meatballs	11%	11%	10%	15%	12%	5%	14%	10%	10%	9%	8%	19%	11%	13%	12%	
				E	E							J*	*	*		
Ribs	9%	12%	6%	10%	10%	7%	9%	5%	10%	12%	8%	12%	11%	9%	11%	
				B						G		*	*	*		
Mozzarella sticks	10%	9%	10%	13%	13%	3%	14%	11%	7%	11%	9%	9%	15%	8%	11%	
				E	E							*	*	*		
Pigs in a blanket	9%	9%	8%	12%	10%	4%	12%	6%	8%	9%	8%	8%	11%	15%	10%	
				E	E							*	*	*		
Cheese and crackers	24%	24%	25%	28%	23%	22%	25%	26%	21%	26%	29%	14%	16%	24%	20%	
											K.L	*	*	*		
Grilled cheese	5%	6%	4%	8%	6%	1%	7%	2%	4%	8%	4%	5%	7%	7%	7%	
				E	E					G		*	*	*		
Cookies	14%	12%	16%	21%	13%	8%	15%	12%	13%	16%	13%	14%	18%	18%	14%	
				D.E								*	*	*		
Brownies	10%	9%	11%	13%	12%	6%	11%	11%	9%	11%	8%	10%	18%	18%	11%	
				E	E							*	J*	J*		
Ice cream	11%	12%	10%	15%	13%	6%	13%	9%	9%	14%	9%	17%	15%	9%	12%	
				E	E							J*	*	*		
Cupcakes	7%	7%	7%	11%	9%	2%	9%	6%	6%	6%	6%	10%	8%	8%	10%	
				E	E							*	*	*	O	
Hot dogs / sausages (e.g., bratwurst, etc.)	14%	15%	13%	19%	18%	7%	10%	14%	15%	18%	11%	12%	28%	16%	16%	
				E	E							*	J.K*	*		
Something else	7%	6%	9%	3%	7%	11%	3%	11%	9%	5%	9%	4%	3%	6%	5%	
						C		F	F			*	*	*		

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
				*		**	*	**		*					
Somewhat agree	16%	14%	20%	25%	21%	-	14%	7%	11%	20%	19%	15%	14%	17%	19%
Neither agree nor disagree	31%	34%	30%	30%	30%	49%	24%	33%	34%	26%	27%	33%	29%	31%	30%
Somewhat disagree	9%	10%	11%	7%	8%	7%	8%	4%	11%	15%	9%	9%	10%	7%	11%
Strongly disagree	18%	17%	12%	10%	16%	19%	24%	16%	20%	20%	16%	19%	19%	20%	16%
Don't know	6%	7%	8%	6%	6%	18%	6%	20%	5%	2%	7%	6%	9%	4%	3%
Net: Agree	35%	32%	39%	47%	40%	7%	38%	28%	31%	37%	41%	33%	33%	38%	40%
Net: Disagree	27%	27%	23%	17%	24%	26%	32%	19%	31%	3%	25%	28%	29%	27%	27%

HYS_q4. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

	Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148	
Chicken wings	32%	35%	26%	24%	28%	49%	32%	29%	35%	43%	40%	29%	38%	29%	30%	
Nachos	27%	29%	24%	32%	26%	16%	23%	18%	30%	38%	37%	23%	25%	30%	30%	
Pizza	37%	41%	36%	35%	36%	65%	29%	32%	39%	38%	50%	32%	38%	40%	29%	
Chips/dip	47%	50%	45%	47%	47%	46%	45%	46%	47%	53%	54%	44%	42%	54%	48%	
Burgers/Sliders	19%	20%	19%	19%	16%	6%	16%	15%	25%	26%	24%	17%	20%	16%	23%	
Tacos	14%	12%	12%	12%	10%	6%	12%	17%	18%	28%	17%	12%	14%	15%	13%	
Meatballs	11%	10%	10%	9%	9%	6%	13%	7%	10%	21%	16%	8%	10%	11%	12%	
Ribs	9%	9%	8%	6%	10%	7%	8%	-	8%	10%	12%	8%	9%	8%	12%	
Mozzarella sticks	10%	12%	5%	9%	9%	7%	6%	8%	12%	13%	16%	7%	12%	9%	8%	
Pigs in a blanket	9%	9%	8%	6%	7%	12%	7%	7%	11%	13%	13%	7%	9%	9%	9%	
Cheese and crackers	24%	24%	25%	36%	31%	33%	22%	15%	16%	19%	32%	21%	19%	28%	31%	
Grilled cheese	5%	3%	6%	1%	3%	-	6%	4%	5%	14%	9%	3%	7%	5%	3%	
Cookies	14%	14%	12%	15%	13%	-	10%	15%	17%	12%	21%	11%	14%	14%	12%	
Brownies	10%	10%	11%	8%	10%	-	9%	4%	11%	15%	14%	9%	11%	12%	9%	
Ice cream	11%	12%	7%	10%	10%	7%	7%	4%	14%	12%	18%	8%	12%	9%	11%	
Cupcakes	7%	4%	5%	7%	5%	-	6%	-	9%	16%	13%	4%	8%	6%	7%	
Hot dogs / sausages (e.g., bratwurst, etc.)	14%	14%	12%	15%	13%	6%	15%	13%	15%	22%	18%	13%	12%	16%	17%	
Something else	7%	7%	11%	10%	9%	7%	11%	-	6%	4%	3%	9%	6%	8%	9%	

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Total	Plans for Watching Super Bowl									
	Prefer not to say	Host friends/family at my home	Join friends/family at someone else's home	Watch at home on my own or with other members of my household	Attend in person	Watch someplace else (e.g., restaurant, bar, etc.)	I'm not sure, but I do plan to watch	Not Applicable - I don't plan to watch the Super Bowl	NET: Plan to Watch	NET: Watch at Super Bowl Party
	*	*	*	*	**	*	*	**		
Somewhat agree	16%	10%	17%	20%	15%	34%	15%	11%	-	16%
	*	*	*	*	**	*	*	**		
Neither agree nor disagree	31%	37%	27%	32%	31%	10%	32%	35%	-	31%
	*	*	*	*	**	*	*	**		
Somewhat disagree	9%	12%	12%	6%	11%	-	7%	7%	-	9%
	*	*	*	*	**	*	*	**		
Strongly disagree	18%	12%	19%	17%	21%	-	14%	13%	-	18%
	*	*	*	*	**	*	*	**		
Don't know	6%	10%	4%	5%	4%	-	6%	15%	-	6%
	AB*	*	*	*	**	*	AQ.AR.AS.AX.AY	**		AS
Net: Agree	35%	28%	38%	39%	33%	90%	40%	30%	-	35%
	*	*	*	*	**	*	*	**		
Net: Disagree	27%	24%	31%	23%	32%	-	22%	20%	-	27%
	*	*	*	AV.AX	**	*	*	**		

HYS_q4. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

	Unweighted base										
	668	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
Chicken wings	32%	24%	37%	49%	27%	30%	31%	27%	-	32%	44%
	*	*	AS.AV.AX	*	**	*	*	**		AS	AS.AV.AX
Nachos	27%	21%	46%	38%	22%	45%	21%	22%	-	27%	41%
	*	AS.AU.AV.AX*	AS.AV.AX	*	**	*	*	**		AS	AS.AU.AV.AX
Pizza	37%	43%	43%	50%	32%	47%	30%	37%	-	37%	47%
	*	*	AS.AU.AX	*	**	*	*	**			AS.AX
Chips/dip	47%	41%	59%	62%	46%	44%	18%	37%	-	47%	61%
	*	AU.AV*	AS.AU.AV.AX	AU	**	*	AU	**		AU.AV	AS.AU.AV.AX
Burgers/Sliders	19%	18%	30%	18%	18%	33%	25%	13%	-	19%	23%
	*	AS.AV.AX*	*	*	**	*	*	**			
Tacos	14%	11%	17%	18%	10%	58%	26%	11%	-	14%	18%
	*	*	AS	*	**	AS.AV.AX*	*	**		AS	AS
Meatballs	11%	6%	12%	17%	9%	20%	9%	6%	-	11%	15%
	*	*	AS.AV.AX	*	**	*	*	**			AS.AV.AX
Ribs	9%	3%	21%	9%	8%	20%	7%	5%	-	9%	14%
	*	AR.AS.AV.AX*	*	*	**	*	*	**			AS.AV.AX
Mozzarella sticks	10%	7%	13%	11%	7%	59%	15%	8%	-	10%	12%
	*	*	*	*	**	*	*	**			
Pigs in a blanket	9%	8%	11%	12%	8%	20%	14%	4%	-	9%	12%
	*	*	AV	*	**	AV*	*	**			AV
Cheese and crackers	24%	17%	36%	33%	22%	70%	17%	14%	-	24%	34%
	*	AS.AV.AX*	AS.AV.AX	*	**	*	*	**		AV	AS.AV.AX
Grilled cheese	5%	2%	11%	6%	4%	33%	5%	2%	-	5%	8%
	*	AS.AV.AX*	*	*	**	*	*	**			
Cookies	14%	17%	19%	18%	12%	37%	15%	10%	-	14%	19%
	*	*	*	*	**	*	*	**			AS.AV
Brownies	10%	5%	17%	8%	11%	33%	10%	6%	-	10%	11%
	*	AV*	*	*	**	*	*	**			
Ice cream	11%	12%	12%	9%	10%	66%	16%	7%	-	11%	10%
	*	*	*	*	**	*	*	**			
Cupcakes	7%	6%	17%	5%	5%	57%	10%	4%	-	7%	10%
	*	AR.AS.AV.AX.AY*	*	*	**	*	*	**			AS
Hot dogs / sausages (e.g., bratwurst, etc.)	14%	11%	31%	24%	10%	30%	9%	8%	-	14%	27%
	*	AS.AU.AV.AX*	AS.AV.AX	*	**	*	*	**		AS.AV	AS.AU.AV.AX
Something else	7%	6%	6%	4%	11%	-	-	5%	-	7%	5%
	*	*	*	AR.AU.AX.AY	**	*	*	**			

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Total	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Not applicable - I don't plan to serve or eat anything while watching the Super Bowl	15%	16%	13%	9%	13%	22%	13%	18%	14%	16%	17%	16%	6%	14%	17%
						C.D				L	L*	*	*		

HYS_q5. Which ONE of the following statements best describes who you are rooting for in this year's Super Bowl?

	Unweighted base	668	337	331	211	216	241	131	138	252	147	425	102	97	44	244
Base: All US adults who plan to watch the Super Bowl	668	355	313	215	211	242	126	143	246	153	429	93	103	44	253	
I'm a New England Patriots fan and am rooting for them to win	14%	14%	14%	16%	13%	13%	28%	10%	11%	12%	13%	13%	13%	28%	16%	
							G.H.I					*	*	J.K.L*		
I'm rooting for the New England Patriots to win though I'm not normally a fan	15%	18%	12%	18%	14%	13%	15%	16%	16%	12%	15%	16%	17%	12%	17%	
												*	*	*		
I'm rooting for the Los Angeles Rams to win though I'm not normally a fan	36%	36%	35%	27%	43%	37%	28%	37%	38%	37%	39%	30%	34%	22%	35%	
					C	C					M	*	*	*		
I'm a Los Angeles Rams fan and am rooting for them to win	6%	8%	4%	8%	4%	7%	5%	2%	5%	14%	6%	4%	9%	7%	8%	
					B					F.G.H	*	*	*	*		
I'm not rooting for either team	29%	23%	34%	31%	25%	29%	23%	34%	31%	24%	27%	37%	27%	30%	24%	
			A								*	*	*	*		
Net: Rooting for Patriots	29%	32%	26%	34%	28%	27%	43%	27%	27%	24%	28%	29%	30%	40%	34%	
							G.H.I				*	*	*	*	Q	
Net: Rooting for Rams	42%	45%	39%	34%	48%	44%	33%	39%	42%	52%	45%	35%	43%	29%	43%	
					C	C				F.G	*	*	*	*		

HYS_q6. Regardless of your fandom, which ONE of the following Super Bowl matchups do you think would have been the most entertaining?

	Unweighted base	1207	555	652	376	348	483	221	250	462	274	789	163	172	83	473
Base: All US adults	1207	587	620	378	339	491	215	254	454	284	791	144	189	83	486	
Los Angeles Rams - New England Patriots	7%	9%	6%	7%	8%	7%	10%	6%	5%	10%	5%	7%	14%	13%	9%	
							H			H		J	J*			
Los Angeles Rams - Kansas City Chiefs	12%	14%	9%	11%	15%	9%	9%	16%	9%	15%	12%	16%	9%	8%	11%	
					E			F.H		H		*				
New Orleans Saints - Kansas City Chiefs	16%	19%	14%	11%	20%	18%	13%	19%	17%	15%	18%	11%	13%	14%	13%	
					C	C				K		*				
New Orleans Saints - New England Patriots	15%	18%	12%	13%	15%	16%	19%	8%	19%	10%	14%	21%	11%	13%	17%	
					B		G.I		G.I		J.L	*				
Don't know / don't care	40%	32%	48%	43%	34%	43%	37%	42%	40%	43%	42%	36%	41%	36%	39%	
					A	D					*	*	*	*		
None of these	9%	8%	11%	14%	8%	7%	11%	10%	10%	7%	8%	9%	13%	15%	11%	
					D.E							J*				

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS/AT/AU/AV/AW/AX/AY, Minimum Base: 30 (**), Sm:

YouGov Omnibus
Super Bowl 2019

US_nat Sample: 23rd - 24th January 2019



Total	Education			Marital Status						Children under the age of 18		Income								
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+						
Not applicable - I don't plan to serve or eat anything while watching the Super Bowl	15%	12%	17%	13%	*	14%	-	**	*	16%	33%	15%	14%	*	6%	19%	X	17%	13%	13%

HYS_q5. Which ONE of the following statements best describes who you are rooting for in this year's Super Bowl?

	Unweighted base	668	220	135	69	314	13	61	27	209	44	193	475	232	225	145
Base: All US adults who plan to watch the Super Bowl	668	204	137	74	315	14	60	25	210	43	191	476	231	220	148	
I'm a New England Patriots fan and am rooting for them to win	14%	15%	14%	7%	14%	-	14%	15%	15%	17%	19%	12%	13%	13%	19%	
I'm rooting for the New England Patriots to win though I'm not normally a fan	15%	16%	14%	8%	15%	30%	15%	10%	16%	11%	18%	14%	16%	14%	15%	
I'm rooting for the Los Angeles Rams to win though I'm not normally a fan	36%	31%	37%	49%	40%	36%	36%	42%	28%	37%	32%	37%	39%	34%	39%	
I'm a Los Angeles Rams fan and am rooting for them to win	6%	6%	6%	4%	6%	14%	11%	3%	5%	12%	6%	6%	6%	9%	5%	
I'm not rooting for either team	29%	32%	30%	32%	25%	20%	25%	30%	36%	23%	24%	30%	26%	31%	22%	
Net: Rooting for Patriots	29%	31%	27%	15%	29%	30%	29%	25%	31%	28%	38%	26%	29%	27%	33%	
Net: Rooting for Rams	42%	37%	42%	53%	46%	50%	47%	45%	33%	49%	38%	44%	45%	42%	44%	

HYS_q6. Regardless of your fandom, which ONE of the following Super Bowl matchups do you think would have been the most entertaining?

	Unweighted base	1207	401	215	118	538	25	130	62	384	68	302	905	441	361	226
Base: All US adults	1207	374	220	127	543	26	130	60	382	66	297	910	435	360	229	
Los Angeles Rams - New England Patriots	7%	6%	6%	8%	7%	4%	6%	11%	7%	10%	9%	7%	8%	9%	8%	
Los Angeles Rams - Kansas City Chiefs	12%	10%	12%	17%	14%	11%	9%	4%	10%	18%	13%	11%	10%	14%	13%	
New Orleans Saints - Kansas City Chiefs	16%	15%	22%	23%	21%	7%	14%	10%	12%	14%	18%	16%	12%	22%	21%	
New Orleans Saints - New England Patriots	15%	13%	15%	10%	16%	36%	14%	20%	11%	14%	19%	13%	15%	13%	21%	
Don't know / don't care	40%	47%	36%	35%	33%	32%	46%	41%	50%	38%	31%	43%	43%	35%	31%	
None of these	9%	8%	9%	8%	8%	10%	11%	14%	11%	6%	10%	9%	12%	6%	6%	

Cell Contents (Col1: Base: 100 (*))

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Super Bowl 2019

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Total	Plans for Watching Super Bowl									
	Prefer not to say	Host friends/family at my home	Join friends/family at someone else's home	Watch at home on my own or with other members of my household	Attend in person	Watch someplace else (e.g., restaurant, bar, etc.)	I'm not sure, but I do plan to watch	Not Applicable - I don't plan to watch the Super Bowl	NET: Plan to Watch	NET: Watch at Super Bowl Party
Not applicable - I don't plan to serve or eat anything while watching the Super Bowl	15%	6%	3%	17%	-	16%	29%	-	15%	4%
	*	*		AQ.AR.AY	**	AR.AY*	AQ.AR.AS.AX.AY	**	AQ.AR.AY	

HYS_q5. Which ONE of the following statements best describes who you are rooting for in this year's Super Bowl?

	Unweighted base	66	68	113	329	10	35	113	-	668	181
Base: All US adults who plan to watch the Super Bowl	668	68	71	113	326	9	37	112	-	668	184
I'm a New England Patriots fan and am rooting for them to win	14%	14%	21%	15%	14%	35%	20%	7%	-	14%	17%
		*	AV*			**	AV*		**	AV	AV
I'm rooting for the New England Patriots to win though I'm not normally a fan	15%	15%	23%	15%	14%	28%	30%	8%	-	15%	18%
		*	AV*			**	AR.AS.AV.AX*		**	AV	AV
I'm rooting for the Los Angeles Rams to win though I'm not normally a fan	36%	23%	30%	35%	40%	4%	13%	39%	-	36%	33%
		*	*	AU	AU.AX	**	*	AU	**	AU	AU
I'm a Los Angeles Rams fan and am rooting for them to win	6%	4%	7%	6%	6%	34%	13%	2%	-	6%	6%
		*	*			**	AV*		**		
I'm not rooting for either team	29%	44%	20%	30%	26%	-	25%	44%	-	29%	26%
		Z.AB*	*			**	*	AQ.AR.AS.AX.AY	**		
Net: Rooting for Patriots	29%	30%	44%	29%	28%	62%	50%	15%	-	29%	35%
		*	AS.AV.AX*	AV	AV	**	AR.AS.AV.AX*		**	AV	AV
Net: Rooting for Rams	42%	27%	37%	41%	46%	38%	25%	41%	-	42%	39%
		*	*		AU.AX	**	*		**	AU	

HYS_q6. Regardless of your fandom, which ONE of the following Super Bowl matchups do you think would have been the most entertaining?

	Unweighted base	179	68	113	329	10	35	113	539	668	181
Base: All US adults	1207	182	71	113	326	9	37	112	539	668	184
Los Angeles Rams - New England Patriots	7%	3%	21%	10%	10%	19%	10%	9%	3%	11%	14%
			AR.AS.AV.AW.AX*	AW	AW	**	*	AW		AW	AR.AW
Los Angeles Rams - Kansas City Chiefs	12%	7%	15%	18%	19%	25%	25%	19%	2%	19%	17%
			AW*	AW	AW	**	AW*	AW		AW	AW
New Orleans Saints - Kansas City Chiefs	16%	9%	19%	23%	21%	8%	20%	19%	11%	21%	22%
			*	AW	AW	**	*	AW		AW	AW
New Orleans Saints - New England Patriots	15%	10%	22%	22%	25%	47%	32%	12%	5%	23%	22%
			AW*	AW	AV.AW	**	AV.AW*	AW		AV.AW	AV.AW
Don't know / don't care	40%	56%	15%	20%	21%	-	8%	33%	64%	21%	18%
		Z.AA.AB	*			**	*	Q.AR.AS.AU.AX.A.AR.AS.AU.AV.AX.AY			
None of these	9%	14%	9%	7%	4%	-	5%	8%	14%	6%	8%
		AA.AB	*			**	*		AS.AX.AY		

Cell Contents (Col