

1. Lip sync - Halftime Show

How much would it bother you if a performer lip synced while dancing during the Super Bowl halftime show?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	13%	13%	13%	7%	14%	19%	10%	14%	10%	15%	11%
Somewhat	14%	13%	15%	20%	21%	10%	7%	15%	8%	9%	22%
Not very much	20%	22%	19%	22%	25%	15%	20%	21%	17%	21%	19%
Not at all	24%	28%	21%	18%	19%	29%	30%	23%	35%	19%	28%
Not sure	4%	5%	4%	4%	7%	4%	0%	4%	3%	8%	1%
I don't plan to watch the Super Bowl	24%	19%	28%	30%	14%	23%	32%	23%	26%	28%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(487)	(511)	(197)	(267)	(388)	(146)	(667)	(117)	(134)	(80)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A great deal	13%	16%	11%	15%	13%	17%	14%	10%	12%	15%	13%	12%
Somewhat	14%	12%	17%	13%	14%	14%	20%	12%	13%	16%	11%	18%
Not very much	20%	22%	16%	24%	18%	21%	25%	20%	17%	18%	21%	22%
Not at all	24%	25%	24%	24%	25%	27%	24%	19%	24%	22%	29%	20%
Not sure	4%	4%	5%	3%	5%	3%	2%	5%	3%	5%	6%	2%
I don't plan to watch the Super Bowl	24%	21%	28%	21%	26%	19%	15%	33%	30%	24%	20%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(384)	(369)	(245)	(476)	(247)	(128)	(147)	(182)	(230)	(379)	(207)

2. Lip sync - National Anthem

How much would it bother you if a performer lip synced while singing the National Anthem at the Super Bowl?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	33%	34%	33%	25%	37%	38%	29%	38%	23%	21%	34%
Somewhat	15%	15%	15%	20%	17%	14%	7%	14%	15%	16%	21%
Not very much	13%	15%	12%	21%	15%	7%	14%	13%	10%	16%	19%
Not at all	14%	15%	13%	8%	10%	19%	17%	13%	26%	13%	8%
Not sure	4%	3%	4%	4%	5%	2%	2%	2%	7%	11%	1%
I don't plan to watch the Super Bowl	21%	19%	23%	22%	16%	19%	31%	21%	19%	24%	17%
Totals (Unweighted N)	100% (994)	100% (485)	100% (509)	100% (196)	100% (265)	100% (387)	100% (146)	100% (666)	100% (116)	100% (134)	100% (78)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A great deal	33%	30%	31%	41%	35%	32%	37%	28%	31%	34%	34%	33%
Somewhat	15%	16%	13%	16%	13%	15%	21%	16%	9%	20%	15%	14%
Not very much	13%	15%	11%	15%	12%	19%	14%	9%	16%	11%	12%	15%
Not at all	14%	16%	14%	11%	14%	15%	14%	12%	12%	10%	16%	17%
Not sure	4%	4%	5%	2%	3%	3%	1%	7%	6%	3%	4%	1%
I don't plan to watch the Super Bowl	21%	19%	25%	16%	23%	16%	13%	27%	27%	22%	18%	20%
Totals (Unweighted N)	100% (994)	100% (383)	100% (369)	100% (242)	100% (476)	100% (246)	100% (127)	100% (145)	100% (184)	100% (229)	100% (377)	100% (204)

3. Best Part

Which of these do you think is the best part of the Super Bowl?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
The game itself	35%	49%	21%	24%	35%	35%	46%	33%	37%	28%	50%
The commercials	26%	21%	31%	26%	33%	28%	13%	30%	14%	22%	17%
The halftime show	9%	4%	13%	10%	11%	9%	2%	6%	18%	14%	9%
Not sure	5%	6%	4%	13%	5%	2%	2%	4%	6%	13%	—
I don't plan to watch the Super Bowl	25%	19%	31%	26%	17%	25%	37%	26%	24%	23%	24%
Totals (Unweighted N)	100% (998)	100% (487)	100% (511)	100% (197)	100% (267)	100% (387)	100% (147)	100% (668)	100% (116)	100% (134)	100% (80)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
The game itself	35%	35%	34%	36%	35%	37%	40%	27%	35%	32%	33%	39%
The commercials	26%	24%	25%	31%	22%	33%	34%	23%	22%	28%	28%	25%
The halftime show	9%	14%	5%	8%	11%	8%	6%	5%	6%	6%	12%	8%
Not sure	5%	5%	7%	2%	5%	1%	4%	13%	6%	4%	6%	4%
I don't plan to watch the Super Bowl	25%	23%	29%	23%	28%	21%	16%	32%	32%	30%	21%	23%
Totals (Unweighted N)	100% (998)	100% (384)	100% (369)	100% (245)	100% (477)	100% (246)	100% (129)	100% (146)	100% (184)	100% (230)	100% (379)	100% (205)

4. Fair Criticism

Do you believe Carolina Panthers quarterback Cam Newton receives a fair or an unfair amount of criticism?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Fair	20%	28%	12%	17%	23%	20%	18%	21%	15%	11%	32%
Unfair	16%	18%	14%	19%	15%	16%	13%	14%	34%	11%	10%
Not sure	65%	54%	74%	64%	62%	64%	68%	65%	51%	78%	58%
Totals (Unweighted N)	100% (995)	100% (486)	100% (509)	100% (196)	100% (265)	100% (387)	100% (147)	100% (666)	100% (116)	100% (133)	100% (80)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Fair	20%	17%	18%	27%	20%	22%	25%	13%	13%	20%	21%	23%
Unfair	16%	21%	12%	15%	16%	13%	25%	10%	14%	12%	18%	16%
Not sure	65%	63%	70%	58%	64%	64%	50%	77%	73%	68%	60%	61%
Totals (Unweighted N)	100% (995)	100% (381)	100% (369)	100% (245)	100% (475)	100% (244)	100% (129)	100% (147)	100% (183)	100% (228)	100% (378)	100% (206)

5. Race Criticism

Do you think Cam Newton would or would not receive less criticism if he were white?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
He would	16%	19%	14%	19%	23%	12%	10%	15%	12%	16%	28%
He would not	34%	40%	28%	37%	30%	35%	32%	33%	32%	33%	38%
Not sure	50%	42%	58%	44%	48%	53%	58%	52%	55%	50%	34%
Totals (Unweighted N)	100% (994)	100% (485)	100% (509)	100% (197)	100% (264)	100% (386)	100% (147)	100% (666)	100% (116)	100% (132)	100% (80)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
He would	16%	22%	13%	12%	16%	13%	26%	11%	15%	18%	15%	18%
He would not	34%	24%	34%	46%	35%	36%	35%	24%	31%	23%	37%	40%
Not sure	50%	54%	53%	42%	48%	51%	38%	65%	55%	59%	48%	42%
Totals (Unweighted N)	100% (994)	100% (379)	100% (369)	100% (246)	100% (474)	100% (244)	100% (129)	100% (147)	100% (183)	100% (227)	100% (378)	100% (206)

Interviewing Dates	January 29 - February 1, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.025 to 4.25, with a mean of one and a standard deviation of 0.923.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.