

YouGov[®]

Super Bowl Food

Fieldwork Dates: 9th - 10th January 2020

**Conducted by YouGov
On behalf of YouGovRealtime**

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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 individuals who have agreed to take part in surveys. Emails are sent to panelists 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 email realtime.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 1266 adults. Fieldwork was undertaken between 9th - 10th January 2020. 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.

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

BYS_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
Very interested	31%	19%	19%	18%	26%	27%	23%	28%	-	-	22%	23%	26%	27%	23%
		B		*			*	**	**						
Somewhat interested	17%	19%	16%	15%	18%	14%	19%	23%	-	-	21%	19%	17%	14%	18%
			*				*	**	**	M					
A little bit interested	14%	14%	15%	20%	15%	16%	12%	9%	-	-	19%	14%	15%	9%	13%
			*				*	**	**	M		M			
Not interested	41%	35%	46%	46%	36%	40%	45%	39%	-	-	35%	42%	39%	46%	43%
		A	*				D	*	**	**				J	O
Don't know	3%	2%	4%	2%	5%	2%	2%	-	-	-	3%	2%	3%	3%	2%
		A	*		E.F		*	*	**	**					

BYS_Q2. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
Host friends/family at my home	9%	11%	7%	11%	13%	11%	5%	4%	-	-	11%	8%	10%	8%	8%
		B		*	F	F	*	**	**						
Join friends/family at someone else's home	10%	10%	9%	21%	15%	9%	5%	6%	-	-	9%	10%	8%	12%	10%
			E.F.G*	E.F	F	*	**	**	**						
Watch at home on my own or with other members of my household	26%	27%	25%	7%	19%	28%	31%	42%	-	-	26%	28%	26%	24%	27%
			*			C.D	C.D	C.D.E*	**	**				Q	
Attend in person	1%	2%	1%	4%	3%	1%	0%	-	-	-	4%	0%	1%	0%	1%
			F*	F			*	**	**	**	K.L.M				
Watch someplace else (e.g., restaurant, bar)	2%	2%	2%	4%	4%	1%	1%	-	-	-	3%	2%	2%	1%	2%
			*	E.F			*	**	**	**					
I'm not sure, but I do plan to watch	12%	13%	10%	10%	11%	10%	13%	14%	-	-	13%	13%	11%	10%	10%
		B	*				*	**	**	**					
Not applicable – I don't plan to watch the Super Bowl	40%	34%	46%	44%	36%	40%	45%	35%	-	-	34%	40%	41%	44%	42%
		A	*				D	*	**	**				J	O

BYS_Q3. 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	756	394	362	27	274	183	236	36	-	-	156	150	279	171	467
Base: US adults planning to watch the Super Bowl	756	407	352	26	270	179	242	42	-	-	149	159	283	168	475
Chicken wings	36%	36%	36%	46%	43%	33%	33%	8%	-	-	39%	36%	34%	36%	34%
			**		E.F.G	G	G	*	**	**					
Nachos	29%	28%	30%	32%	33%	32%	27%	3%	-	-	28%	34%	27%	28%	28%
			**		G	G	G	*	**	**					
Pizza	35%	37%	33%	48%	38%	38%	31%	22%	-	-	41%	33%	35%	32%	36%
			**				*	**	**	**					
Chips/dip	40%	40%	39%	59%	41%	41%	38%	25%	-	-	48%	42%	35%	39%	41%
			**				*	**	**	**	L			P	
Burgers/Sliders	17%	17%	18%	32%	25%	17%	10%	3%	-	-	18%	14%	20%	15%	16%
			**		F.G	F.G	*	**	**	**					
Tacos	12%	12%	12%	29%	18%	11%	6%	3%	-	-	13%	9%	10%	18%	9%
			**		F.G	F	*	**	**	**				K.L	
Meatballs	12%	12%	13%	22%	15%	15%	8%	4%	-	-	12%	12%	12%	13%	11%
			**		F	F	*	**	**	**					
Ribs	12%	13%	10%	30%	15%	12%	7%	2%	-	-	7%	6%	16%	15%	9%
			**		F.G	*	**	**	**	**			J.K	J.K	
Mozzarella sticks	10%	10%	11%	28%	13%	11%	7%	-	-	-	14%	8%	10%	11%	12%
			**		G	G	*	**	**	**					O

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Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

BYS_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
Very interested	25%	32%	26%	23%	28%	21%	21%	31%	26%	16%	23%	22%	25%	24%	29%
		N		S.T				S.T	**	*	*	*			
Somewhat interested	17%	19%	18%	12%	14%	22%	18%	15%	22%	8%	20%	17%	21%	13%	12%
						R			AA,AB	**	*	*	AA,AB		
A little bit interested	14%	18%	13%	17%	13%	14%	18%	12%	14%	22%	12%	10%	14%	13%	17%
										**	*	*			
Not interested	41%	28%	38%	42%	41%	40%	39%	41%	36%	50%	44%	47%	38%	46%	41%
				O						**	*	*	V	V,Z	
Don't know	3%	3%	5%	7%	4%	2%	4%	-	2%	3%	-	4%	2%	4%	1%
			N	N	U		U			**	*	*			

BYS_Q2. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
Host friends/family at my home	9%	12%	12%	10%	10%	8%	9%	11%	12%	-	12%	2%	11%	8%	3%
									Y,AA,AB	**	AB*	*	Y,AB		
Join friends/family at someone else's home	10%	7%	9%	12%	6%	13%	11%	12%	10%	11%	9%	13%	10%	11%	5%
						R	R	R		**	*	*			
Watch at home on my own or with other members of my household	26%	29%	24%	16%	25%	24%	28%	29%	29%	35%	23%	27%	29%	18%	32%
		Q						AA	**	*	*	*	AA	AA	AA
Attend in person	1%	0%	3%	2%	2%	1%	1%	1%	1%	-	2%	-	1%	2%	1%
			N							**	*	*			
Watch someplace else (e.g., restaurant, bar)	2%	1%	4%	-	2%	2%	2%	1%	2%	-	1%	2%	2%	3%	3%
		Q								**	*	*			
I'm not sure, but I do plan to watch	12%	20%	10%	14%	13%	11%	11%	9%	11%	4%	13%	10%	11%	11%	16%
		N,P								**	*	*			
Not applicable - I don't plan to watch the Super Bowl	40%	30%	37%	47%	42%	40%	37%	38%	35%	50%	40%	45%	37%	47%	41%
			O							**	*	*		V,Z	

BYS_Q3. 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	756	114	118	57	288	251	139	78	378	13	42	26	459	183	66
Base: US adults planning to watch the Super Bowl	759	104	124	55	297	236	144	81	385	13	38	24	461	178	71
Chicken wings	36%	47%	34%	34%	38%	33%	39%	30%	36%	29%	42%	52%	37%	36%	33%
		N,P*		*				*	**	**	*	**			*
Nachos	29%	31%	32%	25%	26%	29%	34%	29%	32%	29%	33%	31%	32%	23%	27%
		*		*				*	AA	**	*	**	AA		*
Pizza	35%	31%	30%	44%	37%	35%	35%	29%	34%	16%	38%	48%	35%	40%	33%
				*				*	**	**	*	**			**
Chips/dip	40%	47%	30%	41%	41%	35%	44%	42%	39%	17%	48%	38%	39%	43%	41%
		P*		*				*	**	**	*	**	**	**	*
Burgers/Sliders	17%	18%	21%	17%	16%	18%	15%	24%	16%	22%	28%	19%	17%	19%	11%
		*		*				*	**	**	AB*	**			*
Tacos	12%	14%	22%	14%	14%	11%	10%	13%	12%	-	10%	13%	11%	14%	8%
		*	N	*				*	**	**	*	**			*
Meatballs	12%	20%	8%	15%	9%	15%	10%	19%	12%	-	10%	7%	11%	14%	9%
		N,P*		*			R	R*	**	**	*	**			*
Ribs	12%	18%	14%	13%	12%	11%	8%	17%	11%	12%	27%	3%	12%	13%	9%
		N*		*				*	**	**	V,Z,AA,AB*	**			*
Mozzarella sticks	10%	3%	13%	8%	11%	10%	8%	14%	11%	14%	11%	7%	11%	10%	6%
		*	O	*				*	**	**	*	**			*

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US_nat_int Sample: 9th - 10th January 2020



Total	Parent or guardian of any children									Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

BYS_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
Very interested	25%	20%	25%	-	16%	34%	24%	28%	21%	20%	25%	24%	27%	21%	30%
		*	**	**	**	AH.AI.AJ		AH.AJ		*					AQ.AR
Somewhat interested	17%	14%	11%	22%	15%	22%	20%	20%	14%	17%	14%	21%	22%	12%	13%
		*	**	**	**	AJ	AJ	AJ		*		AL.AO	AL.AO		
A little bit interested	14%	15%	12%	-	17%	11%	15%	14%	14%	19%	12%	16%	15%	15%	13%
		*	**	**	**					*					
Not interested	41%	50%	29%	52%	39%	29%	40%	35%	48%	27%	45%	38%	36%	43%	40%
		*	**	**	**		AG.AI	AG	AG.AH.AI.AK	*	AN				
Don't know	3%	-	23%	26%	13%	3%	2%	2%	3%	17%	4%	1%	0%	8%	3%
		*	**	**	**				AG.AH.AI.AJ*		AM.AN			AL.AM.AN	

BYS_Q2. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
Host friends/family at my home	9%	5%	12%	-	16%	17%	8%	11%	7%	5%	9%	8%	13%	9%	11%
		*	**	**	**	AH.AI.AJ		AH.AJ		*			AM		AR
Join friends/family at someone else's home	10%	4%	13%	-	6%	14%	6%	10%	9%	14%	7%	12%	12%	6%	11%
		*	**	**	**	AH.AI.AJ		AH	AH	AH*		AL.AO	AL.AO		AR
Watch at home on my own or with other members of my household	26%	33%	24%	-	6%	27%	34%	31%	20%	25%	23%	30%	28%	21%	19%
		AA*	**	**	**	AJ	AG.AJ	AG.AJ		*		AL.AO			
Attend in person	1%	-	-	-	-	2%	1%	1%	1%	3%	2%	1%	1%	2%	2%
		*	**	**	**					*					
Watch someplace else (e.g., restaurant, bar)	2%	-	-	-	10%	3%	1%	2%	2%	6%	3%	1%	3%	1%	3%
		*	**	**	**			AH		AH*					
I'm not sure, but I do plan to watch	12%	12%	6%	48%	31%	9%	11%	11%	12%	11%	12%	12%	11%	11%	13%
		*	**	**	**					*					
Not applicable – I don't plan to watch the Super Bowl	40%	47%	45%	52%	31%	28%	39%	34%	48%	36%	45%	35%	33%	49%	41%
		*	**	**	**		AG.AI	AG	AG.AH.AI	*	AM.AN			AM.AN	

BYS_Q3. 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	756	25	9	2	12	232	242	444	288	24	249	230	186	91	243
Base: US adults planning to watch the Super Bowl	759	26	9	2	12	228	248	447	287	25	247	231	187	94	240
Chicken wings	36%	22%	67%	-	23%	45%	32%	38%	34%	28%	35%	34%	41%	33%	39%
		**	**	**	**	AH.AI.AJ				**			41%	33%	*
Nachos	29%	16%	34%	46%	31%	40%	28%	32%	24%	36%	26%	29%	33%	28%	32%
		**	**	**	**	AH.AI.AJ		AJ		**			33%	28%	*
Pizza	35%	26%	46%	-	15%	43%	30%	35%	35%	40%	35%	40%	30%	32%	37%
		**	**	**	**	AH.AI				**		AN	30%	32%	
Chips/dip	40%	28%	56%	-	24%	42%	38%	39%	40%	55%	37%	40%	38%	51%	40%
		**	**	**	**					**			38%	51%	AL*
Burgers/Sliders	17%	14%	22%	-	31%	25%	11%	18%	17%	22%	18%	18%	17%	14%	24%
		**	**	**	**	AH.AI.AJ		AH		**			17%	14%	AQ
Tacos	12%	14%	34%	-	30%	19%	6%	12%	11%	28%	14%	12%	12%	8%	14%
		**	**	**	**	AH.AI.AJ		AH	AH	**			12%	8%	*
Meatballs	12%	14%	24%	-	22%	18%	10%	13%	11%	14%	10%	13%	16%	9%	13%
		**	**	**	**	AH.AI.AJ			**	**			16%	9%	*
Ribs	12%	6%	10%	-	23%	17%	5%	10%	13%	18%	13%	10%	14%	6%	16%
		**	**	**	**	AH.AI		AH	AH	**			14%	6%	AQ
Mozzarella sticks	10%	4%	11%	-	30%	16%	7%	11%	10%	11%	11%	10%	11%	8%	13%
		**	**	**	**	AH.AI.AJ		AH		**			11%	8%	AR

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US_nat_int Sample: 9th - 10th January 2020



Total	Type of Area Lived in			Interest in 2020 Super Bowl	
	Suburban/ Town	Rural	Other	Very/Somewhat/ Little bit interested	Not interested
	AQ	AR	AS	AT	AU

BYS_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
Very interested	25%	24%	19%	9%	44%	-
				**	AU	
Somewhat interested	17%	19%	19%	33%	31%	-
		AP	AP	**	AU	
A little bit interested	14%	15%	13%	33%	25%	-
			**	AU		
Not interested	41%	39%	46%	14%	-	100%
			**			AT
Don't know	3%	3%	3%	11%	-	-
			**			

BYS_Q2. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
Host friends/family at my home	9%	9%	7%	-	16%	0%
				**	AU	
Join friends/family at someone else's home	10%	10%	6%	9%	15%	2%
		AR	**	AU		
Watch at home on my own or with other members of my household	26%	29%	27%	71%	43%	3%
		AP	AP	**	AU	
Attend in person	1%	1%	1%	-	2%	0%
			**	AU		
Watch someplace else (e.g., restaurant, bar)	2%	2%	1%	-	3%	1%
			**	AU		
I'm not sure, but I do plan to watch	12%	10%	13%	9%	17%	4%
			**	AU		
Not applicable – I don't plan to watch the Super Bowl	40%	38%	45%	11%	3%	90%
		AQ	**			AT

BYS_Q3. 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	756	364	141	8	691	51
Base: US adults planning to watch the Super Bowl	759	367	144	9	692	52
Chicken wings	36%	36%	32%	20%	36%	30%
				**	*	*
Nachos	29%	28%	27%	10%	30%	19%
			**	*	*	*
Pizza	35%	36%	28%	39%	37%	18%
			**	AU	*	*
Chips/dip	40%	40%	39%	36%	41%	33%
			**	*	*	*
Burgers/Sliders	17%	13%	17%	20%	18%	17%
			**	*	*	*
Tacos	12%	13%	8%	10%	12%	16%
			**	*	*	*
Meatballs	12%	13%	11%	-	12%	17%
			**	*	*	*
Ribs	12%	9%	11%	-	12%	10%
			**	*	*	*
Mozzarella sticks	10%	11%	6%	-	10%	10%
			**	*	*	*

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US_nat_int Sample: 9th - 10th January 2020



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Pigs in a blanket	8%	7%	10%	37% **	10% F	6%	5%	5% *	- **	- **	9%	8%	10%	6%	8%
Cheese and crackers	20%	20%	21%	24% **	24% E	15%	21%	16% *	- **	- **	22%	29% LM	17%	18%	24% P
Grilled cheese	6%	6%	5%	17% **	9% E,F	4%	3%	3% *	- **	- **	5%	4%	7%	5%	5%
Cookies	18%	17%	19%	42% **	27% E,F	12%	11%	11% *	- **	- **	16%	13%	19%	22% K	17%
Brownies	12%	10%	14%	38% **	15% F	10%	6%	11% *	- **	- **	10%	11%	14%	9%	12%
Ice cream	12%	12%	12%	25% **	17% E,F	7%	6%	21% E,F*	- **	- **	12%	8%	15%	9%	10%
Cupcakes	7%	6%	8%	14% **	10% F	6%	4%	- *	- **	- **	9% K	1%	8% K	8% K	5%
Something else	4%	4%	4%	3% **	1% D	5%	7% D	4% *	- **	- **	3%	4%	5%	5%	4%
I don't plan to serve or eat anything while watching the Super Bowl	10%	10%	10%	7% **	5%	10%	16% D,E	12% *	- **	- **	8%	11%	10%	12%	10%
Don't know	17%	16%	18%	3% **	11%	17%	19% D	45% D,E,F*	- **	- **	13%	17%	17%	18%	18%

BYS_Q6. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.

Unweighted base	756	394	362	27	274	183	236	36	-	-	156	150	279	171	467
Base: US adults planning to watch the Super Bowl	759	407	352	26	270	179	242	42	-	-	149	159	283	168	475
Soda	40%	41%	38%	70% **	36%	40%	42%	26% *	- **	- **	39%	47% L	35%	40%	40%
Iced tea	20%	21%	20%	52% **	21%	16%	19%	26% *	- **	- **	15%	20% J	25%	17%	21%
Non-alcoholic punch	8%	8%	8%	15% **	13% F	8% F	3%	3% *	- **	- **	7%	7%	10%	8%	7%
Beer	31%	35% B	27%	- **	33%	36%	29%	21% *	- **	- **	34%	26%	29%	35%	32%
Wine	16%	12% A	21%	- **	18%	14%	17%	19% *	- **	- **	18%	11%	18%	17%	18%
Cocktails	10%	9%	10%	- **	13% F	13% F	6%	4% *	- **	- **	9%	5% K	11% K	12% K	10%
Alcoholic punch	5%	5%	4%	- **	10% E,F	3%	1%	- *	- **	- **	3%	5%	5%	4%	4%
Vodka	9%	10%	8%	- **	11%	10%	8%	6% *	- **	- **	9%	8%	8%	11%	9%
Whiskey	12%	16% B	8%	- **	16% F	14% F	7%	13% *	- **	- **	13%	11%	12%	12%	12%
Rum	5%	4%	5%	- **	6%	6%	3%	3% *	- **	- **	5%	5%	5%	4%	6%
Tequila	7%	7%	6%	- **	12% E,F	7% F	2%	3% *	- **	- **	4%	5%	6%	11% J,K	4%
Other	7%	7%	7%	18% **	3%	8% D	9% D	9% *	- **	- **	8%	12% LM	5%	5%	8% O
Don't know	10%	9%	12%	3% **	8%	9%	11%	25% D,E,F*	- **	- **	10%	11%	9%	11%	11%
Not applicable - I don't plan to serve or drink anything during the Super Bowl	13%	12%	14%	3% **	12%	10%	17% E	10% *	- **	- **	12%	12%	13%	13%	11%

BYS_Q7. Have you ever taken off work on the Monday after the Super Bowl? Please select all that apply.

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Pigs in a blanket	8%	9% *	7%	13% *	9% T	10% T	2%	13% T*	7%	- **	21% V.Z.AB*	4% **	8%	11%	6% *
Cheese and crackers	20%	15% *	11%	23% P*	16%	21%	29% R	19% *	23%	7% **	22% *	16% **	22%	19%	19% *
Grilled cheese	6%	9% *	6%	5% *	5%	5%	4%	12% R.T*	6%	7% **	9% *	4% **	6%	4%	3% *
Cookies	18%	18% *	23%	17% *	18%	19%	11%	25% T*	18%	14% **	25% *	26% **	19%	19%	13% *
Brownies	12%	11% *	11%	10% *	11%	12%	7%	19% T*	11%	- **	13% *	16% **	11%	12%	11% *
Ice cream	12%	14% *	16%	12% *	12%	11%	7%	21% S.T*	11%	15% **	15% *	14% **	12%	12%	7% *
Cupcakes	7%	7% *	13% N	5% *	9% T	5%	2%	13% S.T*	7%	7% **	5% *	3% **	7%	6%	3% *
Something else	4%	2% *	3%	9% *	2%	5%	4%	10% R*	6%	- **	2% *	- **	5% AA	1%	3% *
I don't plan to serve or eat anything while watching the Super Bowl	10%	14% *	10%	5% *	11%	13%	6%	6% *	10%	28% **	8% *	7% **	10%	9%	14% *
Don't know	17%	11% *	12%	23% *	17%	15%	21%	12% *	16%	8% **	9% *	14% **	15%	18%	21% *

BYS_Q6. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	756	114	118	57	288	251	139	78	378	13	42	26	459	183	66
Base: US adults planning to watch the Super Bowl	759	104	124	55	297	236	144	81	385	13	38	24	461	178	71
Soda	40%	41% *	32%	47% *	43%	35%	39%	41% *	40%	14% **	34% *	50% **	39%	43%	37% *
Iced tea	20%	23% *	14%	23% *	19%	22%	21%	20% *	19%	29% **	27% *	22% **	20%	23%	14% *
Non-alcoholic punch	8%	12% *	7%	12% *	7%	9%	7%	12% *	7%	6% **	13% *	7% **	7%	11%	5% *
Beer	31%	27% *	34%	24% *	30%	27%	35%	36% *	36%	20% AA	38% *	19% **	35% AA	24%	34% *
Wine	16%	16% *	10%	14% *	12%	15%	22%	26% R	18%	- **	15% *	14% **	17%	15%	14% *
Cocktails	10%	11% *	7%	12% *	6%	13%	9%	16% R	11%	- **	11% *	9% **	11%	9%	6% *
Alcoholic punch	5%	9% *	4%	3% *	3%	5%	4%	12% R.S.T*	5%	- **	7% AB*	3% **	5%	5%	- *
Vodka	9%	7% *	13% Q	3% *	9%	8%	5%	17% S.T*	9%	6% **	15% *	6% **	9%	7%	13% *
Whiskey	12%	10% *	14%	12% *	11%	11%	14%	18% *	13%	- **	12% *	7% **	12%	11%	12% *
Rum	5%	3% *	4%	3% *	4%	4%	1%	16% R.S.T*	6%	- **	12% AA.AB*	7% **	6%	3%	1% *
Tequila	7%	13% N*	13% N	5% *	7%	6%	4%	12% T*	7%	18% **	14% *	3% **	8%	6%	6% *
Other	7%	2% *	4%	16% O.P*	6%	8%	9%	6% *	6%	17% **	8% *	12% **	7%	5%	5% *
Don't know	10%	6% *	6%	17% O.P*	10%	8%	12%	9% *	10%	16% **	7% *	11% **	10%	7%	17% AA*
Not applicable - I don't plan to serve or drink anything during the Super Bowl	13%	22% N.Q*	12%	8% *	15%	14%	7%	9% *	11%	8% **	8% *	11% **	10%	18%	13% V.Z

BYS_Q7. Have you ever taken off work on the Monday after the Super Bowl? Please select all that apply.

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Pigs in a blanket	8%	9%	-	-	22%	9%	7%	8%	10%	11%	11%	8%	7%	6%	9%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	*
Cheese and crackers	20%	18%	-	-	34%	23%	21%	21%	20%	18%	15%	23%	27%	14%	21%
	**	**	**	**	**	**	**	**	**	**	**	AL	ALAO	*	*
Grilled cheese	6%	6%	-	-	22%	10%	3%	6%	4%	6%	6%	6%	6%	4%	9%
	**	**	**	**	**	AH.AI.AJ		AH		**				*	AR
Cookies	18%	9%	10%	-	31%	24%	11%	17%	19%	16%	17%	20%	16%	19%	20%
	**	**	**	**	**	AH.AI		AH		**				*	*
Brownies	12%	13%	10%	-	23%	15%	7%	11%	12%	16%	9%	15%	10%	11%	13%
	**	**	**	**	**	AH		AH		**				*	*
Ice cream	12%	13%	10%	-	24%	15%	7%	12%	12%	19%	14%	11%	11%	10%	16%
	**	**	**	**	**	AH		AH		**				*	AQ
Cupcakes	7%	10%	12%	-	22%	11%	3%	6%	7%	15%	6%	7%	7%	7%	11%
	**	**	**	**	**	AH.AI		AH		**				*	AQ.AR
Something else	4%	5%	22%	-	-	2%	7%	5%	3%	4%	2%	4%	7%	4%	3%
	**	**	**	**	**		AG.AJ	AG		**			AL	*	*
I don't plan to serve or eat anything while watching the Super Bowl	10%	12%	11%	-	16%	4%	16%	11%	10%	16%	14%	9%	8%	10%	11%
	**	**	**	**	**		AG.AI.AJ	AG		**			AL	*	*
Don't know	17%	24%	-	54%	33%	10%	17%	14%	20%	19%	16%	17%	14%	21%	13%
	**	**	**	**	**		AG	AG		**				*	*

BYS_Q6. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.

Unweighted base	756	25	9	2	12	232	242	444	288	24	249	230	186	91	243
Base: US adults planning to watch the Super Bowl	759	26	9	2	12	228	248	447	287	25	247	231	187	94	240
Soda	40%	37%	34%	-	24%	45%	40%	42%	36%	31%	38%	41%	38%	44%	40%
	**	**	**	**	**	AJ				**				*	*
Iced tea	20%	26%	12%	-	31%	22%	19%	20%	20%	26%	22%	18%	18%	26%	21%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	*
Non-alcoholic punch	8%	10%	24%	-	15%	11%	5%	7%	9%	12%	8%	9%	6%	9%	11%
	**	**	**	**	**	AH.AI		AH		**				*	*
Beer	31%	22%	11%	-	-	39%	34%	36%	24%	23%	25%	32%	41%	24%	36%
	**	**	**	**	**	AJ	AJ	AJ		**			ALAO	*	AR
Wine	16%	18%	30%	-	-	16%	16%	17%	16%	9%	13%	15%	26%	9%	20%
	**	**	**	**	**	**	**	**	**	**	**	**	ALAM.AO	*	*
Cocktails	10%	2%	11%	-	7%	14%	7%	11%	8%	13%	8%	9%	14%	7%	13%
	**	**	**	**	**	AH.AJ				**				*	*
Alcoholic punch	5%	-	24%	-	-	10%	2%	6%	2%	-	4%	4%	7%	2%	7%
	**	**	**	**	**	AH.AI.AJ		AH.AJ		**				*	*
Vodka	9%	9%	10%	-	-	15%	8%	11%	6%	4%	8%	10%	14%	2%	11%
	**	**	**	**	**	AH.AJ		AJ		**		AO	ALAO	*	*
Whiskey	12%	9%	11%	-	13%	19%	9%	14%	9%	8%	9%	14%	15%	6%	14%
	**	**	**	**	**	AH.AI.AJ		AH		**			AO	*	*
Rum	5%	5%	-	-	-	8%	5%	6%	2%	4%	4%	5%	7%	1%	6%
	**	**	**	**	**	AJ		AJ		**			AO	*	*
Tequila	7%	5%	-	-	7%	14%	4%	8%	5%	12%	8%	8%	7%	2%	11%
	**	**	**	**	**	AH.AI.AJ		AH		**	AO	AO		*	AQ.AR
Other	7%	26%	-	-	16%	4%	9%	7%	7%	9%	6%	9%	6%	9%	4%
	**	**	**	**	**	**	AG	AG		**				*	*
Don't know	10%	7%	-	100%	17%	7%	13%	11%	10%	5%	10%	9%	9%	13%	6%
	**	**	**	**	**	**	AG	AG		**				*	*
Not applicable - I don't plan to serve or drink anything during the Super Bowl	13%	14%	11%	-	16%	7%	12%	10%	15%	25%	15%	11%	9%	17%	13%
	**	**	**	**	**	**	AG	AG	AG.AI	**				*	*

BYS_Q7. Have you ever taken off work on the Monday after the Super Bowl? Please select all that apply.

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Type of Area Lived in			Interest in 2020 Super Bowl	
		Suburban/ Town	Rural	Other	Very/Somewhat/ Little bit interested	Not interested
Pigs in a blanket	8%	7%	11%	10% **	9%	3% *
Cheese and crackers	20%	18%	27% AQ	26% **	20%	22% *
Grilled cheese	6%	5%	2%	- **	6%	- *
Cookies	18%	18%	13%	20% **	18%	18% *
Brownies	12%	11%	10%	11% **	12%	11% *
Ice cream	12%	9%	11%	30% **	12%	8% *
Cupcakes	7%	5%	4%	- **	7%	4% *
Something else	4%	5%	3%	11% **	5%	- *
I don't plan to serve or eat anything while watching the Super Bowl	10%	8%	15% AQ	13% **	9%	26% AT*
Don't know	17%	20% AP	14%	16% **	16%	18% *

BYS_Q6. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.

	Unweighted base					
	756	364	141	8	691	51
Base: US adults planning to watch the Super Bowl	759	367	144	9	692	52
Soda	40%	38%	44%	31% **	42% AU	12% *
Iced tea	20%	17%	25%	43% **	21%	14% *
Non-alcoholic punch	8%	7%	7%	- **	8%	10% *
Beer	31%	29%	25%	37% **	32%	25% *
Wine	16%	15%	13%	23% **	16%	19% *
Cocktails	10%	9%	7%	10% **	10%	5% *
Alcoholic punch	5%	4%	2%	16% **	4%	5% *
Vodka	9%	10%	6%	- **	9%	8% *
Whiskey	12%	11%	11%	21% **	12%	6% *
Rum	5%	5%	3%	10% **	5%	- *
Tequila	7%	5%	4%	10% **	7%	5% *
Other	7%	8% AP	9% AP	21% **	7%	7% *
Don't know	10%	13% AP	10%	- **	9%	19% AT*
Not applicable - I don't plan to serve or drink anything during the Super Bowl	13%	12%	14%	13% **	12%	24% AT*

BYS_Q7. Have you ever taken off work on the Monday after the Super Bowl? Please select all that apply.

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
Yes, and I planned the day(s) off in advance	10%	13%	7%	8%	16%	10%	5%	-	-	-	12%	8%	9%	10%	8%
		B		G*	E.F.G	F.G		*	**	**					
Yes, and I called in sick that Monday morning	5%	5%	5%	4%	11%	4%	2%	-	-	-	6%	3%	5%	6%	4%
				*	E.F.G			*	**	**	K			K	
No, I have never taken off the Monday after the Super Bowl	59%	60%	58%	39%	50%	59%	69%	68%	-	-	58%	63%	57%	60%	65%
			*			C.D	C.D.E	C.D*	**	**					O.P.Q
Not applicable – I've never needed to work the day after the Super Bowl	27%	23%	31%	49%	26%	28%	25%	32%	-	-	25%	27%	30%	25%	23%
			A	D.E.F*				*	**	**					

BYS_Q8. When it comes to the timing of the Super Bowl, which of the following would you prefer?

Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
I'd prefer if the Super Bowl was played on Saturday instead of Sunday	28%	28%	23%	36%	30%	25%	21%	11%	-	-	32%	25%	25%	21%	25%
		B		F.G*	F.G	G		*	**	**	L.M				
I'd prefer if the Super Bowl continued to be played on Sundays	34%	38%	30%	28%	31%	37%	35%	38%	-	-	35%	35%	34%	32%	34%
		B		*				*	**	**				Q	
Don't know	41%	34%	47%	37%	38%	38%	44%	51%	-	-	33%	40%	41%	48%	41%
			A	*				*	**	**			J	J	

BYS_Q4. Which, if any, of the following condiments do you typically dip french fries into? Please select all that apply.

Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
Ketchup	72%	71%	73%	70%	66%	73%	77%	74%	-	-	74%	81%	69%	68%	73%
			*	*		D	D	*	**	**		L.M			
Ranch	25%	22%	28%	28%	30%	27%	20%	19%	-	-	19%	30%	19%	35%	26%
			A	*	F	F		*	**	**		J.L		J.L	
Honey Mustard	17%	16%	18%	23%	20%	21%	11%	13%	-	-	17%	19%	19%	11%	17%
			F*	F	F			*	**	**	M		M		
Buffalo Sauce	10%	12%	8%	22%	16%	10%	4%	-	-	-	13%	7%	10%	9%	8%
		B	E.F.G*	E.F.G	F.G			*	**	**	K				
BBQ Sauce	21%	23%	19%	36%	28%	20%	15%	12%	-	-	24%	28%	18%	20%	18%
			E.F.G*	E.F.G				*	**	**		L.M			
Milkshakes	10%	8%	11%	22%	14%	10%	5%	-	-	-	8%		11%	8%	11%
			E.F.G*	F.G	F.G			*	**	**					
Mayonnaise	17%	17%	17%	20%	20%	22%	11%	6%	-	-	19%	16%	15%	18%	17%
			G*	F.G	F.G			*	**	**					
Other	6%	6%	7%	2%	3%	11%	6%	8%	-	-	7%	5%	5%	9%	7%
			*	*	D.F	D		*	**	**				L	
Nothing, I eat them plain	8%	8%	7%	9%	5%	7%	10%	12%	-	-	12%	5%	6%	10%	10%
			*	*		D		*	**	**	K.L			K.L	P
Don't know	2%	2%	1%	2%	3%	1%	1%	2%	-	-	1%	2%	3%	1%	1%
			*	F				*	**	**					
Not applicable - I never eat french fries	4%	4%	4%	2%	5%	3%	4%	4%	-	-	2%	2%	6%	2%	3%
			*	*				*	**	**			J.K.M		

BYS_Q5. Which, if any, of the following items do you typically have on nachos? Please select all that apply.

Unweighted base	1266	601	665	49	433	306	423	55	-	-	237	249	475	305	806
Base: All US Adults	1266	617	649	46	420	297	439	64	-	-	225	266	476	298	814
Shredded cheese	53%	50%	57%	55%	49%	61%	54%	37%	-	-	48%	62%	49%	56%	58%
			A	*		D.G	G	*	**	**		J.L		O.P	
Queso/Cheese sauce	48%	47%	49%	51%	50%	53%	46%	25%	-	-	40%	56%	49%	46%	49%
			G*	G	F.G	G		*	**	**		J.M	J		
Sour cream	45%	39%	50%	41%	44%	49%	44%	39%	-	-	36%	54%	41%	50%	48%

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
Yes, and I planned the day(s) off in advance	10%	10%	15%	12%	9%	10%	8%	15%	11%	3%	17%	9%	12%	8%	7%
			N					R.T		**	AA,AB,AC*	*			
Yes, and I called in sick that Monday morning	5%	5%	10%	8%	5%	4%	3%	13%	7%	6%	6%	-	6%	5%	3%
			N					R.S.T		**	*	*			
No, I have never taken off the Monday after the Super Bowl	59%	52%	42%	53%	52%	60%	72%	64%	64%	48%	57%	50%	62%	52%	68%
						R	R.S	R	Z.AA	**	*	*	AA		Y.AA
Not applicable – I've never needed to work the day after the Super Bowl	27%	35%	36%	31%	35%	27%	17%	14%	20%	43%	21%	41%	22%	36%	24%
		N	N		S.T.U	T.U				**	*	V.X.Z.AB*	V	V.X.Z.AB	

BYS_Q8. When it comes to the timing of the Super Bowl, which of the following would you prefer?

Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
I'd prefer if the Super Bowl was played on Saturday instead of Sunday	25%	21%	29%	27%	23%	25%	28%	30%	29%	15%	22%	26%	27%	23%	22%
									**	*	*	*			
I'd prefer if the Super Bowl continued to be played on Sundays	34%	43%	32%	23%	35%	33%	35%	31%	37%	27%	38%	30%	36%	30%	34%
		P.Q							AA	**	*	*	AA		
Don't know	41%	36%	40%	50%	42%	42%	37%	39%	34%	58%	41%	44%	36%	47%	44%
			O						**	*	*	*	V	V.Z	

BYS_Q4. Which, if any, of the following condiments do you typically dip french fries into? Please select all that apply.

Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
Ketchup	72%	67%	70%	75%	71%	69%	81%	70%	76%	72%	79%	78%	76%	69%	68%
							R.S.U		AA	**	*	*	AA		
Ranch	25%	24%	25%	19%	25%	23%	29%	25%	25%	24%	33%	27%	26%	25%	23%
									**	**	*	*			
Honey Mustard	17%	21%	17%	15%	17%	14%	19%	24%	16%	19%	13%	23%	16%	20%	14%
								S	**	**	*	*			
Buffalo Sauce	10%	14%	14%	11%	10%	9%	10%	12%	10%	6%	13%	15%	10%	11%	7%
		N	N						**	**	AC*	AC*			
BBQ Sauce	21%	29%	25%	27%	20%	20%	23%	26%	20%	14%	25%	29%	21%	25%	18%
		N	N						**	**	AC*	AC*		AC	
Milkshakes	10%	7%	8%	13%	8%	11%	9%	14%	10%	7%	11%	8%	10%	11%	11%
									AC	**	AC*	*	AC	AC	AC
Mayonnaise	17%	13%	15%	24%	12%	18%	21%	23%	17%	19%	25%	15%	18%	19%	11%
			O			R	R	R	**	**	AB,AC*	*		AC	
Other	6%	3%	4%	7%	3%	8%	6%	11%	8%	-	9%	2%	7%	4%	1%
						R	R	R	AA,AB	**	AB*	*	AB		
Nothing, I eat them plain	8%	6%	3%	6%	8%	8%	6%	9%	8%	12%	2%	2%	7%	8%	9%
									**	**	*	*			
Don't know	2%	4%	2%	3%	2%	3%	-	-	1%	-	-	-	1%	3%	-
		N			T	T			**	**	*	*		V.Z	
Not applicable - I never eat french fries	4%	4%	4%	7%	4%	4%	4%	2%	2%	3%	2%	8%	3%	4%	8%
			N						**	**	*	V.Z*			V.Z

BYS_Q5. Which, if any, of the following items do you typically have on nachos? Please select all that apply.

Unweighted base	1266	163	190	107	503	415	221	127	580	26	69	47	722	344	114
Base: All US Adults	1266	149	199	104	511	393	231	131	592	27	64	44	727	333	119
Shredded cheese	53%	46%	41%	53%	48%	56%	59%	54%	53%	66%	70%	50%	55%	51%	57%
						R	R		**	**	V.Y.Z.AA,AC*	*			
Queso/Cheese sauce	48%	45%	49%	44%	45%	51%	51%	50%	49%	50%	46%	48%	49%	50%	47%
									**	**	*	*			
Sour cream	45%	39%	36%	47%	39%	46%	54%	49%	44%	58%	57%	44%	46%	42%	53%

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Parent or guardian of any children								Income				Urban	
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+		Don't know / Prefer not to say
Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
Yes, and I planned the day(s) off in advance	10%	3%	13%	-	15%	19%	7%	12%	8%	9%	7%	12%	14%	6%	14%
		*	**	**	**	AH.AI.AJ		AH.AJ		*		AL	AL.AO		AQ.AR
Yes, and I called in sick that Monday morning	5%	-	-	-	5%	14%	3%	8%	2%	7%	5%	5%	8%	2%	9%
		*	**	**	**	AH.AI.AJ		AH.AJ		*			AL.AO		AQ.AR
No, I have never taken off the Monday after the Super Bowl	59%	62%	35%	28%	48%	48%	69%	61%	58%	45%	49%	64%	67%	62%	50%
		*	**	**	**		AG.AI.AJ.AK	AG	AG	*		AL	AL	AL	
Not applicable – I've never needed to work the day after the Super Bowl	27%	35%	53%	72%	32%	24%	22%	22%	32%	39%	40%	21%	13%	29%	30%
		V.Z.*	**	**	**				AG.AH.AI	AG.AH.AI*	AM.AN.AO	AN		AN	AQ

BYS_Q8. When it comes to the timing of the Super Bowl, which of the following would you prefer?

Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
I'd prefer if the Super Bowl was played on Saturday instead of Sunday	25%	18%	6%	22%	28%	31%	23%	27%	23%	21%	19%	29%	32%	21%	24%
		*	**	**	**	AH.AI.AJ		AH		*		AL.AO	AL.AO		
I'd prefer if the Super Bowl continued to be played on Sundays	34%	36%	36%	-	19%	40%	36%	38%	30%	31%	34%	37%	38%	21%	33%
		*	**	**	**	AJ	AJ	AJ		*	AO	AO	AO		
Don't know	41%	47%	58%	78%	53%	29%	40%	35%	47%	48%	46%	33%	30%	58%	42%
		*	**	**	**		AG.AI	AG	AG.AH.AI	AG*	AM.AN			AL.AM.AN	

BYS_Q4. Which, if any, of the following condiments do you typically dip french fries into? Please select all that apply.

Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
Ketchup	72%	64%	64%	22%	46%	68%	77%	73%	72%	62%	70%	73%	76%	72%	72%
		*	**	**	**		AG.AI.AK	AG		*					
Ranch	25%	21%	22%	25%	31%	32%	20%	24%	27%	18%	24%	27%	25%	23%	28%
		*	**	**	**	AH.AI		AH	AH	*					
Honey Mustard	17%	14%	17%	-	21%	24%	13%	18%	16%	7%	17%	17%	17%	16%	
		*	**	**	**	AH.AI.AJ.AK		AH		*					
Buffalo Sauce	10%	2%	13%	-	25%	15%	5%	9%	11%	10%	10%	10%	12%	7%	14%
		*	**	**	**	AH.AI		AH	AH	*					AQ.AR
BBQ Sauce	21%	9%	17%	-	30%	30%	13%	20%	23%	23%	22%	21%	22%	21%	28%
		*	**	**	**	AH.AI.AJ		AH	AH	*					AQ.AR
Milkshakes	10%	-	5%	-	15%	15%	6%	10%	10%	10%	9%	8%	15%	8%	11%
		*	**	**	**	AH.AI.AJ		AH		*			AL.AM.AO		
Mayonnaise	17%	7%	5%	-	5%	22%	11%	15%	19%	13%	14%	17%	23%	14%	19%
		*	**	**	**	AH.AI		AH	AH	*			AL.AO		
Other	6%	7%	13%	-	20%	7%	8%	7%	5%	-	4%	7%	8%	7%	5%
		*	**	**	**					*		AL	AL	AL	
Nothing, I eat them plain	8%	16%	6%	28%	7%	5%	10%	8%	8%	4%	7%	8%	9%	9%	7%
		X.Y.Z*	**	**	**		AG	AG		*					
Don't know	2%	5%	12%	26%	15%	2%	0%	1%	2%	7%	2%	1%	0%	4%	3%
		V.Z.AB*	**	**	**	AH			AH	AG.AH.AI*	AN			AM.AN	
Not applicable - I never eat french fries	4%	2%	5%	-	13%	2%	3%	3%	4%	19%	6%	2%	2%	5%	3%
		*	**	**	**				AG.AH.AI.AJ*		AM.AN				

BYS_Q5. Which, if any, of the following items do you typically have on nachos? Please select all that apply.

Unweighted base	1266	47	17	4	18	328	391	672	555	39	449	355	277	185	411
Base: All US Adults	1266	50	17	4	18	318	405	678	548	39	445	358	277	186	403
Shredded cheese	53%	42%	49%	25%	49%	49%	57%	53%	54%	46%	49%	57%	61%	46%	49%
		*	**	**	**		AG			*		AL.AO	AL.AO		
Queso/Cheese sauce	48%	40%	46%	52%	33%	51%	48%	49%	49%	24%	46%	48%	52%	49%	48%
		*	**	**	**	AK	AK	AK	AK	*					
Sour cream	45%	38%	27%	25%	44%	46%	44%	45%	45%	32%	43%	51%	46%	37%	44%

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Type of Area Lived in			Interest in 2020 Super Bowl	
		Suburban/ Town	Rural	Other	Very/Somewhat/ Little bit interested	Not interested
Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
Yes, and I planned the day(s) off in advance	10%	8%	7%	18% **	16% AU	1%
Yes, and I called in sick that Monday morning	5%	4%	3%	- **	8% AU	1%
No, I have never taken off the Monday after the Super Bowl	59%	64% AP	61% AP	50% **	61%	59%
Not applicable – I've never needed to work the day after the Super Bowl	27%	24%	29%	32% **	17%	39% AT

BYS_Q8. When it comes to the timing of the Super Bowl, which of the following would you prefer?

Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
I'd prefer if the Super Bowl was played on Saturday instead of Sunday	25%	26%	24%	24% **	35% AU	12%
I'd prefer if the Super Bowl continued to be played on Sundays	34%	35%	32%	54% **	52% AU	12%
Don't know	41%	39%	44%	22% **	13%	76% AT

BYS_Q4. Which, if any, of the following condiments do you typically dip french fries into? Please select all that apply.

Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
Ketchup	72%	74%	68%	70% **	73%	74%
Ranch	25%	24%	23%	44% **	26%	23%
Honey Mustard	17%	19%	14%	26% **	18%	16%
Buffalo Sauce	10%	8%	7%	24% **	13% AU	5%
BBQ Sauce	21%	21% AR	13%	23% **	24% AU	17%
Milkshakes	10%	10%	8%	- **	11% AU	8%
Mayonnaise	17%	17%	14%	14% **	17%	16%
Other	6%	7%	6%	10% **	5%	7%
Nothing, I eat them plain	8%	6%	13% AP,AQ	- **	6%	11% AT
Don't know	2%	1%	2%	- **	2%	2%
Not applicable - I never eat french fries	4%	3%	6%	11% **	2%	4%

BYS_Q5. Which, if any, of the following items do you typically have on nachos? Please select all that apply.

Unweighted base	1266	587	259	9	714	515
Base: All US Adults	1266	590	263	10	714	515
Shredded cheese	53%	57% AP	51%	58% **	53%	55%
Queso/Cheese sauce	48%	49%	47%	65% **	50%	48%
Sour cream	45%	48%	40%	34% **	45%	46%

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
			A	*				*	**	**		J.L		J.L	O.P
Guacamole	38%	33%	42%	21%	40%	40%	37%	32%	-	-	31%	39%	32%	51%	38%
			A	*	C	C	C	*	**	**		L		J.K.L	O
Salsa	54%	51%	56%	46%	49%	59%	56%	53%	-	-	56%	57%	49%	56%	59%
			*			D		*	**	**		L			O.P
Beef	43%	45%	40%	48%	43%	48%	42%	20%	-	-	36%	48%	42%	43%	43%
			G*	G	G	G	G	*	**	**		J			
Chicken	24%	25%	24%	43%	32%	25%	16%	12%	-	-	24%	22%	23%	29%	24%
			E.F.G*	E.F.G	F.G		*	*	**	**					
Jalapenos	34%	37%	31%	22%	34%	37%	35%	17%	-	-	26%	39%	33%	36%	33%
			B	*	G	C.G	G	*	**	**		J		J	
Onions	27%	26%	28%	17%	26%	30%	29%	16%	-	-	25%	36%	22%	30%	29%
			*			G		*	**	**		J.L		L	P
Cilantro	19%	17%	21%	14%	22%	22%	16%	6%	-	-	15%	20%	16%	25%	19%
			A	*	F.G	F.G		*	**	**				J.L	
Other	3%	2%	4%	4%	2%	4%	3%	2%	-	-	2%	3%	3%	5%	3%
			A	*				*	**	**					
Nothing, I eat the chips plain	2%	2%	2%	6%	3%	1%	2%	-	-	-	3%	1%	3%	1%	2%
			E*	E				*	**	**					
Don't know	2%	2%	1%	-	3%	1%	1%	-	-	-	1%	2%	2%	1%	1%
			*	E.F				*	**	**					
Not applicable - I don't eat nachos	9%	11%	8%	8%	7%	5%	13%	14%	-	-	15%	6%	10%	7%	9%
			*				D.E	E*	**	**	K.M		K		

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, Minimum Base: 30 (**), Small Base: 100 (*).

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
							R			**	V.AA*	*			
Guacamole	38%	25%	44%	44%	28%	37%	53%	51%	40%	33%	37%	29%	39%	35%	44%
			O	O		R	R.S	R.S		**	*	*			
Salsa	54%	47%	39%	52%	43%	56%	63%	71%	57%	56%	54%	50%	57%	48%	53%
			P			R	R	R.S		**	*	*	AA		
Beef	43%	48%	38%	39%	44%	43%	40%	43%	43%	41%	51%	41%	44%	43%	45%
										**	AC*	*	AC		
Chicken	24%	25%	23%	25%	23%	23%	27%	28%	24%	21%	38%	33%	25%	26%	22%
									AC	**	V.Z.AB.AC*	AC*	AC	AC	AC
Jalapenos	34%	33%	38%	34%	29%	33%	40%	45%	38%	35%	36%	30%	37%	27%	39%
							R	R.S	AA.AC	**	AC*	*	AA.AC		AA.AC
Onions	27%	28%	19%	28%	22%	26%	34%	37%	29%	24%	32%	26%	29%	24%	30%
							R.S	R.S	AC	**	AC*	*	AC		
Cilantro	19%	15%	21%	22%	12%	20%	27%	29%	20%	17%	25%	23%	21%	18%	15%
							R	R.S	R.S	**	AC*	*			
Other	3%	2%	1%	6%	2%	5%	3%	3%	4%	3%	3%	2%	3%	3%	2%
			P			R				**	*	*			
Nothing, I eat the chips plain	2%	3%	2%	1%	2%	2%	2%	3%	2%	-	-	2%	2%	3%	2%
										**	*	*			
Don't know	2%	3%	2%	5%	2%	2%	1%	-	1%	-	-	5%	1%	2%	1%
			N							**	*	V.Z*			
Not applicable - I don't eat nachos	9%	11%	9%	7%	11%	8%	8%	10%	7%	-	6%	9%	7%	12%	11%
										**	*	*		V.Z	

Cell Contents (Col)

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Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
		*	**	**	**					*		AL_AO			
Guacamole	38%	35%	17%	47%	40%	38%	40%	38%	37%	30%	32%	37%	48%	38%	40%
		*	**	**	**					*			AL_AM_AO		AR
Salsa	54%	55%	41%	22%	45%	54%	57%	56%	52%	39%	47%	56%	62%	53%	52%
		*	**	**	**				AK	*		AL	AL		
Beef	43%	29%	30%	25%	31%	48%	40%	43%	43%	21%	44%	45%	42%	35%	44%
		*	**	**	**	AH_AK	AK	AK	AK	*	AO	AO			
Chicken	24%	8%	13%	-	14%	32%	18%	23%	26%	13%	24%	21%	30%	22%	28%
		*	**	**	**	AH_AI_AJ_AK		AH	AH	*			AM		AR
Jalapenos	34%	16%	29%	47%	42%	37%	33%	35%	33%	33%	30%	35%	42%	28%	37%
		*	**	**	**					*			AL_AO		AR
Onions	27%	15%	23%	-	28%	29%	26%	27%	28%	23%	24%	28%	33%	24%	26%
		*	**	**	**					*			AL_AO		
Cilantro	19%	10%	23%	-	23%	23%	16%	19%	19%	18%	15%	20%	24%	18%	19%
		*	**	**	**	AH_AI				*			AL		
Other	3%	5%	-	-	-	4%	3%	3%	3%	3%	3%	2%	4%	4%	3%
		*	**	**	**					*					
Nothing, I eat the chips plain	2%	3%	-	-	-	0%	2%	1%	3%	3%	1%	1%	3%	5%	2%
		*	**	**	**				AG_AI	*			AL_AM	AL_AM	
Don't know	2%	-	17%	26%	5%	2%	0%	1%	2%	-	2%	1%	0%	4%	2%
		*	**	**	**	AH		AH	AH	*				AM_AN	
Not applicable - I don't eat nachos	9%	18%	6%	-	11%	4%	10%	7%	11%	14%	10%	10%	5%	12%	11%
		V.Z*	**	**	**		AG	AG	AG_AI	AG*	AN			AN	

Cell Contents (Col

YouGovRealtime
Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020



	Total	Type of Area Lived in			Interest in 2020 Super Bowl	
		Suburban/ Town	Rural	Other	Very/Somewhat/ Little bit interested	Not interested
		AR		**		
Guacamole	38%	38%	32%	56%	39%	38%
				**		
Salsa	54%	57%	50%	45%	54%	55%
				**		
Beef	43%	43%	41%	32%	44%	42%
				**		
Chicken	24%	24%	18%	23%	25%	23%
				**		
Jalapenos	34%	33%	29%	58%	35%	32%
				**		
Onions	27%	26%	32%	33%	28%	26%
				**		
Cilantro	19%	19%	17%	33%	18%	20%
				**		
Other	3%	3%	3%	9%	3%	3%
				**		
Nothing, I eat the chips plain	2%	1%	4%	-	2%	2%
			AQ	**		
Don't know	2%	1%	3%	-	1%	2%
			AQ	**		
Not applicable - I don't eat nachos	9%	8%	9%	11%	7%	12%
			**			AT

Cell Contents (Col