

Q1. Now turning to the topic of the Super Bowl, do you plan on watching the next Super Bowl on February 12, 2023?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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%	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 reasons for watching the Super Bowl? (ROTATE Q2-Q9)

Q2. I love the Super Bowl, I never miss it																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	78%	47%	69%	86%	95%	81%	75%	78%	82%	77%	74%	79%	79%	79%	77%	81%	79%	86%	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%

Q3. I want to see the new commercials that appear during the game																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	82%	79%	80%	81%	87%	78%	86%	83%	87%	82%	71%	83%	82%	83%	79%	83%	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%	20%	18%	14%	19%	18%	

Q4. I enjoy watching the half-time show																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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%

Q5. I like to wager/place bets on the game																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	38%	12%	20%	41%	68%	44%	32%	49%	49%	27%	16%	41%	38%	34%	40%	35%	42%	49%	30%	33%	39%	51%	36%	43%
No	62%	88%	80%	59%	32%	56%	68%	51%	51%	73%	84%	59%	62%	66%	60%	65%	58%	51%	70%	67%	61%	49%	64%	57%

Q6. It's an opportunity to hang out with friends and family																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	90%	84%	85%	92%	96%	88%	93%	95%	95%	86%	79%	89%	90%	89%	90%	89%	90%	93%	91%	88%	91%	91%	90%	91%
No	10%	16%	15%	8%	4%	12%	7%	5%	5%	14%	21%	11%	10%	11%	10%	11%	10%	7%	9%	12%	9%	9%	10%	9%

Q7. It's an opportunity to eat and drink																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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%	62%	71%	77%	85%	74%	77%	88%	83%	71%	47%	74%	74%	76%	77%	72%	75%	86%	82%	74%	77%	76%	76%	75%
No	25%	38%	29%	23%	15%	26%	23%	12%	17%	29%	53%	26%	26%	24%	23%	28%	25%	14%	18%	26%	23%	24%	24%	25%

Q8. I'm only interested if my favorite team is playing																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	27%	26%	23%	23%	36%	27%	26%	36%	27%	21%	18%	31%	25%	27%	26%	23%	33%	32%	39%	26%	26%	30%	25%	30%
No	73%	74%	77%	77%	64%	73%	74%	64%	73%	79%	82%	69%	75%	73%	74%	77%	67%	68%	61%	74%	74%	70%	75%	70%

Q9. Another reason not previously mentioned																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	12%	6%	10%	12%	17%	15%	9%	10%	12%	13%	15%	12%	11%	12%	14%	12%	11%	13%	8%	10%	11%	18%	10%	16%
No	88%	94%	90%	88%	83%	85%	91%	90%	88%	87%	85%	88%	89%	88%	86%	88%	89%	87%	92%	90%	89%	82%	90%	84%

Q10. If you could only pick one of the following, which do you feel is the most interesting part of the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
The game	49%	16%	49%	62%	77%	62%	37%	45%	50%	49%	53%	55%	48%	46%	48%	49%	59%	46%	36%	45%	50%	61%	46%	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%	1%	1%	1%	1%	0%	1%	1%	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%

Q11KEY. And how do you usually celebrate Super Bowl Sunday? Which of the following do you usually do? (Q11-Q20)

Q11. On Super Bowl Sunday, do you host a party?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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 party?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
Yes	40%	15%	37%	48%	68%	42%	39%	57%	48%	28%	20%	43%	40%	37%	41%	36%	50%	34%	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%

Q13. On Super Bowl Sunday, do you wear team apparel?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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%

Q15. On Super Bowl Sunday, do you record the commercials?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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%

Q16. On Super Bowl Sunday, do you buy Super Bowl themed food?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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 show?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'
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%
No	28%	54%	23%	18%	12%	31%	25%	18%	20%	33%	48%	24%	28%	32%	28%	33%	16%	17%	34%	31%	27%	22%	29%	27%

Q18. On Super Bowl Sunday, do you watch the game at a bar?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	82%	94%	89%	81%	58%	77%	86%	72%	74%	91%	95%	77%	83%	85%	81%	84%	75%	76%	84%	85%	82%	72%	84%	76%
Q19. On Super Bowl Sunday, do you watch the pre-game coverage?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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%
Q20. On Super Bowl Sunday, do you do another activity not previously mentioned?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	9%	12%	6%	7%	11%	10%	7%	7%	7%	9%	13%	10%	7%	9%	10%	10%	7%	9%	4%	8%	8%	13%	8%	11%
No	91%	88%	94%	93%	89%	90%	93%	93%	93%	91%	87%	90%	93%	91%	90%	90%	93%	91%	96%	92%	92%	87%	92%	89%
Q21. And how much pregame coverage would you say you watch leading up to the Super Bowl? Which of the following BEST describes you?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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 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 your own life, how important is the Super Bowl to you?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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 Bowl is to you, would you consider the Super Bowl a national holiday, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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, 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%
Q24KEY. As you consider the following significant days each year, tell me whether, for you, the Super Bowl is more important, less important or about equal in importance to that day. (ROTATE Q24-Q31)																								
Q24. Thanksgiving																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
The Super Bowl is more important	11%	2%	7%	11%	28%	14%	8%	14%	16%	8%	5%	14%	9%	9%	13%	9%	15%	14%	19%	9%	11%	16%	10%	13%
The Super Bowl is less important	74%	89%	77%	72%	53%	70%	78%	71%	68%	74%	85%	72%	74%	79%	71%	78%	64%	68%	65%	74%	76%	70%	74%	74%
The Super Bowl is about equal importance	15%	9%	16%	18%	19%	16%	14%	15%	16%	18%	9%	14%	16%	12%	16%	13%	20%	18%	16%	17%	13%	14%	16%	13%

Q25. The 4th of July																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%
Q27. Valentine's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
The Super Bowl is more important	28%	7%	23%	32%	55%	34%	21%	28%	36%	24%	20%	31%	26%	27%	29%	26%	32%	31%	32%	25%	30%	31%	26%	31%
The Super Bowl is less important	53%	75%	57%	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%
Q28. Halloween																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%
Q29. Mother's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%
Q30. April Fool's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%	41%	22%	18%	12%	23%	25%	24%	19%	25%	30%	22%	23%	26%	25%	25%	21%	23%	18%	27%	22%	20%	25%	21%
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																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%
Q32. Switching gears, have you ever gone to the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	12%	2%	5%	11%	38%	17%	8%	20%	17%	5%	5%	15%	12%	8%	15%	11%	19%	15%	14%	6%	15%	29%	8%	23%
No	88%	98%	95%	89%	62%	83%	92%	80%	83%	95%	95%	85%	88%	92%	85%	89%	81%	85%	86%	94%	85%	71%	92%	77%

Q33. Would you ever want to go to the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	58%	22%	53%	73%	90%	63%	53%	70%	68%	51%	34%	56%	58%	55%	60%	52%	72%	70%	55%	54%	60%	64%	57%	58%
No	30%	62%	30%	16%	6%	27%	33%	20%	21%	35%	51%	30%	30%	32%	29%	36%	15%	20%	32%	32%	30%	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%	14%	10%	11%	13%	12%
Q34. How much would you be willing to spend on a single ticket to attend the Super Bowl in person?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
Nothing	45%	80%	51%	30%	10%	40%	49%	27%	34%	55%	72%	42%	46%	49%	41%	51%	29%	30%	42%	51%	39%	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%	38%	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%	6%	11%	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%	5%	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%	1%	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%	1%	2%	2%	1%
Q35. Now, thinking about merchandise, do you plan on purchasing any Super Bowl-related merchandise this year?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	22%	2%	10%	24%	27%	24%	19%	32%	32%	13%	4%	25%	22%	16%	22%	17%	33%	31%	16%	17%	23%	34%	19%	27%
No	62%	90%	72%	52%	25%	61%	63%	53%	51%	69%	81%	60%	61%	66%	61%	67%	47%	51%	64%	66%	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%	17%	17%	12%	19%	12%
Q36. What type of Super Bowl-related merchandise are you most likely to purchase if you could only pick one?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%	77%	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%	15%	15%	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%	5%	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 following BEST describes your view?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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 commercials, they are my favorite part	17%	21%	16%	12%	18%	14%	20%	21%	19%	15%	10%	17%	17%	16%	17%	18%	13%	16%	18%	16%	17%	19%	16%	18%
I enjoy the don't want to miss any, but they are not my favorite part of the Super Bowl	39%	15%	42%	51%	53%	43%	36%	38%	43%	41%	34%	41%	40%	38%	38%	38%	50%	40%	34%	36%	42%	44%	39%	41%
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%	13%	13%	9%	13%	9%
I like to talk to friends and family about them the day after	12%	9%	14%	13%	11%	10%	13%	12%	13%	11%	10%	13%	12%	12%	11%	12%	11%	13%	6%	11%	12%	13%	10%	15%
I don't care about the commercials, I don't plan on watching them	18%	43%	12%	8%	4%	17%	18%	12%	13%	21%	29%	15%	17%	20%	18%	20%	11%	12%	21%	21%	15%	12%	19%	15%
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%

Q38. Thinking about the Super Bowl halftime show, which of the following BEST describes your view?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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 halftime show, 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, which of the following foods do you typically eat on Super Bowl Sunday? (ROTATE Q40-Q50)																								
Q40. On Super Bowl Sunday, do you typically eat chicken wings?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	55%	28%	55%	66%	75%	55%	55%	67%	63%	49%	33%	56%	56%	52%	55%	49%	71%	68%	53%	53%	56%	57%	56%	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?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	59%	35%	59%	66%	83%	61%	57%	71%	69%	53%	37%	63%	58%	57%	60%	55%	72%	65%	62%	56%	62%	64%	58%	61%
No	41%	65%	41%	34%	17%	39%	43%	29%	31%	47%	63%	37%	42%	43%	40%	45%	28%	35%	38%	44%	38%	36%	42%	39%

Q43. On Super Bowl Sunday, do you typically eat chilli?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	31%	14%	27%	36%	49%	34%	28%	39%	35%	26%	18%	32%	31%	29%	30%	27%	38%	41%	28%	28%	31%	39%	29%	34%
No	69%	86%	73%	64%	51%	66%	72%	61%	65%	74%	82%	68%	69%	71%	70%	73%	62%	59%	72%	72%	69%	61%	71%	66%

Q44. On Super Bowl Sunday, do you typically eat pigs in a blanket?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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 dip?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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%

Q46. On Super Bowl Sunday, do you typically eat cheese and crackers?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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%

Q47. On Super Bowl Sunday, do you typically eat subs/sandwiches?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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 burgers/sliders?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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 cookies, brownies, and other desserts?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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 something else not previously mentioned?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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 wagered on the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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) Which of the following types of bets will you place? (ROTATE Q53-Q57)																								
Q53. Will you place a bet with a friend or family member?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	83%	86%	77%	84%	84%	82%	85%	86%	85%	78%	71%	80%	87%	81%	82%	83%	83%	84%	82%	81%	86%	82%	84%	82%
No	17%	14%	23%	16%	16%	18%	15%	14%	15%	22%	29%	20%	13%	19%	18%	17%	17%	16%	18%	19%	14%	18%	16%	18%
Q54. Will you place a bet with an online betting website?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	67%	0%	46%	56%	81%	76%	52%	80%	72%	44%	24%	73%	65%	65%	68%	66%	74%	63%	92%	57%	65%	84%	58%	80%
No	33%	100%	54%	44%	19%	24%	48%	20%	28%	56%	76%	27%	35%	35%	32%	34%	26%	37%	8%	43%	35%	16%	42%	20%

Q55. Will you place a bet in a pool organized at work or among friends?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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%	31%	21%	34%	29%	22%	17%	25%	21%	
Q56. Will you place a bet with a local bookie?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	40%	0%	27%	25%	53%	44%	32%	50%	47%	15%	8%	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 location?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	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					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
My wager will be non-financial	3%	0%	3%	4%	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 make it more or less likely that you will wager on the 2023 Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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'+
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%
Q60. And lastly, do you approve of advertising for online gambling companies, sportsbook operators and/or casinos during the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	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	41%	18%	34%	46%	72%	46%	35%	48%	53%	34%	21%	45%	40%	38%	41%	39%	48%	47%	32%	35%	44%	51%	39%	45%
No	38%	51%	43%	35%	17%	36%	39%	33%	27%	41%	55%	33%	40%	38%	38%	38%	33%	34%	54%	41%	35%	33%	38%	37%
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	
United States Residents	
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.