## YouGov

Super Bowl Food
Fieldwork Dates: 9th - 10th January 2020

## Conducted by YouGov

On behalf of YouGovRealtime
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## BACKGROUND

## YouGov

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. (

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 sociated 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 <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 202
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BYS_Q1. How interested, if at all, are you in watching the NFL Super Bow 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 | 25\% | $\begin{gathered} 31 \% \\ 8 \\ 8 \end{gathered}$ | 19\% | 18\% | 26\% | 27\% | 23\% | 28\% | - | ** | 22\% | 23\% | 26\% | 27\% | 23\% |
| Somewhat interested | 17\% | 19\% | 16\% | 15\% | 18\% | 14\% | 19\% | $23 \%$ | $\div$ | $\cdots$ | $\stackrel{21 \%}{M}$ | 19\% | 17\% | 14\% | 18\% |
| A little bitit inerested | 14\% | 14\% | 15\% | 20\% | 15\% | 16\% | 12\% | $\stackrel{\text { \% }}{ }$ | $\stackrel{\square}{*}$ | " | 19\% | 14\% | $\begin{aligned} & \text { 15\% } \\ & M \end{aligned}$ | 9\% | 13\% |
| Notinterested | 41\% | 35\% | $\underset{A}{46 \%}$ | 46\% | 36\% | 40\% | $\begin{gathered} \text { 45\% } \\ \mathrm{D} \end{gathered}$ | 39\% | $\cdots$ | $\cdots$ | 35\% | 42\% | 39\% | $\stackrel{46 \%}{{ }_{j}}$ | $\begin{gathered} 43 \% \\ 0 \end{gathered}$ |
| Don't know | $3 \%$ | 2\% | $\begin{gathered} 4 \% \\ A \end{gathered}$ | $\stackrel{2 \%}{*}$ | $\begin{aligned} & 5 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 2\% | : | - | \% | 3\% | 2\% | 3\% | $3 \%$ | 2\% |
| 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 friendsfamily at my home | 9\% | $\begin{gathered} 11 \% \\ B \end{gathered}$ | 7\% | 11\% | $\begin{gathered} 13 \% \\ F \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ F \end{gathered}$ | 5\% | $4 \%$ | $\cdots$ | $\cdots$ | 11\% | 8\% | 10\% | 8\% | 8\% |
| Join friendsfamily at someone else's home | 10\% | 10\% | 9\% | $\begin{aligned} & 21 \% \\ & E F F \cdot G^{*} \end{aligned}$ |  | $\begin{gathered} 9 \% \\ \mathrm{~F} \end{gathered}$ | 5\% | $\stackrel{6 \%}{*}$ | $\cdots$ | $\cdots$ | 9\% | 10\% | $8 \%$ | 12\% | 10\% |
| Watch at home on my own or with other members of my household | 26\% | 27\% | 25\% | $7 \%$ | 19\% | $\begin{aligned} & 28 \% \\ & \text { C. } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \text { C.D } \end{aligned}$ | $\begin{gathered} \text { 42\% } \\ \text { C.D.E } \end{gathered}$ | $\div$ | - | 26\% | 28\% | 26\% | 24\% | $\begin{gathered} 27 \% \\ Q \end{gathered}$ |
| Attend in person | 1\% | 2\% | 1\% | $\begin{gathered} 4 \% \\ F^{*} \end{gathered}$ | $\begin{gathered} 3 \% \\ \text { F } \end{gathered}$ | 1\% | 0\% | - | $\cdots$ | " | $\begin{gathered} \text { 4\% } \\ \text { K.L.M } \end{gathered}$ | 0\% | 1\% | 0\% | 1\% |
| Watch someplace else (e.g., restaurant, bar) | 2\% | 2\% | 2\% | 4\% | $\begin{aligned} & \text { 4\% } \\ & \text { E.F } \end{aligned}$ | 1\% | 1\% | : | $\cdots$ | " | 3\% | 2\% | 2\% | 1\% | 2\% |
| I'm not sure, but I do plan towatch | 12\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 10\% | 10\% | 11\% | 10\% | 13\% | 14\% | $\div$ | $\cdots$ | 13\% | 13\% | 11\% | 10\% | 10\% |
| Not applicable - I don't plan to watch the Super Bowl | 40\% | 34\% | $46 \%$ | $\stackrel{44 \%}{ }$ | 36\% | 40\% | $\underset{\mathrm{D}}{\substack{45 \% \\ \hline}}$ | 35\% | $\cdots$ | - | 34\% | 40\% | 41\% | $\stackrel{44 \%}{\mathrm{j}}$ | $\stackrel{42 \%}{\stackrel{4}{0}}$ |
| 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 | - | $\checkmark$ | 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 |
| Chicken wings | 36\% | 36\% | 36\% | $46 \%$ | $\begin{aligned} & \text { 43\% } \\ & \text { E.F.G } \end{aligned}$ | $\stackrel{33 \%}{\substack{\text { B\% }}}$ | $\stackrel{33 \%}{\substack{33}}$ | 8\% | $\cdots$ | $\cdots$ | 39\% | 36\% | 34\% | 36\% | 34\% |
| Nachos | 29\% | 28\% | 30\% | 32\% | $\begin{aligned} & 33 \% \\ & G \end{aligned}$ | $\begin{gathered} 32 \% \\ G \end{gathered}$ | $\begin{gathered} 27 \% \\ G \end{gathered}$ | $\stackrel{3}{*}$ | - | $\cdots$ | 28\% | 34\% | 27\% | 28\% | 28\% |
| Pizza | 35\% | 37\% | 33\% | 48\% | 38\% | 38\% | 31\% | ${ }^{22 \%}$ |  | $\cdots$ | 41\% | 33\% | 35\% | 32\% | 36\% |
| Chips/lip | 40\% | 40\% | 39\% | $59 \%$ | 41\% | 41\% | 38\% | 25\% | $\div$ | - | 48\% | 42\% | 35\% | 39\% | ${ }_{p}^{41 \%}$ |
| Burgers/Sliders | 17\% | 17\% | 18\% | 32\% | $\begin{aligned} & 25 \% \\ & \text { F.G } \end{aligned}$ | $\begin{aligned} & \text { 17\%\% } \\ & \text { F.G } \end{aligned}$ | 10\% | $\stackrel{3 \%}{*}$ | - | $\cdots$ | 18\% | 14\% | 20\% | 15\% | 16\% |
| Tacos | 12\% | 12\% | 12\% | 29\% | $\begin{aligned} & 18 \% \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} 11 \% \\ \mathrm{~F} \end{gathered}$ | 6\% | $3 \%$ | - | * | 13\% | 9\% | 10\% | $\begin{aligned} & \text { 18\% } \\ & \text { K.L } \end{aligned}$ | 9\% |
| Meatballs | 12\% | 12\% | 13\% | 22\% | $\begin{gathered} \frac{15 \%}{\mathrm{~F}} \end{gathered}$ | $\begin{gathered} 15 \% \\ F \end{gathered}$ | $8 \%$ | 4\% | - | \% | 12\% | 12\% | 12\% | 13\% | 11\% |
| Ribs | 12\% | 13\% | 10\% | 30\% | $\begin{aligned} & \text { 15\% } \\ & \text { F.G } \end{aligned}$ | 12\% | 7\% | $2 \%$ | :* | $\cdots$ | 7\% | 6\% | $\begin{aligned} & 16 \% \\ & \text { J. } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} \text { 15\% } \\ \text { J.K } \end{array} \end{aligned}$ | 9\% |
| Mozzarellasticks | 10\% | 10\% | 11\% | 28\% | $\begin{gathered} 13 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 11 \% \\ G \end{gathered}$ | 7\% | - | $\cdots$ | * | 14\% | 8\% | 10\% | 11\% | $\stackrel{12 \%}{0}$ |

## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 202
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## BYS_01. How interested, if at all, are you in watching the NFL

Super Bowl this year?


Writ it any of the following test

| Tota | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 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 |
|  | 0 | P | Q | R | s | T | u | v | w | x | Y | z | AA | AB | or watching the Super Bowl?


| Unweighted base |
| ---: |
| Base: Al US Aduts |

Host triendsffamily at my home $|$

| 1266 | 163 | 190 | 107 |
| :---: | :---: | :---: | :---: |
| 1266 | 149 | 199 | 104 |
| 9\% | 12\% | 12\% | 10\% |
| 10\% | 7\% | 9\% | 12\% |
| 26\% | $\begin{gathered} 29 \% \\ Q \end{gathered}$ | 24\% | 16\% |
| 1\% | 0\% | $\begin{aligned} & 3 \% \\ & \mathrm{~N} \end{aligned}$ | 2\% |
| 2\% | 1\% | $\begin{gathered} 4 \% \\ Q \end{gathered}$ | - |
| 12\% | $\begin{aligned} & 20 \% \\ & \text { N.P } \end{aligned}$ | 10\% | 14\% |
| 40\% | 30\% | 37\% | $47 \%$ |


| 503 | 415 | 221 | 127 |
| :---: | :---: | :---: | :---: |
| 511 | 393 | 231 | 131 |
| $10 \%$ | $8 \%$ | $9 \%$ | $11 \%$ |
|  | $6 \%$ | $13 \%$ | $11 \%$ |
|  | $R$ | $R$ | $12 \%$ |
|  | $R$ | $R$ | $R$ |
|  | $24 \%$ | $28 \%$ | $29 \%$ |
| $2 \%$ | $1 \%$ | $1 \%$ | $1 \%$ |
|  | $2 \%$ | $2 \%$ | $2 \%$ |
|  |  | $1 \%$ |  |
| $13 \%$ | $11 \%$ | $11 \%$ | $9 \%$ |
|  | $42 \%$ | $40 \%$ | $37 \%$ |
|  |  |  | $38 \%$ |


| 580 | 26 | 69 | 47 | 722 | 344 | 114 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 592 | 27 | 64 | 44 | 727 | 333 | 119 |
| 12\% | - | 12\% | 2\% | 11\% | 8\% | 3\% |
| Y.АА.АВ | * | $\mathrm{AB}^{*}$ | * | у.AB |  |  |
| 10\% | $\underset{y}{11 \%}$ | $\stackrel{9 \%}{*}$ | 13\% | 10\% | 11\% | 5\% |
| 29\% | 35\% | 23\% | 27\% | 29\% | 18\% | 32\% |
| AA | * | * | * | AA |  | AA |
| 1\% | ${ }^{*}$ | $2 \%$ | . | 1\% | 2\% | 1\% |
| 2\% | ** | 1\% | 2\% | $2 \%$ | 3\% | $3 \%$ |
| 11\% | 4\% | 13\% | 10\% | 11\% | 11\% | 16\% |
| 35\% | 50\% | 40\% | ${ }^{45 \%}$ | 37\% | $\begin{gathered} 47 \% \\ \text { v. } \end{gathered}$ | 41\% |

Ys__a3. Which, serve or eat while w
select all that apply.

Base: US adults planning to watch the Super Bowl

| Unweighted base | 756 | 114 | 118 | 57 |
| :---: | :---: | :---: | :---: | :---: |
| tch the Super Bowl Chicken wings | 759 | 104 | 124 | 55 |
|  | 36\% | 47\% | 34\% | 34\% |
|  |  | N.P* |  | * |
| Nachos | 29\% | 31\% | 32\% | 25\% |
|  |  |  |  |  |
| Pizza | 35\% | 31\% | 30\% | 44\% |
| Chipsldip | 40\% | 47\% | 30\% | $41 \%$ |
| Burgers/liders | 17\% | 18\% | 21\% | 17\% |
| Tacos | 12\% | 14\% | 22\% | 14\% |
|  |  | * | N | * |
| Meatballs | 12\% | 20\% | 8\% | 15\% |
| Ribs | 12\% | 18\% | 14\% | 13\% |
|  |  | $\mathrm{N}^{*}$ |  | * |
| Mozzarella sticks | 10\% | 3\% | 13\% | 8\% |


| 288 | 251 | 139 | 78 |
| :---: | :---: | :---: | :---: |
| 297 | 236 | 144 | 81 |
| 38\% | 33\% | 39\% | 30\% |
| 26\% | 29\% | 34\% |  |
|  | 29\% | 34\% | 29\% |
| 37\% | 35\% | 35\% | 29\% |
| 41\% | 35\% | 44\% | 42\% |
|  |  |  |  |
| 16\% | 18\% | 15\% | 24\% |
| 14\% | 11\% | 10\% | 13\% |
|  |  |  | * |
| 9\% | 15\% | 10\% | 19\% |
|  | R |  | R* |
| 12\% | 11\% | 8\% | 17\% |
| 11\% | 10\% | 8\% | 14\% |
|  |  |  |  |


| 378 | 13 | 42 | 26 | 459 | 183 | 66 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 385 | 13 | 38 | 24 | 461 | 178 | 71 |
| 36\% | 29\% | 42\% | 52\% | 37\% | 36\% | 33\% |
| 32\% | 29\% | 33\% | 31\% | 32\% | 23\% | 27\% |
| AA | ** | * | ** | AA |  | * |
| 34\% | 16\% | 38\% | 48\% | 35\% | 40\% | 33\% |
| 39\% | $17 \%$ | 48\% | $38 \%$ | 39\% | 43\% | 41\% |
| 16\% | 22\% | $\begin{gathered} 28 \% \\ A B^{*} \end{gathered}$ | 19\% | 17\% | 19\% | 11\% |
| 12\% | * | 10\% | 13\% | 11\% | 14\% | 8\% |
| 12\% | $\ldots$ | 10\% | ${ }^{7 \%}$ | 11\% | 14\% | $9 \%$ |
| 11\% | 12\% | $\begin{gathered} 27 \% \\ \text { v.Z.AA.AB**} \end{gathered}$ | ${ }^{3 \%}$ | 12\% | 13\% | $9 \%$ |
| 11\% | $14 \%$ | 11\% | 7\% | 11\% | 10\% | 6\% |

## YouGovRealtime <br> Super Bowl Food

US_nat_int Sample: 9th - 10th January 202
YouGov

## BYS_Q1. How interested, if at all, are you in watching the NFL

Super Bow 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 intersted | 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 | ALAO |  |  |
| Alitle bitit inerested | 14\% | ${ }^{15 \%}$ | $\stackrel{12 \%}{*}$ | .. | ${ }^{17 \%}$ | 11\% | 15\% | 14\% | 14\% | 19\% | 12\% | 16\% | 15\% | 15\% | 13\% |
| Notinterested | 41\% | 50\% | 29\% | 52\% | 39\% | 29\% | 40\% | 35\% | 48\% | 27\% | 45\% | 38\% | 36\% | 43\% | 40\% |
|  |  | * | ** | ** | ** |  | AG.AI | AG | AG.AH.A.AK | * | AN |  |  |  |  |
| Don't know | 3\% | : | 23\% | 26\% | 13\% | 3\% | 2\% | 2\% | 3\% | ${ }^{17 \%}$ |  | 1\% | 0\% | ${ }^{8 \%}$ | 3\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 friendsfamily 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 friendsflamily at someone else's home | 10\% | 4\% | 13\% | - | 6\% | 14\% | 6\% | 10\% | 9\% | 14\% | 7\% | 12\% | 12\% | 6\% | 11\% |
|  |  | * | ** | * | * | AH.AIIAJ |  | Ан | Ан | AH* |  | ALAO | AL.AO |  | AR |
| Watch at home on my own or with other members of my household | 26\% | 33\% | 24\% | $\checkmark$ | 6\% | 27\% | 34\% | 31\% | 20\% | 25\% | 23\% | 30\% | 28\% | 21\% | 19\% |
|  |  | AA* | ** | * | * | AJ | Ag.AJ | Ag.AJ |  | * |  | AL.AO |  |  |  |
| Attend in person | 1\% | - | . | $\ldots$ | ** | 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\% |
|  |  | * | * | * | ** |  |  | А |  | AH* |  |  |  |  |  |
| I'm not sure, but I do plan to watch | 12\% | 12\% | ${ }_{\text {6\% }}^{*}$ | 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\% |  |  |  | 28\% |  |  |  |  |  | 35\% | 33\% |  | 41\% |
|  |  | , | ** | ** | ** |  | AG.AI | AG | AG.AН.AI | $\stackrel{ }{*}$ | 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 |  |  |  |  |  |  |  |  |  |
| Nachos | 29\% | 16\% | 34\% | 46\% | $31 \%$ | $\begin{aligned} & \text { A0\% } 4 . \text { AJ } \end{aligned}$ | 28\% | $\begin{gathered} 32 \% \\ \text { AJ } \end{gathered}$ | 24\% | $\begin{gathered} 36 \% \\ \% \end{gathered}$ | 26\% | 29\% | 33\% | $\stackrel{28 \%}{*}$ | $32 \%$ |
| Pizza | 35\% | 26\% | 46\% | . | 15\% | 43\% | 30\% | 35\% | 35\% | 40\% | 35\% | 40\% | 30\% | 32\% | 37\% |
|  |  | * | * | * | $*$ | AH.Al |  |  |  | ** |  | AN |  | * |  |
| Chipsclip | 40\% | 28\% | 56\% | $\cdots$ | 24\% | 42\% | 38\% | 39\% | 40\% | 55\% | 37\% | 40\% | 38\% | $\begin{gathered} 51 \% \\ \mathrm{AL}^{*} \end{gathered}$ | 40\% |
| Burgers/Iliders | 17\% | 14\% | 22\% |  | 31\% | 25\% | 11\% | 18\% | 17\% | 22\% | 18\% | 18\% | 17\% | 14\% | 24\% |
| Burgersinders |  | - | 2 | ** | * | AH.AI.AJ |  | AH |  | * |  |  |  | \% | AQ |
| Tacos | 12\% | 14\% | 34\% |  | 30\% | 19\% | 6\% | 12\% | 11\% | 28\% | 14\% | 12\% | 12\% | 8\% | 14\% |
|  |  | * | ** | * | * | AH.AI.AJ |  | Ан | Ан | ** |  |  |  | * |  |
| Meatbals | 12\% | 14\% | 24\% | - | 22\% | $\begin{gathered} 18 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 10\% | 13\% | 11\% | 14\% | 10\% | 13\% | 16\% | \% | 13\% |
| Ribs | 12\% | 6\% | 10\% | - | 23\% | 17\% | 5\% | 10\% | 13\% | 18\% | 13\% | 10\% | 14\% | 6\% | 16\% |
|  |  | $*$ | ** | ** | * | AH.Al |  | Ан | Ан | * |  |  |  | * | AQ |
| Mozzarellasticks | 10\% | $\stackrel{4 \%}{*}$ | $\xrightarrow{11 \%}$ | - | $30 \%$ | $\begin{gathered} 16 \% \\ \text { AH.Al.AJ } \end{gathered}$ | 7\% | 11\% | 10\% | 11\% | 11\% | 10\% | 11\% | 8\% | 13\% |

## YouGovRealtime

Super Bowl Food
Us_nat_int Sample: 9th - 10th January 2020
YouGov

SYS_Q1. How interested, if at all, are you in watching the NFL

| Total | Type of Area Lived in |  |  | Interest in 2020 Super Bowl |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Suburban/ <br> Town | Rural | Other | Very/Somewheat/ <br> Little bit <br> interested | Not interested |
|  | AQ | AR | AS | AT | AU | Super Bowl this year?


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

BYS Q2. Which, if any, of the following best describes your

| 1266 | 587 | 259 | 9 | 714 | 515 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1266 | 590 | 263 | 10 | 714 | 515 |
| 9\% | 9\% | 7\% | - | 16\% | 0\% |
|  |  |  | * | AU |  |
| 10\% | $\begin{aligned} & 10 \% \\ & \hline A R \end{aligned}$ | 6\% | $\stackrel{9}{\circ}$ | 15\% | 2\% |
| 26\% | 29\% | 27\% | 71\% | 43\% | 3\% |
|  | AP | AP | * | AU |  |
| 1\% | 1\% | 1\% | - | ${ }^{2 \%}$ | 0\% |
| 2\% | 2\% | 1\% |  | 3\% | 1\% |
|  |  |  | * | AU |  |
| 12\% | 10\% | 13\% | $\stackrel{9 \%}{ }$ | ${ }^{17 \%}$ | 4\% |
|  |  |  | ** | ${ }^{\text {aU }}$ |  |
| 40\% | 38\% | 45\% | 11\% | 3\% | $\begin{aligned} & 90 \% \\ & \text { AT } \end{aligned}$ |

BYs_ a3. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please serve or eat while wat
select all that apply.

| Unweighted base | 756 | 364 | 141 | 8 | 691 | 51 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| atch 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\% |
| Chips/lip | 40\% | 40\% | 39\% | 36\% | 41\% | 33\% |
| Burgers/lididers | 17\% | 13\% | 17\% | 20\% | 18\% | 17\% |
| Tacos | 12\% | 13\% | 8\% | 10\% | 12\% | 16\% |
| Meatbals | 12\% | 13\% | 11\% | . | 12\% | 17\% |
| Ribs | 12\% | 9\% | 11\% | - | 12\% | 10\% |
| Mozzarella sticks | 10\% | 11\% | 6\% | - | 10\% | 10\% |

## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 2020

| YouGov | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | Millennial (19821999) | Gen X (19651981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ \text { (1928-1945) } \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| Pigs in a blanket | 8\% | 7\% | 10\% | $37 \%$ | $\begin{gathered} 10 \% \\ F \end{gathered}$ | 6\% | 5\% | ${ }^{5 \%}$ | * | - | 9\% | 8\% | 10\% | 6\% | 8\% |
| Cheese and crackers | 20\% | 20\% | 21\% | 24\% | $\frac{24 \%}{\mathrm{E}}$ | 15\% | 21\% | 16\% | $\cdots$ | $\div$ | 22\% | $\begin{gathered} \text { 29\% } \\ \text { L.M } \end{gathered}$ | 17\% | 18\% | $\underset{\text { P }}{\text { 24\% }}$ |
| Grilled cheese | 6\% | 6\% | 5\% | $\xrightarrow{17 \%}$ | $\begin{aligned} & \text { 9\% } \\ & \text { 9.F } \end{aligned}$ | 4\% | 3\% | ${ }^{3 \%}$ | * | $\stackrel{\square}{*}$ | 5\% | 4\% | 7\% | 5\% | 5\% |
| Cookies | 18\% | 17\% | 19\% | 42\% | $\begin{aligned} & 27 \% \\ & \mathrm{FF} \end{aligned}$ | 12\% | 11\% | $11 \%$ | - | - | 16\% | 13\% | 19\% | $\begin{gathered} 22 \% \\ k \end{gathered}$ | 17\% |
| Brownies | 12\% | 10\% | 14\% | 38\% | $\begin{aligned} & \text { } \left.\begin{array}{l} 15 \% \\ \hline \end{array}\right) \end{aligned}$ | 10\% | 6\% | 11\% | $\stackrel{\square}{*}$ | $\cdots$ | 10\% | 11\% | 14\% | 9\% | 12\% |
| Ice cream | 12\% | 12\% | 12\% | 25\% | $\begin{gathered} \text { 17\% } \\ \text { E.F } \end{gathered}$ | 7\% | 6\% | $\begin{gathered} 21 \% \\ E=E^{2} \end{gathered}$ | $\div$ | $\stackrel{\square}{*}$ | 12\% | 8\% | 15\% | 9\% | 10\% |
| Cupcakes | 7\% | 6\% | 8\% | 14\% | $\begin{gathered} 10 \% \\ \mathrm{~F} \end{gathered}$ | 6\% | 4\% | : | * | $\cdots$ | $\begin{gathered} 9 \% \\ \mathrm{~K} \end{gathered}$ | 1\% | $\begin{gathered} 8 \% \\ k \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{~K} \end{gathered}$ | 5\% |
| Something else | 4\% | 4\% | 4\% | 3\% | 1\% | $\begin{gathered} 5 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 7 \% \\ \mathrm{D} \end{gathered}$ | 4\% | $\cdots$ | $\cdots$ | 3\% | 4\% | 5\% | 5\% | 4\% |
| I don't plan to serve or eat anything while watching the Super Bowl | 10\% | 10\% | 10\% | $\underset{\sim}{7 \%}$ | 5\% | 10\% | $\begin{aligned} & \text { 16\% } \\ & \text { D.E } \end{aligned}$ | 12\% |  |  | 8\% | 11\% | 10\% | 12\% | 10\% |
| Don't know | 17\% | 16\% | 18\% | $\stackrel{3 \%}{*}$ | 11\% | 17\% | $\begin{gathered} 19 \% \\ 0 \\ \text { D } \end{gathered}$ | $\begin{gathered} \text { 45\% } \\ \text { D.E.F. } \end{gathered}$ | $\stackrel{\square}{-}$ | $\stackrel{\square}{\square}$ | 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\% | $\begin{aligned} & \text { 70\% } \\ & \ldots \end{aligned}$ | 36\% | 40\% | 42\% | 26\% | $\div$ | $\cdots$ | 39\% | $\underset{L}{47 \%}$ | 35\% | 40\% | 40\% |
| Iced tea | 20\% | 21\% | 20\% | $52 \%$ | 21\% | 16\% | 19\% | $\stackrel{26 \%}{ }$ | $\cdots$ | - | 15\% | 20\% | $\begin{gathered} 25 \% \\ J \end{gathered}$ | 17\% | 21\% |
| Non-alcoholic punch | 8\% | 8\% | 8\% | 15\% | $\begin{gathered} 13 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | 3\% | 3\% | $\cdots$ | $\cdots$ | 7\% | 7\% | 10\% | 8\% | 7\% |
| Beer | 31\% | $\begin{gathered} 35 \% \\ B \end{gathered}$ | 27\% | $\cdots$ | 33\% | 36\% | 29\% | $\stackrel{21 \%}{ }$ | * | $\cdots$ | 34\% | 26\% | 29\% | 35\% | $32 \%$ |
| Wine | 16\% | 12\% | $\underset{A}{21 \%}$ | - | 18\% | 14\% | 17\% | 19\% | - | $\cdots$ | 18\% | 11\% | 18\% | 17\% | 18\% |
| Cockkils | 10\% | 9\% | 10\% | $\cdots$ | $\stackrel{\left.\begin{array}{c} 13 \% \\ F \end{array}\right)}{ }$ | $\stackrel{\left.\begin{array}{c} 13 \% \\ F \end{array}\right)}{ }$ | 6\% | 4\% | $\stackrel{\square}{*}$ | $\stackrel{\square}{*}$ | 9\% | 5\% | $\begin{gathered} \text { 11\% } \\ \mathrm{K} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ k \end{gathered}$ | 10\% |
| Alcoholic punch | 5\% | 5\% | 4\% | - | $\begin{aligned} & \text { 10\% } \\ & \text { E.F } \end{aligned}$ | 3\% | 1\% | - | - | $\cdots$ | 3\% | 5\% | 5\% | 4\% | 4\% |
| Vocka | 9\% | 10\% | 8\% | $\cdots$ | 11\% | 10\% | 8\% | 6\% | $\cdots$ | $\cdots$ | 9\% | 8\% | 8\% | 11\% | 9\% |
| Whiskey | 12\% | $\begin{gathered} 16 \% \\ \mathrm{~B} \end{gathered}$ | 8\% | $\cdots$ | $\begin{gathered} \text { 16\% } \\ \mathrm{F} \end{gathered}$ | $\begin{gathered} \text { 14\% } \\ \mathrm{F} \end{gathered}$ | 7\% | 13\% | $\stackrel{\square}{\square}$ | $\stackrel{\square}{\square}$ | 13\% | 11\% | 12\% | 12\% | 12\% |
| Rum | 5\% | 4\% | 5\% | $\div$ | 6\% | 6\% | 3\% | 3\% | - | $\div$ | 5\% | 5\% | 5\% | 4\% | 6\% |
| Tequila | 7\% | 7\% | 6\% | * | $\begin{gathered} \text { 12\% } \\ \text { E.F } \end{gathered}$ | $\begin{gathered} 7 \% \\ F \end{gathered}$ | 2\% | ${ }^{3 \%}$ | $\cdots$ | - | 4\% | 5\% | 6\% | $\begin{aligned} & 11 \% \\ & \text { J.K } \end{aligned}$ | 4\% |
| Other | 7\% | 7\% | 7\% | 18\% | 3\% | $\begin{gathered} 8 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{D} \end{gathered}$ | $9 \%$ | * | $\cdots$ | 8\% | $\begin{aligned} & \text { 12\% } \\ & \text { L.M } \end{aligned}$ | 5\% | 5\% | $\begin{gathered} 8 \% \\ \circ \end{gathered}$ |
| Don't know | 10\% | 9\% | 12\% | $3 \%$ | 8\% | 9\% | 11\% | $\begin{gathered} 25 \% \\ \text { D.E. } F^{*} \end{gathered}$ | $\cdots$ | $\cdots$ | 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\% | $\begin{gathered} \text { 17\% } \\ \mathrm{E} \end{gathered}$ | 10\% |  |  | 12\% | 12\% | 13\% | 13\% | 11\% |

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## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 2020

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2year | 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\% | $\stackrel{\text { \% }}{ }$ | 7\% | 13\% | $\begin{gathered} 9 \% \\ \mathrm{~T} \end{gathered}$ | $\stackrel{10 \%}{T_{1}}$ | 2\% | $\begin{gathered} \text { 13\% } \\ T^{*} \end{gathered}$ | 7\% | $\div$ | $\begin{aligned} & 21 \% \\ & \text { v.z.AB* } \end{aligned}$ | $\stackrel{4 \%}{4 \%}$ | 8\% | 11\% | 6\% |
| Chese and crackers | 20\% | $\stackrel{15 \%}{ }$ | 11\% | $\stackrel{23 \%}{23 \%}$ | 16\% | 21\% | $\begin{gathered} 29 \% \\ R \end{gathered}$ | ${ }^{19 \%}$ | 23\% | 7\% | $\stackrel{22 \%}{ }$ | 16\% | 22\% | 19\% | 19\% |
| Grilled cheese | 6\% | $\stackrel{9 \%}{*}$ | 6\% | 5\% | 5\% | 5\% | 4\% | $\begin{aligned} & \text { 12\% } \\ & \text { R.T* } \end{aligned}$ | 6\% | $\underset{\sim}{7 \%}$ | ${ }^{9 \%}$ | $4 \%$ | 6\% | 4\% | 3\% |
| Cookies | 18\% | $\stackrel{18 \%}{ }$ | 23\% | 17\% | 18\% | $\begin{gathered} \text { 19\% } \\ T \end{gathered}$ | 11\% | $\begin{gathered} \text { 25\% } \\ \mathrm{T}^{*} \end{gathered}$ | 18\% | 14\% | ${ }^{25 \%}$ | 26\% | 19\% | 19\% | 13\% |
| Brownies | 12\% | ${ }^{11 \%}$ | 11\% | 10\% | 11\% | 12\% | 7\% | $\frac{19 \%}{\mathrm{~T}^{10}}$ | 11\% | - | 13\% | 18\% | 11\% | 12\% | 11\% |
| Ice cream | 12\% | ${ }^{14 \%}$ | 16\% | ${ }^{12 \%}$ | 12\% | 11\% | 7\% | $\begin{aligned} & 21 \% \\ & \text { S.T }{ }^{*} \end{aligned}$ | 11\% | 15\% | 15\% | 14\% | 12\% | 12\% | 7\% |
| Cupcakes | 7\% | $7 \%$ | $\begin{gathered} 13 \% \\ \mathrm{~N} \end{gathered}$ | $\stackrel{5 \%}{*}$ | $\begin{gathered} 9 \% \\ \mathrm{~T} \end{gathered}$ | 5\% | 2\% | $\begin{aligned} & 13 \% \\ & \text { s. } T^{*} \end{aligned}$ | 7\% | $\underset{\sim}{7 \%}$ | ${ }^{5 \%}$ | $\stackrel{3 \%}{*}$ | 7\% | 6\% | $3 \%$ |
| Something else | 4\% | $\stackrel{2 \%}{*}$ | 3\% | $\stackrel{\text { \% }}{ }$ | 2\% | 5\% | 4\% | 10\% | $\begin{aligned} & 6 \% \\ & \text { AA } \end{aligned}$ | $\stackrel{\square}{*}$ | ${ }^{2 \%}$ | $\stackrel{\square}{*}$ | $\begin{aligned} & 5 \% \\ & \text { AA } \end{aligned}$ | 1\% | 3\% |
| I don't plan to serve or eat anything while watching the Super Bowl | 10\% | 14\% | 10\% | 5\% | 11\% | $\begin{gathered} { }^{13 \%} \\ \mathrm{~T} \end{gathered}$ | 6\% | 6\% | 10\% | 28\% | ${ }^{8 \%}$ | $\underset{\substack{7 \% \\ \sim}}{ }$ | 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 | ${ }^{756}$ | 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\% | $\stackrel{37 \%}{ }$ |
| Iced tea | 20\% | $\stackrel{23 \%}{ }$ | 14\% | $\stackrel{23 \%}{ }$ | 19\% | 22\% | 21\% | 20\% | 19\% | $29 \%$ | $\stackrel{27}{ }$ | $22 \%$ | 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\% | $\begin{gathered} 36 \% \\ A A \end{gathered}$ | $20 \%$ | 38\% | 19\% | $\begin{gathered} 35 \% \\ \text { AA } \end{gathered}$ | 24\% | $34 \%$ |
| Wine | 16\% | 16\% | 10\% | 14\% | 12\% | 15\% | $\stackrel{22 \%}{22 \%}$ | $\begin{aligned} & 26 \% \\ & \text { R.S. }^{*} \end{aligned}$ | 18\% | $\cdots$ | ${ }^{15 \%}$ | 14\% | 17\% | 15\% | 14\% |
| Cocktails | 10\% | 11\% | 7\% | 12\% | 6\% | $\begin{gathered} \begin{array}{c} 13 \% \\ R \end{array} \end{gathered}$ | 9\% | $\begin{aligned} & \text { 16\% } \\ & \mathrm{R}^{*} \end{aligned}$ | 11\% | $\cdots$ | 11\% | $9 \%$ | 11\% | 9\% | $6 \%$ |
| Alcoholic punch | 5\% | $\stackrel{9 \%}{ }$ | 4\% | 3\% | 3\% | 5\% | 4\% | $\begin{aligned} & \text { 12\% } \\ & \text { R.S.T* } \end{aligned}$ | 5\% | $\cdots$ | $\begin{aligned} & 7 \% \\ & A B^{*} \end{aligned}$ | $3 \%$ | 5\% | 5\% | : |
| Vooka | 9\% | $7 \%$ | $\begin{gathered} 13 \% \\ \mathrm{Q} \end{gathered}$ | 3\% | 9\% | 8\% | 5\% | $\begin{aligned} & 17 \% \\ & \text { S.T* } \end{aligned}$ | 9\% | 6\% | ${ }^{15 \%}$ | 6\% | 9\% | 7\% | 13\% |
| Whiskey | 12\% | $\stackrel{10 \%}{ }$ | 14\% | 12\% | 11\% | 11\% | 14\% | 18\% | 13\% | $\cdots$ | 12\% | 7\% | 12\% | 11\% | 12\% |
| Rum | 5\% | $\stackrel{3 \%}{*}$ | 4\% | 3\% | 4\% | 4\% | 1\% | $\begin{gathered} { }^{16 \%} \\ \text { R.S.T }{ }^{*} \end{gathered}$ | 6\% | $\cdots$ | $\begin{gathered} \text { 12\% } \\ A A \cdot A B^{*} \end{gathered}$ | $\underset{\sim}{7 \%}$ | 6\% | 3\% | $1 \%$ |
| Tequila | 7\% | $\begin{gathered} 13 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $\stackrel{13 \%}{\mathrm{~N}}$ | 5\% | 7\% | 6\% | 4\% | $\begin{gathered} \text { 12\% } \\ \mathrm{T}^{*} \end{gathered}$ | 7\% | 18\% | 14\% | $3 \%$ | 8\% | 6\% | 6\% |
| Other | 7\% | 2\% | 4\% | 16\% 0.P* | 6\% | 8\% | 9\% | 6\% | 6\% | 17\% | 8\% | 12\% | 7\% | 5\% | $5 \%$ |
| Don't know | 10\% | 6\% | 6\% | $\begin{aligned} & \begin{array}{l} 17 \% \\ \text { O.P* } \end{array} \end{aligned}$ | 10\% | 8\% | 12\% | 9\% | 10\% | 16\% | $7 \%$ | 11\% | 10\% | 7\% | $\begin{aligned} & 17 \% \\ & { }_{A} A^{*} \end{aligned}$ |
| Not applicable - I don't plan to serve or drink anything during the Super Bowl | 13\% | 22\% $\text { N.Q } Q^{*}$ | 12\% | $8 \%$ | 15\% | $\begin{gathered} 14 \% \\ \mathrm{~T} \end{gathered}$ | 7\% | 9\% | 11\% | $8 \%$ | 8\% | 11\% | 10\% | $\begin{gathered} 18 \% \\ \mathrm{v} . \mathrm{Z} \end{gathered}$ | 13\% |

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## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 202

| YouGov | 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 540k | \$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\% | $\cdots$ | - | 34\% | 23\% | 21\% | 21\% | 20\% | 18\% | 15\% | $23 \%$ | $\begin{aligned} & \text { 27\% } \\ & \text { AL.AO } \end{aligned}$ | 14\% | 21\% |
| Grilled cheese | 6\% | 6\% | $\cdots$ | $\cdots$ | 22\% | 10\% AH.AI.AJ | 3\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 4\% | 6\% | 6\% | 6\% | 6\% | 4\% | $\begin{aligned} & 9 \% \\ & \text { AR } \end{aligned}$ |
| Cookies | 18\% | $\stackrel{\text { \% }}{ }$ | 10\% | $\stackrel{\square}{-}$ | 31\% | $\begin{aligned} & 24 \% \\ & \\ & \hline \end{aligned}$ | 11\% | $\begin{gathered} \text { 17\% } \\ \text { AH } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} \text { 19\% } \\ \text { AH } \end{array} \end{aligned}$ | 16\% | 17\% | 20\% | 16\% | 19\% | 20\% |
| Brownies | 12\% | 13\% | 10\% | $\div$ | $23 \%$ | $\begin{aligned} & \text { 15\% } \\ & \text { AH } \end{aligned}$ | 7\% | $\begin{aligned} & \text { 11\% } \\ & \text { AH } \end{aligned}$ | 12\% | 16\% | 9\% | 15\% | 10\% | ${ }^{11 \%}$ | 13\% |
| lce cream | 12\% | 13\% | 10\% |  | 24\% | $\begin{aligned} & \begin{array}{l} 15 \% \\ \text { AH } \end{array} \end{aligned}$ | 7\% | $\begin{gathered} 12 \% \\ \Delta H \end{gathered}$ | 12\% | 19\% | 14\% | 11\% | 11\% | 10\% | $\begin{aligned} & \text { 16\% } \\ & \text { AQ } \end{aligned}$ |
| Cupakes | 7\% | 10\% | 12\% | - | 22\% | $\begin{aligned} & \text { AH. } 1 \% \\ & \text { AI. } \end{aligned}$ | 3\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 7\% | 15\% | 6\% | 7\% | 7\% | 7\% | $\begin{aligned} & 11 \% \\ & \text { AQ.AR } \end{aligned}$ |
| Something else | 4\% | $5 \%$ | 22\% | - | - | 2\% | $\begin{gathered} 7 \% \\ \text { AG.AJ } \end{gathered}$ | $\begin{aligned} & 5 \% \\ & \text { AG } \end{aligned}$ | 3\% | $4 \%$ | 2\% | 4\% | $\begin{gathered} 7 \% \\ \mathrm{AL} \end{gathered}$ | 4\% | 3\% |
| I don't plan to serve or eat anything while watching the Super Bowl | 10\% | 12\% | 11\% |  | 16\% | 4\% | $\begin{gathered} \text { AG\%.A.AJ } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ \text { AG } \end{gathered}$ | $\begin{aligned} & \text { 10\% } \\ & \text { AG } \end{aligned}$ | 16\% | 14\% | 9\% | 8\% | 10\% | 11\% |
| Don't know | 17\% | $24 \%$ | $\stackrel{-}{*}$ | 54\% | 33\% | 10\% | $\begin{aligned} & \text { GG:A.A.A. } \\ & \begin{array}{c} 17 \% \\ \text { AG } \end{array} \end{aligned}$ | $\begin{gathered} \text { 14\% } \\ \text { AG } \end{gathered}$ | $\begin{aligned} & 20 \% \\ & \text { AG.AI } \end{aligned}$ | 19\% | 16\% | 17\% | 14\% | 21\% | 13\% |
| 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\% | $\begin{gathered} \text { 45\% } \\ \text { AJ } \end{gathered}$ | 40\% | 42\% | 36\% | $31 \%$ | 38\% | 41\% | 38\% | 44\% | 40\% |
| Iced tea | 20\% | 26\% | 12\% | $\stackrel{\square}{\square}$ | $31 \%$ | 22\% | 19\% | 20\% | 20\% | 26\% | 22\% | 18\% | 18\% | ${ }^{26 \%}$ | 21\% |
| Non-alcoholic punch | 8\% | 10\% | $24 \%$ | $\cdots$ | 15\% | $\begin{aligned} & \text { 11\% } \\ & \text { AH.AI } \end{aligned}$ | 5\% | 7\% | $\begin{aligned} & 9 \% \\ & \text { AH } \end{aligned}$ | 12\% | 8\% | 9\% | 6\% | $9 \%$ | 11\% |
| Beer | 31\% | 22\% | 11\% | $\cdots$ | - | $\begin{gathered} 39 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { AJ } \end{gathered}$ | $36 \%$ | 24\% | 23\% | 25\% | 32\% | $\begin{gathered} \text { 41\% } \\ \text { AL.AO } \end{gathered}$ | 24\% | $\begin{gathered} 36 \% \\ \text { AR } \end{gathered}$ |
| Wine | 16\% | 18\% | 30\% | $\cdots$ | - | 16\% | 16\% | 17\% | 16\% | $9 \%$ | 13\% | 15\% | $\stackrel{\text { AL.AM.AO }}{26 \%}$ | 9\% | 20\% |
| Cockkils | 10\% | $\stackrel{2 \%}{* *}$ | $11 \%$ | $\cdots$ | $\underset{\substack{7 \% \\ \hline \\ \hline}}{ }$ | $\begin{gathered} \text { 14\% } \\ \text { AH.AJ } \end{gathered}$ | 7\% | 11\% | 8\% | 13\% | 8\% | 9\% | 14\% | $\underset{*}{7 \%}$ | 13\% |
| Alcoholic punch | 5\% | * | 24\% | " | - | $\begin{gathered} 10 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 2\% | $\begin{gathered} \text { 6\% } \\ \text { AH.AJ } \end{gathered}$ | 2\% | $\cdots$ | 4\% | 4\% | 7\% | $\stackrel{2 \%}{*}$ | 7\% |
| Vooka | 9\% | $9 \%$ | 10\% | $\cdots$ | - | $\begin{aligned} & \text { 15\% } \\ & \text { AH.AJ } \end{aligned}$ | 8\% | $\begin{aligned} & \text { 11\% } \\ & \text { AJ } \end{aligned}$ | 6\% | $4 \%$ | 8\% | $\begin{aligned} & \text { 10\% } \\ & \text { AO } \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \text { AL.AO } \end{aligned}$ | $2 \%$ | 11\% |
| Whiskey | 12\% | $9 \%$ | 11\% | $\stackrel{\square}{*}$ | 13\% | $\begin{gathered} \text { AH.AI.AJ } \end{gathered}$ | 9\% | $\begin{aligned} & \text { 14\% } \\ & \text { AH } \end{aligned}$ | 9\% | $8 \%$ | 9\% | 14\% | $\begin{aligned} & \text { 15\% } \\ & \text { AO } \end{aligned}$ | 6\% | 14\% |
| Rum | 5\% | 5\% | $\cdots$ | $\cdots$ | $\cdots$ | $\begin{aligned} & \text { 8\% } \\ & \text { AJ } \end{aligned}$ | 5\% | $\begin{aligned} & \text { 6\% } \\ & \text { AJ } \\ & \hline \end{aligned}$ | 2\% | $4 \%$ | 4\% | 5\% | $\begin{aligned} & \text { AV } \\ & \text { 7\% } \\ & \text { AO } \end{aligned}$ | 1\% | 6\% |
| Tequila | 7\% | 5\% | $\cdots$ | : | 7\% | $\begin{aligned} & \text { A4\% } 14 . \mathrm{AJ} \end{aligned}$ | 4\% | $\begin{aligned} & 8 \% \\ & \text { AH } \end{aligned}$ | 5\% | 12\% | $\begin{aligned} & \text { 8\% } \\ & \text { AO } \end{aligned}$ | $\begin{aligned} & \text { 8\% } \\ & \text { AO } \end{aligned}$ | 7\% | $2 \%$ | $\begin{gathered} 11 \% \\ \text { AQ.AR } \end{gathered}$ |
| Other | 7\% | 26\% |  | $\cdots$ | 16\% | 4\% | $\begin{aligned} & 9 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | 7\% | $9 \%$ | 6\% | 9\% | 6\% | $9 \%$ | 4\% |
| Don't know | 10\% | $\underset{\sim}{7 \%}$ | $\div$ | 100\% | 17\% | 7\% | $\begin{aligned} & \text { 13\% } \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AG } \end{aligned}$ | 10\% | $\stackrel{5 \%}{\underset{\sim}{2}}$ | 10\% | 9\% | 9\% | 13\% | 6\% |
| Not applicable - I don't plan to serve or drink anything during the Super Bowl | 13\% | 14\% | 11\% |  | $16 \%$ <br> . | 7\% | $\begin{aligned} & 12 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & \text { 10\% } \\ & \text { AG } \end{aligned}$ | $\begin{gathered} \text { 15\% } \\ \text { AG.AI } \end{gathered}$ | 25\% | 15\% | 11\% | 9\% | 17\% | 13\% |

[^2]
## YouGovRealtime <br> Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020
YouGov

| YouGov |  | Type of Area Lived in |  |  | Interest in 2020 Super Bowl |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ <br> 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\% | $\underset{A Q}{27 \%}$ | $\underset{\substack{26 \% \\ \#}}{ }$ | 20\% | 22\% |
| Grilled cheese | 6\% | 5\% | 2\% | - | 6\% |  |
| Cookies | 18\% | 18\% | 13\% | 20\% | 18\% | 18\% |
| Brownies | 12\% | 11\% | 10\% | $\xrightarrow{11 \%}$ | 12\% | 11\% |
| Ice cream | 12\% | 9\% | 11\% | 30\% | 12\% | 8\% |
| Cupcakes | 7\% | 5\% | 4\% | $\cdots$ | 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\% | $\begin{aligned} & \text { 15\% } \\ & \text { AQ } \end{aligned}$ | 13\% | 9\% | $\begin{aligned} & 26 \% \\ & \text { AT }^{*} \end{aligned}$ |
| Don't know | 17\% | $\begin{gathered} 20 \% \\ \mathrm{AP} \end{gathered}$ | 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 |  |  |  |  |  |  |

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

| 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\% | 12\% |
|  |  |  |  | .* | AU | * |
| lcedtea | 20\% | 17\% | 25\% | 43\% | 21\% | 14\% |
| Non-alcooolic 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\% |
| Vooka | 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\% | $\begin{aligned} & 8 \% \\ & \hline \end{aligned}$ | $9 \%$ | $\underset{\sim}{21 \%}$ | 7\% | 7\% |
| Don't know | 10\% | $\begin{aligned} & 13 \% \\ & \Delta 0 \end{aligned}$ | 10\% | - | 9\% | $\begin{aligned} & \text { 19\% } \\ & { }_{4}{ }^{2} \end{aligned}$ |
| 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 appl.

## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 2020

| YouGov | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen Z(2000 and } \\ \text { later) } \end{gathered}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X(1965- } \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| Unweighted base | 1266 | 601 | 665 | 49 | 433 | 306 | 423 | 55 | - | - | 237 | 249 | 475 | 305 | 806 |
| Base: All US AdultsYes, and I planned the day(s) off in advance | 1266 | 617 | 649 | 46 | 420 | 297 | 439 | 64 | - | - | 225 | 266 | 476 | 298 | 814 |
|  | 10\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 7\% | $\begin{gathered} 8 \% \\ G^{*} \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { E.F.G.G } \end{gathered}$ | $\begin{aligned} & \text { 10\% } \\ & \text { FG } \end{aligned}$ | 5\% | . | $\div$ | - | 12\% | 8\% | 9\% | 10\% | 8\% |
| Yes, and I called in sick that Monday morning | 5\% | 5\% | 5\% | 4\% | $\begin{aligned} & \text { 11\% } \\ & \text { E.F.G } \end{aligned}$ | 4\% | 2\% | : | $\cdots$ | - | $\begin{aligned} & 6 \% \\ & k \end{aligned}$ | 3\% | 5\% | $\begin{gathered} 6 \% \\ k \end{gathered}$ | 4\% |
| No, I have never taken off the Monday after the Super Bowl | 59\% | 60\% | 58\% | $39 \%$ | 50\% | $\begin{aligned} & 59 \% \\ & \text { C.D } \end{aligned}$ | $\begin{aligned} & \text { 69\% } \\ & \text { C.D.E } \end{aligned}$ | $\begin{aligned} & 68 \% \\ & \text { c. }{ }^{*} \end{aligned}$ | $\div$ | $\div$ | 58\% | 63\% | 57\% | 60\% | ${ }^{65 \%}$ |
| Not applicable - I've never needed to work the day after the Super Bowl | 27\% | 23\% | $\begin{gathered} 31 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{aligned} & 49 \% \\ & \text { D.E.F. } \end{aligned}$ | 26\% | 28\% | 25\% | 32\% | ** | .. | 25\% | 27\% | 30\% | 25\% | 23\% |
| 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 | 25\% | 28\% | 23\% | 36\% | 30\% | 25\% | 21\% | 11\% | - | - | 32\% | 25\% | 25\% | 21\% | 25\% |
|  |  | B |  | F.G* | F.G | ${ }^{\text {G }}$ |  | \% | * | * | L.M |  |  |  |  |
| Id prefer if the Super Bowl continued to be played on Sundays | 34\% | $\begin{gathered} \text { 38\% } \\ \text { B } \end{gathered}$ | 30\% | 28\% | 31\% | 37\% | 35\% | 38\% |  | * | 35\% | 35\% | 34\% | 32\% | $\begin{gathered} 34 \% \\ Q \end{gathered}$ |
| Don't know | 41\% | 34\% | $\begin{gathered} 47 \% \\ A \end{gathered}$ | $\stackrel{37 \%}{*}$ | 38\% | 38\% | 44\% | $\stackrel{51 \%}{*}$ | - | $\stackrel{\square}{*}$ | 33\% | 40\% | $\begin{gathered} 41 \% \\ j \end{gathered}$ | $\stackrel{48 \%}{\mathrm{u} \%}$ | 41\% |

SYS Q4. Which, if any, of the following condiments do you

| 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 |  |  | * | ** |  | ${ }^{\text {J.L }}$ |  | ${ }_{11 \%}^{\text {J.L }}$ |  |
| Honey Mustard | 17\% | 16\% | 18\% | $\stackrel{23 \%}{2^{* *}}$ | $\begin{gathered} \text { 20\% } \\ \mathrm{F} \end{gathered}$ | $\begin{gathered} 21 \% \\ F \end{gathered}$ | 11\% | 13\% | - | ** | 17\% | $\begin{gathered} \text { 19\% } \\ M \end{gathered}$ | $\begin{aligned} & \text { 19\% } \\ & M \end{aligned}$ | 11\% | 17\% |
| Buffalo Sauce | 10\% | $\begin{gathered} 12 \% \\ { }_{B}^{12 \%} \end{gathered}$ | $8 \%$ | $\begin{aligned} & { }^{22 \%} \\ & E F F \cdot G^{*} \end{aligned}$ | $\begin{aligned} & \text { 16\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{aligned} & 10 \% \\ & \text { F.G } \end{aligned}$ | 4\% | : | - | ** | $\begin{aligned} & 13 \% \\ & \mathrm{k} \end{aligned}$ | 7\% | 10\% | 9\% | 8\% |
| BBQ Sauce | 21\% | 23\% | 19\% | $\begin{aligned} & 36 \% \\ & E . F \cdot G^{*} \end{aligned}$ | $\begin{aligned} & \text { 28\% } \\ & \text { E.F.G } \end{aligned}$ | 20\% | 15\% | $\stackrel{12 \%}{ }$ | - | * | 24\% | $\begin{gathered} \text { 28\% } \\ \text { L.M } \end{gathered}$ | 18\% | 20\% | 18\% |
| Milkshakes | 10\% | 8\% | 11\% | ${ }^{22 \%}$ | 14\% | 10\% | 5\% | : | - | .* | 8\% | 11\% | 11\% | 8\% | 11\% |
| Mayonnaise | 17\% | 17\% | 17\% | E.F.G** 20\% | F.G 20\% | F.G 22\% | 11\% | 6\% | * | ** | 19\% | 16\% | 15\% | 18\% | 17\% |
|  |  |  |  | $\mathrm{G}^{*}$ | F.G | F.G |  | * | * | * |  |  |  |  |  |
| Other | 6\% | 6\% | 7\% | $\stackrel{2 \%}{*}$ | 3\% | $\begin{aligned} & 11 \% \\ & \text { D. } \end{aligned}$ | $\begin{gathered} 6 \% \\ \mathrm{D} \end{gathered}$ | 8\% | - | $\cdots$ | 7\% | 5\% | 5\% | $\stackrel{\text { 9\% }}{\text { L }}$ | 7\% |
| Nothing, leat them plain | $8 \%$ | 8\% | 7\% | 9\% | 5\% | 7\% | $\begin{gathered} \text { 10\% } \\ \mathrm{D} \end{gathered}$ | 12\% | - | $\cdots$ | $\begin{aligned} & 12 \% \\ & \text { K.L } \end{aligned}$ | 5\% | 6\% | 10\% | $\begin{gathered} \text { 10\% } \\ \mathrm{P} \end{gathered}$ |
| Don't know | 2\% | 2\% | 1\% | 2\% | $3 \%$ | 1\% | 1\% | $2 \%$ | * | - | 1\% | 2\% | 3\% | 1\% | 1\% |
| Not applicable - I never eat french fries | 4\% | 4\% | 4\% | 2\% | 5\% | 3\% | 4\% | $\stackrel{4 \%}{*}$ | ** | * | 2\% | 2\% | $\begin{aligned} & \stackrel{6 \%}{6 \%} \\ & \text { J.K.M } \end{aligned}$ | 2\% | 3\% |

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 | ${ }^{\text {G }}$ | * | * | * |  | J.L |  |  | O.P |
| Queso/Cheese sauce | 48\% | 47\% | 49\% | $\begin{gathered} 51 \% \\ G^{*} \end{gathered}$ | $\begin{gathered} \text { 50\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 53 \% \\ & \text { F,G } \end{aligned}$ | $\begin{aligned} & 46 \% \\ & G \end{aligned}$ | $25 \%$ | * | - | 40\% | $\begin{aligned} & 56 \% \\ & { }_{\text {J.M }} \end{aligned}$ | ${ }_{\text {49\% }}$ | 46\% | 49\% |
| Sour cream | 45\% | 39\% | 50\% | 41\% | 44\% | 49\% | 44\% | 39\% | - | - | 36\% | 54\% | 41\% | 50\% | 48\% |

## YouGovRealtime <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 2020

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2- <br> 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 avvance | 10\% | 10\% | ${ }^{15 \%}$ | 12\% | 9\% | 10\% | 8\% |  | 11\% | 3\% | $\begin{gathered} 17 \% \\ \text { AA.AB.AC* } \end{gathered}$ | $\stackrel{\text { \% }}{ }$ | 12\% | 8\% | 7\% |
| Yes, and I called in sick that Monday morning | 5\% | 5\% | $\stackrel{10 \%}{\mathrm{~N}}$ | 8\% | 5\% | 4\% | 3\% | $\text { R. } 13 \%$ | 7\% | $6 \%$ | 6\% | : | 6\% | 5\% | 3\% |
| No, Ihave never taken off the Monday afer the Super Bowl | 59\% | 52\% | 42\% | 53\% | 52\% | $\begin{gathered} \text { 60\% } \\ R \end{gathered}$ | $\begin{gathered} \text { 72\% } \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 64 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 64\% } \\ & \text { Z.AA } \end{aligned}$ | 48\% | $\stackrel{5}{*}$ | $50 \%$ | $\begin{gathered} \text { 62\% } \\ \text { AA } \end{gathered}$ | 52\% | $\begin{aligned} & \text { 68\% } \\ & \text { Y.AA } \end{aligned}$ |
| Not applicable - I've never needed to work the day after the Super Bowl | 27\% | $\begin{gathered} 35 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 36 \% \\ \mathrm{~N} \end{gathered}$ | 31\% | $\begin{aligned} & 35 \% \\ & \text { s.t.u } \end{aligned}$ | $\begin{aligned} & 27 \% \\ & \text { T.U } \end{aligned}$ | 17\% | 14\% | 20\% | $43 \%$ | $21 \%$ | $\begin{gathered} 41 \% \\ \text { v.x.Z.AB* } \end{gathered}$ | $22 \%$ | $\begin{gathered} 36 \% \\ \text { v.x.Z.AB } \end{gathered}$ | 24\% |
| 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\% |
| Id prefer if the Super Bowl continued to be played on Sundays | 34\% | $\begin{aligned} & 43 \% \\ & \text { P.Q } \end{aligned}$ | 32\% | 23\% | 35\% | 33\% | 35\% | 31\% | $\begin{gathered} 37 \% \\ A A \end{gathered}$ | $27 \%$ | 38\% | 30\% | $\begin{gathered} 36 \% \\ A A \end{gathered}$ | 30\% | 34\% |
| Don't know | 41\% | 36\% | 40\% | $\begin{gathered} \text { 50\% } \\ 0 \end{gathered}$ | 42\% | 42\% | 37\% | 39\% | 34\% | 58\% | $41 \%$ | 44\% | $\stackrel{36 \%}{\text { 36\% }}$ | $\begin{gathered} 47 \% \\ \text { v. } \end{gathered}$ | 44\% |


| 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\% | $\begin{array}{r} 81 \% \\ \text { R.S.U } \end{array}$ | 70\% | ${ }^{76 \%}$ | 72\% | 79\% | 78\% | $\begin{aligned} & 76 \% \\ & { }^{76} \end{aligned}$ | 69\% | 68\% |
| 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\% |
| Buffal Sauce | 10\% | $\stackrel{14 \%}{\mathrm{~N}}$ | $\stackrel{14 \%}{{ }_{N}^{14 \%}}$ | 11\% | 10\% | 9\% | 10\% | 12\% | 10\% | $6 \%$ | $\begin{aligned} & 13 \% \\ & \mathrm{AC}^{*} \end{aligned}$ | $\begin{aligned} & 15 \% \\ & A C^{*} \end{aligned}$ | 10\% | 11\% | 7\% |
| BBQ Sauce | 21\% | $\stackrel{29 \%}{N}$ | 25\% | $\stackrel{27 \%}{\mathrm{~N}}$ | 20\% | 20\% | 23\% | 26\% | 20\% | 14\% | $\begin{aligned} & \text { 25\% } \\ & \mathrm{AC}^{*} \end{aligned}$ | $\begin{aligned} & 29 \% \\ & A^{*} \end{aligned}$ | 21\% | $\begin{gathered} \text { 25\% } \\ \text { AC } \end{gathered}$ | 18\% |
| Milkshakes | 10\% | 7\% | 8\% | 13\% | 8\% | 11\% | 9\% | 14\% | $\begin{aligned} & \text { 10\% } \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 7 \% \\ \% \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \mathrm{AC}^{*} \end{aligned}$ | $8 \%$ | $\begin{aligned} & \text { 10\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AC } \end{aligned}$ | A1\% ${ }_{\text {AC }}$ |
| Mayonnaise | 17\% | 13\% | 15\% | $\begin{gathered} 24 \% \\ 0 \end{gathered}$ | 12\% | $\begin{gathered} \text { 18\% } \\ R \end{gathered}$ | $\begin{gathered} 21 \% \\ R \end{gathered}$ | $\underset{R}{23 \%}$ | 17\% | 19\% | $\begin{gathered} 25 \% \\ \text { AB.AC* } \end{gathered}$ | $\stackrel{15 \%}{*}$ | 18\% | $\begin{aligned} & \begin{array}{l} 19 \% \\ \text { AC } \end{array} \end{aligned}$ | 11\% |
| Other | 6\% | 3\% | 4\% | 7\% | 3\% | $\begin{gathered} 8 \% \\ R \end{gathered}$ | $\begin{gathered} 6 \% \\ R \end{gathered}$ | $\begin{gathered} 11 \% \\ R \end{gathered}$ | $\begin{gathered} 8 \% \\ \text { AA.AB } \end{gathered}$ | - | $\begin{aligned} & 9 \% \\ & \mathrm{AB}^{*} \end{aligned}$ | ${ }^{2 \%}$ | $\begin{gathered} 7 \% \\ A B \end{gathered}$ | 4\% | 1\% |
| Nothing, Ieat them plain | $8 \%$ | 6\% | 3\% | 6\% | $8 \%$ | 8\% | 6\% | 9\% | 8\% | 12\% | 2\% | ${ }^{2 \%}$ | 7\% | $8 \%$ | 9\% |
| Don't know | 2\% | $\stackrel{4 \%}{\stackrel{4}{N}}$ | 2\% | 3\% | $\begin{gathered} 2 \% \\ T \end{gathered}$ | $\begin{gathered} 3 \% \\ T \end{gathered}$ | - | - | 1\% | $\stackrel{\square}{*}$ | : | - | 1\% | $\begin{aligned} & 3 \% \\ & \text { v. } \end{aligned}$ | - |
| Not applicable - I never eat trench fries | 4\% | 4\% | 4\% | $\begin{gathered} 7 \% \\ N \end{gathered}$ | 4\% | 4\% | 4\% | 2\% | 2\% | ${ }^{3 \%}$ | $\stackrel{2 \%}{*}$ | $\begin{aligned} & 8 \% \\ & v \cdot Z^{*} \end{aligned}$ | 3\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { v. } \end{aligned}$ |
| 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\% | $\begin{gathered} 56 \% \\ R \end{gathered}$ | $\begin{gathered} \text { 59\% } \\ R \end{gathered}$ | 54\% | 53\% | 66\% | $\begin{gathered} 70 \% \\ \text { v.y.z.AAAC** } \end{gathered}$ | 50\% | 55\% | 51\% | 57\% |
| Quesolcheese 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 <br> Super Bowl Food

Us_nat_int Sample: 9th - 10th January 2020

| YouGov | 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 $/$ I guardian | Don't know / Prefer not to say | Under S40k | \$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 |
|  | 1266 | 50 | 17 | 4 | 18 | 318 | 405 | 678 | 548 | 39 | 445 | 358 | 277 | 186 | 403 |
|  | 10\% | 3\% | 13\% |  | 15\% | 19\% | 7\% | 12\% | 8\% | 9\% | 7\% | 12\% | 14\% | 6\% | 14\% |
|  |  | * | ** | * | ** | AH.Al.AJ |  | AH.AJ |  | , |  | AL | Al.aO |  | AQ.AR |
| Yes, and I called in sick that Monday morning | 5\% | - | - | $\cdots$ | 5\% | $\begin{gathered} \text { 14\% } \\ \text { AH.AI.AJ } \end{gathered}$ | 3\% | $\begin{gathered} 8 \% \\ \text { AH.AJ } \end{gathered}$ | 2\% | 7\% | 5\% | 5\% | $\begin{gathered} 8 \% \\ \text { ALAO } \end{gathered}$ | 2\% | $\begin{gathered} 9 \% \\ \text { AQ.AR } \end{gathered}$ |
| No, I have never taken off the Monday after the Super Bowl | 59\% | ${ }^{62 \%}$ | 35\% | 28\% | $48 \%$ | 48\% | ${ }_{\text {AG.A.A.A.AK }}^{69 \%}$ | $\begin{aligned} & 61 \% \\ & \text { AG } \end{aligned}$ | $\begin{gathered} 58 \% \\ \text { AG } \end{gathered}$ | $45 \%$ | 49\% | ${ }_{\mathrm{AL}}^{64 \%}$ | $\underset{\text { AL }}{67 \%}$ | $\begin{gathered} \text { 62\% } \\ \text { AL } \end{gathered}$ | 50\% |
| Not appicable - 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 |  | Ан |  | - |  | AL.AO | Al.ao |  |  |
|  | 34\% | 36\% | 36\% | $\div$ | 19\% | 40\% | 36\% | 38\% | 30\% | 31\% | 34\% | 37\% | 38\% | 21\% | 33\% |
|  |  | * | * | $*$ | ** | AJ | AJ | AJ |  | * | AO | AO | AO |  |  |
|  | 41\% | 47\% | 58\% | 78\% | 53\% | 29\% | $\begin{aligned} & \text { 40\% } \\ & \text { AG.AI } \end{aligned}$ | $\begin{gathered} \begin{array}{c} 35 \% \\ \text { AG } \end{array} \end{gathered}$ | $\begin{gathered} 47 \% \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{aligned} & 48 \% \\ & { }_{A G^{*}} \end{aligned}$ | $\begin{gathered} \text { 46\% } \\ \text { AM.AN } \end{gathered}$ | 33\% | 30\% | $\begin{gathered} \text { 58\% } \\ \text { AL.AM.AN } \end{gathered}$ | $42 \%$ |

BYS Q4. Which, if any, of the following condiments do you

| 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.A.AK | AG |  |  |  |  |  |  |  |
| Ranch | 25\% | ${ }^{21 \%}$ | 22\% | $\underset{\sim}{25 \%}$ | 31\% | $\begin{gathered} 32 \% \\ \text { AHA1 } \end{gathered}$ | 20\% | 24\% | 27\% | 18\% | 24\% | 27\% | 25\% | 23\% | 28\% |
| Honey Mustard | 17\% | 14\% | $17 \%$ | ** | 21\% |  | 13\% | 18\% | 16\% | ${ }^{7 \%}$ | 17\% | 17\% | 17\% | 17\% | 16\% |
| Buffilo Sauce | 10\% | 2\% | 13\% | - | 25\% | 15\% | 5\% | 9\% | 11\% | 10\% | 10\% | 10\% | 12\% | 7\% | 14\% |
|  |  | * | ** | * | ** | AH.Al |  | A | Ан | * |  |  |  |  | AQ.AR |
| BBQ Sauce | 21\% | $\stackrel{\%}{*}$ | 17\% | - | 30\% | $\begin{gathered} 30 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 13\% | $\begin{gathered} \text { 20\% } \\ \text { AH } \end{gathered}$ | $23 \%$ AH | 23\% | 22\% | 21\% | 22\% | 21\% | $\begin{aligned} & 28 \% \\ & \text { AQ.AR } \end{aligned}$ |
| 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\% |
| Other | 6\% | 7\% |  | - | 20\% | 7\% | 8\% | 7\% | 5\% | - | 4\% | 7\% | 8\% | 7\% | 5\% |
|  |  | * | * | * | * |  |  |  |  | * |  | AL | AL | AL |  |
| Nothing, leat 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\% | $\begin{gathered} 5 \% \\ \text { v.Z.AB* } \end{gathered}$ | 12\% | 26\% | 15\% | $2 \%$ | 0\% | 1\% | $2 \%$ |  | 2\% | 1\% | 0\% | $4 \%$ | 3\% |
| Not applicable - Inever eat trench fries | 4\% | 2\% |  |  | 13\% | 2\% | 3\% | 3\% | 4\% | 19\% | 6\% | 2\% | 2\% | 5\% | 3\% |
|  |  | , | ** | ** | ** |  |  |  |  | AG.AH.Al.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\% | 5\% | 53\% | 54\% | 46\% | 49\% | 57\% | 61\% | 46\% | 49\% |
|  |  |  | ** | * | * |  | AG |  |  |  |  | AL.AO | AL.AO |  |  |
| QuesolCheese sauce | 48\% | 40\% | 46\% | 52\% | 33\% | $\begin{aligned} & 51 \% \\ & \text { AK } \end{aligned}$ | 48\% | 49\% | 49\% | 24\% | 46\% | 48\% | 52\% | 49\% | 48\% |
| 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

| YouGov |  | Type of Area Lived in |  |  | Interest in 2020 Super Bowl |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban <br> Town | Rural | Other | Very/Somewhat/ Little bit interested | Not interested |
| Unweighted base | 1266 | 587 | 259 | 9 | 714 | 515 |
| Yes, and I planned the day (s) off in advance | 1266 | 590 | 263 | 10 | 714 | 515 |
|  | 10\% | 8\% | 7\% | 18\% | 16\% | 1\% |
|  |  |  |  | * | au |  |
| Yes, and I called in sick that Monday morning | 5\% | 4\% | 3\% | - | ${ }^{8 \%}$ | 1\% |
|  |  |  |  | * | ${ }^{\text {AU }}$ |  |
| No, I have never taken off the Monday ffer the Super Bowl | 59\% | $\begin{aligned} & 64 \% \\ & 64 \% \end{aligned}$ | 61\% | 50\% | 61\% | 59\% |
| Not applicable - I've never needed to work the day after the Super Bowl | 27\% | 24\% | 29\% | 32\% | 17\% | 39\% |
|  |  |  |  | ** |  |  |

SYs_Q8. When it comes to the timing of the Super Bowl, which
of the of or?

| 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\% | 12\% |
|  |  |  |  | ** | AU |  |
| Id prefer if the Super Bowl continued to be played on Sundays | 34\% | 35\% | 32\% | 54\% | $\begin{aligned} & 52 \% \\ & \text { Au } \end{aligned}$ | 12\% |
| Don't know | 41\% | 39\% | 44\% | $\stackrel{22 \%}{\ldots}$ | 13\% | 76\% |

YS_Q4. Which, if any, of the following condiments do yo

| 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\% | $\underset{\substack{24 \% \\ \#}}{ }$ | $\begin{aligned} & 13 \% \\ & \text { AU } \end{aligned}$ | 5\% |
| BBQ Sauce | 21\% | $\begin{gathered} 21 \% \\ \text { AR } \end{gathered}$ | 13\% | $\stackrel{23 \%}{ }$ | $\begin{aligned} & \text { 24\% } \\ & \text { AU } \end{aligned}$ | 17\% |
| Milkshakes | 10\% | 10\% | 8\% | ** | $\begin{aligned} & \text { 11\% } \\ & \text { AU } \end{aligned}$ | 8\% |
| Mayonnaise | 17\% | 17\% | 14\% | 14\% | 17\% | 16\% |
| Other | 6\% | 7\% | 6\% | $\xrightarrow{10 \%}$ | 5\% | 7\% |
| Nothing, leat them plain | 8\% | 6\% | $\begin{gathered} 13 \% \\ \text { AP.AQ } \end{gathered}$ | *- | 6\% | $\begin{aligned} & \text { 11\% } \\ & \text { AT } \end{aligned}$ |
| 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 Shredded cheese | 1266 | 590 | 263 | 10 | 714 | 515 |
|  |  | 57\% | 51\% | 58\% | 53\% | 55\% |
|  |  | AP |  | ** |  |  |
| QuesolCheese sauce | 48\% | 49\% | 47\% | 65\% | 50\% | 48\% |
| Sour cream | 45\% | 48\% | 40\% | 34\% | 45\% | 46\% |

YouGovRealtime
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|  | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen } Z(2000 \text { and } \\ \text { later) } \end{gathered}$ | Millennial (1982- 1999) | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  | A | * |  |  |  | * | * | * |  | J.L |  | J.L | O.P |
| Guacamole | 38\% | 33\% | 42\% | 21\% | 40\% | 40\% | 37\% | 32\% | - | $\stackrel{\square}{-}$ | 31\% | 39\% | $32 \%$ | $51 \%$ | 38\% |
| Salsa | 54\% | 51\% | 56\% | 46\% | 49\% | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | 56\% | 53\% | * | - | 56\% | $57 \%$ | 49\% | 56\% | $\begin{aligned} & \text { 59\% } \\ & \text { OP } \end{aligned}$ |
| Beef | 43\% | 45\% | 40\% | 48\% | $43 \%$ | 48\% | $42 \%$ | 20\% | : | $\cdots$ | 36\% | 48\% | 42\% | 43\% | 43\% |
| Chicken | 24\% | 25\% | 24\% | $\begin{aligned} & 43 \% \\ & E \cdot F \cdot G^{*} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \text { E.F.G } \end{aligned}$ | $\begin{aligned} & \text { 25\%\% } \\ & \text { F.G } \end{aligned}$ | 16\% | 12\% | " | - | 24\% | 22\% | 23\% | 29\% | 24\% |
| Jalapenos | 34\% | $\begin{gathered} 37 \% \\ 8 \end{gathered}$ | 31\% | 22\% | $\begin{aligned} & 34 \% \\ & G \end{aligned}$ | $\begin{aligned} & 37 \% \\ & c, G \end{aligned}$ | $\begin{aligned} & 35 \% \\ & \mathrm{G}, \end{aligned}$ | 17\% | $\cdots$ | $\cdots$ | 26\% | 39\% | 33\% | 36\% | 33\% |
| Onions | 27\% | 26\% | 28\% | 17\% | 26\% | $\begin{gathered} 30 \% \\ \mathrm{G} \end{gathered}$ | 29\% | 16\% | * | $\div$ | 25\% | 36\% | 22\% | $30 \%$ | $29 \%$ |
| Cilantro | 19\% | 17\% | $\begin{gathered} 21 \% \\ \mathrm{~A} \end{gathered}$ | 14\% | $\begin{gathered} \text { 22\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} \text { 22\% } \\ \text { F.G } \end{gathered}$ | 16\% | $6 \%$ | - | $\stackrel{\square}{*}$ | 15\% | 20\% | 16\% | $\begin{gathered} 25 \% \\ \text { d.L } \\ \substack{25} \end{gathered}$ | 19\% |
| Other | 3\% | 2\% | $\begin{gathered} 4 \% \\ \mathrm{~A} \end{gathered}$ | 4\% | 2\% | 4\% | 3\% | $2 \%$ |  | $\div$ | 2\% | 3\% | 3\% | 5\% | 3\% |
| Nothing, leat the chips plain | 2\% | 2\% | 2\% | $\begin{gathered} 6 \% \\ E^{*} \end{gathered}$ | $\begin{gathered} 3 \% \\ \mathrm{E} \end{gathered}$ | 1\% | 2\% | - | - | $\stackrel{\square}{*}$ | 3\% | 1\% | 3\% | 1\% | 2\% |
| Dor't know | 2\% | 2\% | 1\% | : | $\begin{aligned} & \text { 3\% } \\ & \text { E.F } \end{aligned}$ | 1\% | 1\% | : | - | $\cdots$ | 1\% | 2\% | 2\% | 1\% | 1\% |
| Not applicable - Idon'teat nachos | 9\% | 11\% | 8\% | ${ }^{8 \%}$ | 7\% | 5\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \text { D.E } \end{array} \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \mathrm{E}^{*} \end{aligned}$ | $\cdots$ | $\cdots$ | $\begin{aligned} & 15 \% \\ & \text { K.M } \end{aligned}$ | 6\% | $\begin{gathered} 10 \% \\ \mathrm{k} \end{gathered}$ | 7\% | 9\% |

Cell Contents (Column Percentages, Statistical Test Results), Statisicics (Column Proportions, (95\%): AB, CID/E/F/G/HI, J/KUM, N/I/P/Q, R/STTU, VWIXXYIZ/AAABBAC/AD/AEAAF, AG/AH/A/A/A/AK, ALAMIAN/AO, AP/AQ/AR/AS, AT/AU, Minimum Base: 30 (**), Small Base: 100 (*)

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|  | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No Hs, High school graduate | Some college, 2year | 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\% | $\begin{gathered} 44 \% \\ 0 \end{gathered}$ | $\begin{gathered} 44 \% \\ 0 \end{gathered}$ | 28\% | $\begin{gathered} 37 \% \\ R \end{gathered}$ | $\begin{aligned} & 53 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 51 \% \\ & \text { R.S } \end{aligned}$ | 40\% | 33\% | $37 \%$ | $29 \%$ | 39\% | 35\% | 44\% |
| Salsa | 54\% | 47\% | 39\% | $\begin{gathered} 52 \% \\ \mathrm{P} \end{gathered}$ | 43\% | $\begin{gathered} 56 \% \\ R \end{gathered}$ | $\begin{aligned} & 63 \% \\ & \hline 63 \% \end{aligned}$ | $\begin{aligned} & { }^{711 \%} \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 57 \% \\ A A \end{gathered}$ | 56\% | 54\% | 50\% | $\underset{A T}{57 \%}$ | 48\% | 53\% |
| Beef | 43\% | 48\% | 38\% | 39\% | 44\% | 43\% | 40\% | 43\% | 43\% | $41 \%$ | $\begin{aligned} & 51 \% \\ & \mathrm{AC}^{*} \end{aligned}$ | ${ }^{41 \%}$ | $\begin{aligned} & 44 \% \\ & A C \\ & \hline \end{aligned}$ | 43\% | 45\% |
| Chicken | 24\% | 25\% | 23\% | 25\% | 23\% | 23\% | 27\% | 28\% | $\begin{aligned} & \text { 24\% } \\ & \text { AC } \end{aligned}$ | 21\% | $\begin{gathered} 38 \% \\ \text { v.Z.AB.AC* } \end{gathered}$ | $\begin{aligned} & 33 \% \\ & A C^{*} \end{aligned}$ | $\begin{gathered} 25 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \text { 26\% } \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 22 \% \\ \text { AC } \end{gathered}$ |
| Jalapenos | 34\% | 33\% | 38\% | 34\% | 29\% | 33\% | $\begin{gathered} 40 \% \\ R \end{gathered}$ | $\begin{aligned} & \text { 45\% } \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 38 \% \\ \text { AA.AC } \end{gathered}$ | $35 \%$ | $\begin{aligned} & 36 \% \\ & A C^{*} \end{aligned}$ | $30 \%$ | $\begin{gathered} 37 \% \\ A A . A C \\ \text { A. } \end{gathered}$ | 27\% | $\begin{aligned} & \text { 39\% } \\ & \text { AA.AC } \end{aligned}$ |
| Onions | 27\% | 28\% | 19\% | 28\% | 22\% | 26\% | $\begin{aligned} & 34 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 37 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \text { AC } \end{aligned}$ | 24\% | $\begin{aligned} & 32 \% \\ & \mathrm{AC}^{*} \end{aligned}$ | 26\% | $\begin{aligned} & 29 \% \\ & \text { AC } \end{aligned}$ | 24\% | 30\% |
| Cilantro | 19\% | 15\% | 21\% | 22\% | 12\% | $\begin{gathered} 20 \% \\ R \end{gathered}$ | $\begin{aligned} & 27 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \text { Rs } \end{aligned}$ | 20\% | 17\% | $\begin{aligned} & 25 \% \\ & A^{2} C^{*} \end{aligned}$ | $23 \%$ | 21\% | 18\% | 15\% |
| Other | 3\% | $2 \%$ | 1\% | $\begin{gathered} \text { 6\% } \\ \mathrm{P} \end{gathered}$ | 2\% | $\begin{gathered} \text { 5\% } \\ \mathrm{R} \end{gathered}$ | 3\% | 3\% | 4\% | $3 \%$ | 3\% | 2\% | 3\% | 3\% | 2\% |
| Nothing, leat the chips plain | 2\% | 3\% | 2\% | 1\% | 2\% | 2\% | 2\% | 3\% | 2\% |  |  | $\stackrel{2 \%}{*}$ | 2\% | 3\% | 2\% |
| Dor't know | 2\% | 3\% | 2\% | $\begin{aligned} & \text { 5\% } \\ & \mathrm{N} \end{aligned}$ | 2\% | 2\% | 1\% | - | 1\% | - | * | $\begin{aligned} & 5 \% \\ & v . Z^{*} \end{aligned}$ | 1\% | 2\% | 1\% |
| Not applicable - I don't eat nachos | 9\% | 11\% | 9\% | 7\% | 11\% | 8\% | 8\% | 10\% | 7\% | $\stackrel{\square}{*}$ | 6\% | $9 \%$ | 7\% | $\begin{gathered} \begin{array}{l} 12 \% \\ \mathrm{~V} . \mathrm{K} \end{array} \end{gathered}$ | 11\% |

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YouGov

|  | 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 S40k | \$40k to \$80k | s80k+ | Don't know/ Prefer not to say |  |
|  |  | * | ** | * | * |  |  |  |  | * |  | AL.AO |  |  |  |
| Guacamole | 38\% | ${ }^{35 \%}$ | ${ }^{17 \%}$ | $\begin{gathered} 47 \% \\ \ldots \end{gathered}$ | 40\% | 38\% | 40\% | 38\% | 37\% | 30\% | 32\% | 37\% | $\begin{gathered} \text { AL.AM.AO } \end{gathered}$ | 38\% | $\begin{gathered} 40 \% \\ A R \end{gathered}$ |
| Salsa | 54\% | ${ }^{55 \%}$ | 41\% | $22 \%$ | 45\% | 54\% | $\begin{gathered} 57 \% \\ \text { AK } \end{gathered}$ | 56\% | 52\% | 39\% | 47\% | 56\% | $62 \%$ | 53\% | 52\% |
| Beef | 43\% | 29\% | 30\% | 25\% | $31 \%$ | $\begin{aligned} & \text { 48\% } \\ & \text { AH.AK } \end{aligned}$ | $\begin{aligned} & \text { 40\% } \\ & \text { AK } \end{aligned}$ | $\begin{gathered} 43 \% \\ A K \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { AK } \end{gathered}$ | $21 \%$ | $\begin{gathered} 44 \% \\ \text { AO } \end{gathered}$ | 45\% | 42\% | 35\% | 44\% |
| Chicken | 24\% | $8 \%$ | 13\% |  | 14\% | $\begin{aligned} & \text { AH.AI.AJ.AK } \end{aligned}$ | 18\% | $\begin{gathered} 23 \% \\ \text { AH } \end{gathered}$ | $\begin{aligned} & 26 \% \\ & \text { AH } \end{aligned}$ | 13\% | 24\% | 21\% | $\begin{gathered} 30 \% \\ \text { AM } \end{gathered}$ | 22\% | $\begin{aligned} & 28 \% \\ & \text { AR } \end{aligned}$ |
| Jalapenos | 34\% | 16\% | 29\% | $47 \%$ | 42\% | 37\% | 33\% | 35\% | 33\% | ${ }^{33 \%}$ | 30\% | 35\% | $\begin{aligned} & 42 \% \\ & \hline \end{aligned}$ | 28\% | 37\% |
| Onions | 27\% | 15\% | $23 \%$ | $\div$ | 28\% | 29\% | 26\% | 27\% | 28\% | 23\% | 24\% | 28\% | $\begin{aligned} & 33 \% \\ & \text { AL.AO } \end{aligned}$ | 24\% | 26\% |
| Cilantro | 19\% | 10\% | 23\% | $\cdots$ | $\underset{\substack{23 \% \\ \cdots}}{ }$ | $\begin{aligned} & \text { 23\% } \\ & \text { AH.AI } \end{aligned}$ | 16\% | 19\% | 19\% | 18\% | 15\% | 20\% | $\underset{\mathrm{AL}}{24 \%}$ | 18\% | 19\% |
| Other | 3\% | 5\% | - | - | . | 4\% | 3\% | 3\% | 3\% | 3\% | 3\% | 2\% | 4\% | 4\% | 3\% |
| Nothing, Ieat the chips plain | 2\% | ${ }^{3 \%}$ | $\stackrel{\square}{\square}$ |  | $\stackrel{\square}{-}$ | 0\% | 2\% | 1\% | $\begin{aligned} & 3 \% \\ & \text { AG.AI } \end{aligned}$ | $3 \%$ | 1\% | 1\% | $3 \%$ $\begin{gathered} \text { AL.AM } \\ \hline \end{gathered}$ | $\begin{gathered} 5 \% \\ \text { AL.AM } \end{gathered}$ | 2\% |
| Don't know | 2\% | : | 17\% | 26\% | 5\% | ${ }^{2 \%}$ | 0\% | 1\% | 2\% | : | 2\% | 1\% | 0\% | 4\% | 2\% |
|  |  | 18\% | ** | ** | *** | AH |  | ${ }_{\text {AH }}$ | AH | * |  |  |  | AM.AN |  |
| Not applicable - I don'teat nachos | 9\% | $\begin{gathered} 18 \% \\ v \cdot Z^{*} \end{gathered}$ | $\stackrel{6 \%}{*}$ | $\stackrel{\square}{*}$ | $11 \%$ $\ldots$ | 4\% | $\begin{aligned} & \begin{array}{l} 10 \% \\ \text { AG } \end{array} \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AG.AI } \end{aligned}$ | $\begin{aligned} & 14 \% \\ & A G^{*} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 10 \% \\ \text { AN } \end{array} \end{aligned}$ | 10\% | 5\% | $\begin{aligned} & \begin{array}{c} 12 \% \\ \text { AN } \end{array} \end{aligned}$ | 11\% |

YouGovRealtime

## Super Bowl Food

US_nat_int Sample: 9th - 10th January 2020
YouGov

|  | 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, Ieat the chips plain | 2\% | 1\% | $\begin{aligned} & 4 \% \\ & \text { A\% } \end{aligned}$ |  | 2\% | 2\% |
| Don't know | 2\% | 1\% | $3 \%$ | $\div$ | 1\% | 2\% |
| Not applicable - I don't eat nachos | 9\% | 8\% | 9\% | 11\% | 7\% | 12\% |
|  |  |  |  | ** |  | ${ }_{\text {AT }}$ |


[^0]:    Super Bowl? Please select all that apply.

[^1]:    Super Bowl? Please select all that apply

[^2]:    Super Bowl? Please select all that apply

