

# CBS News Poll – January 29-February 2, 2024

## Adults in the U.S.



Sample 1,791 Adults in the U.S.  
Margin of Error ±3.1 points

### 2. Which team do you want to win the Super Bowl?

The San Francisco 49ers	22%
The Kansas City Chiefs	25%
Doesn't matter	53%

### 3. Which of these is your favorite thing about Super Bowl Sunday?

The game	29%
The commercials	27%
The half-time show	19%
Parties/Gathering/Eating and drinking	25%

### 4. Do you think the day after the Super Bowl should be a federal holiday?

Yes	23%
No	77%

### 5. How likely is it that you will bet money on this year's Super Bowl?

Very likely	7%
Somewhat likely	12%
Not very likely	12%
Not at all likely	69%

### 6. Are you a football fan?

Yes	50%
No	50%

\* Questions held for future release.

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**2. Want to Win Super Bowl**

Which team do you want to win the Super Bowl?

	Total	Gender		Football Fan		Party ID		
		Male	Female	Yes	No	Dem	Ind	Rep
The San Francisco 49ers	22%	26%	19%	34%	10%	28%	19%	22%
The Kansas City Chiefs	25%	26%	23%	36%	14%	25%	20%	31%
Doesn't matter	53%	48%	58%	30%	76%	47%	61%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,789)	(875)	(914)	(894)	(895)	(570)	(526)	(526)

	Total	Age				Race		
		Under 30	30-44	45-64	65+	White	Black	Hispanic
The San Francisco 49ers	22%	25%	26%	21%	18%	21%	26%	28%
The Kansas City Chiefs	25%	23%	22%	26%	28%	27%	22%	20%
Doesn't matter	53%	52%	52%	53%	54%	52%	52%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,789)	(370)	(451)	(585)	(383)	(1,118)	(225)	(288)

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**3. Favorite Thing about Super Bowl**

Which of these is your favorite thing about Super Bowl Sunday?

	Total	Gender		Football Fan		Party ID		
		Male	Female	Yes	No	Dem	Ind	Rep
The game	29%	40%	17%	44%	11%	29%	27%	32%
The commercials	27%	26%	27%	18%	36%	24%	29%	30%
The half-time show	19%	12%	27%	17%	22%	21%	17%	15%
Parties/Gathering/Eating and drinking	25%	22%	29%	21%	30%	26%	27%	23%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(1,720)	(849)	(871)	(893)	(827)	(553)	(500)	(518)

	Total	Age				Race		
		Under 30	30-44	45-64	65+	White	Black	Hispanic
The game	29%	28%	24%	29%	35%	30%	37%	25%
The commercials	27%	15%	26%	29%	35%	29%	12%	27%
The half-time show	19%	27%	18%	20%	12%	15%	31%	23%
Parties/Gathering/Eating and drinking	25%	30%	32%	22%	17%	26%	20%	25%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(1,720)	(355)	(442)	(554)	(368)	(1,082)	(211)	(279)

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**4. Super Bowl Holiday**

Do you think the day after the Super Bowl should be a federal holiday?

	Total	Gender		Football Fan		Party ID		
		Male	Female	Yes	No	Dem	Ind	Rep
Yes	23%	26%	20%	32%	14%	33%	15%	19%
No	77%	74%	80%	68%	86%	67%	85%	81%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,781)	(875)	(906)	(895)	(885)	(569)	(527)	(524)

	Total	Age				Race		
		Under 30	30-44	45-64	65+	White	Black	Hispanic
Yes	23%	43%	29%	17%	6%	20%	29%	29%
No	77%	57%	71%	83%	94%	80%	71%	71%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,781)	(365)	(448)	(587)	(381)	(1,116)	(218)	(289)

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**5. Super Bowl Betting**

How likely is it that you will bet money on this year's Super Bowl?

	Total	Gender		Football Fan		Party ID		
		Male	Female	Yes	No	Dem	Ind	Rep
Very likely	7%	9%	5%	13%	1%	12%	4%	5%
Somewhat likely	12%	15%	8%	17%	6%	16%	6%	12%
Not very likely	12%	13%	12%	15%	10%	15%	11%	10%
Not at all likely	69%	63%	75%	55%	83%	57%	79%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,784)	(874)	(910)	(895)	(889)	(571)	(527)	(527)

	Total	Age				Race		
		Under 30	30-44	45-64	65+	White	Black	Hispanic
Very likely	7%	10%	11%	5%	3%	6%	9%	11%
Somewhat likely	12%	23%	16%	4%	6%	10%	19%	12%
Not very likely	12%	14%	17%	13%	5%	11%	17%	15%
Not at all likely	69%	53%	56%	78%	85%	73%	55%	62%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(1,784)	(363)	(451)	(587)	(383)	(1,118)	(220)	(288)

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**6. Football Fan**

Are you a football fan?

	Total	Gender		Football Fan		Party ID		
		Male	Female	Yes	No	Dem	Ind	Rep
Yes	50%	62%	39%	100%	0%	57%	43%	55%
No	50%	38%	61%	0%	100%	43%	57%	45%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,791)	(876)	(915)	(895)	(896)	(571)	(527)	(527)

	Total	Age				Race		
		Under 30	30-44	45-64	65+	White	Black	Hispanic
Yes	50%	49%	51%	49%	51%	50%	61%	44%
No	50%	51%	49%	51%	49%	50%	39%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,791)	(370)	(451)	(587)	(383)	(1,118)	(225)	(289)

# HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 1,791 adults in the U.S. was conducted between January 29-February 2, 2024.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and 2022 Congressional vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.1 to 6.6, with a mean of 1 and a standard deviation of 0.9.

The *margin of error* (a 95% confidence interval) for a sample percentage  $p$  based upon the entire sample is approximately  $\pm 3.1$  pts. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and  $n$  is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.