Source: BIGinsight™ Monthly Consumer Survey, JAN-13

N = 5815, 1/2 - 1/9/13	Adults 18+	estimated # of Adults	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
When you watch the Super Bowl, what is the most important part for you? (Choose only one)																
The Game	34.2%	81,166,959	47.6%	21.4%	32.3%	36.0%	34.5%	34.3%	32.4%	34.4%	32.6%	36.7%	34.8%	31.6%	35.6%	34.3%
The Half Time Show	7.2%	17,226,934	5.0%	9.4%	7.4%	7.0%	7.9%	9.7%	8.7%	7.6%	5.5%	4.1%	6.6%	7.3%	7.0%	8.2%
The Commercials	19.8%	46,992,597	16.0%	23.4%	18.4%	21.5%	20.1%	22.3%	22.9%	21.4%	19.3%	12.6%	17.8%	21.2%	21.7%	16.5%
Getting together with friends	14.2%	33,770,308	13.0%	15.3%	12.8%	15.3%	19.6%	18.3%	15.8%	12.3%	10.3%	10.2%	15.5%	15.7%	13.1%	13.3%
I don't watch the Super Bowl	24.6%	58,500,848	18.4%	30.5%	29.1%	20.1%	17.9%	15.4%	20.2%	24.4%	32.4%	36.4%	25.4%	24.2%	22.6%	27.8%
Total	100.0%	237,657,645	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Estimated Viewers (planning to watch):	75.4%	179,156,797														
When you watch the Super Bowl, what is the most important part for you? (Choose only one)	***Of the Viewers***															
The Game	45.3%															
The Half Time Show	9.6%															
The Commercials	26.2%															
Getting together with friends	18.8%															
Total	100.0%															
Do you plan to throw or attend a Super Bowl party?																
Yes, plan to throw a party	16.6%	39,427,462	17.7%	15.5%	15.7%	17.2%	25.2%	25.8%	21.6%	16.9%	6.9%	4.5%	18.3%	16.3%	17.8%	13.4%
Yes, plan to attend a pary	25.2%	59,964,502	27.7%	22.9%	23.2%	25.9%	41.5%	33.6%	27.4%	21.6%	18.5%	12.6%	25.8%	23.5%	24.4%	28.6%
Plan to watch at a bar/restaurant	4.3%	10,164,864	4.0%	4.5%	4.4%	4.3%	6.4%	5.1%	3.4%	4.6%	3.3%	3.4%	4.7%	4.0%	3.4%	6.1%
No	53.9%	128,100,817	50.6%	57.0%	56.7%	52.6%	26.9%	35.5%	47.6%	57.0%	71.3%	79.6%	51.2%	56.2%	54.4%	51.9%
Total	100.0%	237,657,645	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you plan to purchase any of the following for Super Bowl Sunday? (Check all that apply)		***estimated # of items***														
Food/Beverages	74.0%	NA	73.5%	74.4%	73.7%	75.3%	79.4%	79.7%	78.6%	78.5%	68.6%	59.6%	74.6%	76.3%	73.2%	71.2%
Television	7.1%	7,539,699	8.8%	5.6%	6.9%	7.0%	15.6%	14.1%	7.9%	4.4%	1.7%	1.0%	7.7%	5.9%	7.4%	8.0%
Furniture (including entertainment centers)	3.7%	3,906,972	4.1%	3.3%	3.1%	3.9%	8.4%	8.3%	3.8%	1.7%	0.6%	0.4%	3.6%	3.2%	3.8%	4.3%
Team apparel or accessories (hats, coats, etc.)	9.5%	17,002,184	10.7%	8.3%	9.4%	9.3%	23.3%	17.6%	8.9%	6.6%	1.9%	1.6%	10.0%	8.5%	9.7%	10.2%
Decorations	7.1%	7,503,819	7.0%	7.2%	6.3%	7.5%	15.2%	12.4%	6.7%	6.2%	2.0%	1.7%	7.2%	6.3%	7.1%	8.1%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
How much do you plan on spending?																
Average	$ 82.30		$ 97.66	$ 67.60	$ 67.75	$ 99.33	$ 104.62	$ 111.56	$ 88.41	$ 77.99	$ 56.72	$ 49.18	$ 80.10	$ 71.88	$ 93.28	$ 78.98
Percent Buying	83.3%		83.8%	82.8%	81.7%	84.9%	89.9%	87.5%	87.8%	85.2%	79.9%	70.7%	84.3%	84.8%	82.3%	81.4%
Net Average	$ 68.54		$ 81.85	$ 55.95	$ 55.32	$ 84.38	$ 94.07	$ 97.62	$ 77.61	$ 66.42	$ 45.31	$ 34.75	$ 67.55	$ 60.96	$ 76.75	$ 64.31
in billions	$ 12.279															
What are your opinions about Super Bowl TV commericals? (Check all that apply)																
Advertisers should save their money and pass the savings on to us	19.5%		19.4%	19.7%	20.0%	18.8%	13.1%	18.2%	22.2%	19.3%	21.5%	21.6%	19.7%	20.0%	19.9%	18.4%
I look at them as entertainment	76.6%		75.0%	78.2%	73.5%	81.3%	73.5%	77.7%	76.8%	78.9%	79.0%	73.1%	76.3%	75.7%	78.2%	74.5%
They bother me	5.2%		5.7%	4.7%	5.7%	4.1%	8.0%	8.0%	4.8%	3.1%	3.7%	4.3%	4.5%	4.9%	5.2%	6.3%
They influence me to buy products from the advertisers	10.5%		11.5%	9.5%	11.5%	9.8%	19.0%	14.9%	11.8%	8.3%	5.6%	5.3%	8.9%	9.3%	11.3%	12.1%
They influence me to search online for more information	8.7%		10.4%	7.0%	8.0%	9.5%	12.2%	14.6%	8.2%	8.1%	5.0%	4.6%	8.7%	6.0%	10.1%	10.1%
They interrupt the game	8.6%		10.2%	7.2%	9.4%	7.9%	8.6%	9.4%	6.5%	7.3%	8.4%	11.5%	8.3%	10.0%	8.0%	8.7%
They make me aware of advertiser brands	19.5%		20.3%	18.8%	20.2%	19.1%	20.2%	22.3%	19.0%	20.3%	19.2%	16.0%	16.1%	17.6%	22.5%	19.9%
They make the game last too long	10.9%		12.1%	9.6%	10.4%	11.2%	5.7%	9.6%	8.2%	10.7%	13.3%	16.6%	10.1%	10.5%	11.1%	11.8%
Other (please specify)	2.8%		2.4%	3.2%	3.8%	2.4%	2.9%	2.5%	1.7%	2.1%	3.9%	4.1%	2.1%	4.1%	2.1%	3.5%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																

Source: BIGinsight™, Monthly Consumer Survey, JAN 07-13

	2007		2008		2009		2010		2011		2012		2013	
	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults
When you watch the Super Bowl, what is the most important part for you? (Choose only one)														
The Game	32.1%	71,585,417	32.7%	73,775,052	33.8%	76,956,186	35.0%	80,613,659	34.6%	80,410,935	34.8%	81,548,852	34.2%	81,166,959
The Half Time Show	4.9%	10,957,569	5.4%	12,246,394	5.2%	11,877,310	5.7%	13,070,096	5.6%	13,083,895	5.9%	13,896,749	7.2%	17,226,934
The Commercials	18.1%	40,318,421	18.4%	41,507,280	19.8%	44,994,652	17.8%	40,960,883	19.0%	44,087,570	19.0%	44,517,473	19.8%	46,992,597
Getting together with friends	14.6%	32,521,239	13.5%	30,506,746	14.6%	33,163,789	14.7%	33,844,650	14.4%	33,394,795	13.9%	32,591,361	14.2%	33,770,308
I don't watch the Super Bowl	30.3%	67,557,775	30.0%	67,627,451	26.7%	60,727,487	26.8%	61,628,589	26.4%	61,481,140	26.4%	62,009,636	24.6%	58,500,848
Total	100.0%	222,940,420	100.0%	225,662,922	100.0%	227,719,424	100.0%	230,117,876	100.0%	232,458,335	100.0%	234,564,071	100.0%	237,657,645
Estimated Viewers (planning to watch):	69.7%	155,382,645	70.0%	158,035,471	73.3%	166,991,937	73.2%	168,489,287	73.6%	170,977,195	73.6%	172,554,435	75.4%	179,156,797
Do you plan to throw or attend a Super Bowl party?														
Yes, plan to throw a party	12.8%	28,438,988	13.0%	29,303,431	13.5%	30,716,297	13.8%	31,673,644	15.0%	34,974,629	15.3%	35,908,890	16.6%	39,427,462
Yes, plan to attend a pary	26.8%	59,773,631	26.5%	59,706,561	26.5%	60,452,351	25.6%	58,802,645	26.3%	61,202,518	27.1%	63,587,713	25.2%	59,964,502
Plan to watch at a bar/restaurant	4.1%	9,156,348	4.7%	10,674,461	4.5%	10,264,223	4.6%	10,575,865	5.2%	12,156,915	5.1%	11,930,882	4.3%	10,164,864
No	56.3%	125,571,452	55.8%	125,978,468	55.5%	126,286,553	56.1%	129,065,722	53.4%	124,124,273	52.5%	123,136,586	53.9%	128,100,817
Total	100.0%	222,940,420	100.0%	225,662,922	100.0%	227,719,424	100.0%	230,117,876	100.0%	232,458,335	100.0%	234,564,071	100.0%	237,657,645
Do you plan to purchase any of the following for Super Bowl Sunday? (Check all that apply)		***estimated # of items***		***estimated # of items***		***estimated # of items***				***estimated # of items***		***estimated # of items***		***estimated # of items***
Food/Beverages	69.3%	NA	67.4%	NA	72.4%	NA	71.4%	NA	69.5%	NA	71.3%	NA	74.0%	NA
Television	2.8%	2,525,101	4.1%	3,852,745	2.7%	2,632,446	3.6%	3,613,091	4.5%	4,534,382	5.1%	5,148,539	7.1%	7,539,699
Furniture (including entertainment centers)	1.4%	1,289,354	1.9%	1,764,074	1.2%	1,186,071	1.9%	1,901,902	2.0%	2,049,413	2.4%	2,453,342	3.7%	3,906,972
Team apparel or accessories (hats, coats, etc.)	6.3%	9,748,423	6.0%	9,442,999	5.6%	9,290,348	6.5%	11,002,584	7.3%	12,479,861	8.6%	14,830,004	9.5%	17,002,184
Decorations	NA	NA	NA	NA	5.7%	5,622,075	6.1%	6,102,159	6.0%	6,047,015	6.4%	6,530,438	7.1%	7,503,819

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much do you plan on spending?							
Average	$ 71.26	$ 72.97	$ 68.52	$ 64.00	$ 71.51	$ 76.37	$ 82.30
Percent Buying	78.6%	82.1%	83.6%	82.2%	83.0%	83.6%	83.3%
Net Average	$ 56.04	$ 59.90	$ 57.27	$ 52.63	$ 59.33	$ 63.87	$ 68.54
in billions	$ 8.708	$ 9.467	$ 9.563	$ 8.868	$ 10.145	$ 11.021	$ 12.279
What are your opinions about Super Bowl TV commericals? (Check all that apply)							
Advertisers should save their money and pass the savings on to us	NA	18.0%	21.4%	19.4%	17.0%	18.5%	19.5%
I look at them as entertainment	NA	75.7%	79.3%	76.3%	74.9%	73.0%	76.6%
They bother me	NA	4.3%	3.7%	3.5%	3.6%	4.4%	5.2%
They influence me to buy products from the advertisers	NA	6.1%	6.1%	7.1%	7.7%	8.4%	10.5%
They influence me to search online for more information	NA	6.5%	6.7%	7.1%	7.1%	7.3%	8.7%
They interrupt the game	NA	9.2%	8.6%	8.6%	7.0%	7.8%	8.6%
They make me aware of advertiser brands	NA	16.7%	17.0%	18.1%	17.4%	16.9%	19.5%
They make the game last too long	NA	11.1%	11.1%	10.1%	9.5%	8.9%	10.9%
Other (please specify):	NA	3.1%	3.3%	3.2%	3.2%	3.1%	2.8%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.