Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN-12

N = 9317, 1/4 - 1/11/12	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	34.8%	81,548,852	47.9%	22.4%	33.7%	37.5%	31.7%	35.0%	33.6%	34.7%	36.1%	36.9%	38.6%	34.7%	34.0%	33.0%
The Half Time Show	5.9%	13,896,749	3.8%	7.9%	6.1%	5.1%	7.4%	7.9%	7.9%	4.8%	3.9%	3.8%	5.6%	6.0%	6.5%	5.3%
The Commercials	19.0%	44,517,473	16.8%	21.0%	17.5%	21.0%	20.9%	20.8%	22.0%	21.1%	18.3%	10.8%	15.2%	22.1%	19.6%	18.2%
Getting together with friends	13.9%	32,591,361	12.8%	14.9%	13.5%	14.0%	21.0%	18.2%	15.4%	12.3%	9.0%	8.7%	13.3%	13.2%	14.0%	15.1%
I don't watch the Super Bowl	26.4%	62,009,636	18.7%	33.8%	29.2%	22.4%	19.1%	18.0%	21.1%	27.0%	32.6%	39.8%	27.3%	24.1%	25.9%	28.4%
Total	100.0%	234,564,071	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):	73.6%	172,554,435														
When you watch the Super Bowl, what is the most important part for you? (Choose only one)	***Of the Viewers***															
The Game	47.3%															
The Half Time Show	8.1%															
The Commercials	25.8%															
Getting together with friends	18.9%															
I don't watch the Super Bowl	100.0%															
Total																
Do you plan to throw or attend a Super Bowl party?																
Yes, plan to throw a party	15.3%	35,908,890	16.1%	14.6%	14.4%	16.4%	20.9%	27.2%	19.0%	13.6%	8.5%	3.3%	16.6%	14.6%	15.9%	14.1%
Yes, plan to attend a pary	27.1%	63,587,713	29.3%	25.1%	24.3%	29.8%	43.0%	33.9%	29.3%	24.2%	19.1%	16.4%	27.3%	27.3%	25.4%	29.7%
Plan to watch at a bar/restaurant	5.1%	11,930,882	6.0%	4.2%	5.8%	4.2%	7.2%	6.8%	5.9%	5.2%	3.0%	2.7%	5.8%	3.9%	5.2%	5.5%
No	52.5%	123,136,586	48.6%	56.2%	55.5%	49.7%	29.0%	32.1%	45.8%	57.1%	69.4%	77.6%	50.3%	54.2%	53.4%	50.7%
Total	100.0%	234,564,071	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	71.3%	NA	72.3%	70.4%	74.0%	75.3%	76.0%	74.7%	77.5%	74.0%	67.3%	58.6%	69.8%	70.7%	72.8%	71.0%
Television	5.1%	5,148,539	6.9%	3.3%	4.8%	5.8%	9.5%	11.2%	4.7%	3.2%	1.3%	1.3%	5.1%	4.3%	5.6%	4.5%
Furniture (including entertainment centers)	2.4%	2,453,342	3.3%	1.6%	2.4%	2.9%	5.8%	5.4%	2.3%	1.1%	0.7%	0.0%	2.5%	2.1%	2.5%	2.1%
Team apparel or accessories (hats, coats, etc.)	8.6%	14,830,004	9.5%	7.7%	8.8%	10.0%	18.0%	14.4%	9.4%	6.1%	3.7%	1.9%	8.4%	8.7%	9.4%	7.3%
Decorations	6.4%	6,530,438	6.1%	6.7%	6.4%	7.3%	11.6%	10.9%	8.2%	4.3%	3.0%	1.5%	6.5%	6.0%	6.7%	6.0%
*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	$ 76.37		$ 91.11	$ 61.87	$ 63.80	$ 89.76	$ 83.68	$ 111.00	$ 88.08	$ 64.18	$ 56.48	$ 46.04	$ 81.87	$ 75.96	$ 78.96	$ 67.96
Percent Buying	83.6%		85.4%	81.9%	82.3%	85.7%	87.8%	89.8%	89.5%	84.7%	80.0%	70.3%	84.3%	83.5%	84.0%	82.5%
Net Average	$ 63.87		$ 77.84	$ 50.70	$ 52.49	$ 76.92	$ 73.47	$ 99.64	$ 78.83	$ 54.37	$ 45.21	$ 32.36	$ 69.00	$ 63.45	$ 66.36	$ 56.10
in billions	$ 11.021															
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	18.5%		19.8%	17.3%	19.8%	18.9%	13.9%	19.1%	16.7%	18.5%	18.6%	23.4%	19.2%	19.3%	18.6%	16.9%
I look at them as entertainment	73.0%		70.9%	75.1%	73.4%	79.4%	75.6%	70.1%	74.3%	75.0%	75.9%	68.1%	70.6%	72.9%	73.0%	75.4%
They bother me	4.4%		5.2%	3.7%	5.0%	4.4%	5.3%	6.1%	3.5%	3.2%	3.1%	5.6%	5.7%	3.9%	4.3%	4.1%
They influence me to buy products from the advertisers	8.4%		9.8%	7.1%	9.1%	9.1%	14.3%	10.4%	10.0%	7.2%	6.0%	3.8%	7.6%	7.8%	9.4%	8.2%
They influence me to search online for more information	7.3%		9.3%	5.4%	7.2%	8.7%	11.0%	11.6%	8.2%	6.2%	4.7%	2.6%	7.0%	7.0%	7.7%	7.1%
They interrupt the game	7.8%		9.7%	5.9%	8.7%	7.3%	7.5%	7.0%	6.7%	6.3%	7.6%	11.7%	7.6%	8.3%	7.4%	7.8%
They make me aware of advertiser brands	16.9%		17.8%	16.1%	18.2%	18.3%	16.9%	17.0%	18.1%	17.4%	16.5%	15.5%	14.2%	17.6%	18.1%	16.4%
They make the game last too long	8.9%		10.4%	7.5%	9.1%	9.8%	6.2%	5.4%	6.0%	8.6%	11.0%	15.8%	9.8%	9.0%	8.4%	8.9%
Other (please specify):	3.1%		3.0%	3.2%	3.8%	2.4%	2.9%	2.0%	2.9%	3.8%	2.4%	4.3%	2.0%	2.9%	3.0%	4.2%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																

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Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN 07-12

	----------2007----------		----------2008----------		----------2009----------		----------2010----------		----------2011----------		----------2012----------	
	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
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
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
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
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
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
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
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
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
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
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
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
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***
Food/Beverages	69.3%	NA	67.4%	NA	72.4%	NA	71.4%	NA	69.5%	NA	71.3%	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
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
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
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

*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
Percent Buying	78.6%	82.1%	83.6%	82.2%	83.0%	83.6%
Net Average	$ 56.04	$ 59.90	$ 57.27	$ 52.63	$ 59.33	$ 63.87
in billions	$ 8.708	$ 9.467	$ 9.563	$ 8.868	$ 10.145	$ 11.021
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%
I look at them as entertainment	NA	75.7%	79.3%	76.3%	74.9%	73.0%
They bother me	NA	4.3%	3.7%	3.5%	3.6%	4.4%
They influence me to buy products from the advertisers	NA	6.1%	6.1%	7.1%	7.7%	8.4%
They influence me to search online for more information	NA	6.5%	6.7%	7.1%	7.1%	7.3%
They interrupt the game	NA	9.2%	8.6%	8.6%	7.0%	7.8%
They make me aware of advertiser brands	NA	16.7%	17.0%	18.1%	17.4%	16.9%
They make the game last too long	NA	11.1%	11.1%	10.1%	9.5%	8.9%
Other (please specify):	NA	3.1%	3.3%	3.2%	3.2%	3.1%

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