

SUPER BOWL

Three Quarters of Americans, Half of Canadians Ready to Enjoy Super Bowl

The commercials are a particularly attractive feature of Super Bowl Sunday to respondents in both countries.

[NEW YORK – Feb. 5, 2010] - Many people in North America are interested in this Sunday's Super Bowl, and the renowned commercials that are premiered during the telecast are just as attractive as the game itself, a new Angus Reid Public Opinion poll has found.

In the online survey of representative national samples, 74 per cent of respondents in the United States—and 49 per cent of respondents in Canada—say they will watch all or some of the Super Bowl this Sunday.

Features

The game itself has a broader appeal in the United States, with 65 per cent of Americans saying they are "very interested" or "moderately interested" in the contest on the gridiron, compared to 44 per cent in Canada.

However, the commercials top the list of interesting features of Super Bowl Sunday for Americans at 69 per cent. The ads are just as appealing to respondents in Canada as the game itself (44%).

Americans are more likely to voice interest in the halftime show than Canadians (57% in the U.S., 45% in Canada). Less than 40 per cent respondents on both sides of the border are looking forward to the pre-game and post-game shows.

KEY FINDINGS

- **74% of Americans and 49% of Canadians will watch "all" or "some" of the Super Bowl this Sunday**
- **69% of Americans and 44% of Canadians are interested in the Super Bowl commercials**
- **65% of Americans and 44% of Canadians are interested in the game itself**

Full topline results are at the end of this release.

From February 2 to February 3, 2010 Angus Reid Public Opinion conducted an online survey among 1,003 Canadian adults who are Angus Reid Forum panellists, and 1,001 American adults who are Springboard America panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, and the United States. Discrepancies in or between totals are due to rounding.

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Predictions

Two-in-five Americans (41%) think the New Orleans Saints will win Super Bowl XLIV, along with 29 per cent of Canadians.

However, when the views of self-described National Football League (NFL) fans are assessed, the numbers fluctuate. Almost three-in-five NFL fans in Canada (58%) predict a victory for the Indianapolis Colts. American NFL fans are evenly divided (47% pick the Saints to win the game, and 47% select the Colts).

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Super Bowl		
Are you going to watch the Super Bowl on Sunday? – All respondents		
	CANADA 	UNITED STATES 
Yes, all of it	21%	44%
Yes, some of it	28%	30%
No, none of it	51%	26%

Super Bowl		
Are you going to watch the Super Bowl on Sunday? – Self-described NFL fans		
	CANADA 	UNITED STATES 
Yes, all of it	92%	91%
Yes, some of it	6%	8%
No, none of it	2%	1%

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Super Bowl		
If you had to choose one, which team do you think will win the Super Bowl? – <i>All respondents</i>		
	CANADA 	UNITED STATES 
Indianapolis Colts (AFC)	21%	35%
New Orleans Saints (NFC)	29%	41%
Not sure	50%	25%

Super Bowl		
If you had to choose one, which team do you think will win the Super Bowl? – <i>Self-described NFL fans</i>		
	CANADA 	UNITED STATES 
Indianapolis Colts (AFC)	58%	47%
New Orleans Saints (NFC)	35%	47%
Not sure	6%	6%

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Super Bowl

CANADA



How interested are you in each one of these Super Bowl features?

	Very Interested / Moderately Interested	Not too interested / Not interested at all
The pre-game show	26%	74%
The game itself	44%	56%
The half-time show	45%	55%
The commercials	44%	56%
The post-game show and trophy presentation	24%	76%

Super Bowl

UNITED STATES



How interested are you in each one of these Super Bowl features?

	Very Interested / Moderately Interested	Not too interested / Not interested at all
The pre-game show	35%	65%
The game itself	65%	35%
The half-time show	57%	43%
The commercials	69%	31%
The post-game show and trophy presentation	37%	63%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>

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