



THR-PENN SCHOEN BERLAND POLL

# SUPER BOWL: TV'S BIG SCORE

Biggest ratings event ever? Likely. Numbers for the big game could jump 8%, and Americans offer their opinions on the matchup, the ads and that episode of *Glee*

**S**UPER BOWL XLV WILL almost certainly be the most-watched program in U.S. television history. Why? Consider the odd alignment of the TV planets: The NFL has been on a ratings tear this season, with telecasts on Fox, which is broadcasting the big game, averaging 20.1 million viewers, surpassing the network's record of 19.1 million set in 2009. And though the Pittsburgh Steelers and Green Bay Packers play in media markets ranked 23rd and 70th, respectively, both have storied histories and ardent nationwide fan bases that belie their small-market stature. The Steelers, for instance, have played in two of the five most-watched Super Bowls in history (1996 and 2009). Plus, the Feb. 6 game is being played at the new home of "America's Team," the Dallas Cowboys. For these reasons and others, a *THR*/Penn Schoen Berland poll suggests viewership could rise 8 percent over last year's game, which drew a record 106 million viewers, eclipsing the 1983 *M\*A\*S\*H* finale as the most-watched telecast ever. "This is an epic match-up for Fox and its advertisers," says lead pollster Jon Penn, who surveyed 750 Americans ages 13-64 on Jan. 23-24. "We have two of America's favorite teams playing on America's favorite football network in a game that America thinks is a tossup." The poll reveals just how important the Super Bowl is in U.S. culture, with male respondents ranking it more important than their wedding anniversaries. "It's a live, shared experience of 21st century Americana that celebrates competition, community, pop culture and consumption," Penn says. — MATTHEW BELLONI

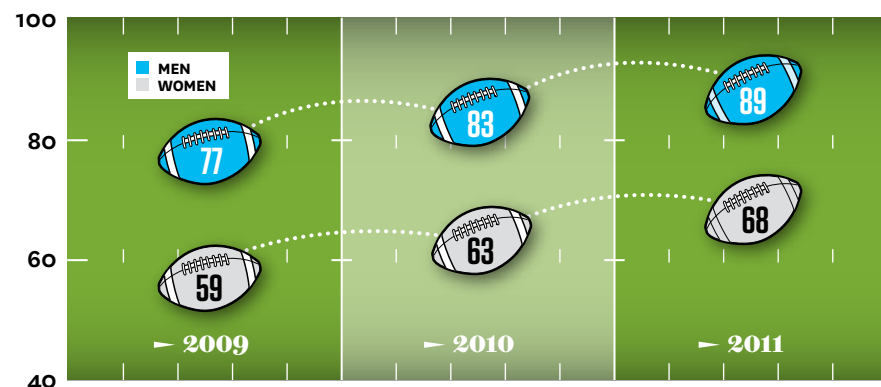
## MEN GET MORE EXCITED FOR SUPER BOWL SUNDAY THAN ANY HOLIDAY EXCEPT CHRISTMAS

Given a list of holidays and special occasions, respondents were asked to rank from 1-10 how excited they are for each one. Below is the percentage who selected 9 or 10 for five key events.



## PERCENTAGE OF PEOPLE WHO PLAN TO WATCH IS ON THE RISE

Intent to watch the Super Bowl has risen steadily during the past three years, coinciding with a rise in ratings for NFL regular-season and playoff games. Intent among women has risen at the same rate as men, with 68% of females saying they plan to watch this year's game.



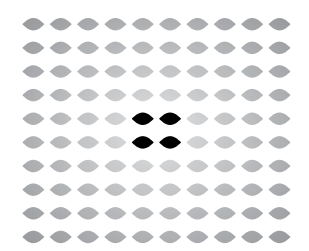
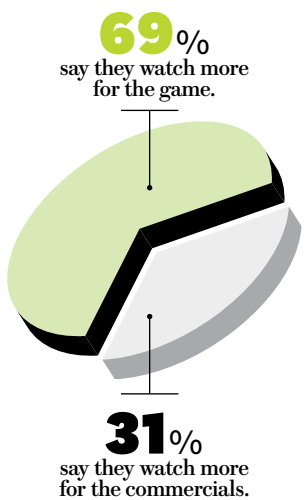
## WHO WILL WIN SUPER BOWL XLV

Respondents were split right down the middle.



## Be honest: Do you watch the Super Bowl for the commercials or the game?

Ads are popular but are no match for the action on the field.



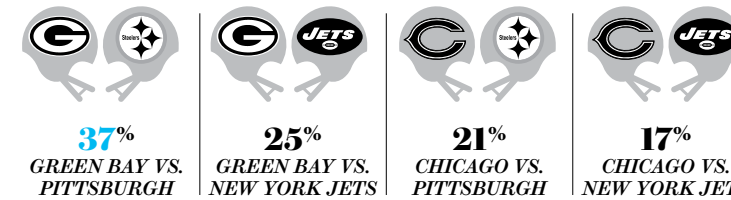
65% HAVE WATCHED AT LEAST ONE GAME A WEEK

The average number of NFL games watched each week during the regular season (among those who have watched this season):

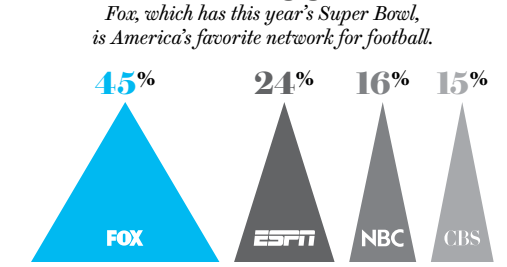


## AMERICA GOT THE GAME THAT IT WANTED ...

Which **matchup** do you think would have made the best Super Bowl this year? Of the four teams vying for the AFC and NFC championships, respondents prefer that the Packers and the Steelers will meet in the big game.



Which **network** does the best job broadcasting games? Fox, which has this year's Super Bowl, is America's favorite network for football.

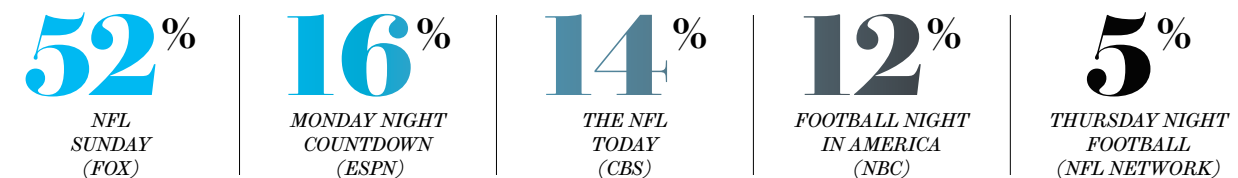


If you could choose, which **commentating team** would you pick to call the Super Bowl?

- 27% → Al Michaels and Cris Collinsworth
- 23% → Joe Buck and Troy Aikman
- 10% → Greg Gumbel and Dan Dierdorf
- 10% → Mike Tirico, Jon Gruden and Ron Jaworski

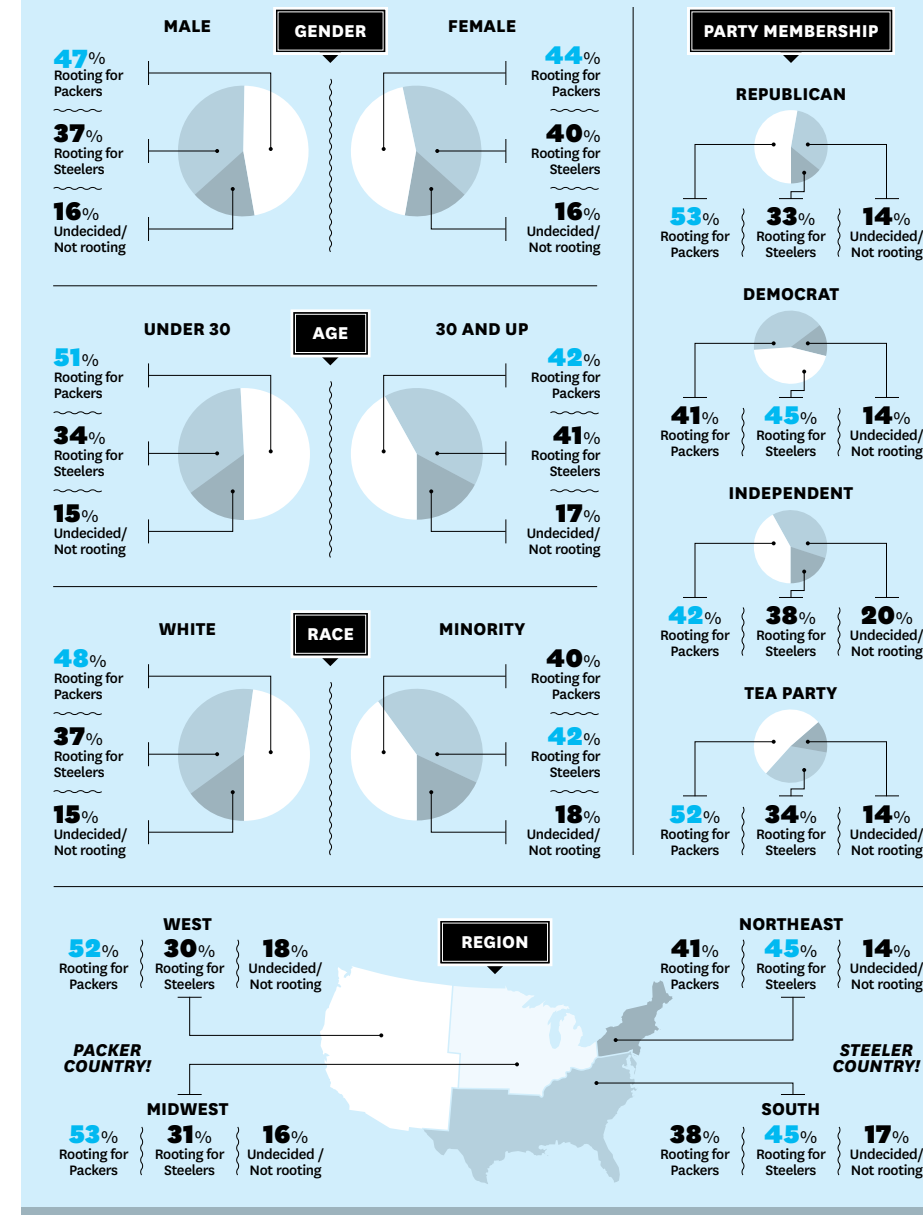
## The pregame shows: Which do you like best?

A majority of viewers prefer Fox's crew of Terry Bradshaw, Howie Long, Jimmy Johnson, Curt Menefee and Michael Strahan.



## WHO IS AMERICA ROOTING FOR?

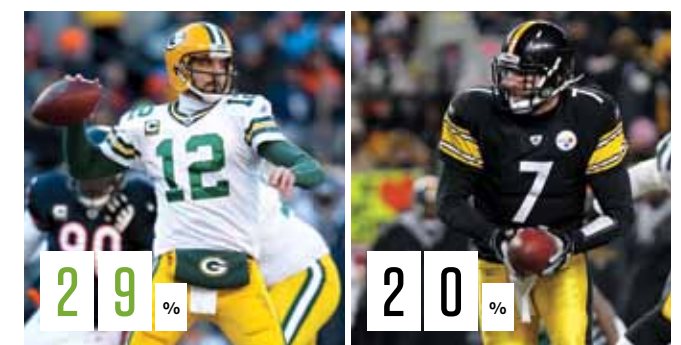
Your demographic helps determine your team, with younger white men preferring the Packers and Democrats pulling for the Steelers.



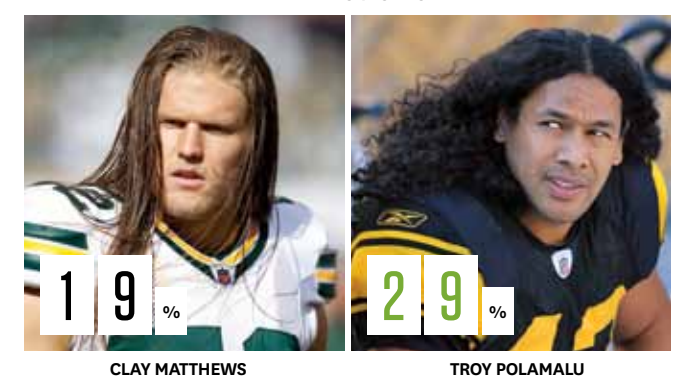
## THE PLAYERS

Respondents were asked how much they like certain marquee stars. Below are the percentages of people who said they "like a great deal."

### THE QUARTERBACKS

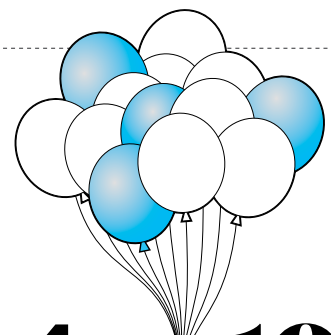


### THE DEFENSIVE STARS



### THE COACHES



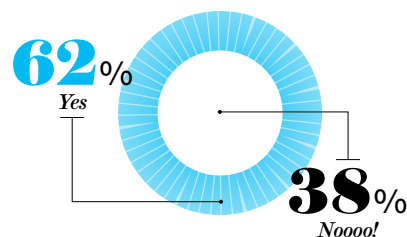


**4 IN 10**

Plan to attend a Super Bowl party.

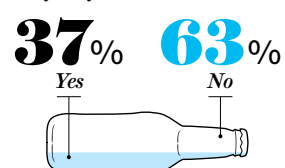
Do you plan to cheat on your diet during the Super Bowl?

Among those who are on a diet and at least might watch the game:



Would you consider calling in sick on the Monday after the Super Bowl if you had too much to drink?

Among those who say they will drink alcohol:



Which foods do you plan on eating during the Super Bowl?

Only 2% of respondents don't snack during the game. Among the rest:

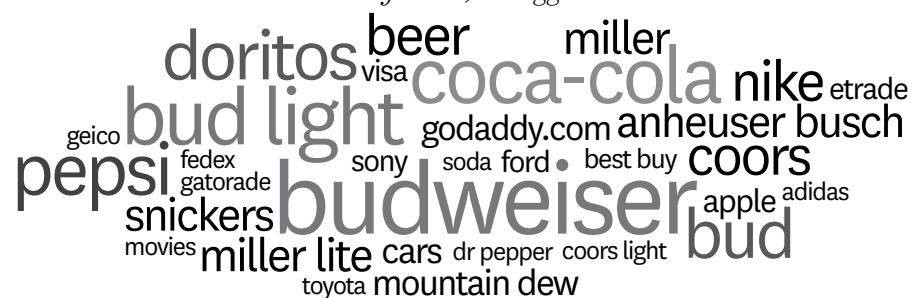


**65%** WILL HAVE 3 OR MORE DRINKS

(Of those drinking during the game)

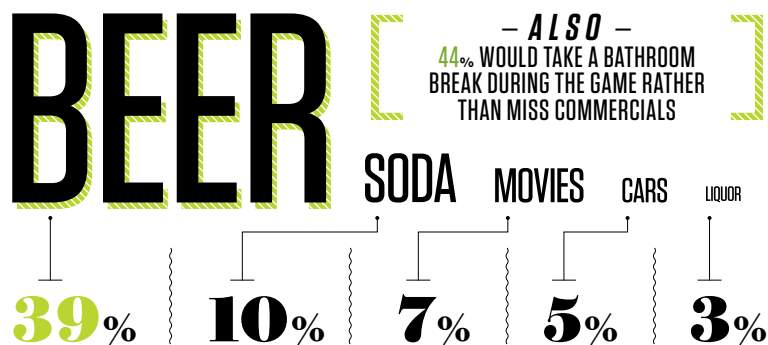
**BRAND AWARENESS**

Respondents were asked the word they most associate with Super Bowl ads. The more they said it, the bigger the word.



OF THOSE INTENDING TO DRINK ALCOHOL DURING THE GAME, **SEVENTY-FIVE PERCENT** WOULD PICK BEER AS THEIR ALCOHOLIC DRINK OF CHOICE

WHICH TYPES OF COMMERCIALS DO YOU ANTICIPATE MOST WHILE WATCHING THE SUPER BOWL?



— ALSO — 44% WOULD TAKE A BATHROOM BREAK DURING THE GAME RATHER THAN MISS COMMERCIALS

WHICH MOVIE ADS ARE YOU LOOKING FORWARD TO?

Given a list of upcoming films with commercials scheduled to run on Super Sunday, respondents were asked which they wanted to see.



NEARLY 1 IN 2 **HARDCORE FANS** WOULD PAY EXTRA TO SEE THE GAME IN 3D AT HOME OR WATCH IT ON A **BIG SCREEN** AT THEIR LOCAL MOVIE THEATER



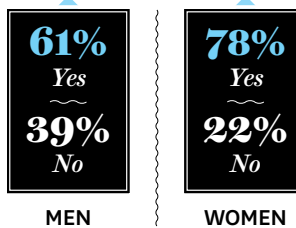
All-Time Most Memorable Super Bowl Halftime Show



Surprise! The 2004 installment featuring Justin Timberlake, Janet Jackson and Jackson's semi-exposed nipple dwarfs the second-most-memorable show, last year's performance by the Who (7%).

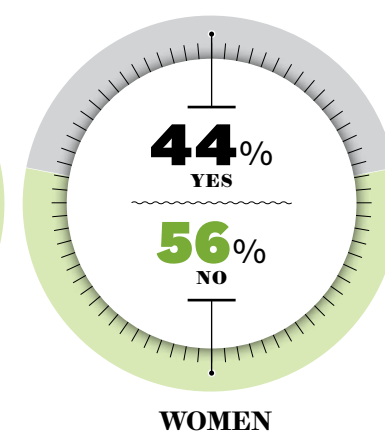
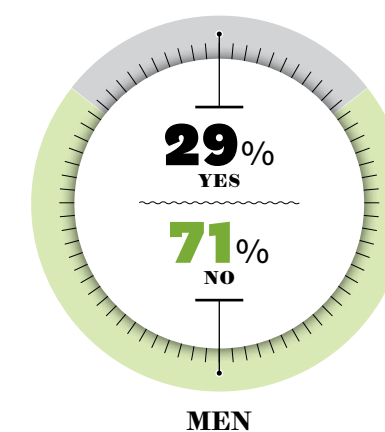
DO YOU PLAN ON WATCHING THIS YEAR'S SUPER BOWL HALFTIME SHOW FEATURING THE BLACK EYED PEAS?

Five of the past six midgame concerts have featured classic rock acts.



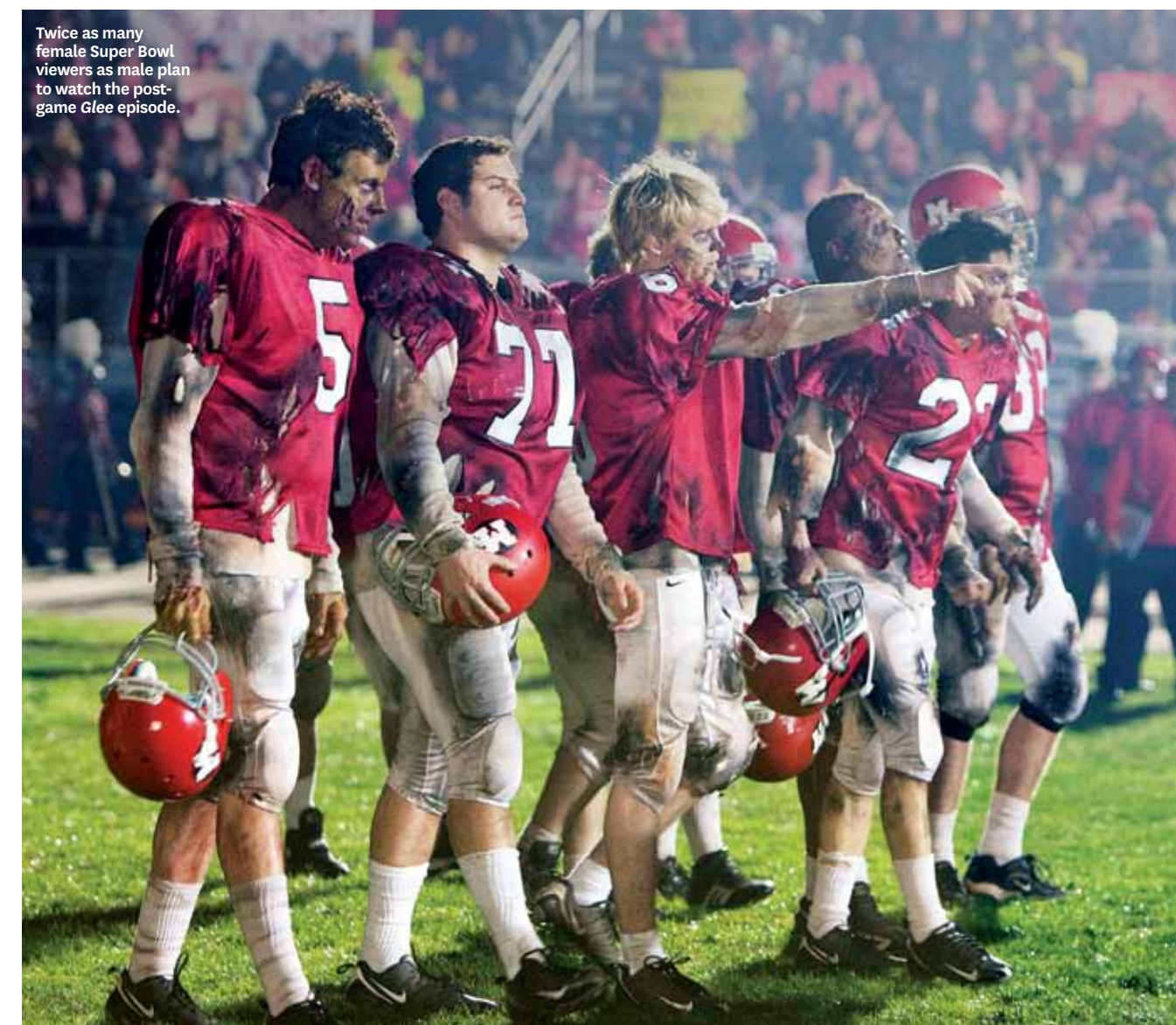
Do you plan to sit with a computer or laptop and surf the Internet while watching the Super Bowl?

Attention marketers: Viewers will be online during the game.

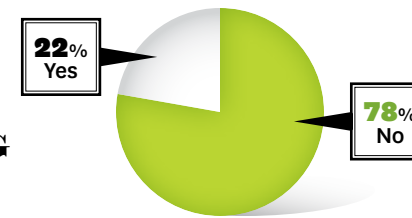


**48%** OF WOMEN PLAN TO POST ON FACEBOOK DURING THE GAME

**26%** OF MEN PLAN ON POSTING



DO YOU PLAN ON WATCHING THE EPISODE OF GLEE THAT IS AIRING AFTER THE SUPER BOWL?



Asked whether this would be their first time watching Glee, men responded:

