

5TH ANNUAL SUPER BOWL SURVEY HIGHLIGHTS



ALMOST 2 IN 3 AMERICANS PREFER TO WATCH THE SUPER BOWL AT HOME

62% WATCH AT HOME ON TV WITH FAMILY AND FRIENDS

HOSTING vs. ATTENDING A SUPER BOWL PARTY

32% Hosting a party **41%** Attending a party

30% WANT TO ATTEND THE GAME IN PERSON

7% WATCH AT A PUBLIC LOCATION

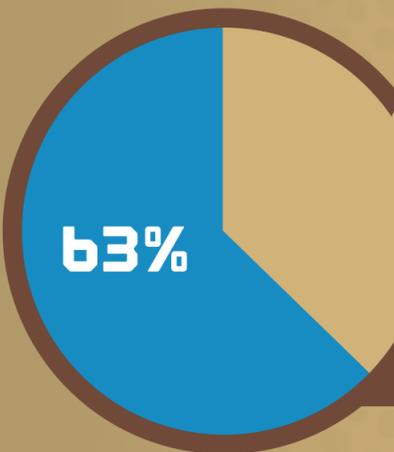
WATCH ON MOBILE DEVICE

2%

AMERICANS LIKE TO WATCH THE GAME WITH A SMALL GROUP OF PEOPLE WHO CARE ABOUT WHICH TEAM WINS



POLITICS AND THE SUPER BOWL SHOULDN'T MIX



37%

63% say it is not appropriate to use the Super Bowl to send a political message, while 37% say it is

AVID FANS

53%

47%

CASUAL FANS

73%

27%

■ Not appropriate ■ Appropriate

AMERICANS SAY THE BEST FOODS TO EAT DURING THE GAME ARE...



33% PIZZA

17% NACHOS

9% CHIPS

WHAT AMERICANS ARE LOOKING FOR FROM BRANDS DURING COMMERCIALS



67% SAY

being funny should be the priority for commercials during the game



59% SAY

They prefer if brands do not react to the game on social media

FACEBOOK AND YOUTUBE ARE THE PREFERRED CHANNELS FOR VIEWING ADS BEFORE THE GAME

PLATFORMS USED TO SHARE SUPER BOWL ADS

Facebook 87% Twitter 29% Instagram 27% YouTube 26% Snapchat 15%

72% Facebook

50% Youtube

28% Twitter

24% Instagram

14% Snapchat

AVID FOOTBALL FANS ARE MOST LIKELY TO USE SOCIAL MEDIA DURING THE GAME...

PARTICULARLY FACEBOOK

59% Plan to use Facebook during the game