YouGov®

Superbowl
Fieldwork Dates: 17th - 21st January 2020

Conducted by YouGov
YouGovRealtime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1280 adults. Fieldwork was undertaken between 17th - 21st January 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N

PYP_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1280	594	686	45	399	328	466	41	1	-	236	274	479	291	865
Base: All US adults	1280	621	659	49	413	310	458	49	1	-	228	269	482	302	833
Very interested	22%	27% B	18%	9% *	23% C	23% C	22%	19% *	- **	- **	22%	26% L	19%	24%	21%
Somewhat interested	22%	27% B	19%	26% *	23%	23%	22%	11% *	- **	- **	22%	23%	24%	20%	22%
Not very interested	12%	12%	12%	21% E*	12%	10%	11%	19% *	- **	- **	10%	10%	14%	11%	12%
Not at all interested	40%	32%	47% A	36% *	36%	40%	43% D	51% *	100% **	- **	44%	36%	40%	40%	43% O
Don't know	4%	3%	4%	8% F*	6% F	4% F	1%	- *	- **	- **	2%	4%	3%	5%	2%

PYP_Q2. Which, if any, of the following do you believe was the best Super Bowl halftime show performance of the past decade (i.e. 2010 to 2019)? Please select the option that best applies.

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1280	594	686	45	399	328	466	41	1	-	236	274	479	291	865
Base: All US adults	1280	621	659	49	413	310	458	49	1	-	228	269	482	302	833
Maroon 5, with appearances by rapper Travis Scott and Big Boi (2019)	2%	2%	3%	8% E.F*	4% E.F	1%	1%	- *	- **	- **	2%	2%	2%	3%	2%
Justin Timberlake and the Tennessee Kids (2018)	3%	3%	3%	9% E.F*	4% F	3%	2%	2% *	- **	- **	4%	2%	4%	2%	2%
Lady Gaga (2017)	8%	7%	8%	4% *	8%	8%	8%	9% *	- **	- **	10% K	5%	8%	8%	9% O
Coldplay, Beyonce, Bruno Mars, and Mark Ronson (2016)	6%	6%	6%	10% *	8% F	5%	4%	- *	- **	- **	6%	7%	5%	5%	4%
Katy Perry, Lenny Kravitz and Missy Elliott (2015)	3%	4% B	2%	6% *	4%	3%	2%	- *	- **	- **	3%	3%	3%	2%	3%
Bruno Mars and the Red Hot Chili Peppers (2014)	8%	8%	8%	6% *	7%	8%	9%	8% *	- **	- **	7%	7%	6%	12% L	7%
Beyonce and Destiny's Child (2013)	5%	4%	5%	9% F*	7% F	6% F	2%	- *	- **	- **	5%	4%	5%	5%	3%
Madonna, LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green (2012)	2%	2%	2%	4% *	3% F	2%	1%	- *	- **	- **	2%	3%	2%	1%	2%
The Black Eyed Peas, Usher and Slash (2011)	3%	2%	4%	2% *	5% F	4% F	1%	- *	- **	- **	4% M	2%	5% M	1%	2%
The Who (2010)	4%	6% B	2%	- *	4%	5%	5%	3% *	- **	- **	3%	3%	4%	7% J	4%
Bruce Springsteen and the E Street Band (2009)	5%	6%	4%	3% *	3%	7% D	6% D	6% *	- **	- **	7%	5%	4%	4%	6% P.Q
Don't know	11%	12%	10%	4% *	10%	10%	14%	7% *	- **	- **	9%	11%	12%	11%	11%
Not applicable - I can't remember/haven't seen any of the Super Bowl halftime performances in the last 10 years	32%	29%	34%	26% *	24%	29%	38% D.E	60% C.D.E.F*	100% **	- **	28%	37% J	31%	31%	36% O.P
None of these	8%	8%	9%	9% *	8%	12% F	7%	4% *	- **	- **	11%	8%	7%	9%	8%

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

PYP_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

	Total	Black	Hispanic	Other (NET)	No HS	Some college	4-year	Post Grad	Married	Civil Partnership	Living together	In a relationship	NET: In a relationship	Single	Divorced
Unweighted base	1280	143	166	106	462	425	239	154	575	28	103	42	748	303	124
Base: All US adults	1280	151	197	99	519	399	234	129	563	30	102	42	738	314	123
Very interested	22%	24%	27%	17%	23%	22%	24%	17%	22%	9% **	22% *	30% *	22%	25%	20%
Somewhat interested	22%	29% Q	23%	17%	21%	24%	24%	18%	24%	40% **	19% *	17% *	23%	21%	26%
Not very interested	12%	14%	7%	16% P	10%	11%	14%	14%	13%	12% **	19% Y.AA*	4% *	14% AA	9%	10%
Not at all interested	40%	27%	35%	48% O.P	42%	38%	35%	50% S.T	39%	26% **	37% *	43% *	38%	42%	42%
Don't know	4%	6% N	8% N.Q	2%	4% U	5% U	2%	-	2%	13% **	3% *	6% *	3% V	4%	3%

PYP_Q2. Which, if any, of the following do you believe was the best Super Bowl halftime show performance of the past decade (i.e. 2010 to 2019)? Please select the option that best applies.

	Total	Black	Hispanic	Other (NET)	No HS	Some college	4-year	Post Grad	Married	Civil Partnership	Living together	In a relationship	NET: In a relationship	Single	Divorced
Unweighted base	1280	143	166	106	462	425	239	154	575	28	103	42	748	303	124
Base: All US adults	1280	151	197	99	519	399	234	129	563	30	102	42	738	314	123
Maroon 5, with appearances by rapper Travis Scott and Big Boi (2019)	2%	3%	6% N	3%	3%	2%	2%	3%	2%	4% **	4% *	2% *	2%	4% V	1%
Justin Timberlake and the Tennessee Kids (2018)	3%	5%	6% N	2%	3%	3%	4%	4%	3%	3% **	2% *	2% *	3%	3%	1%
Lady Gaga (2017)	8%	2%	8% O	5%	8%	7%	10%	6%	9% AB	13% **	10% *	16% AA.AB*	10% AB	6%	4%
Coldplay, Beyonce, Bruno Mars, and Mark Ronson (2016)	6%	11% N	8%	6%	4%	7%	8%	5%	5%	3% **	2% *	6% *	5%	8%	6%
Katy Perry, Lenny Kravitz and Missy Elliott (2015)	3%	2%	5%	4%	3%	4%	2%	3%	2%	3% **	4% *	3% *	2%	4%	3%
Bruno Mars and the Red Hot Chili Peppers (2014)	8%	6%	12%	6%	8%	10%	6%	5%	8%	7% **	7% *	9% *	8%	5%	19% V.X.Z.AA.AC
Beyonce and Destiny's Child (2013)	5%	15% N.P.Q	5%	4%	4%	5%	6%	4%	4%	5% **	7% AB*	7% *	5%	7% AB	1%
Madonna, LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green (2012)	2%	1%	2%	4%	2%	2%	2%	4%	2%	- **	5% V.Z*	- *	2%	3%	1%
The Black Eyed Peas, Usher and Slash (2011)	3%	10% N.P.Q	1%	3%	3%	4%	2%	1%	2%	3% **	4% *	7% *	3%	3%	4%
The Who (2010)	4%	1%	9% N.O	3%	3%	5%	4%	5%	4%	18% **	4% *	8% AC*	5% V	4%	6%
Bruce Springsteen and the E Street Band (2009)	5%	4%	1%	1%	6%	4%	5%	3%	6%	7% **	4% *	- *	5%	4%	3%
Don't know	11%	13%	10%	9%	12%	9%	10%	15%	12%	3% **	8% *	16% *	11%	9%	9%
Not applicable - I can't remember/haven't seen any of the Super Bowl halftime performances in the last 10 years	32%	22%	19%	40% O.P	34% S	27%	30%	40% S	34%	19% **	33% *	24% *	32%	30%	38%
None of these	8%	7%	8%	12%	8% U	11% U	8%	3%	7%	13% **	7% *	- *	7%	11% Y.AB	4%

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US_nat_int Sample: 17th - 21st January 2020

	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children					Income				Urban
						Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

PYP_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	1280	58	19	4	24	319	436	701	535	44	458	333	315	174	426
Base: All US adults	1280	58	18	5	24	316	429	696	537	47	478	334	298	170	430
Very interested	22%	19% *	32% **	42% **	4% **	27% AK	22%	23%	22%	11% *	24% AO	24% AO	23% AO	13%	28% AQ.AR
Somewhat interested	22%	15% *	18% **	18% **	21% **	28% AJ	24%	26% AJ	18%	16% *	22%	22%	26%	19%	22%
Not very interested	12%	9% *	16% **	- **	5% **	10%	11%	11%	12%	9% *	10%	11%	13%	14%	11%
Not at all interested	40%	54% V.Z*	33% **	- **	42% **	31%	43% AG.AI	37% AG	44% AG.AI	32% *	40%	42%	36%	44%	35%
Don't know	4%	4% *	- **	40% **	28% **	4% AH.AI	1%	2% AH	3% AH	32% AG.AH.AI.AJ*	4% AM.AN	2%	1%	9% AL.AM.AN	4%

PYP_Q2. Which, if any, of the following do you believe was the best Super Bowl halftime show performance of the past decade (i.e. 2010 to 2019)? Please select the option that best applies.

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	1280	58	19	4	24	319	436	701	535	44	458	333	315	174	426
Base: All US adults	1280	58	18	5	24	316	429	696	537	47	478	334	298	170	430
Maroon 5, with appearances by rapper Travis Scott and Big Boi (2019)	2%	- *	- **	- **	5% **	4% AH.AI	1%	2% AH	3%	- *	3%	2%	2%	1%	4% AR
Justin Timberlake and the Tennessee Kids (2018)	3%	8% Z.AB*	- **	- **	12% **	5%	3%	4% AH	3%	- *	4%	2%	3%	3%	4%
Lady Gaga (2017)	8%	5% *	- **	- **	5% **	8%	7%	8%	8%	9% *	7%	8%	10%	7%	6%
Coldplay, Beyonce, Bruno Mars, and Mark Ronson (2016)	6%	2% *	14% **	42% **	4% **	10% AH.AI.AJ	4%	7% AH	5%	2% *	5%	6%	8%	5%	8% AR
Katy Perry, Lenny Kravitz and Missy Elliott (2015)	3%	3% *	4% **	- **	9% **	4% AH	2%	3% AH	3%	2% *	3%	3%	2%	3%	3%
Bruno Mars and the Red Hot Chili Peppers (2014)	8%	2% *	6% **	- **	- **	13% AH.AI.AJ	8%	10% AH.AJ	6%	2% *	10%	7%	8%	5%	9%
Beyonce and Destiny's Child (2013)	5%	4% *	4% **	- **	- **	6% AI	4%	4%	6%	2% *	4%	4%	6%	5%	6%
Madonna, LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green (2012)	2%	4% *	- **	- **	- **	2%	1%	2%	3%	2% *	2%	1%	3%	2%	3%
The Black Eyed Peas, Usher and Slash (2011)	3%	3% *	13% **	- **	- **	5% AI	2%	3%	3%	4% *	3%	3%	3%	2%	3%
The Who (2010)	4%	- *	- **	- **	- **	5%	5%	5%	3%	2% *	3%	6%	5%	3%	4%
Bruce Springsteen and the E Street Band (2009)	5%	7% *	11% **	- **	5% **	2%	7% AG.AI	5% AG	5%	2% *	6% AO	5% AO	5% AO	1%	3%
Don't know	11%	20% X.AA*	17% **	- **	7% **	9%	13%	11%	10%	14% *	11%	13%	9%	12%	11%
Not applicable - I can't remember/haven't seen any of the Super Bowl halftime performances in the last 10 years	32%	32% *	26% **	18% **	15% **	20%	37% AG.AI	30% AG	35% AG	27% *	31%	35%	29%	32%	29%
None of these	8%	10% Y*	4% **	40% **	38% **	7%	7%	7%	9%	30% AG.AH.AI.AJ*	8%	5%	8%	18% AL.AM.AN	9%

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	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
		AQ	AR	AS

PYP_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

	Total	AQ	AR	AS
Unweighted base	1280	590	251	13
Base: All US adults	1280	589	248	13
Very interested	22%	22% AR	14%	14% **
Somewhat interested	22%	24%	20%	17% **
Not very interested	12%	12%	13%	8% **
Not at all interested	40%	39%	50% AP.AQ	51% **
Don't know	4%	3%	3%	9% **

PYP_Q2. Which, if any, of the following do you believe was the best Super Bowl halftime show performance of the past decade (i.e. 2010 to 2019)? Please select the option that best applies.

	Total	AQ	AR	AS
Unweighted base	1280	590	251	13
Base: All US adults	1280	589	248	13
Maroon 5, with appearances by rapper Travis Scott and Big Boi (2019)	2%	3% AR	-	- **
Justin Timberlake and the Tennessee Kids (2018)	3%	3%	3%	- **
Lady Gaga (2017)	8%	9%	7%	26% **
Coldplay, Beyonce, Bruno Mars, and Mark Ronson (2016)	6%	6% AR	2%	7% **
Katy Perry, Lenny Kravitz and Missy Elliott (2015)	3%	3%	2%	- **
Bruno Mars and the Red Hot Chili Peppers (2014)	8%	8%	6%	7% **
Beyonce and Destiny's Child (2013)	5%	4%	3%	- **
Madonna, LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green (2012)	2%	2%	1%	7% **
The Black Eyed Peas, Usher and Slash (2011)	3%	3%	3%	- **
The Who (2010)	4%	5%	4%	5% **
Bruce Springsteen and the E Street Band (2009)	5%	6% AP	6%	7% **
Don't know	11%	12%	10%	8% **
Not applicable - I can't remember/haven't seen any of the Super Bowl halftime performances in the last 10 years	32%	29%	43% AP.AQ	32% **
None of these	8%	7%	11%	- **

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	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

PYP_Q3. How interested, if at all, are you in watching performances from Jennifer Lopez and Shakira at the 2020 Super Bowl halftime show?

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1280	594	686	45	399	328	466	41	1	-	236	274	479	291	865
Base: All US adults	1280	621	659	49	413	310	458	49	1	-	228	269	482	302	833
Very interested	14%	12%	15%	18% *	18% F.G	13%	10%	4% *	- **	- **	16%	13%	13%	13%	10%
Somewhat interested	14%	16%	13%	18% *	19% F	16% F	10%	9% *	- **	- **	14%	12%	15%	15%	12%
A little bit interested	15%	16%	15%	18% *	18%	14%	14%	14% *	- **	- **	13%	13%	18%	15%	16%
Not interested	53%	53%	52%	40% *	39%	54% D	63% C.D.E	73% C.D.E*	100% **	- **	54%	56%	50%	52%	59% O.P
Don't know	4%	4%	5%	6% *	7% F	4%	2%	- *	- **	- **	3%	5%	4%	5%	3%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small Base: 100 (*))

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		Race			Education				Marital Status						
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced

PYP_Q3. How interested, if at all, are you in watching performances from Jennifer Lopez and Shakira at the 2020 Super Bowl halftime show?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1280	143	166	106	462	425	239	154	575	28	103	42	748	303	124
Base: All US adults	1280	151	197	99	519	399	234	129	563	30	102	42	738	314	123
Very interested	14%	22% N	22% N	13%	15% U	12%	15% U	8%	13%	10% **	11% *	25% V.X.Z.AC*	13%	16%	13%
Somewhat interested	14%	20% N	21% N	16%	14%	14%	14%	15%	13%	40% **	14% *	13% *	14%	16%	14%
A little bit interested	15%	15%	13%	17%	14%	16%	18%	15%	14%	21% **	15% *	10% *	15%	18% AC	16%
Not interested	53%	37%	37%	50% P	50%	54%	51%	60% R	58% Z.AA	22% **	57% AA*	45% *	55% AA	44%	56% AA
Don't know	4%	6%	7% N	4%	6% T.U	4%	1%	1%	2%	7% **	3% *	7% *	3%	6% V.Z.AB	1%

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PYP_Q3. How interested, if at all, are you in watching performances from Jennifer Lopez and Shakira at the 2020 Super Bowl halftime show?

	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children					Income				Urban
						Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	
Unweighted base	1280	58	19	4	24	319	436	701	535	44	458	333	315	174	426
Base: All US adults	1280	58	18	5	24	316	429	696	537	47	478	334	298	170	430
Very interested	14%	9% *	13% **	42% **	5% **	22% AH.AI.AJ.AK	10%	15% AH	12%	5% *	14%	14%	14%	11%	19% AQ.AR
Somewhat interested	14%	12% *	20% **	- **	18% **	19% AH.AI	10%	14% AH	14% AH	16% *	16%	15%	14%	10%	19% AR
A little bit interested	15%	7% *	25% **	- **	7% **	14%	16%	16%	15%	11% *	17%	12%	17%	15%	14%
Not interested	53%	66% Y.AA*	42% **	40% **	44% **	41%	62% AG.AI.AJ.AK	53% AG	54% AG.AK	38% *	49%	57% AL	53%	54%	43%
Don't know	4%	7% V*	- **	18% **	26% **	3%	2%	2%	4% AH	31% AG.AH.AI.AJ*	5% AM.AN	2%	2%	10% AM.AN	6% AQ

Cell Contents (Col

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	Type of Area Lived in			
	Total	**Suburban/ Town**	**Rural**	**Other**

PYP_Q3. How interested, if at all, are you in watching performances from Jennifer Lopez and Shakira at the 2020 Super Bowl halftime show?

	Total	Suburban/Town	Rural	Other
Unweighted base	1280	590	251	13
Base: All US adults	1280	589	248	13
Very interested	14%	12%	8%	- **
Somewhat interested	14%	14% AR	7%	21% **
A little bit interested	15%	17%	14%	7% **
Not interested	53%	54% AP	65% AP.AQ	52% **
Don't know	4%	3%	5%	19% **

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