

YouGov
Super Bowl

January 25-27, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Super Bowl

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very excited	23%	26%	19%	24%	27%	18%	21%	24%	26%	18%	19%	37%	32%	14%
Somewhat excited	29%	32%	27%	31%	25%	32%	34%	26%	29%	30%	30%	32%	25%	26%
Not very excited	12%	13%	12%	11%	13%	14%	11%	14%	12%	15%	14%	7%	9%	16%
Not at all excited	12%	12%	12%	11%	11%	14%	13%	14%	10%	12%	12%	10%	13%	12%
Don't know	2%	2%	2%	3%	2%	1%	2%	0%	2%	2%	2%	3%	1%	3%
Not applicable - I do not watch this event	22%	15%	28%	20%	22%	22%	19%	22%	21%	24%	23%	11%	19%	28%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Academy Awards

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very excited	5%	5%	5%	6%	8%	3%	6%	7%	6%	3%	4%	10%	8%	6%
Somewhat excited	10%	10%	11%	16%	9%	7%	16%	6%	10%	10%	9%	17%	12%	11%
Not very excited	14%	14%	14%	16%	13%	12%	14%	16%	12%	15%	12%	17%	20%	15%
Not at all excited	24%	26%	23%	22%	25%	26%	25%	23%	24%	26%	25%	22%	24%	22%
Don't know	3%	2%	4%	3%	4%	2%	4%	2%	3%	3%	2%	9%	3%	3%
Not applicable - I do not watch this event	43%	43%	43%	37%	41%	51%	35%	47%	46%	43%	49%	25%	33%	43%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- World Cup

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very excited	7%	10%	4%	13%	7%	3%	12%	5%	6%	6%	4%	15%	11%	13%
Somewhat excited	8%	9%	7%	13%	9%	3%	11%	5%	9%	8%	6%	8%	16%	12%
Not very excited	12%	13%	11%	15%	12%	10%	10%	13%	12%	14%	10%	17%	18%	7%
Not at all excited	20%	21%	20%	18%	21%	21%	20%	23%	20%	19%	22%	19%	11%	21%
Don't know	3%	2%	4%	4%	3%	2%	4%	2%	4%	3%	2%	9%	3%	4%
Not applicable - I do not watch this event	49%	45%	53%	37%	48%	60%	44%	52%	50%	50%	55%	33%	41%	42%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Super Bowl

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
Very excited	23%	27%	21%	17%	19%	23%	22%	24%	21%	23%	18%
Somewhat excited	29%	28%	28%	32%	36%	30%	54%	23%	35%	28%	33%
Not very excited	12%	11%	11%	17%	14%	15%	3%	11%	8%	12%	6%
Not at all excited	12%	11%	13%	12%	13%	11%	3%	9%	9%	13%	21%
Don't know	2%	2%	2%	2%	0%	1%	-	3%	1%	3%	1%
Not applicable - I do not watch this event	22%	21%	25%	19%	17%	20%	17%	30%	25%	21%	21%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Academy Awards

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
Very excited	5%	7%	3%	5%	6%	6%	8%	6%	6%	5%	3%
Somewhat excited	10%	11%	10%	11%	8%	9%	21%	6%	10%	14%	7%
Not very excited	14%	14%	12%	18%	11%	14%	14%	11%	18%	15%	5%
Not at all excited	24%	20%	24%	27%	37%	25%	8%	22%	25%	23%	39%
Don't know	3%	4%	2%	3%	1%	2%	4%	1%	2%	4%	7%
Not applicable - I do not watch this event	43%	44%	47%	36%	37%	44%	46%	53%	40%	40%	38%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- World Cup

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
Very excited	7%	8%	6%	8%	7%	6%	13%	7%	6%	9%	2%
Somewhat excited	8%	8%	8%	9%	9%	7%	16%	5%	2%	11%	4%
Not very excited	12%	12%	11%	16%	11%	13%	13%	11%	16%	12%	7%
Not at all excited	20%	18%	18%	24%	31%	21%	8%	17%	18%	19%	33%
Don't know	3%	4%	3%	2%	1%	2%	2%	0%	7%	5%	5%
Not applicable - I do not watch this event	49%	51%	54%	41%	41%	51%	48%	59%	52%	44%	49%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Super Bowl

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Very excited	23%	28%	21%	24%	25%	22%	15%
Somewhat excited	29%	29%	29%	28%	29%	36%	27%
Not very excited	12%	12%	13%	11%	14%	15%	12%
Not at all excited	12%	10%	13%	12%	11%	10%	15%
Don't know	2%	2%	2%	3%	1%	1%	2%
Not applicable - I do not watch this event	22%	19%	23%	23%	20%	16%	28%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Academy Awards

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Very excited	5%	8%	4%	7%	4%	5%	3%
Somewhat excited	10%	11%	10%	12%	11%	9%	7%
Not very excited	14%	17%	13%	13%	18%	13%	9%
Not at all excited	24%	22%	25%	22%	21%	32%	25%
Don't know	3%	3%	3%	4%	2%	2%	4%
Not applicable - I do not watch this event	43%	38%	45%	42%	44%	39%	52%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- World Cup

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Very excited	7%	8%	7%	9%	7%	6%	4%
Somewhat excited	8%	12%	7%	9%	7%	7%	7%
Not very excited	12%	18%	11%	10%	16%	13%	10%
Not at all excited	20%	20%	20%	20%	20%	25%	17%
Don't know	3%	3%	3%	5%	2%	2%	4%
Not applicable - I do not watch this event	49%	39%	52%	48%	48%	48%	58%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Super Bowl

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very excited	23%	25%	28%	22%	24%	31%	21%	19%	26%	32%	33%	26%	14%	8%	13%
Somewhat excited	29%	30%	29%	31%	33%	24%	28%	26%	33%	38%	28%	49%	22%	19%	20%
Not very excited	12%	12%	12%	13%	11%	13%	13%	11%	11%	5%	10%	8%	14%	12%	15%
Not at all excited	12%	11%	11%	11%	9%	12%	13%	14%	10%	8%	10%	8%	16%	10%	17%
Don't know	2%	2%	2%	2%	2%	3%	2%	3%	3%	-	3%	-	1%	16%	2%
Not applicable - I do not watch this event	22%	20%	18%	21%	21%	17%	23%	28%	17%	17%	16%	10%	33%	34%	34%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Academy Awards

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very excited	5%	6%	7%	5%	8%	11%	4%	6%	6%	15%	8%	27%	1%	3%	2%
Somewhat excited	10%	10%	14%	8%	12%	10%	11%	13%	15%	13%	14%	7%	6%	9%	5%
Not very excited	14%	15%	16%	15%	15%	10%	14%	9%	17%	19%	18%	-	9%	16%	7%
Not at all excited	24%	25%	23%	26%	22%	21%	26%	22%	24%	25%	24%	21%	19%	8%	24%
Don't know	3%	3%	3%	3%	4%	8%	3%	6%	5%	-	5%	2%	4%	16%	2%
Not applicable - I do not watch this event	43%	41%	36%	43%	38%	39%	42%	44%	33%	28%	31%	42%	60%	48%	61%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- World Cup

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very excited	7%	7%	10%	6%	10%	11%	3%	4%	12%	10%	11%	21%	3%	-	2%
Somewhat excited	8%	8%	11%	10%	11%	8%	9%	11%	12%	13%	13%	20%	6%	10%	4%
Not very excited	12%	13%	15%	12%	13%	9%	12%	9%	16%	24%	20%	-	13%	18%	9%
Not at all excited	20%	20%	21%	22%	19%	18%	22%	23%	19%	24%	19%	21%	13%	9%	21%
Don't know	3%	3%	3%	3%	4%	5%	3%	4%	4%	-	4%	-	4%	17%	3%
Not applicable - I do not watch this event	49%	48%	41%	48%	44%	49%	51%	49%	38%	29%	33%	38%	61%	46%	62%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Olympics

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very excited	10%	12%	8%	13%	11%	7%	13%	9%	11%	8%	8%	21%	11%	9%
Somewhat excited	19%	19%	19%	23%	18%	16%	20%	19%	18%	18%	16%	21%	27%	20%
Not very excited	17%	16%	17%	17%	13%	19%	16%	16%	16%	19%	18%	19%	10%	15%
Not at all excited	25%	26%	24%	20%	25%	29%	23%	26%	25%	27%	28%	14%	20%	25%
Don't know	4%	2%	5%	4%	4%	3%	5%	2%	4%	4%	3%	6%	5%	4%
Not applicable - I do not watch this event	26%	24%	28%	23%	30%	26%	24%	28%	27%	24%	27%	18%	27%	27%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Grammys

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very excited	5%	5%	5%	7%	7%	2%	6%	6%	6%	4%	3%	12%	8%	6%
Somewhat excited	10%	10%	10%	15%	11%	5%	14%	7%	11%	8%	8%	16%	12%	9%
Not very excited	13%	12%	13%	15%	12%	11%	14%	14%	11%	12%	11%	15%	18%	16%
Not at all excited	24%	25%	22%	21%	25%	25%	24%	23%	22%	27%	24%	24%	22%	23%
Don't know	3%	2%	4%	4%	3%	2%	5%	1%	3%	4%	2%	8%	5%	3%
Not applicable - I do not watch this event	45%	45%	45%	38%	42%	54%	37%	49%	47%	46%	52%	24%	35%	43%

Generally, do Super Bowl TV commercials enhance or diminish your impression of a particular brand?

Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Greatly enhance	11%	12%	9%	14%	12%	7%	14%	8%	11%	9%	8%	23%	13%	6%
Somewhat enhance	38%	40%	37%	33%	37%	43%	36%	35%	40%	41%	41%	36%	29%	36%
Somewhat diminish	7%	7%	6%	9%	5%	6%	5%	7%	7%	7%	7%	4%	7%	8%
Greatly diminish	3%	4%	2%	4%	3%	2%	5%	3%	2%	3%	3%	3%	5%	2%
Don't know	24%	25%	23%	23%	25%	24%	23%	27%	23%	22%	24%	23%	28%	21%
Not applicable - I have never watched the Super Bowl	18%	12%	24%	17%	18%	19%	17%	20%	17%	18%	18%	12%	18%	27%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Olympics

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
Very excited	10%	12%	8%	9%	10%	9%	13%	9%	14%	12%	4%
Somewhat excited	19%	17%	20%	21%	17%	20%	26%	15%	16%	19%	8%
Not very excited	17%	16%	15%	21%	17%	16%	12%	15%	20%	18%	13%
Not at all excited	25%	19%	27%	29%	36%	28%	21%	25%	22%	20%	38%
Don't know	4%	4%	3%	3%	4%	3%	2%	1%	6%	5%	7%
Not applicable - I do not watch this event	26%	32%	26%	17%	17%	24%	25%	35%	22%	26%	29%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Grammys

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
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Somewhat excited	10%	12%	8%	9%	7%	9%	13%	4%	13%	13%	7%
Not very excited	13%	12%	13%	17%	9%	13%	20%	13%	12%	12%	7%
Not at all excited	24%	20%	24%	29%	33%	25%	10%	21%	20%	22%	36%
Don't know	3%	5%	2%	2%	2%	2%	-	1%	4%	5%	8%
Not applicable - I do not watch this event	45%	45%	48%	41%	46%	46%	48%	54%	44%	42%	38%

Generally, do Super Bowl TV commercials enhance or diminish your impression of a particular brand?

Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101
Greatly enhance	11%	13%	11%	7%	5%	9%	11%	10%	8%	13%	7%
Somewhat enhance	38%	34%	38%	45%	46%	39%	37%	41%	46%	35%	37%
Somewhat diminish	7%	6%	6%	9%	5%	7%	10%	5%	8%	7%	3%
Greatly diminish	3%	4%	2%	2%	4%	3%	11%	2%	6%	4%	3%
Don't know	24%	24%	23%	24%	27%	26%	21%	17%	14%	24%	23%
Not applicable - I have never watched the Super Bowl	18%	20%	20%	12%	13%	16%	11%	25%	19%	18%	26%

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January 25-27, 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Olympics

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Very excited	10%	12%	10%	13%	8%	8%	7%
Somewhat excited	19%	24%	17%	16%	24%	17%	16%
Not very excited	17%	14%	17%	15%	18%	19%	14%
Not at all excited	25%	22%	26%	20%	24%	33%	30%
Don't know	4%	4%	4%	5%	2%	3%	5%
Not applicable - I do not watch this event	26%	25%	27%	30%	24%	20%	28%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Grammys

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Very excited	5%	9%	4%	8%	5%	3%	2%
Somewhat excited	10%	12%	9%	12%	8%	9%	9%
Not very excited	13%	17%	11%	11%	19%	10%	6%
Not at all excited	24%	21%	24%	23%	20%	32%	23%
Don't know	3%	2%	3%	5%	1%	1%	3%
Not applicable - I do not watch this event	45%	38%	48%	41%	47%	44%	56%

Generally, do Super Bowl TV commercials enhance or diminish your impression of a particular brand?

Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297
Greatly enhance	11%	15%	9%	14%	8%	9%	7%
Somewhat enhance	38%	33%	39%	34%	39%	50%	33%
Somewhat diminish	7%	9%	6%	6%	7%	7%	4%
Greatly diminish	3%	3%	3%	3%	3%	2%	4%
Don't know	24%	25%	24%	22%	27%	20%	27%
Not applicable - I have never watched the Super Bowl	18%	15%	19%	19%	16%	12%	26%

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Super Bowl

January 25-27, 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Olympics

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very excited	10%	11%	14%	7%	13%	12%	8%	8%	13%	9%	13%	17%	5%	7%	5%
Somewhat excited	19%	19%	21%	22%	21%	18%	19%	13%	24%	24%	28%	23%	14%	7%	9%
Not very excited	17%	17%	16%	18%	17%	18%	21%	23%	18%	32%	18%	9%	17%	17%	12%
Not at all excited	25%	24%	24%	27%	19%	16%	23%	23%	21%	16%	19%	20%	26%	17%	29%
Don't know	4%	4%	4%	4%	5%	10%	5%	5%	6%	-	5%	-	6%	17%	3%
Not applicable - I do not watch this event	26%	24%	21%	22%	26%	26%	25%	28%	19%	19%	17%	30%	32%	35%	41%

How excited, if at all, do you typically get to watch the commercials during each of the following major television events?

- Grammys

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very excited	5%	6%	7%	3%	8%	12%	4%	4%	7%	10%	8%	12%	1%	3%	1%
Somewhat excited	10%	10%	13%	8%	13%	11%	11%	11%	13%	16%	12%	21%	5%	12%	5%
Not very excited	13%	13%	14%	14%	14%	15%	13%	9%	16%	22%	18%	6%	10%	12%	8%
Not at all excited	24%	25%	24%	25%	22%	20%	25%	22%	24%	26%	28%	27%	16%	6%	21%
Don't know	3%	3%	3%	3%	4%	6%	3%	5%	5%	-	4%	-	4%	23%	3%
Not applicable - I do not watch this event	45%	43%	39%	48%	39%	36%	43%	49%	35%	26%	31%	35%	64%	42%	61%

Generally, do Super Bowl TV commercials enhance or diminish your impression of a particular brand?

Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Greatly enhance	11%	11%	14%	7%	13%	13%	9%	6%	14%	11%	12%	12%	7%	6%	4%
Somewhat enhance	38%	40%	38%	47%	39%	39%	40%	36%	38%	46%	39%	53%	37%	12%	26%
Somewhat diminish	7%	7%	8%	7%	6%	7%	8%	9%	7%	14%	9%	8%	5%	11%	6%
Greatly diminish	3%	3%	4%	2%	4%	4%	2%	3%	3%	2%	5%	12%	2%	-	4%
Don't know	24%	23%	22%	21%	20%	23%	23%	26%	23%	15%	22%	8%	29%	39%	31%
Not applicable - I have never watched the Super Bowl	18%	17%	14%	15%	18%	14%	18%	20%	15%	11%	14%	7%	21%	32%	30%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Has a Super Bowl TV commercial ever driven you to buy something?

Unweighted base	1801	848	953	459	578	764	347	382	679	393	1354	188	142	117
Base: All US adults who have ever watched the Super Bowl	1816	962	855	583	568	665	377	379	687	373	1183	241	279	113
Yes, and it was the only reason	6%	7%	5%	7%	9%	4%	8%	3%	8%	5%	5%	8%	10%	5%
Yes, but there were other factors too	22%	25%	19%	26%	22%	19%	25%	24%	21%	22%	21%	34%	20%	24%
No, it has not	59%	57%	61%	53%	58%	64%	57%	62%	58%	58%	60%	48%	60%	57%
Don't know / can't recall	13%	11%	15%	14%	11%	13%	11%	12%	13%	15%	14%	10%	10%	14%

Did you watch any of Super Bowl 50 last year? Please select the option that best applies.

Unweighted base	1801	848	953	459	578	764	347	382	679	393	1354	188	142	117
Base: All US adults who have ever watched the Super Bowl	1816	962	855	583	568	665	377	379	687	373	1183	241	279	113
Yes, I watched the whole game	40%	49%	29%	33%	44%	41%	40%	37%	43%	34%	39%	43%	43%	30%
Yes, but I only watched some of the game	35%	29%	41%	33%	32%	38%	35%	33%	33%	38%	35%	30%	34%	37%
No, I did not watch any	20%	17%	23%	24%	18%	17%	20%	24%	17%	22%	20%	23%	18%	22%
Don't know / can't recall	6%	5%	7%	9%	6%	4%	6%	6%	6%	6%	6%	5%	5%	11%

Can you remember a TV commercial from last year's Super Bowl? Please select the option that best applies.

Unweighted base	1332	668	664	308	429	595	268	265	516	283	1005	144	104	79
Base: All US adults who watched last years Super Bowl	1345	750	595	387	434	523	282	267	527	269	879	175	216	75
Yes, and I remember all the details	8%	9%	6%	12%	10%	3%	11%	5%	9%	4%	6%	11%	14%	6%
Yes, but I only remember some / a few of the details	32%	31%	34%	40%	33%	26%	34%	28%	31%	37%	32%	35%	32%	33%
No, I do not	50%	51%	50%	42%	48%	59%	49%	57%	48%	50%	52%	43%	46%	56%
Don't know / can't recall	10%	9%	11%	7%	9%	12%	6%	10%	12%	9%	10%	12%	7%	5%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Has a Super Bowl TV commercial ever driven you to buy something?

Unweighted base	1801	583	614	388	216	910	33	173	92	515	77
Base: All US adults who have ever watched the Super Bowl	1816	744	558	329	185	855	36	148	88	614	75
Yes, and it was the only reason	6%	6%	7%	6%	5%	8%	19%	3%	1%	5%	5%
Yes, but there were other factors too	22%	24%	22%	21%	19%	21%	22%	24%	29%	25%	13%
No, it has not	59%	59%	57%	58%	62%	59%	48%	60%	57%	58%	69%
Don't know / can't recall	13%	11%	14%	15%	13%	13%	11%	13%	13%	12%	13%

Did you watch any of Super Bowl 50 last year? Please select the option that best applies.

Unweighted base	1801	583	614	388	216	910	33	173	92	515	77
Base: All US adults who have ever watched the Super Bowl	1816	744	558	329	185	855	36	148	88	614	75
Yes, I watched the whole game	40%	41%	37%	38%	43%	39%	30%	44%	32%	40%	47%
Yes, but I only watched some of the game	35%	35%	34%	34%	37%	38%	43%	30%	41%	30%	34%
No, I did not watch any	20%	17%	24%	23%	15%	19%	27%	20%	17%	22%	13%
Don't know / can't recall	6%	7%	6%	6%	5%	4%	-	6%	9%	8%	6%

Can you remember a TV commercial from last year's Super Bowl? Please select the option that best applies.

Unweighted base	1332	453	434	275	170	692	23	127	66	361	62
Base: All US adults who watched last years Super Bowl	1345	567	394	235	149	658	26	109	65	425	61
Yes, and I remember all the details	8%	7%	8%	6%	10%	7%	39%	2%	11%	8%	6%
Yes, but I only remember some / a few of the details	32%	32%	33%	38%	23%	31%	20%	31%	32%	37%	24%
No, I do not	50%	49%	49%	49%	62%	52%	35%	55%	48%	48%	54%
Don't know / can't recall	10%	12%	10%	7%	6%	11%	6%	12%	9%	8%	16%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Has a Super Bowl TV commercial ever driven you to buy something?

Unweighted base	1801	411	1361	635	560	376	229
Base: All US adults who have ever watched the Super Bowl	1816	429	1358	720	526	349	221
Yes, and it was the only reason	6%	12%	4%	8%	6%	7%	2%
Yes, but there were other factors too	22%	23%	22%	26%	21%	22%	15%
No, it has not	59%	53%	60%	55%	62%	58%	62%
Don't know / can't recall	13%	12%	13%	12%	11%	13%	21%

Did you watch any of Super Bowl 50 last year? Please select the option that best applies.

Unweighted base	1801	411	1361	635	560	376	229
Base: All US adults who have ever watched the Super Bowl	1816	429	1358	720	526	349	221
Yes, I watched the whole game	40%	40%	39%	39%	39%	44%	34%
Yes, but I only watched some of the game	35%	35%	34%	32%	37%	36%	36%
No, I did not watch any	20%	18%	20%	21%	20%	18%	20%
Don't know / can't recall	6%	8%	6%	8%	5%	2%	10%

Can you remember a TV commercial from last year's Super Bowl? Please select the option that best applies.

Unweighted base	1332	296	1012	460	410	299	162
Base: All US adults who watched last years Super Bowl	1345	319	1003	512	399	279	154
Yes, and I remember all the details	8%	15%	5%	9%	7%	9%	2%
Yes, but I only remember some / a few of the details	32%	36%	31%	33%	27%	35%	35%
No, I do not	50%	43%	53%	48%	55%	49%	50%
Don't know / can't recall	10%	6%	11%	10%	11%	6%	14%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Has a Super Bowl TV commercial ever driven you to buy something?

Unweighted base	1801	1394	696	495	612	110	446	126	494	45	272	22	108	26	268
Base: All US adults who have ever watched the Super Bowl	1816	1421	739	458	655	112	409	128	545	55	317	27	101	28	246
Yes, and it was the only reason	6%	6%	7%	4%	8%	8%	5%	3%	8%	9%	10%	25%	2%	4%	3%
Yes, but there were other factors too	22%	23%	26%	23%	27%	28%	23%	20%	27%	32%	27%	9%	13%	10%	13%
No, it has not	59%	57%	53%	58%	54%	51%	60%	51%	50%	46%	46%	47%	68%	50%	72%
Don't know / can't recall	13%	13%	15%	15%	11%	12%	13%	26%	15%	13%	17%	19%	17%	36%	13%

Did you watch any of Super Bowl 50 last year? Please select the option that best applies.

Unweighted base	1801	1394	696	495	612	110	446	126	494	45	272	22	108	26	268
Base: All US adults who have ever watched the Super Bowl	1816	1421	739	458	655	112	409	128	545	55	317	27	101	28	246
Yes, I watched the whole game	40%	41%	41%	42%	36%	47%	31%	38%	41%	40%	44%	30%	30%	16%	37%
Yes, but I only watched some of the game	35%	34%	34%	34%	36%	33%	40%	29%	33%	37%	34%	21%	38%	31%	34%
No, I did not watch any	20%	20%	21%	21%	21%	13%	24%	26%	22%	15%	18%	49%	25%	20%	23%
Don't know / can't recall	6%	6%	4%	3%	7%	7%	5%	6%	4%	8%	4%	-	8%	34%	6%

Can you remember a TV commercial from last year's Super Bowl? Please select the option that best applies.

Unweighted base	1332	1034	518	368	451	87	317	86	362	35	207	13	73	12	195
Base: All US adults who watched last years Super Bowl	1345	1061	552	344	472	89	290	86	401	42	248	14	68	13	176
Yes, and I remember all the details	8%	7%	8%	6%	9%	12%	5%	6%	8%	7%	9%	21%	-	-	6%
Yes, but I only remember some / a few of the details	32%	33%	34%	34%	37%	42%	38%	36%	37%	38%	41%	29%	25%	45%	26%
No, I do not	50%	50%	48%	53%	43%	36%	49%	48%	45%	41%	44%	44%	68%	33%	54%
Don't know / can't recall	10%	10%	10%	7%	11%	11%	8%	11%	10%	14%	5%	6%	7%	22%	14%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

And which, if any, of the following brands/companies do you remember seeing a TV commercial for during last year's Super Bowl? Please select all that apply.

	512	250	262	159	182	171	112	89	203	108	365	61	58	28
Unweighted base	512	250	262	159	182	171	112	89	203	108	365	61	58	28
Base: All US adults who watched last years Super Bowl and remember a commercial	536	301	235	198	186	152	127	86	211	111	327	79	100	29
Wix	4%	6%	2%	5%	4%	4%	4%	4%	5%	4%	4%	5%	6%	-
Doritos	71%	71%	71%	68%	70%	77%	67%	81%	75%	62%	76%	72%	62%	48%
Audi	14%	18%	9%	15%	15%	10%	15%	8%	14%	17%	10%	23%	16%	18%
Mountain Dew	29%	32%	26%	31%	28%	29%	30%	29%	30%	28%	29%	43%	21%	17%
Amazon.com	21%	28%	13%	25%	23%	14%	24%	21%	21%	19%	16%	33%	30%	16%
Mini	5%	6%	4%	8%	2%	5%	11%	2%	3%	6%	4%	8%	7%	10%
Honda	18%	19%	16%	21%	18%	12%	24%	8%	20%	13%	13%	30%	25%	2%
Hyundai	17%	21%	11%	17%	18%	14%	19%	13%	15%	18%	12%	27%	23%	21%
TurboTax	18%	18%	16%	17%	18%	17%	15%	15%	15%	28%	14%	26%	22%	21%
Skittles	26%	26%	25%	26%	29%	21%	24%	34%	25%	23%	26%	28%	23%	21%
Other	14%	8%	22%	13%	10%	20%	11%	14%	14%	16%	18%	7%	9%	9%

How likely, if at all, are you to watch any of Super Bowl LI on February 5th, 2017?

	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Very likely	37%	44%	31%	33%	41%	39%	39%	34%	42%	32%	37%	45%	40%	24%
Somewhat likely	25%	26%	24%	26%	24%	25%	26%	23%	25%	24%	24%	29%	25%	24%
Not very likely	8%	8%	8%	9%	8%	8%	8%	9%	7%	10%	9%	4%	6%	12%
Not at all likely	24%	18%	29%	22%	23%	25%	21%	28%	20%	28%	25%	14%	22%	31%
Don't know	6%	4%	7%	10%	5%	3%	6%	6%	5%	5%	5%	8%	6%	9%

Some of the commercials for Super Bowl LI have already been released online...Have you already seen any of the commercials for this year's Super Bowl?

	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Unweighted base	2226	975	1251	574	709	943	426	490	833	477	1661	219	182	164
Base: All US adults	2214	1096	1117	705	691	817	456	474	826	458	1448	273	339	154
Yes, I have	8%	9%	6%	12%	9%	3%	10%	6%	8%	6%	5%	15%	14%	5%
No, I have not	82%	82%	81%	76%	81%	87%	80%	84%	81%	81%	86%	71%	74%	75%
Don't know / can't recall	11%	9%	13%	12%	11%	10%	10%	10%	11%	13%	9%	14%	12%	20%

And how likely or unlikely are you to watch the commercial(s) you've already seen online again live during the game?

	134	69	65	60	48	26	35	21	53	25	70	28	30	6
Unweighted base	134	69	65	60	48	26	35	21	53	25	70	28	30	6
Base: All US adults who have already watched a commercial that will air during Super Bowl LI	168	101	67	82	61	25	44	27	68	29	72	40	48	7
Very likely	43%	48%	35%	36%	52%	46%	32%	36%	53%	43%	45%	48%	35%	51%
Somewhat likely	36%	38%	31%	36%	38%	31%	40%	32%	41%	20%	34%	36%	42%	9%
Somewhat unlikely	11%	10%	14%	19%	5%	2%	21%	17%	1%	17%	17%	2%	9%	25%
Very unlikely	8%	3%	15%	8%	4%	18%	7%	15%	3%	14%	2%	13%	14%	-
Don't know	1%	-	4%	1%	1%	3%	-	-	1%	6%	2%	-	-	14%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

And which, if any, of the following brands/companies do you remember seeing a TV commercial for during last year's Super Bowl? Please select all that apply.

	Unweighted base	512	175	172	110	55	263	11	40	24	155	19
Base: All US adults who watched last years Super Bowl and remember a commercial	536	220	164	103	48	249	15	36	28	189	18	
Wix	4%	4%	4%	4%	7%	6%	-	6%	-	4%	-	
Doritos	71%	72%	71%	70%	71%	70%	73%	80%	79%	69%	76%	
Audi	14%	12%	12%	17%	20%	15%	-	10%	2%	17%	5%	
Mountain Dew	29%	30%	29%	29%	27%	27%	8%	26%	22%	35%	40%	
Amazon.com	21%	22%	19%	22%	27%	22%	5%	15%	26%	22%	19%	
Mini	5%	6%	6%	2%	4%	4%	-	12%	-	7%	6%	
Honda	18%	18%	16%	16%	21%	18%	47%	15%	14%	17%	4%	
Hyundai	17%	11%	18%	21%	26%	20%	21%	16%	8%	15%	-	
TurboTax	18%	16%	19%	20%	14%	17%	15%	24%	22%	16%	21%	
Skittles	26%	29%	24%	21%	22%	25%	26%	20%	16%	29%	27%	
Other	14%	14%	15%	13%	14%	16%	5%	27%	14%	10%	10%	

How likely, if at all, are you to watch any of Super Bowl LI on February 5th, 2017?

	Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101	
Very likely	37%	37%	35%	38%	44%	38%	44%	44%	40%	34%	37%	
Somewhat likely	25%	27%	22%	25%	26%	27%	13%	14%	27%	26%	23%	
Not very likely	8%	7%	9%	11%	6%	9%	11%	6%	7%	9%	7%	
Not at all likely	24%	22%	26%	23%	22%	23%	30%	31%	21%	22%	27%	
Don't know	6%	6%	7%	3%	2%	4%	2%	6%	5%	8%	7%	

Some of the commercials for Super Bowl LI have already been released online...Have you already seen any of the commercials for this year's Super Bowl?

	Unweighted base	2226	745	778	451	252	1093	37	227	119	648	101
Base: All US adults	2214	927	698	376	212	1020	40	196	109	746	101	
Yes, I have	8%	8%	7%	7%	8%	8%	18%	5%	9%	8%	3%	
No, I have not	82%	79%	81%	86%	85%	82%	69%	83%	80%	80%	88%	
Don't know / can't recall	11%	13%	12%	7%	7%	10%	13%	13%	11%	12%	9%	

And how likely or unlikely are you to watch the commercial(s) you've already seen online again live during the game?

	Unweighted base	134	50	46	24	14	67	4	10	5	45	3
Base: All US adults who have already watched a commercial that will air during Super Bowl LI	168	74	52	27	16	78	7	9	10	61	3	
Very likely	43%	50%	35%	34%	53%	47%	12%	41%	70%	39%	36%	
Somewhat likely	36%	22%	46%	55%	33%	41%	26%	34%	9%	34%	26%	
Somewhat unlikely	11%	18%	7%	9%	-	4%	62%	9%	-	16%	38%	
Very unlikely	8%	7%	12%	-	14%	7%	-	8%	22%	9%	-	
Don't know	1%	2%	-	3%	-	1%	-	8%	-	2%	-	

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

And which, if any, of the following brands/companies do you remember seeing a TV commercial for during last year's Super Bowl? Please select all that apply.

	Unweighted base	512	149	351	185	145	125	57
Base: All US adults who watched last years Super Bowl and remember a commercial	536	161	365	217	138	125	57	
Wix	4%	6%	4%	3%	5%	7%	3%	
Doritos	71%	67%	73%	71%	71%	71%	74%	
Audi	14%	15%	13%	11%	17%	18%	6%	
Mountain Dew	29%	25%	31%	30%	35%	24%	25%	
Amazon.com	21%	23%	20%	22%	26%	19%	11%	
Mini	5%	4%	6%	6%	4%	6%	6%	
Honda	18%	22%	16%	23%	21%	11%	3%	
Hyundai	17%	21%	15%	15%	21%	20%	5%	
TurboTax	18%	20%	17%	22%	18%	14%	10%	
Skittles	26%	28%	25%	27%	27%	25%	20%	
Other	14%	9%	16%	11%	16%	16%	15%	

How likely, if at all, are you to watch any of Super Bowl LI on February 5th, 2017?

	Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297	
Very likely	37%	40%	37%	36%	38%	44%	31%	
Somewhat likely	25%	25%	25%	24%	25%	27%	25%	
Not very likely	8%	9%	8%	8%	9%	8%	8%	
Not at all likely	24%	21%	25%	24%	25%	21%	26%	
Don't know	6%	6%	5%	7%	4%	1%	11%	

Some of the commercials for Super Bowl LI have already been released online...Have you already seen any of the commercials for this year's Super Bowl?

	Unweighted base	2226	488	1707	825	664	430	306
Base: All US adults	2214	504	1680	894	624	397	297	
Yes, I have	8%	15%	5%	9%	7%	8%	5%	
No, I have not	82%	76%	83%	79%	84%	86%	79%	
Don't know / can't recall	11%	10%	11%	12%	9%	6%	16%	

And how likely or unlikely are you to watch the commercial(s) you've already seen online again live during the game?

	Unweighted base	134	58	73	60	43	22	9
Base: All US adults who have already watched a commercial that will air during Super Bowl LI	168	73	91	76	44	33	14	
Very likely	43%	39%	47%	43%	38%	55%	33%	
Somewhat likely	36%	44%	29%	34%	50%	31%	13%	
Somewhat unlikely	11%	11%	13%	11%	5%	11%	34%	
Very unlikely	8%	6%	9%	11%	6%	-	19%	
Don't know	1%	-	3%	1%	2%	3%	-	

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

And which, if any, of the following brands/companies do you remember seeing a TV commercial for during last year's Super Bowl? Please select all that apply.

	512	406	218	144	197	42	127	33	161	14	112	6	18	5	58
Unweighted base	512	406	218	144	197	42	127	33	161	14	112	6	18	5	58
Base: All US adults who watched last years Super Bowl and remember a commercial	536	425	235	139	219	48	123	36	179	19	125	7	17	6	58
Wix	4%	4%	6%	4%	6%	13%	4%	8%	8%	4%	8%	12%	-	-	2%
Doritos	71%	72%	72%	76%	72%	73%	78%	80%	69%	81%	68%	46%	63%	53%	80%
Audi	14%	14%	18%	15%	17%	22%	10%	19%	19%	10%	16%	66%	10%	28%	15%
Mountain Dew	29%	31%	33%	32%	34%	43%	33%	41%	28%	68%	30%	25%	13%	-	27%
Amazon.com	21%	23%	27%	21%	28%	22%	19%	23%	27%	57%	28%	54%	17%	28%	8%
Mini	5%	6%	7%	5%	8%	6%	6%	6%	6%	4%	8%	12%	6%	-	6%
Honda	18%	17%	19%	15%	20%	31%	17%	26%	18%	18%	22%	12%	8%	28%	16%
Hyundai	17%	17%	20%	19%	22%	16%	14%	23%	20%	29%	23%	54%	13%	-	13%
TurboTax	18%	19%	19%	18%	23%	21%	21%	24%	20%	25%	15%	25%	14%	-	10%
Skittles	26%	28%	33%	30%	34%	37%	27%	23%	31%	45%	33%	12%	25%	-	16%
Other	14%	13%	10%	11%	12%	18%	17%	12%	11%	4%	11%	24%	38%	19%	15%

How likely, if at all, are you to watch any of Super Bowl LI on February 5th, 2017?

	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Very likely	37%	39%	41%	40%	36%	44%	32%	35%	39%	51%	45%	35%	30%	14%	30%
Somewhat likely	25%	25%	27%	25%	27%	21%	28%	19%	29%	17%	22%	15%	23%	18%	20%
Not very likely	8%	9%	8%	9%	9%	10%	10%	12%	8%	8%	9%	5%	11%	9%	8%
Not at all likely	24%	22%	21%	23%	22%	19%	27%	28%	18%	23%	16%	36%	34%	18%	34%
Don't know	6%	5%	3%	3%	5%	6%	4%	6%	7%	1%	7%	9%	2%	41%	9%

Some of the commercials for Super Bowl LI have already been released online...Have you already seen any of the commercials for this year's Super Bowl?

	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Unweighted base	2226	1697	822	596	761	128	546	159	588	52	321	24	135	35	379
Base: All US adults	2214	1706	861	541	802	130	500	159	642	61	366	29	128	41	349
Yes, I have	8%	8%	10%	6%	12%	11%	6%	4%	9%	12%	13%	16%	2%	3%	3%
No, I have not	82%	82%	80%	85%	77%	76%	85%	86%	80%	82%	78%	70%	85%	59%	80%
Don't know / can't recall	11%	10%	9%	9%	11%	14%	9%	10%	11%	6%	9%	14%	12%	38%	17%

And how likely or unlikely are you to watch the commercial(s) you've already seen online again live during the game?

	134	108	66	28	74	12	26	6	46	5	37	3	3	1	7
Unweighted base	134	108	66	28	74	12	26	6	46	5	37	3	3	1	7
Base: All US adults who have already watched a commercial that will air during Super Bowl LI	168	136	87	33	93	14	32	7	57	7	49	5	3	1	11
Very likely	43%	46%	48%	52%	46%	52%	34%	37%	36%	26%	36%	79%	-	-	8%
Somewhat likely	36%	34%	35%	35%	31%	32%	34%	35%	41%	-	39%	21%	75%	100%	57%
Somewhat unlikely	11%	10%	10%	2%	11%	16%	22%	-	13%	49%	15%	-	-	-	-
Very unlikely	8%	8%	6%	8%	9%	-	8%	28%	9%	25%	8%	-	25%	-	35%
Don't know	1%	2%	2%	2%	3%	-	2%	-	1%	-	2%	-	-	-	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Which, if any, of the following brand's/company's commercial are you looking forward to seeing at this year's Super Bowl? Please select all that apply.

Unweighted base	1341	658	683	314	432	595	267	269	537	268	1009	153	106	73
Base: All US adults likely to watch the Super Bowl	1380	767	613	413	445	522	295	273	555	257	883	203	222	73
Wix	3%	4%	2%	5%	3%	2%	4%	3%	2%	3%	3%	3%	4%	5%
Budweiser	52%	45%	60%	35%	48%	68%	49%	55%	52%	49%	57%	48%	40%	30%
Victoria's Secret	19%	22%	15%	23%	18%	18%	20%	17%	20%	20%	17%	25%	24%	18%
Intel	9%	11%	6%	11%	8%	8%	11%	7%	8%	10%	7%	12%	10%	22%
Mountain Dew	22%	25%	19%	25%	25%	17%	18%	23%	26%	19%	21%	32%	21%	10%
Skittles	18%	17%	20%	27%	19%	11%	17%	19%	19%	18%	18%	22%	21%	11%
Snickers	26%	24%	28%	27%	26%	25%	21%	30%	27%	26%	26%	30%	23%	18%
Pepsi	36%	36%	37%	37%	38%	34%	41%	33%	36%	33%	32%	54%	39%	25%
Audi	15%	18%	11%	22%	14%	10%	18%	10%	16%	13%	10%	30%	21%	17%
Febreze	10%	8%	12%	11%	12%	7%	9%	9%	12%	8%	8%	16%	13%	8%
Other	9%	8%	10%	9%	9%	8%	7%	11%	9%	9%	9%	10%	8%	8%
Not applicable – I am not looking forward to seeing any commercials	24%	30%	18%	25%	27%	21%	23%	26%	24%	27%	25%	18%	27%	35%

And which ONE of the following brand's/company's commercial are you looking forward to seeing MOST at this year's Super Bowl?

Unweighted base	1341	658	683	314	432	595	267	269	537	268	1009	153	106	73
Base: All US adults likely to watch the Super Bowl	1380	767	613	413	445	522	295	273	555	257	883	203	222	73
Wix	0%	1%	0%	1%	0%	-	1%	-	0%	-	0%	-	2%	1%
Budweiser	38%	31%	46%	21%	32%	57%	36%	41%	38%	36%	44%	27%	28%	19%
Victoria's Secret	6%	7%	5%	8%	5%	5%	7%	6%	5%	10%	5%	6%	10%	11%
Intel	1%	2%	0%	2%	1%	1%	2%	1%	1%	2%	1%	1%	0%	6%
Mountain Dew	2%	3%	2%	3%	4%	0%	3%	2%	2%	3%	2%	2%	3%	2%
Skittles	3%	2%	3%	5%	2%	1%	2%	4%	3%	1%	2%	2%	4%	-
Snickers	6%	6%	5%	7%	6%	4%	6%	6%	6%	6%	6%	5%	6%	-
Pepsi	11%	9%	12%	15%	13%	5%	14%	8%	12%	7%	7%	26%	11%	10%
Audi	3%	4%	2%	6%	3%	1%	2%	2%	4%	2%	2%	5%	3%	12%
Febreze	1%	1%	2%	1%	2%	1%	0%	1%	2%	1%	1%	2%	2%	-
Other	4%	4%	4%	6%	4%	3%	3%	5%	4%	5%	4%	6%	3%	3%
Not applicable – I am not looking forward to seeing any commercials	24%	30%	18%	25%	27%	21%	23%	26%	24%	27%	25%	18%	27%	35%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Which, if any, of the following brand's/company's commercial are you looking forward to seeing at this year's Super Bowl? Please select all that apply.

Unweighted base	1341	457	438	275	171	690	23	127	76	363	61
Base: All US adults likely to watch the Super Bowl	1380	596	400	237	148	659	23	113	73	451	60
Wix	3%	3%	3%	4%	2%	2%	3%	6%	4%	4%	1%
Budweiser	52%	53%	52%	51%	48%	56%	51%	64%	65%	38%	66%
Victoria's Secret	19%	21%	19%	15%	18%	19%	20%	24%	26%	19%	13%
Intel	9%	10%	8%	9%	8%	8%	-	11%	12%	10%	7%
Mountain Dew	22%	26%	21%	17%	18%	21%	41%	27%	19%	23%	15%
Skittles	18%	19%	21%	17%	12%	16%	38%	17%	11%	23%	22%
Snickers	26%	26%	29%	24%	21%	26%	17%	29%	24%	27%	21%
Pepsi	36%	40%	36%	29%	31%	35%	27%	39%	38%	37%	35%
Audi	15%	18%	12%	16%	9%	12%	7%	14%	13%	20%	10%
Febreze	10%	12%	10%	7%	3%	10%	14%	12%	12%	10%	6%
Other	9%	7%	11%	11%	8%	9%	3%	11%	6%	9%	8%
Not applicable – I am not looking forward to seeing any commercials	24%	21%	24%	31%	29%	24%	18%	21%	10%	30%	24%

And which ONE of the following brand's/company's commercial are you looking forward to seeing MOST at this year's Super Bowl?

Unweighted base	1341	457	438	275	171	690	23	127	76	363	61
Base: All US adults likely to watch the Super Bowl	1380	596	400	237	148	659	23	113	73	451	60
Wix	0%	0%	1%	-	2%	0%	-	1%	3%	0%	-
Budweiser	38%	39%	37%	37%	37%	43%	35%	47%	52%	24%	46%
Victoria's Secret	6%	7%	7%	4%	3%	6%	6%	7%	8%	6%	6%
Intel	1%	1%	1%	3%	0%	1%	-	1%	-	1%	2%
Mountain Dew	2%	3%	3%	1%	1%	2%	7%	1%	5%	3%	3%
Skittles	3%	4%	2%	1%	2%	2%	14%	1%	-	4%	2%
Snickers	6%	6%	5%	5%	7%	5%	14%	4%	6%	7%	6%
Pepsi	11%	12%	11%	7%	9%	9%	6%	9%	4%	15%	8%
Audi	3%	3%	3%	4%	3%	2%	-	1%	7%	5%	1%
Febreze	1%	1%	2%	2%	1%	1%	-	2%	4%	1%	-
Other	4%	2%	5%	7%	4%	4%	-	5%	1%	5%	3%
Not applicable – I am not looking forward to seeing any commercials	24%	21%	24%	31%	29%	24%	18%	21%	10%	30%	24%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Which, if any, of the following brand's/company's commercial are you looking forward to seeing at this year's Super Bowl? Please select all that apply.

	Unweighted base	1341	300	1018	462	405	301	172
Base: All US adults likely to watch the Super Bowl		1380	326	1031	540	393	280	166
Wix		3%	4%	3%	5%	2%	1%	3%
Budweiser		52%	45%	54%	51%	52%	53%	48%
Victoria's Secret		19%	26%	17%	24%	14%	20%	16%
Intel		9%	9%	9%	11%	8%	6%	10%
Mountain Dew		22%	27%	20%	30%	17%	17%	19%
Skittles		18%	23%	17%	24%	15%	15%	15%
Snickers		26%	25%	26%	30%	24%	20%	25%
Pepsi		36%	40%	35%	46%	32%	28%	26%
Audi		15%	14%	15%	18%	12%	14%	12%
Febreze		10%	14%	9%	14%	7%	7%	7%
Other		9%	7%	9%	9%	8%	8%	11%
Not applicable – I am not looking forward to seeing any commercials		24%	24%	25%	20%	29%	27%	24%

And which ONE of the following brand's/company's commercial are you looking forward to seeing MOST at this year's Super Bowl?

	Unweighted base	1341	300	1018	462	405	301	172
Base: All US adults likely to watch the Super Bowl		1380	326	1031	540	393	280	166
Wix		0%	1%	0%	1%	0%	-	-
Budweiser		38%	29%	41%	37%	41%	36%	37%
Victoria's Secret		6%	9%	5%	7%	4%	7%	7%
Intel		1%	3%	1%	0%	1%	3%	2%
Mountain Dew		2%	4%	2%	3%	2%	3%	2%
Skittles		3%	2%	3%	3%	1%	4%	3%
Snickers		6%	4%	6%	7%	4%	5%	7%
Pepsi		11%	16%	9%	14%	10%	7%	7%
Audi		3%	3%	3%	3%	4%	3%	2%
Febreze		1%	2%	1%	1%	1%	2%	1%
Other		4%	3%	5%	4%	4%	3%	7%
Not applicable – I am not looking forward to seeing any commercials		24%	24%	25%	20%	29%	27%	24%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Which, if any, of the following brand's/company's commercial are you looking forward to seeing at this year's Super Bowl? Please select all that apply.

	Unweighted base	1341	1046	532	381	464	82	321	83	377	36	208	14	70	12	190
Base: All US adults likely to watch the Super Bowl		1380	1096	583	355	508	85	296	86	433	42	248	14	68	13	173
Wix	3%	3%	4%	2%	4%	5%	3%	3%	3%	3%	2%	4%	17%	2%	-	2%
Budweiser	52%	54%	50%	56%	54%	59%	62%	47%	46%	61%	47%	40%	45%	58%	40%	40%
Victoria's Secret	19%	20%	19%	18%	24%	30%	17%	26%	22%	25%	23%	35%	16%	18%	14%	14%
Intel	9%	9%	11%	9%	11%	9%	8%	13%	7%	4%	7%	6%	15%	-	5%	5%
Mountain Dew	22%	23%	26%	19%	28%	42%	22%	27%	24%	32%	27%	35%	23%	27%	15%	15%
Skittles	18%	18%	20%	15%	22%	36%	20%	25%	20%	27%	25%	11%	24%	11%	11%	11%
Snickers	26%	27%	28%	28%	30%	36%	27%	32%	25%	29%	26%	18%	29%	26%	16%	16%
Pepsi	36%	37%	39%	33%	46%	51%	36%	34%	38%	49%	38%	18%	35%	26%	34%	34%
Audi	15%	16%	19%	13%	19%	14%	12%	15%	21%	17%	18%	38%	21%	-	5%	5%
Febreze	10%	10%	12%	10%	12%	19%	10%	13%	10%	13%	16%	32%	17%	11%	6%	6%
Other	9%	8%	8%	10%	9%	11%	13%	15%	8%	20%	10%	19%	11%	-	9%	9%
Not applicable – I am not looking forward to seeing any commercials	24%	23%	24%	24%	16%	18%	19%	27%	25%	13%	27%	33%	35%	33%	37%	37%

And which ONE of the following brand's/company's commercial are you looking forward to seeing MOST at this year's Super Bowl?

	Unweighted base	1341	1046	532	381	464	82	321	83	377	36	208	14	70	12	190
Base: All US adults likely to watch the Super Bowl		1380	1096	583	355	508	85	296	86	433	42	248	14	68	13	173
Wix	0%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	6%	-	-	-	-
Budweiser	38%	39%	35%	40%	38%	37%	44%	26%	30%	21%	28%	24%	27%	40%	31%	31%
Victoria's Secret	6%	6%	6%	4%	6%	6%	6%	5%	7%	3%	7%	-	4%	7%	8%	8%
Intel	1%	1%	2%	2%	1%	-	1%	-	0%	-	1%	-	2%	-	1%	1%
Mountain Dew	2%	3%	3%	1%	2%	1%	2%	3%	3%	2%	3%	4%	4%	10%	3%	3%
Skittles	3%	2%	3%	2%	4%	5%	3%	4%	2%	4%	3%	-	1%	-	-	-
Snickers	6%	6%	5%	7%	7%	6%	5%	11%	6%	10%	6%	-	10%	-	3%	3%
Pepsi	11%	10%	13%	9%	15%	16%	9%	4%	15%	28%	11%	6%	4%	11%	11%	11%
Audi	3%	3%	4%	4%	3%	5%	2%	5%	4%	2%	4%	-	6%	-	0%	0%
Febreze	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	3%	20%	-	-	0%	0%
Other	4%	4%	4%	5%	5%	4%	6%	12%	4%	14%	6%	7%	7%	-	5%	5%
Not applicable – I am not looking forward to seeing any commercials	24%	23%	24%	24%	16%	18%	19%	27%	25%	13%	27%	33%	35%	33%	37%	37%