

**1. Favorability of NFL**

Do you have a favorable or an unfavorable opinion of the National Football League?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	19%	27%	11%	18%	24%	17%	14%	18%	18%	21%
Somewhat favorable	35%	33%	37%	31%	34%	36%	42%	39%	30%	41%
Somewhat unfavorable	17%	16%	17%	20%	13%	17%	18%	21%	16%	14%
Very unfavorable	11%	12%	9%	12%	10%	11%	10%	8%	15%	5%
Not sure	18%	11%	25%	20%	19%	19%	16%	14%	21%	19%
Totals (Unweighted N)	100% (999)	100% (482)	100% (517)	100% (183)	100% (268)	100% (375)	100% (173)	100% (330)	100% (440)	100% (229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	19%	16%	22%	32%	23%	18%	14%	14%	19%	20%	21%
Somewhat favorable	35%	36%	35%	31%	36%	41%	33%	40%	36%	33%	34%
Somewhat unfavorable	17%	17%	19%	13%	13%	14%	26%	18%	15%	17%	17%
Very unfavorable	11%	12%	2%	8%	11%	11%	8%	11%	13%	10%	9%
Not sure	18%	19%	21%	16%	18%	17%	19%	17%	17%	20%	19%
Totals (Unweighted N)	100% (999)	100% (760)	100% (114)	100% (125)	100% (391)	100% (264)	100% (197)	100% (194)	100% (210)	100% (377)	100% (218)

**2. Closely following NFL**

How closely do you follow the National Football League?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very closely	18%	29%	9%	15%	25%	19%	11%	19%	17%	20%
Somewhat closely	28%	30%	27%	25%	28%	28%	34%	31%	26%	30%
Not very closely	22%	16%	27%	21%	17%	24%	26%	21%	20%	25%
Not closely at all	32%	26%	37%	38%	30%	30%	29%	28%	37%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(482)	(518)	(183)	(268)	(376)	(173)	(331)	(440)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very closely	18%	17%	23%	23%	18%	19%	19%	16%	19%	18%	19%
Somewhat closely	28%	28%	35%	23%	27%	31%	24%	31%	31%	28%	24%
Not very closely	22%	22%	15%	27%	23%	23%	22%	17%	16%	24%	29%
Not closely at all	32%	33%	27%	27%	31%	27%	35%	35%	34%	30%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(760)	(115)	(125)	(391)	(264)	(197)	(194)	(210)	(378)	(218)

**3. Watch the Super Bowl**

Have you ever watched the Super Bowl?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	83%	88%	78%	76%	83%	86%	84%	84%	80%	87%
No	14%	10%	19%	19%	14%	11%	15%	14%	16%	12%
Don't remember	3%	2%	4%	5%	3%	4%	0%	2%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(481)	(516)	(182)	(267)	(375)	(173)	(329)	(440)	(228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	83%	82%	86%	82%	79%	86%	93%	80%	83%	83%	85%
No	14%	15%	10%	14%	16%	13%	7%	18%	14%	13%	14%
Don't remember	3%	3%	4%	4%	5%	1%	1%	3%	3%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(758)	(115)	(124)	(390)	(264)	(196)	(193)	(210)	(378)	(216)

**4. Superbowl winner**

What is your favorite part of the Super Bowl broadcast?

*Asked of those who have ever watched the Super Bowl*

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Never watched the Super Bowl or don't remember watching one	15%	10%	19%	20%	15%	11%	15%	14%	17%	12%
The actual game itself	45%	58%	32%	40%	38%	51%	46%	44%	42%	51%
The half time show	10%	5%	15%	13%	12%	8%	10%	17%	8%	7%
The commercials	25%	23%	28%	22%	32%	24%	23%	20%	28%	27%
Not sure	5%	5%	5%	4%	4%	6%	6%	5%	6%	3%
Totals (Unweighted N)	100% (967)	100% (471)	100% (496)	100% (172)	100% (259)	100% (364)	100% (172)	100% (323)	100% (422)	100% (222)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Never watched the Super Bowl or don't remember watching one	15%	15%	11%	15%	17%	13%	7%	18%	14%	13%	14%
The actual game itself	45%	46%	43%	40%	45%	42%	48%	44%	40%	47%	46%
The half time show	10%	6%	21%	24%	12%	8%	10%	11%	9%	11%	10%
The commercials	25%	28%	19%	18%	22%	30%	32%	20%	30%	26%	25%
Not sure	5%	5%	6%	4%	5%	7%	4%	7%	6%	3%	5%
Totals (Unweighted N)	100% (967)	100% (739)	100% (109)	100% (119)	100% (371)	100% (260)	100% (195)	100% (188)	100% (205)	100% (363)	100% (211)

**5. Last act**

Who performed in last year's Super Bowl Half Time show?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Bruno Mars/Red Hot Chili Peppers	40%	41%	38%	52%	42%	41%	21%	46%	38%	35%
Beyonce/Destiny's Child	11%	9%	13%	14%	14%	8%	11%	15%	10%	9%
Madonna/Nicki Minaj/MIA	2%	2%	3%	1%	4%	1%	3%	2%	1%	4%
Black Eyed Peas/Usher	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%
The Who	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Don't know	44%	45%	44%	32%	37%	48%	63%	35%	49%	49%
Totals (Unweighted N)	100% (1,000)	100% (482)	100% (518)	100% (183)	100% (268)	100% (376)	100% (173)	100% (331)	100% (440)	100% (229)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Bruno Mars/Red Hot Chili Peppers	40%	40%	47%	32%	36%	41%	49%	43%	40%	39%	39%
Beyonce/Destiny's Child	11%	7%	21%	23%	11%	12%	11%	8%	13%	12%	10%
Madonna/Nicki Minaj/MIA	2%	2%	1%	2%	1%	3%	2%	0%	2%	2%	4%
Black Eyed Peas/Usher	1%	1%	2%	0%	2%	2%	1%	1%	1%	1%	1%
The Who	1%	1%	—	1%	1%	2%	—	—	1%	2%	1%
Don't know	44%	47%	29%	41%	49%	40%	38%	47%	42%	44%	44%
Totals (Unweighted N)	100% (1,000)	100% (760)	100% (115)	100% (125)	100% (391)	100% (264)	100% (197)	100% (194)	100% (210)	100% (378)	100% (218)

**6. Who should pay – Bruno Mars/Red Hot Chili Peppers**

For each of the following acts please say whether you think it would be more appropriate for the NFL to pay the artist or for the artist to pay the NFL to perform at the half time show of the Super Bowl...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
NFL should pay	51%	49%	53%	55%	57%	49%	45%	62%	48%	44%
Artist should pay	21%	26%	16%	20%	18%	23%	24%	12%	21%	34%
Not sure	28%	24%	31%	25%	25%	29%	31%	26%	32%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(480)	(517)	(183)	(267)	(375)	(172)	(329)	(440)	(228)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
NFL should pay	51%	50%	64%	48%	48%	57%	55%	50%	55%	52%	48%
Artist should pay	21%	22%	9%	23%	22%	21%	24%	19%	20%	23%	20%
Not sure	28%	28%	27%	28%	31%	22%	21%	31%	25%	25%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(760)	(113)	(124)	(390)	(264)	(197)	(194)	(210)	(377)	(216)

**7. Who should pay – Beyonce/Destiny’s Child**

For each of the following acts please say whether you think it would be more appropriate for the NFL to pay the artist or for the artist to pay the NFL to perform at the half time show of the Super Bowl...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
NFL should pay	48%	46%	49%	47%	52%	47%	43%	61%	43%	38%
Artist should pay	25%	31%	19%	24%	23%	26%	26%	13%	24%	42%
Not sure	28%	23%	32%	29%	25%	27%	31%	25%	33%	20%
Totals (Unweighted N)	100% (999)	100% (481)	100% (518)	100% (183)	100% (268)	100% (375)	100% (173)	100% (330)	100% (440)	100% (229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
NFL should pay	48%	45%	61%	49%	45%	53%	52%	44%	51%	49%	45%
Artist should pay	25%	26%	14%	27%	26%	24%	26%	23%	24%	25%	26%
Not sure	28%	29%	25%	24%	29%	22%	21%	33%	25%	26%	29%
Totals (Unweighted N)	100% (999)	100% (760)	100% (115)	100% (124)	100% (391)	100% (264)	100% (197)	100% (194)	100% (210)	100% (378)	100% (217)

**8. Who should pay – Madonna/Nicki Minaj/MIA**

For each of the following acts please say whether you think it would be more appropriate for the NFL to pay the artist or for the artist to pay the NFL to perform at the half time show of the Super Bowl...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
NFL should pay	47%	45%	49%	51%	51%	44%	42%	60%	43%	38%
Artist should pay	26%	32%	20%	23%	24%	27%	28%	15%	25%	43%
Not sure	27%	23%	31%	26%	25%	28%	30%	25%	32%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(480)	(517)	(183)	(267)	(375)	(172)	(329)	(440)	(228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
NFL should pay	47%	45%	58%	50%	44%	52%	51%	47%	50%	46%	46%
Artist should pay	26%	28%	16%	22%	25%	26%	28%	22%	27%	28%	25%
Not sure	27%	27%	26%	28%	30%	22%	20%	31%	23%	26%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(760)	(113)	(124)	(390)	(264)	(197)	(194)	(210)	(377)	(216)



**9. Who should pay – Black Eyed Peas/Usher**

For each of the following acts please say whether you think it would be more appropriate for the NFL to pay the artist or for the artist to pay the NFL to perform at the half time show of the Super Bowl...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
NFL should pay	49%	48%	50%	53%	52%	48%	44%	61%	44%	43%
Artist should pay	23%	27%	19%	22%	23%	23%	24%	14%	23%	34%
Not sure	28%	25%	31%	25%	25%	29%	32%	25%	32%	22%
Totals (Unweighted N)	100% (998)	100% (481)	100% (517)	100% (183)	100% (267)	100% (376)	100% (172)	100% (330)	100% (440)	100% (228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
NFL should pay	49%	48%	60%	49%	47%	56%	52%	49%	54%	47%	49%
Artist should pay	23%	25%	11%	23%	23%	22%	28%	20%	21%	26%	21%
Not sure	28%	28%	29%	28%	31%	22%	21%	31%	25%	27%	30%
Totals (Unweighted N)	100% (998)	100% (760)	100% (113)	100% (125)	100% (390)	100% (264)	100% (197)	100% (194)	100% (210)	100% (377)	100% (217)

**10. Who should pay – The Who**

For each of the following acts please say whether you think it would be more appropriate for the NFL to pay the artist or for the artist to pay the NFL to perform at the half time show of the Super Bowl...

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
NFL should pay	54%	57%	51%	47%	61%	55%	47%	62%	48%	55%
Artist should pay	17%	19%	16%	24%	12%	16%	21%	11%	19%	23%
Not sure	29%	24%	33%	29%	27%	29%	32%	27%	33%	22%
Totals (Unweighted N)	100% (997)	100% (480)	100% (517)	100% (183)	100% (267)	100% (375)	100% (172)	100% (329)	100% (440)	100% (228)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
NFL should pay	54%	54%	59%	46%	48%	59%	61%	51%	58%	55%	50%
Artist should pay	17%	18%	8%	23%	19%	17%	18%	17%	18%	16%	20%
Not sure	29%	28%	33%	31%	33%	24%	20%	32%	24%	29%	30%
Totals (Unweighted N)	100% (997)	100% (760)	100% (113)	100% (124)	100% (390)	100% (264)	100% (197)	100% (194)	100% (210)	100% (377)	100% (216)

**11. Approval to charge acts**

Do you approve or disapprove of the National Football League's plan to charge acts to perform in the Super Bowl half time show?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Approve	23%	26%	20%	23%	22%	23%	25%	18%	21%	35%
Disapprove	46%	47%	45%	51%	43%	45%	48%	55%	44%	37%
Not sure	31%	27%	34%	27%	35%	32%	27%	27%	35%	28%
Totals (Unweighted N)	100% (999)	100% (482)	100% (517)	100% (182)	100% (268)	100% (376)	100% (173)	100% (331)	100% (439)	100% (229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Approve	23%	22%	24%	26%	25%	21%	24%	21%	20%	25%	26%
Disapprove	46%	47%	47%	42%	41%	47%	51%	45%	49%	46%	44%
Not sure	31%	31%	28%	32%	34%	32%	24%	33%	31%	29%	30%
Totals (Unweighted N)	100% (999)	100% (759)	100% (115)	100% (125)	100% (391)	100% (264)	100% (197)	100% (194)	100% (210)	100% (377)	100% (218)