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Perfect Sunday

Americans are ready for the game, food and commercials

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In a recent study conducted by Directive Analytics just prior to Super Bowl Sunday, 65% of Americans surveyed indicate they plan to watch the Super Bowl this year. More men than women are expected to tune into the big game (73% vs. 54%). This particular Super Bowl is drawing more attention in the Northeast, with 75% of respondents in this region planning to watch—not surprising given the New York, New England match-up.

This year, over half of Americans plan to watch the Super Bowl in the comfort of their home with a small group of close friends or family (57%). This is the more popular choice among married couples with 63% preferring to watch with a small group of friends or family at home, compared to those who are not married (43%). Interestingly, men more so than women, plan to watch the game at home alone (24% vs. 10%)—possibly in an effort to block out any distractions. One-fifth of respondents plan to attend or host a party for the Super Bowl. Parties are more likely to be attended by those without children (19% vs. 11%). Only one respondent is lucky enough to actually attend the game this year.

The number one reason to watch the Super Bowl this year is to root for the Giants (18%) or Patriots (15%). Others watch the game just to enjoy the match up (28%) or commercials (19%). More women watch the game just to see the commercials compared to men (26% vs. 15%). Of those who do not care who wins the Super Bowl (41%) say their main reason for watching is just to see the commercials. While food is undoubtedly an enjoyable part of Super Bowl Sunday, only 1% of respondents indicate this as their main reason for watching the Super Bowl.

Of the respondents surveyed, there are more fans of the Giants than Patriots (42% and 34% respectively). Women are more likely than men to not have a preference for either team (28% vs. 16%).

Regardless of who they are rooting for, three-quarters of respondents believe the New England Patriots are going to win the Super Bowl. Of the New York Giants fans, only 47% actually believe their team is going to be the Super Bowl champion. Patriots' fans have more confidence in their team—93% believe that the Patriots are going to continue their perfect season and win the Super Bowl.

Chicken wings are the most popular food with 27% of Americans reporting it as their favorite. Other favorite party foods include pizza (20%) and potato chips or chips and salsa (14%). Women choose the healthier route, preferring vegetables and dip compared to men (14% vs. 6%). Cookies are the least popular of the Super Bowl foods presented with only one person reporting this being their favorite. Patriots fans are more health-conscious when it comes to eating during the game with 14% preferring vegetables and dip compared to 6% of Giants fans.

Beverage companies dominate the commercials that Americans are most looking forward to seeing this Sunday with Anheuser Busch/Budweiser (56%), Bud Light (44%), Coca-Cola (36%), and Pepsi (25%) all at the top. Women are looking forward to Bud Light, Coca-Cola, and Pepsi commercials, along with commercials from Walt Disney, Hershey's and Kraft Foods. While men are more likely to keep their eyes locked on the tube during the Victoria's Secret and GoDaddy.com commercials, almost everyone is looking forward to at least one commercial during the Super Bowl (80%). Giants fans prefer the Anheuser Busch/Budweiser commercials compared to Patriots fans (62% vs. 49%).

Survey Methodology

An online questionnaire of approximately 10 minutes in length was fielded using a random national sample of Directive Analytics online panel members. The survey was conducted between January 31 and February 1, 2008. A total of 699 interviews were completed among adults 18 years and older.

About Directive Analytics

Directive Analytics is a full service Marketing Research company, located in Norwalk, CT. At Directive Analytics, we provide our clients with the consumer insight and strategic action plans necessary to set themselves apart and grow their business. We offer a blend of the methodological expertise and rigor of a traditional research company, along with the consultative approach of a marketing consultancy. Our people are the key to our success. Our collective experiences and education serve as the basis for developing new insights and partnering with our clients to generate the strategic action plans that will differentiate and add value to their business. For more information, please visit our website at www.directiveanalytics.com or email us at info@directiveanalytics.com.