Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JAN-14

N = 6417, 1/2 - 1/13/14	Adults 18+	estimated # of Adults	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
When you watch the Super Bowl, what is the most important part for you? (Choose only one)																
The Game	35.9%	86,118,326	50.5%	22.0%	32.2%	38.4%	30.4%	35.9%	34.9%	37.0%	36.7%	38.7%	37.6%	34.8%	36.0%	35.9%
The Half Time Show	7.7%	18,539,995	5.3%	10.0%	9.2%	7.1%	12.2%	10.6%	7.9%	6.1%	5.7%	4.9%	8.2%	8.6%	7.4%	6.3%
The Commercials	18.8%	45,084,606	15.2%	22.2%	16.2%	20.8%	19.4%	17.6%	20.6%	21.4%	20.5%	13.6%	17.2%	21.7%	18.8%	17.0%
Getting together with friends	13.1%	31,392,442	11.5%	14.6%	12.7%	13.5%	16.5%	15.3%	13.6%	13.4%	11.2%	9.3%	12.2%	12.1%	13.6%	14.2%
I don't watch the Super Bowl	24.6%	59,050,583	17.6%	31.2%	29.8%	20.2%	21.6%	20.6%	23.0%	22.1%	26.0%	33.6%	24.8%	22.8%	24.1%	26.5%
Total	100.0%	240,185,952	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Estimated Viewers (planning to watch):	75.4%	181,135,369														
When you watch the Super Bowl, what is the most important part for you? (Choose only one)	***Of the Viewers***															
The Game	47.5%															
The Half Time Show	10.2%															
The Commercials	24.9%															
Getting together with friends	17.3%															
Total	100.0%															
Do you plan to throw or attend a Super Bowl party?																
Yes, plan to throw a party	16.2%	38,799,610	16.8%	15.6%	15.5%	16.6%	26.7%	30.6%	16.9%	10.5%	8.9%	5.9%	15.8%	13.6%	18.3%	16.2%
Yes, plan to attend a pary	26.0%	62,338,026	27.2%	24.8%	26.0%	27.3%	38.2%	32.3%	28.7%	26.2%	17.9%	15.1%	26.7%	26.5%	23.3%	28.9%
Plan to watch at a bar/restaurant	4.5%	10,835,420	4.8%	4.2%	5.5%	4.1%	6.0%	6.3%	4.9%	5.1%	3.3%	1.7%	4.8%	4.3%	4.4%	4.7%
No	53.4%	128,212,896	51.2%	55.5%	53.0%	52.0%	29.1%	30.7%	49.4%	58.2%	69.8%	77.4%	52.7%	55.6%	54.0%	50.2%
Total	100.0%	240,185,952	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you plan to purchase any of the following for Super Bowl Sunday? (Check all that apply)		***estimated # of items***														
Food/Beverages	77.0%	NA	77.2%	76.8%	77.1%	78.6%	81.8%	83.2%	77.7%	80.9%	76.4%	63.5%	75.2%	79.0%	76.6%	77.0%
Television	7.2%	7,719,302	9.4%	5.2%	8.0%	7.2%	14.9%	20.2%	6.6%	2.4%	0.5%	0.4%	8.4%	6.2%	7.7%	6.7%
Furniture (including entertainment centers)	3.4%	3,686,703	4.2%	2.7%	3.5%	3.6%	8.3%	9.1%	3.7%	0.6%	0.1%	0.0%	4.0%	2.1%	3.7%	4.3%
Team apparel or accessories (hats, coats, etc.)	8.1%	14,644,913	9.1%	7.1%	9.2%	7.8%	19.3%	16.8%	7.1%	4.7%	2.1%	1.3%	7.9%	6.7%	8.4%	9.6%
Decorations	6.0%	6,411,301	5.4%	6.6%	6.3%	6.1%	14.1%	8.2%	6.3%	5.0%	3.0%	1.3%	5.7%	6.2%	6.5%	5.1%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
How much do you plan on spending?																
Average	$ 79.12		$ 90.19	$ 68.64	$ 65.05	$ 89.87	$ 100.43	$ 109.22	$ 92.34	$ 67.35	$ 56.66	$ 45.54	$ 93.74	$ 64.30	$ 78.87	$ 82.75
Percent Buying	86.3%		86.3%	86.3%	86.1%	87.7%	92.4%	92.9%	87.5%	86.7%	85.8%	74.2%	85.6%	87.2%	85.8%	87.0%
Net Average	$ 68.27		$ 77.80	$ 59.25	$ 56.03	$ 78.84	$ 92.83	$ 101.51	$ 80.75	$ 58.42	$ 48.61	$ 33.78	$ 80.24	$ 56.09	$ 67.63	$ 71.96
in billions	$ 12.366															
What are your opinions about Super Bowl TV commericals? (Check all that apply)																
Advertisers should save their money and pass the savings on to us	17.8%		19.0%	16.7%	17.3%	18.1%	15.8%	20.4%	17.2%	15.9%	17.9%	19.2%	19.9%	18.7%	17.3%	15.8%
I look at them as entertainment	78.4%		75.6%	81.0%	74.3%	82.3%	76.6%	69.8%	78.7%	84.4%	81.6%	78.9%	76.7%	80.0%	76.9%	80.6%
They bother me	4.9%		6.1%	3.8%	5.9%	4.5%	7.5%	9.6%	4.6%	2.2%	2.8%	3.4%	5.6%	4.9%	4.5%	4.7%
They influence me to buy products from the advertisers	8.6%		10.1%	7.1%	10.0%	8.3%	19.7%	15.0%	8.8%	3.6%	4.7%	2.8%	7.8%	7.9%	9.2%	8.9%
They influence me to search online for more information	8.0%		9.6%	6.5%	8.7%	8.2%	14.6%	15.0%	7.8%	4.8%	4.3%	3.0%	8.0%	8.6%	7.6%	7.9%
They interrupt the game	7.5%		9.5%	5.7%	8.3%	6.9%	7.9%	7.8%	6.7%	4.7%	6.6%	11.4%	7.8%	7.6%	7.5%	7.2%
They make me aware of advertiser brands	16.9%		17.6%	16.2%	17.3%	17.9%	20.2%	18.2%	15.4%	16.1%	17.9%	14.6%	16.9%	18.0%	16.1%	16.9%
They make the game last too long	9.3%		10.4%	8.4%	9.9%	9.0%	4.4%	6.2%	8.5%	9.0%	11.9%	14.9%	9.0%	10.2%	10.1%	7.2%
Other (please specify)	2.4%		2.2%	2.6%	3.3%	1.6%	2.5%	1.6%	1.1%	2.7%	3.6%	3.0%	1.9%	2.8%	2.3%	2.7%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JAN 07-14

	2007		2008		2009		2010		2011		2012		2013		2014	
	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults	Adults 18+	estimated # of Adults
When you watch the Super Bowl, what is the most important part for you? (Choose only one)																
The Game	32.1%	71,585,417	32.7%	73,775,052	33.8%	76,956,186	35.0%	80,613,659	34.6%	80,410,935	34.8%	81,548,852	34.2%	81,166,959	35.9%	86,118,326
The Half Time Show	4.9%	10,957,569	5.4%	12,246,394	5.2%	11,877,310	5.7%	13,070,096	5.6%	13,083,895	5.9%	13,896,749	7.2%	17,226,934	7.7%	18,539,995
The Commercials	18.1%	40,318,421	18.4%	41,507,280	19.8%	44,994,652	17.8%	40,960,883	19.0%	44,087,570	19.0%	44,517,473	19.8%	46,992,597	18.8%	45,084,606
Getting together with friends	14.6%	32,521,239	13.5%	30,506,746	14.6%	33,163,789	14.7%	33,844,650	14.4%	33,394,795	13.9%	32,591,361	14.2%	33,770,308	13.1%	31,392,442
I don't watch the Super Bowl	30.3%	67,557,775	30.0%	67,627,451	26.7%	60,727,487	26.8%	61,628,589	26.4%	61,481,140	26.4%	62,009,636	24.6%	58,500,848	24.6%	59,050,583
Total	100.0%	222,940,420	100.0%	225,662,922	100.0%	227,719,424	100.0%	230,117,876	100.0%	232,458,335	100.0%	234,564,071	100.0%	237,657,645	100.0%	240,185,952
Estimated Viewers (planning to watch):	69.7%	155,382,645	70.0%	158,035,471	73.3%	166,991,937	73.2%	168,489,287	73.6%	170,977,195	73.6%	172,554,435	75.4%	179,156,797	75.4%	181,135,369
Do you plan to throw or attend a Super Bowl party?																
Yes, plan to throw a party	12.8%	28,438,988	13.0%	29,303,431	13.5%	30,716,297	13.8%	31,673,644	15.0%	34,974,629	15.3%	35,908,890	16.6%	39,427,462	16.2%	38,799,610
Yes, plan to attend a pary	26.8%	59,773,631	26.5%	59,706,561	26.5%	60,452,351	25.6%	58,802,645	26.3%	61,202,518	27.1%	63,587,713	25.2%	59,964,502	26.0%	62,338,026
Plan to watch at a bar/restaurant	4.1%	9,156,348	4.7%	10,674,461	4.5%	10,264,223	4.6%	10,575,865	5.2%	12,156,915	5.1%	11,930,882	4.3%	10,164,864	4.5%	10,835,420
No	56.3%	125,571,452	55.8%	125,978,468	55.5%	126,286,553	56.1%	129,065,722	53.4%	124,124,273	52.5%	123,136,586	53.9%	128,100,817	53.4%	128,212,896
Total	100.0%	222,940,420	100.0%	225,662,922	100.0%	227,719,424	100.0%	230,117,876	100.0%	232,458,335	100.0%	234,564,071	100.0%	237,657,645	100.0%	240,185,952
Do you plan to purchase any of the following for Super Bowl Sunday? (Check all that apply)		***estimated # of items***		***estimated # of items***		***estimated # of items***				***estimated # of items***		***estimated # of items***		***estimated # of items***		***estimated # of items***
Food/Beverages	69.3%	NA	67.4%	NA	72.4%	NA	71.4%	NA	69.5%	NA	71.3%	NA	74.0%	NA	77.0%	NA
Television	2.8%	2,525,101	4.1%	3,852,745	2.7%	2,632,446	3.6%	3,613,091	4.5%	4,534,382	5.1%	5,148,539	7.1%	7,539,699	7.2%	7,719,302
Furniture (including entertainment centers)	1.4%	1,289,354	1.9%	1,764,074	1.2%	1,186,071	1.9%	1,901,902	2.0%	2,049,413	2.4%	2,453,342	3.7%	3,906,972	3.4%	3,686,703
Team apparel or accessories (hats, coats, etc.)	6.3%	9,748,423	6.0%	9,442,999	5.6%	9,290,348	6.5%	11,002,584	7.3%	12,479,861	8.6%	14,830,004	9.5%	17,002,184	8.1%	14,644,913
Decorations	NA	NA	NA	NA	5.7%	5,622,075	6.1%	6,102,159	6.0%	6,047,015	6.4%	6,530,438	7.1%	7,503,819	6.0%	6,411,301

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much do you plan on spending?								
Average	$ 71.26	$ 72.97	$ 68.52	$ 64.00	$ 71.51	$ 76.37	$ 82.30	$ 79.12
Percent Buying	78.6%	82.1%	83.6%	82.2%	83.0%	83.6%	83.3%	86.3%
Net Average	$ 56.04	$ 59.90	$ 57.27	$ 52.63	$ 59.33	$ 63.87	$ 68.54	$ 68.27
in billions	$ 8.708	$ 9.467	$ 9.563	$ 8.868	$ 10.145	$ 11.021	$ 12.279	$ 12.366

What are your opinions about Super Bowl TV commericals? (Check all that apply)							
Advertisers should save their money and pass the savings on to us	NA	18.0%	21.4%	19.4%	17.0%	18.5%	19.5%	17.8%
I look at them as entertainment	NA	75.7%	79.3%	76.3%	74.9%	73.0%	76.6%	78.4%
They bother me	NA	4.3%	3.7%	3.5%	3.6%	4.4%	5.2%	4.9%
They influence me to buy products from the advertisers	NA	6.1%	6.1%	7.1%	7.7%	8.4%	10.5%	8.6%
They influence me to search online for more information	NA	6.5%	6.7%	7.1%	7.1%	7.3%	8.7%	8.0%
They interrupt the game	NA	9.2%	8.6%	8.6%	7.0%	7.8%	8.6%	7.5%
They make me aware of advertiser brands	NA	16.7%	17.0%	18.1%	17.4%	16.9%	19.5%	16.9%
They make the game last too long	NA	11.1%	11.1%	10.1%	9.5%	8.9%	10.9%	9.3%
Other (please specify):	NA	3.1%	3.3%	3.2%	3.2%	3.1%	2.8%	2.4%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.