

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JAN-15

	estimated #		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
N = 6375, 1/6 - 1/13/15	Adults 18+	of Adults														
Margin of Error = +/- 1.3%																
When you watch the Super Bowl, what is the most important part for you? (Choose only one)																
The Game	35.4%	85,935,318	50.2%	21.4%	32.4%	39.0%	35.0%	32.4%	34.4%	35.3%	36.5%	38.6%	33.1%	33.5%	37.0%	37.4%
The Half Time Show	9.0%	21,901,235	6.4%	11.5%	8.7%	8.9%	11.6%	12.0%	9.0%	10.1%	6.9%	5.3%	10.1%	7.7%	9.5%	8.7%
The Commercials	19.0%	46,046,663	15.8%	22.0%	18.0%	20.2%	22.8%	19.1%	22.0%	18.7%	18.4%	14.3%	20.1%	21.3%	18.1%	16.8%
Getting together with friends	12.3%	29,851,611	10.6%	13.9%	12.3%	12.2%	13.8%	15.4%	13.7%	12.4%	10.6%	8.6%	12.0%	13.5%	11.8%	12.0%
I don't watch the Super Bowl	24.2%	58,808,141	16.9%	31.2%	28.6%	19.7%	16.9%	21.1%	20.8%	23.6%	27.6%	33.2%	24.7%	23.9%	23.6%	25.1%
Total	100.0%	242,542,967	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): 75.8% 183,734,826

When you watch the Super Bowl, what is the most important part for you? (Choose only one)

	Of the Viewers
The Game	46.8%
The Half Time Show	11.9%
The Commercials	25.1%
Getting together with friends	16.2%
Total	100.0%

Do you plan to throw or attend a Super Bowl party?

Yes, plan to throw a party	17.6%	42,597,988	18.3%	16.8%	16.4%	19.0%	27.5%	25.6%	24.6%	15.7%	7.7%	7.0%	19.1%	16.5%	17.4%	17.7%
Yes, plan to attend a party	25.9%	62,769,757	28.0%	23.8%	23.2%	28.4%	37.7%	33.7%	28.4%	26.0%	17.4%	15.2%	27.8%	24.9%	25.6%	26.0%
Plan to watch at a bar/restaurant	5.5%	13,297,496	6.5%	4.5%	5.6%	4.8%	7.9%	6.6%	6.1%	5.7%	4.9%	2.4%	5.8%	5.3%	5.5%	5.6%
No	51.1%	123,877,725	47.1%	54.8%	54.8%	47.7%	27.0%	34.1%	40.8%	52.6%	70.1%	75.4%	47.3%	53.3%	51.6%	50.7%
Total	100.0%	242,542,967	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	79.3%	NA	79.6%	79.0%	78.3%	80.2%	85.4%	79.0%	87.3%	82.9%	74.4%	68.8%	81.5%	77.9%	80.1%	77.8%
Television	8.8%	9,560,943	11.9%	5.9%	8.9%	9.0%	16.5%	15.4%	10.4%	6.5%	3.5%	2.5%	8.6%	7.9%	8.7%	10.1%
Furniture (including entertainment centers)	3.9%	4,185,442	4.9%	2.9%	3.2%	4.8%	8.1%	7.2%	4.4%	2.7%	1.2%	0.5%	4.8%	3.6%	3.6%	3.7%
Team apparel or accessories (hats, coats, etc.)	10.8%	19,862,449	12.2%	9.5%	10.4%	11.5%	22.3%	15.0%	15.1%	7.8%	5.6%	2.4%	10.5%	9.8%	10.8%	12.4%
Decorations	7.4%	8,058,176	6.8%	8.0%	7.3%	7.7%	14.8%	10.3%	8.7%	6.1%	3.8%	2.8%	8.2%	6.6%	7.7%	7.5%

*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	\$ 89.05	\$ 106.35	\$ 72.29	\$ 68.31	\$ 112.65	\$ 104.04	\$ 111.38	\$ 110.14	\$ 72.32	\$ 72.77	\$ 62.33	\$ 93.96	\$ 85.49	\$ 89.84	\$ 87.53
Percent Buying	87.5%	88.4%	86.6%	86.5%	88.3%	92.2%	91.2%	93.4%	91.0%	82.4%	76.2%	89.9%	86.4%	88.4%	85.0%
Net Average	\$ 77.88	\$ 94.01	\$ 62.58	\$ 59.08	\$ 99.42	\$ 95.92	\$ 101.54	\$ 102.82	\$ 65.81	\$ 59.94	\$ 47.52	\$ 84.47	\$ 73.83	\$ 79.38	\$ 74.37
<i>in billions</i>	\$ 14.309														

What are your opinions about Super Bowl TV commercials? (Check all that apply)

Advertisers should save their money and pass the savings on to us	16.6%	18.5%	14.7%	16.7%	16.2%	13.9%	19.1%	16.4%	14.8%	18.3%	16.5%	16.7%	18.0%	14.8%	17.7%
I look at them as entertainment	77.1%	74.7%	79.4%	74.5%	80.6%	77.6%	74.4%	77.7%	78.4%	78.7%	76.4%	77.0%	77.4%	77.1%	77.3%
They bother me	4.5%	6.1%	3.0%	5.0%	4.1%	6.4%	6.8%	4.5%	3.8%	3.2%	2.7%	4.8%	4.2%	4.2%	4.9%
They influence me to buy products from the advertisers	10.7%	12.3%	9.2%	11.7%	10.4%	19.2%	14.7%	11.4%	8.9%	8.7%	3.9%	10.0%	9.7%	12.0%	10.6%
They influence me to search online for more information	9.1%	10.6%	7.7%	9.1%	9.7%	15.5%	13.3%	11.0%	8.4%	6.0%	2.2%	10.1%	9.0%	8.7%	9.2%
They interrupt the game	6.8%	9.4%	4.3%	7.0%	6.4%	6.5%	7.0%	4.9%	6.0%	7.6%	8.6%	7.4%	6.2%	7.0%	6.6%
They make me aware of advertiser brands	20.1%	19.8%	20.4%	20.2%	20.8%	20.6%	19.6%	20.4%	21.2%	22.4%	16.8%	18.9%	19.8%	21.3%	19.0%
They make the game last too long	9.7%	11.6%	8.0%	9.3%	10.1%	6.4%	6.1%	6.3%	8.8%	14.7%	15.2%	11.8%	9.4%	9.2%	9.1%
Other (please specify)	2.4%	2.1%	2.7%	2.8%	2.1%	2.4%	1.7%	1.5%	2.6%	3.2%	3.0%	2.4%	2.1%	2.3%	3.2%

*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 07-15

	-----2007-----		-----2008-----		-----2009-----		-----2010-----		-----2011-----		-----2012-----		-----2013-----		-----2014-----		-----2015-----	
	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	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	35.4%	85,935,318
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	9.0%	21,901,235
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	19.0%	46,046,663
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	12.3%	29,851,611
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	24.2%	58,808,141
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	100.0%	242,542,967

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	75.8%	183,734,826
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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	17.6%	42,597,988
Yes, plan to attend a party	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	25.9%	62,769,757
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	5.5%	13,297,496
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	51.1%	123,877,725
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	100.0%	242,542,967

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	estimated # of items	estimated # of items	estimated # of items	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	79.3%	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	8.8%	9,560,943
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	3.9%	4,185,442
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	10.8%	19,862,449
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	7.4%	8,058,176

*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	\$ 89.05
Percent Buying	78.6%	82.1%	83.6%	82.2%	83.0%	83.6%	83.3%	86.3%	87.5%
Net Average	\$ 56.04	\$ 59.90	\$ 57.27	\$ 52.63	\$ 59.33	\$ 63.87	\$ 68.54	\$ 68.27	\$ 77.88
<i>in billions</i>	\$ 8.708	\$ 9.467	\$ 9.563	\$ 8.868	\$ 10.145	\$ 11.021	\$ 12.279	\$ 12.366	\$ 14.309

What are your opinions about Super Bowl TV commercials? (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%	16.6%
I look at them as entertainment	NA	75.7%	79.3%	76.3%	74.9%	73.0%	76.6%	78.4%	77.1%
They bother me	NA	4.3%	3.7%	3.5%	3.6%	4.4%	5.2%	4.9%	4.5%
They influence me to buy products from the advertisers	NA	6.1%	6.1%	7.1%	7.7%	8.4%	10.5%	8.6%	10.7%
They influence me to search online for more information	NA	6.5%	6.7%	7.1%	7.1%	7.3%	8.7%	8.0%	9.1%
They interrupt the game	NA	9.2%	8.6%	8.6%	7.0%	7.8%	8.6%	7.5%	6.8%
They make me aware of advertiser brands	NA	16.7%	17.0%	18.1%	17.4%	16.9%	19.5%	16.9%	20.1%
They make the game last too long	NA	11.1%	11.1%	10.1%	9.5%	8.9%	10.9%	9.3%	9.7%
Other (please specify):	NA	3.1%	3.3%	3.2%	3.2%	3.1%	2.8%	2.4%	2.4%

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