

Nature of the Sample: 1072 U.S. Residents

This survey of 1072 United States residents was conducted on February 1st through February 3rd, 2010. Residents 18 years of age and older were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant at $\pm 3.0\%$. There are 730 residents who plan to watch the Super Bowl. The results for this subset are statistically significant at $\pm 4.0\%$. The error margin increases for cross-tabulations.