

### **Nature of the Sample: 1072 U.S. Residents**

This survey of 1072 United States residents was conducted on February 1<sup>st</sup> through February 3<sup>rd</sup>, 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.