

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,018 Adults**

This survey of 1,018 adults was conducted on January 6<sup>th</sup> through January 10<sup>th</sup>, 2011. Adults 18 years of age and older residing in the continental United States 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 within  $\pm 3.0$  percentage points. There are 718 adults planning to watch the Super Bowl. Results for this subset are statistically significant within  $\pm 4.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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Nature of the Sample - National Adults		
		National Adults
		Col %
<b>National Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>81%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>
	<b>Midwest</b>	<b>22%</b>
	<b>South</b>	<b>37%</b>
	<b>West</b>	<b>22%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>52%</b>
	<b>\$50,000 or more</b>	<b>48%</b>
<b>Race</b>	<b>White</b>	<b>68%</b>
	<b>African American</b>	<b>10%</b>
	<b>Latino</b>	<b>11%</b>
	<b>Other</b>	<b>10%</b>
<b>Race</b>	<b>White</b>	<b>68%</b>
	<b>Non-white</b>	<b>32%</b>
<b>Age</b>	<b>Under 45</b>	<b>42%</b>
	<b>45 or older</b>	<b>58%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>72%</b>
	<b>Cell Phone</b>	<b>28%</b>

**Marist Poll National Adults: Interviews conducted January 6th through 10th, 2011, N=1018 MOE +/- 3%. Totals may not add to 100 due to rounding.**

## Nature of the Sample: Adults Planning to Watch the Super Bowl

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Nature of the Sample - National Adults Planning to Watch the Super Bowl		
		Adults Planning to Watch the Super Bowl
		Col %
<b>Adults Planning to Watch the Super Bowl</b>		<b>100%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>
	<b>Midwest</b>	<b>23%</b>
	<b>South</b>	<b>36%</b>
	<b>West</b>	<b>21%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>46%</b>
	<b>\$50,000 or more</b>	<b>54%</b>
<b>Race</b>	<b>White</b>	<b>66%</b>
	<b>African American</b>	<b>11%</b>
	<b>Latino</b>	<b>12%</b>
	<b>Other</b>	<b>11%</b>
<b>Race</b>	<b>White</b>	<b>66%</b>
	<b>Non-white</b>	<b>34%</b>
<b>Age</b>	<b>Under 45</b>	<b>45%</b>
	<b>45 or older</b>	<b>55%</b>
<b>Gender</b>	<b>Men</b>	<b>54%</b>
	<b>Women</b>	<b>46%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>72%</b>
	<b>Cell Phone</b>	<b>28%</b>

**Marist Poll National Adults Planning to Watch the Super Bowl: Interviews conducted January 6th through 10th, 2011, N=718 MOE +/- 4%. Totals may not add to 100 due to rounding.**