

**YouGov<sup>®</sup>**

**Super Bowl Food**

**Fieldwork Dates: 2nd - 3rd February 2021**

**Conducted by YouGov  
On behalf of Realtime**

© YouGov plc 2021



## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [realtime.us@yougov.com](mailto:realtime.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1367 adults. Fieldwork was undertaken between 2nd - 3rd February 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



Total	Gender		Age			Region				Ra	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

**TYS\_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?**

Unweighted base	1367	651	716	423	396	548	243	295	538	291	878	195
<b>Base: All US Adults</b>	1367	666	701	409	393	565	243	287	514	322	859	164
Very interested	22%	28%	16%	20%	24%	21%	21%	22%	22%	22%	18%	34%
Somewhat interested	17%	20%	15%	21%	18%	15%	17%	20%	16%	16%	16%	20%
A little bit interested	13%	12%	15%	11%	15%	13%	14%	12%	14%	12%	14%	14%
Not interested	45%	38%	52%	42%	41%	51%	42%	43%	46%	47%	50%	30%
Don't know	3%	3%	3%	6%	3%	0%	5%	3%	2%	2%	2%	2%

**TYS\_Q2. Which of the following best describes your typical Super Bowl watching habits?**

Unweighted base	1367	651	716	423	396	548	243	295	538	291	878	195
<b>Base: All US Adults</b>	1367	666	701	409	393	565	243	287	514	322	859	164
I normally watch the Super Bowl and I will watch it this year	40%	49%	31%	35%	44%	41%	38%	45%	38%	40%	37%	49%
I normally watch the Super Bowl but I will not this year	11%	12%	9%	13%	10%	9%	10%	7%	11%	14%	11%	11%
I normally don't watch the Super Bowl but I will this year	4%	3%	6%	6%	3%	4%	6%	5%	5%	2%	4%	7%
I normally don't watch the Super Bowl and I will not this year	35%	27%	43%	34%	30%	40%	36%	35%	36%	34%	39%	22%
Don't know	10%	9%	11%	11%	12%	7%	9%	9%	10%	9%	8%	11%

**TYS\_Q4. Which, if any, of the following best describes your plans for watching the Super Bowl?**

Unweighted base	600	330	270	174	179	247	112	148	229	111	364	106
<b>Base: US adults planning to watch the Super Bowl</b>	606	344	262	168	185	253	109	143	220	134	354	92
Host friends/family at my home	11%	10%	13%	22%	13%	3%	16%	8%	13%	7%	9%	18%
Join friends/family at someone else's home	10%	13%	7%	14%	15%	5%	8%	11%	13%	7%	9%	11%
Watch at home on my own or with other members of my household	68%	64%	72%	52%	62%	82%	70%	72%	63%	69%	73%	59%
Attend in person	1%	0%	1%	2%	-	0%	2%	1%	0%	1%	1%	1%
Watch someplace else (e.g., restaurant, bar)	2%	1%	3%	3%	1%	2%	1%	2%	3%	2%	2%	1%
I'm not sure, but I do plan to watch	7%	9%	4%	4%	8%	8%	2%	6%	7%	12%	5%	9%
Not applicable - I don't plan to watch the Super Bowl	1%	1%	1%	2%	0%	1%	1%	0%	0%	3%	1%	2%

**Q5. Will anyone at your Super Bowl gathering be joining virtually (e.g., via FaceTime, Zoom, or video chat)?**

Unweighted base	594	326	268	171	178	245	111	147	228	108	361	104
<b>Base: US adults planning to watch the Super Bowl</b>	599	339	261	164	184	251	108	142	220	130	352	90
Yes, I will be joining virtually	9%	10%	9%	17%	12%	3%	10%	4%	12%	11%	7%	13%
Yes, someone will join me virtually	4%	5%	4%	7%	7%	1%	3%	4%	4%	7%	2%	6%
No	78%	79%	78%	64%	72%	92%	77%	85%	75%	78%	84%	74%
Don't know	8%	7%	9%	12%	9%	4%	10%	7%	9%	4%	7%	7%

**TYS\_Q6. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.**

Unweighted base	594	326	268	171	178	245	111	147	228	108	361	104
<b>Base: US adults planning to watch the Super Bowl</b>	599	339	261	164	184	251	108	142	220	130	352	90
Chicken wings	37%	35%	41%	42%	44%	30%	38%	35%	39%	36%	31%	57%
Nachos	23%	21%	27%	26%	29%	17%	26%	24%	22%	24%	20%	33%
Pizza	31%	29%	32%	41%	32%	23%	36%	30%	30%	27%	28%	37%
Chips/dip	42%	36%	50%	41%	45%	40%	40%	41%	38%	51%	40%	46%
Burgers/Sliders	15%	16%	15%	20%	22%	7%	10%	9%	17%	22%	11%	20%

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					

TYS\_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1367	156	138	513	448	249	157	587	25	115	61	788
<b>Base: All US Adults</b>	1367	213	131	552	424	248	143	593	23	115	56	787
Very interested	22%	26%	21%	25%	20%	20%	17%	24%	38%	15%	20%	23%
Somewhat interested	17%	20%	16%	18%	17%	17%	14%	17%	18%	17%	22%	17%
A little bit interested	13%	12%	9%	10%	16%	14%	16%	14%	9%	20%	10%	14%
Not interested	45%	35%	49%	44%	43%	48%	53%	44%	31%	45%	45%	44%
Don't know	3%	6%	5%	4%	3%	1%	1%	2%	4%	3%	3%	2%

TYS\_Q2. Which of the following best describes your typical Super Bowl watching habits?

Unweighted base	1367	156	138	513	448	249	157	587	25	115	61	788
<b>Base: All US Adults</b>	1367	213	131	552	424	248	143	593	23	115	56	787
I normally watch the Super Bowl and I will watch it this year	40%	46%	37%	41%	39%	43%	36%	44%	60%	34%	42%	43%
I normally watch the Super Bowl but I will not this year	11%	8%	13%	10%	12%	10%	11%	13%	12%	9%	8%	12%
I normally don't watch the Super Bowl but I will this year	4%	4%	3%	5%	4%	3%	3%	3%	4%	6%	7%	4%
I normally don't watch the Super Bowl and I will not this year	35%	28%	37%	34%	35%	37%	40%	32%	19%	38%	33%	33%
Don't know	10%	14%	10%	10%	10%	7%	10%	8%	5%	12%	11%	8%

TYS\_Q4. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	600	74	56	228	195	114	63	273	16	46	31	366
<b>Base: US adults planning to watch the Super Bowl</b>	606	106	54	254	182	114	56	281	15	46	27	369
Host friends/family at my home	11%	12%	12%	10%	10%	11%	19%	10%	4%	10%	21%	10%
Join friends/family at someone else's home	10%	12%	14%	14%	8%	8%	6%	7%	26%	9%	20%	9%
Watch at home on my own or with other members of my household	68%	61%	60%	64%	70%	73%	68%	76%	52%	70%	46%	72%
Attend in person	1%	1%	-	1%	1%	1%	-	0%	-	-	-	0%
Watch someplace else (e.g., restaurant, bar)	2%	1%	4%	1%	3%	4%	-	1%	-	2%	-	1%
I'm not sure, but I do plan to watch	7%	12%	10%	7%	8%	4%	8%	4%	18%	6%	13%	5%
Not applicable - I don't plan to watch the Super Bowl	1%	2%	-	3%	-	-	-	1%	-	5%	-	1%

Q5. Will anyone at your Super Bowl gathering be joining virtually (e.g., via FaceTime, Zoom, or video chat)?

Unweighted base	594	73	56	222	195	114	63	271	16	45	31	363
<b>Base: US adults planning to watch the Super Bowl</b>	599	104	54	248	182	114	56	279	15	44	27	365
Yes, I will be joining virtually	9%	12%	16%	12%	9%	6%	7%	9%	-	8%	3%	8%
Yes, someone will join me virtually	4%	8%	9%	7%	3%	2%	3%	2%	-	4%	1%	2%
No	78%	69%	66%	74%	79%	86%	79%	84%	83%	77%	75%	83%
Don't know	8%	11%	9%	6%	9%	6%	12%	4%	17%	11%	21%	7%

TYS\_Q6. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

Unweighted base	594	73	56	222	195	114	63	271	16	45	31	363
<b>Base: US adults planning to watch the Super Bowl</b>	599	104	54	248	182	114	56	279	15	44	27	365
Chicken wings	37%	41%	44%	37%	43%	31%	36%	39%	52%	42%	26%	39%
Nachos	23%	27%	28%	25%	26%	18%	21%	23%	36%	31%	17%	24%
Pizza	31%	29%	44%	30%	35%	26%	28%	29%	45%	31%	24%	29%
Chips/dip	42%	49%	32%	38%	47%	40%	42%	43%	57%	40%	40%	43%
Burgers/Sliders	15%	25%	15%	18%	16%	11%	10%	12%	16%	15%	10%	13%

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

TYS\_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

Unweighted base	1367	366	123	49	18	5	18	324	482	747	573	47
<b>Base: All US Adults</b>	1367	365	127	49	18	4	16	317	486	744	575	49
Very interested	22%	19%	20%	24%	22%	18%	33%	26%	22%	24%	19%	19%
Somewhat interested	17%	18%	21%	9%	17%	-	10%	19%	17%	18%	17%	15%
A little bit interested	13%	12%	13%	6%	10%	35%	13%	13%	14%	14%	13%	10%
Not interested	45%	48%	43%	58%	43%	29%	35%	39%	47%	43%	49%	32%
Don't know	3%	3%	3%	2%	8%	18%	8%	3%	1%	2%	3%	24%

TYS\_Q2. Which of the following best describes your typical Super Bowl watching habits?

Unweighted base	1367	366	123	49	18	5	18	324	482	747	573	47
<b>Base: All US Adults</b>	1367	365	127	49	18	4	16	317	486	744	575	49
I normally watch the Super Bowl and I will watch it this year	40%	35%	40%	32%	49%	18%	29%	46%	42%	44%	37%	19%
I normally watch the Super Bowl but I will not this year	11%	10%	8%	3%	-	34%	17%	14%	9%	11%	9%	19%
I normally don't watch the Super Bowl but I will this year	4%	4%	5%	8%	-	-	11%	3%	4%	4%	5%	3%
I normally don't watch the Super Bowl and I will not this year	35%	40%	35%	50%	47%	29%	12%	27%	37%	33%	39%	24%
Don't know	10%	11%	12%	8%	4%	19%	31%	10%	8%	8%	9%	35%

TYS\_Q4. Which, if any, of the following best describes your plans for watching the Super Bowl?

Unweighted base	600	142	56	20	8	1	7	157	224	355	235	10
<b>Base: US adults planning to watch the Super Bowl</b>	606	145	57	19	9	1	6	156	223	353	242	11
Host friends/family at my home	11%	15%	9%	3%	10%	-	27%	16%	7%	10%	11%	33%
Join friends/family at someone else's home	10%	10%	19%	5%	20%	-	12%	17%	7%	12%	8%	10%
Watch at home on my own or with other members of my household	68%	63%	53%	82%	47%	-	31%	62%	76%	70%	67%	14%
Attend in person	1%	1%	2%	-	-	-	16%	1%	0%	0%	1%	-
Watch someplace else (e.g., restaurant, bar)	2%	3%	2%	6%	-	-	14%	1%	2%	2%	3%	-
I'm not sure, but I do plan to watch	7%	7%	16%	5%	24%	100%	-	3%	6%	5%	8%	44%
Not applicable - I don't plan to watch the Super Bowl	1%	2%	-	-	-	-	-	-	1%	1%	2%	-

Q5. Will anyone at your Super Bowl gathering be joining virtually (e.g., via FaceTime, Zoom, or video chat)?

Unweighted base	594	139	56	20	8	1	7	157	222	353	231	10
<b>Base: US adults planning to watch the Super Bowl</b>	599	142	57	19	9	1	6	156	221	351	238	11
Yes, I will be joining virtually	9%	14%	6%	5%	23%	-	16%	16%	7%	10%	7%	34%
Yes, someone will join me virtually	4%	9%	5%	-	12%	-	14%	6%	2%	4%	5%	9%
No	78%	70%	74%	95%	65%	100%	31%	69%	86%	80%	78%	46%
Don't know	8%	7%	14%	-	-	-	39%	9%	6%	7%	9%	12%

TYS\_Q6. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

Unweighted base	594	139	56	20	8	1	7	157	222	353	231	10
<b>Base: US adults planning to watch the Super Bowl</b>	599	142	57	19	9	1	6	156	221	351	238	11
Chicken wings	37%	41%	27%	17%	45%	-	24%	48%	38%	42%	31%	40%
Nachos	23%	24%	18%	19%	33%	-	24%	35%	22%	27%	19%	15%
Pizza	31%	36%	23%	26%	44%	100%	39%	35%	26%	30%	32%	31%
Chips/dip	42%	40%	41%	32%	53%	-	32%	43%	41%	42%	42%	33%
Burgers/Sliders	15%	20%	21%	3%	30%	-	11%	18%	13%	15%	15%	32%

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

TYS\_Q1. How interested, if at all, are you in watching the NFL Super Bowl this year?

	Unweighted base	1367	462	390	326	189
<b>Base: All US Adults</b>		1367	471	383	322	191
Very interested		22%	23%	22%	21%	20%
Somewhat interested		17%	16%	19%	20%	12%
A little bit interested		13%	11%	14%	15%	12%
Not interested		45%	45%	43%	44%	51%
Don't know		3%	4%	2%	0%	6%

TYS\_Q2. Which of the following best describes your typical Super Bowl watching habits?

	Unweighted base	1367	462	390	326	189
<b>Base: All US Adults</b>		1367	471	383	322	191
I normally watch the Super Bowl and I will watch it this year		40%	37%	43%	47%	32%
I normally watch the Super Bowl but I will not this year		11%	10%	9%	12%	14%
I normally don't watch the Super Bowl but I will this year		4%	5%	4%	3%	6%
I normally don't watch the Super Bowl and I will not this year		35%	37%	36%	32%	35%
Don't know		10%	12%	8%	6%	14%

TYS\_Q4. Which, if any, of the following best describes your plans for watching the Super Bowl?

	Unweighted base	600	191	184	158	67
<b>Base: US adults planning to watch the Super Bowl</b>		606	194	180	161	71
Host friends/family at my home		11%	12%	10%	13%	8%
Join friends/family at someone else's home		10%	13%	10%	8%	10%
Watch at home on my own or with other members of my household		68%	59%	68%	74%	73%
Attend in person		1%	2%	-	-	1%
Watch someplace else (e.g., restaurant, bar)		2%	1%	5%	1%	-
I'm not sure, but I do plan to watch		7%	12%	6%	3%	4%
Not applicable – I don't plan to watch the Super Bowl		1%	1%	1%	1%	3%

Q5. Will anyone at your Super Bowl gathering be joining virtually (e.g., via FaceTime, Zoom, or video chat)?

	Unweighted base	594	189	182	157	66
<b>Base: US adults planning to watch the Super Bowl</b>		599	193	178	160	69
Yes, I will be joining virtually		9%	13%	4%	9%	13%
Yes, someone will join me virtually		4%	8%	3%	3%	2%
No		78%	69%	84%	83%	81%
Don't know		8%	10%	9%	5%	3%

TYS\_Q6. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl this year? Please select all that apply.

	Unweighted base	594	189	182	157	66
<b>Base: US adults planning to watch the Super Bowl</b>		599	193	178	160	69
Chicken wings		37%	40%	37%	38%	31%
Nachos		23%	27%	18%	26%	23%
Pizza		31%	37%	28%	26%	32%
Chips/dip		42%	42%	45%	45%	25%
Burgers/Sliders		15%	15%	14%	13%	21%

**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Tacos	10%	7%	13%	18%	11%	4%	10%	8%	11%	8%	7%	16%
Meatballs	10%	10%	9%	10%	14%	6%	11%	9%	10%	7%	10%	14%
Ribs	8%	9%	8%	13%	9%	5%	9%	5%	10%	8%	6%	20%
Mozzarella sticks	11%	10%	13%	17%	16%	5%	17%	10%	11%	10%	10%	14%
Pigs in a blanket	7%	6%	9%	9%	13%	2%	6%	4%	10%	7%	6%	8%
Cheese and crackers	21%	20%	22%	16%	27%	19%	17%	21%	19%	27%	22%	16%
Grilled cheese	3%	3%	4%	7%	3%	2%	3%	3%	5%	1%	3%	6%
Cookies	14%	11%	18%	23%	15%	8%	16%	10%	19%	7%	12%	27%
Brownies	10%	8%	12%	19%	9%	4%	11%	7%	14%	4%	10%	15%
Ice cream	12%	9%	15%	21%	13%	5%	11%	9%	15%	11%	10%	15%
Cupcakes	5%	5%	6%	12%	6%	1%	3%	4%	8%	2%	3%	13%
Something else	6%	6%	6%	3%	5%	10%	5%	8%	6%	6%	7%	7%
I don't plan to serve or eat anything while watching the Super Bowl	13%	14%	10%	7%	11%	18%	15%	12%	13%	10%	14%	11%
Don't know	14%	14%	14%	12%	13%	16%	10%	18%	14%	13%	16%	9%

**TYS\_Q7. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.**

	Unweighted base	326	268	171	178	245	111	147	228	108	361	104
<b>Base: US adults planning to watch the Super Bowl</b>	594	326	268	171	178	245	111	147	228	108	361	104
Soda	41%	40%	42%	44%	44%	37%	40%	44%	39%	43%	39%	50%
Iced tea	20%	18%	23%	30%	17%	16%	15%	11%	29%	21%	16%	36%
Non-alcoholic punch	6%	6%	6%	9%	12%	0%	5%	4%	6%	10%	2%	11%
Beer	32%	33%	31%	22%	39%	33%	30%	32%	30%	37%	33%	28%
Wine	13%	11%	16%	12%	15%	13%	15%	10%	14%	13%	13%	15%
Cocktails	8%	7%	9%	10%	10%	4%	10%	9%	7%	7%	9%	11%
Alcoholic punch	4%	3%	5%	7%	5%	1%	4%	4%	4%	2%	2%	8%
Vodka	7%	6%	8%	8%	11%	4%	7%	8%	8%	6%	6%	12%
Whiskey	8%	9%	7%	10%	12%	4%	10%	5%	10%	7%	9%	5%
Rum	4%	5%	4%	6%	5%	3%	4%	5%	6%	2%	3%	7%
Tequila	7%	7%	7%	8%	10%	3%	5%	7%	7%	8%	6%	8%
Other	9%	8%	11%	8%	6%	12%	16%	3%	10%	9%	8%	13%
Don't know	7%	6%	8%	8%	5%	8%	3%	14%	6%	4%	8%	7%
Not applicable - I don't plan to serve or drink anything during the Super Bowl	12%	13%	10%	8%	14%	13%	14%	9%	13%	10%	13%	7%

**TYS\_Q8. Which, if any, of the following items do you typically have on nachos? Please select all that apply.**

	Unweighted base	651	716	423	396	548	243	295	538	291	878	195
<b>Base: All US Adults</b>	1367	651	716	423	396	548	243	295	538	291	878	195
Shredded cheese	55%	49%	62%	45%	63%	57%	52%	63%	50%	59%	61%	54%
Queso/Cheese sauce	48%	45%	50%	49%	52%	44%	38%	50%	50%	50%	46%	47%
Sour cream	49%	40%	57%	42%	58%	48%	40%	59%	46%	53%	51%	50%
Guacamole	41%	37%	45%	39%	45%	40%	34%	36%	38%	56%	41%	31%
Salsa	54%	54%	54%	47%	55%	57%	51%	62%	49%	56%	58%	42%
Beef	44%	42%	47%	42%	50%	42%	33%	51%	44%	48%	44%	51%
Chicken	26%	24%	27%	34%	31%	15%	26%	21%	27%	27%	24%	35%
Jalapenos	34%	37%	32%	37%	37%	31%	26%	34%	35%	40%	32%	32%
Olives	22%	20%	24%	19%	23%	24%	18%	29%	15%	30%	25%	18%

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



	Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
Tacos	10%	11%	18%	11%	12%	8%	2%	8%	34%	4%	6%	9%
Meatballs	10%	8%	3%	11%	10%	10%	2%	8%	10%	10%	7%	8%
Ribs	8%	5%	15%	9%	10%	8%	1%	7%	23%	7%	13%	8%
Mozzarella sticks	11%	10%	17%	11%	14%	11%	4%	10%	4%	10%	17%	11%
Pigs in a blanket	7%	11%	11%	9%	8%	4%	2%	6%	5%	6%	6%	6%
Cheese and crackers	21%	24%	15%	19%	23%	20%	22%	24%	18%	23%	21%	23%
Grilled cheese	3%	3%	-	4%	4%	3%	1%	2%	-	2%	14%	3%
Cookies	14%	8%	17%	14%	17%	12%	9%	13%	21%	6%	16%	13%
Brownies	10%	5%	8%	9%	12%	10%	3%	8%	10%	4%	20%	8%
Ice cream	12%	13%	20%	12%	17%	9%	1%	9%	4%	10%	13%	9%
Cupcakes	5%	3%	10%	6%	6%	3%	2%	3%	10%	7%	4%	4%
Something else	6%	5%	4%	4%	7%	9%	10%	8%	6%	9%	7%	8%
I don't plan to serve or eat anything while watching the Super Bowl	13%	9%	9%	14%	11%	9%	15%	13%	-	7%	16%	12%
Don't know	14%	11%	16%	16%	8%	19%	15%	13%	28%	20%	13%	14%

**TYS\_Q7. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.**

	Unweighted base	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
<b>Base: US adults planning to watch the Super Bowl</b>	594	73	56	222	195	114	63	271	16	45	31	363
Soda	41%	37%	46%	40%	47%	35%	41%	40%	50%	31%	52%	40%
Iced tea	20%	18%	29%	21%	22%	18%	18%	17%	5%	24%	17%	17%
Non-alcoholic punch	6%	13%	12%	8%	6%	3%	3%	4%	-	9%	6%	4%
Beer	32%	35%	28%	28%	33%	38%	37%	38%	54%	35%	27%	37%
Wine	13%	18%	4%	10%	13%	21%	14%	17%	7%	13%	-	15%
Cocktails	8%	5%	4%	6%	7%	11%	12%	8%	13%	16%	6%	9%
Alcoholic punch	4%	2%	7%	2%	8%	1%	3%	3%	5%	-	6%	3%
Vodka	7%	8%	6%	5%	8%	10%	7%	5%	12%	15%	-	6%
Whiskey	8%	8%	7%	7%	9%	11%	4%	8%	16%	11%	4%	9%
Rum	4%	6%	5%	4%	6%	5%	-	3%	6%	7%	3%	4%
Tequila	7%	7%	11%	5%	8%	10%	4%	7%	12%	12%	4%	7%
Other	9%	8%	8%	9%	8%	12%	8%	10%	24%	6%	5%	10%
Don't know	7%	3%	7%	7%	5%	9%	9%	7%	10%	12%	13%	8%
Not applicable - I don't plan to serve or drink anything during the Super Bowl	12%	9%	14%	15%	12%	7%	10%	11%	6%	15%	14%	11%

**TYS\_Q8. Which, if any, of the following items do you typically have on nachos? Please select all that apply.**

	Unweighted base	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
<b>Base: All US Adults</b>	1367	156	138	513	448	249	157	587	25	115	61	788
Shredded cheese	55%	36%	52%	47%	62%	60%	62%	55%	58%	64%	54%	57%
Queso/Cheese sauce	48%	57%	47%	45%	53%	47%	46%	46%	74%	59%	49%	49%
Sour cream	49%	37%	53%	40%	55%	55%	57%	48%	60%	63%	39%	50%
Guacamole	41%	45%	48%	30%	45%	49%	57%	40%	46%	48%	45%	41%
Salsa	54%	44%	58%	46%	58%	57%	64%	55%	48%	56%	55%	55%
Beef	44%	39%	49%	42%	50%	43%	39%	44%	41%	49%	56%	46%
Chicken	26%	23%	31%	22%	27%	28%	30%	24%	29%	33%	33%	26%
Jalapenos	34%	43%	41%	32%	38%	33%	37%	33%	38%	48%	34%	35%
Olives	22%	11%	25%	19%	26%	20%	30%	23%	4%	22%	15%	22%



**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



Total	Marital Status						Parent or guardian of any children				
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
Tacos	10%	15%	3%	21%	-	25%	16%	6%	11%	8%	16%
Meatballs	10%	11%	8%	22%	-	12%	12%	9%	11%	8%	14%
Ribs	8%	8%	3%	11%	-	11%	12%	7%	8%	8%	23%
Mozzarella sticks	11%	6%	11%	23%	-	24%	18%	7%	12%	11%	16%
Pigs in a blanket	7%	11%	-	20%	-	11%	13%	6%	9%	6%	-
Cheese and crackers	21%	24%	13%	-	-	12%	24%	19%	22%	20%	13%
Grilled cheese	3%	6%	-	-	-	-	6%	2%	3%	4%	7%
Cookies	14%	11%	9%	-	-	24%	22%	9%	15%	12%	35%
Brownies	10%	13%	-	21%	-	24%	15%	5%	9%	10%	30%
Ice cream	12%	15%	5%	31%	100%	11%	14%	8%	11%	13%	31%
Cupcakes	5%	8%	-	11%	100%	11%	9%	2%	5%	5%	25%
Something else	6%	9%	-	-	-	16%	4%	6%	5%	7%	10%
I don't plan to serve or eat anything while watching the Super Bowl	13%	20%	38%	-	-	-	10%	17%	14%	10%	27%
Don't know	14%	13%	14%	14%	-	16%	13%	13%	13%	16%	-

**TYS\_Q7. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.**

	Unweighted base	139	56	20	8	1	7	157	222	353	231	10
<b>Base: US adults planning to watch the Super Bowl</b>	594	139	56	20	8	1	7	157	222	353	231	10
Soda	41%	47%	37%	26%	32%	100%	27%	39%	37%	39%	44%	47%
Iced tea	20%	28%	18%	20%	10%	100%	40%	17%	18%	18%	23%	27%
Non-alcoholic punch	6%	13%	1%	-	31%	-	-	9%	3%	5%	7%	9%
Beer	32%	20%	34%	18%	53%	-	15%	36%	35%	35%	28%	19%
Wine	13%	8%	21%	10%	12%	-	-	16%	15%	16%	10%	8%
Cocktails	8%	4%	10%	11%	-	-	16%	14%	7%	9%	6%	10%
Alcoholic punch	4%	5%	7%	3%	11%	-	-	8%	3%	4%	2%	9%
Vodka	7%	5%	23%	-	-	-	-	11%	6%	8%	7%	-
Whiskey	8%	4%	17%	-	23%	-	-	13%	6%	8%	8%	-
Rum	4%	5%	8%	-	10%	-	-	5%	4%	5%	4%	10%
Tequila	7%	3%	13%	3%	11%	-	16%	12%	5%	8%	5%	16%
Other	9%	8%	6%	21%	-	-	-	9%	10%	10%	8%	-
Don't know	7%	5%	7%	6%	-	-	-	8%	7%	7%	6%	-
Not applicable - I don't plan to serve or drink anything during the Super Bowl	12%	9%	14%	31%	14%	-	12%	12%	14%	13%	10%	27%

**TYS\_Q8. Which, if any, of the following items do you typically have on nachos? Please select all that apply.**

	Unweighted base	366	123	49	18	5	18	324	482	747	573	47
<b>Base: All US Adults</b>	1367	366	123	49	18	5	18	324	482	747	573	47
Shredded cheese	55%	50%	63%	53%	70%	48%	46%	59%	60%	60%	52%	29%
Queso/Cheese sauce	48%	46%	50%	46%	47%	48%	30%	50%	48%	49%	47%	41%
Sour cream	49%	47%	58%	34%	50%	45%	33%	57%	50%	52%	46%	39%
Guacamole	41%	39%	51%	28%	42%	29%	38%	44%	40%	41%	42%	32%
Salsa	54%	49%	67%	43%	50%	-	35%	56%	57%	57%	51%	42%
Beef	44%	41%	52%	37%	51%	48%	28%	51%	48%	49%	40%	33%
Chicken	26%	28%	23%	10%	11%	16%	21%	33%	20%	25%	26%	24%
Jalapenos	34%	35%	35%	22%	39%	-	25%	39%	32%	34%	35%	36%
Olives	22%	20%	29%	22%	33%	29%	22%	24%	25%	25%	18%	28%

# Realtime Super Bowl Food

US\_nat Sample: 2nd - 3rd February 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Tacos	10%	14%	9%	6%	7%
Meatballs	10%	10%	7%	10%	14%
Ribs	8%	12%	6%	8%	6%
Mozzarella sticks	11%	16%	10%	8%	10%
Pigs in a blanket	7%	10%	6%	8%	2%
Cheese and crackers	21%	18%	23%	26%	13%
Grilled cheese	3%	5%	3%	2%	1%
Cookies	14%	20%	12%	13%	6%
Brownies	10%	12%	7%	7%	16%
Ice cream	12%	17%	13%	6%	9%
Cupcakes	5%	9%	4%	3%	5%
Something else	6%	5%	6%	7%	9%
I don't plan to serve or eat anything while watching the Super Bowl	13%	12%	14%	12%	11%
Don't know	14%	11%	16%	12%	19%

TYS\_Q7. Which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl this year? Please select all that apply.

	Unweighted base	189	182	157	66
<b>Base: US adults planning to watch the Super Bowl</b>	594	193	178	160	69
Soda	41%	45%	39%	39%	40%
Iced tea	20%	22%	18%	21%	20%
Non-alcoholic punch	6%	7%	5%	4%	10%
Beer	32%	27%	34%	39%	24%
Wine	13%	10%	12%	20%	8%
Cocktails	8%	7%	7%	12%	4%
Alcoholic punch	4%	6%	2%	4%	1%
Vodka	7%	7%	10%	7%	2%
Whiskey	8%	8%	5%	14%	2%
Rum	4%	8%	3%	4%	2%
Tequila	7%	6%	7%	8%	5%
Other	9%	6%	10%	8%	19%
Don't know	7%	5%	9%	7%	6%
Not applicable - I don't plan to serve or drink anything during the Super Bowl	12%	14%	13%	8%	11%

TYS\_Q8. Which, if any, of the following items do you typically have on nachos? Please select all that apply.

	Unweighted base	462	390	326	189
<b>Base: All US Adults</b>	1367	471	383	322	191
Shredded cheese	55%	52%	61%	58%	49%
Queso/Cheese sauce	48%	48%	50%	45%	48%
Sour cream	49%	46%	53%	53%	42%
Guacamole	41%	37%	39%	52%	37%
Salsa	54%	50%	59%	59%	44%
Beef	44%	45%	48%	45%	35%
Chicken	26%	27%	25%	28%	20%
Jalapenos	34%	35%	35%	37%	27%
Olives	22%	23%	23%	24%	17%

**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Onions	29%	29%	30%	29%	30%	29%	26%	31%	28%	32%	30%	31%
Cilantro	19%	17%	22%	24%	21%	15%	20%	16%	17%	26%	18%	16%
Lettuce	30%	25%	35%	32%	32%	27%	28%	35%	31%	25%	31%	33%
Beans	37%	32%	41%	36%	45%	32%	30%	37%	34%	46%	37%	32%
Other	2%	2%	3%	2%	3%	3%	3%	3%	3%	2%	3%	4%
Nothing, I eat the chips plain	2%	2%	1%	2%	1%	2%	1%	2%	3%	-	1%	3%
Don't know	3%	4%	1%	4%	3%	1%	1%	2%	3%	3%	2%	3%
Not applicable - I don't eat nachos	10%	10%	11%	9%	9%	13%	17%	7%	9%	11%	10%	6%

Cell Contents (Column Percentages)

**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



	Total	Race		Education				Relationship				
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
Onions	29%	21%	32%	25%	33%	30%	31%	27%	28%	42%	36%	30%
Cilantro	19%	22%	26%	13%	25%	25%	20%	17%	23%	22%	18%	18%
Lettuce	30%	21%	36%	26%	36%	30%	31%	27%	34%	35%	38%	29%
Beans	37%	37%	42%	30%	40%	42%	46%	36%	29%	49%	38%	37%
Other	2%	1%	1%	2%	2%	4%	3%	2%	-	2%	2%	2%
Nothing, I eat the chips plain	2%	3%	-	2%	2%	1%	1%	1%	-	1%	-	1%
Don't know	3%	3%	4%	3%	2%	3%	3%	2%	-	4%	5%	2%
Not applicable - I don't eat nachos	10%	13%	13%	13%	9%	8%	9%	11%	3%	3%	7%	10%

Cell Contents (Col

**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



	Total	Marital Status						Parent or guardian of any children				
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
Onions	29%	26%	36%	17%	56%	-	28%	34%	30%	31%	27%	28%
Cilantro	19%	22%	18%	13%	43%	16%	23%	23%	17%	20%	19%	28%
Lettuce	30%	32%	33%	21%	25%	29%	33%	38%	27%	31%	28%	37%
Beans	37%	34%	43%	30%	41%	48%	33%	46%	36%	40%	34%	32%
Other	2%	2%	4%	4%	6%	-	-	2%	3%	3%	3%	-
Nothing, I eat the chips plain	2%	2%	-	4%	-	18%	-	0%	2%	1%	2%	2%
Don't know	3%	3%	4%	-	-	-	-	3%	1%	2%	4%	2%
Not applicable - I don't eat nachos	10%	12%	5%	23%	7%	18%	24%	6%	10%	9%	12%	23%

Cell Contents (Col

**Realtime  
Super Bowl Food**

US\_nat Sample: 2nd - 3rd February 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Onions	29%	31%	32%	26%	24%
Cilantro	19%	20%	19%	21%	16%
Lettuce	30%	29%	33%	28%	31%
Beans	37%	37%	37%	41%	30%
Other	2%	2%	3%	2%	3%
Nothing, I eat the chips plain	2%	2%	2%	0%	2%
Don't know	3%	2%	3%	2%	5%
Not applicable - I don't eat nachos	10%	12%	8%	9%	15%

Cell Contents (Col