



REMINGTON RESEARCH GROUP

NATIONAL PUBLIC OPINION SURVEY

SUPER BOWL LIV

Survey conducted January 27 through January 28, 2020. 1,203 Americans planning to watch Super Bowl LIV participated in the survey. Margin of Error is +/-2.83% with a 95% level of confidence. Totals do not always equal 100% due to rounding.

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Q1: What is your opinion of the NFL?

Favorable: 50%
Unfavorable: 21%
No opinion: 29%

Q2: Who do you think is the better quarterback? Patrick Mahomes or Jimmy Garoppolo?

Mahomes: 57%
Garoppolo: 18%
Not sure: 24%

Q3: What are you looking forward to most about the Super Bowl?

The game: 66%
The halftime show: 12%
The commercials: 14%
The party you're going to: 6%
Something else: 3%

Q4: How interested are you in the upcoming Super Bowl matchup between the Kansas City Chiefs and the San Francisco 49ers? Very interested, somewhat interested, not at all interested, or only watching for the commercials?

Very interested: 50%
Somewhat interested: 37%
Not at all interested: 7%
Only watching for the commercials: 6%

Q5: Who are you rooting for in the 2020 Super Bowl?

Kansas City Chiefs: 50%
San Francisco 49ers: 32%
Don't care: 15%
Not sure: 3%



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Q6: Do you believe the Super Bowl should be held on a Saturday instead of a Sunday?

Yes, held on a Saturday: 36%

No, Sunday is fine: 51%

Don't care: 12%

Not sure: 1%

Q7: Do you think the Monday following the Super Bowl should be made a federal holiday?

Yes: 18%

No: 75%

Not sure: 6%

Q8: Do you believe the referees will make an error/flawed call that will dramatically affect the game?

Yes: 39%

No: 36%

Not sure: 25%

Q9: If you had to choose, which do you believe to be more important to winning the Super Bowl: offense or defense?

Offense: 39%

Defense: 47%

Not sure: 14%

Q10: Thinking about football fans you know and are aware of, which do you prefer: Chiefs fans or 49ers fans?

Chiefs fans: 40%

49ers fans: 30%

Not sure/not aware of each fan base: 30%

Q11: Who do you think will win the Super Bowl?

Kansas City Chiefs [GO TO Q11A]: 52%

San Francisco 49ers [GO TO Q11B]: 35%

Not sure: 13%



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Q11A: Do you think the Chiefs will win by more than 7 points?

Yes: 56%

No: 34%

Not sure: 10%

Q11B: Do you think the 49ers will win by more than 7 points?

Yes: 52%

No: 31%

Not sure: 17%

Q12: Have you already or will you place a monetary bet on the game?

I have already: 11%

I will: 23%

I have not/will not: 62%

Not sure yet: 4%

Q13: Where will you watch the Super Bowl?

At home: 76%

At a party with friends: 16%

At a bar: 1%

Somewhere else: 3%

Not sure yet: 3%

Q14: What is your favorite Super Bowl food?

Chicken wings: 31%

Pizza: 20%

Chips and dip: 11%

Chili: 6%

Nachos: 5%

BBQ: 5%

Sandwiches: 4%

Something else: 7%

Not sure: 11%



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Q15: What is your drink of choice while watching the Super Bowl?

Beer: 22%
Seltzers: 6%
Wine: 12%
Mixed drinks: 7%
Water: 18%
Soda: 26%
Other: 7%
Not sure: 3%

Q16: Do you believe the New England Patriots' dynasty is coming to an end?

Yes: 57%
No: 19%
Not sure: 24%



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Q1: What is your opinion of the NFL?

Column %	Female	Male
Favorable	47%	53%
Unfavorable	20%	23%
No opinion	33%	25%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Favorable	50%	55%	57%	51%	46%
Unfavorable	28%	23%	23%	22%	18%
No opinion	22%	22%	19%	27%	36%

BY AGE

Column %	White	African-American	Hispanic	Other	
Favorable	49%		55%	52%	33%
Unfavorable	21%		23%	21%	19%
No opinion	30%		22%	27%	48%

BY RACE



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Q2: Who do you think is the better quarterback? Patrick Mahomes or Jimmy Garoppolo?

Column %	Female	Male
Mahomes	49%	66%
Garoppolo	20%	17%
Not sure	31%	17%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Mahomes	65%	48%	57%	65%	50%
Garoppolo	17%	31%	18%	16%	19%
Not sure	18%	20%	24%	19%	32%

BY AGE

Column %	White	African-American	Hispanic	Other
Mahomes	56%		57%	66%
Garoppolo	17%		17%	25%
Not sure	27%		26%	9%

9. BY RACE



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Q3: What are you looking forward to most about the Super Bowl?

Column %	Female	Male
The game	56%	76%
The halftime show	17%	6%
The commercials	18%	9%
The party	5%	6%
Something else	3%	3%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
The game	58%	49%	61%	67%	70%
The halftime show	25%	12%	8%	10%	12%
The commercials	9%	22%	19%	15%	11%
The party	6%	6%	12%	5%	4%
Something else	1%	11%	1%	3%	3%

BY AGE

Column %	White	African-American	Hispanic	Other
The game	64%		68%	68%
The halftime show	10%		19%	14%
The commercials	17%		3%	16%
The party	6%		7%	2%
Something else	4%		3%	0%

BY RACE



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Q4: How interested are you in the upcoming Super Bowl matchup between the Kansas City Chiefs and the San Francisco 49ers? Very interested, somewhat interested, not at all interested, or only watching for the commercials?

Column %	Female	Male
Very interested	46%	54%
Somewhat interested	37%	37%
Not at all interested	9%	6%
Only watching for commercials	8%	3%
Not sure	0%	0%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Very interested	61%	58%	50%	54%	42%
Somewhat interested	23%	9%	34%	35%	47%
Not at all interested	1%	17%	8%	6%	8%
Only watching for commercials	15%	16%	9%	5%	2%
Not sure	0%	0%	0%	0%	1%

BY AGE

Column %	White	African-American	Hispanic	Other
Very interested	43%	68%	58%	47%
Somewhat interested	42%	25%	27%	39%
Not at all interested	9%	7%	4%	6%
Only watching for commercials	6%	0%	10%	7%
Not sure	0%	0%	0%	2%

BY RACE



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Q5: Who are you rooting for in the 2020 Super Bowl?

Column %	Female	Male
Chiefs	49%	51%
49ers	33%	30%
Don't care	15%	16%
Not sure	3%	3%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Chiefs	44%	46%	58%	55%	45%
49ers	36%	39%	22%	30%	34%
Don't care	19%	14%	15%	13%	17%
Not sure	0%	0%	5%	2%	4%

BY AGE

Column %	White	African-American	Hispanic	Other
Chiefs	51%		50%	52%
49ers	29%		36%	36%
Don't care	17%		12%	9%
Not sure	3%		2%	3%

BY RACE



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Q6: Do you believe the Super Bowl should be held on Saturday instead of a Sunday?

Column %	Female	Male
Saturday	38%	34%
Sunday is fine	47%	55%
Don't care	13%	10%
Not sure	1%	1%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Saturday	53%	45%	32%	39%	30%
Sunday is fine	39%	51%	54%	52%	51%
Don't care	5%	4%	12%	9%	17%
Not sure	2%	0%	2%	0%	2%

BY AGE

Column %	White	African-American	Hispanic	Other	
Saturday	36%		30%	43%	35%
Sunday is fine	48%		62%	51%	56%
Don't care	15%		4%	6%	6%
Not sure	1%		4%	0%	4%

BY RACE



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Q7: Do you think the Monday following the Super Bowl should be made a federal holiday?

Column %	Female	Male
Yes	17%	19%
No	75%	76%
Not sure	8%	5%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Yes	43%	36%	32%	17%	8%
No	57%	54%	61%	78%	83%
Not sure	0%	11%	7%	4%	9%

BY AGE

Column %	White	African-American	Hispanic	Other	
Yes	15%		21%	29%	22%
No	81%		71%	61%	67%
Not sure	5%		8%	10%	11%

BY RACE



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Q8: Do you believe the referees will make an error/flawed call that will dramatically affect the game?

Column %	Female	Male
Yes	37%	42%
No	32%	40%
Not sure	31%	19%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Yes	57%	45%	40%	36%	39%
No	17%	52%	42%	40%	30%
Not sure	26%	2%	19%	24%	31%

BY AGE

Column %	White	African-American	Hispanic	Other
Yes	34%	46%	51%	46%
No	37%	33%	35%	26%
Not sure	29%	22%	14%	27%

BY RACE



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Q9: If you had to choose, which do you believe to be more important to winning the Super Bowl: offense or defense?

Column %	Female	Male
Offense	38%	40%
Defense	43%	52%
Not sure	19%	9%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Offense	54%	40%	36%	38%	38%
Defense	37%	57%	55%	50%	42%
Not sure	9%	3%	9%	12%	20%

BY AGE

Column %	White	African-American	Hispanic	Other
Offense	39%	38%	41%	27%
Defense	44%	52%	51%	53%
Not sure	16%	9%	7%	20%

BY RACE



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Q10: Thinking about football fans you know and are aware of, which do you prefer: Chiefs fans or 49ers fans?

Column %	Female	Male
Chiefs fans	38%	43%
49ers fans	33%	26%
Not sure	28%	31%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Chiefs fans	48%	46%	37%	43%	37%
49ers fans	36%	36%	24%	24%	35%
Not sure	17%	18%	39%	33%	28%

BY AGE

Column %	White	African-American	Hispanic	Other	
Chiefs fans	42%		38%	41%	24%
49ers fans	24%		40%	41%	38%
Not sure	34%		22%	18%	38%

BY RACE



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Q11: Who do you think will win the Super Bowl?

Column %	Female	Male
Chiefs	46%	58%
49ers	40%	30%
Not sure	14%	12%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Chiefs	57%	50%	54%	54%	48%
49ers	40%	42%	32%	33%	37%
Not sure	3%	8%	14%	13%	15%

BY AGE

Column %	White	African-American	Hispanic	Other
Chiefs	52%	48%	61%	33%
49ers	33%	40%	37%	45%
Not sure	15%	12%	2%	22%

BY RACE



REMINGTON RESEARCH GROUP

Q11A: Do you think the Chiefs will win by more than 7 points?

Column %	Female	Male
Yes	57%	44%
No	26%	40%
Not sure	16%	16%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Yes	77%	53%	70%	52%	54%
No	13%	47%	28%	38%	33%
Not sure	11%	0%	3%	11%	13%

BY AGE

Column %	White	African-American	Hispanic	Other	
Yes	53%		58%	69%	49%
No	35%		30%	31%	44%
Not sure	13%		12%	0%	6%

BY RACE



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Q11B: Do you think the 49ers will win by more than 7 points?

Column %	Female	Male
Yes	56%	45%
No	27%	39%
Not sure	17%	16%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Yes	96%	34%	57%	41%	56%
No	0%	54%	40%	37%	26%
Not sure	4%	12%	3%	22%	18%

BY AGE

Column %	White	African-American	Hispanic	Other
Yes	46%	64%	64%	40%
No	35%	21%	27%	41%
Not sure	19%	15%	9%	19%

BY RACE



REMINGTON RESEARCH GROUP

Q12: Have you already or will you place a monetary bet on the game?

Column %	Female	Male
I have already	11%	10%
I will	23%	23%
Have/will not	62%	63%
Not sure yet	4%	4%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
I have already	19%	12%	20%	11%	7%
I will	42%	35%	19%	27%	15%
Have/will not	40%	52%	58%	58%	73%
Not sure yet	0%	1%	2%	4%	6%

BY AGE

Column %	White	African-American	Hispanic	Other	
I have already	11%		11%	10%	8%
I will	20%		26%	29%	25%
Have/will not	65%		61%	57%	55%
Not sure yet	4%		2%	4%	12%

BY RACE



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Q13: Where will you watch the Super Bowl?

Column %	Female	Male
At home	79%	73%
At a party	13%	18%
At a bar	1%	1%
Somewhere else	2%	5%
Not sure yet	5%	2%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
At home	65%	53%	64%	79%	83%
At a party	28%	31%	20%	16%	9%
At a bar	3%	3%	1%	1%	1%
Somewhere else	0%	2%	9%	3%	3%
Not sure yet	4%	12%	6%	1%	3%

BY AGE

Column %	White	African-American	Hispanic	Other	
At home	81%		74%	64%	69%
At a party	13%		20%	21%	20%
At a bar	2%		1%	0%	3%
Somewhere else	2%		2%	8%	6%
Not sure yet	3%		2%	7%	2%

BY RACE



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Q14: What is your favorite Super Bowl food?

Column %	Female	Male
Wings	30%	31%
Pizza	19%	21%
Chips and dip	12%	10%
Chili	6%	6%
Nachos	5%	4%
BBQ	5%	6%
Sandwiches	5%	3%
Something else	7%	8%
Not sure	10%	11%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Wings	52%	41%	29%	32%	25%
Pizza	24%	14%	20%	18%	22%
Chips and dip	11%	14%	17%	9%	11%
Chili	5%	13%	5%	6%	5%
Nachos	0%	4%	11%	4%	4%
BBQ	5%	7%	5%	6%	4%
Sandwiches	0%	0%	7%	5%	4%
Something else	0%	8%	5%	9%	8%
Not sure	3%	0%	1%	10%	17%

BY AGE

Column %	White	African-American	Hispanic	Other
Wings	25%	54%	30%	33%
Pizza	22%	16%	18%	13%
Chips and dip	13%	8%	9%	6%
Chili	7%	5%	3%	4%
Nachos	6%	1%	3%	5%
BBQ	4%	4%	10%	14%
Sandwiches	2%	5%	11%	2%
Something else	8%	4%	9%	8%
Not sure	13%	4%	6%	14%

BY RACE



REMINGTON RESEARCH GROUP

Q15: What is your drink of choice while watching the Super Bowl?

Column %	Female	Male
Beer	16%	30%
Seltzers	8%	4%
Wine	17%	6%
Mixed drinks	8%	7%
Water	18%	18%
Soda	25%	27%
Other	6%	7%
Not sure	4%	2%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Beer	28%	34%	30%	22%	18%
Seltzers	9%	6%	6%	5%	7%
Wine	4%	2%	17%	13%	11%
Mixed drinks	20%	8%	3%	7%	7%
Water	11%	21%	17%	19%	17%
Soda	27%	27%	19%	21%	32%
Other	0%	2%	6%	9%	6%
Not sure	1%	0%	3%	4%	3%

BY AGE

Column %	White	African-American	Hispanic	Other	
Beer	24%		22%	14%	29%
Seltzers	6%		9%	2%	11%
Wine	10%		13%	18%	9%
Mixed drinks	6%		9%	11%	3%
Water	17%		21%	15%	25%
Soda	29%		13%	29%	15%
Other	6%		8%	7%	6%
Not sure	2%		6%	4%	1%

BY RACE



REMINGTON RESEARCH GROUP

Q16: Do you believe the New England Patriots' dynasty is coming to an end?

Column %	Female	Male
Yes	50%	65%
No	20%	18%
Not sure	30%	17%

BY GENDER

Column %	18-29	30-39	40-49	50-69	70+
Yes	60%	62%	62%	64%	48%
No	22%	30%	21%	17%	18%
Not sure	18%	9%	16%	19%	34%

BY AGE

Column %	White	African-American	Hispanic	Other
Yes	58%	49%	61%	55%
No	18%	25%	16%	20%
Not sure	24%	26%	22%	25%

BY RACE