maru/BLUE

As you may know, the Superbowl football game will be played on Sunday, February 11, 2024, between the Kansas City Chiefs and the San Francisco 49ers. Please indicate if you will be doing any of the following when the game is played.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
I won't be watching/listening to any of the Superbowl game including the half time show.	736	153	255	328	306	422	108	93	47	277	159	53	284	248	141	294	238	204
	48%	36%	51%	54%	41%	55%	52%	54%	46%	47%	44%	49%	51%	52%	38%	48%	52%	43%
			B	B		K		Q					U	U			Z	
I will watch the entire game.	402	99	124	179	261	137	41	46	25	169	92	29	120	120	127	143	127	132
	26%	23%	25%	29%	35%	18%	20%	27%	25%	29%	26%	26%	22%	25%	35%	23%	28%	28%
					L					M					ST			
I will only tune in for the half time show.	239	73	76	90	88	147	37	19	13	85	73	11	94	66	47	103	61	76
	16%	17%	15%	15%	12%	19%	18%	11%	13%	15%	20%	11%	17%	14%	13%	17%	13%	16%
						K					NP							
I will host or attend a Superbowl party with friends or others to watch the game.	137	58	44	35	73	62	12	12	13	67	29	4	26	44	53	49	43	44
	9%	14%	9%	6%	10%	8%	6%	7%	13%	11%	8%	4%	5%	9%	14%	8%	9%	9%
		CD								M				S	ST			
I will make a friendly bet (no money) on the game with friends/people I know.	111	60	29	21	70	40	10	15	11	44	20	11	33	38	36	36	31	44
	7%	14%	6%	3%	9%	5%	5%	9%	11%	8%	6%	10%	6%	8%	10%	6%	7%	9%
		CD			L													
I will wager money on the game using an online sports betting platform.	97	53	38	6	75	22	13	5	13	46	12	8	37	28	27	37	25	35
	6%	12%	8%	1%	10%	3%	6%	3%	13%	8%	3%	7%	7%	6%	7%	6%	6%	7%
		CD	D		L				NQ	NQ								
I will wager money on the game but not on an online sports gambling platform.	80	42	18	19	50	29	13	3	4	39	16	4	35	14	26	37	19	24
	5%	10%	4%	3%	7%	4%	6%	2%	4%	7%	5%	4%	6%	3%	7%	6%	4%	5%
		CD			L					N			T		T			

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024