Canadians tackle Super Bowl LVIII

TORONTO, February 9, 2024—A new **Maru Public Opinion** poll finds that half (52%) of Canadians say they'll be tuning in one way or another to the Super Bowl LVIII football game this coming Sunday in Las Vegas between the Kansas City Chiefs and the San Francisco 49rs.

The total viewing audience will include a sizable group (16%) who will be tuning in just for the halftime show. Some Canadians (6% or approximately 2,280,000 adults) will also be betting on the game—either with money or just with a friendly bet among friends or family members.

Taking in the game

Almost four in 10 (37%) Canadians say they'll be tuning in to watch the entire game-- either from a place of their choosing (27%) or by either hosting or attending a Super Bowl party with friends or others (10%).

Those most likely to be watching the game in its entirety are more likely to be men (47%) than women (37%) but are almost equal amongst all age groups (aged 18-34 37%/35-54 34%/55+ 35%). Regionally, those living in the province of Ontario (40%) will lead the way with the most game viewers followed by other enthusiasts in Manitoba/Saskatchewan (38%), Alberta/Québec (34%) Atlantic Canada (30%), and British Columbia (26%).

Another six in 10 (16%) Canadians say they will only be tuning into the halftime show where R&B artist Usher will be performing material from his previous eight albums and his latest that dropped this week called "Coming Home".

These selective halftime viewers are more likely to be women (19%) compared to men (12%) and, as is the case with those watching the entire game, have very little difference in age (18-34 17%/those aged 35+ 15%). These viewers are most likely to reside in Québec (20%), followed by those living in British Columbia (18%), Ontario (15%), Manitoba/Saskatchewan (13%), and Alberta/Atlantic Canada (11%).

Betting on the game

Some Canadians (6%) will be betting on the game via either money or by through a friendly bet—or by both means. Canadians in this category will be**:**

- making a **friendly bet** (no money) with friends/people they know (7%)
- betting money using an **online sports betting** platform (6%)
- wagering money but *not* **using an online sports gambling platform** (5%)

-30-

Methodology

These are the findings from a Maru Public Opinion online panel survey undertaken by its sample and data collection experts at Maru/Blue from February 7-8, 2024, among a random selection of 1,534 Canadian adults who are Maru Voice Canada panelists.

The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French.

Panel and data services provider Maru Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: Maru Public Opinion Canada. Corporate information can be accessed here: Maru Group is a proud member of the Stagwell Marketing Cloud.

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
Direct Toronto +1-416-700-4218
john.wright@marublue.com

maru/

Maru is a world leading CX and Insights Software & Advisory Services company.
Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietorial software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

The experience & insights platform
Maru Public Opinion is a research channel for the Maru Group
which is a proud member of the Stagwell Marketing Cloud