



What is your favourite food to eat while watching the Super Bowl?

		Region						Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1513	201	146	95	603	359	109	674	839	189	530	794	444	500	339	489	490	534
BASE: WEIGHTED	1513	198	170	100*	571	364	110*	739	774	433	523	557	490	511	309	621	470	422
Pizza	409	48	46	28	156	106	25	254	156	132	164	113	136	139	93	144	144	121
	27%	24%	27%	28%	27%	29%	22%	34%	20%	31%	31%	20%	28%	27%	30%	23%	31%	29%
								K		N	N							
Chicken wings	347	39	32	24	133	88	29	202	145	108	129	110	101	124	86	129	128	89
	23%	20%	19%	24%	23%	24%	26%	27%	19%	25%	25%	20%	21%	24%	28%	21%	27%	21%
								K										
Nachos	329	52	29	22	125	76	25	165	164	123	148	58	80	128	81	96	112	121
	22%	26%	17%	22%	22%	21%	23%	22%	21%	28%	28%	10%	16%	25%	26%	15%	24%	29%
										N	N			O	O		R	R
Guacamole and chips	162	20	21	8	68	40	5	68	94	70	61	31	38	59	48	35	58	69
	11%	10%	12%	8%	12%	11%	5%	9%	12%	16%	12%	6%	8%	12%	15%	6%	12%	16%
										N	N				O		R	R
Sliders / sub sandwiches	99	13	7	4	41	30	3	63	36	25	54	19	23	50	18	37	37	25
	7%	7%	4%	4%	7%	8%	2%	9%	5%	6%	10%	3%	5%	10%	6%	6%	8%	6%
								K			N			O				
Chili	91	14	8	5	49	15	1	59	32	22	36	33	23	43	19	38	27	26
	6%	7%	5%	5%	9%	4%	1%	8%	4%	5%	7%	6%	5%	8%	6%	6%	6%	6%
					I			K										
Buffalo chicken dip	61	8	3	0	35	15	1	33	28	27	25	9	20	26	10	11	25	25
	4%	4%	2%	-	6%	4%	1%	4%	4%	6%	5%	2%	4%	5%	3%	2%	5%	6%
					D					N	N						R	R
Other	49	6	5	10	16	7	4	30	19	6	20	23	14	12	17	20	18	11
	3%	3%	3%	10%	3%	2%	4%	4%	2%	1%	4%	4%	3%	2%	6%	3%	4%	3%
				BGH														
None of the above	43	7	1	1	20	11	3	31	13	5	10	29	15	13	12	18	14	11
	3%	3%	1%	1%	4%	3%	3%	4%	2%	1%	2%	5%	3%	3%	4%	3%	3%	3%
								K				LM						
I don't watch the Super Bowl	743	87	94	43	262	199	57	288	454	216	230	296	270	233	123	336	215	192
	49%	44%	55%	43%	46%	55%	52%	39%	59%	50%	44%	53%	55%	46%	40%	54%	46%	46%
								J				M	PQ			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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 January 13th 2022

Maru/Blue

January 14th 2022

14 Jan 2022

If you were to eat chicken wings, would you prefer them spicy or sweet?

		Region						Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1513	201	146	95	603	359	109	674	839	189	530	794	444	500	339	489	490	534
BASE: WEIGHTED	1513	198	170	100*	571	364	110*	739	774	433	523	557	490	511	309	621	470	422
Spicy	702	80	70	37	251	208	56	400	302	201	275	226	215	248	152	271	199	232
	46%	40%	41%	37%	44%	57%	51%	54%	39%	46%	52%	41%	44%	48%	49%	44%	42%	55%
				F	F	BCDFG	F	K			N							RS
Sweet	659	92	81	55	276	113	42	273	386	203	200	256	215	222	128	290	229	140
	44%	47%	48%	55%	48%	31%	38%	37%	50%	47%	38%	46%	44%	43%	42%	47%	49%	33%
		H	H	H	H				J			M				T	T	
Not applicable	152	26	18	8	44	43	13	66	86	29	48	74	61	41	28	60	42	50
	10%	13%	11%	8%	8%	12%	12%	9%	11%	7%	9%	13%	12%	8%	9%	10%	9%	12%
												L						

Proportions/Mean: 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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 January 13th 2022

Maru/Blue

January 14th 2022

14 Jan 2022

If you were to eat chicken wings, would you prefer ranch or blue cheese dressing?

		Region						Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1513	201	146	95	603	359	109	674	839	189	530	794	444	500	339	489	490	534
BASE: WEIGHTED	1513	198	170	100*	571	364	110*	739	774	433	523	557	490	511	309	621	470	422
Ranch	519	57	64	57	180	122	39	236	283	176	178	165	197	145	120	216	150	153
	34%	29%	38%	57%	32%	33%	35%	32%	37%	41%	34%	30%	40%	28%	39%	35%	32%	36%
				BCGHI						N			P		P			
Blue cheese	280	42	18	12	144	59	5	156	124	57	115	108	62	120	67	115	93	73
	18%	21%	10%	12%	25%	16%	5%	21%	16%	13%	22%	19%	13%	24%	22%	18%	20%	17%
		CI			CDHI	I					L			O	O			
No dressing for me!	579	74	69	28	205	151	52	292	287	176	185	219	176	210	100	232	192	155
	38%	38%	41%	28%	36%	41%	47%	40%	37%	41%	35%	39%	36%	41%	32%	37%	41%	37%
			F			F	DF							Q				
Not applicable	135	25	19	3	41	33	14	55	80	24	46	65	55	36	22	58	35	41
	9%	12%	11%	3%	7%	9%	13%	7%	10%	6%	9%	12%	11%	7%	7%	9%	8%	10%
		D										L						

Proportions/Mean: 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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 January 13th 2022

Maru/Blue

January 14th 2022

14 Jan 2022

If you were to eat chicken wings, would you prefer drums or flats?

		Region						Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1513	201	146	95	603	359	109	674	839	189	530	794	444	500	339	489	490	534
BASE: WEIGHTED	1513	198	170	100*	571	364	110*	739	774	433	523	557	490	511	309	621	470	422
Drums	804	113	99	65	307	159	61	447	357	207	285	311	261	255	171	334	250	220
	53%	57%	58%	65%	54%	44%	55%	61%	46%	48%	55%	56%	53%	50%	55%	54%	53%	52%
		H	H	H				K										
Flats	656	69	76	34	259	178	42	283	373	203	228	225	200	247	138	270	234	152
	43%	35%	45%	34%	45%	49%	38%	38%	48%	47%	44%	40%	41%	48%	45%	44%	50%	36%
					B	B			J								T	
Not applicable	209	35	22	11	65	58	18	100	109	70	65	74	83	60	35	80	49	81
	14%	18%	13%	11%	11%	16%	16%	14%	14%	16%	12%	13%	17%	12%	11%	13%	10%	19%
																		RS

Proportions/Mean: 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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 January 13th 2022

Maru/Blue

January 14th 2022

14 Jan 2022