



Some like it RedHot

TORONTO, February 1, 2022—The results of a national survey released today by Maru Public Opinion for Frank's RedHot® has found the answer to one of the most hotly debated Super Bowl game day food questions: "How do you like your wings, spicy or sweet?" Nearly half (46%) of Canadians were team spicy over team sweet (44%)—the remainder being benched (10%) with having nothing applicable to say.

Ahead of Super Bowl LVI, and in partnership with NFL rookie and Canadian native Chuba Hubbard of the Carolina Panthers, Frank's surveyed Canadians about their favorite game day eats and developed new recipes for the Big Game.

Half (51%) of Canadians say they would watch the Super Bowl LVI on Sunday, February 13, 2022, when the Cincinnati Bengals take to the field against the Los Angeles Rams at SoFi Stadium in Los Angeles, California.

The tasty numbers

Favorite food to eat while watching the Super Bowl

For those who could be watching the game, one quarter (23%) surveyed said chicken wings were a top food choice for Super Bowl Sunday, second only to pizza (27%). These were followed by guacamole and chips (11%), slider/sub sandwiches (7%), chili (6%), Buffalo chicken dip (4%), and other/none of the above (6%).

Those most likely to choose pizza are men (34%) versus women (20%), those ranging in age from 18-54 (31%), those with the highest income (\$100,000 + 30%) and those who are more likely to have a college education (31%). Those residing in Québec (29%) are most likely to grab a slice of pizza along with those from Manitoba/Saskatchewan (28%), and Alberta/Ontario (27%).

The most likely to pluck the chicken wings (23%) are men (27%) versus women (19%), are aged 18-54 (25%), have the highest income (\$100,000 + 28%), and are more likely to have a college education. Those reaching for the wings 1st hail from Atlantic Canada (26%), followed by those living in Québec/Manitoba/Saskatchewan (24%), and Ontario (23%).

Spicy or sweet?

It was a close battle yet when a choice had to be made, more (46%) Canadians chose a preference for spicy chicken wings as opposed to those (44%) who would make a choice for sweet chicken wings – with the remainder (10%) choosing to stay neutral and not making either applicable choice.



The spiciest Canadians (46%) are most likely to be men (54%), middle-aged (52%), those who earn over \$50,000 a year (49%) and those with the highest education (university + 55%). They are also most likely to reside in Québec (57%), followed by those living in Atlantic Canada (51%) and Ontario (44%).

The sweetest Canadians (44%) are more likely to be women (50%) than men (37%), are both the youngest (aged 18-34 47%) and the oldest (aged 55+ 46%) Canadians, those earning over \$50,000 a year (43%), and those with a college education or less (48%). Those who hail from Manitoba/Saskatchewan (55%) along with their neighbours on either side (Alberta/Ontario (48%) and those in British Columbia (47%) prefer the sweet life over that which is spicy.

Drums or flats?

In another close call, Canadians chose chicken drums (53 per cent) over flats (43 per cent) – with the remainder (14%) choosing to stay neutral and not making either applicable choice.

Those who are chicken drum majors (53%), are most likely to be men (61%) versus women (46%), those who are aged 35+ (56%), those with the highest income (\$100,000 + 55%) and of all education groups. Those living in Manitoba/Saskatchewan (65%) and their next-door neighbours in Alberta (58%) and British Columbia (57%) are most likely to fall into this category.

On the other hand, those Canadians reaching for the chicken flats (43%) are most likely to be women (48%) versus men (38%), the youngest (aged 18-34, 47%) generation, those with middle income (\$50,000 – \$99,000.48 percent), and those with college education (50%). Regionally, these flats eaters are most likely to reside in Québec (49%), along with those living in Ontario and Alberta (45%).

Topping it off...

And to top it off, most Canadians (38 per cent) like wings au-naturel – or without dips. For “dressed” wings, ranch (34 per cent) beat blue cheese (18 per cent).

-30-

Methodology

These are some of the findings released by [Maru Public Opinion](#) from a survey undertaken January 14, 2022, by Maru/Blue of 1513 randomly selected Canadian adults who are Maru Voice Canada online panelists. 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.

The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding.

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. Respondents could respond in either English or French.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. 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 found here: [Maru Group](#)

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 proprietary 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.

Painting Better Pictures, Faster

[Maru Public Opinion](#) is a research channel for the [Maru Group](#)