

COVID-19 CONCERNS TACKLES SUPER BOWL PARTY PLANS

Question 1: Are you more aware of your health and the health of those around you because of COVID-19?																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
Yes	83%	78%	87%	83%	85%	80%	80%	85%	83%	83%	85%	79%	81%	80%	88%	78%	83%	85%	79%	81%	88%	79%
No	17%	22%	13%	17%	15%	20%	20%	15%	17%	17%	15%	21%	19%	20%	12%	22%	17%	15%	21%	19%	12%	21%

Question 2: Have you or do you know someone who has tested positive for COVID-19?																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
Yes	68%	66%	70%	66%	69%	69%	69%	74%	59%	69%	60%	65%	70%	67%	70%	66%	69%	60%	65%	70%	74%	64%
No	32%	34%	30%	34%	31%	31%	31%	26%	41%	31%	40%	35%	30%	33%	30%	34%	31%	40%	35%	30%	26%	36%

Question 3: How do you feel about the Super Bowl this year?																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
More Interested	30%	40%	22%	36%	36%	36%	33%	29%	17%	29%	41%	30%	29%	29%	40%	21%	29%	41%	30%	29%	41%	23%
Less Interested	30%	28%	31%	26%	27%	27%	29%	34%	33%	30%	26%	32%	35%	37%	26%	28%	30%	26%	32%	35%	26%	32%
About the Same	40%	31%	47%	38%	37%	38%	38%	37%	50%	42%	33%	37%	36%	35%	34%	51%	42%	33%	37%	36%	32%	44%

Question 4: How will you spend the Super Bowl this year?																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
Virtual Party	13%	19%	7%	12%	16%	24%	12%	10%	3%	11%	20%	14%	18%	13%	16%	7%	11%	20%	14%	18%	22%	7%
Sports Bar	4%	5%	3%	7%	6%	5%	7%	0%	1%	3%	5%	8%	7%	2%	7%	2%	3%	5%	8%	7%	5%	3%
In Person Party (More Than My Household)	10%	13%	7%	12%	13%	12%	11%	8%	5%	11%	6%	7%	6%	14%	6%	10%	11%	6%	7%	6%	11%	9%
Just With Those in My Household	50%	46%	54%	48%	44%	37%	49%	62%	55%	48%	59%	54%	48%	46%	55%	48%	48%	59%	54%	48%	46%	53%
Don't Plan to Watch	24%	17%	29%	21%	21%	22%	21%	20%	36%	27%	11%	16%	22%	25%	15%	32%	27%	11%	16%	22%	17%	28%

Question 5: [Asked of Those Who Plan to Watch] How will you celebrate the Super Bowl? (check all that apply)																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
Chips and Snacks	73%	70%	76%	73%	77%	78%	60%	80%	67%	74%	75%	66%	73%	78%	71%	70%	74%	75%	66%	73%	71%	74%
Wings	56%	57%	55%	64%	69%	62%	56%	51%	36%	51%	62%	67%	79%	52%	60%	55%	51%	62%	67%	79%	49%	61%
Burgers	38%	43%	32%	63%	45%	42%	39%	30%	21%	37%	42%	34%	42%	36%	34%	45%	37%	42%	34%	42%	39%	37%
Beer	46%	56%	35%	22%	55%	52%	53%	45%	35%	47%	48%	41%	35%	51%	47%	38%	47%	48%	41%	35%	50%	42%
Chili	21%	23%	20%	29%	26%	21%	20%	15%	24%	20%	27%	22%	23%	25%	21%	18%	20%	27%	22%	23%	19%	23%

Question 6: [Asked of Those Who Plan to Watch] What interests you most about the Super Bowl?																						
	TOTAL	Gender		Age						Race				Party			Income				College	
		Men	Women	18-24	25-34	35-44	45-54	55-64	65+	White	Black	Hispanic	Other	GOP	Dem	Other	<50k	50k-100k	100k+	NA	Yes	No
The Game	46%	58%	34%	55%	52%	41%	42%	41%	54%	44%	57%	48%	37%	47%	46%	45%	44%	57%	48%	37%	46%	47%
The Commercials	24%	15%	33%	14%	23%	25%	27%	26%	23%	26%	16%	24%	24%	25%	22%	27%	26%	16%	24%	24%	24%	24%
The Halftime Show	18%	12%	24%	23%	14%	15%	22%	21%	12%	17%	19%	21%	22%	15%	21%	17%	17%	19%	21%	22%	13%	22%
Super Bowl Snacks	10%	11%	8%	8%	9%	15%	7%	11%	7%	11%	4%	4%	15%	11%	10%	9%	11%	4%	4%	15%	15%	6%
Excuse to Drink	2%	3%	1%	0%	2%	3%	2%	2%	4%	2%	3%	3%	1%	2%	1%	3%	2%	3%	3%	1%	3%	2%

METHODOLOGY:

HealthInsurance.com National Survey of 1,000 Adults
 Conducted January 12-14, 2021 by Scott Rasmussen for healthinsurance.com
 Margin of Sampling Error: +/- 3.1 percentage points (for full sample)