

navigator*

Friday, February 9th

The Super Bowl: A Guide
for Advocates



Credit: Adam Vilimek/Shutterstock

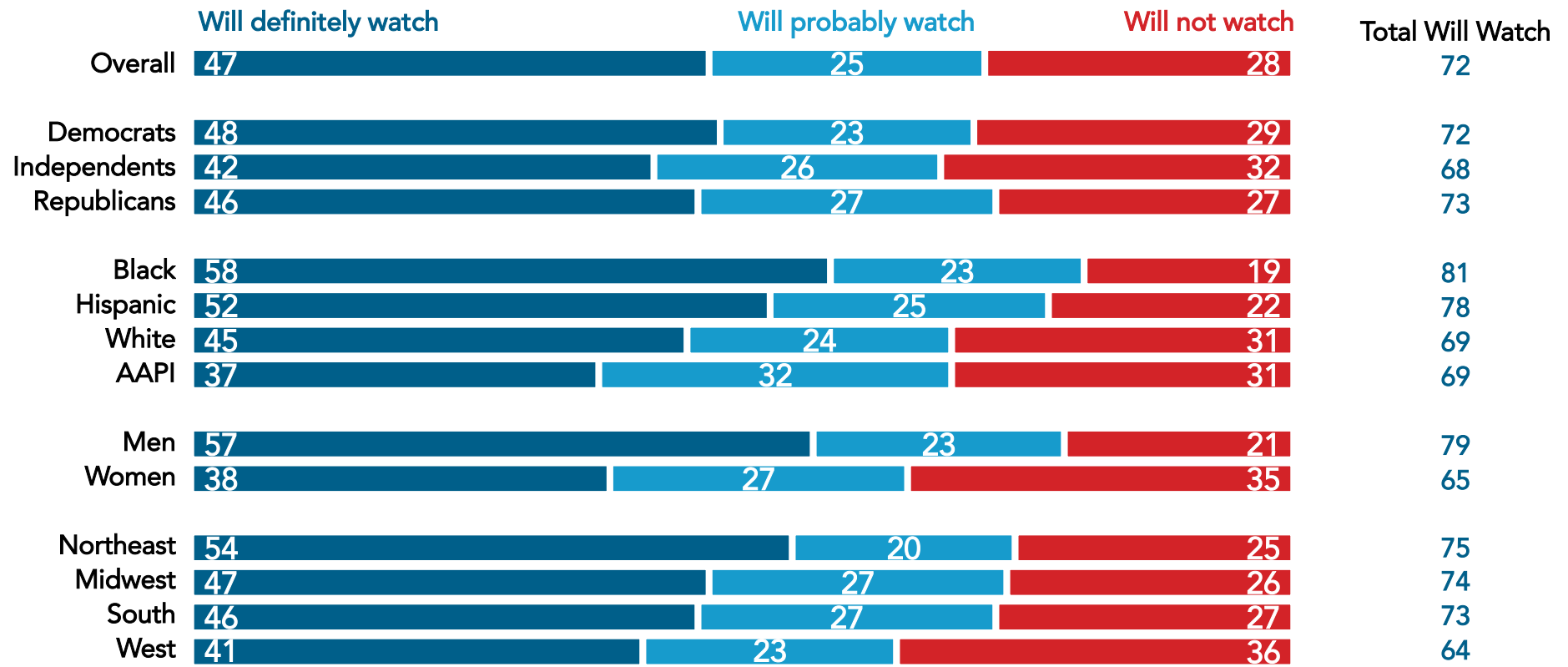
Key Takeaways:

- Majorities of Americans report planning to watch at least part of the Super Bowl across partisanship, race, and region of the country.
- Almost two in three Americans report hearing a lot or some about Taylor Swift and Travis Kelce dating.
- Prior to the AFC and NFC Championships, the Detroit Lions were favored by more Americans, but a plurality of Americans living in Western states want the San Francisco 49ers to win.

Three in Four Say They Will Watch at Least Part of the Super Bowl

Black Americans (58%), men (57%), and Americans in the Northeast (54%) are most likely to say they will definitely watch at least part of it.

How likely is it that you will watch at least part of this year's Super Bowl?

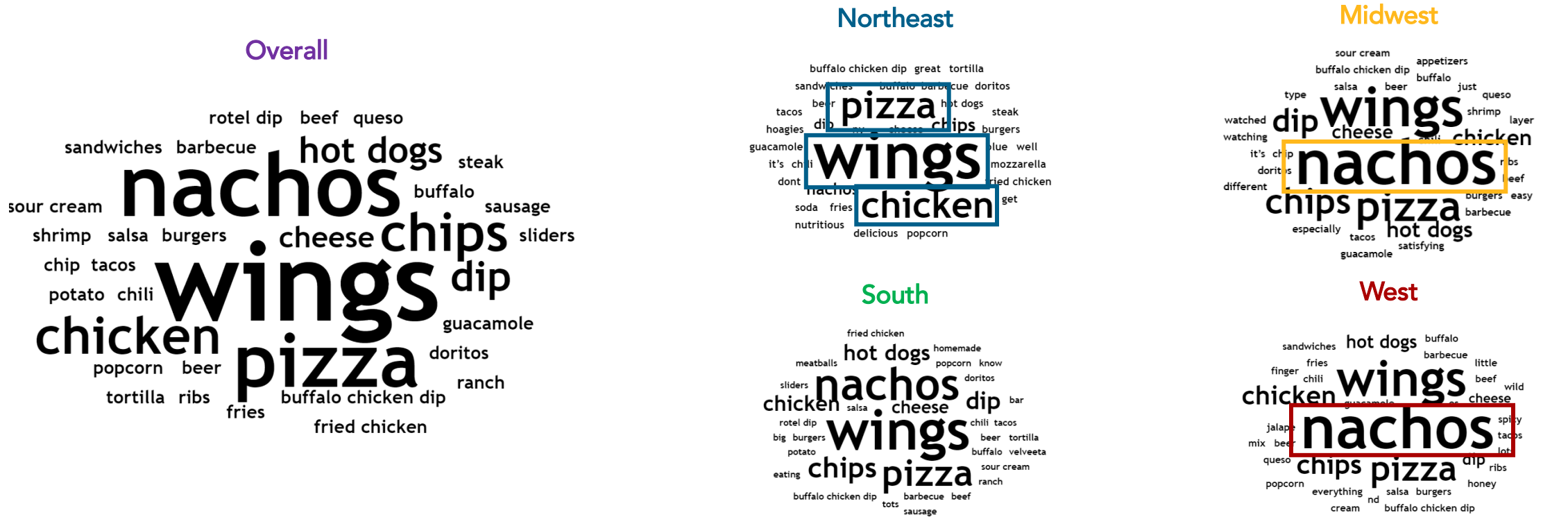


Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024.
For more info, visit navigatorresearch.org.

Nachos, Wings, and Pizza Are Top Super Bowl Snacks

Americans in the Northeast primarily name pizza and wings; Americans in the Midwest and West are particularly likely to say nachos, while Americans in the South and Midwest also add hot dogs to their list.

What is your favorite Super Bowl food?



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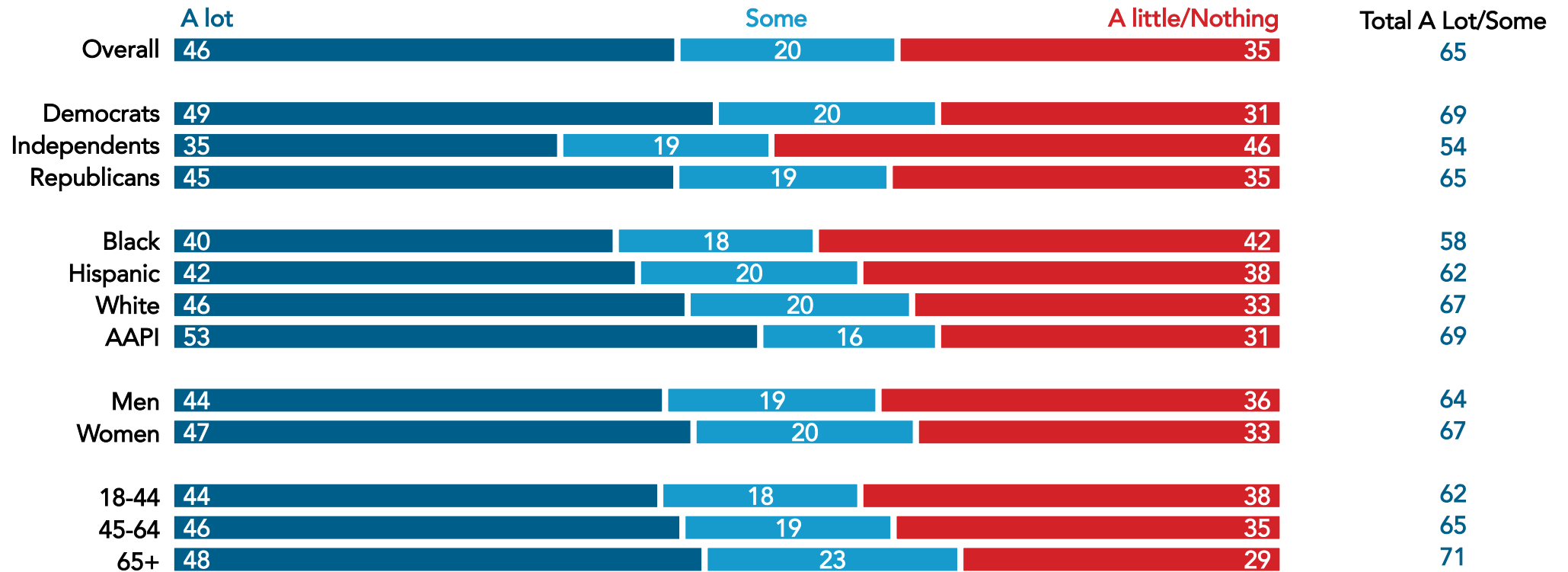


Americans Are Deeply Aware of Taylor Swift and Travis Kelce Dating

When asked in November, 56% of Americans rated Taylor Swift positively, and just 29% negatively; on Travis Kelce, 31% rated him positively, 12% negatively.

- Those who have heard “a lot” are particularly likely to say corporate greed is causing inflation (62%) and to be pro-choice (68%).

Please indicate how much you have seen, read, or heard about: Taylor Swift and Travis Kelce are dating.

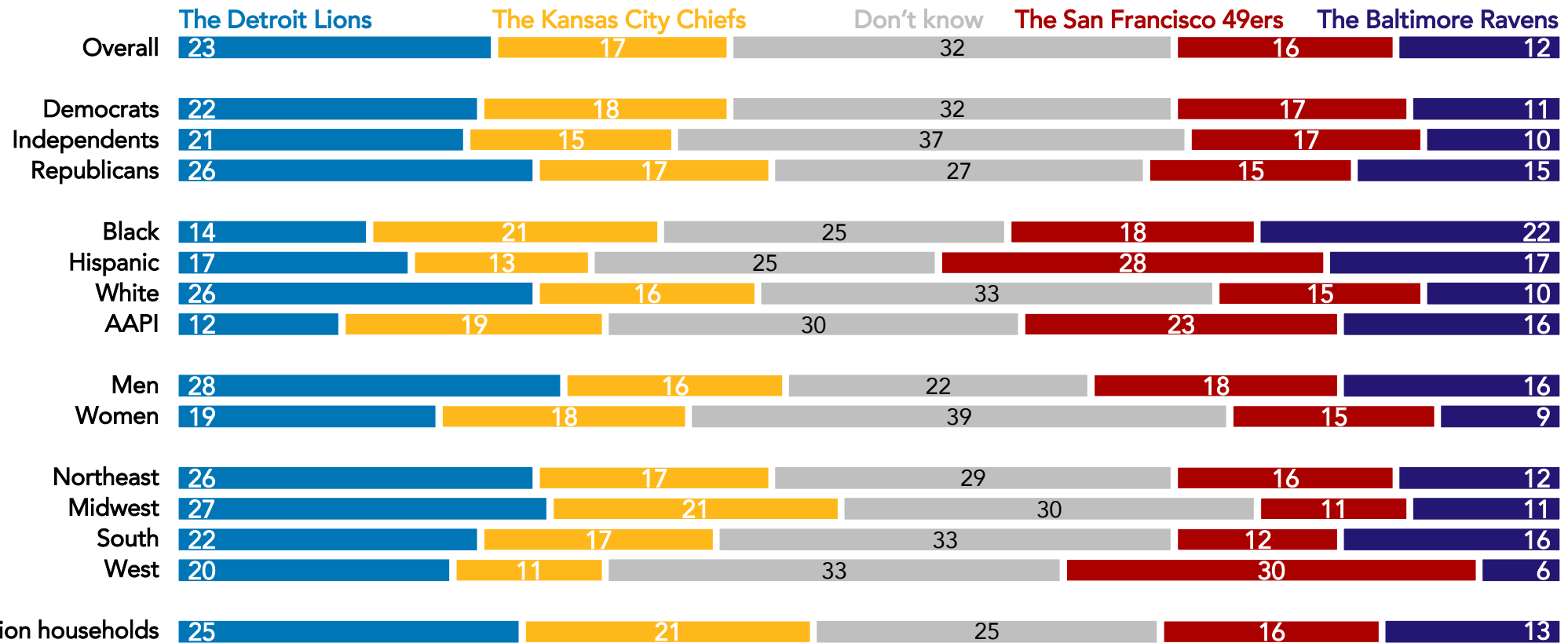


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Before the AFC and NFC Championships, the Lions Were America's Favorite

Americans in the Northeast, Midwest, and South all were rooting for the Detroit Lions most, as were Americans in union households; Americans in the West were rooting for the San Francisco 49ers.

[Asked prior to the AFC and NFC Championships*] Of the remaining teams, who do you want to win this year's Super Bowl?



*This results in a sample size of n880 respondents who were asked this question. Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from January 25-January 29, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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