

What's in your super bowl?



Super Bowl 2019 Snacking and Ad Anticipation

 An element54 infographic



in partnership with 



38%

OF CANADIANS PLAN TO WATCH THE 2019 SUPER BOWL

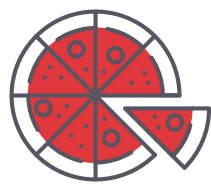
It is an in-home social occasion among 53% of those who are planning on watching it

49% 
28% 

TOP 5 FOODS PLANNED



52%
Chips



35%

Prepared frozen foods



28%

Meat to make burgers, chili, etc.



26%

Cheese



26%

Prepared dips

Savoury and hearty snacks anticipated to have the greatest share of Canadian's plates for the big event

TOP 5 BEVERAGES

Beer



51%

Pop



32%

Wine



18%

Spirits



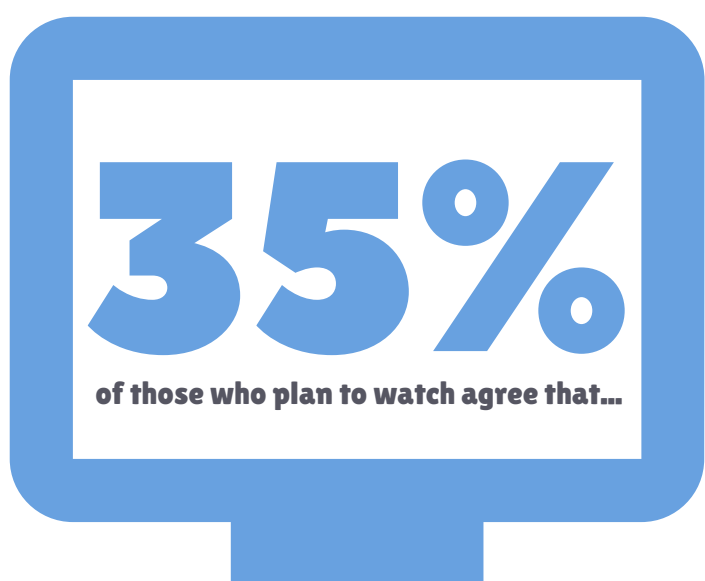
17%

Water



17%

32% PLAN TO EAT HEALTHIER DURING THE EVENT THIS YEAR



"THE SUPER BOWL IS AS MUCH ABOUT THE ADS AS IT IS ABOUT THE GAME"

For additional data points, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BLUE Canadian Omnibus of n = 1512 nationally representative respondents, January 21-22, 2019