

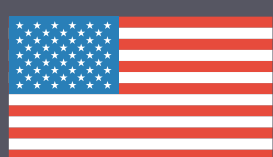
2019 Super Bowl Viewing Intentions

A Canada and US Comparison



Insight Alert!

in partnership with maru/BLUE



66%

NEARLY 2X AS MANY AMERICANS PLAN TO



38%

WATCH THE SUPER BOWL VS. CANADIANS

Planned Viewership by Gender



75%



58%



49%



28%

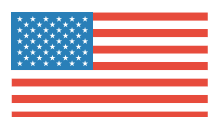


THE SUPER BOWL IS MORE OF A SOCIAL OCCASION FOR CANADIANS

52%

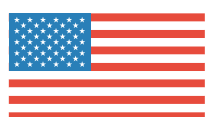


45%



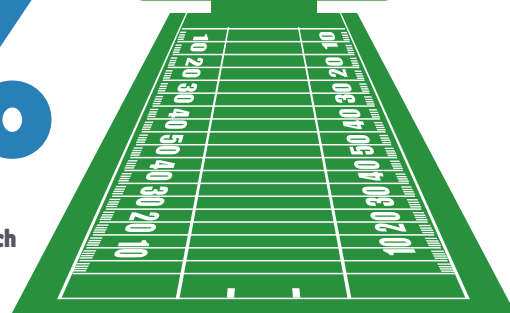
Percentage Plan to Watch with Friends

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



52%

% Agreement Among Those Who Plan to Watch



35%



To receive additional insights from this study or to find out about our overnight solutions in partnership with MARU/BLUE, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BLUE Omnibus of n = 1512 nationally representative Canadian respondents, January 21, 2019 and n=1515 nationally representative U.S. respondents, January 23, 2019