

ADVANTAGE SOLUTIONS

Super Bowl Survey 2025

For the Advantage
Solutions analysis of the
results, please visit
mrktblog.com/TBD

TOTAL PARTICIPANTS

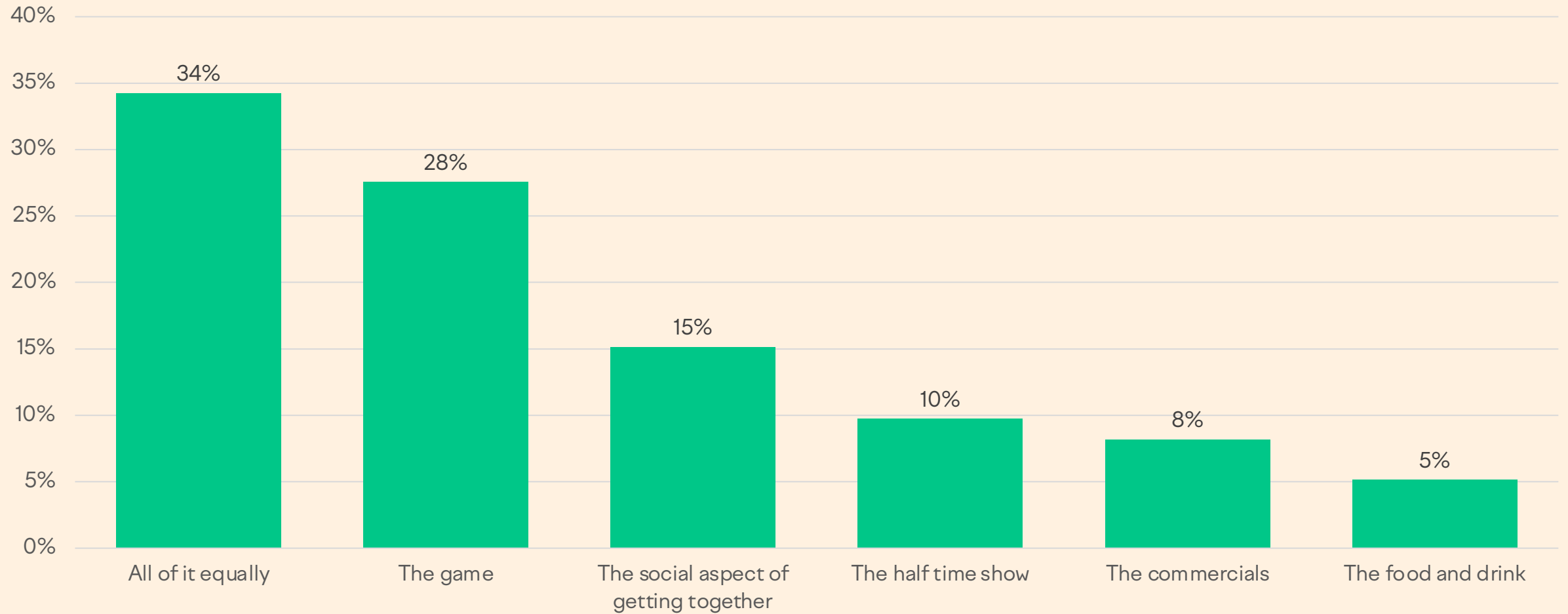
1089

DEMOGRAPHICS

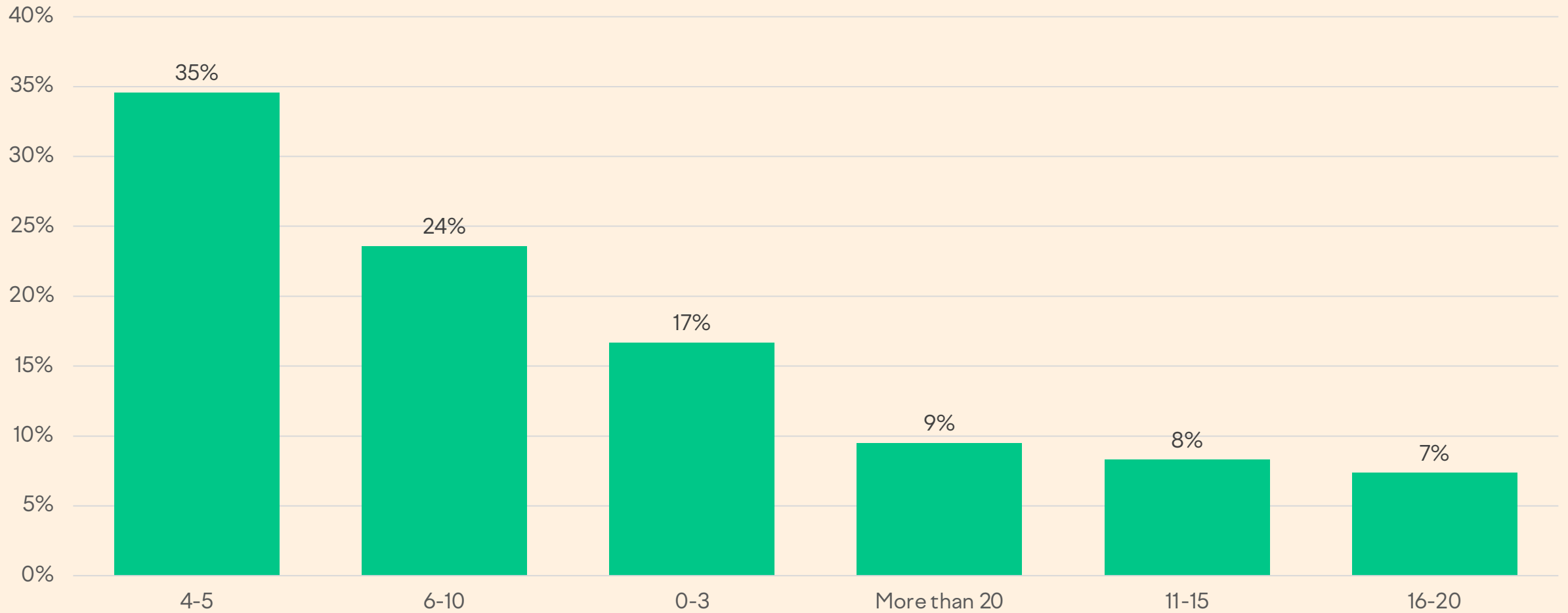
Age: 18-99

Gender: Any

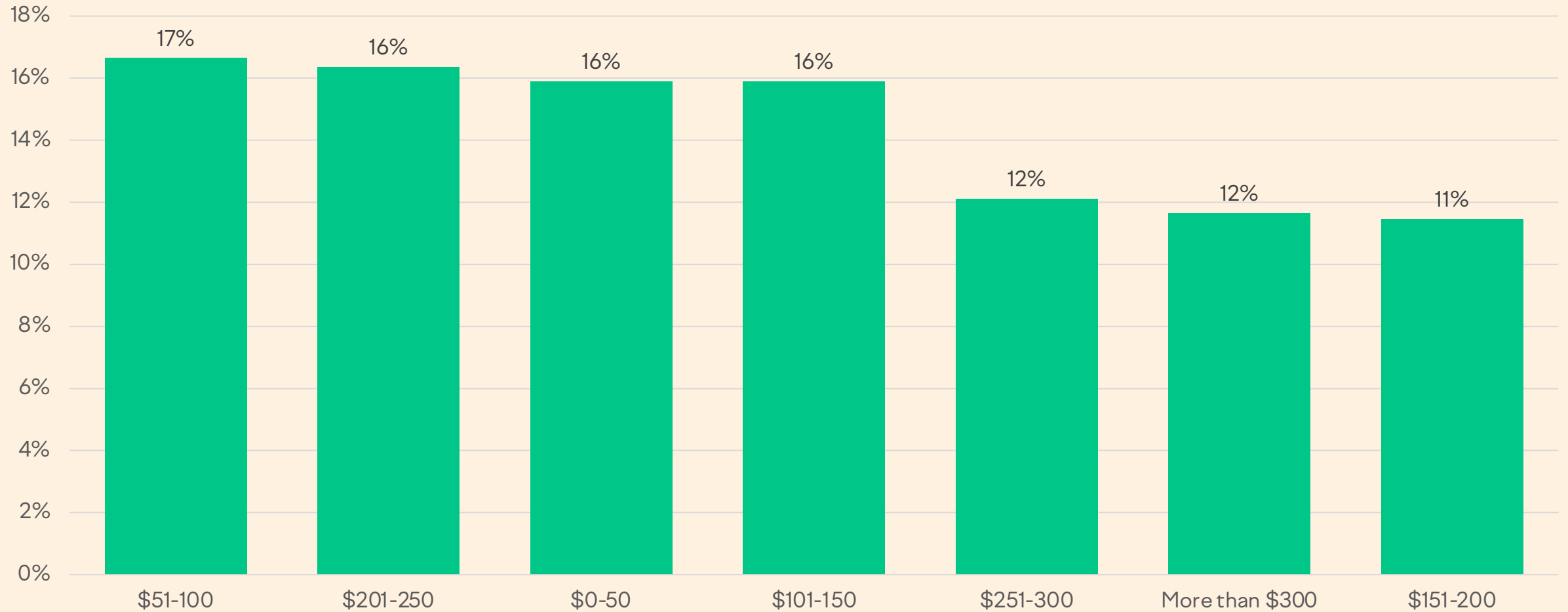
Q1 Thinking about the upcoming Super Bowl, what are you most excited for?



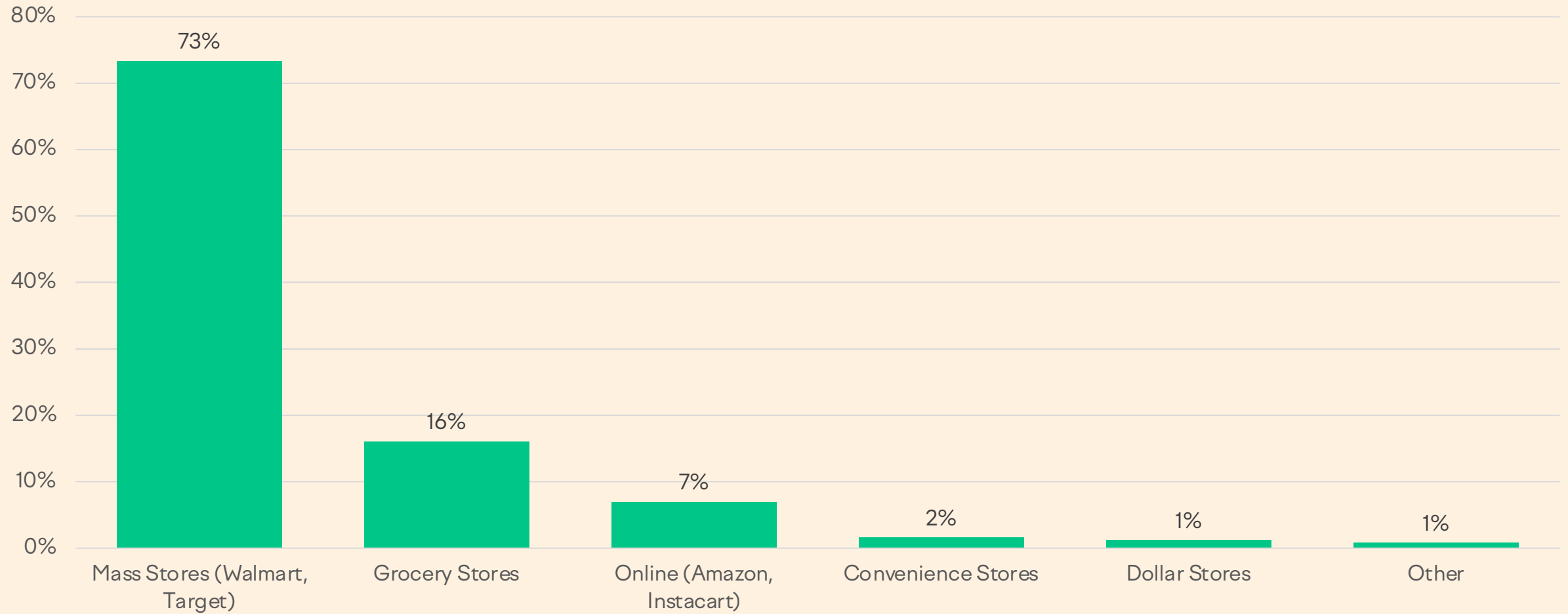
Q2 How many people do you expect to watch the Super Bowl with this year?



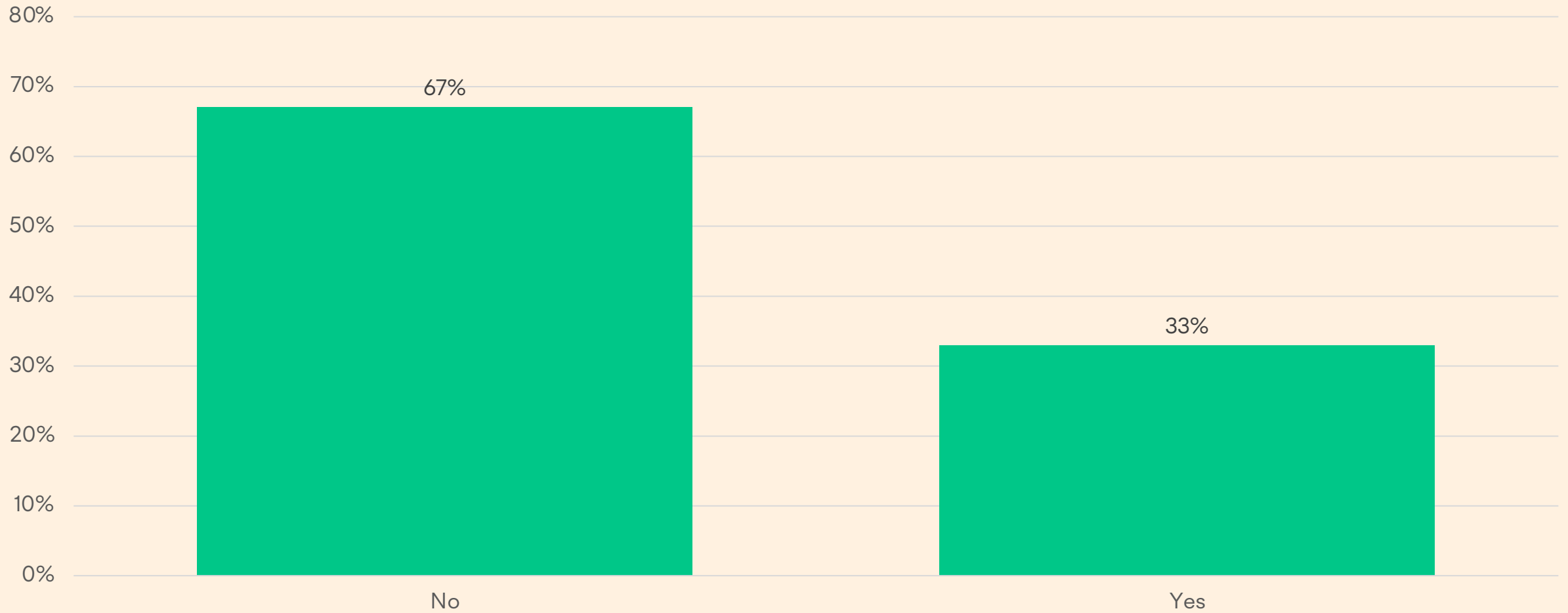
Q3 How much do you expect to spend on food and beverages for the Super Bowl this year?



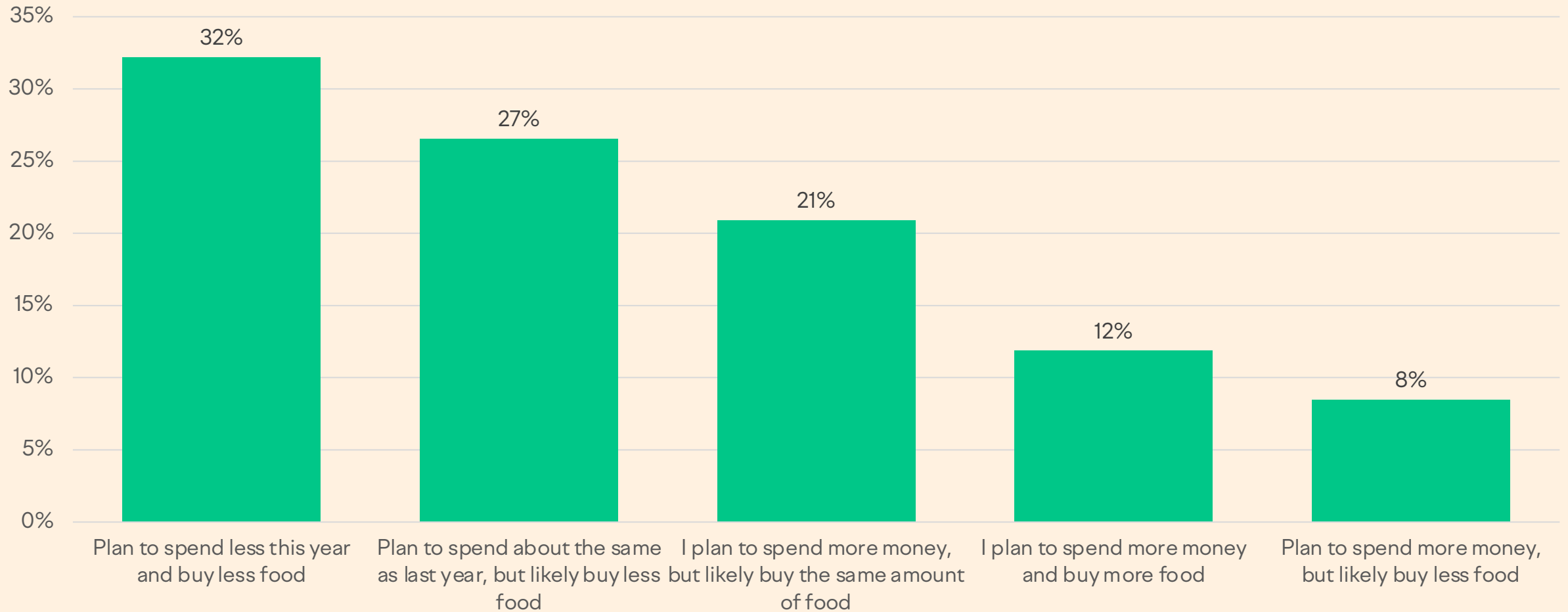
Q4 Where do you primarily shop for food and beverages for the Super Bowl?



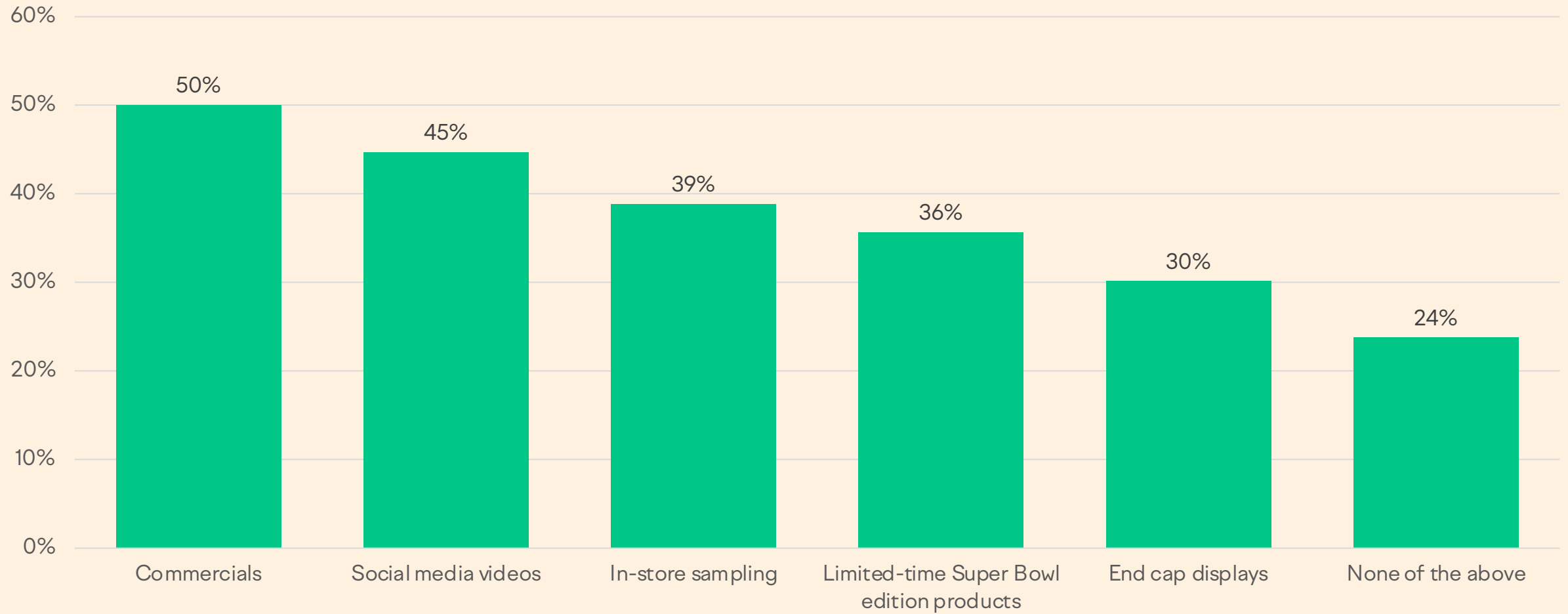
Q5 Is inflation impacting how much you plan to spend on food for the Super Bowl?



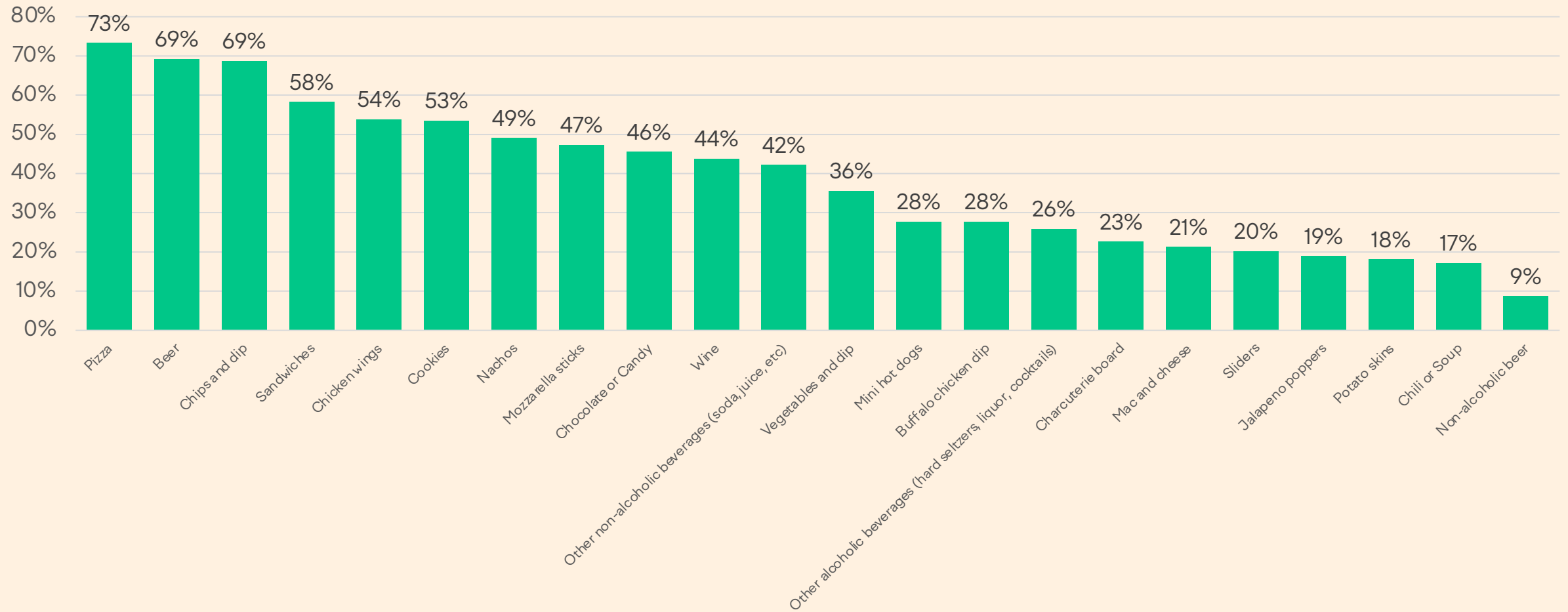
Q6 You said inflation is impacting your spending plans for Super Bowl food. How?



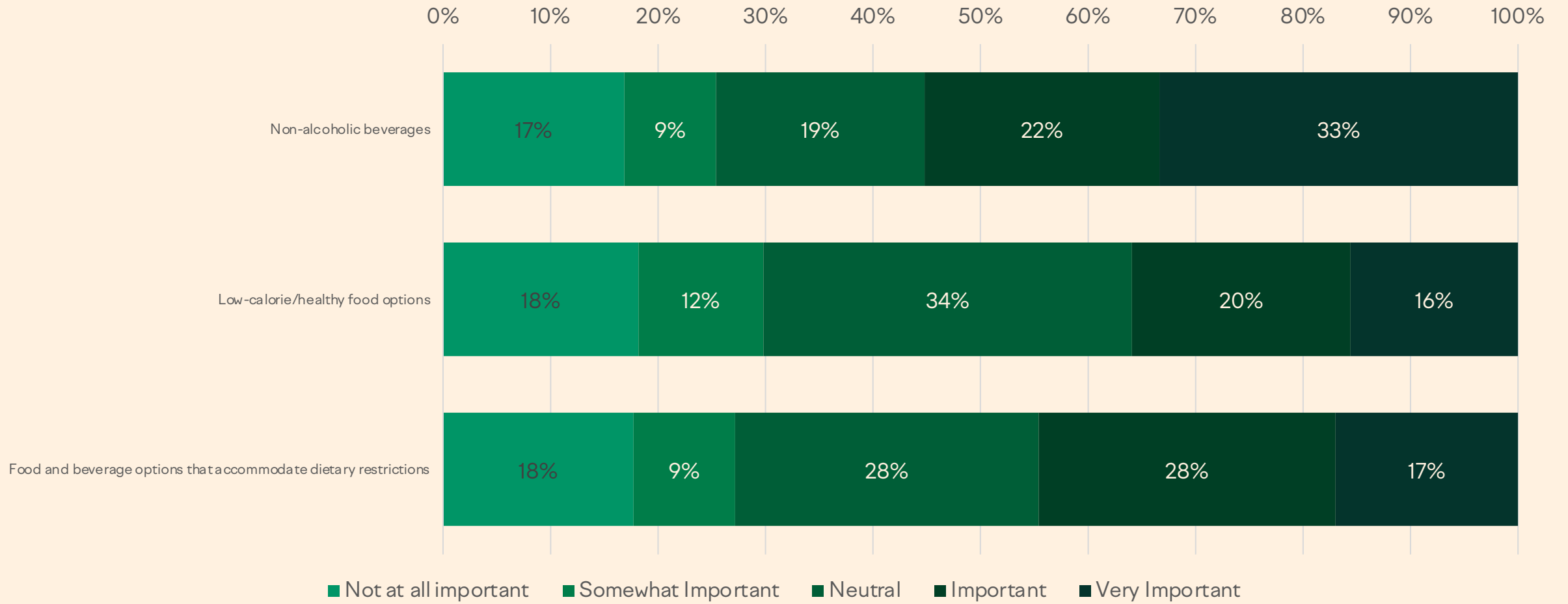
Q7 What influences your Super Bowl food purchases?



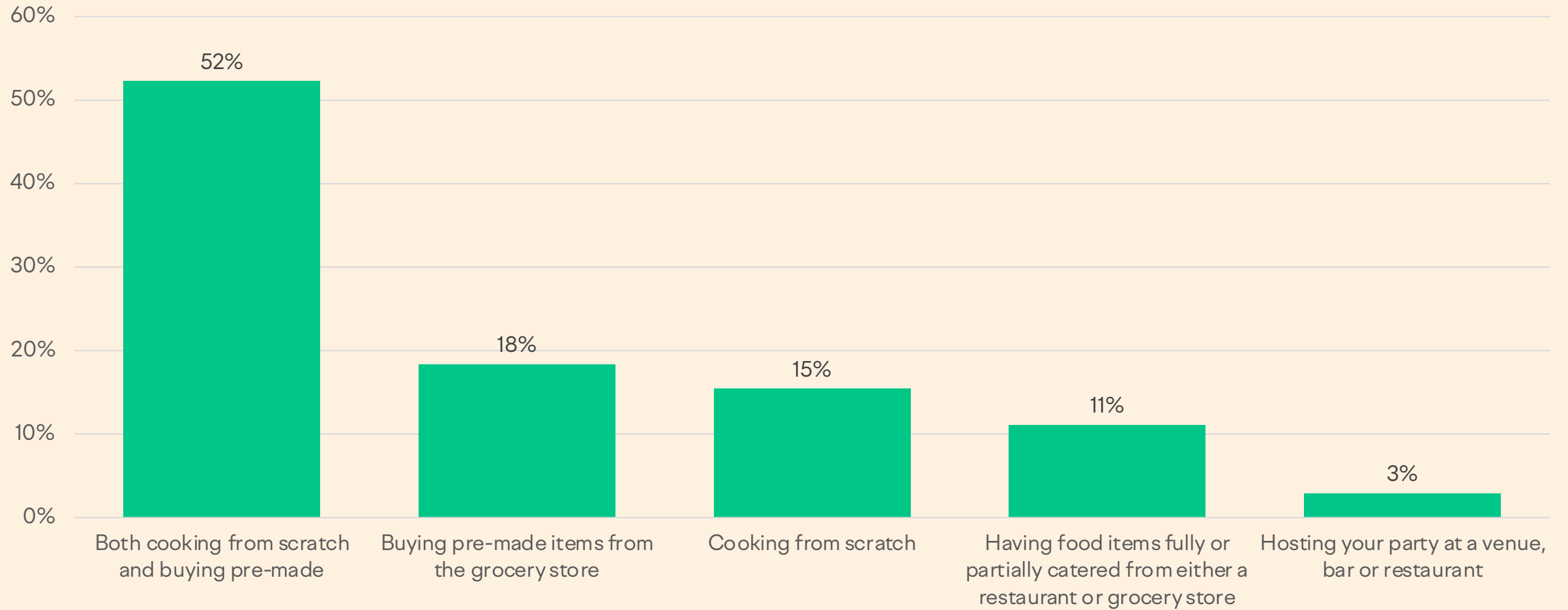
Q8 What are the must haves for your Super Bowl celebration? (select all that apply)



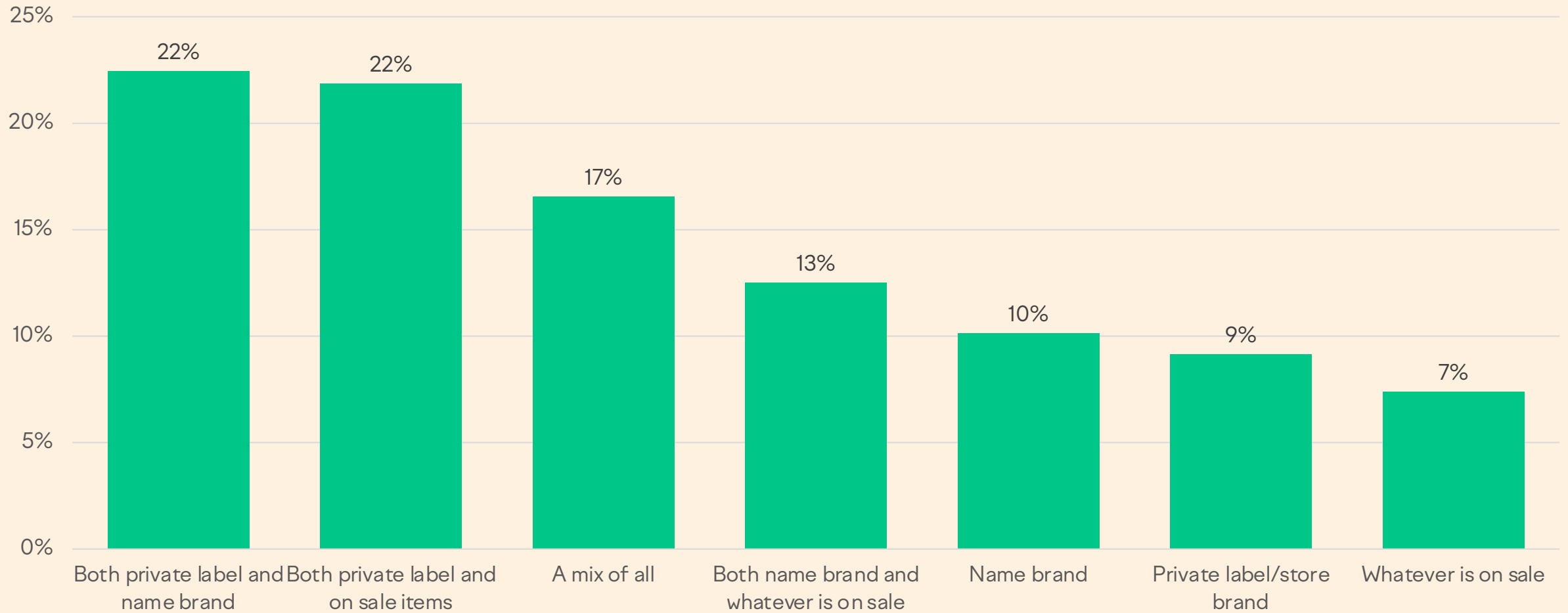
Q9 How important is it for you to have the following options at your Super Bowl celebration?



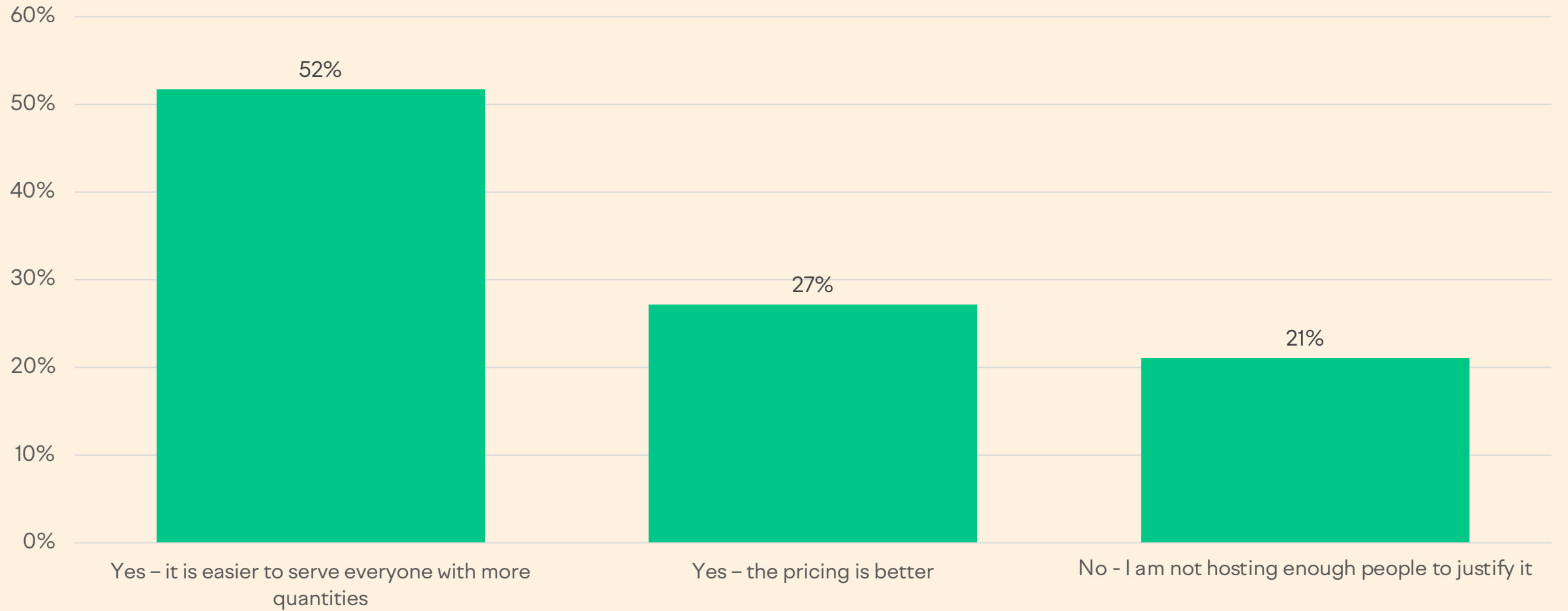
Q10 This Super Bowl, will you be:



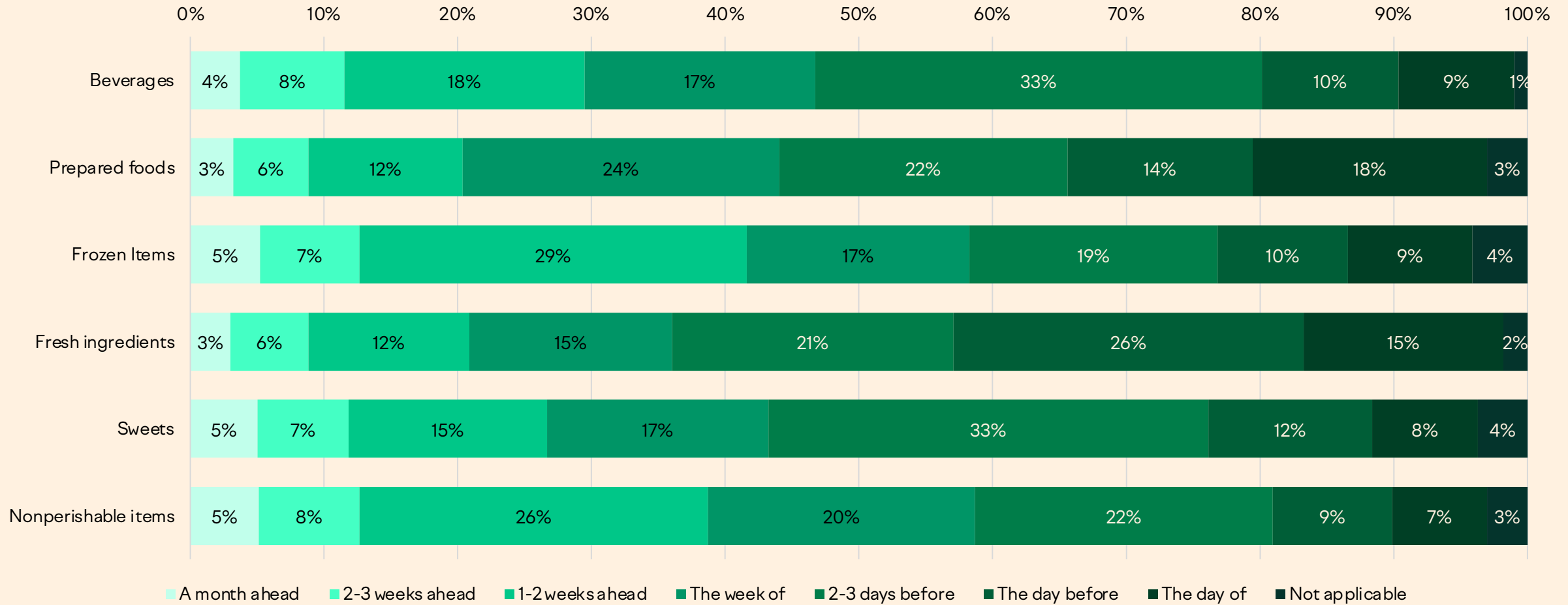
Q11 In thinking about the food you plan to have for the Super Bowl, are you planning to buy:



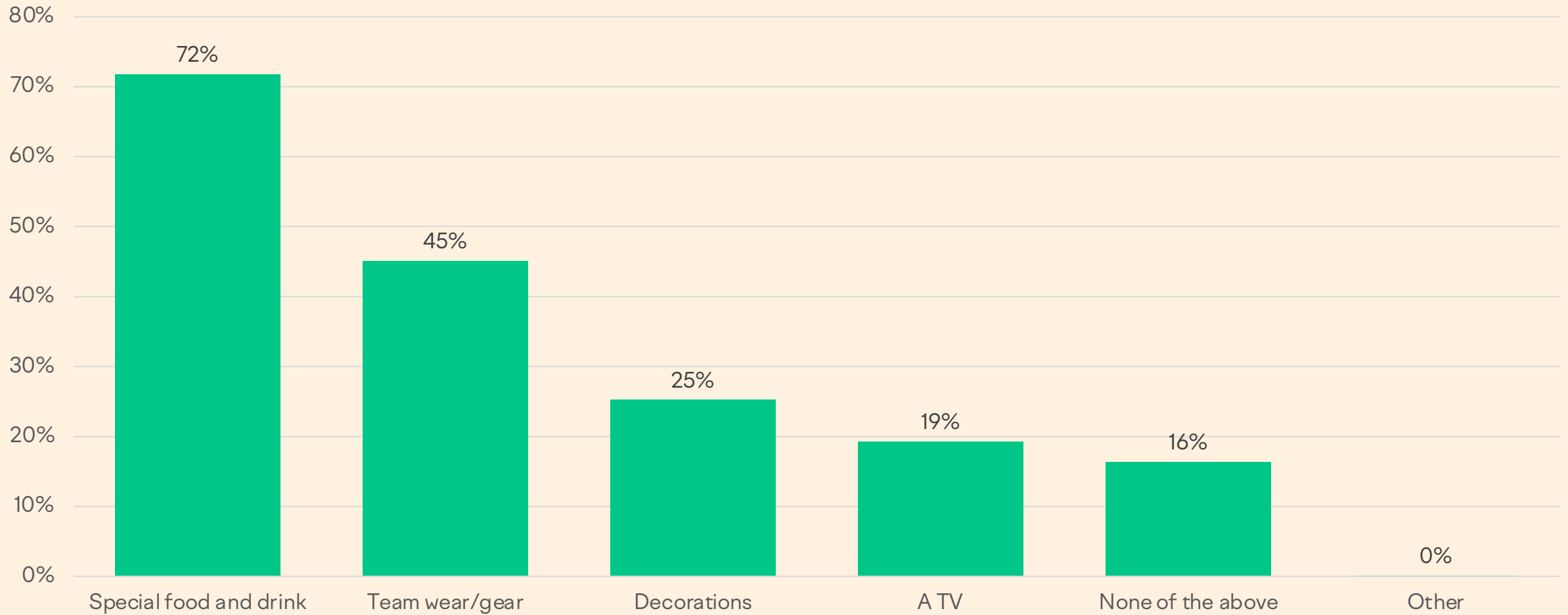
Q12 Will you buy Super Bowl food in family/party size?



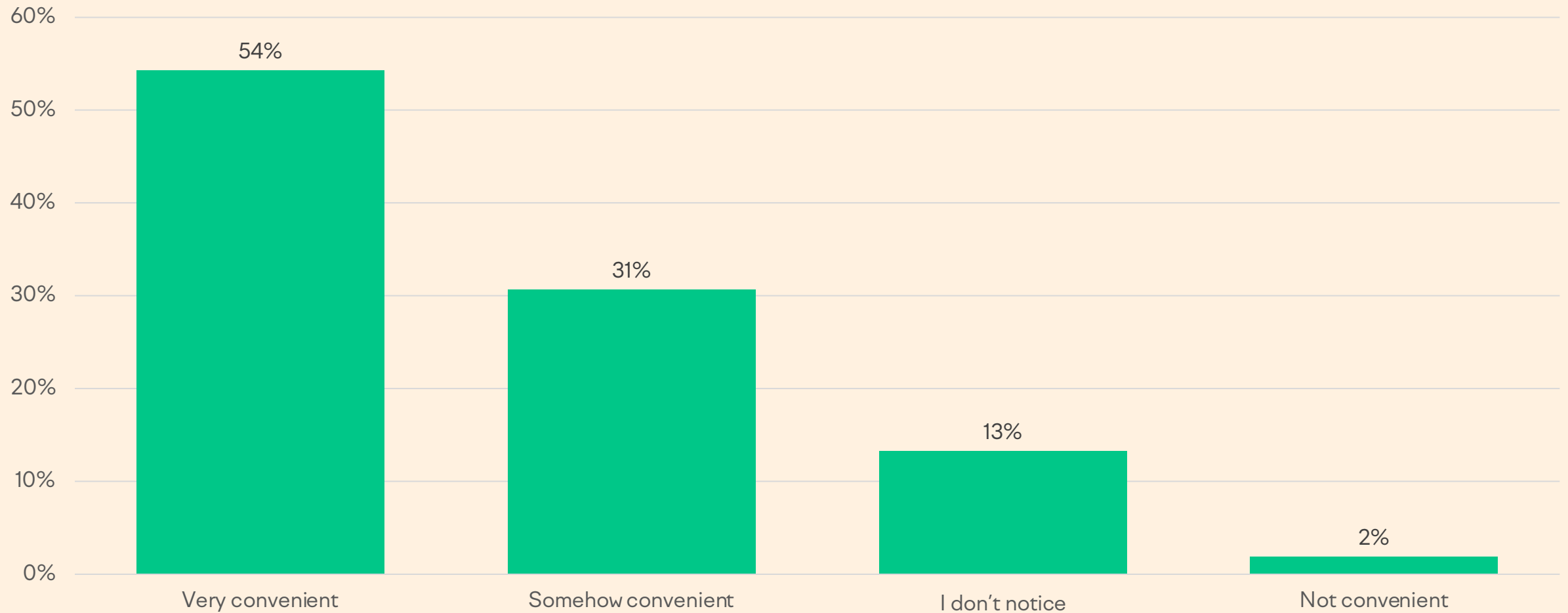
Q13 How early do you typically start shopping for the items you will have for the Super Bowl?



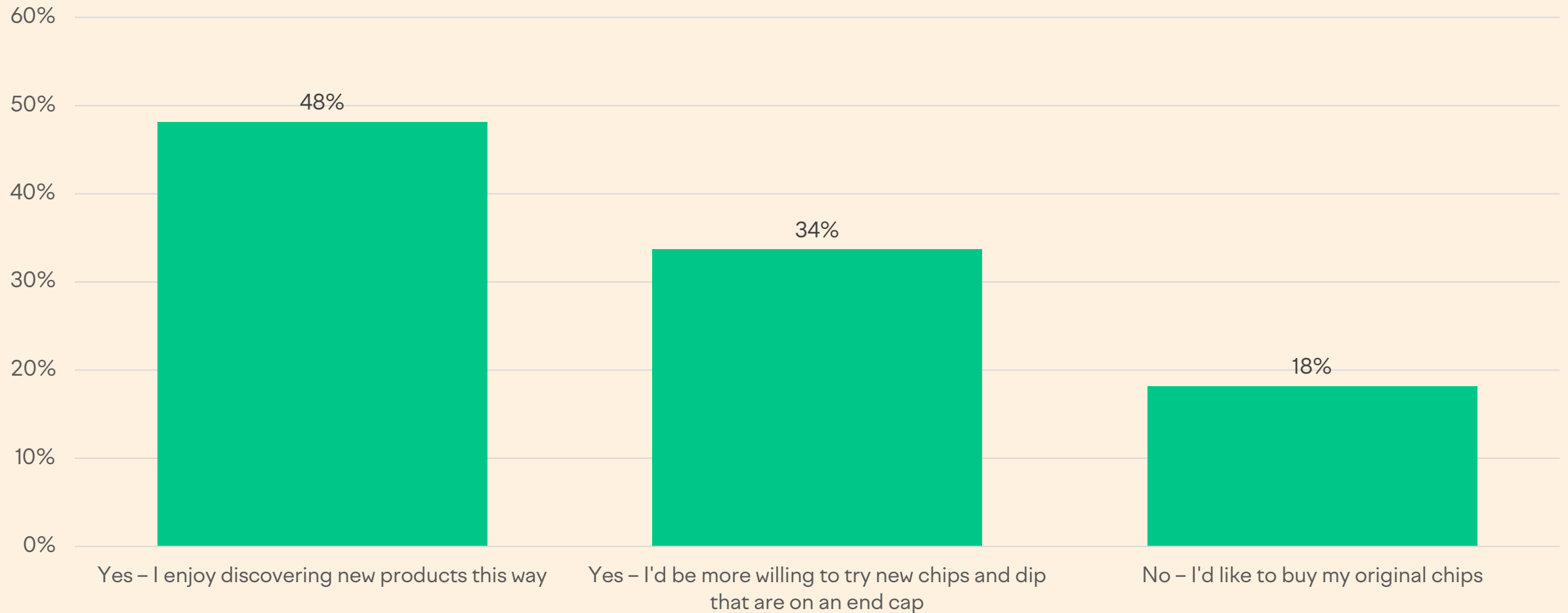
Q14 Will you be buying any of these specifically for Super Bowl Sunday 2025?



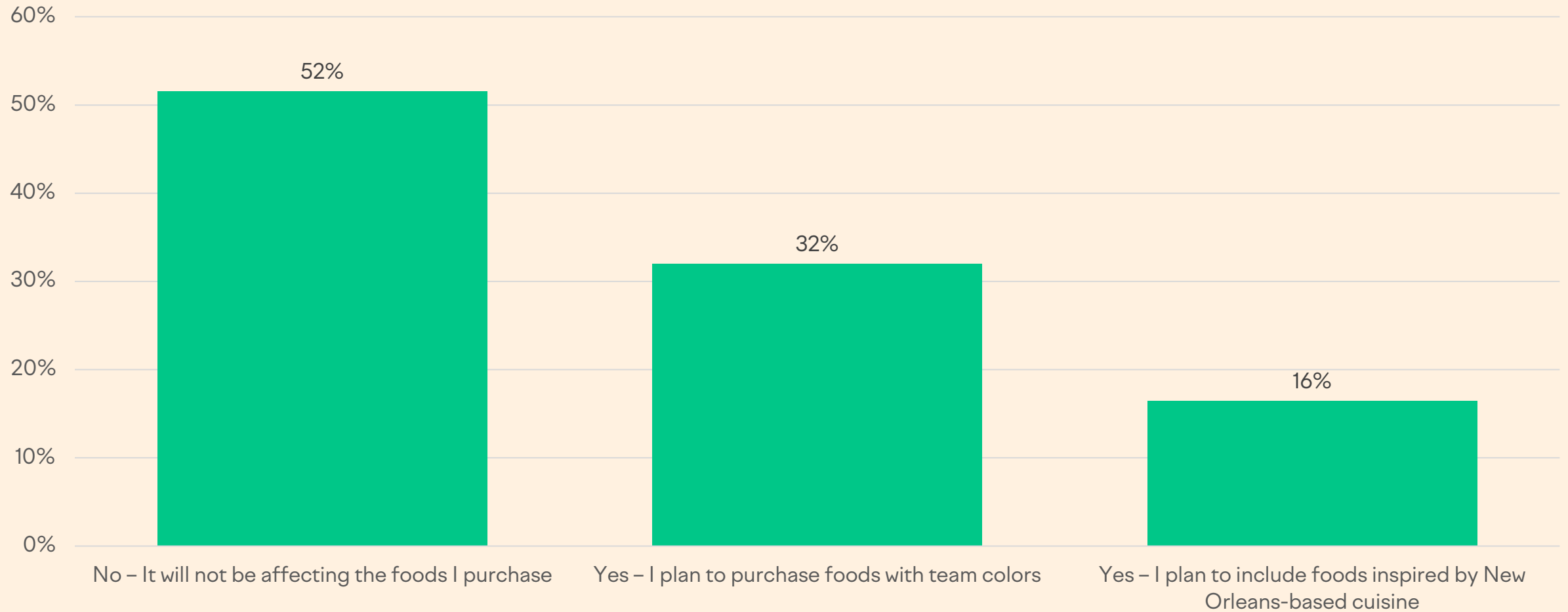
Q15 How convenient is it for you when grocery stores pair items on end caps, like hot dogs and buns, chips and salsa, or Solo cups and soda, etc.?



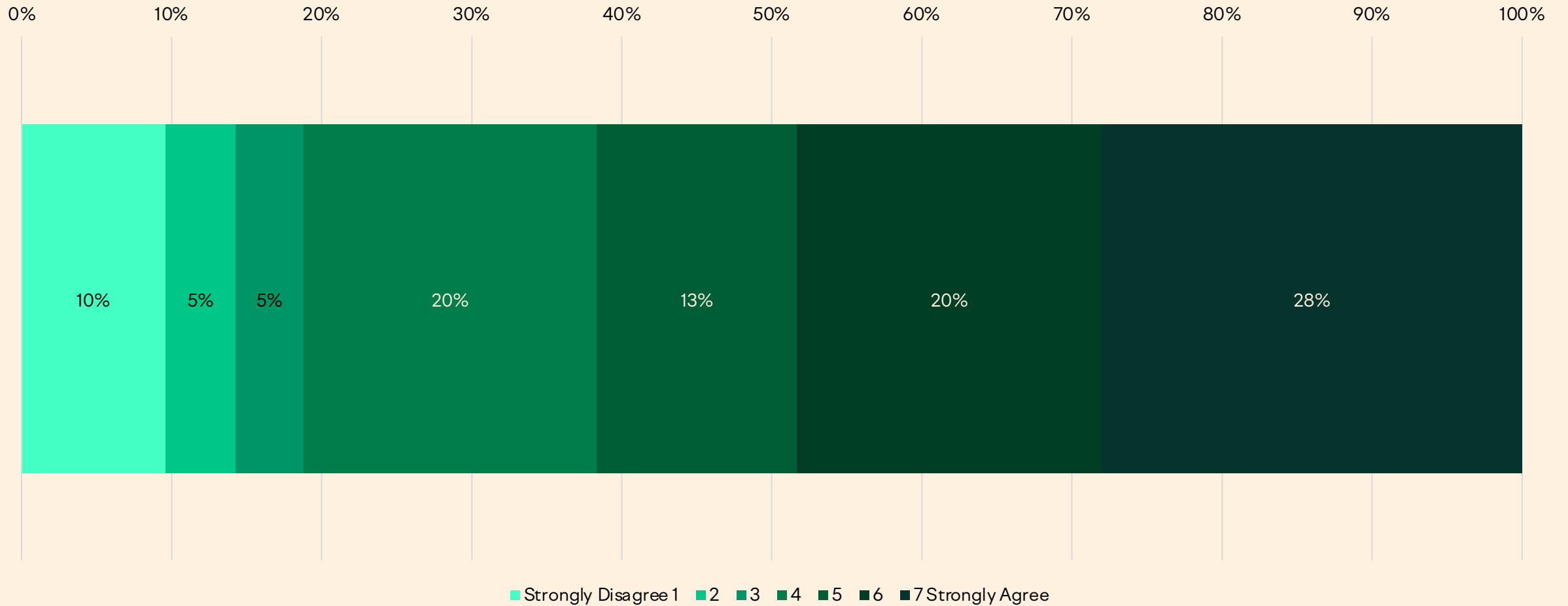
Q16 Are you more inclined to try new products if they are paired together on an end cap? (For instance, if you typically buy Tostitos but see a new chip and dip combo featured, would that encourage you to make the purchase?)



Q17 The Super Bowl will be held in New Orleans this year. Will the teams and/or location for the Super Bowl influence your food selection?



Q18 Let us know how much you agree/disagree with this statement: In the last 2 years, a Super Bowl ad has influenced me to buy a product or service.



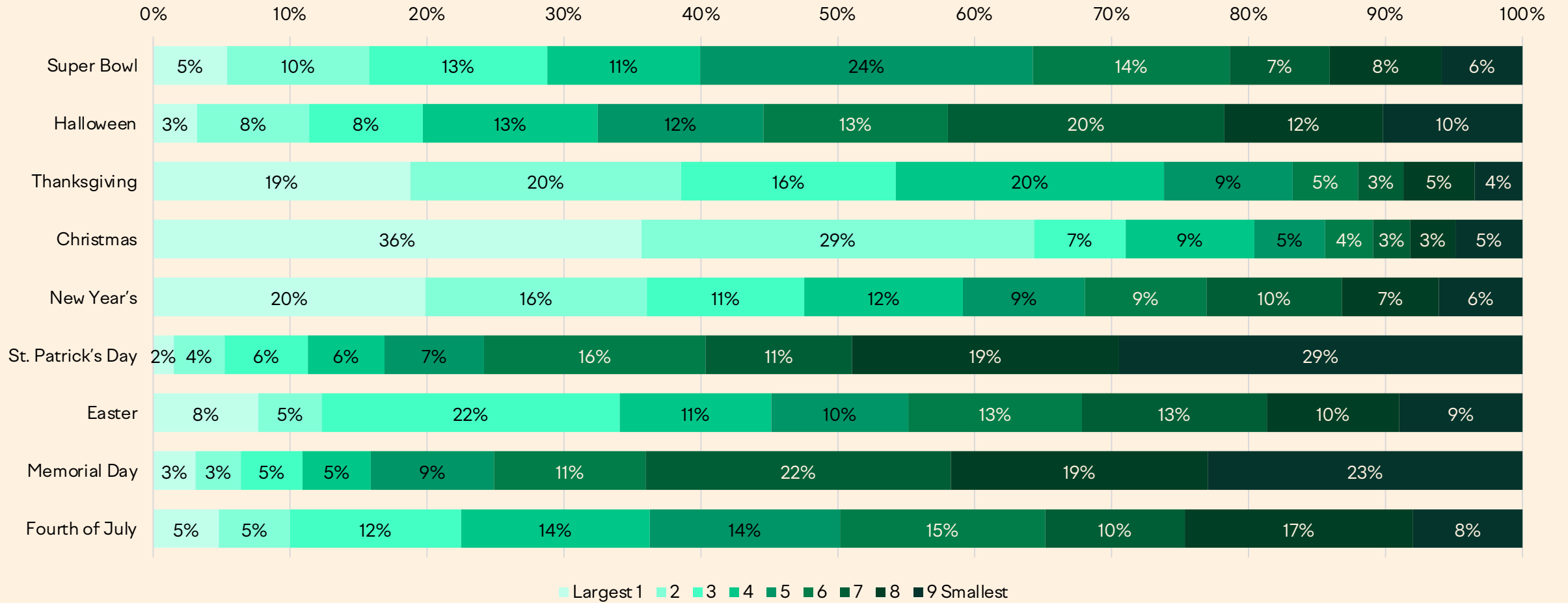
Q19 Rank the size of your gatherings for the following American holidays from largest to smallest

	Super Bowl (A)	Halloween (B)	Thanksgiving (C)	Christmas (D)	New Year's (E)	St. Patrick's Day (F)	Easter (G)	Memorial Day (H)	Fourth of July (I)
Top 1 Box Score %	5.4% ^{BFH}	3.2% ^F	18.8% ^{ABFGHI}	35.7% ^{ABCEFGHI}	19.9% ^{ABFGHI}	1.5%	7.7% ^{ABFHI}	3.1% ^F	4.8% ^{BFH}
Top 2 Box Score %	15.8% ^{BFGHI}	11.4% ^{FH}	38.6% ^{ABFGHI}	64.3% ^{ABCEFGHI}	36.1% ^{ABFGHI}	5.2%	12.3% ^{FHI}	6.4%	10.0% ^{FH}

(9 Point Scale)

ABCDE= Concept Statistical Difference vs others at 95% confidence level
 abcde= Concept Statistical Difference vs others at 90% confidence level

Q19 Rank the size of your gatherings for the following American holidays from largest to smallest





Advantage
Solutions™

For more information,
please contact Peter Frost,
Vice President —
Communications,
Advantage Solutions
peter.frost@youradv.com