

Impressions on Super Bowl advertisements

Super Bowl Advertisements Survey Summary

submitted by Nanos to Bell Media, July 2017
(Submission 2017-1042)



Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,000 English speaking Canadians, 18 years of age or older, between June 22nd and 28th, 2017. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 English speaking Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Bell Media.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Bell Media	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected English speaking Canadians	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Non-English speakers; Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked are contained in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	June 22 nd to 28 th , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in English.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

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			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Do you consider yourself someone who watches the Super Bowl live...	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	All the time	%	12.2	12.3	13.0	13.8	10.4	9.3	18.1	6.7	9.9	8.3	10.7	15.9	14.9
	Most of the time	%	8.1	5.0	6.7	8.1	11.6	6.5	10.4	6.0	3.9	14.5	9.2	10.3	5.1
	Periodically	%	25.1	13.4	23.1	27.0	31.4	19.1	27.9	22.5	27.0	26.1	23.6	25.5	24.0
	Never	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 – [IF WATCHES THE SUPER BOWL LIVE] When you watched the ads on the Super Bowl were you sure, somewhat sure, somewhat unsure or unsure that the products or services advertised were available in Canada?	Total	Unwgt N	455	28	53	217	108	49	270	185	71	82	91	106	105
		Wgt N	455	24	55	217	107	53	274	181	81	80	82	97	115
	Sure	%	20.0	23.8	13.6	21.8	15.0	28.0	21.6	17.7	20.7	20.6	22.0	17.6	19.7
	Somewhat sure	%	20.5	12.5	25.7	19.8	24.9	12.8	18.6	23.5	21.0	17.7	25.9	23.0	16.3
	Somewhat unsure	%	15.7	14.5	12.6	15.5	15.6	20.8	15.3	16.3	11.9	18.8	12.8	17.8	16.6
	Unsure	%	43.7	49.2	48.0	43.0	44.5	38.4	44.5	42.5	46.4	42.9	39.3	41.6	47.4

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,000 English speaking Canadians, 18 years of age or older, between June 22nd and 28th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - [IF WATCHES THE SUPER BOWL LIVE] Watching the Super Bowl game	Total	Unwgt N	455	28	53	217	108	49	270	185	71	82	91	106	105
		Wgt N	455	24	55	217	107	53	274	181	81	80	82	97	115
	Valuable	%	42.5	52.4	48.3	43.0	32.3	50.6	50.8	29.8	40.4	41.2	43.6	44.4	42.4
	Somewhat valuable	%	29.9	17.1	24.1	29.5	35.8	30.9	25.8	36.0	30.1	31.5	26.1	33.5	28.1
	Somewhat not valuable	%	8.2	11.6	8.8	6.4	13.8	1.9	5.7	12.0	13.3	6.7	13.6	3.5	5.8
	Not valuable	%	18.6	18.9	16.6	20.3	17.1	16.6	16.7	21.6	16.2	19.3	16.7	16.8	22.6
	Unsure	%	.9	.0	2.2	.8	1.0	.0	1.1	.6	.0	1.3	.0	1.7	1.1

Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - [IF WATCHES THE SUPER BOWL LIVE] Watching the Super Bowl half time show	Total	Unwgt N	455	28	53	217	108	49	270	185	71	82	91	106	105
		Wgt N	455	24	55	217	107	53	274	181	81	80	82	97	115
	Valuable	%	33.4	22.0	40.5	35.2	29.5	31.8	28.7	40.6	35.7	32.2	30.2	40.0	29.4
	Somewhat valuable	%	30.0	45.6	23.9	29.3	32.8	26.5	27.1	34.4	29.5	28.1	31.4	28.1	32.3
	Somewhat not valuable	%	9.0	9.7	7.3	7.9	9.6	13.8	11.5	5.3	10.4	9.5	11.8	7.2	7.1
	Not valuable	%	25.0	22.7	21.5	24.7	27.4	26.3	29.4	18.4	19.2	27.9	26.7	23.8	27.1
	Unsure	%	2.5	.0	6.7	2.8	.8	1.6	3.3	1.3	5.1	2.3	.0	.9	4.0

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,000 English speaking Canadians, 18 years of age or older, between June 22nd and 28th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - [IF WATCHES THE SUPER BOWL LIVE] Watching TV commercials as part of the Super Bowl	Total	Unwgt N	455	28	53	217	108	49	270	185	71	82	91	106	105
		Wgt N	455	24	55	217	107	53	274	181	81	80	82	97	115
	Valuable	%	23.5	15.7	32.2	25.0	19.6	19.6	21.5	26.6	15.0	23.7	30.2	25.9	22.7
	Somewhat valuable	%	30.6	34.2	33.8	28.2	29.0	38.8	31.6	29.1	34.9	27.3	28.0	31.6	30.9
	Somewhat not valuable	%	9.5	2.9	10.7	9.9	9.5	9.9	9.4	9.7	5.8	12.8	12.9	10.8	6.4
	Not valuable	%	34.9	47.2	21.0	35.6	40.4	30.1	35.8	33.6	42.1	35.2	27.8	31.6	37.6
	Unsure	%	1.4	.0	2.2	1.3	1.5	1.6	1.7	1.0	2.2	1.1	1.1	.0	2.5

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 6 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Are you aware or unaware that the big budget commercials made for the Super Bowl are also available in the days leading up to the Super Bowl game on the Internet and on TV	Total	Unwgt N	253	14	35	116	59	29	146	107	39	43	55	58	58
		Wgt N	251	12	37	117	54	31	148	103	41	42	49	56	64
	Aware	%	58.6	34.3	53.3	61.2	62.6	57.9	57.7	60.0	67.9	53.2	52.4	65.9	54.8
	Unaware	%	38.3	48.6	43.4	35.8	36.0	42.1	39.8	36.3	32.1	44.4	45.7	31.0	39.0
	Unsure	%	3.0	17.1	3.3	3.1	1.4	.0	2.6	3.7	.0	2.3	1.8	3.1	6.2

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			Region					Gender		Age					
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 7 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Would you be interested, somewhat interested, somewhat not interested or not interested in having a TV broadcaster package the Super Bowl ads as a programming special so they could be watched all together in the lead up to the game	Total	Unwgt N	253	14	35	116	59	29	146	107	39	43	55	58	58
		Wgt N	251	12	37	117	54	31	148	103	41	42	49	56	64
	Interested	%	15.2	19.8	7.7	16.2	20.9	9.2	16.4	13.6	20.6	8.1	14.1	17.5	15.5
	Somewhat interested	%	17.4	17.7	8.3	22.0	11.7	20.8	16.1	19.3	12.6	15.9	27.0	11.2	19.5
	Somewhat not interested	%	6.5	.0	10.3	2.4	14.9	5.4	6.9	5.9	2.1	12.4	10.4	4.5	4.3
	Not interested	%	58.0	62.5	67.2	58.6	47.9	60.3	57.1	59.3	64.6	63.6	46.6	63.2	54.3
	Unsure	%	2.9	.0	6.6	.8	4.7	4.2	3.6	1.9	.0	.0	2.0	3.7	6.4

			Region					Gender		Age					
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 8 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] If you could watch the ads before they are broadcast during the Super Bowl game, would watching the TV ads live during the game be more important, as important or less important to you as part of your Super Bowl experience?	Total	Unwgt N	253	14	35	116	59	29	146	107	39	43	55	58	58
		Wgt N	251	12	37	117	54	31	148	103	41	42	49	56	64
	More important	%	12.3	21.6	9.8	12.9	9.3	15.0	14.2	9.6	28.3	4.9	8.9	12.5	9.5
	As important	%	23.5	19.1	26.4	23.3	30.7	10.0	23.5	23.6	17.2	23.5	18.2	29.0	26.9
	Less important	%	58.8	36.6	48.8	62.9	55.0	70.8	58.4	59.4	52.2	66.8	72.9	53.1	52.1
	Unsure	%	5.3	22.7	14.9	.9	5.1	4.2	3.9	7.4	2.3	4.8	.0	5.3	11.5

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			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Are you ware or not aware that Canadian ads in the Super Bowl on Canadian broadcasters help support Canadian news and TV programming?	Total	Unwgt N	253	14	35	116	59	29	146	107	39	43	55	58	58
		Wgt N	251	12	37	117	54	31	148	103	41	42	49	56	64
	Aware	%	58.8	80.0	51.8	64.9	47.4	56.1	57.4	60.8	52.4	51.1	56.5	67.4	62.2
	Unaware	%	39.7	20.0	44.9	34.3	49.9	43.9	40.8	38.3	47.6	48.9	43.5	31.3	33.3
	Unsure	%	1.4	.0	3.3	.8	2.7	.0	1.8	.9	.0	.0	.0	1.3	4.5

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			Region					Gender			Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Do you consider yourself someone who watches the Super Bowl live...	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	All the time	%	12.2	12.3	13.0	13.8	10.4	9.3	18.1	6.7	9.9	8.3	10.7	15.9	14.9
	Most of the time	%	8.1	5.0	6.7	8.1	11.6	6.5	10.4	6.0	3.9	14.5	9.2	10.3	5.1
	Periodically	%	25.1	13.4	23.1	27.0	31.4	19.1	27.9	22.5	27.0	26.1	23.6	25.5	24.0
	Never	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0

			Region					Gender			Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - [IF WATCHES THE SUPER BOWL LIVE] When you watched the ads on the Super Bowl were you sure, somewhat sure, somewhat unsure or unsure that the products or services advertised were available in Canada?	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not watch the Super Bowl live	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0
	Sure	%	9.1	7.3	5.8	10.6	8.0	9.8	12.2	6.2	8.4	10.1	9.6	9.1	8.7
	Somewhat sure	%	9.3	3.9	11.0	9.7	13.3	4.5	10.5	8.3	8.6	8.7	11.2	11.9	7.2
	Somewhat unsure	%	7.2	4.5	5.4	7.6	8.3	7.2	8.6	5.7	4.9	9.2	5.6	9.2	7.3
	Unsure	%	19.9	15.1	20.6	21.0	23.8	13.3	25.1	15.0	18.9	21.0	17.1	21.5	20.9

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Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [MANDATORY]															
			Region					Gender			Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - [IF WATCHES THE SUPER BOWL LIVE] Watching the Super Bowl game	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not watch the Super Bowl live	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0
	Valuable	%	19.3	16.1	20.7	21.0	17.2	17.6	28.7	10.5	16.4	20.2	18.9	23.0	18.7
	Somewhat valuable	%	13.6	5.2	10.3	14.4	19.1	10.8	14.6	12.7	12.3	15.4	11.3	17.3	12.4
	Somewhat not valuable	%	3.7	3.6	3.8	3.1	7.4	.7	3.2	4.2	5.4	3.3	5.9	1.8	2.5
	Not valuable	%	8.5	5.8	7.1	9.9	9.2	5.8	9.4	7.6	6.6	9.5	7.3	8.7	10.0
	Unsure	%	.4	.0	1.0	.4	.5	.0	.6	.2	.0	.7	.0	.9	.5

Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

			Region					Gender			Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - [IF WATCHES THE SUPER BOWL LIVE] Watching the Super Bowl half time show	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not watch the Super Bowl live	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0
	Valuable	%	15.2	6.8	17.4	17.2	15.7	11.1	16.2	14.3	14.5	15.8	13.1	20.7	13.0
	Somewhat valuable	%	13.6	14.0	10.2	14.3	17.5	9.2	15.3	12.1	12.0	13.7	13.6	14.5	14.2
	Somewhat not valuable	%	4.1	3.0	3.1	3.9	5.1	4.8	6.5	1.9	4.3	4.7	5.1	3.7	3.1
	Not valuable	%	11.4	7.0	9.2	12.1	14.6	9.2	16.6	6.5	7.8	13.6	11.6	12.3	11.9
	Unsure	%	1.1	.0	2.9	1.4	.4	.5	1.9	.4	2.1	1.1	.0	.4	1.8

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Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [RANDOMIZE]

Are the following elements valuable, somewhat valuable, somewhat not valuable or not valuable to you personally as part of your experience watching the Super Bowl [rand=0mz]															
			Region					Gender		Age					
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - [IF WATCHES THE SUPER BOWL LIVE] Watching TV commercials as part of the Super Bowl	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not watch the Super Bowl live	%	54.5	69.2	57.2	51.1	46.6	65.2	43.6	64.8	59.3	51.0	56.6	48.3	56.0
	Valuable	%	10.7	4.8	13.8	12.2	10.5	6.8	12.1	9.4	6.1	11.6	13.1	13.4	10.0
	Somewhat valuable	%	13.9	10.5	14.5	13.8	15.5	13.5	17.8	10.2	14.2	13.4	12.1	16.4	13.6
	Somewhat not valuable	%	4.3	.9	4.6	4.8	5.1	3.4	5.3	3.4	2.4	6.3	5.6	5.6	2.8
	Not valuable	%	15.9	14.5	9.0	17.4	21.6	10.5	20.2	11.8	17.2	17.2	12.1	16.4	16.5
	Unsure	%	.6	.0	1.0	.6	.8	.5	1.0	.4	.9	.5	.5	.0	1.1

			Region					Gender			Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 6 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Are you aware or unaware that the big budget commercials made for the Super Bowl are also available in the days leading up to the Super Bowl game on the Internet and on TV	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not think watching Super Bowl commercials is valuable or somewhat valuable	%	74.9	84.7	70.7	73.6	73.2	79.7	69.5	80.0	79.7	74.5	74.3	70.2	75.3
	Aware	%	14.7	5.3	15.6	16.2	16.8	11.8	17.6	12.0	13.8	13.6	13.5	19.6	13.5
	Unaware	%	9.6	7.5	12.7	9.4	9.7	8.6	12.1	7.2	6.5	11.3	11.8	9.2	9.6
	Unsure	%	.8	2.6	1.0	.8	.4	.0	.8	.7	.0	.6	.5	.9	1.5

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,000 English speaking Canadians, 18 years of age or older, between June 22nd and 28th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 7 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Would you be interested, somewhat interested, somewhat not interested or not interested in having a TV broadcaster package the Super Bowl ads as a programming special so they could be watched all together in the lead up to the game	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not think watching Super Bowl commercials is valuable or somewhat valuable	%	74.9	84.7	70.7	73.6	73.2	79.7	69.5	80.0	79.7	74.5	74.3	70.2	75.3
	Interested	%	3.8	3.0	2.2	4.3	5.6	1.9	5.0	2.7	4.2	2.1	3.6	5.2	3.8
	Somewhat interested	%	4.4	2.7	2.4	5.8	3.1	4.2	4.9	3.8	2.6	4.0	6.9	3.3	4.8
	Somewhat not interested	%	1.6	.0	3.0	.6	4.0	1.1	2.1	1.2	.4	3.2	2.7	1.3	1.1
	Not interested	%	14.5	9.6	19.7	15.5	12.8	12.3	17.4	11.8	13.1	16.2	12.0	18.8	13.4
	Unsure	%	.7	.0	1.9	.2	1.3	.9	1.1	.4	.0	.0	.5	1.1	1.6

			Region						Gender		Age				
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 8 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] If you could watch the ads before they are broadcast during the Super Bowl game, would watching the TV ads live during the game be more important, as important or less important to you as part of your Super Bowl experience	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not think watching Super Bowl commercials is valuable or somewhat valuable	%	74.9	84.7	70.7	73.6	73.2	79.7	69.5	80.0	79.7	74.5	74.3	70.2	75.3
	More important	%	3.1	3.3	2.9	3.4	2.5	3.1	4.3	1.9	5.8	1.2	2.3	3.7	2.3
	As important	%	5.9	2.9	7.7	6.2	8.2	2.0	7.2	4.7	3.5	6.0	4.7	8.6	6.6
	Less important	%	14.8	5.6	14.3	16.6	14.7	14.4	17.8	11.9	10.6	17.0	18.8	15.8	12.9
	Unsure	%	1.3	3.5	4.4	.2	1.4	.9	1.2	1.5	.5	1.2	.0	1.6	2.8

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			Region					Gender		Age					
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - [IF WATCHING SUPERBOWL TV COMMERCIALS IS VALUABLE OR SOMEWHAT VALUABLE] Are you ware or not aware that Canadian ads in the Super Bowl on Canadian broadcasters help support Canadian news and TV programming	Total	Unwgt N	1000	77	128	441	203	151	476	524	175	171	209	201	244
		Wgt N	1000	77	128	443	201	151	486	514	200	164	189	187	261
	Does not think watching Super Bowl commercials is valuable or somewhat valuable	%	74.9	84.7	70.7	73.6	73.2	79.7	69.5	80.0	79.7	74.5	74.3	70.2	75.3
	Aware	%	14.8	12.3	15.2	17.1	12.7	11.4	17.5	12.1	10.6	13.0	14.5	20.1	15.4
	Unaware	%	10.0	3.1	13.1	9.1	13.4	8.9	12.4	7.6	9.7	12.5	11.2	9.3	8.2
	Unsure	%	.4	.0	1.0	.2	.7	.0	.6	.2	.0	.0	.0	.4	1.1

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 1,000 English speaking Canadians, 18 years of age or older, between June 22nd and 28th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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