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NATIONAL: EAGLES ARE AMERICA'S SUPER BOWL PICK

TV commercials expected to be best part of the game

West Long Branch, NJ – About 4-in-10 Americans will be rooting for the Philadelphia Eagles in Super Bowl LII this Sunday. Fewer than 2-in-10 want to see the New England Patriots emerge victorious. While this may be the biggest sporting event of the year, the *Monmouth University Poll* finds that only one-fifth of the public is really excited about this year's match-up. Many say they expect the TV commercials to be more interesting than the action on the field.

When asked who they are rooting for in this year's Super Bowl, 37% of Americans say they're backing the Eagles compared to just 16% who are with the Patriots. When asked if they are rooting *against* either team, 39% say they want New England to lose and just 12% want to see Philadelphia go 0-for-3 in Super Bowl appearances.

Combining results from the questions asking about support for and against the two team finds that more than 4-in-10 (43%) are backing the Eagles compared to a paltry 18% who want to see the Patriots earn yet another championship ring. Another 39% don't care how the game turns out. The Pats earn a little more love in the northeastern portion of the United States where both teams are located, but Philly still emerges as the intra-regional favorite by a 45% to 28% margin.

"I have to echo the national sentiment. Fly Eagles, fly," said Patrick Murray, director of the Monmouth University Polling Institute, whose office just happens to be decorated with pennants from Philadelphia's first Super Bowl appearance in 1981.

The Super Bowl may be the nation's premier sporting event, but just 21% say they have a lot of interest in this year's game while 34% have a little interest. Nearly half (45%) express no interest at all. About 4-in-10 (39%) Americans say they will be watching Sunday's game, another 28% say the game will be on a nearby TV but they won't really be paying attention, and 31% say they will not have the

game on at all. Men (48%) are more likely than women (30%) to say they will be paying attention to the game.

Interest in the big game is, not surprisingly, highest in the northeastern region of the country, where 35% have a lot of interest in this year's match-up, 25% have some interest, and 40% have no interest. Nearly half of northeastern residents (47%) will be attentively watching the Super Bowl, 30% will have it on as background noise, and 21% will be doing something else on Sunday evening.

For many Americans, the action on the field is not the most appealing part of the game. Nearly half say that the ubiquitous TV commercials (49%) will be the most interesting part of this year's Super Bowl. Just over one-third (36%) say the game itself will be more interesting than the ads. Women say they are more likely to be drawn in by the ads (54%) than the game (29%). Men are divided between saying the game (44%) or the commercials (43%) will hold more interest for them.

"This is the biggest sporting event of the year, but only one-fifth of Americans are really ginned up for it. The TV commercials may be needed to provide a bit of a draw for the more casual fan," said Murray.

Philadelphia's fan base tends to have a bad reputation for how they treat other teams' supporters. Despite the fact that more Americans are rooting for Philadelphia, 1-in-4 (26%) say they would be worried about encountering Eagles fans in a dark alley. This compares with 14% who say they would worry about running into Patriots fans in a dark alley. [Those figures include some overlap among people who say they'd be afraid of both teams' fans.] Most Americans (65%) say they really wouldn't worry about meeting either teams' fans in a dark alley.

If this question's results are isolated to the type of person who may be a more active football fan – specifically men who will be closely watching the big game – a larger number (39%) say they wouldn't want to meet up with Eagles fans in a dark alley compared to only 15% who say the same about Patriots' supporters.

"It's probably good for Philadelphia's image that not everyone is afraid of their fan base. Nevertheless, it's wise to steer clear of South Philly during game days if you're not wearing an Eagles jersey," said Murray.

The *Monmouth University Poll* was conducted by telephone from January 28 to 30, 2018 with 806 adults in the United States. The results in this release have a margin of error of +/- 3.5 percent. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

QUESTIONS AND RESULTS

(* Some columns may not add to 100% due to rounding.)

[Q1-12 and Q17-18 previously released.]

[Q13-16 and Q19-27 held for future release.]

28. How much interest do you have in this year's Super Bowl game – a lot, a little, or none at all?

	January 2018
A lot	21%
A little	34%
None at all	45%
(n)	(806)

29. Will you be watching the game, will it be on a nearby TV but you will only pay a little attention, or won't you have the game on at all?

	January 2018
Will be watching the game	39%
Will be on a nearby TV but will only pay a little attention	28%
Won't have the game on at all	31%
(VOL) Don't know	1%
(n)	(806)

30. Which do you think will be more interesting – the game or the commercials?

	January 2018
Game	36%
Commercials	49%
(VOL) Both equally	5%
(VOL) Neither	8%
(VOL) Don't know	2%
(n)	(806)

31. Will you be rooting for the Philadelphia Eagles or the New England Patriots, or doesn't it matter to you who wins?

	January 2018
Eagles	37%
Patriots	16%
Doesn't matter	46%
(VOL) Don't know	1%
(n)	(806)

32. Will you be rooting AGAINST the Eagles or the Patriots?

	January 2018
Yes, Eagles	12%
Yes, Patriots	39%
(VOL) Yes, both teams	2%
No, neither team	44%
(VOL) Don't know	2%
(n)	(806)

33. Which team’s fans would you be more worried about encountering in a dark alley – the Eagles, the Patriots, both equally, or neither would worry you?

	January 2018
Eagles	17%
Patriots	5%
Both equally	9%
Neither	65%
(VOL) Don't know	5%
(n)	(806)

METHODOLOGY

The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from January 28 to 30, 2018 with a national random sample of 806 adults age 18 and older, in English. This includes 401 contacted by a live interviewer on a landline telephone and 405 contacted by a live interviewer on a cell phone. Telephone numbers were selected through random digit dialing and landline respondents were selected with a modified Trol Dahl-Carter youngest adult household screen. Monmouth is responsible for all aspects of the survey design, data weighting and analysis. Final sample is weighted for region, age, education, gender and race based on US Census information. Data collection support provided by Braun Research (field) and SSI (RDD sample). For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.5 percentage points (unadjusted for sample design). Sampling error can be larger for sub-groups (see table below). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

<i>DEMOGRAPHICS (weighted)</i>	
<i>Self-Reported</i>	
29% Republican	
39% Independent	
32% Democrat	
48% Male	
52% Female	
31% 18-34	
33% 35-54	
36% 55+	
64% White	
12% Black	
15% Hispanic	
8% Asian/Other	

MARGIN OF ERROR		<i>unweighted sample</i>	<i>moe (+/-)</i>
TOTAL		806	3.5%
REGISTERED VOTER	Yes	711	3.7%
	No	95	10.1%
SELF-REPORTED	Republican	236	6.4%
PARTY ID	Independent	309	5.6%
	Democrat	250	6.2%
IDEOLOGY	Liberal	192	7.1%
	Moderate	306	5.6%
	Conservative	281	5.9%
GENDER	Male	411	4.8%
	Female	395	4.9%
AGE	18-34	162	7.7%
	35-54	295	5.7%
	55+	341	5.3%
RACE	White non-Hispanic	568	4.1%
	Other	220	6.6%
COLLEGE GRADUATE	No degree	408	4.9%
	4 year degree	387	5.0%
INCOME	<\$50K	266	6.0%
	\$50 to <100K	216	6.7%
	\$100K+	242	6.3%
2016 VOTE BY	Trump 10+ pts	290	5.8%
COUNTY	Swing <10 pts	165	7.6%
	Clinton 10+ pts	351	5.2%

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Monmouth University Poll -- NATIONAL -- 2/01/18

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY			GENDER
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con	Male
28/F1. How much interest do you have in this years Super Bowl game - a lot, a little, or none at all?	A lot	21%	21%	20%	13%	22%	28%	15%	25%	23%	26%
	A little	34%	34%	31%	36%	34%	32%	34%	41%	27%	37%
	None at all	45%	44%	49%	51%	44%	40%	51%	35%	50%	37%

		GENDER	AGE 3-WAY			WHITE		COLLEGE GRAD		INCOME
		Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree	4 yr degree	<\$50K
28/F1. How much interest do you have in this years Super Bowl game - a lot, a little, or none at all?	A lot	17%	22%	22%	20%	19%	25%	20%	25%	20%
	A little	31%	35%	32%	35%	35%	32%	35%	30%	35%
	None at all	52%	44%	47%	44%	46%	42%	45%	45%	45%

		INCOME		2016 MARGIN by COUNTY		
		\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
28/F1. How much interest do you have in this years Super Bowl game - a lot, a little, or none at all?	A lot	18%	24%	18%	20%	25%
	A little	33%	30%	34%	39%	31%
	None at all	48%	45%	48%	41%	44%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
29/F2. Will you be watching the game, will it be on a nearby TV but you will only pay a little attention, or wont you have the game on at all?	Will you be watching the game	39%	40%	36%	30%	41%	45%	35%	46%	35%
	Will it be on a nearby TV but you will only pay a little attention	28%	28%	28%	26%	26%	33%	34%	27%	26%
	Wont you have the game on at all	31%	31%	35%	42%	33%	21%	30%	25%	38%
	[VOL] Dont Know	1%	1%	1%	2%	1%	2%	1%	2%	1%

		GENDER		AGE 3-WAY			WHITE		COLLEGE GRAD
		Male	Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree
29/F2. Will you be watching the game, will it be on a nearby TV but you will only pay a little attention, or wont you have the game on at all?	Will you be watching the game	48%	30%	36%	41%	41%	37%	44%	38%
	Will it be on a nearby TV but you will only pay a little attention	22%	34%	30%	30%	25%	29%	26%	27%
	Wont you have the game on at all	29%	34%	33%	29%	33%	33%	29%	33%
	[VOL] Dont Know	1%	1%	1%	1%	2%	2%	1%	1%

Monmouth University Poll -- NATIONAL -- 2/01/18

		COLLEGE GRAD	INCOME			2016 MARGIN by COUNTY		
		4 yr degree	<\$50K	\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
29/F2. Will you be watching the game, will it be on a nearby TV but you will only pay a little attention, or wont you have the game on at all?	Will you be watching the game	41%	38%	37%	40%	34%	37%	44%
	Will it be on a nearby TV but you will only pay a little attention	32%	27%	28%	31%	26%	31%	29%
	Wont you have the game on at all	26%	33%	34%	28%	39%	30%	26%
	[VOL] Dont Know	1%	2%	1%	1%	1%	2%	1%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY			GENDER
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con	Male
30/F3. Which do you think will be more interesting - the game or the commercials?	Game	36%	37%	33%	34%	34%	41%	26%	45%	33%	44%
	Commercials	49%	49%	47%	53%	50%	44%	55%	42%	51%	43%
	[VOL] Both equally	5%	5%	8%	3%	7%	5%	6%	7%	3%	6%
	[VOL] Neither	8%	8%	8%	10%	7%	7%	9%	4%	12%	6%
	[VOL] Dont Know	2%	2%	4%	1%	1%	4%	4%	1%	1%	1%

		GENDER	AGE 3-WAY			WHITE		COLLEGE GRAD		INCOME
		Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree	4 yr degree	<\$50K
30/F3. Which do you think will be more interesting - the game or the commercials?	Game	29%	34%	34%	40%	32%	43%	36%	37%	37%
	Commercials	54%	55%	53%	40%	54%	39%	49%	48%	45%
	[VOL] Both equally	5%	5%	4%	7%	4%	7%	6%	5%	7%
	[VOL] Neither	9%	7%	6%	10%	7%	9%	8%	7%	9%
	[VOL] Dont Know	3%	0%	2%	3%	2%	2%	2%	3%	2%

		INCOME		2016 MARGIN by COUNTY		
		\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
30/F3. Which do you think will be more interesting - the game or the commercials?	Game	29%	39%	30%	35%	43%
	Commercials	56%	51%	53%	51%	44%
	[VOL] Both equally	5%	2%	5%	6%	5%
	[VOL] Neither	9%	7%	11%	5%	7%
	[VOL] Dont Know	1%	2%	1%	4%	2%

Monmouth University Poll -- NATIONAL -- 2/01/18

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY			GENDER
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con	Male
31/F4. Will you be rooting for the Philadelphia Eagles or the New England Patriots, or doesnt it matter to you who wins?	Eagles	37%	37%	37%	32%	37%	41%	36%	41%	32%	36%
	Patriots	16%	15%	20%	20%	13%	16%	17%	16%	18%	18%
	Doesnt matter	46%	46%	42%	48%	49%	40%	45%	43%	49%	45%
	[VOL] Dont Know	1%	1%	0%	1%	1%	3%	1%	1%	1%	1%

		GENDER	AGE 3-WAY			WHITE		COLLEGE GRAD		INCOME
		Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree	4 yr degree	<\$50K
31/F4. Will you be rooting for the Philadelphia Eagles or the New England Patriots, or doesnt it matter to you who wins?	Eagles	37%	37%	43%	32%	37%	37%	37%	36%	39%
	Patriots	14%	17%	16%	16%	16%	17%	16%	18%	16%
	Doesnt matter	47%	46%	40%	50%	46%	44%	46%	45%	43%
	[VOL] Dont Know	2%	0%	1%	2%	0%	3%	1%	1%	1%

		INCOME		2016 MARGIN by COUNTY		
		\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
31/F4. Will you be rooting for the Philadelphia Eagles or the New England Patriots, or doesnt it matter to you who wins?	Eagles	32%	40%	38%	27%	41%
	Patriots	14%	16%	11%	23%	18%
	Doesnt matter	52%	43%	50%	50%	40%
	[VOL] Dont Know	1%	1%	1%	1%	1%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY		
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con
32/F5. Will you be rooting AGAINST the Eagles or the Patriots?	Yes, Eagles	12%	12%	12%	13%	13%	12%	12%	13%	13%
	Yes, Patriots	39%	39%	40%	34%	41%	41%	39%	45%	34%
	[VOL] Yes, both teams	2%	2%	1%	2%	2%	1%	1%	2%	2%
	No, neither team	44%	44%	44%	50%	43%	42%	46%	38%	49%
	[VOL] Dont Know	2%	3%	2%	2%	1%	4%	2%	2%	2%

		GENDER		AGE 3-WAY			WHITE		COLLEGE GRAD
		Male	Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree
32/F5. Will you be rooting AGAINST the Eagles or the Patriots?	Yes, Eagles	15%	10%	12%	13%	12%	11%	15%	12%
	Yes, Patriots	40%	38%	44%	42%	33%	39%	41%	40%
	[VOL] Yes, both teams	3%	1%	1%	2%	1%	2%	1%	2%
	No, neither team	41%	47%	40%	41%	51%	47%	39%	43%
	[VOL] Dont Know	2%	3%	2%	2%	3%	1%	4%	2%

Monmouth University Poll -- NATIONAL -- 2/01/18

		COLLEGE GRAD	INCOME			2016 MARGIN by COUNTY		
		4 yr degree	<\$50K	\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
32/F5. Will you be rooting AGAINST the Eagles or the Patriots?	Yes, Eagles	12%	10%	14%	12%	8%	15%	15%
	Yes, Patriots	37%	42%	37%	39%	41%	31%	41%
	[VOL] Yes, both teams	2%	2%	2%	2%	2%	1%	1%
	No, neither team	47%	44%	44%	46%	46%	47%	41%
	[VOL] Dont Know	2%	3%	3%	1%	2%	5%	2%

		TOTAL	REGISTERED TO VOTE		PARTY ID			POLITICAL IDEOLOGY			GENDER
			Yes	No	Rep	Ind	Dem	Lib	Mod	Con	Male
33/F6. Which teams fans would you be more worried about encountering in a dark alley - the Eagles, the Patriots, both equally, or neither would worry you?	Eagles	17%	17%	15%	14%	19%	16%	13%	19%	17%	22%
	Patriots	5%	5%	4%	2%	6%	5%	8%	4%	4%	4%
	Both equally	9%	8%	15%	10%	9%	9%	9%	10%	9%	10%
	Neither	65%	66%	60%	68%	64%	65%	67%	63%	65%	60%
	[VOL] Dont Know	5%	5%	5%	6%	2%	6%	4%	4%	5%	3%

		GENDER	AGE 3-WAY			WHITE		COLLEGE GRAD		INCOME
		Female	18-34	35-54	55+	White non-Hisp	Hsp-Blk-Asn-Oth	No degree	4 yr degree	<\$50K
33/F6. Which teams fans would you be more worried about encountering in a dark alley - the Eagles, the Patriots, both equally, or neither would worry you?	Eagles	11%	19%	21%	10%	16%	18%	15%	19%	13%
	Patriots	5%	8%	4%	2%	3%	6%	4%	6%	4%
	Both equally	8%	12%	9%	8%	8%	10%	10%	9%	11%
	Neither	69%	57%	64%	73%	69%	59%	67%	62%	67%
	[VOL] Dont Know	6%	4%	2%	8%	4%	6%	4%	5%	5%

		INCOME		2016 MARGIN by COUNTY		
		\$50-100K	\$100K+	Trump 10+pts	Swing <10pts	Clinton 10+pts
33/F6. Which teams fans would you be more worried about encountering in a dark alley - the Eagles, the Patriots, both equally, or neither would worry you?	Eagles	18%	23%	15%	17%	18%
	Patriots	6%	5%	2%	6%	6%
	Both equally	9%	5%	10%	7%	10%
	Neither	62%	64%	68%	64%	62%
	[VOL] Dont Know	5%	2%	5%	6%	4%