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News Release

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THE NIELSEN COMPANY'S GUIDE TO SUPER BOWL XLIII

NEW YORK, NY January 23, 2009 – The Nielsen Company today released its annual Guide to the Super Bowl, which showcases a full range of consumer and media information about the most anticipated marketing event in the U.S. This year's matchup between the Arizona Cardinals and the Pittsburgh Steelers is scheduled for February 1 in Tampa, FL.

Among the key findings from Nielsen:

- **TELEVISION:** Last year's tilt between the Patriots and the Giants was viewed by a record 97.5 million people nationwide. As expected, the Super Bowl was the most-watched TV broadcast in 2008.
- **ADVERTISERS:** The cost of a 30-second spot in last year's Super Bowl was \$2.7 million. Total spending for the game reached over \$195 million. Anheuser-Busch bought the most commercial time (4 minutes total). The highest-rated commercial minute was the Victoria's Secret spot at 9:44pm, seen by 103.7 million viewers. The most-liked ad was produced by the NFL. The most-recalled ad was produced by FedEx.
- **ONLINE:** Super Bowl advertisers saw a 24 percent jump in Web traffic the day after last year's Super Bowl. The Pepsi commercial featuring Justin Timberlake gathered the most Internet buzz.
- **MUSIC AND MOVIES:** In the week following Tom Petty & the Heartbreakers' halftime performance last year, sales of their "Greatest Hits" album jumped 196%. Petty's "Anthology: Through the Years" album jumped 240% that same week. Box office sales on the weekend of Super Bowl Sunday show notable decline. The NFL Super Bowl XLII DVD was the #1 selling sports DVD in 2008.
- **SNACKS AND BEER:** The Super Bowl is the 8th-largest beer-selling event each year. Markets with hometown teams involved in the big game are more likely buy more beer. Potato chips are the snack of choice at Super Bowl parties, but tortilla chips are quickly gaining.
- **CONSUMER TRENDS:** There's a softer side to football fans. People identifying themselves as avid NFL fans outpaced total U.S. spending in skin care by 74% from 2005 to 2007. NFL fans are also more likely to own hi-tech electronic items than the average adult.



- **DEMOGRAPHICS:** About 138 million adults – or more than 60% of the adult population in the U.S. – are NFL fans. The league is slightly more likely to attract fans from higher education and income brackets. Fans are also generally more physically active than the average American.

TELEVISION

In 2008, an average of 97.5 million Americans tuned in to FOX to watch the New York Giants beat the New England Patriots, making it the most-watched Super Bowl ever. The event averaged a 43.1% household rating, up from the 2007 game between the Indianapolis Colts and the Chicago Bears, which was watched by 93.1 million viewers and an average of 42.6% of U.S. Homes.

The highest-rated Super Bowl of all time was Super Bowl XVI in 1982, with a 49.1% rating. It is the fourth-highest rated television program since 1961 just behind the final episode of M*A*S*H, Dallas, and Roots Part VIII. Of the top-40 sports telecasts since January 1961, all but four telecasts were Super Bowls.

The highest local market rating in 2008 – at nearly 56% - was in Boston, home of the New England Patriots. The second-largest local TV audience, with an average of 54.1% was Indianapolis. Jacksonville, Pittsburgh and Ft. Myers followed respectively as the next three markets with the largest Super Bowl audiences (see Table 1). The New York DMA, home of the Super Bowl Champion New York Giants, had an average audience of 44.9% with 3.3 million viewers.

As expected, men watched the 2008 Super Bowl the most (42.9% rating, or 45.8 million viewers). But a significant amount of women tuned in to the game as well. Approximately 37.7 million women over the age of 18 watched Super Bowl XLII for a 32.9% average rating.

Overall female viewership of the Super Bowl has climbed each of the last five years.

An average of 29.2% of African Americans (approx. 10.5 million viewers), and an average of 17.9% of Hispanics (approx. 7.5 million viewers) tuned in to Super Bowl XLII.

If the Super Bowl is the biggest TV event of the year, it's even better in high definition. In 2008, even with HD penetrating only about 15% of TV households, 41% of Super Bowl viewers watched the game in HD, according to the Strategic Media Research Super Bowl Survey.

Networks broadcasting the Super Bowl often use the game as a lead-in for one of their regular shows. This year, NBC will broadcast a one-hour episode of *The Office*. Last year, 29.1 million viewers stuck around after the game to watch an episode of *House* on FOX.

Super Bowl TV Ratings
Average Viewers
2008 – FOX – 97.5 million
2007 – CBS – 93.1 million
2006 – ABC – 90.7 million
2005 – FOX – 86.1 million
2004 – CBS – 89.8 million
Program after the Game (avg. viewers, in millions)
2008 – House – 29.1
2007 – Criminal Minds – 26.1
2006 – Grey's anatomy – 21.0
2005 – The Simpsons – 23.1
2004 – Survivor All-Stars – 33.5
Top-10 Local Market Average Household Ratings – 2008
1. Boston - 55.6%
2. Indianapolis - 54.1%
3. Jacksonville - 52.0%
4. Pittsburgh - 50.8%
5. Ft. Myers-Naples - 50.7%
6. Washington, DC - 50.3%
7. Columbus - 49.8%
8. Kansas City – 49.7%
9. Milwaukee – 49.7%
10. Tampa-St. Pete – 48.8%
<i>Source: The Nielsen Company</i>



ADVERTISING

The Buyers

The 2008 Super Bowl aired 50 minutes and 50 seconds of commercial time. Fifty-two unique brands aired commercials that competed for viewers' attention for a total of 84 advertisements. The highest-rated commercial minute was the Victoria's Secret commercial at 9:44pm., which was seen by 103.7 million people.

The cost for a 30-second spot during the 2008 game was \$2.7 million, up from \$2.4 million in 2007. Total spending for the game reached over \$195.7 million.

Average 30-second Cost

2008 - \$2.7 millions
2007 - \$2.4 million
2006 - \$2.5 million
2005 - \$2.4 million
2004 - \$2.3 million

The categories that advertised the most in 2008 included Automotive, Motion Pictures, and Beer. In the top slot, Automotive aired 5½ minutes of commercial time, adding one minute to its total from 2007. Motion Pictures followed, airing 4 minutes and 15 seconds of ads, significantly increasing from under 2 minutes in the 2007 game. Finally, the Beer category, which has traditionally led the Super Bowl, dropped to the third largest category with 4 minutes of air time, compared to 5 minutes in the prior year.

Top Categories Super Bowl 2008	
Category	Minutes of Exposure
Automotive	5 ½
Motion Pictures	4 ¼
Beer	4

Source: The Nielsen Company

For the eighth year in a row Anheuser-Busch was the leading advertiser. The beer category included advertising for Bud Light and Budweiser. As the brand did in 2006, Bud Light aired three minutes of ads (six 30-second spots). Budweiser ran one 60-second commercial.

Among automotive brands, Hyundai Genesis ran 2 ads at 30-seconds each; Audi R8 ran one minute-long commercial; Toyota Corolla and CarMax Auto Dealership each ran a 30-second commercial; GMC Yukon Hybrid Trucks ran one 60-second spot; and Acura MDX, Jeep Grand Cherokee, and Toyota Sequoia each ran one 30-second commercial to promote their truck brands.

A breakdown of the Motion Picture category shows eight movies were advertised in 2008, compared to only 4 in 2007. During the 2006 Super Bowl, 9 movies advertised totaling 4 ½ minutes. Buena Vista was the only studio to advertise more than one motion picture (*Chronicles of Narnia Prince Caspian* and *Walt Disney Wall-E*). It was also the only movie studio to air a 60-second ad (for *Chronicles of Narnia Prince Caspian*).

Dell, Schering-Plough (Claritin) and Hyundai emerged as newcomers on the Super Bowl scene, advertising in the big game for the first time since Nielsen began tracking Super Bowl advertisers in 1993.



Top Advertisers Super Bowl XLII	Commercial Time
Anheuser-Busch Inc.	4 minutes
Coca-Cola USA	2 minutes
Buena Vista Pictures	1½ minutes
Frito-Lay Inc.	1½ minutes
Pepsi-Cola Co.	1½ minutes

Source: The Nielsen Company

To view full-motion commercials, storyboards, and ratings that aired during the Super Bowls since 1999, visit our creative website at <https://www.nielsenmedia.com/monitorplus/superbowl/>.

Effectiveness

Due to a combination of uniquely strong ad attention and higher quality creatives, Super Bowl commercials have achieved effectiveness levels that are well above-average. Super Bowl ads in the last three years generated an average of 31% higher break-through and 93% higher likeability, compared to the typical ad on television.

Last year's best-liked Super Bowl ad was produced by the NFL itself, hitting 172 on the likeability index. FedEx aired the most-recalled ad, with a recall index of 150. Anheuser-Bush aired three of the top-10 best-liked ads and four of the top-10 most-recalled ads of Super Bowl XLII.

Top 10 Best-Liked 2008 Super Bowl Ads

Likeability Rank	Brand	Ad Description	Likeability Index
1	NFL	NFL player Chester Pitts didn't even have the dream until Ephraim Salaam told him the dream (:60)	172
2	Budweiser	Dalmatian trains Hank the Clydesdale for hitch team to Rocky theme; one year later: welcome aboard Hank (:60)	168
3	Coca-Cola	Shot of parade in New York; giant Stewie and Underdog balloons chase and fight for Coke bottle balloon (:60)	158
4	Bridgestone	Squirrel runs onto road; forest animals and woman scream; car swerves and misses squirrel (:30)	148
5	Doritos	Man puts chip in a mouse trap; he sits in chair and watches the mouse hole; giant mouse bursts through wall (:30)	144
6	Bud Light	Carlos Mencia tells group of guys that American chicks love the foreign accent; watch the master do it (:30)	144
7	E-Trade	Baby says savings account earns 8x the national average; I'm renting a clown; underestimated creepiness (:30)	144
8	Planters	Cashews--woman with unibrow; men flirt with her; woman shown rubbing cashews on her skin like perfume (:30)	141
9	Bud Light	Brewed to give you everything you want in a beer; never ending refreshment; now the ability to breath fire (:30)	141
10	Garmin	Red compact car speeds through Paris; traffic ahead; Napoleon type character gets out of car (:30)	127

Top 10 Most-Recalled 2008 Super Bowl Ads

Recall Rank	Brand	Ad Description	Recall Index
1	FedEx	You solved all our shipping problems with pigeons?; what about the big stuff; giant pigeons fly around (:45)	150
2	Budweiser	Dalmatian trains Hank the Clydesdale to tune of Rocky theme; one year later: welcome aboard Hank (:60)	148
3	E-Trade	A lot of people are like aren't you too young to invest in the markets; no big deal; baby spits up (:30)	142
4	Doritos	Man puts chip in a mouse trap; he sits in chair and watches the mouse hole; giant mouse bursts through wall (:30)	138
5	Bud Light	Brewed to give you everything you want in a beer; never ending refreshment; now the ability to breath fire (:30)	136
6	Bud Light	So glad you two could make it to our wine and cheese party; Bud Light bottles hidden in cheese and baguette (:30)	132
7	Diet Pepsi	Max--various people nod off: Super Bowl announcer, man at diner counter; all drink Pepsi & bob heads (:60)	130
8	E-Trade	Baby says savings account earns 8x the national average; I'm renting a clown; underestimated creepiness (:30)	128
9	Bud Light	Cavemen pushing stone cooler of beer; I invent The Wheel to help get Bud Light to party (:30)	126
10	Planters	Cashews--woman with unibrow; men flirt with her; woman shown rubbing cashews on her skin like perfume (:30)	126

Source: The Nielsen Company, 2/4/08

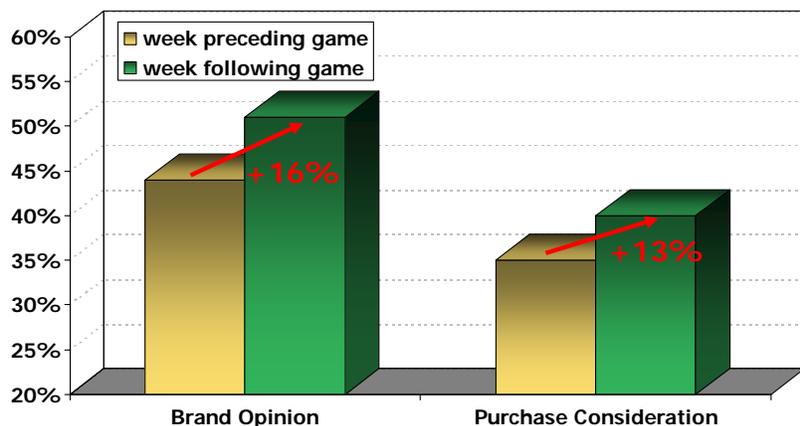
The above Top 10 lists are based on 18,398 surveys of Super Bowl viewers for 50 unique national creative executions airing during the main game (excluding Movie spots)

The **Likeability** score is the percentage of viewers who report to like "a lot" an ad they were exposed to during the normal course of viewing the Super Bowl (main game), among those recalling the brand of the ad. These scores are then indexed against the average score for all Super Bowl ads (Likeability Index). 100 equals average. For example, with a Likeability Index of 172, the NFL spot was 72% better-liked than the average Super Bowl spot.

The **Recall** score is the percentage of viewers who can Recall the brand of an ad they were exposed to during the normal course of viewing the Super Bowl (main game). These scores are then indexed against the average score for all Super Bowl ads (Recall Index). 100 equals average. For example, with a Recall Index of 150, the FedEx ad was 50% better-recalled than the average Super Bowl spot.

Viewing the game in HD also translates into better advertising recall. Respondents who viewed the Super Bowl in HD set were able to recall 21% more commercials than those who didn't.

Advertising in the Super Bowl also results in longer-term brand benefits, which typically last at least one week past the game. Both Brand Opinion and Purchase Consideration significantly improved in the week following the 2007 and 2008 Super Bowl.



Sponsorships

Super Bowl advertising isn't just limited to standard commercial breaks. On-field and in-program sponsorships account for a significant exposure to viewers. Cadillac was the top in-program sponsor in terms of time on screen and gross impressions during last year's Super Bowl. The automaker sponsored the game's MVP award given to New York Giants QB Eli Manning, and used on-screen graphics for a total of 23 minutes and 11 seconds during the 4th quarter and immediately following the game.

Other top sponsors included Gatorade (sideline cups, coolers, and towels), Motorola (Coach's headset), SoBe Life Water (on-screen graphics), and halftime sponsor Bridgestone (on-screen graphics).



Top In-Program Sponsors, Super Bowl XLII

Brand	Tot. # Occ.	Tot. Dur. (hh:mm:ss)	Tot. Dur. (secs)	Total Homes (000s)
CADILLAC AUTOS & TRUCKS	13	00:23:11	1391	1,586,589
GATORADE DRINKS-ISOTONIC	107	00:06:39	399	632,750
MOTOROLA ELECTRONIC EQUIP	59	00:04:06	246	386,159
SOBE LIFE WATER BOTTLED WATER	11	00:03:44	224	341,635
BRIDGESTONE TIRES	8	00:02:29	149	219,620

Source: The Nielsen Company

ONLINE

Collectively, Super Bowl 2008 advertisers saw a 24 percent increase in Web traffic after the big game last year.

MySpace successfully capitalized on the popularity of Super Bowl advertising by hosting those ads online; unique visitors to myspace.com/superbowlads increased 104 percent from Sunday to Monday. Fox Sports on MSN and Chase took the No. 2 and 3 spots among advertisers when ranked by daily traffic growth, increasing 72 and 56 percent, respectively.

Top 5 Fastest Growing Super Bowl Advertiser Web Sites*

Site	Super Bowl Sunday 2/3/08 UA (000)	Monday 2/4/08 UA (000)	Sun 2/3 to Mon 2/4 Growth
All Advertisers	22,536	27,924	24%
myspace.com/superbowlads	441**	900	104%
FOX Sports on MSN	2,563	4,403	72%
Chase	1,652	2,584	56%
Dell	1,562	2,056	32%
AT&T	3,176	4,163	31%

Source: The Nielsen Company

*Among advertiser Web sites with reportable traffic on both days.

** These estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

Overall, the Super Bowl commercials placed on YouTube received over 6 millions views in two days. Thanks to a pre-Super Bowl push, Pepsi's commercial featuring Justin Timberlake was the most-viewed Super Bowl ad on YouTube with nearly 1.3 million hits. Pepsi also claimed the second-most views on YouTube with a SoBe ad featuring Naomi Campbell (399,202 views). E*TRADE followed up in the third and fourth spots with commercials featuring a talking baby.



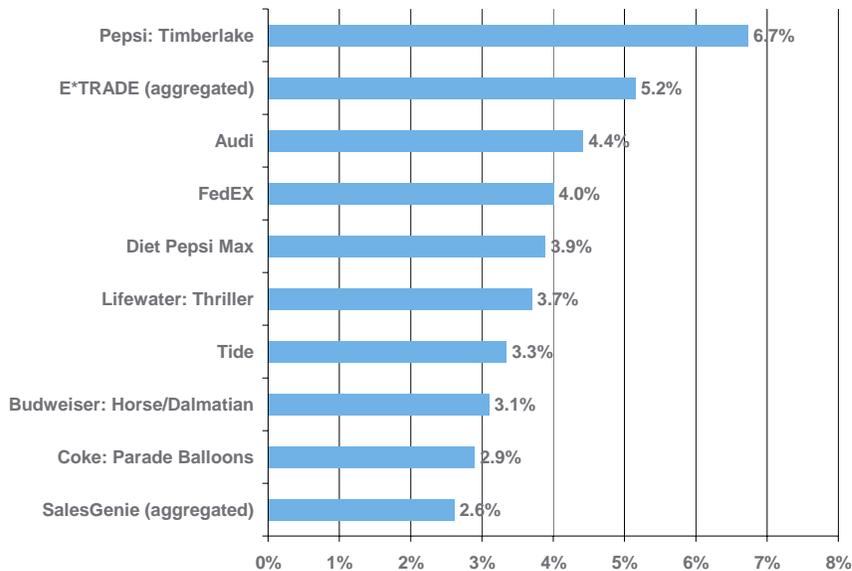
YOUTUBE SUPER BOWL AD VIEWS

Rank	Brand	Commercial	Total YouTube Views
1	Pepsi	Justin Timberlake	1,290,945
2	Pepsi	SoBe: Naomi Campbell	399,202
3	E*TRADE	Talking Baby Rents a Clown	269,596
4	E*TRADE	Baby Buys Stock	252,119
5	Victoria's Secret	Adriana Lima Commercial	210,746
6	Budweiser	Hank the Clydesdale	195,989
7	Pepsi	Diet Pepsi Max: Wake Up People	178,141
8	Coca Cola	Parade Balloons	177,793
9	Budweiser	Bud Light: Wine & Cheese Party	176,127
10	Pepsi	Amp Energy: Tow Truck Driver Jumper Cables	166,688

Source: The Nielsen Company
 Note: Total # of views reflects viewership stats until 2/4/08

One-third of online conversations about the Super Bowl the day of and the day after last year's game were driven by Super Bowl advertising. The most-discussed ad online with 6.7% buzz volume was Pepsi's spot with Timberlake, followed by E*TRADE (5.2%) and Audi (4.4%).

Top 10 Super Bowl Ads as a % of Super Bowl Ad Discussion*



Source: The Nielsen Company
 *Buzz volume is depicted as a percentage of 6,962 messages about Super Bowl ads occurring February 3-4, 2008



MUSIC AND MOVIES

From The Rolling Stones and U2, to Prince and Tom Petty, halftime and pre-game performances have provided sales growth for artists from a wide variety of musical genres since the early '90s.

After last year's halftime performance by Tom Petty & the Heartbreakers, Billboard reported that the band's catalog album "Greatest Hits" made a 196% jump in weekly sales, shifting 33,000 according to Nielsen SoundScan. Outside of the always-busy Christmas shopping season, that was the biggest sales week for any catalog album since 2004. Additionally, Petty's "Anthology: Through the Years" moved 7,000 the week following the Super Bowl (up 240%). It was the album's best sales week since December, 2000.

The Super Bowl's impact was also felt in Petty's digital track downloads. Key hits like "Free Fallin," "American Girl," "I Won't Back Down," and "Runnin' Down a Dream" all saw a weekly gain of more than 150% in paid digital downloads.

This year, Bruce Springsteen and the E Street Band will rock the Super Bowl crowd at Raymond James Stadium. Springsteen's new album "Working on a Dream" will be released January 27, just days before the game.

Other recent Super Bowl spikes that Billboard spotted in Nielsen SoundScan data:

- Prince in 2007: His catalog of albums more than doubled in sales in the week after his halftime performance to 31,000 - up from 14,000 the prior week. Similarly, digital downloads of all his available songs almost doubled, with Nielsen SoundScan posting 102,000 paid track downloads for Prince, compared to 59,000 the week before the championship game.
- Rolling Stones in 2006: Their album "A Bigger Bang" showed a 34% increase over the week before the Super Bowl.
- Paul McCartney in 2005: His 2002 live album posted a 542% increase in sales, while two of his greatest hits sets more than doubled ("All the Best" by 246% and "Wingspan: Hits and History" by 161%). Beatles' hits album "1" showed 72% growth.
- Janet Jackson and Justin Timberlake in 2004: Despite - or maybe because of - controversy generated by their halftime appearance, sales for three of her albums more than doubled, while his "Justified" increased 160%. Current albums by participants Nelly (up 56%) and Kid Rock (up 25%) also gained.
- Shania Twain in 2003: Twain's "Up" led the Super Bowl field, with a 41% increase, while No Doubt's "Rock Steady" gained 23% and Sting saw "Very Best of Sting & The Police" grow by 39%.
- U2 in 2002: Sales for three of the band's key albums more than doubled ("All That You Can't Leave Behind," up 142%; "Best of 1980-1990," up 154%; "The Joshua Tree," up 144%).

As usual, movie-going plunged on 2008 Super Bowl Sunday. Nielsen EDI found that U.S. box office receipts, which averaged \$30.7 million on a typical winter Sunday in 2008, fell to \$26.5 million on Super Bowl Sunday 2008 (2/3/08) – a 14% decline. Over the past five years, the average domestic box office for Super Bowl Sunday versus the average winter Sunday is down by about \$11.4 million.



SNACKS AND BEER

Consumers purchased nearly 52 million cases of beer¹ during the two-week period surrounding the 2008 Super Bowl. The Super Bowl is ranked 8th among the highest beer selling occasions for the year:

Top Holidays/Events for Beer		<u>Case Sales</u>
1	4th of July	68,318,493
2	Labor Day	64,589,852
3	Memorial Day	64,475,265
4	Father's Day	63,411,879
5	Christmas/New Years	59,393,752
6	Thanksgiving	56,136,848
7	Easter	53,458,630
8	Super Bowl	51,713,004

Source: The Nielsen Company
** All Outlets Combined (U.S. Food, Liquor, Convenience, Drug)*

Beer consumption is especially prevalent in markets that are participating in the Super Bowl. Phoenix grocery stores (home of last year's Super Bowl), beer sales grew nearly 5 percent overall and were 23 percent higher than non-holiday weeks in Q1. Beer sales also grew 3 percent in metro New York and 12 percent in New England as the Giants and Patriots battled for the title. Meanwhile, grocery store beer sales in other markets declined nearly 2.5 percent.

Super Bowl Sunday is the most important Snack purchasing day of the entire year, followed by the day before the big game. Snack sales in U.S. food, drug, and mass merchandiser stores (including Walmart) are expected to reach \$595 million during the two weeks surrounding Super Bowl Sunday. While Potato Chips enjoyed the largest dollar and volume sales during the Super Bowl period, Tortilla Chips generated the largest incremental gains with \$20.7 million and 8.3 million pounds above average sales figures. But what's a chip without a good dip? Dip Mixes (+38% vs. two-week average) and Canned Dips (+24.5%) saw the biggest percent surge in sales compared to other snacks for the Super Bowl.

And it's not just junk foods that saw their sales jump for last year's big game. Rice Cakes enjoyed an 11.3% bump in sales in the days surrounding the Super Bowl last year, while Health Bars & Sticks (i.e. PowerBars, LUNAbars, etc.) saw a 3.1% increase.

¹ U.S. food, liquor, convenience and drug stores



Snack	\$ Sales Super Bowl 2008*	% Difference vs. Two-Week Average**
TOTAL SNACKS	\$594,500,813	4.8%
Potato Chips	\$146,988,512	-1.1%
Tortilla Chips	\$125,463,940	19.8%
Remaining Snacks	\$56,235,377	1.3%
Popcorn-Unpopped	\$36,816,237	20.5%
Pretzels	\$33,211,328	-4.2%
Puffed Cheese Snacks	\$31,667,957	-3.1%
Health Bars & Sticks	\$22,801,766	3.1%
Meat Snacks	\$21,281,566	-1.2%
Crackers-Sandwich & Snack Packs	\$21,137,307	-1.8%
Corn Chips	\$20,928,828	8.8%
Dip-Canned	\$19,114,757	24.5%
Trail Mixes	\$13,169,111	-2.2%
Snacks-Variety Packs	\$13,024,668	-14.4%
Rice Cakes	\$12,256,356	11.3%
Popcorn-Popped	\$6,698,502	-22.9%
Pork Rinds	\$5,584,720	6.2%
Caramel Corn	\$4,413,356	12.2%
Dip-Mixes	\$2,891,856	38.0%
Potato Sticks	\$814,670	-8.1%

Source: The Nielsen Company;
 Total U.S. food/drug/mass merchandiser stores (including Walmart); UPC-coded products only.
 *Two-weeks ending February 9, 2008 (the Super Bowl period)
 **Two-week average based on year ending November 29, 2008.

CONSUMER TRENDS

While football fans are known for their love of beer and chips, data suggests that more fans are developing a taste for grapes – as in wine. According to Nielsen, avid NFL fans spent 14% more on wine in 2007 than in 2006, outpacing the US growth in wine by 14%.

Are these refined tastes causing a shift in other areas? Nielsen reports that beneath the rough and tough exterior, the NFL has a growing softer side among its fan base. Did you know...

- Skin care (which includes but is not limited to acne remedies, face cleansers and hand & body lotions) spending by the average avid NFL fan increased 19% from 2005 to 2007.
- During 2007, head of households who identified themselves as avid NFL fans, purchased \$36.10 in skin care, an increase of \$2.30 from 2006 and \$5.70 from 2005. This resulted in total sales in the category reaching 1.3 billion - up 23% from 2006.
- Avid NFL fans outpaced total U.S. spending in skin care by 74% from 2005 to 2007.



NFL fans (defined as those adults who are “very, somewhat, or a little bit interested” in the NFL) also do not skimp on household technology, according to Scarborough Sports Marketing. They are more likely than the average U.S. adult to have all types of hi-tech items in their household, from DVRs and MP3 players to HDTV.

Items/services household currently has (HHLID)	National %	NFL Fans%	Index
Computer	72%	77%	106
Digital camera	54%	59%	110
Digital Video Recorder (TiVo, etc.)	33%	35%	107
DVD player	65%	70%	107
High Definition Television (HDTV)	29%	33%	115
MP3 player (iPod, Zune, etc.)	30%	34%	114
Office in the home	12%	13%	111
PDA (BlackBerry, Smartphone, Treo, etc.)	9%	11%	117
Satellite radio subscription (Sirius, XM)	8%	10%	124
Satellite TV subscription	29%	30%	102
Video game system	30%	35%	115
VoIP (Voice over Internet Protocol)	2%	2%	105

How to Read:
 29% of all U.S. adults live in a household with HDTV.
 33% of NFL fans live in a household with HDTV.
 NFL Fans are 15% more likely than all adults nationally to live in a household with HDTV.

Source: Scarborough Sports Marketing, a joint venture between The Nielsen Company and Arbitron, Inc.

Pittsburgh and Phoenix – the two markets represented in Super Bowl XLIII – show very particular consumer behaviors, according to Nielsen.

Pittsburgh residents, for example...

...are nearly three times more likely than not to drink domestic wine, and nearly half prefer to drink domestic beer such as Pabst Blue Ribbon.

...are more than four times likely to drive a General Motors car, such as a Buick or an Oldsmobile

Meanwhile, Phoenix residents...

...are eight times more likely to eat at casual restaurants like Bob' Big Boy and Chuck E Cheese.

...enjoy Reader's Digest, with nearly 60 percent of the market's predominant segments reporting that they read it in both the English and Spanish versions.

DEMOGRAPHICS OF AN NFL FAN

According to Scarborough Sports Marketing, 138 million adults – or more than 60% of the adult population in the U.S. – are NFL fans. Almost 80 million men and more than 58 million women count themselves as NFL fans, according to Scarborough Sports Marketing. The league draws fans across generations and races. While people across all socioeconomic backgrounds are NFL fans, the league is slightly more likely to attract those in higher education and income brackets.

NFL fans are physically active. They are more likely than the average U.S. adult to engage in all types of sports-oriented leisure activities, from biking and running to snow skiing and golfing. They are 11% more likely than the average adult to belong to a health/fitness club.



A detailed analysis and comparison of the Pittsburgh and Phoenix markets (DMAs) reveals several enlightening insights, courtesy of Scarborough Sports Marketing:

- **INCOME:** Cardinals attendees² in Phoenix have more disposable income than Pittsburgh's Steelers attendees. 23% of adults in Phoenix who went to a Cardinals game during the past year have an annual household income of \$100k+, versus 13% of Pittsburgh's Steelers game attendees who are in that income bracket.
- **CHILDREN:** Cardinals attendees are more likely to have children at home – 56% have at least one kid age 17 or younger in the household, versus 39% of Pittsburgh's Steelers game attendees.
- **AGE:** Both Cardinals and Steelers game attendees are more likely than others in their respective cities to be young. Steelers attendees are 31% more likely than other Pittsburgh adults to be ages 18-34, and Cardinals attendees are 23% more likely than other Phoenix adults to be in this age range.
- **MARITAL STATUS:** Cardinals and Steelers game attendees are equally likely to be single. One-third of game attendees in each of their home city markets are single, and these attendees are more likely than others in their home cities to be single.
- **EMPLOYMENT:** Pittsburgh is known as a blue collar town, and Steelers game attendees are 12% more likely than the city as a whole to be blue collar. By contrast, Phoenix's Cardinals attendees are 18% less likely than all Phoenix adults to be blue collar.
- **GENDER:** Phoenix's Cardinals game attendees have almost an even gender split. 52% of those who attended a game during the past year are male, and 48% are female. In Pittsburgh, 58% of Steelers game attendees are male, vs. 42% who are female.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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² "Attendees" are defined as those adults in the local market (DMA) who attended a game during the past year.