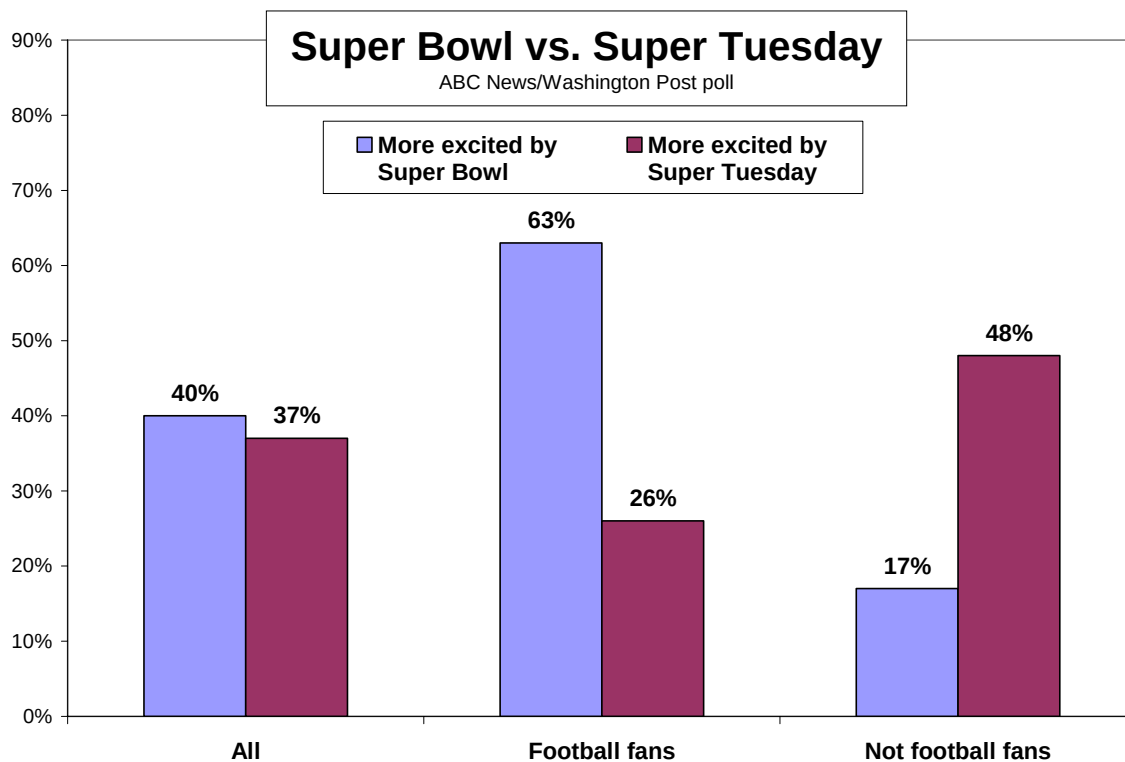


Super Bowl vs. Super Tuesday Spell Plenty of Thrills for All

Call it the nerds against the jocks.

It's Super Tuesday vs. the Super Bowl, two huge events on the political and sports calendars coming down the pike just a few days apart. And while each has its own brand of devotee, it turns out that both are almost equally anticipated by the American public.

Asked which they're more excited about, 40 percent in this ABC News/Washington Post poll cite the Super Bowl, which kicks off this Sunday at 6:17 p.m. But in a near-upset, very nearly as many, 37 percent, say they're more keyed up about Super Tuesday.

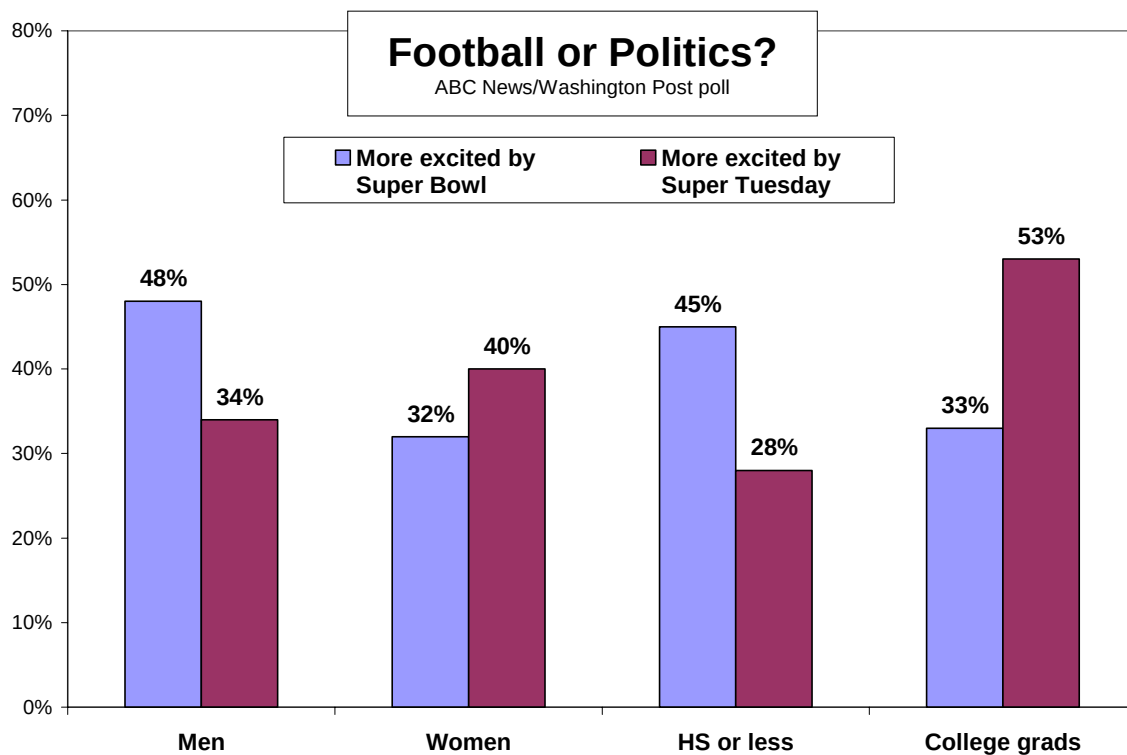


Each is unique this year: A New England Patriots victory over the New York Giants would produce the first undefeated record for an NFL team in 36 years. On Super Tuesday, an unprecedented 24 states are holding presidential nominating contests. Both promise chills, thrills and smackdowns; the presidential candidates may not have the crowd-pleasing benefit of cheerleaders, but their contact sport is played without pads.

Fandom has a lot to do with it: Half of Americans describe themselves as football fans, and 63 percent of fans are more excited about the championship game than about the upcoming primaries. But among the half of Americans who aren't fans, Super Tuesday holds greater interest by more than a 30-point margin, 48-17 percent.

Men (who are likelier to be fans) are more interested in Sunday's game, but by less of a gap than you might expect, 48 percent to 34 percent. And women are more apt to be excited by Super Tuesday than by the Super Bowl, 40 to 32 percent.

The biggest difference is by education. Among college graduates, 53 percent are more excited by Super Tuesday than by the ball game, while 33 percent pick the game – a 20-point tilt in favor of the political battlefield. Meanwhile, among those who haven't gone beyond high school, the Super Bowl's of greater interest by nearly as wide a margin, 45-28 percent.



There's only a little regional bias, despite it being an all-Northeast football game this year. Northeasterners and Southerners alike are a little more likely to be excited by the game than by the political primaries. Midwesterners and Westerners divide more evenly.

Democrats, who've been particularly engaged in politics this year, are more interested in Super Tuesday than in the Super Bowl by an 8-point margin. Republicans divide about evenly, and independents – who tend to be less engaged in politics – are more excited about the game, by a 10-point spread.

	----- Excited About -----		
	Super Bowl	Super Tuesday	Neither
All	40%	37	22
Football fans	63	26	9
Non-fans	17	48	34
Men	48	34	16
Women	32	40	27
Under age 50	43	36	20
Over age 50	36	38	25
HS or less	45	28	26
Some college	37	39	22
College grads	33	53	13
Married	39	38	22
Single	46	38	14
Democrats	39	47	14
Republicans	42	44	13
Independents	37	27	34
Northeast	45	37	17
Midwest	38	41	19
South	41	35	23
West	35	37	26

WATCH – Six in 10 Americans say they plan to watch the big game Sunday – 72 percent of men, vs. half of women. Intended viewing is higher among younger and better-off adults, two groups highly prized by advertisers.

Hype is such around Super Bowl commercials that, perhaps surprisingly, 15 percent of intended viewers say they'll be watching more for the advertisements than for the game itself. Still, three-quarters say they're tuning in for the football, thank you very much.

WINNERS – In another surprise result, while nearly eight in 10 fans think the Patriots will cap off their perfect season with another win, that's not the preferred outcome: By 52-43 percent, fans say they'd rather see the Giants win.

METHODOLOGY – This ABC News/Washington Post poll was conducted by telephone Jan. 25-29, 2008, among a random national sample of 1,019 adults. The results have a 3-point error margin. Field work by ICR-International Communications Research of Media, Pa.

Analysis by Gary Langer and Peyton Craighill.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollingunit>

Media contact: Cathie Levine, (212) 456-4934.

Full results follow (*= less than 0.5 percent).

1. Thinking about next week's big events, are you more excited about the (Super Bowl) or the (Super Tuesday presidential primaries)?

		Super Bowl	Super Tuesday	Neither	No opinion
1/29/08	All	40	37	22	1
	Fans	63	26	9	2
	Non-fans	17	48	34	1

2. Do you consider yourself to be a fan of professional football, or not? IF FAN, THEN ASK: Are you a big fan, or not so big?

		NET	Big	Not so big	Not a fan	No opinion
1/29/08	NET	50	30	20	50	0

3. Do you plan to watch the Super Bowl on February 3rd, or not?

		Yes	No	No opinion
1/29/08	All	61	37	2
	Fans	90	8	2
	Non-fans	31	66	3

4. (AMONG THOSE WHO PLAN TO WATCH SUPER BOWL) Will you be watching mainly for (the game itself) or mainly for (the commercials)?

		Game	Commercials	Both (vol.)	Other (vol.)	No opinion
1/29/08	All	76	15	6	2	1
	Fans	85	9	6	1	*
	Non-fans	52	33	7	6	3

3/4 NET:

		----- Plan to watch Super Bowl -----				Do not plan	No
		NET	For game	For commercials	Both (vol.)	to watch	op.
1/29/08	All	61	46	9	4	37	2
	Fans	90	76	8	5	8	2
	Non-fans	31	16	11	2	66	3

5. If you had to choose, which team would you like to see win the game - the (New England Patriots) or the (New York Giants)?

		Patriots	Giants	Don't care	No opinion
1/29/08	All	39	43	14	4
	Fans	43	52	2	2
	Non-fans	35	34	25	5

6. And which team do you think will win the game - the (New England Patriots) or the (New York Giants)?

		Patriots	Giants	Don't care	No opinion
1/29/08	All	61	21	5	12
	Fans	79	19	0	2
	Non-fans	44	22	11	23

*** END ****