

Summary of Super Bowl Survey Data  
Boyle County High School  
Conducted: Monday, February 8, 2010

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503 Boyle County Middle School students participated in the Super Bowl survey. Of these, 393 indicated that they actually watched the Super Bowl. The figures below are based on the responses of those 393 participants.

Participating students were first asked to report which sorts of products they remembered seeing advertised. These were the product categories in descending order:

- Food – 80%
- Alcoholic Beverages – 69%
- Internet Companies -- 21%
- Non-Alcoholic Beverages—16%
- “Other” – 14%
- Cars/Car Products – 13%
- Clothing – 4%
- Cell Phone Companies – 2%

Traditionally, beer has been the product with the most advertising recognition associated with the Super Bowl. This year, it was surpassed by food advertising among youth survey participants at Boyle County High School and nationwide. This is encouraging news for parents, educators, and those working in the substance abuse prevention field who are concerned about the frequency with which youth receive alcohol advertising messaging and the impact this has on underage drinking behavior.

Nonetheless, more than two-thirds of the participating Boyle County High School students specifically remembered seeing ads for alcoholic beverages (most wrote “beer”), and the huge gap between second place (alcoholic beverages at 69%) and third place (internet companies at 21%) shows just how prevalent alcohol advertising remains.

When subsequently asked to describe specific ads (not just types of products) the most-remembered specific ads were for Doritos products. All together, the Doritos product ads were recalled 346 times (there were 4 different Doritos ads, and some students mentioned remembering more than one ad). One or more of the Doritos ads were also cited by participants as being their favorite Super Bowl ad(s) 232 times—again, a few students cited more than one.

The next most-remembered specific ads were for Bud Light and/or Budweiser products, with this group of specific commercials being recalled 255 times (with 8 different ads, and some students mentioning remembering more than one ad). These ads were cited as a favorite 41 times—substantially fewer times than the Doritos ads.

E-trade came in third, with one or more of the three E-trade “babies” commercials being recalled 99 times, and 24 citations as a favorite ad.