



**FOR IMMEDIATE RELEASE**

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## **Americans going for the Saints**

**Raleigh, N.C.** – In a time of increasing political polarization, even the Super Bowl is dividing Americans along party lines.

A new Public Policy Polling national survey finds that 32% of voters in the country are rooting for the New Orleans Saints on Sunday, compared to 22% who prefer the Indianapolis Colts.

Democrats strongly prefer the Saints, by a 36-21 margin. But Republicans are narrowly going for the Colts, 26-25. Independents lean toward the Saints as well, 33-20.

Perhaps the most interesting thing about the numbers is that a 46% plurality of voters don't care who wins on Sunday. For many the Super Bowl is more about the aura of the event than really caring who comes out on top.

There is less division along racial lines with whites, blacks, and Hispanics all pulling for the team from New Orleans. African Americans are strongest in their support, 38-23, with whites and Hispanics putting up almost identical numbers at 31-22 and 31-23 respectively.

“There may not be the same kind of partisan gap on the Super Bowl that there is for Barack Obama's approval ratings but even when it comes to football there are two Americas,” said Dean Debnam, President of Public Policy Polling. “You're much more likely to be rooting for the Saints this weekend if you're a Democrat.”

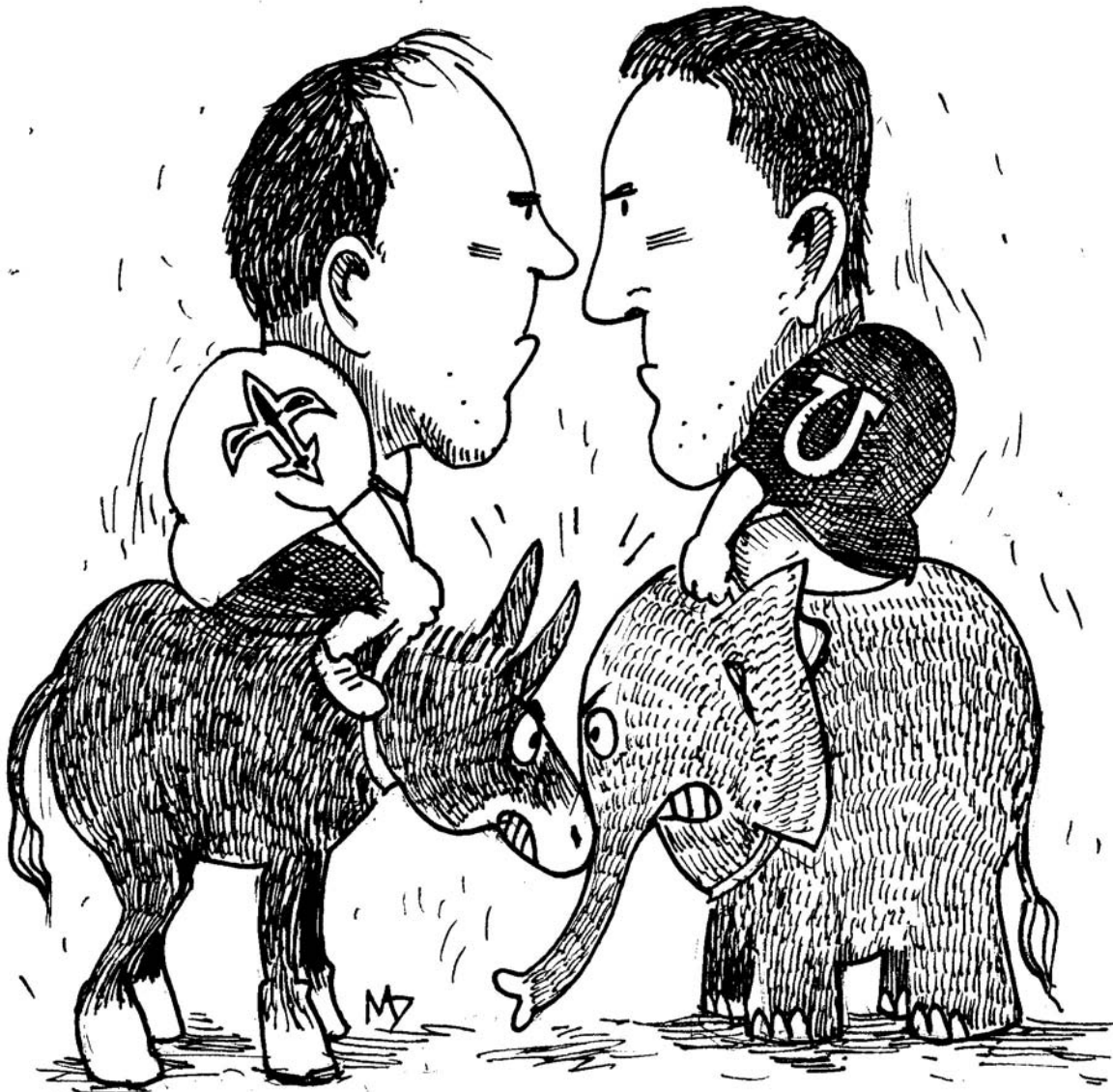
PPP surveyed 584 registered voters from January 29<sup>th</sup> to 31<sup>st</sup>. The margin of error is +/- 4.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## National Survey Results

**Q1** Will you root for the Indianapolis Colts or the New Orleans Saints in the Super Bowl next weekend, or do you not have a preference? If you will root for Indianapolis, press 1. If New Orleans, press 2. If you don't have a preference, press 3.

*Colts* ..... 22%  
*Saints*..... 32%  
*No Preference*..... 46%

**Q2** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

*McCain*..... 45%  
*Obama*..... 52%  
*Someone else/don't remember*..... 3%

**Q3** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 19%  
*Moderate*..... 40%  
*Conservative*..... 41%

**Q4** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%

**Q5** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 38%  
*Republican*..... 34%  
*Independent/Other*..... 28%

**Q6** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

*Hispanic*..... 10%  
*White* ..... 74%  
*African American* ..... 12%  
*Other*..... 4%

**Q7** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 10%  
*30 to 45*..... 23%  
*46 to 65*..... 49%  
*Older than 65*..... 18%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
<b>Super Bowl</b>				
Colts	23%	28%	19%	22%
Saints	31%	23%	38%	31%
No Preference	46%	49%	43%	47%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Super Bowl</b>				
Colts	22%	20%	23%	23%
Saints	32%	39%	37%	22%
No Preference	46%	41%	40%	54%

	Base	Gender	
		Woman	Man
<b>Super Bowl</b>			
Colts	22%	21%	25%
Saints	32%	29%	35%
No Preference	46%	50%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Super Bowl</b>				
Colts	22%	21%	26%	20%
Saints	32%	36%	25%	33%
No Preference	46%	43%	49%	47%

	Base	Race			
		Hispanic	White	African American	Other
<b>Super Bowl</b>					
Colts	22%	23%	22%	23%	20%
Saints	32%	31%	31%	38%	29%
No Preference	46%	46%	47%	40%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Super Bowl</b>					
Colts	22%	14%	24%	27%	14%
Saints	32%	45%	41%	27%	25%
No Preference	46%	41%	35%	47%	61%

