



Americans Predict Taylor Swift Will Perform for the Super Bowl LII Halftime Show

Ipsos Poll Predicting the 2018 Super Bowl Halftime Show

Washington, DC, September 22, 2017 — A quarter of Americans predict Taylor Swift will be the Super Bowl LII Halftime Show performer (25%), distantly followed by Rihanna (16%). However, opinions over who the best performer for the half time show are significantly more split with Swift (17%) narrowly passing Rihanna (15%). A plurality of non-Hispanic African Americans (37%) prefer Rihanna, followed by Drake (20%). While Taylor Swift leads among White Americans for the best performer, they're far more split among the remaining artists, with U2 and Luke Bryan getting 11% each, closely followed by Rihanna, Pink, and Queen & Adam Lambert at 10% each. Hispanic Americans are more evenly split between Rihanna (20%) and Taylor Swift (19%).

The 2017 Super Bowl will be held on February 4, 2018. The halftime show performer has not yet been announced.

1. Who do you think would be the best performer for the Super Bowl halftime show? (Select up to two)

	Total (N = 1,163)	White (N = 754)	Hispanic Non-White (N = 181)	African American Non-Hispanic (N = 136)
Taylor Swift	17%	16%	19%	8%
Rihanna	15%	10%	20%	37%
Pink	11%	10%	14%	11%
Luke Bryan	9%	11%	9%	1%
U2	9%	11%	5%	4%
Queen & Adam Lambert	8%	10%	8%	3%
Foo Fighters	7%	9%	6%	-
Drake	6%	4%	5%	20%
Christina Aguilera	6%	5%	5%	11%
Kanye West	4%	3%	5%	8%
Justin Bieber	4%	3%	6%	5%
Thomas Rhett	3%	5%	1%	-
Jay Z	2%	2%	1%	9%
Someone else	13%	12%	18%	10%
Don't know	19%	21%	15%	16%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



2. Who do you think is most likely to be the performer for the Super Bowl halftime show? (Select up to two)

	Total (N = 1,163)	White (N = 754)	Hispanic Non-White (N = 181)	African American Non-Hispanic (N = 136)
Taylor Swift	25%	23%	32%	21%
Rihanna	16%	13%	21%	28%
Justin Bieber	7%	7%	10%	5%
Luke Bryan	7%	9%	6%	2%
Pink	7%	7%	9%	6%
Drake	6%	4%	5%	13%
Queen & Adam Lambert	6%	7%	5%	1%
Christina Aguilera	5%	4%	9%	5%
Foo Fighters	5%	6%	4%	1%
U2	4%	5%	2%	3%
Kanye West	4%	3%	5%	5%
Jay Z	4%	3%	5%	8%
Thomas Rhett	2%	3%	-	2%
Someone else	7%	6%	9%	5%
Don't know	30%	33%	17%	33%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



About the Study

These are findings from an Ipsos poll conducted September 19-22, 2017. For the survey, a sample of roughly 1,163 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample included 833 respondents who identified as White Non-Hispanic, 86 respondents who identified as Hispanic, and 147 respondents who identified themselves as African American Non-Hispanic.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,163, DEFF=1.5, adjusted Confidence Interval=4.8).

The poll has a credibility interval of plus or minus 3.9 percentage points for White Non-Hispanic respondents, plus or minus 12.0 percentage points for Hispanic respondents, and plus or minus 9.2 percentage points for African American Non-Hispanic respondents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025