Tim Malloy, Assistant Director, Quinnipiac University Polling Institute (203) 645-8043

Rubenstein Associates, Inc. Public Relations Contact: Pat Smith (212) 843-8026



FOR RELEASE: JANUARY 31, 2014

MOST COLORADO FANS PLAN A POT-FREE SUPER BOWL PARTY, QUINNIPIAC UNIVERSITY POLL FINDS; BUT IT'S OK IF BRONCOS HAVE A ROCKY MOUNTAIN HIGH

Thinking about their Super Bowl buzz, 6 percent of Colorado adults who plan to watch the game say they will enjoy it with a mix of beer and marijuana while 36 percent plan to stick with tradition and just drink beer, according to a Quinnipiac University poll completed last night and released today. Another 2 percent plan to go with marijuana only and 56 percent say they will take neither beer nor marijuana.

Among adults 18 to 49 years old, 3 percent plan to toke up while 43 percent plan to drink beer and 8 percent plan to do both, the independent Quinnipiac (KWIN-uh-pe-ack) University poll finds. Among adults 50 to 64 years old 4 percent plan to enjoy both beer and marijuana while 32 percent plan to only drink beer. Among adults 65 and older, 1 percent plan to try beer and marijuana while 18 percent are keeping it to beer only.

All Colorado adults say 71 - 28 percent that it would <u>not</u> bother them if the Denver Broncos smoke marijuana after the game. There is almost no gender gap, but disapproval rises with age: adults 18 to 49 years old say no worries 78 - 22 percent and adults 50 to 64 years old agree 68 - 30 percent. Among adults 65 and older, 45 percent would be bothered and 49 percent would <u>not</u> be bothered.

"Beer is still the drug of choice for Coloradans on Super Bowl Sunday, despite the recent legalization of marijuana" said Tim Malloy, assistant director of the Quinnipiac University Polling Institute.

"But if the Broncos want a post-game toke of marijuana, adults say, 'Smoke 'em if you got 'em.""

²⁷⁵ Mt. Carmel Avenue, Hamden, CT 06518-1908 • Tel 203-582-5201 • Fax 203-582-8790 • www.quinnipiac.edu

Quinnipiac University Poll/January 31, 2014 – page 2

Colorado adults say 84 – 7 percent that the Broncos will gallop over the Seattle Seahawks. There is almost no difference by age or gender.

Peyton Manning is a better quarterback than John Elway, adults say 32 - 14 percent, with 53 percent undecided. Men pick Manning 38 - 16 percent, compared to 26 - 12 percent for women. There is little difference among age groups.

"How quickly they forget. Coloradans by a margin of two to one think future Hall of Famer Peyton Manning is a better quarterback than the legendary John Elway," Malloy added.

From January 29 – 30, Quinnipiac University surveyed 490 Colorado adults with a margin of error of +/- 4.4 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado and the nation as a public service and for research.

For more information, visit <u>http://www.quinnipiac.edu/polling</u>, call (203) 582-5201, or follow us on <u>Twitter</u>.

69. Do you plan to watch the Super Bowl on Sunday or not?

	ALL AD	ULTS					
	AGE IN YRS						
	Tot	Men	Wom	18-49	50-64	65+	
Yes	79%	82%	76%	76%	83%	79%	
No	19	18	21	22	17	14	
DK/NA	2	1	3	1	-	7	

70. (If watching game q69) While watching the Super Bowl, do you think you will have beer, marijuana, neither or both?

	ALL ADULTS						
	Tot	Men	-		YRS		
Beer	36%	42%	29%	43%	32%	18%	
Marijuana	2	3	-	3	-	-	
Neither	56	46	68	44	64	80	
Both	6	9	2	8	4	1	
DK/NA	1	-	2	1	-	1	

71. Who do you think will win the Super Bowl, the Denver Broncos or the Seattle Seahawks?

	ALL ADULTS							
	Tot	Men	Wom		YRS 50-64			
Broncos	84%	84%	83%	83%	84%	86%		
Seahawks	7	7	6	7	8	4		
DK/NA	9	8	10	10	8	9		

72. If you learned that Denver Broncos players used marijuana after the game would that bother you, or wouldn't that bother you?

	ALL A	DULTS				
				AGE IN YRS		
	Tot	Men	Wom	18-49	50-64	65+
Yes/Would bother	28%	27%	28%	22%	30%	45%
No/Would not bother	71	72	70	78	68	49
DK/NA	1	1	2	-	2	5

73. Do you think Peyton Manning is a better quarterback than John Elway was, or don't you have an opinion on that?

	ALL ADULTS						
	Tot	Men	Wom		YRS 50-64		
Yes	32%	38%	26%	32%	32%	32%	
No	14	16	12	17	11	10	
No opinion	53	45	60	51	53	56	
REFUSED	2	1	2	-	4	2	