

08021 - HOD FLASH

Q5201: (res transfer\_1) Do you consider yourself to be an NFL (National Football League) fan?

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Yes	65%	70%	58%	58%	60%	60%	60%	60%	73%	64%	66%	66%	66%	62%	45%	43%	49%	48%	58%	63%	63%	54%	54%
No	35%	30%	42%	42%	40%	40%	40%	40%	27%	36%	34%	34%	34%	38%	55%	57%	51%	52%	42%	37%	37%	46%	46%

\* Table Base: U.S. RESPONDENTS

Q5206: Which of the following statements about watching NFL games on TV (e.g., at a party, at a sports bar) are true for you?

I watched at least one NFL game on TV (e.g., at home, at a party, at a sports bar) last season.

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Yes	70%	75%	65%	65%	68%	68%	68%	68%	80%	70%	72%	72%	72%	65%	55%	53%	60%	58%	68%	73%	73%	63%	63%
No	30%	25%	35%	35%	32%	32%	32%	32%	20%	30%	28%	28%	28%	35%	45%	47%	40%	42%	32%	27%	27%	37%	37%
Not at all sure	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

\* Table Base: U.S. RESPONDENTS

I plan to watch at least one NFL game on TV (e.g., at home, at a party, at a sports bar) this season.

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Yes	60%	65%	50%	50%	55%	55%	55%	55%	68%	58%	60%	60%	60%	55%	45%	43%	50%	48%	58%	63%	63%	54%	54%
No	33%	28%	40%	40%	38%	38%	38%	38%	22%	32%	30%	30%	30%	35%	45%	47%	40%	42%	32%	27%	27%	37%	37%
Not at all sure	7%	7%	8%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%

\* Table Base: U.S. RESPONDENTS

Q5207: Compared to the number of NFL games you watched on TV last season, do you plan to watch more, fewer, or about the same number of NFL games on TV this season?

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=956	N=520	N=432	N=260	N=174	N=163	N=164	N=210	N=144	N=102	N=80	N=80	N=105	N=138	N=84	N=83	N=90	N=120	N=189	N=414	N=414	N=210	N=235
Total (Unweighted)	N=956	N=425	N=531	N=249	N=122	N=117	N=111	N=136	N=102	N=79	N=57	N=57	N=75	N=101	N=63	N=63	N=75	N=100	N=174	N=359	N=359	N=188	N=210
More	33%	38%	26%	26%	34%	34%	34%	34%	43%	31%	31%	31%	31%	28%	14%	14%	22%	22%	30%	30%	30%	30%	30%
About the same	60%	53%	67%	67%	47%	47%	47%	47%	53%	63%	63%	63%	63%	60%	74%	74%	67%	67%	53%	53%	53%	53%	53%
Less	6%	4%	7%	7%	19%	19%	19%	19%	4%	6%	6%	6%	6%	12%	12%	12%	12%	12%	17%	17%	17%	17%	17%
Not at all sure	3%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

\* Table Base: PLAN TO WATCH AT LEAST ONE NFL GAME THIS SEASON AND WATCHED AN NFL GAME LAST SEASON

Q5208: How likely or unlikely are you to attend an NFL game in person this upcoming season (beginning September 2021)?

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Likely (Net)	27%	34%	22%	22%	40%	40%	40%	40%	44%	31%	31%	31%	31%	28%	14%	14%	22%	22%	30%	30%	30%	30%	30%
Very likely	18%	23%	14%	14%	28%	28%	28%	28%	31%	21%	21%	21%	21%	18%	8%	8%	14%	14%	20%	20%	20%	20%	20%
Somewhat likely	17%	21%	10%	10%	12%	12%	12%	12%	13%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Unlikely (Net)	73%	66%	78%	78%	60%	60%	60%	60%	56%	69%	69%	69%	69%	72%	86%	86%	78%	78%	70%	70%	70%	70%	70%
Somewhat unlikely	18%	18%	28%	28%	32%	32%	32%	32%	25%	49%	49%	49%	49%	42%	32%	32%	32%	32%	30%	30%	30%	30%	30%
Very unlikely	55%	48%	59%	59%	38%	38%	38%	38%	50%	20%	20%	20%	20%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%

\* Table Base: U.S. RESPONDENTS

Q5209: Given the current COVID-19 situation, how likely or unlikely are you to watch an NFL game at a bar or restaurant at each of the following occupancy levels?

Not at all crowded (less than 25% occupancy)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Likely (Net)	40%	46%	34%	34%	59%	59%	59%	59%	62%	41%	41%	41%	41%	38%	14%	14%	22%	22%	30%	30%	30%	30%	30%
Very likely	18%	23%	14%	14%	28%	28%	28%	28%	31%	21%	21%	21%	21%	18%	8%	8%	14%	14%	20%	20%	20%	20%	20%
Somewhat likely	22%	21%	10%	10%	12%	12%	12%	12%	13%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Unlikely (Net)	60%	54%	66%	66%	41%	41%	41%	41%	38%	69%	69%	69%	69%	72%	86%	86%	78%	78%	70%	70%	70%	70%	70%
Somewhat unlikely	15%	18%	28%	28%	32%	32%	32%	32%	25%	49%	49%	49%	49%	42%	32%	32%	32%	32%	30%	30%	30%	30%	30%
Very unlikely	44%	39%	48%	48%	30%	30%	30%	30%	50%	20%	20%	20%	20%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%

\* Table Base: U.S. RESPONDENTS

Very crowded (25% to 50% occupancy)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1667	N=780	N=886	N=465	N=278	N=265	N=287	N=370	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Total (Unweighted)	N=1667	N=642	N=1005	N=453	N=278	N=252	N=299	N=385	N=224	N=135	N=127	N=139	N=170	N=242	N=144	N=138	N=148	N=200	N=299	N=626	N=626	N=357	N=385
Likely (Net)	38%	44%	34%	34%	59%	59%	59%	59%	62%	41%	41%	41%	41%	38%	14%	14%	22%	22%	30%	30%	30%	30%	30%
Very likely	14%	18%	10%	10%	20%	20%	20%	20%	24%	14%	14%	14%	14%	12%	5%	5%	10%	10%	14%	14%	14%	14%	14%
Somewhat likely	24%	24%	10%	10%	12%	12%	12%	12%	13%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Unlikely (Net)	62%	56%	66%	66%	41%	41%	41%	41%	38%	69%	69%	69%	69%	72%	86%	86%	78%	78%	70%	70%	70%	70%	70%
Somewhat unlikely	18%	17%	28%	28%	32%	32%	32%	32%	25%	49%	49%	49%	49%	42%	32%	32%	32%	32%	30%	30%	30%	30%	30%
Very unlikely	44%	37%	49%	49%	31%	31%	31%	31%	50%														

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Q8021: [res transfer\_1]Do you consider yourself to be an NFL (National Football League) fan?

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Yes	54%	53%	57%	63%	B	55%	50%	52%	63%	F	60%	J	54%	I	41%	49%	43%	49%	47%	T	34%
No	46%	47%	D	43%	37%	45%	50%	48%	H	40%	41%	49%	K	35%	51%	M	46%	44%	43%	49%	47%

\* Table Base: U.S. RESPONDENTS

Q8026: Which of the following statements about watching NFL games on TV (e.g., at home, at a party, at a sports bar) are true for you?

I watched at least one NFL game on TV (e.g., at home, at a party, at a sports bar) last season.

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Yes	65%	60%	69%	B	71%	B	69%	B	63%	B	62%	62%	65%	N	61%	66%	66%	67%	63%	65%	71%
No	35%	39%	31%	D	29%	31%	31%	37%	37%	38%	38%	35%	35%	39%	34%	34%	33%	33%	35%	29%	29%
Not at all sure	4%	4%	2%	2%	4%	3%	4%	4%	3%	5%	4%	2%	5%	4%	3%	3%	4%	4%	4%	3%	4%

\* Table Base: U.S. RESPONDENTS

I plan to watch at least one NFL game on TV (e.g., at home, at a party, at a sports bar) this season.

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Yes	60%	56%	64%	D	66%	D	65%	D	67%	F	63%	63%	67%	N	61%	63%	61%	61%	59%	60%	66%
No	33%	34%	29%	29%	31%	37%	32%	35%	33%	37%	37%	33%	33%	35%	37%	32%	34%	34%	32%	36%	26%
Not at all sure	7%	8%	6%	6%	7%	7%	7%	8%	7%	8%	6%	7%	6%	8%	6%	7%	8%	7%	8%	7%	8%

\* Table Base: U.S. RESPONDENTS

Q8207: Compared to the number of NFL games you watched on TV last season, do you plan to watch more, fewer, or about the same number of NFL games on TV this season?

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=956	N=255	N=169	N=140	N=367	N=266	N=313	N=224	N=582	N=374	N=377	N=579	N=333	N=823	N=686	N=253	N=468	N=488	N=430	N=122	N=119
Total (Unweighted)	N=956	N=255	N=169	N=140	N=367	N=266	N=313	N=224	N=582	N=374	N=377	N=579	N=333	N=823	N=686	N=253	N=468	N=488	N=430	N=122	N=119
More	33%	29%	33%	30%	37%	28%	30%	24%	34%	J	24%	24%	34%	N	25%	34%	34%	31%	26%	59%	39%
About the same	60%	65%	e	60%	62%	55%	63%	64%	53%	69%	I	47%	67%	K	47%	66%	60%	60%	59%	65%	36%
Less	4%	4%	7%	4%	8%	7%	6%	7%	6%	7%	6%	5%	6%	6%	5%	6%	6%	6%	6%	6%	5%
Not at all sure	3%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	4%	0%	0%

\* Table Base: U.S. RESPONDENTS

Q8207: How likely or unlikely are you to attend an NFL game in person this upcoming season (beginning September 2021)?

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Likely (Net)	27%	27%	27%	24%	31%	31%	31%	24%	35%	J	28%	28%	32%	N	22%	22%	22%	22%	22%	28%	28%
Very likely	12%	11%	9%	10%	16%	BC	14%	6%	17%	G	17%	17%	10%	12%	10%	10%	10%	10%	10%	24%	SU
Somewhat likely	15%	16%	18%	14%	15%	13%	17%	h	18%	J	11%	20%	L	12%	13%	19%	14%	16%	13%	24%	SU
Unlikely (Net)	73%	73%	73%	76%	69%	69%	69%	70%	F	73%	73%	73%	70%	73%	78%	78%	78%	78%	78%	72%	72%
Somewhat unlikely	18%	20%	16%	23%	ee	15%	19%	18%	20%	18%	20%	17%	20%	17%	17%	20%	17%	19%	18%	15%	23%
Very unlikely	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	0%	0%

\* Table Base: U.S. RESPONDENTS

Q8203: Given the current COVID-19 situation, how likely or unlikely are you to watch an NFL game at a bar or restaurant at each of the following occupancy levels?

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Likely (Net)	40%	38%	35%	43%	43%	42%	38%	42%	51%	J	25%	51%	L	23%	33%	39%	42%	37%	42%	36%	48%
Somewhat likely	18%	12%	17%	17%	23%	19%	15%	20%	25%	J	9%	29%	L	22%	22%	20%	23%	25%	19%	25%	24%
Somewhat unlikely	22%	26%	2e	18%	25%	e	19%	22%	26%	J	16%	23%	L	20%	23%	20%	23%	23%	21%	22%	24%
Unlikely (Net)	60%	62%	65%	57%	57%	57%	62%	58%	49%	75%	49%	67%	K	46%	67%	61%	58%	63%	58%	64%	52%
Very unlikely	16%	17%	17%	19%	18%	18%	18%	18%	18%	18%	18%	18%	17%	18%	17%	18%	18%	18%	18%	18%	18%
Very unlikely	44%	48%	d	38%	42%	43%	42%	44%	33%	42%	41%	42%	40%	41%	40%	44%	42%	42%	44%	34%	34%

\* Table Base: U.S. RESPONDENTS

Not very crowded (25% to 50% occupancy)

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Total (Unweighted)	N=1667	N=478	N=268	N=219	N=623	N=496	N=573	N=346	N=932	N=735	N=609	N=1058	N=520	N=1147	N=1174	N=433	N=793	N=874	N=1069	N=197	N=241
Likely (Net)	14%	12%	14%	15%	15%	13%	17%	14%	19%	J	7%	12%	L	10%	13%	14%	12%	16%	12%	27%	SU
Somewhat likely	25%	26%	C	18%	25%	28%	24%	27%	25%	30%	16%	33%	L	20%	23%	25%	25%	25%	24%	21%	54%
Unlikely (Net)	86%	88%	86%	85%	85%	87%	83%	83%	81%	83%	83%	87%	K	80%	77%	75%	78%	78%	78%	73%	46%
Somewhat unlikely	18%	13%	17%	22%	18%	16%	20%	18%	17%	18%	18%	18%	18%	18%	18%	17%	18%	18%	17%	23%	16%
Very unlikely	44%	43%	50%	38%	42%	43%	42%	43%	33%	58%	I	29%	52%	K	28%	51%	M	45%	41%	47%	31%

\* Table Base: U.S. RESPONDENTS

Somewhat crowded (51% to 75% occupancy)

	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)

080621 - HOD FLASH

QS2Q1: [res transfer\_1]Do you consider yourself to be an NFL (National Football League) fan?

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901		N=766
<b>Total (Unweighted)</b>	N=1667	N=876		N=791
Yes	54%	100% <b>C</b>		0%
No	46%	0%		100% <b>B</b>

\* Table Base: U.S. RESPONDENTS

QS2Q6: Which of the following statements about watching NFL games on TV (e.g., at home, at a party, at a sports bar) are true for you?

I watched at least one NFL game on TV (e.g., at home, at a party, at a sports bar) last season.

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901		N=766
<b>Total (Unweighted)</b>	N=1667	N=876		N=791
Yes	65%	94% <b>C</b>		30%
No	31%	5%		62% <b>B</b>
Not at all sure	4%	1%		8% <b>B</b>

\* Table Base: U.S. RESPONDENTS

I plan to watch at least one NFL game on TV (e.g., at home, at a party, at a sports bar) this season.

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901		N=766
<b>Total (Unweighted)</b>	N=1667	N=876		N=791
Yes	60%	94% <b>C</b>		20%
No	33%	5%		65% <b>B</b>
Not at all sure	7%	2%		14% <b>B</b>

\* Table Base: U.S. RESPONDENTS

QS2Q7: Compared to the number of NFL games you watched on TV last season, do you plan to watch more, fewer, or about the same number of NFL games on TV this season

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=956	N=817		N=138
<b>Total (Unweighted)</b>	N=925	N=789		N=136
More	33%	36% <b>C</b>		11%
About the same	60%	59%		65%
Less	5%	4%		12% <b>B</b>
Not at all sure	3%	1%		11% <b>B</b>

\* Table Base: PLAN TO WATCH AT LEAST ONE NFL GAME THIS SEASON AND WATCHED AN NFL GAME LAST SEASON

QS2Q2: How likely or unlikely are you to attend an NFL game in person this upcoming season (beginning September 2021)?

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901		N=766
<b>Total (Unweighted)</b>	N=1667	N=876		N=791
<b>Likely (Net)</b>	27%	40% <b>C</b>		13%
Very likely	12%	19% <b>C</b>		4%
Somewhat likely	15%	21% <b>C</b>		9%
<b>Unlikely (Net)</b>	73%	60%		87% <b>B</b>
Somewhat unlikely	18%	24% <b>C</b>		11%
Very unlikely	55%	36%		76% <b>B</b>

\* Table Base: U.S. RESPONDENTS

QS2Q3: Given the current COVID-19 situation, how likely or unlikely are you to watch an NFL game at a bar or restaurant at each of the following occupancy levels?

Not at all crowded (less than 25% occupancy)

	Total (A)	NFL Fan (B)	NFL Fandom	
				Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901		N=766
<b>Total (Unweighted)</b>	N=1667	N=876		N=791
<b>Likely (Net)</b>	40%	56% <b>C</b>		20%
Very likely	18%	27% <b>C</b>		7%
Somewhat likely	22%	29% <b>C</b>		13%

<b>Unlikely (Net)</b>	60%	44%	80%	<b>B</b>
Somewhat unlikely	16%	17%	15%	
Very unlikely	44%	26%	65%	<b>B</b>

\* Table Base: U.S. RESPONDENTS

**Not very crowded (25% to 50% occupancy)**

	<b>Total (A)</b>	<b>NFL Fan (B)</b>	<b>NFL Fandom</b>	
			<b>Not an NFL Fan (C)</b>	
<b>Total</b>	N=1667	N=901	N=766	
<b>Total (Unweighted)</b>	N=1667	N=876	N=791	
<b>Likely (Net)</b>	38%	54%	<b>C</b>	20%
Very likely	14%	21%	<b>C</b>	5%
Somewhat likely	25%	33%	<b>C</b>	15%
<b>Unlikely (Net)</b>	62%	46%		80%
Somewhat unlikely	18%	20%	<b>c</b>	15%
Very unlikely	44%	26%		65%

\* Table Base: U.S. RESPONDENTS

**Somewhat crowded (51% to 75% occupancy)**

	<b>Total (A)</b>	<b>NFL Fan (B)</b>	<b>NFL Fandom</b>	
			<b>Not an NFL Fan (C)</b>	
<b>Total</b>	N=1667	N=901	N=766	
<b>Total (Unweighted)</b>	N=1667	N=876	N=791	
<b>Likely (Net)</b>	29%	41%	<b>C</b>	14%
Very likely	11%	18%	<b>C</b>	3%
Somewhat likely	17%	23%	<b>C</b>	11%
<b>Unlikely (Net)</b>	71%	59%		86%
Somewhat unlikely	21%	25%	<b>C</b>	16%
Very unlikely	51%	34%		70%

\* Table Base: U.S. RESPONDENTS

**Very crowded (76% occupancy or more)**

	<b>Total (A)</b>	<b>NFL Fan (B)</b>	<b>NFL Fandom</b>	
			<b>Not an NFL Fan (C)</b>	
<b>Total</b>	N=1667	N=901	N=766	
<b>Total (Unweighted)</b>	N=1667	N=876	N=791	
<b>Likely (Net)</b>	25%	35%	<b>C</b>	14%
Very likely	12%	18%	<b>C</b>	4%
Somewhat likely	14%	17%	<b>C</b>	10%
<b>Unlikely (Net)</b>	75%	65%		86%
Somewhat unlikely	13%	16%	<b>C</b>	9%
Very unlikely	62%	50%		76%

\* Table Base: U.S. RESPONDENTS

**QS2Q4: How much do you agree or disagree with each of the following statements?**

Given the current COVID-19 situation, brands that advertise during NFL games should not promote group activities (e.g., tailgating, crowded stadiums) in their ads.

	<b>Total (A)</b>	<b>NFL Fan (B)</b>	<b>NFL Fandom</b>	
			<b>Not an NFL Fan (C)</b>	
<b>Total</b>	N=1667	N=901	N=766	
<b>Total (Unweighted)</b>	N=1667	N=876	N=791	
<b>Agree (Net)</b>	57%	61%	<b>C</b>	54%
Strongly agree	22%	24%		21%
Somewhat agree	35%	37%		33%
<b>Disagree (Net)</b>	43%	39%		46%
Somewhat disagree	23%	22%		25%
Strongly disagree	19%	18%		22%

\* Table Base: U.S. RESPONDENTS

**Vaccination stations should be set up at major sporting events.**

	<b>Total (A)</b>	<b>NFL Fan (B)</b>	<b>NFL Fandom</b>	
			<b>Not an NFL Fan (C)</b>	
<b>Total</b>	N=1667	N=901	N=766	
<b>Total (Unweighted)</b>	N=1667	N=876	N=791	
<b>Agree (Net)</b>	63%	69%	<b>C</b>	55%
Strongly agree	30%	36%	<b>C</b>	24%
Somewhat agree	32%	34%		31%
<b>Disagree (Net)</b>	37%	31%		45%
Somewhat disagree	18%	18%		18%
Strongly disagree	19%	13%		27%

\* Table Base: U.S. RESPONDENTS

**I don't want to see brands promote the COVID-19 vaccine in their advertisements.**

		NFL Fandom	
	Total (A)	NFL Fan (B)	Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901	N=766
<b>Total (Unweighted)</b>	N=1667	N=876	N=791
<b>Agree (Net)</b>	45%	48% C	41%
Strongly agree	22%	22%	22%
Somewhat agree	22%	26% C	18%
<b>Disagree (Net)</b>	55%	52%	59% B
Somewhat disagree	29%	26%	31%
Strongly disagree	27%	26%	28%

\* Table Base: U.S. RESPONDENTS

**I prefer to buy from brands that sponsor my favorite sports teams.**

		NFL Fandom	
	Total (A)	NFL Fan (B)	Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901	N=766
<b>Total (Unweighted)</b>	N=1667	N=876	N=791
<b>Agree (Net)</b>	48%	61% C	32%
Strongly agree	15%	22% C	7%
Somewhat agree	33%	39% C	25%
<b>Disagree (Net)</b>	52%	39%	68% B
Somewhat disagree	30%	28%	32%
Strongly disagree	22%	10%	36% B

\* Table Base: U.S. RESPONDENTS

**Given the current COVID-19 situation, it's not safe for unvaccinated children to attend major sporting events in person**

		NFL Fandom	
	Total (A)	NFL Fan (B)	Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901	N=766
<b>Total (Unweighted)</b>	N=1667	N=876	N=791
<b>Agree (Net)</b>	69%	73% C	65%
Strongly agree	38%	39%	36%
Somewhat agree	32%	34%	29%
<b>Disagree (Net)</b>	31%	27%	35% B
Somewhat disagree	15%	16%	13%
Strongly disagree	16%	11%	22% B

\* Table Base: U.S. RESPONDENTS

**QS2Q5: Which of the following style of advertisements, if any, would you want to see aired during NFL games? Please select all that apply.**

		NFL Fandom	
	Total (A)	NFL Fan (B)	Not an NFL Fan (C)
<b>Total</b>	N=1667	N=901	N=766
<b>Total (Unweighted)</b>	N=1667	N=876	N=791
Funny	57%	66% C	47%
Uplifting	52%	62% C	40%
Heartfelt	36%	42% C	29%
Informational	34%	41% C	25%
Purpose-driven	30%	38% C	22%
Nostalgic	29%	34% C	22%
Political	5%	7% C	3%
None of these	17%	6%	29% B

\* Table Base: U.S. RESPONDENTS



080621 - HOD FLASH

QS2Q1: [res transfer\_1]Do you consider yourself to be an NFL (National Football League) fan?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1667	N=180	N=462	N=428	N=492	N=105
Total (Unweighted)	N=1667	N=166	N=460	N=412	N=529	N=100
Yes	54%	48%	58% f	57%	52%	44%
No	46%	52%	42%	43%	48%	56% c

\* Table Base: U.S. RESPONDENTS

QS2Q6: Which of the following statements about watching NFL games on TV (e.g., at home, at a party, at a sports bar) are true for you?

I watched at least one NFL game on TV (e.g., at home, at a party, at a sports bar) last season.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1667	N=180	N=462	N=428	N=492	N=105
Total (Unweighted)	N=1667	N=166	N=460	N=412	N=529	N=100
Yes	65%	69% f	68% eF	67% f	61%	53%
No	31%	26%	27%	29%	36% Cd	44% aBCD
Not at all sure	4%	4%	4%	5%	3%	3%

\* Table Base: U.S. RESPONDENTS

I plan to watch at least one NFL game on TV (e.g., at home, at a party, at a sports bar) this season.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1667	N=180	N=462	N=428	N=492	N=105
Total (Unweighted)	N=1667	N=166	N=460	N=412	N=529	N=100
Yes	60%	56%	63%	65% Ef	56%	51%
No	33%	37%	29%	29%	35%	44% aCD
Not at all sure	7%	8%	8%	6%	8%	5%

\* Table Base: U.S. RESPONDENTS

QS2Q7: Compared to the number of NFL games you watched on TV last season, do you plan to watch more, fewer, or about the same number of NFL games on TV this season?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=956	N=92 *	N=273	N=269	N=269	N=53 *
Total (Unweighted)	N=925	N=81 *	N=272	N=249	N=276	N=47 *
More	33% E	39% E	45% ADEF	31%	22%	21%
About the same	60% C	49%	47%	61% C	72% ABCD	72% bC
Less	5%	7%	6%	5%	4%	5%
Not at all sure	3%	4%	2%	4%	2%	2%

\* Table Base: PLAN TO WATCH AT LEAST ONE NFL GAME THIS SEASON AND WATCHED AN NFL GAME LAST SEASON

QS2Q2: How likely or unlikely are you to attend an NFL game in person this upcoming season (beginning September 2021)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1667	N=180	N=462	N=428	N=492	N=105
Total (Unweighted)	N=1667	N=166	N=460	N=412	N=529	N=100
Likely (Net)	27% EF	40% ADEF	46% ADEF	28% EF	10%	4%
Very likely	12% Ef	17% EF	18% AEF	15% EF	4%	3%
Somewhat likely	15% EF	23% aDEF	27% ADEF	12% EF	6%	1%
Unlikely (Net)	73% BC	60%	54%	72% BC	90% ABCD	96% ABCD
Somewhat unlikely	18% E	25% cE	17%	23% acE	12%	16%
Very unlikely	55% BC	35%	37%	49% BC	78% ABCD	79% ABCD

\* Table Base: U.S. RESPONDENTS

QS2Q3: Given the current COVID-19 situation, how likely or unlikely are you to watch an NFL game at a bar or restaurant at each of the following occupancy levels?

Not at all crowded (less than 25% occupancy)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1667	N=180	N=462	N=428	N=492	N=105
Total (Unweighted)	N=1667	N=166	N=460	N=412	N=529	N=100
Likely (Net)	40% EF	57% ADEF	58% ADEF	41% EF	20%	16%
Very likely	18% EF	33% ADEF	30% ADEF	16% Ef	5%	6%
Somewhat likely	22% Ef	24% ef	28% AEF	25% EF	15%	11%
Unlikely (Net)	60% BC	43%	42%	59% BC	80% ABCD	84% ABCD
Somewhat unlikely	16% f	20% F	14%	20% cF	16%	7%
Very unlikely	44% BC	23%	28%	38% BC	64% ABCD	77% ABCDe

\* Table Base: U.S. RESPONDENTS

Not very crowded (25% to 50% occupancy)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Likely (Net)</b>	38% EF	63% ADEF	56% ADEF	38% EF	20%	10%
Very likely	14% Ef	28% ADEF	22% ADEF	12% E	4%	5%
Somewhat likely	25% EF	35% AEF	33% AEF	27% EF	16% f	6%
<b>Unlikely (Net)</b>	62% BC	37%	44%	62% BC	80% ABCD	90% ABCD
Somewhat unlikely	18%	16%	18%	22% E	14%	18%
Very unlikely	44% BC	21%	27%	39% BC	66% ABCD	71% ABCD

\* Table Base: U.S. RESPONDENTS  
Somewhat crowded (51% to 75% occupancy)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Likely (Net)</b>	29% EF	43% ADEF	45% ADEF	29% EF	12%	8%
Very likely	11% E	21% ADEF	18% ADEF	10% E	3%	5%
Somewhat likely	17% EF	22% EF	27% AdEF	19% EF	9%	3%
<b>Unlikely (Net)</b>	71% BC	57%	55%	71% BC	88% ABCD	92% ABCD
Somewhat unlikely	21% E	31% AEF	23% Ef	24% Ef	15%	11%
Very unlikely	51% BC	26%	32%	47% BC	73% ABCD	81% ABCD

\* Table Base: U.S. RESPONDENTS  
Very crowded (76% occupancy or more)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Likely (Net)</b>	25% EF	45% ADEF	39% ADEF	26% EF	10%	4%
Very likely	12% EF	24% ADEF	18% ADEF	11% EF	4%	1%
Somewhat likely	14% EF	21% aEF	20% AEF	15% EF	7%	3%
<b>Unlikely (Net)</b>	75% BC	55%	61%	74% BC	90% ABCD	96% ABCD
Somewhat unlikely	13%	9%	14%	18% ABEF	10%	6%
Very unlikely	62% BC	46%	48%	56% c	80% ABCD	90% ABCD

\* Table Base: U.S. RESPONDENTS

**QS2Q4: How much do you agree or disagree with each of the following statements?**

Given the current COVID-19 situation, brands that advertise during NFL games should not promote group activities (e.g., tailgating, crowded stadiums) in their ads.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Agree (Net)</b>	57% D	67% cD	55%	50%	59% D	71% aCD
Strongly agree	22%	25%	22%	19%	20%	38% ACDE
Somewhat agree	35%	42% d	33%	30%	39% D	33%
<b>Disagree (Net)</b>	43% f	33%	45% bF	50% ABEF	41%	29%
Somewhat disagree	23%	19%	20%	28% Cf	24%	16%
Strongly disagree	19%	14%	24% bEf	22%	16%	13%

\* Table Base: U.S. RESPONDENTS  
Vaccination stations should be set up at major sporting events.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Agree (Net)</b>	63%	62%	60%	57%	68% cD	74% cD
Strongly agree	30%	29%	31%	27%	32%	40% d
Somewhat agree	32%	33%	29%	30%	36% c	34%
<b>Disagree (Net)</b>	37%	38%	40% ef	43% EF	32%	26%
Somewhat disagree	18%	26% E	20%	18%	16%	15%
Strongly disagree	19%	13%	20%	25% ABEF	17%	11%

\* Table Base: U.S. RESPONDENTS  
I don't want to see brands promote the COVID-19 vaccine in their advertisements.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Agree (Net)</b>	45% E	45%	52% AEF	47% E	37%	35%
Strongly agree	22%	22%	25% e	24%	18%	20%
Somewhat agree	22%	23%	27% Ef	23%	19%	15%
<b>Disagree (Net)</b>	55% C	55%	48%	53%	63% ACD	65% C
Somewhat disagree	29%	41% ACDE	25%	26%	28%	34%
Strongly disagree	27% B	15%	23%	27% B	34% ABCd	31% B

\* Table Base: U.S. RESPONDENTS  
I prefer to buy from brands that sponsor my favorite sports teams.



	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Agree (Net)</b>	48% EF	66% ADEF	62% ADEF	44% Ef	35%	30%
Strongly agree	15% EF	27% ADEF	24% ADEF	15% EF	6%	3%
Somewhat agree	33%	39% e	38% aDE	29%	29%	26%
<b>Disagree (Net)</b>	52% BC	34%	38%	56% BC	65% ABCD	70% ABCd
Somewhat disagree	30% C	25%	21%	33% C	37% ABC	36% C
Strongly disagree	22% Bc	9%	17% b	23% Bc	28% ABC	35% ABCd

\* Table Base:

U.S. RESPONDENTS

Given the current COVID-19 situation, it's not safe for unvaccinated children to attend major sporting events in person

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
<b>Agree (Net)</b>	69% d	65%	69%	63%	75% abD	76% d
Strongly agree	38%	32%	34%	32%	44% abCD	56% ABCD
Somewhat agree	32%	32%	35% f	31%	31%	21%
<b>Disagree (Net)</b>	31% e	35% e	31%	37% aEf	25%	24%
Somewhat disagree	15%	18%	12%	17%	13%	19%
Strongly disagree	16% F	18% F	19% eF	20% EF	12%	5%

\* Table Base:

U.S. RESPONDENTS

QS2Q5: Which of the following style of advertisements, if any, would you want to see aired during NFL games? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1667	N=180	N=462	N=428	N=492	N=105
<b>Total (Unweighted)</b>	N=1667	N=166	N=460	N=412	N=529	N=100
Funny	57%	67% ace	56%	57%	56%	55%
Uplifting	52%	45%	51%	52%	57% b	46%
Heartfelt	36%	32%	34%	36%	41% cF	25%
Informational	34% b	24%	37% B	32%	36% B	36%
Purpose-driven	30%	35%	33%	28%	30%	22%
Nostalgic	29%	28%	31%	26%	30%	24%
Political	5% E	10% E	8% aE	5% E	1%	6% E
None of these	17% Bc	7%	12%	21% BC	19% BC	25% BC

\* Table Base:

U.S. RESPONDENTS