

012822 - HOD FLASH (24 HOUR)

Q251: [res transfer_1] Do you consider yourself to be a fan of any of the following sports organizations?

NBA (National Basketball Association)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

NFL (National Football League)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

NHL (National Hockey League)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

MLS (Major League Soccer)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

MLB (Major League Baseball)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

NCAA Men's Basketball

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

NCAA Football

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, and No.

Q252: Did you watch (i.e., all or part of an event) any of the following sporting events?

2018 Winter Olympic Games (February 9-25, 2018)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, No, and I don't remember.

2021 Summer Olympic Games (July 23 - August 8, 2021)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, No, and I don't remember.

2021 Super Bowl LV (February 7, 2021)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), Yes, No, and I don't remember.

Q253: How likely are you to watch each of the following sporting events this year?

2022 Winter Olympic Games Opening Ceremony (February 4)

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), NET: LIKELY (Very likely, Somewhat likely), NET: NOT LIKELY (Not very likely, Not at all likely).

2022 Winter Olympic Sporting Event

Table with 20 columns: 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), Northeast (S), South (T), Region, Midwest (U), West (V). Rows include Total, Total (Unweighted), NET: LIKELY (Very likely, Somewhat likely), NET: NOT LIKELY (Not very likely, Not at all likely).

Strongly disagree 163 69 92 37 29 19 26 52 26 9 12 6 17 11 20 7 20 35 26 57 45 34

* Table Base: US RESPONDENTS

Q525: Which of the following types of brands or companies do you think should advertise during the Super Bowl? Please select all that apply.

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Entertainment, Food & Beverage, Technology, etc.

* Table Base: US RESPONDENTS

Q526: In general, how excited are you for each of the following aspects of the Super Bowl this year?

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Gameplay, Halftime Show, etc.

* Table Base: AT ALL LIKELY TO WATCH THE SUPER BOWL

The halftime show

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-EXCITED, etc.

* Table Base: AT ALL LIKELY TO WATCH THE SUPER BOWL

The ads

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-EXCITED, etc.

* Table Base: AT ALL LIKELY TO WATCH THE SUPER BOWL

Q527: How much do you agree or disagree with each of the following statements?

The Super Bowl is no longer relevant today.

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-AGREE, etc.

* Table Base: US RESPONDENTS

In general, the ads that air during the Super Bowl aren't as good as they were in previous years.

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-AGREE, etc.

* Table Base: US RESPONDENTS

I keep up with brands after they advertise during the Super Bowl.

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-AGREE, etc.

* Table Base: US RESPONDENTS

Brands should only air all-new ads during the Super Bowl.

Table with 23 columns: 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), Northeast (S), South (T), Region (Midwest (U), West (V)). Rows include categories like Total, Unweighted, NET-AGREE, etc.

012822 - HOD FLASH (24 HOUR)

Q521: [res transfer_1] Do you consider yourself to be a fan of any of the following sports organizations?

NBA (National Basketball Association)

Table for NBA fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

NFL (National Football League)

Table for NFL fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

NHL (National Hockey League)

Table for NHL fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

MLS (Major League Soccer)

Table for MLS fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

MLB (Major League Baseball)

Table for MLB fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

NCAA Men's Basketball

Table for NCAA Men's Basketball fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

NCAA Football

Table for NCAA Football fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and No.

2018 Winter Olympic Games (February 9-25, 2018)

Table for 2018 Winter Olympic Games fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and I don't remember.

2021 Summer Olympic Games (July 23 - August 8, 2021)

Table for 2021 Summer Olympic Games fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and I don't remember.

2021 Super Bowl LV (February 7, 2021)

Table for 2021 Super Bowl LV fans with columns for household income, education, marital status, etc. Includes data for Total, Unweighted, Yes, and I don't remember.

Q523: How likely are you to watch each of the following sporting events this year?

Table for Q523 with columns for household income, education, marital status, etc. Includes data for NET LIKELY, Very likely, Somewhat likely, NET NOT LIKELY, Not very likely, and Not at all likely.

2022 Winter Olympic Games Opening Ceremony (February 4)

Table for 2022 Winter Olympic Games Opening Ceremony fans with columns for household income, education, marital status, etc. Includes data for NET LIKELY, Very likely, Somewhat likely, NET NOT LIKELY, Not very likely, and Not at all likely.

