051322 - HOD FLASH (24 HOUR) SURVEY
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QS3Q1: In general, how interested are you in Formula	a 1 racing?																					
Total Total (Unweighted) Interested (Net) Very risterested Mer interested (Net) Not very interested Not za il interested Not za il interested Not-z <sup>m</sup> no tominalizz with this.	Total (A) N≈1079 34% 13% 22% 56% 18% 39% 10%	Male (B) N+517 N-469 44% C 16% C 28% C 52% 19% 33% 4%	Gender Female (C) N=652 N=601 25% 15% 59% B 15% 44% B 15% B	18-34 (D)       N=315       N=224       47%       18%       76H       29%       41%       17%       23%       13%       8H	35.44 (E) N+179 N+176 43% 1GH 27% dFGH 44% 17% 27% 13% gH	Age 45-54 (F) N-155 31% H 8% 23% H 60% DE 17% 49%	55-64 (G)       N+179       N+204       29%     H       5%       24%     H       64%     DE       20%     4       7%     DE	65+ (H) N-238 N-320 17% 4% 13% 77% DEFG 6% 6%	18-34 (I)       N-159       N=98       63%     KLM       22%     KLM       31%     15%       15%     15%       5%     1	35-44 (J) N+88 * N+78 * 54% HM 38% KLM 38% KLM 15% 25% 6% I	Male Age 45-54 (K) N=52 * 36% m 4% 32% JM 60% Ij 21% 40% I 3%	55.64 (L)       N-85       33%       5%       28%       M       67%       31%       11       31%       0%	65+(M) N=107 N=154 21% 7% 14% 76% Uk 20% 56% Uk 3%	18-34 (M) N=156 N=126 30% R 13% R 13% R 13% 50% 20% 20% R	35-44 (O) N=91 * N=98 * 33% R 17% QR 15% QR 47% 20% 28% 20% R	Female Age 45-54 (P) N=87 * N=103 26% R 12% R 12% R 14% 60% 13% 47% NO	55-64 (Q)       N=93       N=114       25%       6%       20%       62%       11%       51%       13%	65+ (R) N=131 N=166 14% 2% 12% 77% NOPQ 13% 64% NOPQ 9%	Northeast (5) N=185 N=223 41% T 15% 26% 50% 18% 32% 9%	South (T) N=414 N=402 30% 11% 19% 58% 14% 58% 14% Su 12% V	Region Midwest (U) N=223 N=202 36% 15% 20% 54% 19% 35% 10%	West (V) N=257 N=252 35% 11% 24% 60% 21% t 38% 6%
* Table Base:	US RESPONDENTS																					
QS3Q2: Which of the following statements about For	mula 1 apply to you? Pi	ease select all that ap	aply.																			
Total Total (Unweighted) I would rather watch Formula 1 race than NASCAR ra I would be more interested in Formula 1 if there were the show Drive to Survive piqued my interest in Formu Kone of these Count	Total (A) N=975 N=973 ce. 18% mor 16% ila 114% 59% 1.06	Male (B) N=498 N=452 23% C 23% C 13% 51% 1.08	Gender Female (C) N=467 N=513 13% 10% 15% 66% B 1.04	18-34 (D) N+275 N+191 28% FGH 19% H 24% FGH 39% 1.10	35-44 (E) N=155 N=150 25% FGH 29% dFGH 20% FGH 42% 1.16	Age 45-54 (F) N=154 N=142 11% 12% 10% h 68% DE 1.01	55-64 (G) N=166 N=190 14% h 15% H 6% 67% DE 1.03	65+(H) N+223 N+300 7% 8% 4% 82% DEFG 1.01	18-34 (I) N=150 N=91 * 36% KLM 28% KM 21% LM 27% 1.13	35-44 (J) N+83 * N+74 * 28% M 36% KM 17% LM 38% 1.18	Male Age 45-54 (K) N=50 * 15% 12% 10% 65% IJ 1.02	55-64 (L) N+85 * N+90 * 17% 24% M 3% 61% U 1.04	65+(M) N+104 N+150 9% 6% 6% 78% UL 1.02	18-34 (N) N+125 N+100 18% pR 8% 27% PQR 54% 1.07	35-44 (0) N+73 * N+76 * 21% PR 21% NQR 24% PQR 46% 1.12	Female Age 45-54 (P) N=75 * N=92 * 8% 12% 10% r 71% NO 1.01	55-64 (Q) N=81 * N=100 11% 7% 10% r 74% NO 1.02	65+(R) N+119 N+150 6% 7% 3% 85% NOPq 1.01	Northeast (5) N=169 N=204 25% Tu 13% 18% t 50% 1.06	South (T) N+364 N+350 13% 16% 10% 63% S 1.03	Region Midwest (U) N=200 N=181 17% 22% s 12% 57% 1.08	West (V) N4243 N4238 20% 15% 17% t 59% 1.11
* Table Base:	HAS HEARD OF FOR	MULA 1 RACING	at with Tom Bradu?																			
Contain marketers of when a perspective Contain the second of t	Total (A) N=1079 N=1079 28% 13% 51% 51% 51% 53% VS RESPONDENTS owatch an NFL game If,	Male (B) N=617 N=469 37% C 19% C 18% C 45% 13% 6% 7% 4%	Gender Female (C) N=652 N=601 19% 8% 11% 55% B 14% 8% 6% 12% B reled by Tom Brady?	18-34 (D) N-215 N-224 39% FGH 21% FGH 18% FH 42% 9 6% 3% 10% G	35-44 (E) N=179 N=176 42% FGH 21% FGH 21% FGH 21% FGH 36% 11% Gh	Age 45-54 (F) N-169 N-155 17% 12% H 6% 61% DE 12% 5% 7% 10% G	S5-64 (G)       N=179       N=224       22%       H       7%       16%       F       5%       11%       4%	65*(H) N-238 N-230 14% 4% 10% 62% DE 9% 9% 9% De 6%	18.34 (I) N=159 N=98 * 49% KLM 29% KLM 21% k 42% j 9% 4% 5% 1%	3544 (J) N×88 * N×78 * 60% KLM 26% IM 33% KLM 25% 6% 9% IIm	Male Age 45-54 (k) N=82 * 22% 15% m 8% 56% J 10% 6% 4% 12% ILM	55-64 (L) N-485 * N-490 * 29% 13% 54% J 16% 5% 11% 1%	65+(M) N-107 N-154 13% 6% 13% 13% 24% U 13% 11% 2%	18-34 (N) N+155 N+126 29% PqR 13% QR 16% Pr 43% 16% Pr 43% 19% PQR	35 44 (O) N=91 * N=98 * 25% PR 15% QR 9% 46% 15% 15% 15% 2% 2%	Female Age       45.54 (P)       N=47       N=103       12%       9%       65%       13%       9%       9%       9%       9%       9%       9%       9%       9%       9%       9%	S5.64 (Q)       N=93       N=114       17%       1%       15%       P       60%       NO       5%       12%       6%	65+ (R) N=131 N=166 10% 2% 8% 8% NO 14% 7% NO 14% 7% 8%	Northeast (5) N=185 N=223 27% 12% 15% 52% 15% 52% 10% t 4%	South (7) N=414 N=402 2.7% 15% 55% 55% 5% 5% 5% 9%	Region Michwest (U) №-223 №-202 30% 15% 14% 48% 17% 7% 7% 5% 6%	West (V) N=257 N=252 28% 16% 12% 47% 16% T 7% 10% 57 9%
Total More likely (Net) Auch more likely Somewhat more likely Somewhat more resulting Less likely (Net) Somewhat less likely Much tess likely Much tess likely Net at all sore	Total (A) №1079 32% 15% 17% 47% 47% 9% 9% 7%	Male (B) N=4517 N=469 42% C 21% C 20% C 42% 13% 5% 8% 4%	Gender Female (C) N=652 N=601 24% 10% 14% 52% B 14% 5% 10% 8	18-34 (D)       N=315       N=224       47%       FGH       26%       FGH       37%       7%       6%       2%       9%     G	35.44 (E) N=179 A4% FGH 23% GH 23% FH 37% 13% 4% 9% D 7%	Age 45-54 (F) N-169 N-155 21% 15% H 6% 58% DE 13% 4% 9% D 9% D 9% G	55-64 (G)       N=179       N=204       28%     H       12%     H       15%     F       49%     DE       20%     D       7%     13%       3%     D	65+ (H) N-238 N-320 17% 5% 12% f 58% DE 19% D 5% 14% D 6%	18-34 (I) N=159 N=98 * 58% KLM 29% IM 28% KM 35% 5% 4% 1% 2%	35-44 (J) N-488 * 59% KLM 29% M 30% KIM 23% 14% i 4% 11% i	Male Age 45-54 (K) N=52 * 24% 5% m 5% 5% 60% IJ 8% 1% 7% 7%	55-64 (L) N-85 * N-90 * 33% 15% k 45% J 19% i 9% 10% i 3%	65+(M) N≈107 N≈154 22% 34% 52% U 21% K 7% 13% 1 5%	18-34 (M)       N=156       N=126       35%     PqR       11%     R       24%     oPR       40%     10%       7%     3%       16%     Cr	35.44 (0) N=91 * N=98 * 29% pR 12% qR 12% 12% 12% 4% 8% 9%	Female Age 45-54 (P) N=87 * N=103 17% R 56% N 17% 6 56% N 17% 6 10% N 10% N	55-64 (Q)       N=93       N=114       23%       15%       53%       15%       15%       16%       3%	65+(R) N=131 N=166 13% 3% 10% 62% No 17% 3% 14% N 7%	Northeast (5) N=185 N=223 30% 14% 16% 44% 21% TU 10% Tv 12% 4%	South (T) N=414 N=402 33% 14% 19% 47% 11% 3% 7% 9% sU	Region Midwest (U) №223 №202 32% 19% 13% 53% 12% 6% 6% 5% 3%	West (V) N=257 N=252 34% 16% 19% 43% 15% 4% 11% 8% U
* Table Base:	US RESPONDENTS																					
QS3Q5: Do you think the agreement between Fox Sp	orts and Tom Brady is w	orth more, less, or al	bout the same amount as	its reported value (\$37	5 million over 10 years)	2																
Total Total (Unweighted) More About the same Less Not at all same	Total (A) N=1079 N=1079 15% 34% 27% 24%	Male (8) N+517 N+469 19% C 35% 27% 19%	Gender Female (C) N=552 N=601 12% 32% 27% 29% B	18-34 (D) N-315 N+224 23% FGH 48% EFGH 12%	35-44 (E) N=179 N=176 30% FGH 33% H 17% 20%	Age 45-54 (F) N+169 N+155 12% GH 33% H 25% D 30% De	55-64 (G) N=179 N=204 4% 32% H 40% DEF 24%	65+(H) N+238 N+320 4% 18% 44% DEF 33% DEg	18-34 (I) N=159 N=98 30% kLM 51% JKLM 8% 11%	35-44 (J) N+88 N+78 34% KLM 33% m 16% 17%	Male Age       45-54 (K)       N=52       N=52       14%       M       32%       24%       31%	55-64 (L) N+85 * N+90 * 8% 32% m 45% UK 15%	65+(M) №107 №154 3% 19% 49% IJK 29% IL	18-34 (N) N+155 N+125 16% QR 45% QR 15% 24%	35-44 (O) N+91 * N+98 * 26% POR 33% R 18% 23%	Female Age 45-54 (P) N+87 * N=103 10% Q 35% R 26% n 29%	55-64 (Q) N+93 * N=114 1% 31% R 35% NO 32%	65+(R) N+131 N+166 5% 18% 41% NOP 36% no	Northeast (5) №185 №223 13% 42% UV 26% 19%	South (1) N=414 N=402 15% 38% Uv 22% 25%	Region Midwest (U) N=223 N=202 17% 26% 32% T 25%	West (V) N+257 N+252 14% 29% 30% t 26%
* 13D(e Base:	US RESPONDENTS																					

#### 051322 - HOD FLASH (24 HOUR) SURVEY

Q53Q1: In general, how interested are you in Formula 1 racing?

			House	hold Income			Education			Employed		Children in HH		Parent of Child U	nder 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 Total (I lownighted)	N=1079 N=1079	N=313 N=247	N=172	N=138	N=427	N=360 N=297	N=340 N=397	N=244	N=622	N=457 N=521	N=376 N=271	N=703	N=332	N=7	47 97	N=798	N=257 N=254	N=489	N=590	N=656 N=917	N=130 N=102	N=181
Interested (Net)	34%	36%	36%	36%	33%	34%	33%	35%	44%	72%	49%	26%	51%	N 279		35%	36%	32%	36%	30%	39% 4	45% \$
Very interested	13%	13%	11%	10%	15%	13%	11%	12%	19%	J 5%	23%	L 7%	26%	N 7%		12%	15%	13%	12%	12%	18% 5	15%
Somewhat interested	22%	22%	25%	26% e	18%	21%	22%	23%	25%	J 17%	25%	19%	25%	20%		22%	21%	19%	23%	18%	20%	31% <mark>S</mark>
Not interested (Net)	56%	50%	54%	55%	61% B	52%	58%	58%	50%	65%	40%	64% K	38%	64%	M	58%	51%	62% R	51%	61% TU	43%	47%
Not very interested	18%	13%	11%	18%	22% BC	15%	17%	20%	19%	15%	17%	18%	15%	19%		19% p	13%	19%	16%	18%	16%	14%
N/A – I'm not familiar with this	10%	14% F	43%	9%	5%	13% b	9%	37%	7%	13%	11%	40% 1	11%	437		37%	13% 0	4370 N	13% 0	9%	18% Su	33%
* Table Base:	US RESPONDENTS																					
QS3Q2: Which of the following statements about For	rmula 1 apply to you? P	ease select all that apply	γ.																			
			House	hold Income			Education			Employed		Children in HH		Parent of Child U	nder 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)
Iotal Total (Ilaura labba d)	N=975	N=268	N=155	N=126	N=404	N=313	N=308	N=225	N=579	N=396	N=336	N=639	N=296	N=6	/8	N=/36	N=223	N=461	N=514	N=597	N=106	N=16/
I would rather watch a Formula 1 race than NASCAB ra	n=975 are 18%	17%	16%	14%	20%	17%	13%	23% 6	23%	10%	73%	15%	26%	N 149	10	19%	15%	19%	16%	17%	19%	21%
I would be more interested in Formula 1 if there were	mor 16%	17%	11%	18%	18% c	14%	17%	20% f	21%	10%	29%	L 10%	30%	N 119		17%	17%	18%	15%	15%	26% S	14%
The show Drive to Survive piqued my interest in Forma	ula 114%	13%	16%	9%	15%	11%	13%	15%	20%	J 4%	25%	L 8%	26%	N 8%		14%	13%	14%	13%	10%	14%	28% St
None of these	59%	55%	62%	61%	58%	60%	60%	55%	46%	78%	37%	70% K	34%	70%	M	58%	59%	60%	57%	65% TU	52%	44%
Count	1.06	1.02	1.05	1.03	1.11	1.02	1.04	1.13	1.10	1.02	1.14	1.02	1.16	1.02		1.07	1.04	1.11	1.02	1.06	1.11	1.07
* Table Base:	HAS HEARD OF FOR	MULA 1 RACING																				
QS3Q3: How much better or worse is your opinion of	f Fox Sports following it	s broadcast agreement v	with Tom Brady?																			
			House	hold Income			Education			Employed		Children in HH		Parent of Child U	nder 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=1079	N=313	N=172	N=138	N=427	N=360	N=340	N=244	N=622	N=457	N=376	N=703	N=332	N=7	47	N=798	N=257	N=489	N=590	N=656	N=130	N=181
Total (Unweighted)	N=1079	N=347	N=189	N=161	N=353	N=297	N=297	N=309	N=558	N=521	N=321	N=758	N=292	N=7	87	N=803	N=254	N=588	N=491	N=817	N=103	N=71
Much better opinion	12%	14%	11%	14%	15%	23%	15% +	14%	38%	5%	22%	19%	4/%	N 15%		14%	12%	12%	14%	11%	20% 5	337% 3
Somewhat better opinion	15%	16%	13%	14%	15%	16%	12%	17%	19%	9%	21%	11%	24%	N 109		15%	15%	15%	13%	13%	16%	25% \$
No change	51%	49%	52%	54%	50%	49%	50%	55%	43%	61%	37%	58% K	34%	58%	м	51%	50%	53%	49%	54% U	49%	38%
Worse (Net)	13%	10%	17% b	11%	15% b	13%	14%	12%	11%	15%	9%	15% K	10%	15%	m	13%	12%	14%	12%	16% T	7%	9%
Somewhat worse opinion	7%	5%	8%	4%	8%	5%	7%	8%	6%	8%	6%	7%	6%	7%		7%	6%	8%	6%	8%	3%	4%
Much worse opinion	7%	4%	9% b	7%	7%	8% h	7% h	3%	6%	8%	3%	8% K	4%	8%	m	7%	7%	6%	7%	8%	4%	5%
Not at all sure	8%	12% E	7%	7%	5%	13% H	9% <mark>H</mark>	3%	7%	9%	10%	7%	9%	8%		7%	9%	4%	11% Q	7%	9%	13% \$
* Table Base:	US RESPONDENTS																					
QS3Q4: How much more or less likely would you be t	to watch an NFL game if	gameplay analysis were	led by Tom Brady?																			
			House	hold Income			Education			Employed		Children in HH		Parent of Child U	nder 18	Home	Ownership		Marital Status		Race/Ethnicity	
Traci	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)
Iotal Total (Ilaura labba d)	N=1079	N=313	N=1/2	N=158	N=427	N=360	N=340	N=244	N=622	N=457	N=376	N=703	N=332	N=7	4/	N=/98	N=257	N=489	N=590	N=656	N=130	N=181
More likely (Net)	32%	33%	34%	35%	33%	30%	34%	33%	43%	18%	44%	26%	46%	N 26%	B/	33%	34%	32%	33%	78%	39% 5	44% \$
Much more likely	15%	16%	11%	14%	18% c	15%	16%	15%	22%	7%	21%	12%	23%	N 12%		15%	16%	15%	15%	13%	25% S	17%
Somewhat more likely	17%	17%	23% E	20%	15%	16%	18%	18%	21%	J 11%	23%	L 14%	23%	N 15%		17%	17%	17%	17%	16%	15%	28% St
Neither more nor less likely	47%	45%	46%	46%	49%	42%	48%	49%	38%	60%	37%	52% K	35%	52%	м	47%	46%	49%	45%	50% U	42%	33%
Less likely (Net)	14%	12%	15%	11%	15%	17%	12%	13%	14%	13%	12%	14%	12%	14%		15%	11%	13%	14%	15%	11%	15%
Somewhat less likely	5%	4%	3%	6%	6%	8% G	3%	6%	7%	J 3%	8%	L 4%	7%	n 4%		6%	3%	6%	4%	5%	3%	8%
Much less likely Not at all sure	9% 7%	7% 11% CE	12%	6% 8% E	10%	9% 10% h	9% 6%	7% 5%	7% 5%	11% 9%	5% 7%	11% K 7%	5% 6%	10%	м	9% 5%	8% 9% o	7% 6%	10%	10%	8% 8%	6% 8%
* Table Base:	US RESPONDENTS																					
05205: Do you think the personnent between Free Free	norte and Tom Bradition	outh more larr as-ba-	t the rame amount "	tr reported value // 227	million over 10 vs																	
4,554,51. 50 you trank the agreement between Fox Sp	sor crand rom brady is v	ionanimore, less, of abou	e, cole same amount as it																			
	Tetel(A)	Loss they (COV (D)	House	inoid income	6100K- (F)	115 (5)	Education	College Cond. (11)	N == (0)	Employed	N = = (N)	Children in HH	Ver (14)	rarent of Child U	nder 18	Home Home	Ownership	Manufact (O)	Mantai Status	Matheiner (P)	Hace/Ethnicity	Ulanaria (U)
Total	N=1079	N=212	>>uk - >74.9K (L)	\$75K-\$99.9K(D)	3100KT (E)	N=260	Some college (G)	Conege Grad+ (H)	res(I) N=677	w0 (J)	res (K)	N=702	res(M)	NO	47	N=792	Menter (P)	Married (Q)	Not married (R)	winte (S)	N=120	mispatric (U)
Total (Unweighted)	N=1079	N=347	N=189	N=150	N=353	N=297	N=297	N=309	N=558	N===57 N==57	N=370 N=371	N=703	N=332 N=292	N=7	*, 87	N=803	N=257	N=588	N=390 N=491	N#817	N=103	N=71 *
More	15%	14%	10%	19% c	18% c	15%	14%	16%	22%	J 6%	26%	L 9%	28%	N 9%	-	17% P	9%	15%	15%	12%	21% S	22% S
About the same	34%	39% de	36%	29%	31%	39%	31%	33%	39%	J 28%	39%	31%	37%	33%		31%	44% 0	32%	36%	29%	44% S	37%
Less	27%	19%	36% 8	29% B	29% B	21%	29% f	31% F	22%	33%	15%	33% K	15%	32%	м	29% P	21%	30% r	24%	34% TU	15%	17%
Not at all sure	24%	28% C	18%	22%	23%	26%	27%	21%	18%	33%	20%	27% k	20%	26%	m	23%	26%	23%	25%	25%	20%	23%
* Table Base:	US RESPONDENTS																					

### 051322 - HOD FLASH (24 HOUR) SURVEY

### QS3Q1: In general, how interested are you in Formula 1 racing?

	Total (A)		Gen Z 18-2	5 (B)	Millennials	26-41 (C)	Gen X 42-5	7 (D)	Boomers 5	B-76 (E)	Silent 77-9	4 (F)
Total	N=1079		N=140		N=314		N=248		N=310		N=65	•
Total (Unweighted)	N=1079		N=85	*	N=277		N=238		N=395		N=83	•
Interested (Net)	34%	EF	45%	DEF	48%	ADEF	29%	F	24%	f	14%	
Very interested	13%	E	10%	e	26%	ABDEF	9%	e	4%		6%	
Somewhat interested	22%	F	34%	AcDEF	22%	F	20%	F	20%	F	7%	
Not interested (Net)	56%	bC	44%		38%		61%	BC	70%	ABCd	81%	ABCDe
Not very interested	18%		19%		16%		19%		16%		20%	
Not at all interested	39%	BC	25%		22%		42%	BC	54%	ABCD	60%	ABCD
N/A-I'm not familiar with this.	10%	E	11%		13%	E	10%	e	6%		6%	

\* Table Base:

### QS3Q2: Which of the following statements about Formula 1 apply to you? Please select all that apply.

US RESPONDENTS

	Total (A)		Gen Z 18-2	25 (B)	Millennia	s 26-41 (C)	Gen X 42-5	57 (D)	Boomers 5	8-76 (E)	Silent 77-9	94 (F)
Total	N=975		N=125		N=272		N=223		N=293		N=62	*
Total (Unweighted)	N=973		N=72	*	N=236		N=213		N=372		N=79	*
I would rather watch a Formula 1 race than NASCAR race.	18%	EF	29%	aDEF	27%	ADEF	13%		11%		6%	
I would be more interested in Formula 1 if there were mo	r 16%	E	18%		25%	ADEF	14%		10%		12%	
The show Drive to Survive piqued my interest in Formula	114%	EF	21%	DEF	24%	ADEF	9%	F	6%		1%	
None of these	59%	BC	37%		40%		66%	BC	75%	ABCD	81%	ABCD
Count	1.06		1.05		1.17		1.02		1.02		1.00	

\* Table Base: HAS HEARD OF FORMULA 1 RACING

### QS3Q3: How much better or worse is your opinion of Fox Sports following its broadcast agreement with Tom Brady?

	Total (A)		Gen Z 18-2	5 (B)	Millennials	26-41 (C)	Gen X 42-5	7 (D)	Boomers 5	8-76 (E)	Silent 77-9	94 (F)
Total	N=1079		N=140		N=314		N=248		N=310		N=65	*
Total (Unweighted)	N=1079		N=85	*	N=277		N=238		N=395		N=83	*
Better (Net)	28%	DE	37%	DEF	44%	ADEF	18%		18%		18%	
Much better opinion	13%	EF	14%	Ef	25%	AbDEF	11%	E	5%		4%	
Somewhat better opinion	15%	D	23%	aDE	19%	De	7%		12%	d	14%	d
No change	51%	bC	38%		39%		57%	BC	62%	ABC	54%	bc
Worse (Net)	13%		11%		9%		14%		15%	С	23%	AbCd
Somewhat worse opinion	7%		5%		7%		6%		7%		11%	
Much worse opinion	7%	С	6%		2%		8%	С	9%	С	12%	С
Not at all sure	8%	e	14%	Ef	8%		10%	E	5%		5%	

US RESPONDENTS

### QS3Q4: How much more or less likely would you be to watch an NFL game if gameplay analysis were led by Tom Brady?

US RESPONDENTS

US RESPONDENTS

	Total (A)		Gen Z 18-2	5 (B)	Millennial	s 26-41 (C)	Gen X 42-5	57 (D)	Boomers 5	8-76 (E)	Silent 77-9	14 (F)
Total	N=1079		N=140		N=314		N=248		N=310		N=65	*
Total (Unweighted)	N=1079		N=85	*	N=277		N=238		N=395		N=83	*
More likely (Net)	32%	DE	47%	ADEF	47%	ADEF	23%		20%		24%	
Much more likely	15%	Ef	16%	ef	24%	ADEF	14%	e	8%		6%	
Somewhat more likely	17%	DE	31%	ADEf	22%	DE	9%		12%		18%	d
Neither more nor less likely	47%	BC	31%		39%		54%	BC	55%	ABC	56%	BC
Less likely (Net)	14%	с	10%		9%		14%		20%	AC	15%	
Somewhat less likely	5%		10%	cF	3%		5%		6%	f	1%	
Much less likely	9%	В	1%		6%		9%	В	13%	ABC	15%	BC
Not at all sure	7%		11%		6%		9%		5%		5%	

\* Table Base:

\* Table Base:

\* Table Base:

QS3Q5: Do you think the agreement between Fox Sports and Tom Brady is worth more, less, or about the same amount as its reported value (\$375 million over 10 years)?

	Total (A)		Gen Z 18	8-25 (B)	Millenni	als 26-41 (C)	Gen X 4	2-57 (D)	Boomers	58-76 (E)	Silent 7	7-94 (F)
Total	N=1079		N=140		N=314		N=248		N=310		N=65	· •
Total (Unweighted)	N=1079		N=85	*	N=277		N=238		N=395		N=83	· •
More	15%	EF	23%	dEF	26%	ADEF	13%	EF	5%		3%	
About the same	34%	EF	47%	aDEF	44%	ADEF	29%	f	26%		17%	
Less	27%	BC	14%		12%		30%	BC	41%	ABCD	43%	ABCd
Not at all sure	24%	с	17%		18%		28%	bC	28%	bC	37%	ABC

## 051322 - HOD FLASH (24 HOUR) SURVEY

\* Table Base:

\* Table Base:

\* Table Base:

### QS3Q1: In general, how interested are you in Formula 1 racing?

				Fandom (	Traditional Sp	orts)					Fa	ndom (No	n-Traditional	Sports)			F1 Interest	
	Total (A)	NBA (B)	NFL (C)		NHL (D)		MLB (E)		MLS (F)		NASCAR	(G)	UFC (H)		WBC (I)		Interested in Formula 1	Racing (J)
Total	N=1079	N=481	N=691		N=353		N=546		N=252		N=328		N=304		N=221		N=370	
Total (Unweighted)	N=1079	N=441	N=661		N=335		N=539		N=217		N=301		N=246		N=168		N=331	
Interested (Net)	34%	48%	43%		56%	bCE	42%		69%		76%	н	63%		70%		100%	
Very interested	13%	21%	18%		27%	CE	20%		36%	h	30%		26%		32%		37%	
Somewhat interested	22%	27%	25%		29%		23%		34%		45%	F	37%		38%		63%	
Not interested (Net)	56%	46%	50%	D	40%		53%	bD	28%		22%		31%	G	28%		0%	
Not very interested	18%	20%	19%		19%		19%		15%		16%		14%		11%		0%	
Not at all interested	39%	26%	31%	D	22%		34%	BD	13%	G	6%		17%	G	17%	G	0%	
N/A – I'm not familiar with this.	10%	6%	7%		4%		5%		3%		3%		6%		2%		0%	

US RESPONDENTS

### QS3Q2: Which of the following statements about Formula 1 apply to you? Please select all that apply.

				1	andom (Tra	ditional Spo	rts)				Fandom (No	n-Traditional Sport	s)	F1 Interest
	Total (A)	NBA (B)		NFL (C)		NHL (D)		MLB (E)		MLS (F)	NASCAR (G)	UFC (H)	WBC (I)	Interested in Formula 1 Racing (J)
Total	N=975	N=450		N=644		N=340		N=519		N=245	N=320	N=286	N=217	N=370
Total (Unweighted)	N=973	N=410		N=612		N=318		N=508		N=208	N=290	N=229	N=163	N=331
I would rather watch a Formula 1 race than NASCAR race.	18%	23%		22%		29%	bCe	22%		32%	25%	30%	34%	35%
I would be more interested in Formula 1 if there were more	16%	23%		20%		28%	Ce	21%		30%	31%	27%	28%	35%
The show Drive to Survive piqued my interest in Formula 1	114%	18%		16%		21%		17%		27%	24%	29%	31%	28%
None of these	59%	47%	D	51%	D	36%		50%	D	27%	33%	29%	27%	19%
Count	1.06	1.10		1.09		1.15		1.10		1.16	1.14	1.15	1.19	1.16

\* Table Base: HAS HEARD OF FORMULA 1 RACING

### QS3Q3: How much better or worse is your opinion of Fox Sports following its broadcast agreement with Tom Brady?

			Fando	om (Traditional Sports)			Fandom (N	Ion-Traditional Sports	5)	F1 Interest
	Total (A)	NBA (B)	NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)	WBC (I)	Interested in Formula 1 Racing (J)
Total	N=1079	N=481	N=691	N=353	N=546	N=252	N=328	N=304	N=221	N=370
Total (Unweighted)	N=1079	N=441	N=661	N=335	N=539	N=217	N=301	N=246	N=168	N=331
Better (Net)	28%	40%	37%	46% C	39%	56% g	45%	53%	54%	51%
Much better opinion	13%	21%	18%	24% c	19%	33% <mark>g</mark>	24%	29%	31%	28%
Somewhat better opinion	15%	18%	19%	22%	20%	23%	21%	24%	23%	23%
No change	51%	42%	44%	38%	44%	32%	39%	33%	36%	38%
Worse (Net)	13%	13%	14%	13%	14%	9%	13%	9%	6%	9%
Somewhat worse opinion	7%	5%	7%	5%	6%	3%	7%	5%	3%	4%
Much worse opinion	7%	8%	7%	8%	8%	6%	7%	4%	4%	5%
Not at all sure	8%	5%	4%	3%	3%	4%	2%	5%	3%	2%

US RESPONDENTS

### QS3Q4: How much more or less likely would you be to watch an NFL game if gameplay analysis were led by Tom Brady?

US RESPONDENTS

US RESPONDENTS

			Fando	om (Traditional Spor	rts)			Fandom (N	on-Traditional Sports	5)	F1 Interest
	Total (A)	NBA (B)	NFL (C)	NHL (D)		MLB (E)	MLS (F)	NASCAR (G)	UFC (H)	WBC (I)	Interested in Formula 1 Racing (J)
Total	N=1079	N=481	N=691	N=353		N=546	N=252	N=328	N=304	N=221	N=370
Total (Unweighted)	N=1079	N=441	N=661	N=335		N=539	N=217	N=301	N=246	N=168	N=331
More likely (Net)	32%	46%	41%	50%	Ce	42%	60%	50%	57%	56%	57%
Much more likely	15%	25%	21%	26%		23%	30%	28%	31%	32%	29%
Somewhat more likely	17%	21%	20%	24%		20%	29%	23%	25%	24%	27%
Neither more nor less likely	47%	39%	41%	36%		41%	30%	36%	33%	34%	33%
Less likely (Net)	14%	12%	14%	13%		14%	9%	12%	9%	9%	9%
Somewhat less likely	5%	4%	6%	5%		6%	6%	6%	6%	6%	6%
Much less likely	9%	8%	8%	7%		8%	4%	6%	3%	3%	3%
Not at all sure	7%	4%	3%	1%		3%	1%	2%	2%	1%	1%

\* Table Base:

# QS3Q5: Do you think the agreement between Fox Sports and Tom Brady is worth more, less, or about the same amount as its reported value (\$375 million over 10 years)?

	Fandom (Traditional Sports)						Fandom (Non-Traditional Sports)			F1 Interest	
	Total (A)	NBA (B)	NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)	WBC (I)	Interested in Formula 1 Racing (J)	
Total	N=1079	N=481	N=691	N=353	N=546	N=252	N=328	N=304	N=221	N=370	
Total (Unweighted)	N=1079	N=441	N=661	N=335	N=539	N=217	N=301	N=246	N=168	N=331	
More	15%	22%	19%	25% c	19%	34% G	23%	29%	35% G	32%	
About the same	34%	39%	36%	37%	35%	41%	43%	41%	38%	42%	
Less	27%	25%	27%	24%	28%	15%	21%	17%	15%	14%	
Not at all sure	24%	14%	18%	15%	18%	11%	13%	13%	12%	12%	