

051322 - HOD FLASH (24 HOUR) SURVEY

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

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (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
Interested (Net)	34%	45%	48%	29%	24%	14%
Very interested	13% E	10%	26%	9%	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: US RESPONDENTS

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

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (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 more races.	16% E	18%	25% ADEF	14%	10%	12%
The show Drive to Survive piqued my interest in Formula 1.	14% 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 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (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%
No change	51% BC	38%	39%	57% BC	62% ABC	54% bc
Worse (Net)	13%	11%	9%	14%	15% C	23% AbCd
Somewhat worse opinion	7%	5%	7%	6%	7%	11%
Much worse opinion	7% C	6%	2%	8% C	9% C	12% C
Not at all sure	8% e	14% Ef	8%	10% E	5%	5%

* Table Base: 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?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (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 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% c	10%	9%	14%	20% AC	15%
Somewhat less likely	5%	10% cF	3%	5%	6% f	1%
Much less likely	9% B	1%	6%	9% B	13% ABC	15% BC
Not at all sure	7%	11%	6%	9%	5%	5%

* Table Base: US RESPONDENTS

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 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (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%	13% EF	5%	3%
About the same	34% EF	47% aDEF	44%	29% f	26%	17%
Less	27% BC	14%	12%	30% BC	41% ABCD	43% ABCd
Not at all sure	24% c	17%	18%	28% bc	28% bc	37% ABC

* Table Base: US RESPONDENTS

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

	Total (A)	NBA (B)	Fandom (Traditional Sports)				Fandom (Non-Traditional Sports)			WBC (I)	F1 Interest Interested in Formula 1 Racing (J)		
			NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)					
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%	H	63%	70%	100%		
Very interested	13%	21%	18%	27%	CE	20%	36%	h	26%	32%	37%		
Somewhat interested	22%	27%	25%	29%		23%	34%		F	37%	63%		
Not interested (Net)	56%	46%	50%	40%		53%	bd		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	G	6%	17%	G	17%	0%
N/A – I'm not familiar with this.	10%	6%	7%	4%	5%	3%	3%		6%	2%		0%	

* Table Base: US RESPONDENTS

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

	Total (A)	NBA (B)	Fandom (Traditional Sports)				Fandom (Non-Traditional Sports)			WBC (I)	F1 Interest Interested in Formula 1 Racing (J)
			NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)			
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%	25%	30%	34%	35%	
I would be more interested in Formula 1 if there were more races.	16%	23%	20%	28%	Ce	21%	30%	27%	28%	35%	
The show Drive to Survive piqued my interest in Formula 1.	14%	18%	16%	21%		17%	24%	29%	31%	28%	
None of these	59%	47%	D	51%	D	36%	50%	D	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?

	Total (A)	NBA (B)	Fandom (Traditional Sports)				Fandom (Non-Traditional Sports)			WBC (I)	F1 Interest Interested in Formula 1 Racing (J)	
			NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)				
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%	g	24%	29%	31%	28%
Somewhat better opinion	15%	18%	19%	22%		20%	23%		21%	24%	23%	23%
No change	51%	42%	44%	38%		44%	39%		39%	33%	36%	38%
Worse (Net)	13%	13%	14%	13%		14%	9%		13%	i	9%	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%

* Table Base: 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?

	Total (A)	NBA (B)	Fandom (Traditional Sports)				Fandom (Non-Traditional Sports)			WBC (I)	F1 Interest Interested in Formula 1 Racing (J)	
			NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)				
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: US RESPONDENTS

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)	NBA (B)	Fandom (Traditional Sports)				Fandom (Non-Traditional Sports)			WBC (I)	F1 Interest Interested in Formula 1 Racing (J)		
			NFL (C)	NHL (D)	MLB (E)	MLS (F)	NASCAR (G)	UFC (H)					
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%

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