

P143903 - COVID-19 QUICK-TIMELINE PROJECT (Wave 202 and Onwards)

P143903 - COVID-19 QUICK-TIMELINE PROJECT (Wave 202 and Onwards)

Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC
Date Range:	(01/05/24 - 01/09/24)

Segment Definitions

Total	(Wave.r202)	n=2147
Yes	(NFLS01.r1)	n=1375
No	(NFLS01.r2)	n=772

Weighting

Total	nweight.Wave202Final.val	Wave202Final
-------	--------------------------	--------------

NFLS01: Do you consider yourself to be a fan of the NFL (National Football League)?

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
Yes	64%	100% C	0%
No	36%	0%	100% B

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Pre-season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Positively	34%	46% C	14%
Very positively	17%	24% C	6%
Somewhat positively	17%	22% C	8%
Neither positively nor negatively	39%	28%	57% B
NET: Negatively	27%	26%	30%
Somewhat negatively	13%	13%	13%
Very negatively	14%	13%	17% b

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Regular season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Positively	45%	61% C	16%
Very positively	25%	36% C	4%
Somewhat positively	20%	25% C	12%
Neither positively nor negatively	29%	14%	56% B
NET: Negatively	26%	25%	28%
Somewhat negatively	11%	11%	11%
Very negatively	15%	14%	18% b

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Playoff game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Positively	45%	60% C	18%
Very positively	27%	38% C	6%
Somewhat positively	18%	21% C	12%
Neither positively nor negatively	27%	13%	53% B
NET: Negatively	28%	27%	29%
Somewhat negatively	9%	9%	11%
Very negatively	18%	18%	18%

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Super Bowl

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Positively	49%	61% C	26%
Very positively	30%	42% C	10%
Somewhat positively	18%	19%	16%
Neither positively nor negatively	25%	12%	46% B
NET: Negatively	27%	26%	28%
Somewhat negatively	8%	7%	10%
Very negatively	19%	19%	18%

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Pre-season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	34%	45% C	14%
Very likely	16%	24% C	3%
Somewhat likely	17%	21% C	11%
NET: Not likely	66%	55%	86% B
Not very likely	17%	16%	19%
Not at all likely	49%	39%	68% B

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Regular season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	42%	57% C	15%
Very likely	21%	30% C	5%
Somewhat likely	21%	27% C	9%
NET: Not likely	58%	43%	85% B
Not very likely	18%	17%	21% b
Not at all likely	40%	26%	65% B

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Playoff game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	45%	61% C	15%
Very likely	23%	33% C	4%
Somewhat likely	22%	28% C	11%
NET: Not likely	55%	39%	85% B
Not very likely	16%	14%	20% B
Not at all likely	39%	25%	65% B

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Super Bowl

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	49%	64% C	22%
Very likely	28%	40% C	7%
Somewhat likely	21%	25% C	15%
NET: Not likely	51%	36%	78% B
Not very likely	15%	14%	19% B
Not at all likely	35%	22%	59% B

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	31%	41% C	15%
Very likely	14%	20% C	5%
Somewhat likely	17%	21% C	10%
NET: Not likely	69%	59%	85% B
Not very likely	16%	16%	17%
Not at all likely	52%	43%	68% B

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	38%	52% C	14%
Very likely	17%	25% C	4%
Somewhat likely	21%	27% C	10%
NET: Not likely	62%	48%	86% B
Not very likely	19%	18%	20%
Not at all likely	43%	30%	66% B

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	42%	57% C	15%
Very likely	21%	30% C	5%
Somewhat likely	21%	27% C	10%
NET: Not likely	58%	43%	85% B
Not very likely	17%	16%	19%
Not at all likely	41%	27%	66% B

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

		Fan of NFL	
	Total A	Yes B	No C
Total	N=2147	N=1375	N=772
Total (Unweighted)	N=2147	N=1377	N=770
NET: Likely	49%	64% C	22%
Very likely	27%	38% C	8%
Somewhat likely	21%	26% C	14%
NET: Not likely	51%	36%	78% B
Not very likely	14%	11%	18% B
Not at all likely	37%	25%	60% B

Table Base: US RESPONDENTS

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=1028	N=782	N=246
Total (Unweighted)	N=1126	N=865	N=261
Less than \$5	35%	32%	47% B
\$5 to \$9.99	22%	21%	25%
\$10 to \$14.99	18%	20% C	13%
\$15 to \$19.99	12%	13%	8%
\$20 or more	13%	15% C	6%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=1220	N=956	N=264
Total (Unweighted)	N=1293	N=1016	N=277
Less than \$5	35%	30%	53% B
\$5 to \$9.99	21%	22%	19%
\$10 to \$14.99	19%	21% C	13%
\$15 to \$19.99	13%	14%	9%
\$20 or more	12%	13% C	6%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

		Fan of NFL	
	Total A	Yes B	No C
Total	N=1262	N=998	N=264
Total (Unweighted)	N=1327	N=1059	N=268
Less than \$5	27%	23%	44% B
\$5 to \$9.99	23%	24%	22%
\$10 to \$14.99	20%	21%	18%
\$15 to \$19.99	14%	15% C	9%
\$20 or more	15%	17% C	7%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

		Fan of NFL	
	Total A	Yes B	No C
Total	N=1342	N=1032	N=310
Total (Unweighted)	N=1426	N=1095	N=331
Less than \$5	21%	16%	39% B
\$5 to \$9.99	19%	18%	21%
\$10 to \$14.99	21%	22%	19%
\$15 to \$19.99	16%	18% C	11%
\$20 or more	23%	26% C	10%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

P143903 - COVID-19 QUICK-TIMELINE PROJECT (Wave 202 and Onwards)

Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	A,B-D,E-G,HI
Date Range:	(01/05/24 - 01/09/24)

Segment Definitions

Total	(Wave.r202)	n=2147
<\$50K	(Wave.r202) and (netHhIncUS.r4 or netHhIncUS.r1 or netHhIncUS.r2 or netHhIncUS.r3)	n=666
\$50K - \$99.9K	(Wave.r202) and (netHhIncUS.r5 or netHhIncUS.r6)	n=649
\$100K+	(Wave.r202) and (netHhIncUS.r7)	n=771
HS or less	(Wave.r202) and (Q2146.r1 or Q2146.r2 or Q2146.r3)	n=656
Some post-HS (excl. Bach. +)	(Wave.r202) and (Q2146.r4 or Q2146.r70 or Q2146.r71)	n=770
Bachelor's or higher	(Wave.r202) and (Q2146.r5 or Q2146.r6 or Q2146.r7)	n=721
Employed	(netEmploy.r1) and (Wave.r202)	n=1296
Not employed	(netEmploy.r2) and (Wave.r202)	n=851

Weighting

Total	nweight.Wave202Final.val	Wave202Final
-------	--------------------------	--------------

NFLS01: Do you consider yourself to be a fan of the NFL (National Football League)?

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
Yes	64%	55%	69% B	70% B	58%	63%	71% EF	70% I	55%
No	36%	45% CD	31%	30%	42% G	37% G	29%	30%	45% H

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Pre-season game

		Household Income			Household Income (copy)			Employment Status	
	Total A	<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Positively	34%	30%	35%	40% B	33%	31%	39% eF	41% I	25%
Very positively	17%	14%	17%	22% Bc	17%	16%	19%	21% I	12%
Somewhat positively	17%	16%	18%	18%	17%	15%	20% F	20% I	13%
Neither positively nor negatively	39%	43% CD	36%	35%	43% G	38%	35%	37%	41%
NET: Negatively	27%	27%	29%	25%	23%	31% Eg	26%	22%	34% H
Somewhat negatively	13%	12%	13%	12%	11%	14%	13%	11%	15% H
Very negatively	14%	14%	16%	13%	12%	17% e	13%	11%	20% H

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Regular season game

		Household Income			Household Income (copy)			Employment Status	
	Total A	<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Positively	45%	38%	44% B	53% BC	44%	39%	51% eF	52% I	33%
Very positively	25%	20%	25% b	31% Bc	25%	21%	28% F	29% I	18%
Somewhat positively	20%	18%	19%	22%	19%	18%	23% f	23% I	15%
Neither positively nor negatively	29%	35% CD	28%	24%	34% G	30% G	24%	27%	33% H
NET: Negatively	26%	27%	28%	23%	21%	30% Eg	25%	21%	34% H
Somewhat negatively	11%	11%	10%	11%	9%	14% EG	10%	10%	12%
Very negatively	15%	16% d	17% D	12%	12%	17%	16%	11%	22% H

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Playoff game

		Household Income			Household Income (copy)			Employment Status	
	Total A	<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach.) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Positively	45%	38%	47% B	51% B	43%	39%	53% EF	53% I	33%
Very positively	27%	22%	29% B	31% B	27%	22%	32% F	31% I	20%
Somewhat positively	18%	16%	18%	20% b	16%	17%	21% ef	22% I	13%
Neither positively nor negatively	27%	37% CD	24%	21%	37% FG	27% G	19%	25%	32% H
NET: Negatively	28%	25%	29%	28%	20%	34% Eg	28% E	22%	35% H
Somewhat negatively	9%	9%	8%	11%	5%	12% E	10% E	9%	10%
Very negatively	18%	16%	21% b	17%	15%	22% E	18%	13%	25% H

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Super Bowl

		Household Income			Household Income (copy)			Employment Status	
	Total A	<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Positively	49%	42%	50% B	55% B	47%	45%	53% F	55% I	38%
Very positively	30%	26%	32% B	34% B	30%	27%	34% F	34% I	25%
Somewhat positively	18%	17%	18%	21%	17%	18%	19%	21% I	14%
Neither positively nor negatively	25%	32% CD	21%	19%	31% FG	23%	20%	23%	27% h
NET: Negatively	27%	26%	29%	26%	21%	31% E	27% E	22%	34% H
Somewhat negatively	8%	9%	8%	8%	6%	10% e	8%	8%	9%
Very negatively	19%	17%	21% b	18%	15%	21% E	19% e	14%	26% H

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Pre-season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	34%	28%	33%	41% BC	35% f	29%	38% F	44% I	18%
Very likely	16%	14%	14%	21% BC	17%	13%	20% F	22% I	8%
Somewhat likely	17%	14%	18% b	20% B	18%	16%	18%	22% I	10%
NET: Not likely	66%	72% D	67% D	59%	65%	71% eG	62%	56%	82% H
Not very likely	17%	17%	17%	17%	18%	15%	17%	19% I	14%
Not at all likely	49%	55% D	50% D	42%	47%	55% EG	45%	37%	67% H

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Regular season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	42%	33%	43% B	51% BC	44% F	35%	48% F	53% I	25%
Very likely	21%	16%	21% B	26% B	22% F	16%	25% F	28% I	11%
Somewhat likely	21%	17%	21% b	25% B	21%	18%	23% f	25% I	14%
NET: Not likely	58%	67% CD	57% D	49%	56%	65% EG	52%	47%	75% H
Not very likely	18%	17%	18%	18%	16%	19%	19%	19%	17%
Not at all likely	40%	49% CD	39% D	31%	40% G	47% eG	32%	28%	58% H

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Playoff game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	45%	35%	47% B	53% Bc	44% f	38%	52% EF	55% I	29%
Very likely	23%	18%	25% B	26% B	26% F	16%	28% F	30% I	12%
Somewhat likely	22%	17%	22% b	27% Bc	19%	22%	25% E	25% I	17%
NET: Not likely	55%	65% CD	53% d	47%	56% G	62% eG	48%	45%	71% H
Not very likely	16%	15%	15%	17%	15%	16%	17%	17%	15%
Not at all likely	39%	49% CD	39% D	30%	40% G	46% G	31%	28%	56% H

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Super Bowl

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	49%	39%	50% B	58% BC	49%	44%	55% eF	60% I	33%
Very likely	28%	21%	30% B	34% B	29% f	23%	33% F	35% I	17%
Somewhat likely	21%	19%	21%	25% B	21%	21%	22%	25% I	15%
NET: Not likely	51%	61% CD	50% D	42%	51% g	56% G	45%	40%	67% H
Not very likely	15%	15%	14%	16%	15%	15%	16%	16%	15%
Not at all likely	35%	46% CD	35% D	26%	36% G	41% G	29%	24%	53% H

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	31%	26%	31%	37% Bc	33% f	27%	35% F	40% I	18%
Very likely	14%	12%	13%	18% BC	14% f	10%	19% eF	19% I	6%
Somewhat likely	17%	14%	18%	19% b	18%	17%	16%	21% I	12%
NET: Not likely	69%	74% D	69% d	63%	67%	73% eG	65%	60%	82% H
Not very likely	16%	15%	19%	15%	19%	15%	16%	18% i	14%
Not at all likely	52%	58% CD	50%	48%	48%	58% EG	49%	42%	68% H

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	38%	29%	40% B	46% Bc	37%	34%	44% EF	48% I	23%
Very likely	17%	12%	18% B	21% B	16%	13%	22% EF	23% I	8%
Somewhat likely	21%	17%	22% B	24% B	21%	20%	22%	25% I	15%
NET: Not likely	62%	71% CD	60% d	54%	63% G	66% G	56%	52%	77% H
Not very likely	19%	19%	21% d	16%	20%	18%	18%	19%	18%
Not at all likely	43%	52% CD	39%	38%	43%	48% G	38%	33%	59% H

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	42%	31%	44% B	50% Bc	39%	37%	49% EF	51% I	27%
Very likely	21%	14%	22% B	26% B	20%	17%	26% EF	28% I	11%
Somewhat likely	21%	17%	21% b	24% B	19%	20%	23%	24% I	16%
NET: Not likely	58%	69% CD	56% d	50%	61% G	63% G	51%	49%	73% H
Not very likely	17%	16%	18%	18%	19%	17%	15%	19% i	15%
Not at all likely	41%	53% CD	38% d	33%	42% G	45% G	36%	30%	59% H

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=2147	N=666	N=649	N=771	N=656	N=770	N=721	N=1296	N=851
Total (Unweighted)	N=2147	N=636	N=858	N=592	N=567	N=741	N=839	N=1433	N=714
NET: Likely	49%	37%	51% B	59% BC	47%	45%	54% EF	59% I	33%
Very likely	27%	19%	29% B	33% B	26%	24%	33% EF	34% I	17%
Somewhat likely	21%	18%	21%	26% B	21%	21%	21%	25% I	16%
NET: Not likely	51%	63% CD	49% D	41%	53% G	55% G	46%	41%	67% H
Not very likely	14%	14%	15%	12%	14%	14%	14%	14%	13%
Not at all likely	37%	49% CD	34%	29%	39% G	41% G	32%	27%	54% H

Table Base: US RESPONDENTS

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=1028	N=277	N=323	N=401	N=339	N=325	N=365	N=753	N=276
Total (Unweighted)	N=1126	N=280	N=458	N=361	N=308	N=356	N=462	N=898	N=228
Less than \$5	35%	39% D	38% D	29%	37%	34%	35%	30%	50% H
\$5 to \$9.99	22%	23%	23%	21%	20%	27% eG	19%	22%	21%
\$10 to \$14.99	18%	18%	17%	20%	19%	18%	17%	20% I	12%
\$15 to \$19.99	12%	9%	13%	13%	9%	12%	14%	14% I	7%
\$20 or more	13%	11%	9%	17% C	14% f	8%	15% F	14%	10%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=1220	N=317	N=395	N=479	N=377	N=398	N=445	N=873	N=347
Total (Unweighted)	N=1293	N=322	N=538	N=405	N=339	N=413	N=541	N=1006	N=287
Less than \$5	35%	38% d	35%	31%	33%	38%	33%	30%	45% H
\$5 to \$9.99	21%	25% d	23% d	17%	23%	23%	19%	21%	21%
\$10 to \$14.99	19%	18%	18%	22%	18%	19%	21%	20%	17%
\$15 to \$19.99	13%	9%	14% b	15% B	12%	12%	15%	15% i	9%
\$20 or more	12%	10%	9%	15% c	14% F	8%	13% F	13% i	8%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=1262	N=312	N=401	N=519	N=378	N=422	N=462	N=910	N=352
Total (Unweighted)	N=1327	N=325	N=538	N=433	N=344	N=426	N=557	N=1027	N=300
Less than \$5	27%	32% D	30% D	22%	25%	33% eG	24%	23%	39% H
\$5 to \$9.99	23%	24%	24%	23%	23%	27%	21%	23%	24%
\$10 to \$14.99	20%	18%	21%	22%	22%	19%	21%	21%	19%
\$15 to \$19.99	14%	12%	14%	16%	12%	12%	18% ef	16% I	8%
\$20 or more	15%	15%	12%	17% c	18% F	10%	16% F	16% I	10%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

	Total A	Household Income			Household Income (copy)			Employment Status	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	HS or less E	Some post-HS (excl. Bach. +) F	Bachelor's or higher G	Employed H	Not employed I
Total	N=1342	N=338	N=427	N=544	N=399	N=455	N=489	N=949	N=393
Total (Unweighted)	N=1426	N=356	N=584	N=453	N=364	N=472	N=590	N=1088	N=338
Less than \$5	21%	26% D	24% D	16%	21%	24%	19%	18%	30% H
\$5 to \$9.99	19%	25% CD	17%	17%	13%	24% Eg	18%	18%	22%
\$10 to \$14.99	21%	20%	21%	21%	26% G	20%	18%	22%	20%
\$15 to \$19.99	16%	8%	15% B	23% BC	15%	14%	19% f	18%	13%
\$20 or more	23%	21%	23%	23%	25% f	18%	25% F	26% I	15%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

P143903 - COVID-19 QUICK-TIMELINE PROJECT (Wave 202 and Onwards)

Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	A,BC,D-F
Date Range:	(01/05/24 - 01/09/24)

Segment Definitions

Total	(Wave.r202)	n=2147
Male	(Wave.r202) and (Q4005.r1)	n=1033
Female	(Wave.r202) and (Q4005.r2)	n=1114
18-34	(Q4007.check('<35'))	n=635
35-54	(Q4007.check('35-54'))	n=705
55+	(Q4007.check('>54'))	n=807

Weighting

Total	nweight.Wave202Final.val	Wave202Final
-------	--------------------------	--------------

NFLS01: Do you consider yourself to be a fan of the NFL (National Football League)?

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
Yes	64%	75% C	54%	60%	70% DF	62%
No	36%	25%	46% B	40% E	30%	38% E

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Pre-season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Positively	34%	35%	34%	38% F	44% dF	23%
Very positively	17%	18%	17%	19% F	24% dF	10%
Somewhat positively	17%	17%	17%	19% F	20% F	13%
Neither positively nor negatively	39%	35%	42% B	41%	36%	39%
NET: Negatively	27%	30% C	25%	21%	21%	38% DE
Somewhat negatively	13%	14% c	11%	13%	11%	14%
Very negatively	14%	15%	14%	8%	10%	24% DE

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Regular season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Positively	45%	49% C	41%	46% F	54% DF	36%
Very positively	25%	28% C	21%	23%	31% DF	20%
Somewhat positively	20%	20%	19%	22% F	22% F	16%
Neither positively nor negatively	29%	24%	34% B	37% EF	26%	26%
NET: Negatively	26%	27%	25%	17%	20%	38% DE
Somewhat negatively	11%	12%	10%	10%	9%	13% e
Very negatively	15%	15%	15%	7%	11% d	25% DE

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Playoff game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Positively	45%	49% C	41%	46% F	54% DF	36%
Very positively	27%	31% C	23%	24%	34% DF	23%
Somewhat positively	18%	18%	18%	22% F	20% F	14%
Neither positively nor negatively	27%	21%	34% B	36% EF	24%	23%
NET: Negatively	28%	30% c	25%	18%	22%	40% DE
Somewhat negatively	9%	9%	10%	10%	8%	11%
Very negatively	18%	21% C	16%	8%	14% D	30% DE

Table Base: US RESPONDENTS

NFLS02: How positively or negatively do you feel about each of the following types of NFL games airing on a subscription streaming service (i.e., a service that requires a paid subscription to use)?

Super Bowl

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Positively	49%	52% C	46%	52% F	57% F	39%
Very positively	30%	33% C	28%	31% F	37% dF	24%
Somewhat positively	18%	18%	18%	21% F	20% F	15%
Neither positively nor negatively	25%	18%	30% B	30% EF	24%	21%
NET: Negatively	27%	30% C	24%	18%	19%	41% DE
Somewhat negatively	8%	8%	8%	8%	7%	9%
Very negatively	19%	22% C	16%	10%	12%	31% DE

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Pre-season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	34%	38% C	30%	43% F	45% F	17%
Very likely	16%	17%	16%	21% F	24% F	7%
Somewhat likely	17%	21% C	14%	22% F	21% F	10%
NET: Not likely	66%	62%	70% B	57%	55%	83% DE
Not very likely	17%	14%	19% B	21% F	18% F	13%
Not at all likely	49%	48%	51%	36%	37%	70% DE

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Regular season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	42%	50% C	35%	52% F	54% F	24%
Very likely	21%	26% C	17%	26% F	28% F	11%
Somewhat likely	21%	24% C	18%	26% F	26% F	12%
NET: Not likely	58%	50%	65% B	48%	46%	76% DE
Not very likely	18%	17%	19%	19%	19%	17%
Not at all likely	40%	33%	46% B	29%	27%	60% DE

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Playoff game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	45%	53% C	37%	53% F	57% F	28%
Very likely	23%	28% C	18%	26% F	30% F	14%
Somewhat likely	22%	25% C	19%	27% F	26% F	15%
NET: Not likely	55%	47%	63% B	47%	43%	72% DE
Not very likely	16%	14%	18% b	18%	16%	15%
Not at all likely	39%	33%	45% B	29%	28%	57% DE

Table Base: US RESPONDENTS

NFLS03: How likely would you be to pay for a subscription to a streaming service to watch each of the following types of NFL games?

Super Bowl

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	49%	55% C	44%	60% F	61% F	31%
Very likely	28%	32% C	24%	32% F	38% dF	17%
Somewhat likely	21%	23%	20%	28% F	23% F	14%
NET: Not likely	51%	45%	56% B	40%	39%	69% DE
Not very likely	15%	15%	16%	17%	14%	15%
Not at all likely	35%	30%	40% B	23%	25%	54% DE

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	31%	35% C	28%	42% F	44% F	13%
Very likely	14%	16% C	12%	19% F	21% F	5%
Somewhat likely	17%	19% c	15%	23% F	23% F	7%
NET: Not likely	69%	65%	72% B	58%	56%	87% DE
Not very likely	16%	16%	17%	19% f	16%	14%
Not at all likely	52%	49%	55% B	39%	40%	73% DE

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	38%	45% C	32%	45% F	51% dF	22%
Very likely	17%	21% C	13%	20% F	25% dF	8%
Somewhat likely	21%	24% C	19%	25% F	26% F	14%
NET: Not likely	62%	55%	68% B	55% e	49%	78% DE
Not very likely	19%	18%	19%	24% EF	17%	16%
Not at all likely	43%	37%	49% B	31%	32%	62% DE

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	42%	51% C	33%	47% F	54% DF	27%
Very likely	21%	26% C	16%	24% F	29% dF	11%
Somewhat likely	21%	25% C	17%	22% F	25% F	16%
NET: Not likely	58%	49%	67% B	53% E	46%	73% DE
Not very likely	17%	16%	18%	25% EF	14%	14%
Not at all likely	41%	33%	49% B	29%	32%	59% DE

Table Base: US RESPONDENTS

NFLS04: How likely would you be to pay a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=2147	N=1033	N=1114	N=635	N=705	N=807
Total (Unweighted)	N=2147	N=969	N=1178	N=620	N=889	N=638
NET: Likely	49%	57% C	42%	57% F	61% F	32%
Very likely	27%	31% C	24%	32% F	35% F	16%
Somewhat likely	21%	25% C	18%	25% F	25% F	15%
NET: Not likely	51%	43%	58% B	43%	39%	68% DE
Not very likely	14%	12%	15%	17% Ef	12%	13%
Not at all likely	37%	31%	43% B	25%	28%	56% DE

Table Base: US RESPONDENTS

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Pre-season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=1028	N=530	N=499	N=386	N=422	N=220
Total (Unweighted)	N=1126	N=552	N=574	N=400	N=557	N=169
Less than \$5	35%	31%	40% B	31%	30%	54% DE
\$5 to \$9.99	22%	25% C	19%	22%	22%	22%
\$10 to \$14.99	18%	20%	16%	21% F	19% f	11%
\$15 to \$19.99	12%	12%	12%	15% F	12% F	5%
\$20 or more	13%	12%	13%	10%	17% DF	8%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Regular season game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=1220	N=653	N=567	N=438	N=478	N=304
Total (Unweighted)	N=1293	N=655	N=638	N=441	N=617	N=235
Less than \$5	35%	30%	40% B	29%	29%	53% DE
\$5 to \$9.99	21%	22%	21%	23%	21%	19%
\$10 to \$14.99	19%	22% C	16%	24% eF	18%	14%
\$15 to \$19.99	13%	15%	11%	13%	17% F	8%
\$20 or more	12%	12%	12%	12% f	15% F	6%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Playoff game

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=1262	N=689	N=572	N=453	N=482	N=328
Total (Unweighted)	N=1327	N=685	N=642	N=450	N=621	N=256
Less than \$5	27%	23%	33% B	21%	24%	41% DE
\$5 to \$9.99	23%	26% c	20%	27% E	18%	26% E
\$10 to \$14.99	20%	22%	19%	25% eF	19%	15%
\$15 to \$19.99	14%	15%	13%	15% f	17% F	8%
\$20 or more	15%	14%	15%	12%	21% DF	9%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT

NFLS05: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch each of the following types of NFL games?

Super Bowl

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=1342	N=712	N=630	N=474	N=510	N=358
Total (Unweighted)	N=1426	N=710	N=716	N=477	N=664	N=285
Less than \$5	21%	19%	24% B	17%	19%	30% DE
\$5 to \$9.99	19%	20%	18%	16%	15%	28% DE
\$10 to \$14.99	21%	21%	22%	28% EF	18%	16%
\$15 to \$19.99	16%	18%	14%	19% F	18% F	10%
\$20 or more	23%	23%	23%	20%	30% DF	16%

Table Base: AT ALL LIKELY TO PAY A ONE-TIME FEE FOR THIS EVENT