020224 - HOD FLASH (24 HOUR) SURVEY

## 020224 - HOD FLASH (24 HOUR) SURVEY

## Report Settings

Respondents:
Additional Filter:
Table Set:
Percentage Base:
Stat Test Levels:
Stat Test Groups:
Date Range:

## Segment Definitions

Total
Male
Female
18-34
35-54
55+
White Only (NH/L)
All People of Color

| (ALL) | $\mathrm{n}=1079$ |
| :--- | :--- |
| (dmGenM.r1) | $\mathrm{n}=521$ |
| (dmGenM.r2) | $\mathrm{n}=547$ |
| (dmAge.check('18-34')) | $\mathrm{n}=311$ |
| (dmAge.check('35-54')) | $\mathrm{n}=350$ |
| (dmAge.check('>54')) | $\mathrm{n}=417$ |
| (net2RaceMUS.r1) | $\mathrm{n}=652$ |
| (net2RaceMUS.r6) | $\mathrm{n}=427$ |

## Weighting

Total

QS2Q1: How likely are you to watch the Super Bowl this year (Super Bowl LVIII, scheduled February 11, 2024)?

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { F } \end{aligned}$ | White Only (NH/L) <br> G | All People of Color H |
| Total | $N=1079$ | $N=521$ | $N=547$ | $\mathrm{N}=311$ | $N=350$ | $\mathrm{N}=417$ | $N=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | N=362 | $N=726$ | N=353 |
| Likely (Net) | 76\% | $\begin{aligned} & 82 \% \\ & \mathrm{C} \end{aligned}$ | 71\% | 76\% | $\begin{aligned} & 80 \% \\ & f \end{aligned}$ | 73\% | 75\% | 78\% |
| Very likely | 52\% | $\begin{aligned} & 57 \% \\ & \mathrm{C} \end{aligned}$ | 48\% | 45\% | $\begin{aligned} & 59 \% \\ & \text { Df } \end{aligned}$ | 52\% | 51\% | 54\% |
| Somewhat likely | 24\% | 25\% | 24\% | $\begin{aligned} & 31 \% \\ & \text { EF } \end{aligned}$ | 21\% | 21\% | 24\% | 24\% |
| Not Likely (Net) | 24\% | 18\% | $\begin{aligned} & 29 \% \\ & \text { B } \end{aligned}$ | 24\% | 20\% | $\begin{aligned} & 27 \% \\ & \mathrm{e} \end{aligned}$ | 25\% | 22\% |
| Not very likely | 8\% | 8\% | 9\% | 10\% | 7\% | 8\% | 8\% | 9\% |
| Not at all likely | 15\% | 10\% | $\begin{aligned} & 19 \% \\ & \mathrm{~B} \end{aligned}$ | 14\% | 12\% | $\begin{aligned} & 18 \% \\ & \mathrm{E} \end{aligned}$ | 17\% | 13\% |

Table Base: US RESPONDENTS

QS2Q3: If the Super Bowl was only available as a pay-per view event (e.g., unavailable on network television or streaming services), how likely would you be to purchase access?

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \\ & \hline \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | N=1079 | $N=521$ | N=547 | N=311 | N=350 | $\mathrm{N}=417$ | N=652 | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=473$ | $N=595$ | N=300 | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Likely (Net) | 37\% | $\begin{aligned} & 43 \% \\ & \mathrm{C} \end{aligned}$ | 31\% | $\begin{aligned} & 51 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 43 \% \\ & \mathrm{~F} \end{aligned}$ | 21\% | 30\% | $\begin{aligned} & 47 \% \\ & G \end{aligned}$ |
| Very likely | 20\% | $\begin{aligned} & 24 \% \\ & \mathrm{C} \end{aligned}$ | 16\% | $\begin{aligned} & 26 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 15\% | $\begin{aligned} & 28 \% \\ & G \end{aligned}$ |
| Somewhat likely | 17\% | 19\% | 15\% | $\begin{aligned} & 25 \% \\ & \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \mathrm{~F} \end{aligned}$ | 10\% | 16\% | 19\% |
| Not likely (Net) | 60\% | 55\% | $\begin{aligned} & 64 \% \\ & \text { B } \end{aligned}$ | 45\% | $\begin{aligned} & 53 \% \\ & d \end{aligned}$ | $\begin{aligned} & 76 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 67 \% \\ & H \end{aligned}$ | 49\% |
| Not very likely | 17\% | 14\% | $\begin{aligned} & 21 \% \\ & \text { B } \end{aligned}$ | 16\% | 17\% | 19\% | 17\% | 18\% |
| Not at all likely | 42\% | 41\% | 43\% | 29\% | 37\% | $\begin{aligned} & 57 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 49 \% \\ & H \end{aligned}$ | 31\% |
| Not at all sure | 4\% | 2\% | $\begin{aligned} & 5 \% \\ & B \end{aligned}$ | 4\% | 4\% | 3\% | 3\% | 4\% |

Table Base: US RESPONDENTS

QS2Q4: How much money would you be willing to pay as a one-time fee (i.e., pay-per-view) to watch a live broadcast of the Super Bowl if it was not available on network television or streaming services?

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=623$ | N=306 | N=309 | $\mathrm{N}=220$ | $\mathrm{N}=222$ | $\mathrm{N}=181$ | N=330 | $\mathrm{N}=293$ |
| Total <br> (Unweighted) | N=635 | $\mathrm{N}=281$ | $\mathrm{N}=348$ | $\mathrm{N}=218$ | $\mathrm{N}=258$ | $\mathrm{N}=159$ | $\mathrm{N}=388$ | $\mathrm{N}=247$ |
| Less than \$15 | 47\% | 43\% | $\begin{aligned} & 52 \% \\ & \text { b } \end{aligned}$ | 35\% | 41\% | $\begin{aligned} & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \% \\ & H \end{aligned}$ | 34\% |
| \$15 to \$34.99 | 24\% | 23\% | 25\% | $\underset{f}{30 \%}$ | 22\% | 19\% | 19\% | $\begin{aligned} & 30 \% \\ & \mathrm{G} \end{aligned}$ |
| \$35 to \$64.99 | 12\% | $\begin{aligned} & 16 \% \\ & \mathrm{C} \end{aligned}$ | 9\% | $\begin{aligned} & 15 \% \\ & F \end{aligned}$ | $\begin{aligned} & 15 \% \\ & F \end{aligned}$ | 6\% | 11\% | 14\% |
| \$65 to \$84.99 | 7\% | $\begin{aligned} & 9 \% \\ & c \end{aligned}$ | 5\% | 6\% | $\begin{aligned} & 12 \% \\ & \mathrm{~F} \end{aligned}$ | 2\% | 7\% | 6\% |
| \$85 to \$99.99 | 3\% | 2\% | 4\% | $\begin{aligned} & 5 \% \\ & E \end{aligned}$ | 1\% | 2\% | 1\% | $\begin{aligned} & 5 \% \\ & \mathrm{G} \end{aligned}$ |
| \$100 or more | 7\% | 8\% | 5\% | $\begin{aligned} & 8 \% \\ & F \end{aligned}$ | $\begin{aligned} & 10 \% \\ & \mathrm{~F} \end{aligned}$ | 2\% | 3\% | $\begin{aligned} & 11 \% \\ & \mathrm{G} \end{aligned}$ |

Table Base: AT ALL LIKELY TO BUY A SUPER BOWL PAY-PER-VIEW

## QS2Q5: How much do you agree with each of the following statements?

If the Super Bowl was only aired as a pay-per-view, I would split the cost of the one-time fee by inviting people I know to watch the game with me.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { F } \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | N=1079 | $N=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $N=350$ | $N=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | N=1079 | $N=473$ | $\mathrm{N}=595$ | N=300 | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 42\% | 44\% | 39\% | $\begin{aligned} & 55 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 46 \% \\ & F \end{aligned}$ | 28\% | 37\% | $\begin{aligned} & 49 \% \\ & G \end{aligned}$ |
| Strongly agree | 16\% | 16\% | 14\% | $\begin{aligned} & 24 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \mathrm{~F} \end{aligned}$ | 8\% | 12\% | $\begin{aligned} & 20 \% \\ & \mathrm{G} \end{aligned}$ |
| Somewhat agree | 26\% | 28\% | 25\% | $\begin{aligned} & 31 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \mathrm{~F} \end{aligned}$ | 20\% | 24\% | 29\% |
| Disagree (Net) | 58\% | 56\% | 61\% | 45\% | $\begin{aligned} & 54 \% \\ & d \end{aligned}$ | $\begin{aligned} & 72 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 63 \% \\ & H \end{aligned}$ | 51\% |
| Somewhat disagree | 14\% | 12\% | 17\% | 17\% | 13\% | 14\% | 14\% | 15\% |
| Strongly disagree | 44\% | 44\% | 44\% | 28\% | $\begin{aligned} & 41 \% \\ & D \end{aligned}$ | $\begin{aligned} & 58 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 49 \% \\ & H \end{aligned}$ | 36\% |

Table Base: US RESPONDENTS

## QS2Q5: How much do you agree with each of the following statements?

If the Super Bowl was only aired as a pay-per-view, I would be more likely to watch the game somewhere besides my home (e.g., bar, residence of someone I know, restaurant).

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $N=1079$ | $N=521$ | $\mathrm{N}=547$ | $N=311$ | $N=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $N=1079$ | $N=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 52\% | 54\% | 50\% | $\begin{aligned} & 60 \% \\ & F \end{aligned}$ | $57 \%$ | 42\% | 48\% | $\begin{aligned} & 59 \% \\ & G \end{aligned}$ |
| Strongly agree | 21\% | 20\% | 22\% | $\begin{aligned} & 24 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \mathrm{~F} \end{aligned}$ | 16\% | 20\% | 23\% |
| Somewhat agree | 31\% | $\begin{aligned} & 34 \% \\ & c \end{aligned}$ | 28\% | $\begin{aligned} & 37 \% \\ & \mathrm{~F} \end{aligned}$ | 32\% | 26\% | 28\% | $\begin{aligned} & 35 \% \\ & G \end{aligned}$ |
| Disagree (Net) | 48\% | 46\% | 50\% | 40\% | 43\% | $\begin{aligned} & 58 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 52 \% \\ & H \end{aligned}$ | 41\% |
| Somewhat disagree | 14\% | 14\% | 13\% | $\begin{aligned} & 17 \% \\ & \mathrm{f} \end{aligned}$ | 13\% | 11\% | 14\% | 14\% |
| Strongly disagree | 34\% | 32\% | 37\% | 22\% | $\begin{aligned} & 30 \% \\ & d \end{aligned}$ | $\begin{aligned} & 47 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 38 \% \\ & H \end{aligned}$ | 28\% |

Table Base: US RESPONDENTS

## QS2Q5: How much do you agree with each of the following statements?

Offering the Super Bowl broadcast only as a pay-per-view would have a positive impact on the NFL.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & \mathrm{F} \end{aligned}$ | White Only (NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $N=547$ | $\mathrm{N}=311$ | $N=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | N=417 | N=362 | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 25\% | 24\% | 25\% | $\begin{aligned} & 40 \% \\ & E F \end{aligned}$ | $\begin{aligned} & 27 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 17\% | $\begin{aligned} & 37 \% \\ & G \end{aligned}$ |
| Strongly agree | 8\% | 8\% | 9\% | $\begin{array}{\|l} \hline 12 \% \\ \mathrm{~F} \\ \hline \end{array}$ | $\begin{array}{\|l} \hline 11 \% \\ \mathrm{~F} \\ \hline \end{array}$ | 4\% | 7\% | $\begin{aligned} & 11 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |
| Somewhat agree | 16\% | 16\% | 16\% | $\begin{aligned} & 28 \% \\ & E F \end{aligned}$ | $\begin{aligned} & 16 \% \\ & \mathrm{~F} \end{aligned}$ | 7\% | 10\% | $\begin{aligned} & 26 \% \\ & G \end{aligned}$ |
| Disagree (Net) | 75\% | 76\% | 75\% | 60\% | $\begin{aligned} & 73 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 89 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 83 \% \\ & H \end{aligned}$ | 63\% |
| Somewhat disagree | 17\% | 17\% | 17\% | $\begin{aligned} & 26 \% \\ & E F \end{aligned}$ | 13\% | 14\% | 16\% | 19\% |
| Strongly disagree | 58\% | 59\% | 58\% | 34\% | $\begin{aligned} & 59 \% \\ & D \end{aligned}$ | $\begin{aligned} & 75 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 68 \% \\ & H \end{aligned}$ | 44\% |

Table Base: US RESPONDENTS

## QS2Q5: How much do you agree with each of the following statements?

If the Super Bowl was only aired as a pay-per-view, I would try to find a way to watch the game without paying (e.g., watching with someone I know, unofficial stream).

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only (NH/L) <br> G | All People of Color H |
| Total | $\mathrm{N}=1079$ | $N=521$ | $\mathrm{N}=547$ | $\mathrm{N}=311$ | $N=350$ | $\mathrm{N}=417$ | $\mathrm{N}=652$ | $\mathrm{N}=427$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $N=473$ | $\mathrm{N}=595$ | $\mathrm{N}=300$ | $\mathrm{N}=417$ | $\mathrm{N}=362$ | $\mathrm{N}=726$ | $\mathrm{N}=353$ |
| Agree (Net) | 56\% | 56\% | 56\% | $\begin{aligned} & 65 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 61 \% \\ & \mathrm{~F} \end{aligned}$ | 46\% | 52\% | $\begin{aligned} & 63 \% \\ & \text { G } \end{aligned}$ |
| Strongly agree | 26\% | 23\% | 27\% | $\begin{aligned} & 30 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \mathrm{~F} \end{aligned}$ | 19\% | 23\% | $\begin{aligned} & 30 \% \\ & \mathrm{G} \end{aligned}$ |
| Somewhat agree | 31\% | 33\% | 29\% | $\begin{aligned} & 35 \% \\ & f \end{aligned}$ | 32\% | 27\% | 29\% | 33\% |
| Disagree (Net) | 44\% | 44\% | 44\% | 35\% | 39\% | $\begin{aligned} & 54 \% \\ & D E \end{aligned}$ | $\begin{array}{\|l} \hline 48 \% \\ H \\ \hline \end{array}$ | 37\% |
| Somewhat disagree | 13\% | 15\% | 12\% | $\begin{array}{\|l} \hline 17 \% \\ \mathrm{e} \\ \hline \end{array}$ | 11\% | 13\% | 14\% | 13\% |
| Strongly disagree | 30\% | 29\% | 31\% | 18\% | $\begin{aligned} & 28 \% \\ & D \end{aligned}$ | $\begin{aligned} & 41 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 34 \% \\ & H \end{aligned}$ | 24\% |

Table Base: US RESPONDENTS

