

020224 - HOD FLASH (24 HOUR) SURVEY

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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,D-F,GH
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
Male	(dmGenM.r1)	n=521
Female	(dmGenM.r2)	n=547
18-34	(dmAge.check('18-34'))	n=311
35-54	(dmAge.check('35-54'))	n=350
55+	(dmAge.check('>54'))	n=417
White Only (NH/L)	(net2RaceMUS.r1)	n=652
All People of Color	(net2RaceMUS.r6)	n=427

Weighting

Total	nweight.q020224_24_hourdemo.val	q020224_24_hourdemo
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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	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Likely (Net)	76%	82% C	71%	76%	80% f	73%	75%	78%
Very likely	52%	57% C	48%	45%	59% Df	52%	51%	54%
Somewhat likely	24%	25%	24%	31% EF	21%	21%	24%	24%
Not Likely (Net)	24%	18%	29% B	24%	20%	27% e	25%	22%
Not very likely	8%	8%	9%	10%	7%	8%	8%	9%
Not at all likely	15%	10%	19% B	14%	12%	18% E	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?

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Likely (Net)	37%	43% C	31%	51% eF	43% F	21%	30%	47% G
Very likely	20%	24% C	16%	26% F	26% F	11%	15%	28% G
Somewhat likely	17%	19%	15%	25% EF	17% F	10%	16%	19%
Not likely (Net)	60%	55%	64% B	45%	53% d	76% DE	67% H	49%
Not very likely	17%	14%	21% B	16%	17%	19%	17%	18%
Not at all likely	42%	41%	43%	29%	37%	57% DE	49% H	31%
Not at all sure	4%	2%	5% B	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	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=623	N=306	N=309	N=220	N=222	N=181	N=330	N=293
Total (Unweighted)	N=635	N=281	N=348	N=218	N=258	N=159	N=388	N=247
Less than \$15	47%	43%	52% b	35%	41%	69% DE	58% H	34%
\$15 to \$34.99	24%	23%	25%	30% f	22%	19%	19%	30% G
\$35 to \$64.99	12%	16% C	9%	15% F	15% F	6%	11%	14%
\$65 to \$84.99	7%	9% c	5%	6%	12% F	2%	7%	6%
\$85 to \$99.99	3%	2%	4%	5% E	1%	2%	1%	5% G
\$100 or more	7%	8%	5%	8% F	10% F	2%	3%	11% G

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.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	42%	44%	39%	55% eF	46% F	28%	37%	49% G
Strongly agree	16%	16%	14%	24% eF	17% F	8%	12%	20% G
Somewhat agree	26%	28%	25%	31% F	29% F	20%	24%	29%
Disagree (Net)	58%	56%	61%	45%	54% d	72% DE	63% H	51%
Somewhat disagree	14%	12%	17%	17%	13%	14%	14%	15%
Strongly disagree	44%	44%	44%	28%	41% D	58% DE	49% H	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	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	52%	54%	50%	60% F	57% F	42%	48%	59% G
Strongly agree	21%	20%	22%	24% F	25% F	16%	20%	23%
Somewhat agree	31%	34% c	28%	37% F	32%	26%	28%	35% G
Disagree (Net)	48%	46%	50%	40%	43%	58% DE	52% H	41%
Somewhat disagree	14%	14%	13%	17% f	13%	11%	14%	14%
Strongly disagree	34%	32%	37%	22%	30% d	47% DE	38% H	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.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	25%	24%	25%	40% EF	27% F	11%	17%	37% G
Strongly agree	8%	8%	9%	12% F	11% F	4%	7%	11% g
Somewhat agree	16%	16%	16%	28% EF	16% F	7%	10%	26% G
Disagree (Net)	75%	76%	75%	60%	73% D	89% DE	83% H	63%
Somewhat disagree	17%	17%	17%	26% EF	13%	14%	16%	19%
Strongly disagree	58%	59%	58%	34%	59% D	75% DE	68% H	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	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1079	N=521	N=547	N=311	N=350	N=417	N=652	N=427
Total (Unweighted)	N=1079	N=473	N=595	N=300	N=417	N=362	N=726	N=353
Agree (Net)	56%	56%	56%	65% F	61% F	46%	52%	63% G
Strongly agree	26%	23%	27%	30% F	29% F	19%	23%	30% G
Somewhat agree	31%	33%	29%	35% f	32%	27%	29%	33%
Disagree (Net)	44%	44%	44%	35%	39%	54% DE	48% H	37%
Somewhat disagree	13%	15%	12%	17% e	11%	13%	14%	13%
Strongly disagree	30%	29%	31%	18%	28% D	41% DE	34% H	24%

Table Base: US RESPONDENTS