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
High school diploma or less
Some post-HS education
Bachelor's or Higher
Employed
Not employed
< $\$ 50 \mathrm{~K}$
\$50K - \$99.9K
\$100K+

Qualified Only
None
All
Total Answering
95/90 (z-test)
,B-D,EF,G-I
(02/02/24-02/06/24)

| (ALL) | $\mathrm{n}=1079$ |
| :--- | :--- |
| (Q2146.r1 or Q2146.r2 or Q2146.r3) | $\mathrm{n}=318$ |
| (Q2146.r4 or Q2146.r70 or Q2146.r71) | $\mathrm{n}=378$ |
| (Q2146.r5 or Q2146.r6 or Q2146.r7) | $\mathrm{n}=383$ |
| (netEmploy.r1) | $\mathrm{n}=667$ |
| (netEmploy.r2) | $\mathrm{n}=412$ |
| (Q2157.r4 or Q2157.r1 or Q2157.r2 or | $\mathrm{n}=282$ |
| Q2157.r3) | $\mathrm{n}=303$ |
| (Q2157.r5 or Q2157.r6) | $\mathrm{n}=475$ |
| (Q2157.r7 or Q2157.r8 or Q2157.r9 or |  |
| Q2157.r10 or Q2157.r11) |  |

nweight.q020224_24_hourdemo.val q020224_24_hourdemo

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

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed E | Not employed F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | $\$ 100 \mathrm{~K}+$ |
| Total | N=1079 | $N=318$ | N=378 | N=383 | N=667 | $\mathrm{N}=412$ | N=282 | N=303 | $N=475$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | N=307 | N=363 | $\mathrm{N}=409$ | N=674 | $\mathrm{N}=405$ | $\mathrm{N}=383$ | $\mathrm{N}=315$ | N=362 |
| Likely (Net) | 76\% | 72\% | 77\% | $\begin{aligned} & 80 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 81 \% \\ & \mathrm{~F} \end{aligned}$ | 69\% | 68\% | $\begin{aligned} & 77 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 82 \% \\ & \text { G } \end{aligned}$ |
| Very likely | 52\% | 51\% | 51\% | 55\% | $\begin{aligned} & 56 \% \\ & F \end{aligned}$ | 47\% | 43\% | $\begin{aligned} & 51 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ | $\begin{aligned} & 59 \% \\ & \text { Gh } \end{aligned}$ |
| Somewhat likely | 24\% | 21\% | 26\% | 25\% | 25\% | 22\% | 25\% | 26\% | 23\% |
| Not Likely (Net) | 24\% | $\begin{aligned} & 28 \% \\ & d \end{aligned}$ | 23\% | 20\% | 19\% | $\begin{aligned} & 31 \% \\ & E \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \mathrm{HI} \end{aligned}$ | 23\% | 18\% |
| Not very likely | 8\% | 11\% | 7\% | 7\% | 7\% | $\begin{array}{\|l} \hline 12 \% \\ E \\ \hline \end{array}$ | $\begin{array}{\|l} \hline 17 \% \\ \mathrm{HI} \\ \hline \end{array}$ | 7\% | 5\% |
| Not at all likely | 15\% | 17\% | 16\% | 13\% | 12\% | $\begin{aligned} & 20 \% \\ & E \end{aligned}$ | 16\% | 16\% | 14\% |

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?

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employed F | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1079 | $N=318$ | $\mathrm{N}=378$ | N=383 | $N=667$ | $\mathrm{N}=412$ | $\mathrm{N}=282$ | $\mathrm{N}=303$ | $N=475$ |
| Total (Unweighted) | $N=1079$ | $N=307$ | $N=363$ | $\mathrm{N}=409$ | $\mathrm{N}=674$ | $\mathrm{N}=405$ | $N=383$ | $N=315$ | $\mathrm{N}=362$ |
| Likely (Net) | 37\% | 35\% | 38\% | 37\% | $\begin{aligned} & 44 \% \\ & \mathrm{~F} \end{aligned}$ | 25\% | 37\% | 32\% | $\begin{aligned} & 40 \% \\ & \mathrm{~h} \end{aligned}$ |
| Very likely | 20\% | 18\% | 20\% | 21\% | $\begin{aligned} & 25 \% \\ & \mathrm{~F} \end{aligned}$ | 12\% | 17\% | 16\% | $\begin{aligned} & 24 \% \\ & \text { gh } \\ & \hline \end{aligned}$ |
| Somewhat likely | 17\% | 17\% | 18\% | 16\% | $\begin{aligned} & 19 \% \\ & \mathrm{~F} \end{aligned}$ | 13\% | 20\% | 16\% | 16\% |
| Not likely (Net) | 60\% | 59\% | 60\% | 60\% | 53\% | $\begin{aligned} & 71 \% \\ & \mathrm{E} \end{aligned}$ | 59\% | 64\% | 57\% |
| Not very likely | 17\% | 18\% | 16\% | 19\% | 17\% | 19\% | 18\% | 19\% | 15\% |
| Not at all likely | 42\% | 42\% | 44\% | 41\% | 36\% | $\begin{aligned} & 53 \% \\ & \mathrm{E} \end{aligned}$ | 41\% | 45\% | 41\% |
| Not at all sure | 4\% | $\begin{aligned} & 6 \% \\ & c \end{aligned}$ | 2\% | 3\% | 3\% | 4\% | 4\% | 4\% | 3\% |

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?

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employed F | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | $\mathrm{N}=623$ | $\mathrm{N}=185$ | $\mathrm{N}=211$ | $\mathrm{N}=227$ | $N=427$ | $\mathrm{N}=196$ | $\mathrm{N}=167$ | $\mathrm{N}=167$ | $\mathrm{N}=279$ |
| Total (Unweighted) | $N=635$ | $N=188$ | $N=213$ | $\mathrm{N}=234$ | $N=439$ | $\mathrm{N}=196$ | $\mathrm{N}=231$ | $N=188$ | N=209 |
| Less than \$15 | 47\% | 48\% | 50\% | 44\% | 39\% | $\begin{aligned} & 64 \% \\ & E \end{aligned}$ | 50\% | 51\% | 44\% |
| \$15 to \$34.99 | 24\% | 23\% | 23\% | 26\% | 25\% | 21\% | 25\% | 28\% | 21\% |
| \$35 to \$64.99 | 12\% | 12\% | 15\% | 10\% | $15 \%$ | 6\% | 15\% | 12\% | 12\% |
| \$65 to \$84.99 | 7\% | 7\% | 6\% | 8\% | $\begin{aligned} & 9 \% \\ & F \end{aligned}$ | 2\% | 4\% | 6\% | 9\% |
| \$85 to \$99.99 | 3\% | 3\% | 2\% | 3\% | 3\% | 2\% | 2\% | 1\% | 3\% |
| \$100 or more | 7\% | 8\% | 5\% | 8\% | $\begin{aligned} & 9 \% \\ & \text { F } \end{aligned}$ | 3\% | 5\% | 2\% | $\begin{aligned} & 11 \% \\ & \mathrm{GH} \end{aligned}$ |

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.

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed | Not employed F | < | $\begin{aligned} & \$ 50 \mathrm{~K} \text { - } \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1079 | $N=318$ | $N=378$ | N=383 | N=667 | $\mathrm{N}=412$ | N=282 | N=303 | $\mathrm{N}=475$ |
| Total (Unweighted) | $N=1079$ | $N=307$ | $N=363$ | $\mathrm{N}=409$ | $N=674$ | $\mathrm{N}=405$ | $\mathrm{N}=383$ | $N=315$ | $N=362$ |
| Agree (Net) | 42\% | 42\% | 43\% | 40\% | $\begin{aligned} & 47 \% \\ & F \end{aligned}$ | 33\% | 42\% | 39\% | 43\% |
| Strongly agree | 16\% | 16\% | 15\% | 16\% | $\begin{aligned} & 18 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 14\% | 13\% | 17\% |
| Somewhat agree | 26\% | 27\% | 29\% | 23\% | $\begin{aligned} & 29 \% \\ & F \end{aligned}$ | 22\% | 28\% | 25\% | 26\% |
| Disagree (Net) | 58\% | 58\% | 57\% | 60\% | 53\% | $\begin{aligned} & 67 \% \\ & \mathrm{E} \end{aligned}$ | 58\% | 61\% | 57\% |
| Somewhat disagree | 14\% | 16\% | 12\% | 16\% | 14\% | 14\% | 14\% | 16\% | 13\% |
| Strongly disagree | 44\% | 42\% | 45\% | 45\% | 38\% | $\begin{aligned} & 53 \% \\ & E \end{aligned}$ | 44\% | 45\% | 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 be more likely to watch the game somewhere besides my home (e.g., bar, residence of someone I know, restaurant).

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed <br> E | Not employed F | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1079 | N=318 | $N=378$ | N=383 | N=667 | $\mathrm{N}=412$ | $\mathrm{N}=282$ | N=303 | $\mathrm{N}=475$ |
| Total (Unweighted) | $N=1079$ | $\mathrm{N}=307$ | N=363 | $\mathrm{N}=409$ | N=674 | $\mathrm{N}=405$ | $\mathrm{N}=383$ | $\mathrm{N}=315$ | N=362 |
| Agree (Net) | 52\% | 51\% | 53\% | 53\% | $\begin{aligned} & 57 \% \\ & \mathrm{~F} \end{aligned}$ | 45\% | 54\% | 48\% | 55\% |
| Strongly agree | 21\% | 21\% | $\begin{aligned} & 25 \% \\ & \mathrm{D} \end{aligned}$ | 18\% | $\begin{aligned} & 24 \% \\ & \mathrm{~F} \end{aligned}$ | 17\% | 19\% | 20\% | 23\% |
| Somewhat agree | 31\% | 30\% | 29\% | 35\% | 33\% | 28\% | $\begin{aligned} & 35 \% \\ & h \end{aligned}$ | 28\% | 32\% |
| Disagree (Net) | 48\% | 49\% | 47\% | 47\% | 43\% | $\begin{aligned} & 55 \% \\ & E \end{aligned}$ | 46\% | 52\% | 45\% |
| Somewhat disagree | 14\% | 16\% | 13\% | 12\% | 14\% | 13\% | 14\% | 14\% | 14\% |
| Strongly disagree | 34\% | 33\% | 33\% | 35\% | 29\% | $\begin{aligned} & 42 \% \\ & \mathrm{E} \end{aligned}$ | 32\% | 38\% | 31\% |

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.

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some <br> post-HS <br> education <br> C | Bachelor's or Higher D | Employed <br> E | Not employed F | $\begin{aligned} & <\$ 50 K \\ & G \end{aligned}$ | $\begin{aligned} & \text { \$50K - } \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1079 | N=318 | $N=378$ | N=383 | N=667 | $\mathrm{N}=412$ | $\mathrm{N}=282$ | N=303 | $\mathrm{N}=475$ |
| Total (Unweighted) | $N=1079$ | N=307 | $N=363$ | $\mathrm{N}=409$ | N=674 | $\mathrm{N}=405$ | N=383 | $N=315$ | $N=362$ |
| Agree (Net) | 25\% | $\begin{aligned} & 30 \% \\ & c D \end{aligned}$ | 23\% | 22\% | $\begin{aligned} & 27 \% \\ & \mathrm{f} \end{aligned}$ | 21\% | $\begin{aligned} & 33 \% \\ & \mathrm{HI} \end{aligned}$ | 18\% | 23\% |
| Strongly agree | 8\% | 9\% | 8\% | 8\% | $\begin{aligned} & 10 \% \\ & \mathrm{f} \\ & \hline \end{aligned}$ | 6\% | 9\% | 5\% | $\begin{aligned} & 10 \% \\ & \mathrm{H} \\ & \hline \end{aligned}$ |
| Somewhat agree | 16\% | $\begin{aligned} & 21 \% \\ & c d \end{aligned}$ | 14\% | 14\% | 17\% | 15\% | $\begin{aligned} & 24 \% \\ & \mathrm{HI} \end{aligned}$ | 13\% | 13\% |
| Disagree (Net) | 75\% | 70\% | $\begin{aligned} & 77 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 78 \% \\ & \text { B } \end{aligned}$ | 73\% | $\begin{aligned} & 79 \% \\ & \mathrm{e} \end{aligned}$ | 67\% | $\begin{aligned} & 82 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 77 \% \\ & G \end{aligned}$ |
| Somewhat disagree | 17\% | 18\% | 16\% | 17\% | 18\% | 16\% | 19\% | 17\% | 16\% |
| Strongly disagree | 58\% | 52\% | $\begin{aligned} & 61 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 61 \% \\ & b \end{aligned}$ | 55\% | $\begin{aligned} & 63 \% \\ & \mathrm{E} \end{aligned}$ | 48\% | $\begin{aligned} & 65 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 61 \% \\ & G \end{aligned}$ |

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).

|  |  | Education Level |  |  | Employment Status |  | Household Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | High school diploma or less B | Some post-HS education C | Bachelor's or Higher D | Employed <br> E | Not employed F | $\begin{aligned} & <\$ 50 \mathrm{~K} \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{~K}- \\ & \$ 99.9 \mathrm{~K} \\ & \mathrm{H} \end{aligned}$ | \$100K+ |
| Total | N=1079 | N=318 | N=378 | N=383 | N=667 | $\mathrm{N}=412$ | $\mathrm{N}=282$ | N=303 | $N=475$ |
| Total (Unweighted) | $N=1079$ | N=307 | N=363 | $\mathrm{N}=409$ | $\mathrm{N}=674$ | $\mathrm{N}=405$ | $\mathrm{N}=383$ | $\mathrm{N}=315$ | N=362 |
| Agree (Net) | 56\% | 51\% | 57\% | $\begin{aligned} & 60 \% \\ & \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 61 \% \\ & \mathrm{~F} \end{aligned}$ | 50\% | 56\% | 53\% | 59\% |
| Strongly agree | 26\% | 25\% | 26\% | 25\% | 27\% | 23\% | 22\% | 25\% | 27\% |
| Somewhat agree | 31\% | 27\% | 31\% | $\begin{aligned} & 34 \% \\ & b \end{aligned}$ | $\begin{aligned} & 34 \% \\ & \mathrm{~F} \end{aligned}$ | 26\% | 33\% | 28\% | 31\% |
| Disagree (Net) | 44\% | $\begin{aligned} & 49 \% \\ & d \end{aligned}$ | 43\% | 40\% | 39\% | $\begin{aligned} & 50 \% \\ & E \end{aligned}$ | 44\% | 47\% | 41\% |
| Somewhat disagree | 13\% | 15\% | 13\% | 12\% | 14\% | 12\% | 15\% | 13\% | 13\% |
| Strongly disagree | 30\% | 34\% | 30\% | 28\% | 25\% | $\begin{aligned} & 38 \% \\ & E \end{aligned}$ | 30\% | 33\% | 28\% |

Table Base: US RESPONDENTS

