

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:	,B-D,EF,G-I
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=318
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=378
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=383
Employed	(netEmploy.r1)	n=667
Not employed	(netEmploy.r2)	n=412
< \$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=282
\$50K - \$99.9K	(Q2157.r5 or Q2157.r6)	n=303
\$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=475

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)?

		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	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Likely (Net)	76%	72%	77%	80% b	81% F	69%	68%	77% G	82% G
Very likely	52%	51%	51%	55%	56% F	47%	43%	51% g	59% Gh
Somewhat likely	24%	21%	26%	25%	25%	22%	25%	26%	23%
Not Likely (Net)	24%	28% d	23%	20%	19%	31% E	32% HI	23%	18%
Not very likely	8%	11%	7%	7%	7%	12% E	17% HI	7%	5%
Not at all likely	15%	17%	16%	13%	12%	20% E	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 E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Likely (Net)	37%	35%	38%	37%	44% F	25%	37%	32%	40% h
Very likely	20%	18%	20%	21%	25% F	12%	17%	16%	24% gh
Somewhat likely	17%	17%	18%	16%	19% F	13%	20%	16%	16%
Not likely (Net)	60%	59%	60%	60%	53%	71% E	59%	64% i	57%
Not very likely	17%	18%	16%	19%	17%	19%	18%	19%	15%
Not at all likely	42%	42%	44%	41%	36%	53% E	41%	45%	41%
Not at all sure	4%	6% C	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 E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=623	N=185	N=211	N=227	N=427	N=196	N=167	N=167	N=279
Total (Unweighted)	N=635	N=188	N=213	N=234	N=439	N=196	N=231	N=188	N=209
Less than \$15	47%	48%	50%	44%	39%	64% E	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% F	6%	15%	12%	12%
\$65 to \$84.99	7%	7%	6%	8%	9% F	2%	4%	6%	9%
\$85 to \$99.99	3%	3%	2%	3%	3%	2%	2%	1%	3%
\$100 or more	7%	8%	5%	8%	9% F	3%	5%	2%	11% GH

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 E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	42%	42%	43%	40%	47% F	33%	42%	39%	43%
Strongly agree	16%	16%	15%	16%	18% F	11%	14%	13%	17%
Somewhat agree	26%	27%	29%	23%	29% F	22%	28%	25%	26%
Disagree (Net)	58%	58%	57%	60%	53%	67% E	58%	61%	57%
Somewhat disagree	14%	16%	12%	16%	14%	14%	14%	16%	13%
Strongly disagree	44%	42%	45%	45%	38%	53% E	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 post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	52%	51%	53%	53%	57% F	45%	54%	48%	55%
Strongly agree	21%	21%	25% D	18%	24% F	17%	19%	20%	23%
Somewhat agree	31%	30%	29%	35%	33%	28%	35% h	28%	32%
Disagree (Net)	48%	49%	47%	47%	43%	55% E	46%	52%	45%
Somewhat disagree	14%	16%	13%	12%	14%	13%	14%	14%	14%
Strongly disagree	34%	33%	33%	35%	29%	42% E	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 post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	25%	30% cD	23%	22%	27% f	21%	33% HI	18%	23%
Strongly agree	8%	9%	8%	8%	10% f	6%	9%	5%	10% H
Somewhat agree	16%	21% cd	14%	14%	17%	15%	24% HI	13%	13%
Disagree (Net)	75%	70%	77% b	78% B	73%	79% e	67%	82% G	77% G
Somewhat disagree	17%	18%	16%	17%	18%	16%	19%	17%	16%
Strongly disagree	58%	52%	61% b	61% b	55%	63% E	48%	65% G	61% G

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 E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1079	N=318	N=378	N=383	N=667	N=412	N=282	N=303	N=475
Total (Unweighted)	N=1079	N=307	N=363	N=409	N=674	N=405	N=383	N=315	N=362
Agree (Net)	56%	51%	57%	60% b	61% F	50%	56%	53%	59%
Strongly agree	26%	25%	26%	25%	27%	23%	22%	25%	27%
Somewhat agree	31%	27%	31%	34% b	34% F	26%	33%	28%	31%
Disagree (Net)	44%	49% d	43%	40%	39%	50% E	44%	47%	41%
Somewhat disagree	13%	15%	13%	12%	14%	12%	15%	13%	13%
Strongly disagree	30%	34%	30%	28%	25%	38% E	30%	33%	28%

Table Base: US RESPONDENTS