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
Yes
No
Likely
Not Likely
Fan + Likely
Fan + Not Likely
Not Fan + Likely
Not Fan + Not Likely

| (ALL) | $\mathrm{n}=1079$ |
| :--- | :--- |
| (QS2S1.r1) | $\mathrm{n}=704$ |
| (QS2S1.r2) | $\mathrm{n}=375$ |
| (QS2Q3.r4 or QS2Q3.r3) | $\mathrm{n}=397$ |
| (QS2Q3.r1 or QS2Q3.r2) | $\mathrm{n}=644$ |
| (QS2Q3.r4 or QS2Q3.r3) and (QS2S1.r1) | $\mathrm{n}=358$ |
| (QS2Q3.r1 or QS2Q3.r2) and (QS2S1.r1) | $\mathrm{n}=326$ |
| (QS2Q3.r4 or QS2Q3.r3) and (QS2S1.r2) | $\mathrm{n}=38$ |
| (QS2Q3.r1 or QS2Q3.r2) and (QS2S1.r2) | $\mathrm{n}=318$ |

## Weighting

Total

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

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { C } \\ & \hline \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | Fan + Not Likely G | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=1079 | N=704 | N=375 | N=397 | $\mathrm{N}=644$ | $\mathrm{N}=358$ | N=326 | $\mathrm{N}=38$ * | $\mathrm{N}=318$ |
| Total (Unweighted) | $\mathrm{N}=1079$ | $\mathrm{N}=708$ | N=371 | N=393 | $\mathrm{N}=644$ | $\mathrm{N}=349$ | $\mathrm{N}=337$ | $\mathrm{N}=44$ * | $\mathrm{N}=307$ |
| Likely (Net) | 76\% | $\begin{aligned} & 94 \% \\ & \mathrm{C} \end{aligned}$ | 44\% | $\begin{aligned} & 96 \% \\ & \mathrm{E} \end{aligned}$ | 65\% | $\begin{aligned} & \text { 98\% } \\ & \text { GHI } \end{aligned}$ | $89 \%$ | $\begin{aligned} & 80 \% \\ & \hline \\ & \hline \end{aligned}$ | 40\% |
| Very likely | 52\% | $\begin{aligned} & 72 \% \\ & \mathrm{C} \end{aligned}$ | 15\% | $\begin{aligned} & 74 \% \\ & \mathrm{E} \end{aligned}$ | 39\% | $\begin{aligned} & 80 \% \\ & \mathrm{GHI} \end{aligned}$ | $\begin{aligned} & 63 \% \\ & \mathrm{HI} \end{aligned}$ | 21\% | 14\% |
| Somewhat likely | 24\% | 22\% | $\begin{aligned} & 28 \% \\ & \text { B } \end{aligned}$ | 22\% | 26\% | 18\% | $\begin{aligned} & 27 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & \text { 59\% } \\ & \text { FGI } \end{aligned}$ | $\begin{aligned} & 26 \% \\ & F \end{aligned}$ |
| Not Likely (Net) | 24\% | 6\% | $\begin{aligned} & 56 \% \\ & \text { B } \end{aligned}$ | 4\% | $\begin{aligned} & 35 \% \\ & D \end{aligned}$ | 2\% | $\begin{aligned} & 11 \% \\ & \mathrm{~F} \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 60 \% \\ & \text { FGH } \end{aligned}$ |
| Not very likely | 8\% | 4\% | $\begin{aligned} & 17 \% \\ & B \end{aligned}$ | 3\% | $\begin{aligned} & 12 \% \\ & D \end{aligned}$ | 2\% | $\begin{aligned} & 6 \% \\ & F \end{aligned}$ | $\begin{aligned} & 14 \% \\ & F \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \text { FG } \end{aligned}$ |
| Not at all likely | 15\% | 2\% | $\begin{aligned} & 39 \% \\ & \text { B } \end{aligned}$ | 1\% | $\begin{aligned} & 23 \% \\ & D \end{aligned}$ | 0\% | $\begin{aligned} & 4 \% \\ & F \end{aligned}$ | $\begin{aligned} & \hline 6 \% \\ & F \end{aligned}$ | $\begin{aligned} & \text { 43\% } \\ & \text { FGH } \end{aligned}$ |

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?

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \mathrm{C} \\ & \hline \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | $\begin{aligned} & \text { Fan + Not } \\ & \text { Likely } \\ & \text { G } \\ & \hline \end{aligned}$ | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | $N=1079$ | $\mathrm{N}=704$ | $N=375$ | N=397 | $\mathrm{N}=644$ | $N=358$ | $\mathrm{N}=326$ | $\mathrm{N}=38$ * | $\mathrm{N}=318$ |
| Total (Unweighted) | $N=1079$ | N=708 | N=371 | N=393 | $\mathrm{N}=644$ | N=349 | $\mathrm{N}=337$ | $\mathrm{N}=44$ * | $\mathrm{N}=307$ |
| Likely (Net) | 37\% | $\begin{aligned} & 51 \% \\ & \mathrm{C} \end{aligned}$ | 10\% | $\begin{aligned} & 100 \% \\ & \mathrm{E} \end{aligned}$ | 0\% | $\begin{aligned} & 100 \% \\ & \mathrm{GI} \end{aligned}$ | 0\% | $\begin{aligned} & 100 \% \\ & \mathrm{GI} \end{aligned}$ | 0\% |
| Very likely | 20\% | $\begin{aligned} & 28 \% \\ & \mathrm{C} \end{aligned}$ | 4\% | $\begin{aligned} & 54 \% \\ & E \end{aligned}$ | 0\% | $\begin{aligned} & 55 \% \\ & \mathrm{Gl} \end{aligned}$ | 0\% | $\begin{aligned} & 43 \% \\ & \mathrm{Gl} \end{aligned}$ | 0\% |
| Somewhat likely | 17\% | $\begin{aligned} & 23 \% \\ & \mathrm{C} \end{aligned}$ | 6\% | $\begin{aligned} & 46 \% \\ & \mathrm{E} \end{aligned}$ | 0\% | $\begin{aligned} & 45 \% \\ & \mathrm{Gl} \end{aligned}$ | 0\% | $\begin{aligned} & 57 \% \\ & \mathrm{Gl} \end{aligned}$ | 0\% |
| Not likely (Net) | 60\% | 46\% | $\begin{aligned} & 85 \% \\ & \text { B } \end{aligned}$ | 0\% | $\begin{aligned} & 100 \% \\ & \text { D } \end{aligned}$ | 0\% | $\begin{aligned} & 100 \% \\ & \text { FH } \end{aligned}$ | 0\% | $\begin{aligned} & 100 \% \\ & \text { FH } \end{aligned}$ |
| Not very likely | 17\% | $\begin{aligned} & 20 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 13\% | 0\% | $\begin{aligned} & 29 \% \\ & \mathrm{D} \end{aligned}$ | 0\% | $\begin{aligned} & 42 \% \\ & \text { FHI } \end{aligned}$ | 0\% | $\begin{array}{\|l} 16 \% \\ \mathrm{FH} \\ \hline \end{array}$ |
| Not at all likely | 42\% | 27\% | $\begin{aligned} & 72 \% \\ & \text { B } \end{aligned}$ | 0\% | $\begin{aligned} & 71 \% \\ & D \end{aligned}$ | 0\% | $\begin{aligned} & 58 \% \\ & \text { FH } \end{aligned}$ | 0\% | $\begin{aligned} & 84 \% \\ & \text { FGH } \end{aligned}$ |
| Not at all sure | 4\% | 3\% | 5\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

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?

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Yes B | $\begin{aligned} & \text { No } \\ & \text { C } \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | $\begin{aligned} & \text { Fan + Not } \\ & \text { Likely } \\ & \text { G } \end{aligned}$ | Not Fan + Likely H | Not Fan + Not Likely \| |
| Total | $\mathrm{N}=623$ | $N=516$ | $\mathrm{N}=107$ | $\mathrm{N}=397$ | $\mathrm{N}=188$ | N=358 | $N=138$ | $\mathrm{N}=38$ * | $\mathrm{N}=50$ * |
| Total <br> (Unweighted) | $\mathrm{N}=635$ | $N=518$ | $\mathrm{N}=117$ | $\mathrm{N}=393$ | $\mathrm{N}=200$ | $\mathrm{N}=349$ | $\mathrm{N}=147$ | $\mathrm{N}=44$ * | $\mathrm{N}=53$ * |
| Less than \$15 | 47\% | 47\% | 48\% | 31\% | $\begin{aligned} & 75 \% \\ & \text { D } \end{aligned}$ | 31\% | $\begin{aligned} & \text { 83\% } \\ & \text { FHI } \end{aligned}$ | 36\% | $\begin{aligned} & 51 \% \\ & \mathrm{~F} \end{aligned}$ |
| \$15 to \$34.99 | 24\% | 25\% | 21\% | $\begin{aligned} & 28 \% \\ & \mathrm{e} \end{aligned}$ | 20\% | $\begin{aligned} & 29 \% \\ & \mathrm{G} \end{aligned}$ | 16\% | 16\% | $\begin{aligned} & 33 \% \\ & \text { G } \end{aligned}$ |
| \$35 to \$64.99 | 12\% | 12\% | 12\% | $\begin{aligned} & 18 \% \\ & \mathrm{E} \end{aligned}$ | 2\% | $\begin{aligned} & 17 \% \\ & \mathrm{GI} \end{aligned}$ | 1\% | $\begin{aligned} & 28 \% \\ & \mathrm{GI} \end{aligned}$ | 3\% |
| \$65 to \$84.99 | 7\% | 7\% | 4\% | $\begin{aligned} & 10 \% \\ & \mathrm{E} \end{aligned}$ | 1\% | $\begin{aligned} & 11 \% \\ & \mathrm{G} \end{aligned}$ | 0\% | $\begin{aligned} & 7 \% \\ & G \end{aligned}$ | $\begin{aligned} & 3 \% \\ & \mathrm{~g} \end{aligned}$ |
| \$85 to \$99.99 | 3\% | 2\% | 6\% | 3\% | 2\% | $\begin{aligned} & 3 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ | 0\% | 0\% | $\begin{aligned} & 8 \% \\ & \text { G } \end{aligned}$ |
| \$100 or more | 7\% | 7\% | 9\% | $\begin{aligned} & 10 \% \\ & E \end{aligned}$ | 0\% | $\begin{aligned} & 9 \% \\ & \mathrm{Gi} \end{aligned}$ | 0\% | $\begin{aligned} & 13 \% \\ & \mathrm{Gi} \end{aligned}$ | 1\% |

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.

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { C } \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | ```Fan + Not Likely G``` | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=1079 | N=704 | $N=375$ | N=397 | $\mathrm{N}=644$ | N=358 | N=326 | $\mathrm{N}=38$ * | N=318 |
| Total (Unweighted) | $N=1079$ | N=708 | $\mathrm{N}=371$ | N=393 | $\mathrm{N}=644$ | N=349 | N=337 | $\mathrm{N}=44$ * | $\mathrm{N}=307$ |
| Agree (Net) | 42\% | $\begin{aligned} & 52 \% \\ & \mathrm{C} \end{aligned}$ | 21\% | $\begin{aligned} & 76 \% \\ & \mathrm{E} \end{aligned}$ | 21\% | $77 \%$ <br> Ghl | $26 \%$ | $\begin{aligned} & 61 \% \\ & \mathrm{GI} \end{aligned}$ | 15\% |
| Strongly agree | 16\% | $\begin{aligned} & 21 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 5\% | $\begin{aligned} & 31 \% \\ & \mathrm{E} \end{aligned}$ | 5\% | $\begin{aligned} & 34 \% \\ & \text { GHI } \end{aligned}$ | 7\% | $\begin{aligned} & 10 \% \\ & i \\ & \hline \end{aligned}$ | 3\% |
| Somewhat agree | 26\% | $\begin{aligned} & 32 \% \\ & \mathrm{C} \end{aligned}$ | 16\% | $\begin{aligned} & 44 \% \\ & \mathrm{E} \end{aligned}$ | 15\% | $44 \%$ <br> GI | $\begin{aligned} & 18 \% \\ & i \\ & \hline \end{aligned}$ | $\begin{aligned} & 52 \% \\ & \mathrm{GI} \end{aligned}$ | 12\% |
| Disagree (Net) | 58\% | 48\% | $\begin{aligned} & 79 \% \\ & \mathrm{~B} \end{aligned}$ | 24\% | $\begin{aligned} & 79 \% \\ & \mathrm{D} \end{aligned}$ | 23\% | $\begin{aligned} & 74 \% \\ & \text { FH } \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \mathrm{f} \end{aligned}$ | $\begin{aligned} & \text { 85\% } \\ & \text { FGH } \end{aligned}$ |
| Somewhat disagree | 14\% | 14\% | 15\% | 13\% | 14\% | 12\% | 16\% | $\begin{aligned} & 26 \% \\ & \mathrm{fi} \end{aligned}$ | 13\% |
| Strongly disagree | 44\% | 33\% | $\begin{aligned} & 64 \% \\ & \text { B } \end{aligned}$ | 11\% | $\begin{aligned} & 65 \% \\ & \mathrm{D} \end{aligned}$ | 11\% | $\begin{aligned} & 59 \% \\ & \text { FH } \end{aligned}$ | 12\% | $\begin{aligned} & 72 \% \\ & \text { FGH } \end{aligned}$ |

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 be more likely to watch the game somewhere besides my home (e.g., bar, residence of someone I know, restaurant).

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { C } \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | $\begin{aligned} & \text { Fan + Not } \\ & \text { Likely } \\ & \text { G } \\ & \hline \end{aligned}$ | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=1079 | N=704 | $N=375$ | N=397 | $\mathrm{N}=644$ | N=358 | $\mathrm{N}=326$ | $\mathrm{N}=38$ * | N=318 |
| Total <br> (Unweighted) | $N=1079$ | $\mathrm{N}=708$ | $\mathrm{N}=371$ | $\mathrm{N}=393$ | $N=644$ | $\mathrm{N}=349$ | N=337 | $\mathrm{N}=44$ * | $\mathrm{N}=307$ |
| Agree (Net) | 52\% | $\begin{aligned} & 64 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 30\% | $\begin{aligned} & 70 \% \\ & \mathrm{E} \end{aligned}$ | 41\% | $\begin{aligned} & 72 \% \\ & \mathrm{GHI} \end{aligned}$ | $\begin{aligned} & 55 \% \\ & \text { I } \end{aligned}$ | $\begin{array}{\|l} \hline 49 \% \\ \hline \end{array}$ | 27\% |
| Strongly agree | 21\% | $\begin{aligned} & 27 \% \\ & \mathrm{C} \end{aligned}$ | 11\% | $\begin{aligned} & 27 \% \\ & \mathrm{E} \end{aligned}$ | 18\% | $\begin{aligned} & 28 \% \\ & \text { hl } \end{aligned}$ | $\begin{aligned} & \hline 25 \% \\ & \hline \end{aligned}$ | 11\% | 10\% |
| Somewhat agree | 31\% | $\begin{aligned} & 37 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 19\% | $\begin{aligned} & 43 \% \\ & E \end{aligned}$ | 24\% | $\begin{aligned} & \text { 44\% } \\ & \mathrm{Gl} \end{aligned}$ | $\begin{aligned} & 30 \% \\ & \text { I } \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 1 \end{aligned}$ | 17\% |
| Disagree (Net) | 48\% | 36\% | $\begin{aligned} & 70 \% \\ & \mathrm{~B} \end{aligned}$ | 30\% | $\begin{aligned} & 59 \% \\ & \mathrm{D} \end{aligned}$ | 28\% | $\begin{aligned} & 45 \% \\ & F \end{aligned}$ | $\begin{aligned} & 51 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 73 \% \\ & \text { FGH } \end{aligned}$ |
| Somewhat disagree | 14\% | 15\% | 12\% | $\begin{array}{\|l} \hline 17 \% \\ \mathrm{e} \\ \hline \end{array}$ | 12\% | $\begin{aligned} & 17 \% \\ & i \\ & \hline \end{aligned}$ | 13\% | 19\% | 10\% |
| Strongly disagree | 34\% | 21\% | $\begin{aligned} & 58 \% \\ & \text { B } \end{aligned}$ | 13\% | $\begin{aligned} & 47 \% \\ & D \end{aligned}$ | 11\% | $\begin{aligned} & 32 \% \\ & F \end{aligned}$ | $\begin{aligned} & 33 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & \text { 63\% } \\ & \text { FGH } \end{aligned}$ |

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.

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { C } \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | ```Fan + Not Likely G``` | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=1079 | N=704 | $N=375$ | N=397 | $\mathrm{N}=644$ | N=358 | N=326 | $\mathrm{N}=38$ * | N=318 |
| Total (Unweighted) | $N=1079$ | N=708 | $\mathrm{N}=371$ | N=393 | $\mathrm{N}=644$ | $\mathrm{N}=349$ | $\mathrm{N}=337$ | $\mathrm{N}=44$ * | N=307 |
| Agree (Net) | 25\% | $\begin{aligned} & 27 \% \\ & c \end{aligned}$ | 21\% | $\begin{aligned} & 44 \% \\ & E \end{aligned}$ | 12\% | $\begin{aligned} & 43 \% \\ & \mathrm{GI} \end{aligned}$ | 9\% | $\begin{aligned} & \text { 59\% } \\ & \mathrm{GI} \end{aligned}$ | $\begin{aligned} & 15 \% \\ & \mathrm{~g} \\ & \hline \end{aligned}$ |
| Strongly agree | 8\% | $\begin{aligned} & 10 \% \\ & \mathrm{C} \\ & \hline \end{aligned}$ | 5\% | $\begin{aligned} & 16 \% \\ & \mathrm{E} \end{aligned}$ | 3\% | $\begin{aligned} & 16 \% \\ & \mathrm{Gl} \end{aligned}$ | 4\% | $\begin{aligned} & 22 \% \\ & \mathrm{GI} \end{aligned}$ | 3\% |
| Somewhat agree | 16\% | 17\% | 15\% | $\begin{aligned} & 28 \% \\ & \mathrm{E} \end{aligned}$ | 9\% | $\begin{aligned} & 27 \% \\ & \mathrm{GI} \end{aligned}$ | 6\% | $\begin{aligned} & 38 \% \\ & \mathrm{GI} \end{aligned}$ | $\begin{aligned} & 12 \% \\ & G \end{aligned}$ |
| Disagree (Net) | 75\% | 73\% | $\begin{aligned} & 79 \% \\ & \text { b } \end{aligned}$ | 56\% | $\begin{aligned} & 88 \% \\ & \text { D } \end{aligned}$ | 57\% | $\begin{aligned} & \text { 91\% } \\ & \text { FHi } \end{aligned}$ | 41\% | $\begin{aligned} & 85 \% \\ & \text { FH } \end{aligned}$ |
| Somewhat disagree | 17\% | 15\% | 20\% | $\begin{aligned} & 21 \% \\ & \mathrm{E} \end{aligned}$ | 15\% | $\begin{aligned} & 19 \% \\ & G \end{aligned}$ | 11\% | $34 \%$ <br> Gi | $\begin{aligned} & 19 \% \\ & G \end{aligned}$ |
| Strongly disagree | 58\% | 58\% | 59\% | 35\% | $\begin{aligned} & 73 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 38 \% \\ & H \\ & \hline \end{aligned}$ | $\begin{aligned} & 80 \% \\ & \text { FHI } \end{aligned}$ | 7\% | $\begin{aligned} & 66 \% \\ & \text { FH } \end{aligned}$ |

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).

|  |  | NFL Fan |  | Purchase PPV Access |  | NFL Fan + Purchase |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | $\begin{aligned} & \text { Yes } \\ & \mathrm{B} \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { C } \end{aligned}$ | Likely D | Not Likely E | ```Fan + Likely F``` | $\begin{aligned} & \text { Fan + Not } \\ & \text { Likely } \\ & \text { G } \\ & \hline \end{aligned}$ | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=1079 | N=704 | N=375 | N=397 | $\mathrm{N}=644$ | N=358 | $\mathrm{N}=326$ | $\mathrm{N}=38$ * | N=318 |
| Total <br> (Unweighted) | $N=1079$ | N=708 | $\mathrm{N}=371$ | $\mathrm{N}=393$ | $N=644$ | $\mathrm{N}=349$ | $\mathrm{N}=337$ | $\mathrm{N}=44$ * | $\mathrm{N}=307$ |
| Agree (Net) | 56\% | $\begin{aligned} & 68 \% \\ & \mathrm{C} \end{aligned}$ | 34\% | $\begin{aligned} & 75 \% \\ & \mathrm{E} \end{aligned}$ | 45\% | $\begin{aligned} & 74 \% \\ & \mathrm{Gl} \end{aligned}$ | $\begin{aligned} & 61 \% \\ & \text { \| } \end{aligned}$ | $\begin{array}{\|l} \hline 78 \% \\ \hline \end{array}$ | 28\% |
| Strongly agree | 26\% | $\begin{aligned} & 32 \% \\ & \mathrm{C} \end{aligned}$ | 14\% | $\begin{aligned} & 31 \% \\ & \mathrm{E} \end{aligned}$ | 21\% | $\begin{aligned} & \hline 32 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \text { I } \end{aligned}$ | 18\% | 12\% |
| Somewhat agree | 31\% | $\begin{aligned} & 37 \% \\ & \mathrm{C} \end{aligned}$ | 20\% | $\begin{aligned} & 44 \% \\ & \text { E } \end{aligned}$ | 23\% | $\begin{aligned} & \text { 42\% } \\ & \mathrm{Gl} \end{aligned}$ | $\begin{aligned} & 30 \% \\ & \text { I } \end{aligned}$ | $\begin{aligned} & \text { 60\% } \\ & \text { fGI } \end{aligned}$ | 16\% |
| Disagree (Net) | 44\% | 32\% | $\begin{aligned} & 66 \% \\ & \mathrm{~B} \end{aligned}$ | 25\% | $\begin{aligned} & 55 \% \\ & \mathrm{D} \end{aligned}$ | 26\% | $\begin{aligned} & 39 \% \\ & \mathrm{~F} \\ & \hline \end{aligned}$ | 22\% | $\begin{aligned} & 72 \% \\ & \text { FGH } \end{aligned}$ |
| Somewhat disagree | 13\% | $\begin{aligned} & 15 \% \\ & \mathrm{c} \\ & \hline \end{aligned}$ | 10\% | $\begin{aligned} & 16 \% \\ & \mathrm{e} \end{aligned}$ | 11\% | $\begin{aligned} & 17 \% \\ & \hline \end{aligned}$ | 13\% | 9\% | 10\% |
| Strongly disagree | 30\% | 16\% | $\begin{aligned} & 56 \% \\ & \text { B } \end{aligned}$ | 9\% | $\begin{aligned} & 44 \% \\ & D \end{aligned}$ | 8\% | $\begin{aligned} & 26 \% \\ & \mathrm{~F} \end{aligned}$ | 12\% | $\begin{aligned} & 62 \% \\ & \text { FGH } \end{aligned}$ |

Table Base: US RESPONDENTS

