

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,DE,F-I |
| Date Range: | (02/02/24 - 02/06/24) |

Segment Definitions

| | | |
|----------------------|---------------------------------------|--------|
| Total | (ALL) | n=1079 |
| Yes | (QS2S1.r1) | n=704 |
| No | (QS2S1.r2) | n=375 |
| Likely | (QS2Q3.r4 or QS2Q3.r3) | n=397 |
| Not Likely | (QS2Q3.r1 or QS2Q3.r2) | n=644 |
| Fan + Likely | (QS2Q3.r4 or QS2Q3.r3) and (QS2S1.r1) | n=358 |
| Fan + Not Likely | (QS2Q3.r1 or QS2Q3.r2) and (QS2S1.r1) | n=326 |
| Not Fan + Likely | (QS2Q3.r4 or QS2Q3.r3) and (QS2S1.r2) | n=38 |
| Not Fan + Not Likely | (QS2Q3.r1 or QS2Q3.r2) and (QS2S1.r2) | n=318 |

Weighting

| | | |
|-------|---------------------------------|---------------------|
| Total | 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)?

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

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 | Yes B | No C | 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 | N=644 | N=358 | N=326 | N=38 * | N=318 |
| Total (Unweighted) | N=1079 | N=708 | N=371 | N=393 | N=644 | N=349 | N=337 | N=44 * | N=307 |
| Likely (Net) | 37% | 51% C | 10% | 100% E | 0% | 100% GI | 0% | 100% GI | 0% |
| Very likely | 20% | 28% C | 4% | 54% E | 0% | 55% GI | 0% | 43% GI | 0% |
| Somewhat likely | 17% | 23% C | 6% | 46% E | 0% | 45% GI | 0% | 57% GI | 0% |
| Not likely (Net) | 60% | 46% | 85% B | 0% | 100% D | 0% | 100% FH | 0% | 100% FH |
| Not very likely | 17% | 20% C | 13% | 0% | 29% D | 0% | 42% FHI | 0% | 16% FH |
| Not at all likely | 42% | 27% | 72% B | 0% | 71% D | 0% | 58% FH | 0% | 84% FGH |
| 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 | No C | Likely D | Not Likely E | Fan + Likely F | Fan + Not Likely G | Not Fan + Likely H | Not Fan + Not Likely I |
| Total | N=623 | N=516 | N=107 | N=397 | N=188 | N=358 | N=138 | N=38 * | N=50 * |
| Total (Unweighted) | N=635 | N=518 | N=117 | N=393 | N=200 | N=349 | N=147 | N=44 * | N=53 * |
| Less than \$15 | 47% | 47% | 48% | 31% | 75% D | 31% | 83% FHI | 36% | 51% F |
| \$15 to \$34.99 | 24% | 25% | 21% | 28% e | 20% | 29% G | 16% | 16% | 33% G |
| \$35 to \$64.99 | 12% | 12% | 12% | 18% E | 2% | 17% GI | 1% | 28% GI | 3% |
| \$65 to \$84.99 | 7% | 7% | 4% | 10% E | 1% | 11% G | 0% | 7% G | 3% g |
| \$85 to \$99.99 | 3% | 2% | 6% | 3% | 2% | 3% g | 0% | 0% | 8% G |
| \$100 or more | 7% | 7% | 9% | 10% E | 0% | 9% Gi | 0% | 13% Gi | 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 | Yes B | No C | 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 | N=644 | N=358 | N=326 | N=38 * | N=318 |
| Total (Unweighted) | N=1079 | N=708 | N=371 | N=393 | N=644 | N=349 | N=337 | N=44 * | N=307 |
| Agree (Net) | 42% | 52% C | 21% | 76% E | 21% | 77% GHI | 26% I | 61% GI | 15% |
| Strongly agree | 16% | 21% C | 5% | 31% E | 5% | 34% GHI | 7% I | 10% i | 3% |
| Somewhat agree | 26% | 32% C | 16% | 44% E | 15% | 44% GI | 18% i | 52% GI | 12% |
| Disagree (Net) | 58% | 48% | 79% B | 24% | 79% D | 23% | 74% FH | 39% f | 85% FGH |
| Somewhat disagree | 14% | 14% | 15% | 13% | 14% | 12% | 16% | 26% fi | 13% |
| Strongly disagree | 44% | 33% | 64% B | 11% | 65% D | 11% | 59% FH | 12% | 72% FGH |

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 | Yes B | No C | 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 | N=644 | N=358 | N=326 | N=38 * | N=318 |
| Total (Unweighted) | N=1079 | N=708 | N=371 | N=393 | N=644 | N=349 | N=337 | N=44 * | N=307 |
| Agree (Net) | 52% | 64% C | 30% | 70% E | 41% | 72% GHI | 55% I | 49% I | 27% |
| Strongly agree | 21% | 27% C | 11% | 27% E | 18% | 28% hi | 25% I | 11% | 10% |
| Somewhat agree | 31% | 37% C | 19% | 43% E | 24% | 44% GI | 30% I | 38% I | 17% |
| Disagree (Net) | 48% | 36% | 70% B | 30% | 59% D | 28% | 45% F | 51% F | 73% FGH |
| Somewhat disagree | 14% | 15% | 12% | 17% e | 12% | 17% i | 13% | 19% | 10% |
| Strongly disagree | 34% | 21% | 58% B | 13% | 47% D | 11% | 32% F | 33% F | 63% FGH |

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 | Yes B | No C | 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 | N=644 | N=358 | N=326 | N=38 * | N=318 |
| Total (Unweighted) | N=1079 | N=708 | N=371 | N=393 | N=644 | N=349 | N=337 | N=44 * | N=307 |
| Agree (Net) | 25% | 27% c | 21% | 44% E | 12% | 43% GI | 9% | 59% GI | 15% g |
| Strongly agree | 8% | 10% C | 5% | 16% E | 3% | 16% GI | 4% | 22% GI | 3% |
| Somewhat agree | 16% | 17% | 15% | 28% E | 9% | 27% GI | 6% | 38% GI | 12% G |
| Disagree (Net) | 75% | 73% | 79% b | 56% | 88% D | 57% | 91% FHi | 41% | 85% FH |
| Somewhat disagree | 17% | 15% | 20% | 21% E | 15% | 19% G | 11% | 34% Gi | 19% G |
| Strongly disagree | 58% | 58% | 59% | 35% | 73% D | 38% H | 80% FHI | 7% | 66% FH |

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 | Yes B | No C | 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 | N=644 | N=358 | N=326 | N=38 * | N=318 |
| Total (Unweighted) | N=1079 | N=708 | N=371 | N=393 | N=644 | N=349 | N=337 | N=44 * | N=307 |
| Agree (Net) | 56% | 68% C | 34% | 75% E | 45% | 74% GI | 61% I | 78% I | 28% |
| Strongly agree | 26% | 32% C | 14% | 31% E | 21% | 32% I | 31% I | 18% | 12% |
| Somewhat agree | 31% | 37% C | 20% | 44% E | 23% | 42% GI | 30% I | 60% fGI | 16% |
| Disagree (Net) | 44% | 32% | 66% B | 25% | 55% D | 26% | 39% F | 22% | 72% FGH |
| Somewhat disagree | 13% | 15% c | 10% | 16% e | 11% | 17% I | 13% | 9% | 10% |
| Strongly disagree | 30% | 16% | 56% B | 9% | 44% D | 8% | 26% F | 12% | 62% FGH |

Table Base: US RESPONDENTS