

020224 - HOD FLASH (24 HOUR) SURVEY

020224 - HOD FLASH (24 HOUR) SURVEY

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-E
Date Range:	(02/02/24 - 02/06/24)

Segment Definitions

Total	(ALL)	n=1079
Gen Z (18-27)	(Q4007.check('18-27'))	n=176
Millennials (28-42)	(Q4007.check('28-42'))	n=262
Gen X (43-58)	(Q4007.check('43-58'))	n=296
Boomers (59-77)	(Q4007.check('59-77'))	n=314

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)?

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Likely (Net)	76%	69%	83% BE	78% b	75%
Very likely	52%	36%	56% B	60% B	53% B
Somewhat likely	24%	33% DE	27% D	18%	21%
Not Likely (Net)	24%	31% Cd	17%	22%	25% C
Not very likely	8%	13%	7%	8%	8%
Not at all likely	15%	18% C	10%	14%	17% C

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Likely (Net)	37%	45% E	52% DE	39% E	20%
Very likely	20%	19% E	31% BdE	23% E	10%
Somewhat likely	17%	27% DE	21% E	17% E	10%
Not likely (Net)	60%	50%	45%	57% C	78% BCD
Not very likely	17%	21%	14%	15%	20%
Not at all likely	42%	29%	31%	42% BC	57% BCD
Not at all sure	4%	5%	4%	4%	2%

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?

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=623	N=125	N=182	N=171	N=134
Total (Unweighted)	N=635	N=126	N=206	N=183	N=112
Less than \$15	47%	44% C	29%	47% C	73% BCD
\$15 to \$34.99	24%	30% D	28% D	17%	22%
\$35 to \$64.99	12%	13% E	16% E	16% E	3%
\$65 to \$84.99	7%	6% E	10% E	10% E	0%
\$85 to \$99.99	3%	5% D	4% D	0%	2%
\$100 or more	7%	2%	14% BE	9% bE	0%

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	42%	51% E	54% DE	43% E	27%
Strongly agree	16%	18% E	26% DE	15% E	6%
Somewhat agree	26%	33% E	29% e	28% e	21%
Disagree (Net)	58%	49%	46%	57% C	73% BCD
Somewhat disagree	14%	19% d	14%	12%	15%
Strongly disagree	44%	30%	32%	45% BC	58% BCD

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).

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	52%	56% E	64% DE	53% E	43%
Strongly agree	21%	22%	27% E	23%	17%
Somewhat agree	31%	34%	37% E	30%	26%
Disagree (Net)	48%	44%	36%	47% C	57% BCD
Somewhat disagree	14%	21% CE	12%	15%	10%
Strongly disagree	34%	23%	24%	32% bc	47% BCD

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	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	25%	40% DE	37% DE	21% E	8%
Strongly agree	8%	10% E	13% E	9% E	3%
Somewhat agree	16%	30% DE	24% DE	13% E	5%
Disagree (Net)	75%	60%	63%	79% BC	92% BCD
Somewhat disagree	17%	24% dE	21% E	16%	12%
Strongly disagree	58%	36%	42%	63% BC	80% BCD

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).

	Total A	Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
Total	N=1079	N=176	N=262	N=296	N=314
Total (Unweighted)	N=1079	N=174	N=290	N=331	N=263
Agree (Net)	56%	59% E	70% BDE	56% E	46%
Strongly agree	26%	28% E	30% E	29% E	18%
Somewhat agree	31%	31%	40% DE	27%	28%
Disagree (Net)	44%	41% C	30%	44% C	54% BCD
Somewhat disagree	13%	19% e	13%	14%	11%
Strongly disagree	30%	22%	17%	30% C	43% BCD

Table Base: US RESPONDENTS