

SUPER BOWL LV PLANS

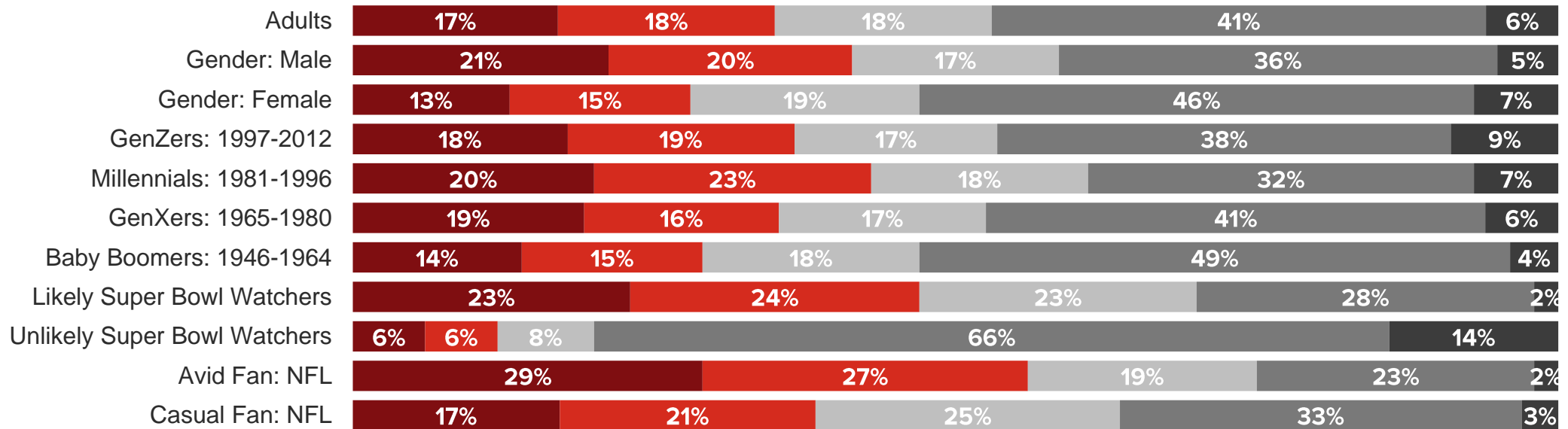
Polling Presentation

JANUARY 2021

Most US adults (53%) say the coronavirus pandemic has had at least some level of impact on their Super Bowl LV game day plans, including 7 in 10 adults who are likely to tune in. Avid NFL fans are most likely to say so compared to other groups (75%).

How much would you say the coronavirus pandemic has impacted your Super Bowl LV game day plans?

- Major impact – I would have very different plans if it weren't for the pandemic
- Moderate impact – I would have somewhat different plans if it weren't for the pandemic
- Minor impact – My plans are mostly the same as they would've been without the pandemic
- No impact – My plans are exactly the same as they would've been without the pandemic
- Don't know / No opinion



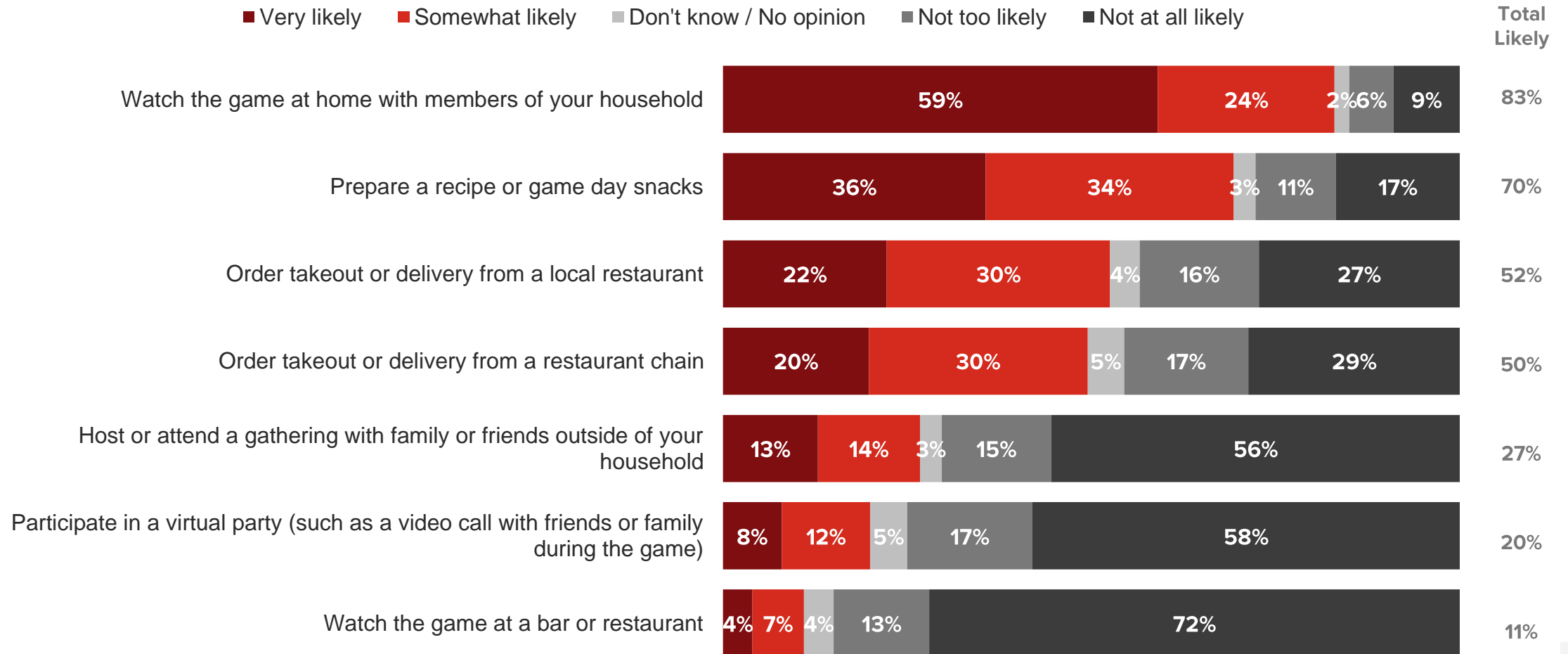
BASE: ALL ADULTS

METHODOLOGY: This poll was conducted between February 3 – February 4, 2021 among a national sample of 2,200 US adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points. Results among likely Super Bowl LV watchers have a margin of error of plus or minus 3 percentage points (n = 1,420).

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A large majority of US adults who plan to tune in say they are likely to watch the game at home with members of their household. Seven in 10 plan to cook game day snacks, while about half say they are likely to order from a local restaurant.

You mentioned you are likely to watch Super Bowl LV this Sunday. How likely are you to...

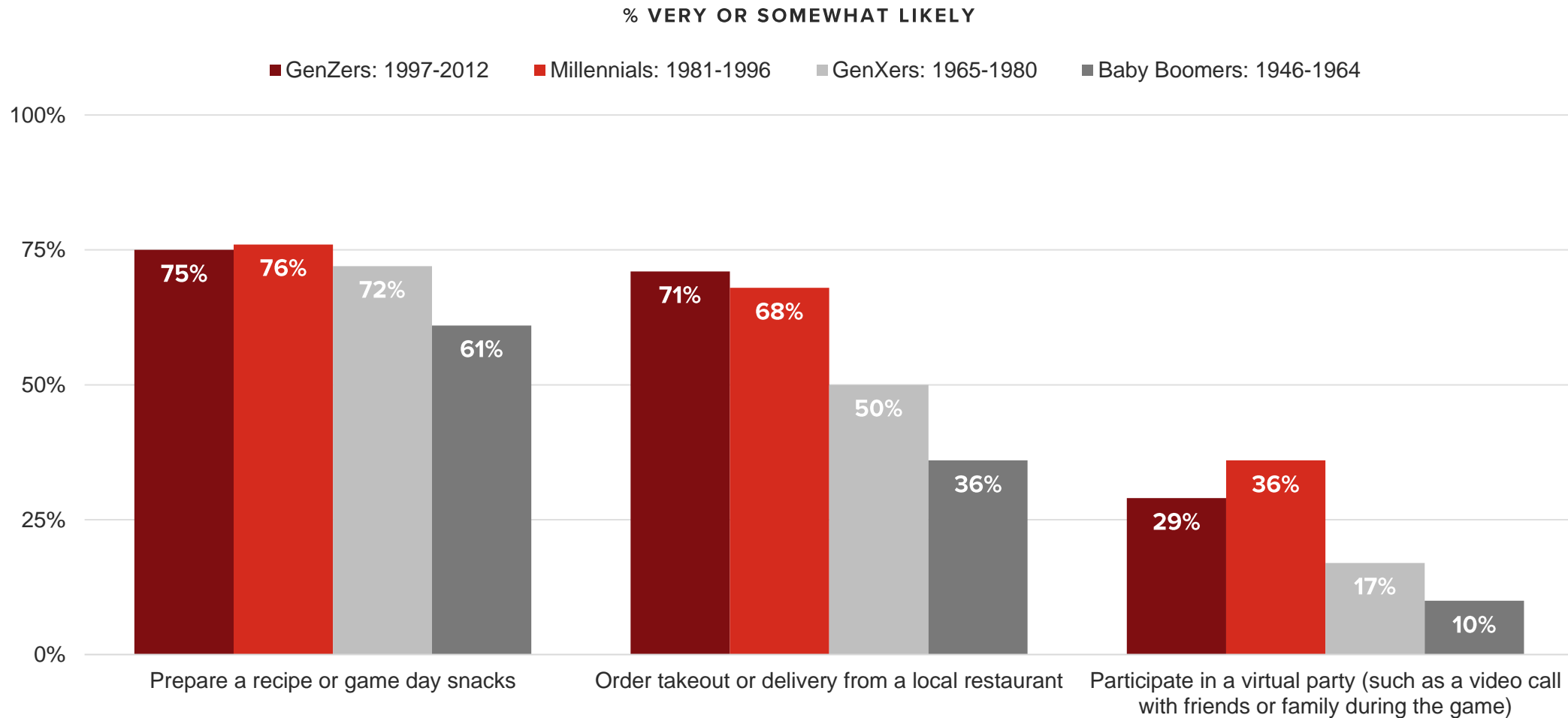


BASE: LIKELY SUPER BOWL LV WATCHERS

SUPER BOWL LV PLANS

Younger fans are more likely than their older counterparts to say they have plans to prepare game day snacks, order from a local restaurant, and to participate in a virtual party.

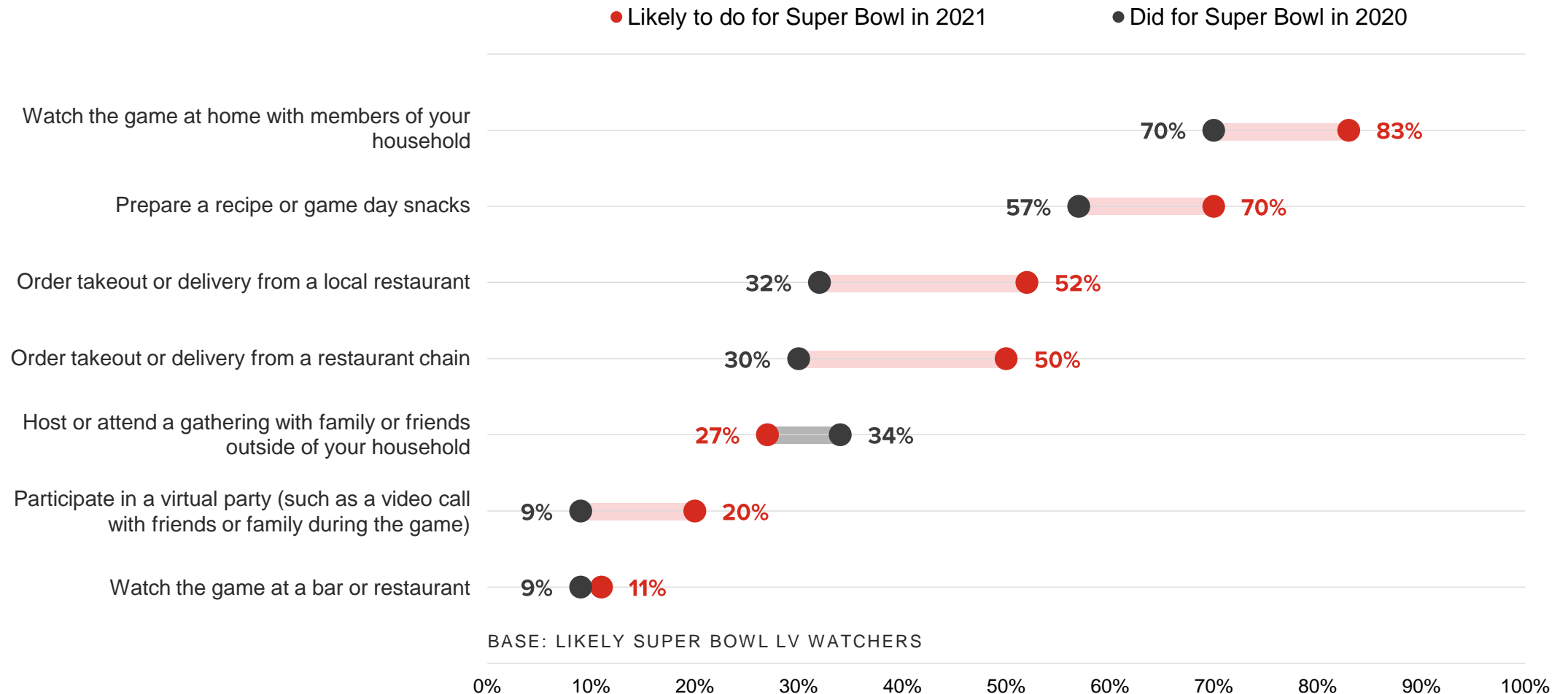
You mentioned you are likely to watch Super Bowl LV this Sunday. How likely are you to...



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About 1 in 3 likely Super Bowl LV watchers say they ordered from a local restaurant for the big game in 2020, while 52% are likely to do so this year. About a third say they hosted or attended a gathering for the game in 2020 (34%), while just about a quarter say they are likely to do so this year (27%).

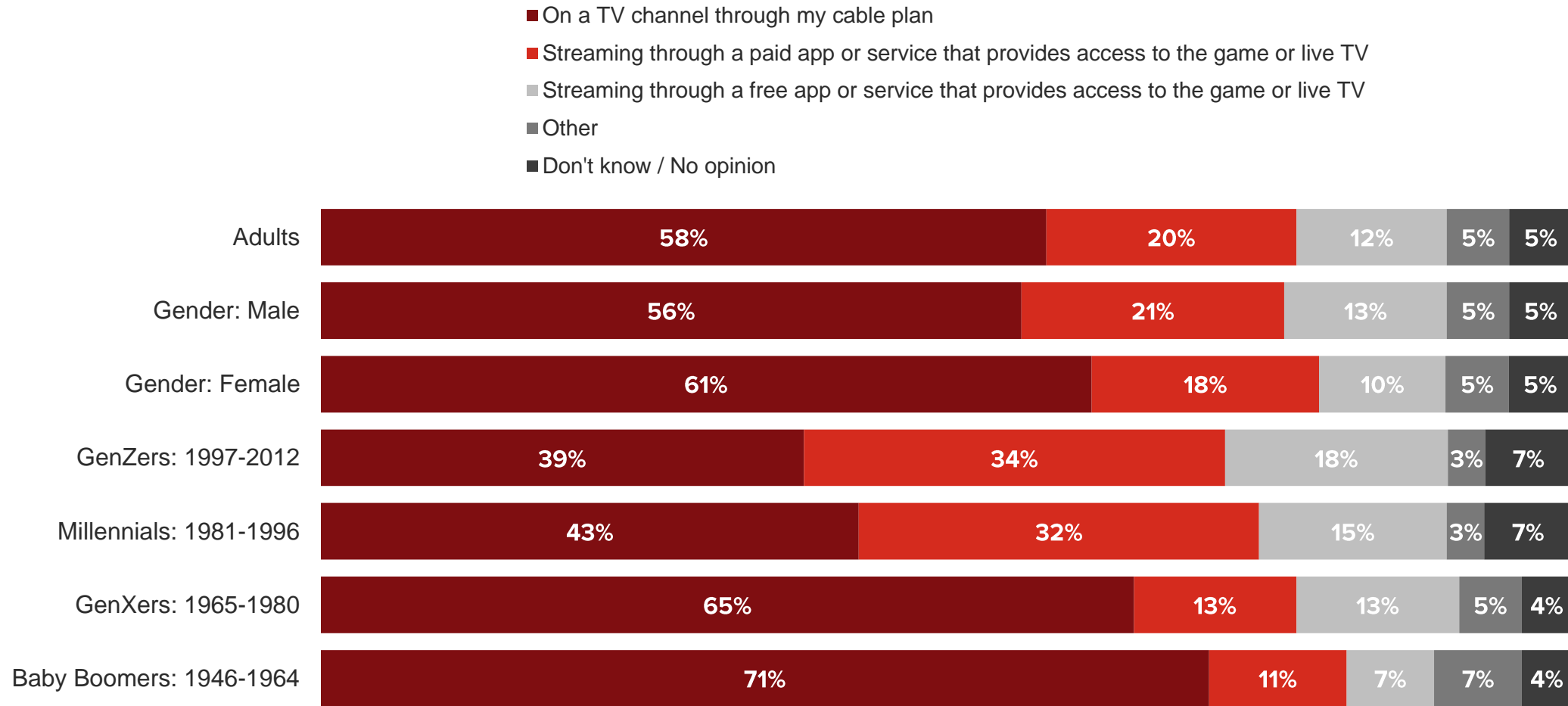
And, thinking about last year's Super Bowl in February 2020, did you...



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Most likely watchers say they plan to watch Super Bowl LV on a cable TV channel (58%), while 1 in 3 plan to stream the game (32%). Gen Zers and millennials are more likely to say they plan to stream the game than watch it on a cable TV channel.

How do you plan to watch Super Bowl LV this Sunday?

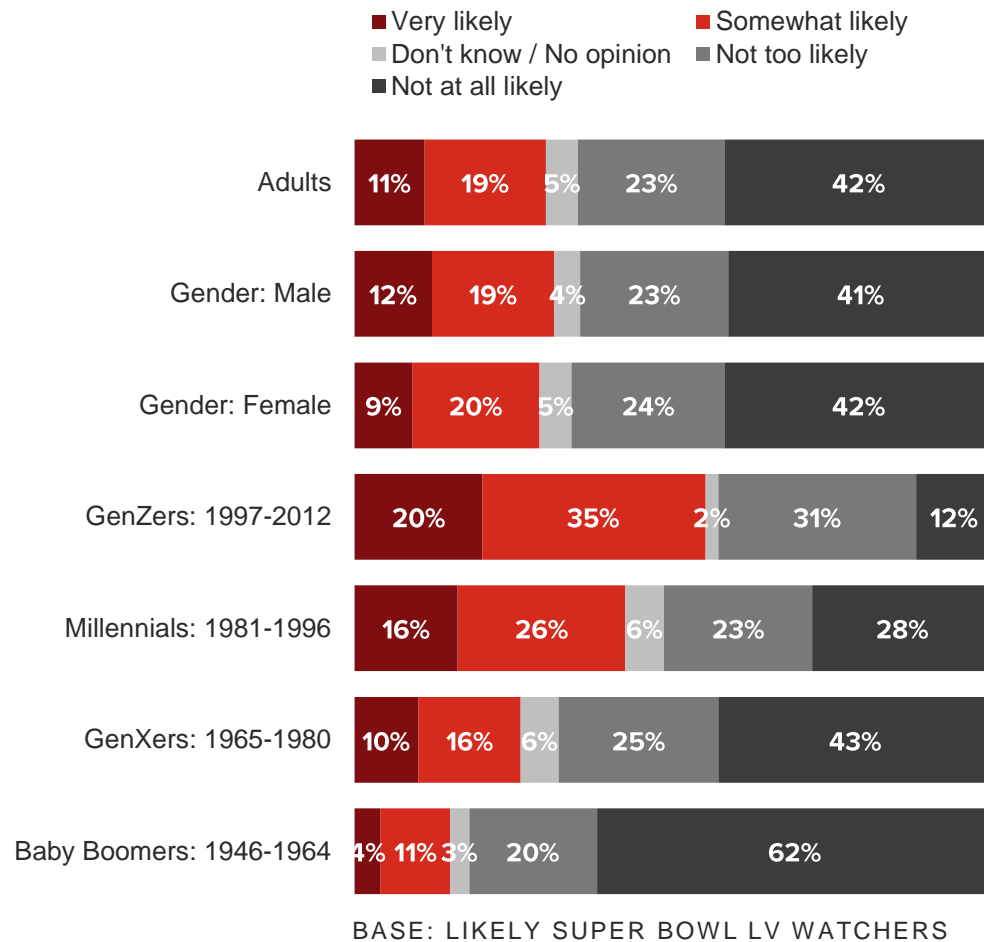


BASE: LIKELY SUPER BOWL LV WATCHERS

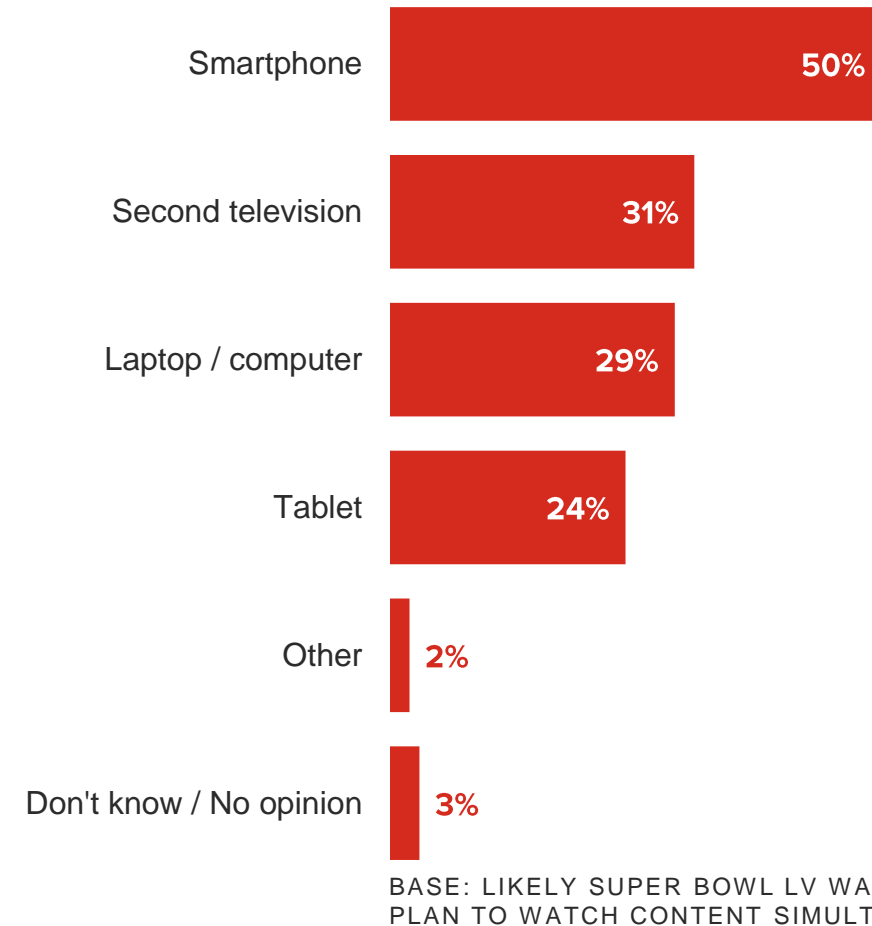
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Nearly 1 in 3 adults who plan to tune in to the game say they're likely to watch or stream other content simultaneously, including 55% of Gen Zers and 42% of millennials. Among them, half will be using a smartphone.

While you're watching Super Bowl LV, how likely are you to watch or stream other shows or content simultaneously?



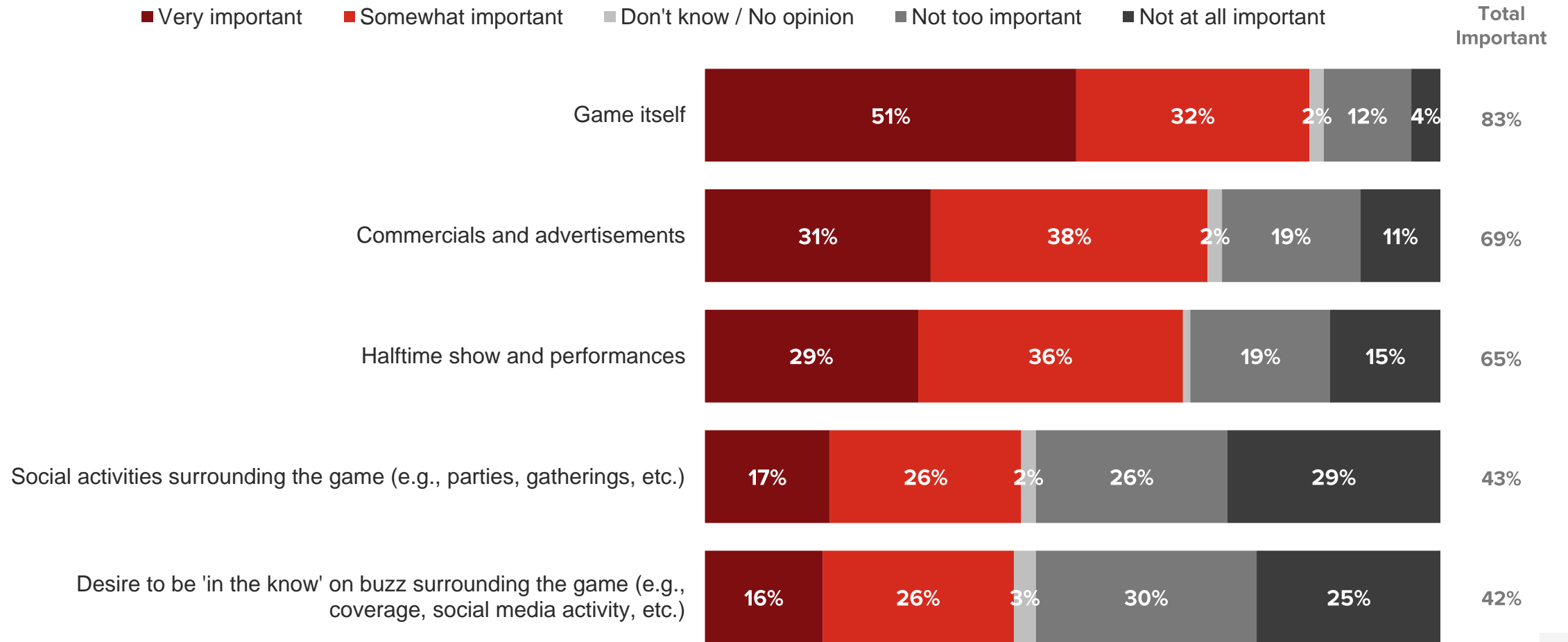
Which device(s) do you plan to use for this? Select all that apply.



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The game itself emerges as the most important reason that fans are tuning in (83%), followed by commercials (69%) and halftime show performances (65%).

How important are the following to you as reasons to watch Super Bowl LV?

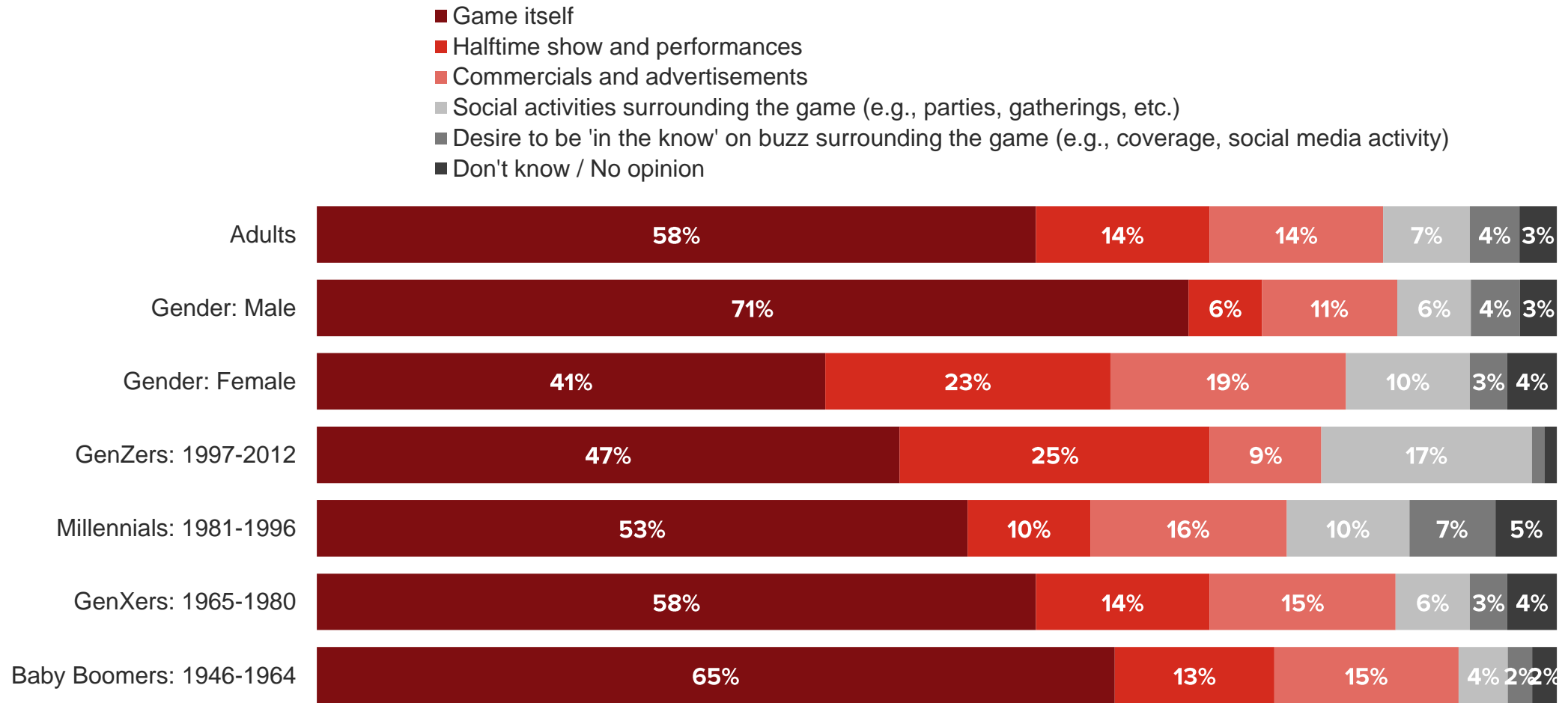


BASE: LIKELY SUPER BOWL LV WATCHERS

SUPER BOWL LV PLANS

This holds true when fans are asked to select their one *top* reason for tuning in. Gen Zers and women are more likely to cite halftime show performances as their top reason compared to other demographic groups.

And, which of these is **most important** to you as a reason to watch Super Bowl LV? Please select one.



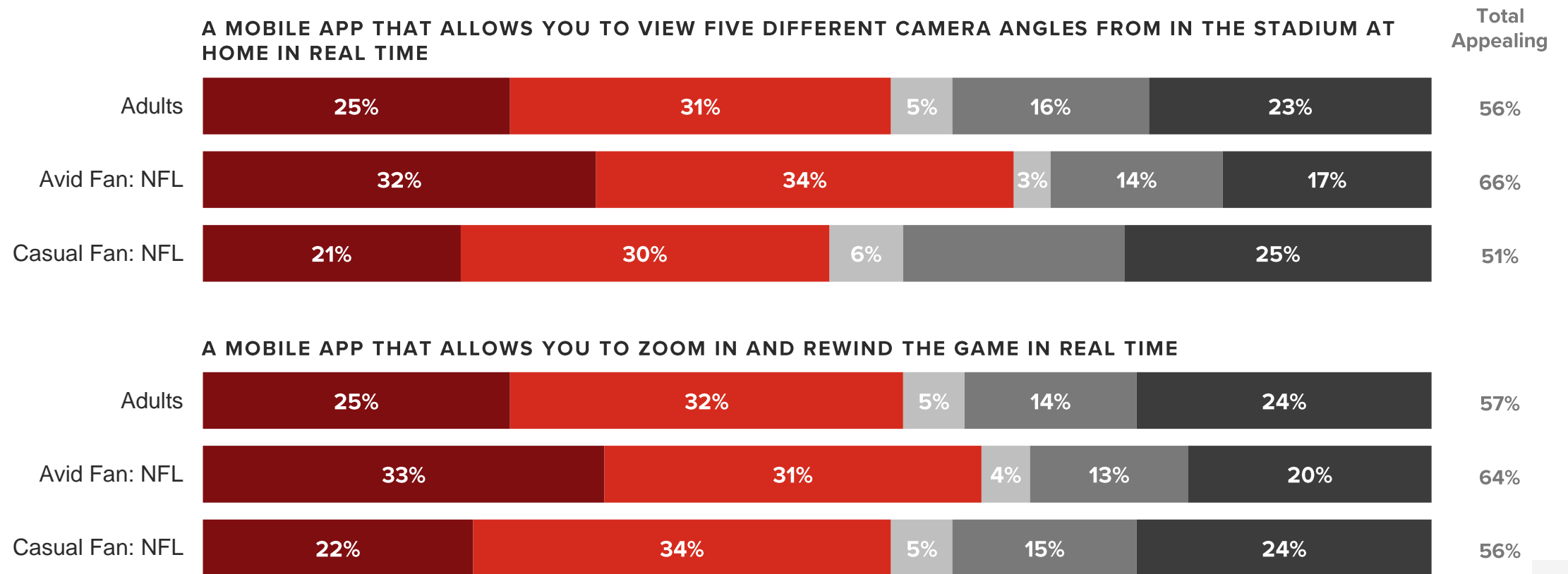
BASE: LIKELY SUPER BOWL LV WATCHERS

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Most likely Super Bowl LV watchers say that a mobile app allowing them to view five different camera angles at home in real time (56%) and zoom in and rewind the game in real time (57%) sound appealing – including nearly 2 in 3 avid NFL fans.

As you may know, the following are available to some consumers to enhance the viewing experience for Super Bowl LV. How appealing does each of these sound to you?

Very appealing Somewhat appealing Don't know / No opinion Not too appealing Not at all appealing



BASE: LIKELY SUPER BOWL LV WATCHERS

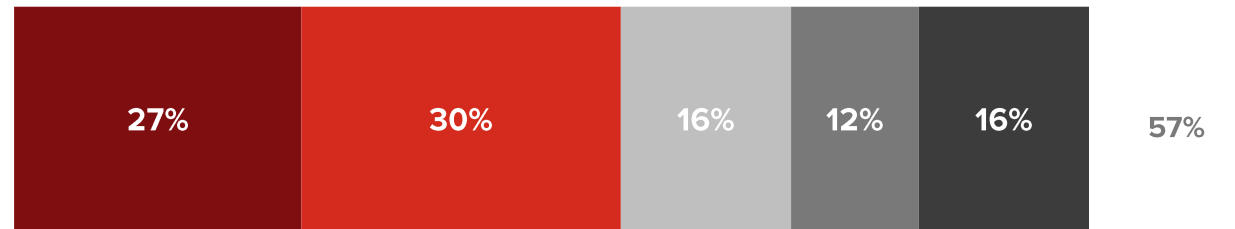
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Most consumers say that fast home internet for sports and entertainment has become more important to them during the pandemic (57%). Half of adults agree that having 5G at stadiums and venues will transform the live event experience for fans when in-person entertainment is possible again (49%).

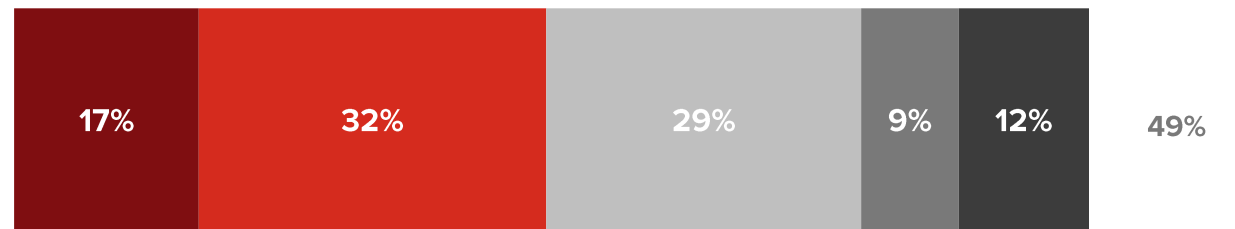
Do you agree or disagree with the following statements?

■ Strongly agree
 ■ Somewhat agree
 ■ Don't know / No opinion
 ■ Somewhat disagree
 ■ Strongly disagree
 Total Agree

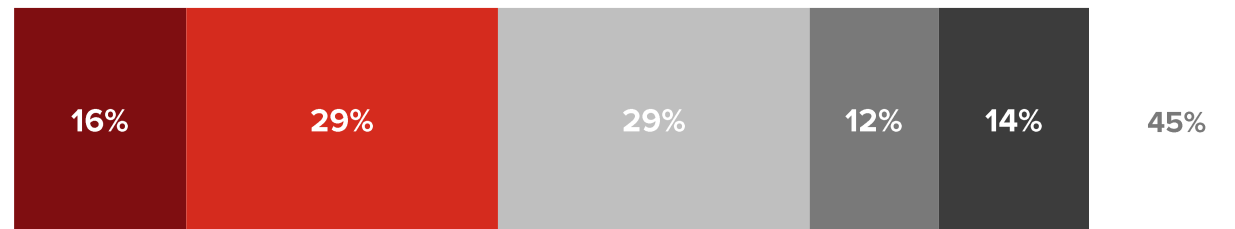
Having fast home internet for sports and entertainment has become more important to me amid the coronavirus pandemic.



Having 5G at stadiums and venues will transform the live event experience for fans when in-person entertainment is possible again.



The immersive experiences that 5G is supporting help fill the void created by social distancing and the lack of in-person entertainment amid the coronavirus pandemic.

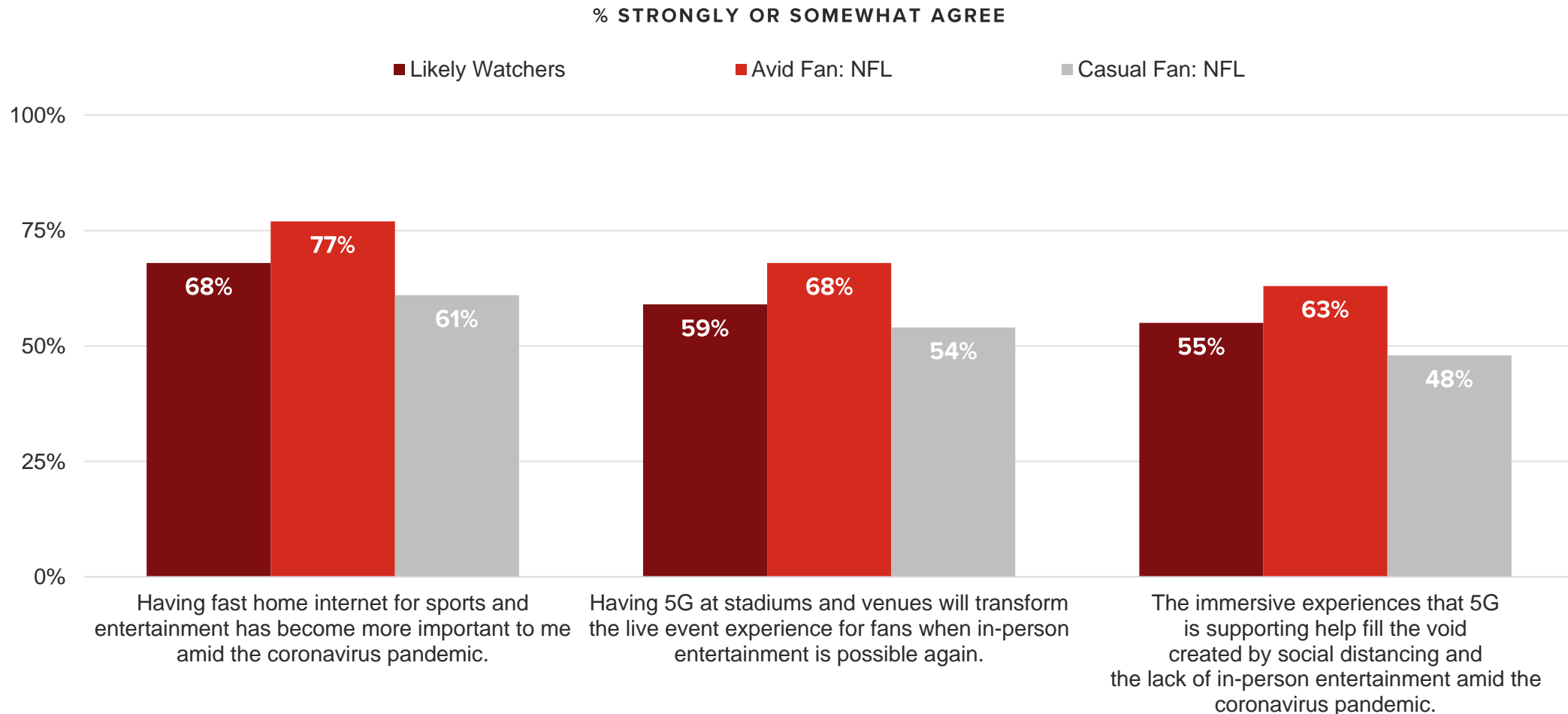


BASE: ALL ADULTS

SUPER BOWL LV PLANS

Adults who are likely to tune into Super Bowl LV and NFL fans are especially likely to agree that 5G will transform the live event experience for fans and that it is helping to fill the current void created by social distancing and lack of in-person entertainment.

Do you agree or disagree with the following statements?





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