THE KNOWLEDGE NETWORKS-ASSOCIATED PRESS
NFL SURVEY
CONDUCTED BY KNOWLEDGE NETWORKS
January 28, 2011

NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.

NFL1. Do you think television shows, in general, are getting better or getting worse?

Getting better	11
Getting worse	57
Staying about the same	32
Refused / Not Answered	0

NFL2. Thinking about the types of programs on television, do you think there is too much, not enough, or about the right amount of each of the following?

[RANDOMIZE STATEMENTS]

	Too much	Right amount	Not enough	Refused / Not Answered
Crime shows	42	51	7	0
Sitcoms	28	53	19	1
Reality TV shows	77	19	4	0
Dramas	25	61	14	0
Talk shows	62	35	3	0
News programs	27	63	10	1
Game shows	36	55	9	0
Sports	36	55	9	0

NFL3. What is your favorite sport to watch?

[RANDOMIZE RESPONSES 1-6]

Football	41
Baseball	13
Basketball	12
Ice Hockey	2
Soccer	6
Auto racing	7
Other [SPECIFY]	18
Refused / Not Answered	2

NFL4. Do you consider yourself a fan of professional football, or not?

Yes	43
No	57
Refused / Not Answered	0

NFL5. Would you say your interest in professional football has increased, decreased, or stayed about the same over the past five or so years?

	Total	NFL Fans
Increased	21	34
Decreased	18	15
Stayed about the same	61	51
Refused / Not Answered	0	0

NFL6. Thinking about a typical week during the National Football League (NFL) regular season, how many games do you usually watch?

	Total	NFL Fans
One game	21	26
Two games	16	22
Three games	9	17
Four games	5	10
More than four games	10	19
None	37	5
Refused / Not Answered	1	1

NFL7. Are NFL players' salaries too (high), too (low), or about right?

[RANDOMIZE WORDS IN PARENTHESES AND RESPONSES 1-2]

	Total	NFL Fans
Too high	72	64
Too low	2	2
About right	24	34
Refused / Not Answered	2	0

NFL8. Overall, would you say the NFL has become (more) dangerous for the players, (less) dangerous for the players, or stayed about the same over the past five or so years?

[RANDOMIZE WORDS IN PARENTHESES AND RESPONSES 1-2]

	Total	NFL Fans
More dangerous	33	37
Less dangerous	12	17
Stayed about the same	53	45
Refused / Not Answered	2	0

NFL9. Do you think the NFL is doing too (little), too (much) or is doing about the right amount to prevent concussions and head injuries among NFL players?

[RANDOMIZE WORDS IN PARENTHESES AND RESPONSES 1-2]

	Total	NFL Fans
Too little	34	30
Too much	7	11
About the right amount	57	59
Refused / Not Answered	2	0

NFL10. How much have you heard about the labor dispute between NFL players and owners?

	Total	NFL Fans
A great deal	2	3
A lot	4	8
A moderate amount	14	24
Only a little	27	33
Nothing at all	53	31
Refused / Not Answered	0	0

NFL11. Here are some proposals which are being discussed by the NFL owners and players. For each, please select if you favor or oppose that proposal.

[RANDOMIZE STATEMENTS]

		Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat oppose	Strongly oppose	Refused / Not Answered
Making two pre-season games into regular season games, thereby extending the season from 16 to 18 games	Total	10	17	53	8	9	3
	NFL fans	18	27	34	12	9	0
Placing limits on the amount of money rookie players can earn	Total	21	21	43	7	4	3
	NFL fans	26	27	31	11	4	0
Increasing the number of roster spots on each team, which would help clubs cope with injuries	Total	13	29	48	4	3	3
	NFL fans	21	40	32	4	2	1
Reducing the number of offseason workouts in which players are required to participate	Total	4	10	59	15	9	3
	NFL fans	3	12	49	24	11	1
Reducing the share of league revenue dedicated to player salaries	Total	10	16	55	10	6	3
	NFL fans	9	20	45	16	9	0

NFL12. In thinking about the labor dispute between NFL owners and players, are your sympathies more with (the owners) or more with (the players' union)?

[RANDOMIZE WORDS IN PARENTHESES AND RESPONSES 1-2]

	Total	NFL Fans
Owners	8	11
Players union	16	25
Neither	76	64
Refused / Not Answered	1	0

DEMOGRAPHICS

AGE

	Total	NFL Fans
18-29	22	23
30-44	26	27
45-65	38	39
66+	14	11

GENDER

	Total	NFL Fans
Male	48	59
Female	52	41

EDUCATION

	Total	NFL Fans
Less than high school	13	11
High school	32	29
Some college	28	31
Bachelors degree or higher	27	29

RACE / ETHNICITY

	Total	NFL Fans
White, Non-Hispanic	68	64
Black, Non-Hispanic	11	16
Other, Non-Hispanic	6	5
Hispanic	14	15
2+ Races, Non-Hispanic	1	1

CENSUS REGION

	Total	NFL Fans
Northeast	19	20
Midwest	22	26
South	37	34
West	23	19

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at http://www.knowledgenetworks.com/ganp/reviewer-info.html.

ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia – uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel®. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit www.knowledgenetworks.com.