

Passions & Sports Survey

Topline Findings

Date: January 31, 2018

NFL games watched compared to a year ago	
More games	20%
Less games	22%
About the same number	34%
Don't watch/Not interested in NFL	25%

Q: Thinking about the NFL overall this season, compared to other years did you watch more games, less games, or about the same number of games? **(ALLOW ONE RESPONSE)**

Main reasons watching fewer games	
Less free time/takes too much time	35%
Watched more/prefer college football games	13%
Political issues/players kneeling for the national	43%
Professional game is boring	7%
The NFL is too violent/injuries/concussions	7%
Too many changes to NFL rules	7%
Other (specify)	9%

Q: What are the main reasons you watched fewer or no NFL games this season? **(ALLOW UP TO THREE RESPONSES)**

Changes Discussed	Favor	Oppose
Eliminating full contact drills during football practice sessions	35%	35%
Eliminating all kick-offs and punts	13%	69%
Eliminating the use of helmets so that players would be more aware	15%	71%
Eliminating tackle football completely and replacing with flag	15%	68%

Q: As you may or may not know, medical professionals have discussed several significant changes to professional football to reduce the potential for head and neck injuries. Below is a list of some of the changes being discussed. For each one, please indicate if you favor or oppose this change. **(IF OPPOSED TO ONE OR MORE OF THESE CHANGES – NEXT Q)**

Likely to watch NFL WITH changes made (reduced base)	
More likely to watch	26%
Less likely to watch	48%
Not sure	26%

Q: And, if any of the changes mentioned in the previous question were made would you be more or less likely to watch NFL games?

Do you have children/grandchildren under 18	
Yes	51%
No	49%

Q: Next, do you have children or grandchildren under the age of 18?

Overall Response – Males & Females

Preference in child activity	More likely	Less Likely	About the same
Football	40%	29%	32%

Mothers & Grandmothers Response

Preference in child activity (reduced base)	More likely	Less Likely	About the same
Football	39%	28%	33%

Q: Compared to five years ago, would you be more likely, less likely, or have about the same preference for a child or grandchild playing football?

Overall Response – Males & Females

Extracurricular activity pairs (reduced base)			
Football	59%	41%	Band

Mothers & Grandmothers Response

Extracurricular activity pairs (reduced base)			
Football	54%	46%	Band

Q: Below is a list of possible choices parents and grandparents make with their children/grandchildren about participating in extracurricular school or community activities. For each pair listed below, *if given these choices* would you prefer that your child/grandchild participate in each? Please select one per row.

Likely to watch child or pro (reduced base)	
Professional or college game	12%
Child/grandchild's game	78%
Not sure	10%

Q: Next, imagine a professional or college sporting event that you would like to see on television or in person, but the game conflicted with a youth sporting event that your child or grandchild was scheduled to play at the same time . . . would you choose to go the professional or college game, or your child or grandchild's game **(ROTATE)?**

FUN FACTS:

Plan to watch Super Bowl	
Yes	70%
No	30%

Q: Next, turning to the NFL and this year's Super Bowl do you plan to watch Super Bowl LII on February 4th?

Prefer to see win	
Philadelphia Eagles	59%
New England Patriots	41%

Q: Would you prefer to see the Philadelphia Eagles win or the New England Patriots (**ROTATE**)?

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