

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2346 adults. Fieldwork was undertaken between 20th - 21st September 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	2346	1071	1275	614	838	894
Base: All US adults	2346	1142	1204	717	803	826
Not at all interested	41%	34%	47%	37%	39%	46%
A little bit interested	17%	16%	19%	20%	17%	15%
Somewhat interested	22%	25%	19%	23%	21%	23%
This is one of my TOP interests	17%	22%	11%	13%	21%	15%
Don't know	3%	2%	4%	7%	3%	-

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1314	687	627	337	491	486
Base: All US adults interested in the NFL	1317	729	588	403	471	443
The quarterback	22%	22%	22%	17%	24%	25%
Defensive/Offensive linemen	13%	13%	13%	15%	13%	12%
Tight ends	3%	3%	2%	5%	2%	2%
Wide receivers	12%	15%	9%	11%	11%	16%
Running backs	15%	19%	10%	13%	16%	16%
Linebackers	3%	3%	3%	5%	1%	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	4%	3%	7%	3%	2%
Kickers	2%	3%	2%	4%	2%	2%
Other	1%	0%	1%	1%	0%	-
Don't know / not sure	12%	8%	18%	14%	11%	13%
No position is more vulnerable than another	12%	9%	16%	8%	17%	11%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1314	687	627	337	491	486
Base: All US adults interested in the NFL	1317	729	588	403	471	443

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Region				
	Northeast	Midwest	South	West	White

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

	Total	Northeast	Midwest	South	West	White
Unweighted base	2346	426	528	820	572	1691
Base: All US adults	2346	423	497	878	548	1590
Not at all interested	41%	39%	40%	41%	44%	44%
A little bit interested	17%	16%	16%	18%	18%	17%
Somewhat interested	22%	21%	26%	20%	22%	22%
This is one of my TOP interests	17%	20%	15%	17%	15%	16%
Don't know	3%	4%	3%	3%	2%	2%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

	Total	Northeast	Midwest	South	West	White
Unweighted base	1314	238	304	457	315	915
Base: All US adults interested in the NFL	1317	241	286	490	300	857
The quarterback	22%	25%	19%	23%	22%	22%
Defensive/Offensive linemen	13%	15%	12%	14%	12%	13%
Tight ends	3%	5%	3%	2%	3%	2%
Wide receivers	12%	14%	19%	10%	9%	13%
Running backs	15%	14%	13%	16%	17%	16%
Linebackers	3%	1%	2%	4%	3%	3%
Defensive backs (e.g., cornerbacks and safeties)	4%	5%	2%	4%	5%	3%
Kickers	2%	1%	2%	3%	3%	3%
Other	1%	0%	-	1%	0%	1%
Don't know / not sure	12%	10%	15%	12%	14%	12%
No position is more vulnerable than another	12%	11%	12%	12%	13%	13%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

	Total	Northeast	Midwest	South	West	White
Unweighted base	1314	238	304	457	315	915
Base: All US adults interested in the NFL	1317	241	286	490	300	857

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Race			Educ.	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	273	227	155	853	795
Base: All US adults	2346	274	337	145	1017	727
Not at all interested	41%	27%	38%	38%	42%	41%
A little bit interested	17%	21%	18%	21%	15%	18%
Somewhat interested	22%	24%	21%	26%	22%	22%
This is one of my TOP interests	17%	23%	17%	12%	17%	17%
Don't know	3%	5%	5%	3%	5%	2%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	185	126	88	451	457
Base: All US adults interested in the NFL	1317	185	190	85	548	414
The quarterback	22%	24%	21%	19%	23%	23%
Defensive/Offensive linemen	13%	12%	14%	15%	12%	13%
Tight ends	3%	3%	4%	5%	2%	4%
Wide receivers	12%	13%	12%	10%	12%	12%
Running backs	15%	17%	11%	12%	13%	15%
Linebackers	3%	2%	5%	1%	2%	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	4%	8%	6%	5%	3%
Kickers	2%	1%	3%	4%	4%	1%
Other	1%	-	1%	-	1%	0%
Don't know / not sure	12%	14%	10%	17%	12%	13%
No position is more vulnerable than another	12%	10%	12%	11%	15%	13%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	185	126	88	451	457
Base: All US adults interested in the NFL	1317	185	190	85	548	414

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	2346	448	250	1121	38	256
Base: All US adults	2346	388	214	1072	39	241
Not at all interested	41%	39%	41%	40%	38%	47%
A little bit interested	17%	20%	22%	16%	19%	17%
Somewhat interested	22%	24%	19%	24%	27%	19%
This is one of my TOP interests	17%	16%	17%	18%	16%	16%
Don't know	3%	1%	1%	2%	-	2%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	1314	263	143	658	25	132
Base: All US adults interested in the NFL	1317	232	124	624	25	124
The quarterback	22%	18%	22%	22%	38%	23%
Defensive/Offensive linemen	13%	17%	12%	14%	7%	13%
Tight ends	3%	4%	2%	2%	4%	3%
Wide receivers	12%	12%	16%	12%	5%	13%
Running backs	15%	17%	21%	16%	4%	12%
Linebackers	3%	5%	5%	4%	-	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	4%	3%	3%	4%	3%
Kickers	2%	1%	4%	3%	-	1%
Other	1%	1%	1%	1%	-	1%
Don't know / not sure	12%	14%	11%	13%	25%	13%
No position is more vulnerable than another	12%	8%	4%	12%	12%	16%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	1314	263	143	658	25	132
Base: All US adults interested in the NFL	1317	232	124	624	25	124

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	117	731	83	603	1743
Base: All US adults	2346	112	796	86	604	1742
Not at all interested	41%	49%	40%	40%	33%	44%
A little bit interested	17%	21%	18%	20%	19%	17%
Somewhat interested	22%	20%	20%	26%	25%	21%
This is one of my TOP interests	17%	10%	16%	13%	19%	16%
Don't know	3%	-	5%	1%	4%	3%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	61	391	47	378	936
Base: All US adults interested in the NFL	1317	57	436	51	379	938
The quarterback	22%	32%	21%	15%	23%	22%
Defensive/Offensive linemen	13%	7%	13%	16%	13%	13%
Tight ends	3%	-	4%	3%	4%	2%
Wide receivers	12%	18%	11%	17%	9%	13%
Running backs	15%	14%	16%	16%	13%	16%
Linebackers	3%	1%	2%	3%	4%	3%
Defensive backs (e.g., cornerbacks and safeties)	4%	-	6%	4%	4%	4%
Kickers	2%	3%	3%	4%	3%	2%
Other	1%	-	0%	-	1%	0%
Don't know / not sure	12%	15%	11%	11%	15%	12%
No position is more vulnerable than another	12%	10%	11%	12%	11%	12%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	61	391	47	378	936
Base: All US adults interested in the NFL	1317	57	436	51	379	938

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	815	684	500	347	1874
Base: All US adults	2346	854	678	463	352	1864
Not at all interested	41%	43%	39%	38%	43%	40%
A little bit interested	17%	17%	17%	19%	16%	18%
Somewhat interested	22%	21%	24%	22%	20%	22%
This is one of my TOP interests	17%	15%	19%	20%	12%	17%
Don't know	3%	4%	1%	1%	8%	3%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	438	405	303	168	1077
Base: All US adults interested in the NFL	1317	457	405	283	171	1072
The quarterback	22%	25%	22%	22%	16%	22%
Defensive/Offensive linemen	13%	12%	13%	13%	16%	14%
Tight ends	3%	3%	3%	3%	2%	3%
Wide receivers	12%	13%	11%	15%	11%	12%
Running backs	15%	11%	16%	21%	14%	15%
Linebackers	3%	2%	4%	3%	3%	3%
Defensive backs (e.g., cornerbacks and safeties)	4%	4%	5%	4%	1%	4%
Kickers	2%	3%	3%	2%	2%	3%
Other	1%	0%	1%	0%	1%	1%
Don't know / not sure	12%	12%	11%	11%	21%	12%
No position is more vulnerable than another	12%	14%	13%	7%	14%	13%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	438	405	303	168	1077
Base: All US adults interested in the NFL	1317	457	405	283	171	1072

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	2346	859	677	647	170	668
Base: All US adults	2346	847	620	662	174	638
Not at all interested	41%	38%	36%	37%	34%	44%
A little bit interested	17%	18%	20%	20%	25%	19%
Somewhat interested	22%	21%	24%	22%	16%	21%
This is one of my TOP interests	17%	21%	19%	19%	23%	14%
Don't know	3%	2%	1%	2%	1%	2%

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	1314	520	420	392	110	357
Base: All US adults interested in the NFL	1317	513	390	403	112	342
The quarterback	22%	22%	22%	22%	18%	20%
Defensive/Offensive linemen	13%	15%	16%	16%	16%	17%
Tight ends	3%	2%	1%	2%	1%	2%
Wide receivers	12%	11%	13%	11%	10%	9%
Running backs	15%	16%	17%	14%	15%	13%
Linebackers	3%	3%	4%	3%	4%	4%
Defensive backs (e.g., cornerbacks and safeties)	4%	5%	5%	7%	5%	3%
Kickers	2%	3%	2%	4%	4%	2%
Other	1%	0%	1%	1%	-	2%
Don't know / not sure	12%	11%	10%	12%	11%	15%
No position is more vulnerable than another	12%	12%	10%	9%	15%	14%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	1314	520	420	392	110	357
Base: All US adults interested in the NFL	1317	513	390	403	112	342

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	218	768	4	421	58
Base: All US adults	2346	217	786	4	452	57
Not at all interested	41%	46%	40%	28%	38%	28%
A little bit interested	17%	17%	20%	26%	19%	27%
Somewhat interested	22%	17%	20%	-	22%	17%
This is one of my TOP interests	17%	18%	17%	46%	18%	27%
Don't know	3%	3%	3%	-	3%	-

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	112	433	3	245	41
Base: All US adults interested in the NFL	1317	111	444	3	265	41
The quarterback	22%	24%	20%	-	17%	22%
Defensive/Offensive linemen	13%	13%	17%	100%	18%	16%
Tight ends	3%	1%	2%	-	2%	8%
Wide receivers	12%	13%	10%	-	11%	7%
Running backs	15%	13%	15%	-	16%	13%
Linebackers	3%	2%	5%	-	4%	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	7%	5%	-	7%	7%
Kickers	2%	1%	2%	-	2%	2%
Other	1%	2%	1%	-	1%	-
Don't know / not sure	12%	15%	11%	-	10%	11%
No position is more vulnerable than another	12%	10%	12%	-	10%	12%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	112	433	3	245	41
Base: All US adults interested in the NFL	1317	111	444	3	265	41

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NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total				NFL Interest	
	Other	Don't know	None	A little bit interested	Somewhat interested

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	35	12	274	415	513
Base: All US adults	2346	36	14	274	409	517
Not at all interested	41%	49%	11%	44%	-	-
A little bit interested	17%	14%	11%	14%	100%	-
Somewhat interested	22%	16%	59%	20%	-	100%
This is one of my TOP interests	17%	21%	-	17%	-	-
Don't know	3%	-	19%	5%	-	-

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	18	8	136	415	513
Base: All US adults interested in the NFL	1317	18	10	139	409	517
The quarterback	22%	6%	8%	29%	20%	22%
Defensive/Offensive linemen	13%	19%	29%	7%	14%	11%
Tight ends	3%	-	15%	4%	1%	5%
Wide receivers	12%	5%	-	19%	12%	11%
Running backs	15%	34%	30%	14%	11%	15%
Linebackers	3%	-	-	3%	4%	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	7%	-	1%	4%	5%
Kickers	2%	7%	-	-	3%	3%
Other	1%	-	-	-	0%	1%
Don't know / not sure	12%	16%	8%	13%	19%	13%
No position is more vulnerable than another	12%	5%	10%	10%	13%	13%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	18	8	136	415	513
Base: All US adults interested in the NFL	1317	18	10	139	409	517

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	This is one of my TOP interests	Most Vulnerable Body Part			
		The head	Upper body	Lower body	All body parts

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	386	451	79	444	253
Base: All US adults	2346	391	443	81	440	259
Not at all interested	41%	-	-	-	-	-
A little bit interested	17%	-	33%	42%	26%	30%
Somewhat interested	22%	-	39%	34%	38%	43%
This is one of my TOP interests	17%	100%	28%	24%	36%	27%
Don't know	3%	-	-	-	-	-

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	386	451	79	444	253
Base: All US adults interested in the NFL	1317	391	443	81	440	259
The quarterback	22%	25%	26%	22%	20%	23%
Defensive/Offensive linemen	13%	16%	14%	14%	17%	11%
Tight ends	3%	3%	2%	5%	3%	2%
Wide receivers	12%	14%	12%	9%	15%	13%
Running backs	15%	19%	12%	19%	24%	11%
Linebackers	3%	3%	4%	5%	2%	2%
Defensive backs (e.g., cornerbacks and safeties)	4%	3%	4%	13%	3%	3%
Kickers	2%	1%	2%	2%	3%	1%
Other	1%	0%	0%	-	0%	1%
Don't know / not sure	12%	5%	15%	8%	7%	11%
No position is more vulnerable than another	12%	10%	9%	3%	6%	24%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	386	451	79	444	253
Base: All US adults interested in the NFL	1317	391	443	81	440	259

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total		
	No body parts	Don't know

NFL_screener. How interested, or not, are you in the NFL (for example - watch on TV, listen on the radio, attend in-person, follow on internet or social media)?

Unweighted base	2346	14	73
Base: All US adults	2346	18	76
Not at all interested	41%	-	-
A little bit interested	17%	25%	43%
Somewhat interested	22%	41%	38%
This is one of my TOP interests	17%	33%	19%
Don't know	3%	-	-

HYN_q1. Which ONE, if any, of the following football positions do you think is the MOST vulnerable to injury?

Unweighted base	1314	14	73
Base: All US adults interested in the NFL	1317	18	76
The quarterback	22%	6%	12%
Defensive/Offensive linemen	13%	-	-
Tight ends	3%	8%	4%
Wide receivers	12%	8%	3%
Running backs	15%	-	1%
Linebackers	3%	-	-
Defensive backs (e.g., cornerbacks and safeties)	4%	7%	3%
Kickers	2%	23%	1%
Other	1%	-	-
Don't know / not sure	12%	-	47%
No position is more vulnerable than another	12%	47%	28%

HYN_q2. Which ONE, if any, of the following body parts do you think is the MOST vulnerable to injury in football?

Unweighted base	1314	14	73
Base: All US adults interested in the NFL	1317	18	76

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
The head area (e.g., head, neck, brain, etc.)	34%	30%	39%	31%	33%	36%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	5%	8%	11%	6%	2%
Lower body (e.g., hips, knees, feet, etc.)	33%	42%	22%	30%	33%	37%
Not applicable - all body parts are equally vulnerable to injury	20%	17%	23%	20%	19%	20%
Not applicable - no body parts are vulnerable to injury	1%	1%	2%	2%	2%	-
Don't know / not sure	6%	4%	7%	7%	6%	5%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
Base: All US adults interested in the NFL	1314	687	627	337	491	486
Base: All US adults interested in the NFL	1317	729	588	403	471	443
The player himself	8%	9%	6%	10%	10%	3%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	7%	5%	10%	6%	4%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	47%	50%	40%	46%	58%
Other players on team	3%	3%	2%	5%	2%	1%
Referees or on-site league officials	3%	4%	2%	5%	2%	2%
On-site third party athletic trainers or specialists	10%	12%	7%	9%	10%	10%
Somebody else	0%	0%	0%	1%	0%	0%
All parties share equal responsibility	19%	17%	21%	16%	20%	20%
No one is responsible	3%	1%	6%	5%	3%	2%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Region				White
		Northeast	Midwest	South	West	
The head area (e.g., head, neck, brain, etc.)	34%	34%	35%	32%	35%	33%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	10%	5%	5%	5%	5%
Lower body (e.g., hips, knees, feet, etc.)	33%	31%	37%	32%	33%	37%
Not applicable - all body parts are equally vulnerable to injury	20%	20%	18%	22%	17%	19%
Not applicable - no body parts are vulnerable to injury	1%	1%	2%	2%	1%	1%
Don't know / not sure	6%	4%	4%	6%	8%	5%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base	Northeast	Midwest	South	West	White
	1314	238	304	457	315	915
Base: All US adults interested in the NFL	1317	241	286	490	300	857
The player himself	8%	10%	6%	8%	6%	7%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	3%	5%	9%	7%	5%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	45%	47%	49%	51%	51%
Other players on team	3%	6%	1%	2%	2%	2%
Referees or on-site league officials	3%	4%	3%	2%	3%	3%
On-site third party athletic trainers or specialists	10%	15%	11%	7%	9%	10%
Somebody else	0%	-	1%	0%	1%	0%
All parties share equal responsibility	19%	14%	23%	18%	19%	20%
No one is responsible	3%	3%	3%	4%	2%	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Race			Education	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
The head area (e.g., head, neck, brain, etc.)	34%	37%	31%	36%	31%	35%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	12%	5%	4%	7%	5%
Lower body (e.g., hips, knees, feet, etc.)	33%	23%	30%	25%	30%	34%
Not applicable - all body parts are equally vulnerable to injury	20%	20%	23%	23%	22%	20%
Not applicable - no body parts are vulnerable to injury	1%	1%	2%	1%	3%	-
Don't know / not sure	6%	6%	9%	11%	7%	6%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
	1314	185	126	88	451	457
Base: All US adults interested in the NFL	1317	185	190	85	548	414
The player himself	8%	12%	7%	12%	9%	7%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	9%	8%	11%	8%	6%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	38%	49%	42%	45%	50%
Other players on team	3%	5%	7%	1%	4%	2%
Referees or on-site league officials	3%	3%	2%	2%	4%	3%
On-site third party athletic trainers or specialists	10%	11%	7%	12%	8%	9%
Somebody else	0%	0%	-	2%	0%	1%
All parties share equal responsibility	19%	17%	17%	16%	18%	21%
No one is responsible	3%	5%	4%	2%	4%	2%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Education		Marital		
		4-year	Post Grad	Married	Separated	Divorced
The head area (e.g., head, neck, brain, etc.)	34%	34%	36%	33%	65%	36%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	6%	5%	5%	8%	4%
Lower body (e.g., hips, knees, feet, etc.)	33%	38%	40%	37%	14%	27%
Not applicable - all body parts are equally vulnerable to injury	20%	17%	15%	18%	12%	27%
Not applicable - no body parts are vulnerable to injury	1%	-	-	2%	-	1%
Don't know / not sure	6%	5%	4%	6%	-	5%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base					
	1314	263	143	658	25	132
Base: All US adults interested in the NFL	1317	232	124	624	25	124
The player himself	8%	7%	5%	8%	19%	6%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	5%	5%	5%	-	4%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	51%	49%	50%	22%	53%
Other players on team	3%	2%	4%	2%	10%	2%
Referees or on-site league officials	3%	2%	2%	3%	-	4%
On-site third party athletic trainers or specialists	10%	11%	18%	10%	19%	8%
Somebody else	0%	1%	-	0%	3%	1%
All parties share equal responsibility	19%	18%	15%	20%	27%	20%
No one is responsible	3%	3%	1%	3%	-	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
The head area (e.g., head, neck, brain, etc.)	34%	39%	33%	23%	33%	34%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	7%	9%	3%	11%	4%
Lower body (e.g., hips, knees, feet, etc.)	33%	28%	32%	31%	32%	34%
Not applicable - all body parts are equally vulnerable to injury	20%	22%	20%	32%	17%	21%
Not applicable - no body parts are vulnerable to injury	1%	-	1%	-	1%	1%
Don't know / not sure	6%	5%	6%	12%	7%	5%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base					
	1314	61	391	47	378	936
Base: All US adults interested in the NFL	1317	57	436	51	379	938
The player himself	8%	3%	8%	8%	12%	6%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	5%	9%	11%	7%	6%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	52%	45%	49%	43%	50%
Other players on team	3%	-	4%	2%	4%	2%
Referees or on-site league officials	3%	-	3%	6%	2%	3%
On-site third party athletic trainers or specialists	10%	11%	9%	8%	9%	10%
Somebody else	0%	-	1%	-	0%	0%
All parties share equal responsibility	19%	26%	16%	13%	18%	19%
No one is responsible	3%	2%	4%	4%	4%	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
The head area (e.g., head, neck, brain, etc.)	34%	30%	39%	31%	36%	34%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	9%	6%	5%	3%	7%
Lower body (e.g., hips, knees, feet, etc.)	33%	30%	33%	43%	28%	33%
Not applicable - all body parts are equally vulnerable to injury	20%	23%	18%	17%	19%	19%
Not applicable - no body parts are vulnerable to injury	1%	2%	1%	-	2%	1%
Don't know / not sure	6%	7%	4%	4%	12%	6%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
	1314	438	405	303	168	1077
Base: All US adults interested in the NFL	1317	457	405	283	171	1072
The player himself	8%	7%	7%	9%	10%	8%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	7%	6%	5%	5%	6%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	47%	50%	52%	41%	49%
Other players on team	3%	3%	2%	3%	3%	3%
Referees or on-site league officials	3%	3%	3%	5%	0%	3%
On-site third party athletic trainers or specialists	10%	8%	12%	11%	8%	10%
Somebody else	0%	1%	0%	0%	-	0%
All parties share equal responsibility	19%	19%	18%	14%	28%	19%
No one is responsible	3%	5%	2%	1%	4%	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest
The head area (e.g., head, neck, brain, etc.)	34%	35%	36%	35%	33%	37%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	7%	5%	8%	10%	6%
Lower body (e.g., hips, knees, feet, etc.)	33%	35%	34%	32%	33%	29%
Not applicable - all body parts are equally vulnerable to injury	20%	18%	20%	19%	16%	23%
Not applicable - no body parts are vulnerable to injury	1%	1%	1%	1%	5%	1%
Don't know / not sure	6%	3%	4%	5%	4%	4%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
	1314	520	420	392	110	357
Base: All US adults interested in the NFL	1317	513	390	403	112	342
The player himself	8%	7%	8%	9%	8%	5%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	6%	4%	7%	4%	7%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	50%	54%	49%	46%	53%
Other players on team	3%	4%	3%	4%	4%	2%
Referees or on-site league officials	3%	3%	4%	4%	7%	1%
On-site third party athletic trainers or specialists	10%	10%	8%	8%	7%	6%
Somebody else	0%	1%	0%	-	-	-
All parties share equal responsibility	19%	18%	17%	18%	22%	24%
No one is responsible	3%	2%	2%	2%	3%	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Social networks membership				
		Tumblr	Instagram	nosquare	Snapchat	Periscope
The head area (e.g., head, neck, brain, etc.)	34%	39%	34%	-	34%	33%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	10%	8%	-	10%	19%
Lower body (e.g., hips, knees, feet, etc.)	33%	33%	32%	64%	32%	26%
Not applicable - all body parts are equally vulnerable to injury	20%	18%	20%	36%	19%	14%
Not applicable - no body parts are vulnerable to injury	1%	-	1%	-	0%	2%
Don't know / not sure	6%	-	5%	-	5%	6%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base					
	1314	112	433	3	245	41
Base: All US adults interested in the NFL	1317	111	444	3	265	41
The player himself	8%	5%	8%	-	10%	10%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	6%	7%	-	9%	5%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	48%	48%	64%	45%	38%
Other players on team	3%	5%	3%	-	4%	8%
Referees or on-site league officials	3%	3%	4%	-	3%	6%
On-site third party athletic trainers or specialists	10%	11%	10%	-	7%	4%
Somebody else	0%	1%	0%	-	0%	-
All parties share equal responsibility	19%	20%	17%	36%	17%	21%
No one is responsible	3%	3%	4%	-	4%	7%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	NFL Interest				
		Other	Don't know	None	A little bit interested	Somewhat interested
The head area (e.g., head, neck, brain, etc.)	34%	25%	18%	31%	36%	34%
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	10%	8%	2%	8%	5%
Lower body (e.g., hips, knees, feet, etc.)	33%	40%	22%	36%	28%	32%
Not applicable - all body parts are equally vulnerable to injury	20%	15%	29%	24%	19%	22%
Not applicable - no body parts are vulnerable to injury	1%	-	-	1%	1%	1%
Don't know / not sure	6%	11%	23%	6%	8%	6%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base					
	1314	18	8	136	415	513
Base: All US adults interested in the NFL	1317	18	10	139	409	517
The player himself	8%	10%	18%	8%	8%	8%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	6%	40%	4%	7%	8%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	61%	18%	49%	48%	46%
Other players on team	3%	7%	-	1%	3%	3%
Referees or on-site league officials	3%	5%	-	3%	2%	3%
On-site third party athletic trainers or specialists	10%	5%	-	10%	10%	9%
Somebody else	0%	-	15%	-	0%	1%
All parties share equal responsibility	19%	6%	8%	21%	18%	19%
No one is responsible	3%	-	-	3%	3%	5%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	This is one of my TOP interests	Most Vulnerable Body Part			
			The head	Upper body	Lower body	All body parts
The head area (e.g., head, neck, brain, etc.)	34%	31%	100%	-	-	-
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	5%	-	100%	-	-
Lower body (e.g., hips, knees, feet, etc.)	33%	40%	-	-	100%	-
Not applicable - all body parts are equally vulnerable to injury	20%	18%	-	-	-	100%
Not applicable - no body parts are vulnerable to injury	1%	2%	-	-	-	-
Don't know / not sure	6%	4%	-	-	-	-

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base					
	1314	386	451	79	444	253
Base: All US adults interested in the NFL	1317	391	443	81	440	259
The player himself	8%	7%	8%	13%	9%	5%
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	4%	5%	10%	7%	8%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	51%	49%	42%	51%	49%
Other players on team	3%	2%	1%	12%	3%	1%
Referees or on-site league officials	3%	3%	3%	4%	3%	2%
On-site third party athletic trainers or specialists	10%	11%	10%	15%	12%	6%
Somebody else	0%	0%	0%	-	0%	-
All parties share equal responsibility	19%	19%	21%	2%	13%	25%
No one is responsible	3%	2%	2%	2%	2%	3%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total		
		No body parts	Don't know
The head area (e.g., head, neck, brain, etc.)	34%	-	-
Upper body (e.g., chest, back, stomach, shoulders, arms, etc.)	6%	-	-
Lower body (e.g., hips, knees, feet, etc.)	33%	-	-
Not applicable - all body parts are equally vulnerable to injury	20%	-	-
Not applicable - no body parts are vulnerable to injury	1%	100%	-
Don't know / not sure	6%	-	100%

HYN_q3. Please imagine a football game in which a player sustains a big hit that could be reasonably expected to give rise to a concussion.

Who, if anyone, do you think is MOST responsible for identifying symptoms and ensuring that the player gets tested for a concussion (mid-game)?

	Unweighted base		
	1314	14	73
Base: All US adults interested in the NFL	1317	18	76
The player himself	8%	20%	-
The coaching staff (e.g., head coach, positional coaches, etc.)	6%	-	2%
The team's medical staff (e.g., athletic trainers, team physician, etc.)	48%	20%	37%
Other players on team	3%	17%	2%
Referees or on-site league officials	3%	12%	2%
On-site third party athletic trainers or specialists	10%	6%	4%
Somebody else	0%	-	2%
All parties share equal responsibility	19%	7%	33%
No one is responsible	3%	19%	18%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	687	627	337	491	486
Base: All US adults interested in the NFL		1317	729	588	403	471	443
Strongly agree	13%	13%	16%	10%	17%	15%	8%
Somewhat agree	24%	24%	25%	23%	29%	21%	24%
Neither agree nor disagree	25%	25%	25%	24%	25%	26%	23%
Somewhat disagree	19%	19%	17%	21%	16%	18%	22%
Strongly disagree	19%	19%	17%	22%	13%	20%	23%
Net: Agree	38%	38%	41%	33%	46%	36%	32%
Net: Disagree	38%	38%	33%	43%	29%	38%	45%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	687	627	337	491	486
Base: All US adults interested in the NFL		1317	729	588	403	471	443
NFL strongly prioritizes player safety over entertainment value	12%	12%	12%	12%	11%	13%	12%
NFL somewhat prioritizes player safety over entertainment value	15%	15%	16%	14%	15%	13%	18%
NFL equally prioritizes player safety and entertainment value	16%	16%	18%	14%	17%	17%	15%
NFL somewhat prioritizes entertainment value over player safety	25%	25%	26%	24%	25%	23%	28%
NFL strongly prioritizes entertainment value over player safety	17%	17%	17%	18%	19%	18%	15%
Don't know / not sure	14%	14%	11%	18%	14%	16%	13%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	238	304	457	315	915
Base: All US adults interested in the NFL		1317	241	286	490	300	857
Strongly agree		13%	17%	12%	13%	12%	13%
Somewhat agree		24%	21%	27%	25%	23%	27%
Neither agree nor disagree		25%	23%	24%	25%	27%	24%
Somewhat disagree		19%	17%	18%	19%	20%	18%
Strongly disagree		19%	22%	19%	18%	17%	18%
Net: Agree		38%	39%	39%	38%	35%	39%
Net: Disagree		38%	39%	37%	38%	37%	36%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	238	304	457	315	915
Base: All US adults interested in the NFL		1317	241	286	490	300	857
NFL strongly prioritizes player safety over entertainment value		12%	13%	15%	10%	13%	12%
NFL somewhat prioritizes player safety over entertainment value		15%	19%	14%	17%	10%	16%
NFL equally prioritizes player safety and entertainment value		16%	17%	16%	17%	14%	16%
NFL somewhat prioritizes entertainment value over player safety		25%	22%	21%	25%	32%	25%
NFL strongly prioritizes entertainment value over player safety		17%	17%	18%	17%	17%	17%
Don't know / not sure		14%	12%	16%	15%	14%	14%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Race			Educ.	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	185	126	88	451	457
Base: All US adults interested in the NFL		1317	185	190	85	548	414
Strongly agree	13%	11%	17%	12%	13%	13%	
Somewhat agree	24%	18%	24%	16%	23%	25%	
Neither agree nor disagree	25%	23%	22%	38%	28%	24%	
Somewhat disagree	19%	23%	18%	16%	15%	22%	
Strongly disagree	19%	24%	18%	19%	20%	15%	
Net: Agree	38%	30%	42%	27%	36%	38%	
Net: Disagree	38%	47%	36%	35%	36%	38%	

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	185	126	88	451	457
Base: All US adults interested in the NFL		1317	185	190	85	548	414
NFL strongly prioritizes player safety over entertainment value	12%	16%	12%	8%	14%	14%	
NFL somewhat prioritizes player safety over entertainment value	15%	12%	16%	10%	16%	16%	
NFL equally prioritizes player safety and entertainment value	16%	13%	18%	17%	19%	14%	
NFL somewhat prioritizes entertainment value over player safety	25%	21%	29%	28%	18%	26%	
NFL strongly prioritizes entertainment value over player safety	17%	22%	15%	19%	15%	16%	
Don't know / not sure	14%	17%	11%	18%	17%	14%	

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	263	143	658	25	132
Base: All US adults interested in the NFL		1317	232	124	624	25	124
Strongly agree		13%	14%	13%	13%	4%	11%
Somewhat agree		24%	25%	28%	26%	16%	13%
Neither agree nor disagree		25%	19%	20%	24%	26%	27%
Somewhat disagree		19%	22%	18%	17%	24%	24%
Strongly disagree		19%	21%	20%	20%	30%	26%
Net: Agree		38%	38%	42%	39%	20%	24%
Net: Disagree		38%	43%	38%	37%	54%	49%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	263	143	658	25	132
Base: All US adults interested in the NFL		1317	232	124	624	25	124
NFL strongly prioritizes player safety over entertainment value		12%	6%	7%	12%	26%	10%
NFL somewhat prioritizes player safety over entertainment value		15%	16%	9%	16%	4%	19%
NFL equally prioritizes player safety and entertainment value		16%	18%	8%	15%	8%	14%
NFL somewhat prioritizes entertainment value over player safety		25%	30%	41%	27%	30%	27%
NFL strongly prioritizes entertainment value over player safety		17%	19%	27%	16%	28%	16%
Don't know / not sure		14%	10%	8%	14%	3%	14%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	61	391	47	378	936
Base: All US adults interested in the NFL		1317	57	436	51	379	938
Strongly agree	13%	13%	11%	15%	14%	17%	12%
Somewhat agree	24%	24%	22%	26%	26%	24%	25%
Neither agree nor disagree	25%	25%	20%	26%	21%	27%	24%
Somewhat disagree	19%	19%	27%	19%	20%	17%	20%
Strongly disagree	19%	19%	20%	15%	20%	15%	20%
Net: Agree	38%	38%	34%	40%	40%	41%	36%
Net: Disagree	38%	38%	47%	34%	39%	32%	40%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	61	391	47	378	936
Base: All US adults interested in the NFL		1317	57	436	51	379	938
NFL strongly prioritizes player safety over entertainment value	12%	12%	17%	11%	17%	12%	12%
NFL somewhat prioritizes player safety over entertainment value	15%	15%	24%	13%	10%	15%	15%
NFL equally prioritizes player safety and entertainment value	16%	16%	20%	19%	10%	17%	16%
NFL somewhat prioritizes entertainment value over player safety	25%	25%	14%	22%	31%	23%	26%
NFL strongly prioritizes entertainment value over player safety	17%	17%	17%	20%	13%	19%	17%
Don't know / not sure	14%	14%	8%	16%	19%	14%	14%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	438	405	303	168	1077
Base: All US adults interested in the NFL		1317	457	405	283	171	1072
Strongly agree		13%	11%	15%	18%	8%	14%
Somewhat agree		24%	21%	27%	28%	21%	25%
Neither agree nor disagree		25%	26%	23%	19%	34%	23%
Somewhat disagree		19%	21%	18%	17%	19%	19%
Strongly disagree		19%	21%	18%	19%	18%	19%
Net: Agree		38%	32%	42%	46%	29%	39%
Net: Disagree		38%	42%	35%	35%	37%	38%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	438	405	303	168	1077
Base: All US adults interested in the NFL		1317	457	405	283	171	1072
NFL strongly prioritizes player safety over entertainment value		12%	15%	12%	9%	8%	12%
NFL somewhat prioritizes player safety over entertainment value		15%	13%	18%	15%	15%	15%
NFL equally prioritizes player safety and entertainment value		16%	16%	19%	16%	11%	17%
NFL somewhat prioritizes entertainment value over player safety		25%	20%	24%	32%	30%	24%
NFL strongly prioritizes entertainment value over player safety		17%	19%	16%	19%	12%	18%
Don't know / not sure		14%	17%	11%	9%	24%	15%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	520	420	392	110	357
Base: All US adults interested in the NFL		1317	513	390	403	112	342
Strongly agree		13%	15%	14%	16%	13%	12%
Somewhat agree		24%	25%	21%	25%	26%	22%
Neither agree nor disagree		25%	19%	22%	18%	19%	22%
Somewhat disagree		19%	20%	20%	17%	22%	23%
Strongly disagree		19%	21%	23%	23%	20%	21%
Net: Agree		38%	40%	35%	42%	39%	34%
Net: Disagree		38%	41%	43%	40%	43%	44%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	520	420	392	110	357
Base: All US adults interested in the NFL		1317	513	390	403	112	342
NFL strongly prioritizes player safety over entertainment value		12%	11%	9%	13%	15%	11%
NFL somewhat prioritizes player safety over entertainment value		15%	16%	14%	12%	13%	14%
NFL equally prioritizes player safety and entertainment value		16%	15%	15%	17%	14%	18%
NFL somewhat prioritizes entertainment value over player safety		25%	24%	29%	25%	20%	26%
NFL strongly prioritizes entertainment value over player safety		17%	21%	22%	21%	23%	17%
Don't know / not sure		14%	12%	11%	12%	15%	14%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	112	433	3	245	41
Base: All US adults interested in the NFL		1317	111	444	3	265	41
Strongly agree	13%	19%	15%	-	17%	20%	
Somewhat agree	24%	29%	25%	100%	28%	20%	
Neither agree nor disagree	25%	19%	22%	-	23%	21%	
Somewhat disagree	19%	19%	18%	-	15%	19%	
Strongly disagree	19%	14%	20%	-	17%	19%	
Net: Agree	38%	48%	40%	100%	45%	40%	
Net: Disagree	38%	33%	38%	-	32%	39%	

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	112	433	3	245	41
Base: All US adults interested in the NFL		1317	111	444	3	265	41
NFL strongly prioritizes player safety over entertainment value	12%	13%	10%	-	10%	19%	
NFL somewhat prioritizes player safety over entertainment value	15%	13%	17%	30%	16%	5%	
NFL equally prioritizes player safety and entertainment value	16%	15%	16%	70%	20%	13%	
NFL somewhat prioritizes entertainment value over player safety	25%	26%	25%	-	24%	34%	
NFL strongly prioritizes entertainment value over player safety	17%	21%	19%	-	17%	17%	
Don't know / not sure	14%	13%	13%	-	14%	12%	

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total				NFL Interest	
	Other	Don't know	None	A little bit interested	Somewhat interested

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	18	8	136	415	513
Base: All US adults interested in the NFL		1317	18	10	139	409	517
Strongly agree	13%	30%	8%	8%	11%	12%	
Somewhat agree	24%	27%	-	23%	23%	25%	
Neither agree nor disagree	25%	20%	92%	31%	28%	27%	
Somewhat disagree	19%	11%	-	20%	19%	19%	
Strongly disagree	19%	12%	-	17%	18%	17%	
Net: Agree		38%	57%	8%	31%	34%	38%
Net: Disagree		38%	23%	-	38%	37%	36%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	18	8	136	415	513
Base: All US adults interested in the NFL		1317	18	10	139	409	517
NFL strongly prioritizes player safety over entertainment value	12%	21%	30%	12%	7%	12%	
NFL somewhat prioritizes player safety over entertainment value	15%	9%	15%	14%	12%	16%	
NFL equally prioritizes player safety and entertainment value	16%	22%	-	15%	17%	16%	
NFL somewhat prioritizes entertainment value over player safety	25%	35%	8%	28%	27%	25%	
NFL strongly prioritizes entertainment value over player safety	17%	7%	-	18%	17%	18%	
Don't know / not sure	14%	5%	46%	12%	19%	14%	

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	This is one of my TOP interests	Most Vulnerable Body Part			
		The head	Upper body	Lower body	All body parts

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

	Unweighted base	1314	386	451	79	444	253
Base: All US adults interested in the NFL		1317	391	443	81	440	259
Strongly agree		13%	17%	11%	25%	17%	10%
Somewhat agree		24%	24%	23%	33%	32%	16%
Neither agree nor disagree		25%	18%	21%	16%	19%	32%
Somewhat disagree		19%	18%	21%	18%	17%	19%
Strongly disagree		19%	22%	24%	9%	15%	23%
Net: Agree		38%	41%	33%	58%	48%	27%
Net: Disagree		38%	40%	45%	26%	32%	42%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

	Unweighted base	1314	386	451	79	444	253
Base: All US adults interested in the NFL		1317	391	443	81	440	259
NFL strongly prioritizes player safety over entertainment value		12%	17%	9%	19%	15%	12%
NFL somewhat prioritizes player safety over entertainment value		15%	18%	13%	11%	22%	12%
NFL equally prioritizes player safety and entertainment value		16%	16%	13%	23%	16%	22%
NFL somewhat prioritizes entertainment value over player safety		25%	23%	31%	16%	24%	23%
NFL strongly prioritizes entertainment value over player safety		17%	17%	22%	28%	15%	13%
Don't know / not sure		14%	10%	13%	3%	9%	18%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total		
	No body parts	Don't know

HYN_q4. To what extent do you agree or disagree with the following statement:

An NFL player, who suffered a hit to the head that caused an injury timeout/stoppage in play, should be allowed to return to the game if he never lost consciousness and his faculties appear to be intact (i.e., not showing signs of a concussion)

Unweighted base	1314	14	73
Base: All US adults interested in the NFL	1317	18	76
Strongly agree	13%	16%	6%
Somewhat agree	24%	21%	10%
Neither agree nor disagree	25%	46%	54%
Somewhat disagree	19%	12%	15%
Strongly disagree	19%	6%	15%
Net: Agree	38%	37%	16%
Net: Disagree	38%	18%	30%

HYN_q5. Overall, to what extent do you think the NFL places a higher priority on player safety or the entertainment value of a game (e.g., let players return to the game after an injury to preserve competitiveness)? Please select the option that best applies.

Unweighted base	1314	14	73
Base: All US adults interested in the NFL	1317	18	76
NFL strongly prioritizes player safety over entertainment value	12%	30%	4%
NFL somewhat prioritizes player safety over entertainment value	15%	6%	7%
NFL equally prioritizes player safety and entertainment value	16%	20%	9%
NFL somewhat prioritizes entertainment value over player safety	25%	17%	17%
NFL strongly prioritizes entertainment value over player safety	17%	14%	8%
Don't know / not sure	14%	13%	54%

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Net: Player Safety
Net: Entertainment Value

Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+
27%	28%	26%	26%	26%	30%
42%	43%	42%	43%	41%	42%

Cell Contents (Column Percentages)

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Region					
	Northeast	Midwest	South	West	White	
Net: Player Safety	27%	32%	29%	27%	23%	28%
Net: Entertainment Value	42%	39%	39%	42%	49%	41%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Race			Educ:		
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	
Total						
Net: Player Safety	27%	28%	27%	18%	31%	29%
Net: Entertainment Value	42%	42%	44%	47%	33%	43%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced
Total					
Net: Player Safety	27%	16%	28%	30%	28%
Net: Entertainment Value	42%	68%	43%	59%	43%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No
Total					
Net: Player Safety	27%	41%	24%	27%	27%
Net: Entertainment Value	42%	31%	41%	42%	42%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Total					
Net: Player Safety	27%	30%	24%	23%	27%
Net: Entertainment Value	42%	40%	51%	43%	42%

Cell Contents (Col

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Net: Player Safety	27%	27%	23%	26%	28%	25%
Net: Entertainment Value	42%	46%	51%	46%	43%	43%

Cell Contents (Col

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope
Net: Player Safety	26%	28%	30%	26%	24%
Net: Entertainment Value	47%	44%	-	41%	51%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



				NFL Interest	
	Other	Don't know	None	A little bit interested	Somewhat interested
Total					
Net: Player Safety	27%	31%	46%	20%	28%
Net: Entertainment Value	42%	42%	8%	44%	42%

Cell Contents (Col

YouGovNY
NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



	Total	This is one of my TOP interests	Most Vulnerable Body Part			
			The head	Upper body	Lower body	All body parts
Net: Player Safety	27%	34%	22%	30%	36%	24%
Net: Entertainment Value	42%	40%	53%	44%	39%	36%

Cell Contents (Col

YouGovNY

NFL Player Protection

US_nat_2000 Sample: 20th - 21st September 2017



Total	No body parts	Don't know
Net: Player Safety	36%	11%
Net: Entertainment Value	31%	25%

Cell Contents (Col