

The Economist/YouGov Poll

January 11-13, 2014



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1. Favorability of NFL

Do you have a favorable or an unfavorable opinion of the National Football League?

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Very favorable	19%	100%	0%	0%	0%	0%
Somewhat favorable	35%	0%	100%	0%	0%	0%
Somewhat unfavorable	16%	0%	0%	100%	0%	0%
Very unfavorable	10%	0%	0%	0%	100%	0%
Not sure	21%	0%	0%	0%	0%	100%
Totals (Unweighted N)	100% (998)	100% (175)	100% (324)	100% (162)	100% (105)	100% (232)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Very favorable	19%	54%	26%	4%	1%
Somewhat favorable	35%	32%	53%	48%	16%
Somewhat unfavorable	16%	7%	13%	22%	20%
Very unfavorable	10%	7%	6%	11%	14%
Not sure	21%	1%	3%	15%	49%
Totals (Unweighted N)	100% (998)	100% (193)	100% (254)	100% (181)	100% (368)

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2. Closely following NFL

How closely do you follow the National Football League?

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Very closely	19%	55%	17%	9%	13%	1%
Somewhat closely	28%	38%	41%	22%	17%	4%
Not very closely	18%	4%	25%	25%	21%	14%
Not closely at all	35%	2%	16%	44%	50%	82%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(175)	(324)	(162)	(105)	(230)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Very closely	19%	100%	0%	0%	0%
Somewhat closely	28%	0%	100%	0%	0%
Not very closely	18%	0%	0%	100%	0%
Not closely at all	35%	0%	0%	0%	100%
Totals	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(193)	(254)	(181)	(370)

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3. Superbowl winner

Which team would you like to see win the Superbowl this year?

Asked of those who follow the NFL at least somewhat closely

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Indianapolis Colts	5%	3%	7%	0%	3%	0%
New England Patriots	11%	13%	11%	13%	5%	0%
Denver Broncos	27%	26%	28%	19%	24%	48%
San Diego Chargers	5%	5%	4%	3%	9%	0%
New Orleans Saints	7%	9%	8%	0%	3%	0%
Seattle Seahawks	15%	14%	13%	31%	10%	17%
San Francisco 49ers	13%	13%	12%	13%	33%	8%
Carolina Panthers	6%	8%	5%	5%	4%	3%
Not sure	12%	8%	13%	16%	8%	23%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(447)	(160)	(196)	(50)	(25)	(16)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Indianapolis Colts	5%	3%	6%	—	—
New England Patriots	11%	11%	12%	—	—
Denver Broncos	27%	27%	26%	—	—
San Diego Chargers	5%	7%	3%	—	—
New Orleans Saints	7%	9%	6%	—	—
Seattle Seahawks	15%	16%	14%	—	—
San Francisco 49ers	13%	13%	14%	—	—
Carolina Panthers	6%	7%	5%	—	—
Not sure	12%	8%	14%	—	—
Totals	100%	100%	100%	0%	0%
(Unweighted N)	(447)	(193)	(254)	(-)	(-)

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4. Pro-football Hall of Fame selections

Who would you select for the Pro-Football Hall of Fame? (Select up to 5 nominees from the list of finalists below.)

Asked of those who follow the NFL at least somewhat closely

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Morten Andersen	16%	21%	13%	9%	21%	0%
Jerome Bettis	33%	37%	31%	24%	45%	19%
Derrick Brooks	13%	17%	12%	4%	6%	3%
Tim Brown	28%	36%	23%	18%	32%	22%
Edward DeBartolo	12%	13%	9%	14%	25%	0%
Tony Dungy	40%	39%	41%	41%	35%	46%
Kevin Greene	19%	24%	17%	14%	21%	3%
Charles Haley	11%	11%	13%	7%	3%	0%
Marvin Harrison	19%	18%	22%	6%	35%	2%
Walter Jones	12%	16%	9%	19%	1%	0%
John Lynch	16%	20%	16%	8%	14%	0%
Andre Reed	20%	25%	17%	21%	1%	13%
Will Shields	5%	4%	5%	4%	12%	7%
Michael Strahan	38%	35%	38%	46%	40%	29%
Aeneas Williams	6%	7%	5%	6%	0%	0%
None of them	17%	11%	21%	20%	14%	39%
Totals	(447)	(160)	(196)	(50)	(25)	(16)

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	Total	Closely following NFL			
		Very closely	Somewhat closely	Not very closely	Not closely at all
Morten Andersen	16%	16%	15%	—	—
Jerome Bettis	33%	38%	30%	—	—
Derrick Brooks	13%	19%	8%	—	—
Tim Brown	28%	36%	22%	—	—
Edward DeBartolo	12%	18%	8%	—	—
Tony Dungy	40%	48%	35%	—	—
Kevin Greene	19%	19%	20%	—	—
Charles Haley	11%	16%	8%	—	—
Marvin Harrison	19%	35%	8%	—	—
Walter Jones	12%	13%	11%	—	—
John Lynch	16%	20%	13%	—	—
Andre Reed	20%	27%	15%	—	—
Will Shields	5%	5%	5%	—	—
Michael Strahan	38%	45%	33%	—	—
Aeneas Williams	6%	8%	4%	—	—
None of them	17%	6%	25%	—	—
Totals	(447)	(193)	(254)	(-)	(-)

5. Approve using public funds to build stadiums

Do you approve or disapprove of using public money to build professional sports stadiums?

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Approve strongly	4%	10%	3%	2%	1%	1%
Approve somewhat	16%	29%	19%	12%	8%	8%
Disapprove somewhat	29%	34%	36%	21%	12%	28%
Disapprove strongly	45%	24%	36%	61%	78%	49%
Not sure	6%	3%	6%	4%	2%	13%
Totals (Unweighted N)	100% (998)	100% (175)	100% (324)	100% (162)	100% (105)	100% (230)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Approve strongly	4%	12%	4%	0%	1%
Approve somewhat	16%	33%	18%	12%	8%
Disapprove somewhat	29%	26%	39%	26%	26%
Disapprove strongly	45%	27%	35%	56%	57%
Not sure	6%	3%	4%	6%	9%
Totals (Unweighted N)	100% (998)	100% (193)	100% (254)	100% (180)	100% (370)

6. Approval of special tax breaks to attract sports teams

Do you approve or disapprove of giving special tax breaks in order to retain or attract a professional sports team to a city?

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Approve strongly	8%	24%	5%	6%	7%	0%
Approve somewhat	24%	30%	36%	15%	10%	10%
Disapprove somewhat	25%	17%	28%	30%	18%	24%
Disapprove strongly	34%	21%	26%	41%	62%	43%
Not sure	10%	8%	5%	9%	4%	22%
Totals (Unweighted N)	100% (998)	100% (175)	100% (324)	100% (162)	100% (105)	100% (231)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Approve strongly	8%	23%	9%	1%	1%
Approve somewhat	24%	34%	32%	20%	13%
Disapprove somewhat	25%	17%	27%	33%	23%
Disapprove strongly	34%	20%	25%	35%	49%
Not sure	10%	5%	6%	11%	14%
Totals (Unweighted N)	100% (998)	100% (193)	100% (254)	100% (181)	100% (369)

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7. Support for revoking the tax-exempt status of the NFL

Do you support or oppose legislation that would revoke the tax-exempt status of the National Football League?

	Favorability of NFL					
	Total	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Support strongly	41%	30%	36%	59%	65%	33%
Support somewhat	23%	29%	30%	17%	10%	15%
Oppose somewhat	9%	10%	12%	7%	5%	4%
Oppose strongly	11%	18%	7%	7%	14%	14%
Not sure	17%	13%	14%	10%	6%	34%
Totals (Unweighted N)	100% (997)	100% (174)	100% (324)	100% (161)	100% (105)	100% (231)

	Closely following NFL				
	Total	Very closely	Somewhat closely	Not very closely	Not closely at all
Support strongly	41%	41%	31%	54%	41%
Support somewhat	23%	28%	34%	13%	16%
Oppose somewhat	9%	7%	14%	8%	5%
Oppose strongly	11%	17%	8%	9%	12%
Not sure	17%	7%	13%	16%	25%
Totals (Unweighted N)	100% (997)	100% (193)	100% (253)	100% (180)	100% (370)