YouGov Survey: NFL Football
August 8 - 11, 2022 - 1000 US Adult Citizens

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	21%	27%	15%	16%	20%	24%	23%	19%	32%	19%	20%
Somewhat interested	17%	18%	15%	22%	21%	10%	15%	15%	25%	20%	13%
A little bit interested	19%	19%	19%	21%	18%	22%	13%	20%	16%	21%	14%
Not at all	43%	36%	51%	40%	41%	44%	49%	46%	27%	40%	54%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(998)	(453)	(545)	(204)	(230)	(349)	(215)	(717)	(126)	(91)	(64)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very interested	21%	24%	17%	22%	22%	21%	25%	26%	21%	21%	16%
Somewhat interested	17%	18%	17%	15%	12%	22%	23%	14%	15%	17%	19%
A little bit interested	19%	19%	15%	25%	19%	18%	21%	16%	19%	21%	18%
Not at all	43%	39%	51%	38%	47%	38%	31%	44%	45%	41%	47%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(998)	(322)	(409)	(267)	(455)	(263)	(168)	(172)	(219)	(391)	(216)

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2. Plan To Attend NFL Game
Do you plan on attending any in-person NFL football games this season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	10%	15%	6%	19%	16%	5%	5%	8%	19%	12%	13%
No	77%	70%	84%	61%	69%	86%	88%	82%	59%	66%	79%
Not sure	12%	14%	11%	21%	14%	10%	7%	9%	22%	22%	8%
Totals	99%	99%	101%	101%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(994)	(450)	(544)	(201)	(230)	(348)	(215)	(714)	(126)	(90)	(64)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	10%	15%	5%	13%	7%	18%	15%	13%	10%	10%	10%
No	77%	70%	81%	79%	81%	70%	70%	73%	78%	78%	77%
Not sure	12%	15%	14%	8%	13%	12%	16%	14%	12%	12%	13%
Totals	99%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(994)	(320)	(407)	(267)	(455)	(260)	(167)	(172)	(219)	(389)	(214)

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3. Plan To Watch NFL Games on TV
Do you plan on watching any NFL football games on TV this season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	47%	37%	41%	42%	44%	40%	40%	56%	45%	29%
No	45%	39%	50%	44%	41%	47%	47%	47%	28%	44%	55%
Not sure	13%	14%	13%	15%	17%	9%	13%	13%	16%	11%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(449)	(542)	(201)	(230)	(348)	(212)	(713)	(125)	(89)	(64)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	42%	47%	35%	46%	42%	43%	51%	38%	43%	45%	39%
No	45%	42%	51%	40%	46%	43%	34%	48%	41%	42%	51%
Not sure	13%	10%	15%	14%	12%	14%	15%	14%	16%	13%	10%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(321)	(406)	(264)	(453)	(259)	(168)	(169)	(219)	(389)	(214)

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4. Have a Favorite NFL Team
Do you have a favorite NFL team?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	51%	38%	31%	46%	48%	48%	45%	55%	37%	30%
No	49%	42%	56%	50%	46%	50%	51%	50%	33%	49%	67%
Not sure	7%	8%	6%	18%	8%	3%	2%	5%	12%	14%	3%
Totals	100%	101%	100%	99%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(994)	(448)	(546)	(203)	(230)	(347)	(214)	(712)	(126)	(92)	(64)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	44%	48%	38%	47%	43%	46%	48%	43%	47%	42%	45%
No	49%	46%	54%	46%	51%	47%	44%	47%	46%	51%	51%
Not sure	7%	6%	7%	7%	7%	7%	8%	10%	7%	7%	5%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(994)	(321)	(407)	(266)	(453)	(262)	(167)	(171)	(219)	(390)	(214)

5. Name of Favorite NFL Team
What is your favorite NFL team?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arizona Cardinals	3%	2%	4%	3%	5%	1%	4%	3%	2%	4%	*
Atlanta Falcons	3%	5%	1%	0%	4%	5%	3%	3%	3%	4%	*
Baltimore Ravens	3%	3%	4%	5%	4%	2%	4%	3%	8%	0%	*
Buffalo Bills	4%	3%	5%	3%	5%	3%	6%	4%	5%	3%	*
Carolina Panthers	2%	3%	1%	8%	3%	0%	1%	2%	2%	4%	*
Chicago Bears	8%	10%	6%	1%	11%	8%	9%	8%	6%	7%	*
Cincinnati Bengals	2%	1%	2%	3%	2%	1%	2%	2%	2%	0%	*
Cleveland Browns	2%	1%	2%	3%	1%	2%	2%	2%	1%	0%	*
Dallas Cowboys	9%	10%	7%	9%	7%	8%	10%	7%	10%	20%	*
Denver Broncos	3%	2%	4%	4%	5%	1%	4%	4%	0%	3%	*
Detroit Lions	4%	5%	2%	3%	1%	7%	2%	5%	0%	0%	*
Green Bay Packers	6%	4%	8%	3%	5%	5%	10%	7%	5%	5%	*
Houston Texans	1%	0%	1%	0%	1%	1%	1%	0%	3%	0%	*
Indianapolis Colts	2%	2%	2%	1%	4%	1%	0%	2%	0%	0%	*
Jacksonville Jaguars	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Kansas City Chiefs	4%	3%	6%	1%	3%	6%	5%	6%	1%	2%	*
Las Vegas Raiders	4%	3%	4%	8%	5%	2%	1%	4%	3%	6%	*
Los Angeles Chargers	1%	1%	1%	3%	1%	0%	0%	1%	1%	0%	*
Los Angeles Rams	3%	2%	4%	4%	2%	3%	3%	1%	5%	10%	*
Miami Dolphins	2%	2%	1%	2%	0%	3%	1%	1%	3%	3%	*
Minnesota Vikings	2%	3%	1%	1%	2%	2%	3%	2%	2%	0%	*
New England Patriots	4%	5%	4%	9%	2%	5%	4%	6%	3%	0%	*
New Orleans Saints	4%	2%	5%	3%	1%	6%	3%	2%	5%	7%	*
New York Giants	5%	5%	5%	4%	7%	4%	3%	4%	7%	7%	*
New York Jets	1%	0%	1%	0%	0%	0%	2%	1%	0%	0%	*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Philadelphia Eagles	3%	4%	3%	6%	2%	4%	3%	3%	2%	2%	*
Pittsburgh Steelers	6%	5%	7%	2%	7%	8%	5%	7%	8%	4%	*
San Francisco 49ers	5%	5%	4%	8%	4%	4%	4%	3%	4%	10%	*
Seattle Seahawks	2%	2%	2%	0%	1%	3%	2%	2%	0%	0%	*
Tampa Bay Buccaneers	3%	4%	2%	1%	2%	4%	5%	4%	6%	0%	*
Tennessee Titans	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	*
Washington Commanders	1%	1%	2%	2%	1%	1%	1%	0%	5%	0%	*
Totals	102%	98%	101%	100%	99%	100%	103%	100%	102%	101%	*
Unweighted N	(431)	(227)	(204)	(60)	(104)	(164)	(103)	(313)	(66)	(33)	(19)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arizona Cardinals	3%	1%	3%	5%	3%	0%	2%	3%	1%	0%	10%
Atlanta Falcons	3%	2%	4%	4%	3%	2%	5%	0%	0%	8%	2%
Baltimore Ravens	3%	4%	2%	4%	5%	2%	4%	0%	0%	7%	3%
Buffalo Bills	4%	4%	4%	4%	3%	4%	7%	11%	0%	4%	2%
Carolina Panthers	2%	5%	2%	0%	2%	3%	3%	0%	2%	4%	1%
Chicago Bears	8%	8%	9%	7%	7%	9%	6%	3%	25%	2%	4%
Cincinnati Bengals	2%	1%	2%	1%	1%	4%	1%	3%	3%	1%	1%
Cleveland Browns	2%	2%	1%	2%	2%	2%	1%	0%	4%	2%	1%
Dallas Cowboys	9%	7%	10%	9%	11%	10%	3%	3%	6%	16%	3%
Denver Broncos	3%	2%	5%	1%	2%	6%	2%	1%	2%	2%	6%
Detroit Lions	4%	3%	4%	5%	2%	1%	11%	0%	14%	1%	0%
Green Bay Packers	6%	7%	5%	6%	7%	6%	6%	1%	12%	4%	7%
Houston Texans	1%	1%	1%	1%	1%	0%	1%	0%	0%	2%	0%

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	Total	Party ID			Family Income (3 category) continued from previous page			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Indianapolis Colts	2%	1%	1%	3%	2%	1%	1%	1%	6%	0%	0%
Jacksonville Jaguars	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kansas City Chiefs	4%	4%	3%	6%	6%	3%	3%	4%	8%	1%	4%
Las Vegas Raiders	4%	2%	6%	3%	3%	4%	6%	0%	0%	4%	9%
Los Angeles Chargers	1%	1%	1%	1%	0%	0%	4%	2%	0%	0%	2%
Los Angeles Rams	3%	3%	3%	2%	3%	2%	1%	4%	2%	0%	7%
Miami Dolphins	2%	2%	2%	1%	3%	1%	0%	1%	1%	4%	0%
Minnesota Vikings	2%	2%	2%	2%	1%	5%	2%	0%	5%	2%	1%
New England Patriots	4%	5%	6%	2%	2%	7%	6%	14%	1%	3%	3%
New Orleans Saints	4%	4%	3%	4%	4%	1%	6%	3%	0%	6%	5%
New York Giants	5%	5%	2%	7%	4%	6%	5%	18%	1%	3%	2%
New York Jets	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%
Philadelphia Eagles	3%	4%	4%	2%	5%	4%	2%	9%	1%	4%	1%
Pittsburgh Steelers	6%	7%	7%	5%	7%	6%	4%	15%	3%	7%	1%
San Francisco 49ers	5%	7%	4%	2%	5%	6%	3%	0%	1%	3%	14%
Seattle Seahawks	2%	2%	1%	2%	1%	2%	1%	0%	0%	0%	7%
Tampa Bay Buccaneers	3%	3%	1%	6%	4%	4%	1%	2%	1%	7%	1%
Tennessee Titans	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Washington Commanders	1%	2%	1%	1%	1%	0%	2%	1%	0%	2%	1%
Totals	102%	101%	101%	99%	100%	102%	100%	100%	100%	100%	99%
Unweighted N	(431)	(158)	(150)	(123)	(188)	(122)	(81)	(75)	(99)	(163)	(94)

6. Reason for Favorite NFL Team
Which, if any, of the following influenced your support for this team? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My family	44%	34%	55%	57%	49%	38%	37%	44%	41%	45%	*
My friends	24%	26%	22%	21%	31%	20%	24%	24%	24%	25%	*
Where I grew up	39%	40%	38%	36%	32%	44%	40%	44%	30%	24%	*
Where I live currently	28%	27%	30%	18%	26%	27%	39%	30%	21%	22%	*
Their record	8%	9%	7%	9%	6%	7%	9%	9%	6%	4%	*
The players	23%	23%	23%	19%	26%	21%	25%	25%	16%	22%	*
The coach	9%	9%	9%	2%	5%	12%	13%	11%	5%	4%	*
Other	5%	6%	3%	2%	4%	5%	7%	6%	1%	3%	*
No particular reason	9%	8%	9%	10%	12%	9%	4%	6%	21%	15%	*
Not sure	2%	3%	1%	3%	3%	2%	1%	1%	4%	3%	*
Unweighted N	(435)	(230)	(205)	(63)	(105)	(164)	(103)	(315)	(67)	(34)	(19)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
My family	44%	43%	46%	41%	36%	54%	47%	53%	44%	38%	46%
My friends	24%	25%	19%	29%	23%	30%	27%	30%	26%	23%	20%
Where I grew up	39%	36%	44%	36%	36%	38%	55%	44%	41%	36%	37%
Where I live currently	28%	26%	28%	31%	26%	33%	24%	33%	38%	23%	24%
Their record	8%	7%	8%	9%	9%	7%	7%	10%	7%	9%	6%
The players	23%	22%	20%	27%	28%	18%	21%	21%	15%	25%	28%
The coach	9%	11%	5%	11%	12%	9%	6%	11%	9%	11%	4%
Other	5%	6%	5%	2%	5%	5%	5%	3%	5%	5%	5%
No particular reason	9%	10%	7%	9%	12%	5%	6%	12%	8%	7%	9%
Not sure	2%	3%	2%	2%	2%	2%	1%	2%	4%	2%	0%

		Party ID			continued from previous page Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(435)	(159)	(152)	(124)	(188)	(125)	(82)	(76)	(101)	(164)	(94)

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7. Favorability of Deshaun Watson
Do you have a favorable or unfavorable opinion of Deshaun Watson?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	4%	5%	2%	8%	6%	1%	0%	2%	12%	2%	5%
Somewhat favorable	9%	11%	8%	16%	13%	6%	4%	6%	20%	15%	7%
Somewhat unfavorable	12%	14%	10%	15%	10%	14%	9%	13%	13%	11%	8%
Very unfavorable	17%	22%	12%	19%	13%	18%	17%	18%	8%	19%	21%
Don't know	58%	48%	67%	42%	57%	60%	70%	61%	48%	52%	59%
Totals	100%	100%	99%	100%	99%	99%	100%	100%	101%	99%	100%
Unweighted N	(992)	(449)	(543)	(202)	(229)	(347)	(214)	(712)	(125)	(91)	(64)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	4%	7%	2%	3%	2%	6%	4%	2%	3%	4%	4%
Somewhat favorable	9%	14%	6%	10%	9%	14%	6%	9%	5%	12%	10%
Somewhat unfavorable	12%	11%	10%	16%	13%	11%	14%	13%	11%	13%	11%
Very unfavorable	17%	20%	15%	16%	13%	18%	28%	18%	19%	15%	17%
Don't know	58%	49%	68%	55%	62%	51%	47%	58%	61%	57%	57%
Totals	100%	101%	101%	100%	99%	100%	99%	100%	99%	101%	99%
Unweighted N	(992)	(320)	(405)	(267)	(453)	(261)	(167)	(170)	(218)	(389)	(215)

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8. Heard About Accusations Against Deshaun Watson

How much have you heard about accusations that NFL player Deshaun Watson assaulted or harassed more than two dozen women during massage appointments with them?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	15%	21%	10%	14%	14%	18%	14%	14%	21%	13%	13%
A little	37%	36%	38%	39%	33%	38%	40%	36%	47%	39%	28%
Nothing at all	48%	43%	52%	47%	53%	45%	47%	50%	32%	48%	58%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(994)	(449)	(545)	(203)	(230)	(346)	(215)	(712)	(126)	(92)	(64)

		Party ID			Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	15%	17%	14%	14%	12%	21%	20%	12%	19%	17%	11%
A little	37%	44%	29%	41%	35%	39%	47%	38%	33%	39%	38%
Nothing at all	48%	39%	56%	45%	53%	40%	33%	50%	47%	44%	52%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(994)	(321)	(406)	(267)	(456)	(259)	(168)	(171)	(218)	(390)	(215)

9. Is Watson's Punishment Fair
As a result of the assault and harassment allegations, Deshaun Watson was suspended without pay for six games this upcoming NFL season. Do you think this punishment is. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too harsh	4%	4%	3%	7%	4%	3%	1%	2%	6%	7%	6%
About right	21%	26%	17%	30%	25%	16%	15%	16%	44%	19%	25%
Not harsh enough	45%	43%	47%	39%	35%	53%	50%	50%	25%	42%	38%
Not sure	30%	28%	33%	23%	35%	28%	34%	31%	24%	32%	30%
Totals	100%	101%	100%	99%	99%	100%	100%	99%	99%	100%	99%
Unweighted N	(993)	(449)	(544)	(204)	(228)	(347)	(214)	(712)	(126)	(92)	(63)

	Total	Party ID			Family Income (3 category)			Census Region			
		Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too harsh	4%	4%	3%	4%	3%	5%	2%	3%	2%	4%	5%
About right	21%	28%	16%	20%	19%	28%	21%	19%	19%	23%	21%
Not harsh enough	45%	47%	42%	47%	46%	40%	53%	46%	47%	42%	47%
Not sure	30%	21%	38%	30%	32%	27%	23%	31%	32%	31%	26%
Totals	100%	100%	99%	101%	100%	100%	99%	99%	100%	100%	99%
Unweighted N	(993)	(322)	(405)	(266)	(453)	(261)	(168)	(170)	(218)	(389)	(216)

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10. Did Texans Enable Watson

Do you think that the Houston Texans, whom Watson was playing for at the time of the alleged assaults and harassment, knowingly enabled his alleged conduct?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	25%	20%	24%	20%	24%	21%	20%	21%	31%	26%
No	17%	20%	13%	20%	22%	15%	10%	15%	21%	15%	24%
Not sure	61%	55%	67%	56%	58%	61%	69%	64%	58%	53%	50%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(991)	(449)	(542)	(204)	(228)	(345)	(214)	(711)	(125)	(91)	(64)

		Party ID			Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	22%	30%	19%	18%	20%	26%	29%	23%	17%	22%	27%
No	17%	17%	15%	19%	17%	14%	17%	14%	22%	15%	16%
Not sure	61%	53%	66%	63%	62%	60%	54%	63%	61%	63%	58%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(991)	(321)	(403)	(267)	(453)	(261)	(167)	(170)	(218)	(387)	(216)

YouGov Survey: NFL Football
August 8 - 11, 2022 - 1000 US Adult Citizens

Interviewing Dates	August 8 - 11, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.245 to 5.703, with a mean of one and a standard deviation of 0.392.
Number of respondents	1000
Margin of error	$\pm$ 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.