

YouGov Survey: NFL Football



Sample 1000 U.S. Adult Citizens
Conducted August 8 - 11, 2022
Margin of Error ±3.3%

1. 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)?

Very interested	21%
Somewhat interested	17%
A little bit interested	19%
Not at all	43%

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

Yes	10%
No	77%
Not sure	12%

3. Do you plan on watching any NFL football games on TV this season?

Yes	42%
No	45%
Not sure	13%

4. Do you have a favorite NFL team?

Yes	44%
No	49%
Not sure	7%

5. What is your favorite NFL team?

Arizona Cardinals	3%
Atlanta Falcons	3%
Baltimore Ravens	3%
Buffalo Bills	4%
Carolina Panthers	2%
Chicago Bears	8%
Cincinnati Bengals	2%
Cleveland Browns	2%
Dallas Cowboys	9%
Denver Broncos	3%
Detroit Lions	4%
Green Bay Packers	6%
Houston Texans	1%
Indianapolis Colts	2%
Jacksonville Jaguars	0%
Kansas City Chiefs	4%

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Las Vegas Raiders	4%
Los Angeles Chargers	1%
Los Angeles Rams	3%
Miami Dolphins	2%
Minnesota Vikings	2%
New England Patriots	4%
New Orleans Saints	4%
New York Giants	5%
New York Jets	1%
Philadelphia Eagles	3%
Pittsburgh Steelers	6%
San Francisco 49ers	5%
Seattle Seahawks	2%
Tampa Bay Buccaneers	3%
Tennessee Titans	0%
Washington Commanders	1%

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

My family	44%
My friends	24%
Where I grew up	39%
Where I live currently	28%
Their record	8%
The players	23%
The coach	9%
Other	5%
No particular reason	9%
Not sure	2%

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

Very favorable	4%
Somewhat favorable	9%
Somewhat unfavorable	12%
Very unfavorable	17%
Don't know	58%

8. 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?

A lot	15%
A little	37%
Nothing at all	48%

9. 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... ?

Too harsh	4%
About right	21%
Not harsh enough	45%
Not sure	30%

10. 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?

Yes	22%
No	17%
Not sure	61%

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	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.