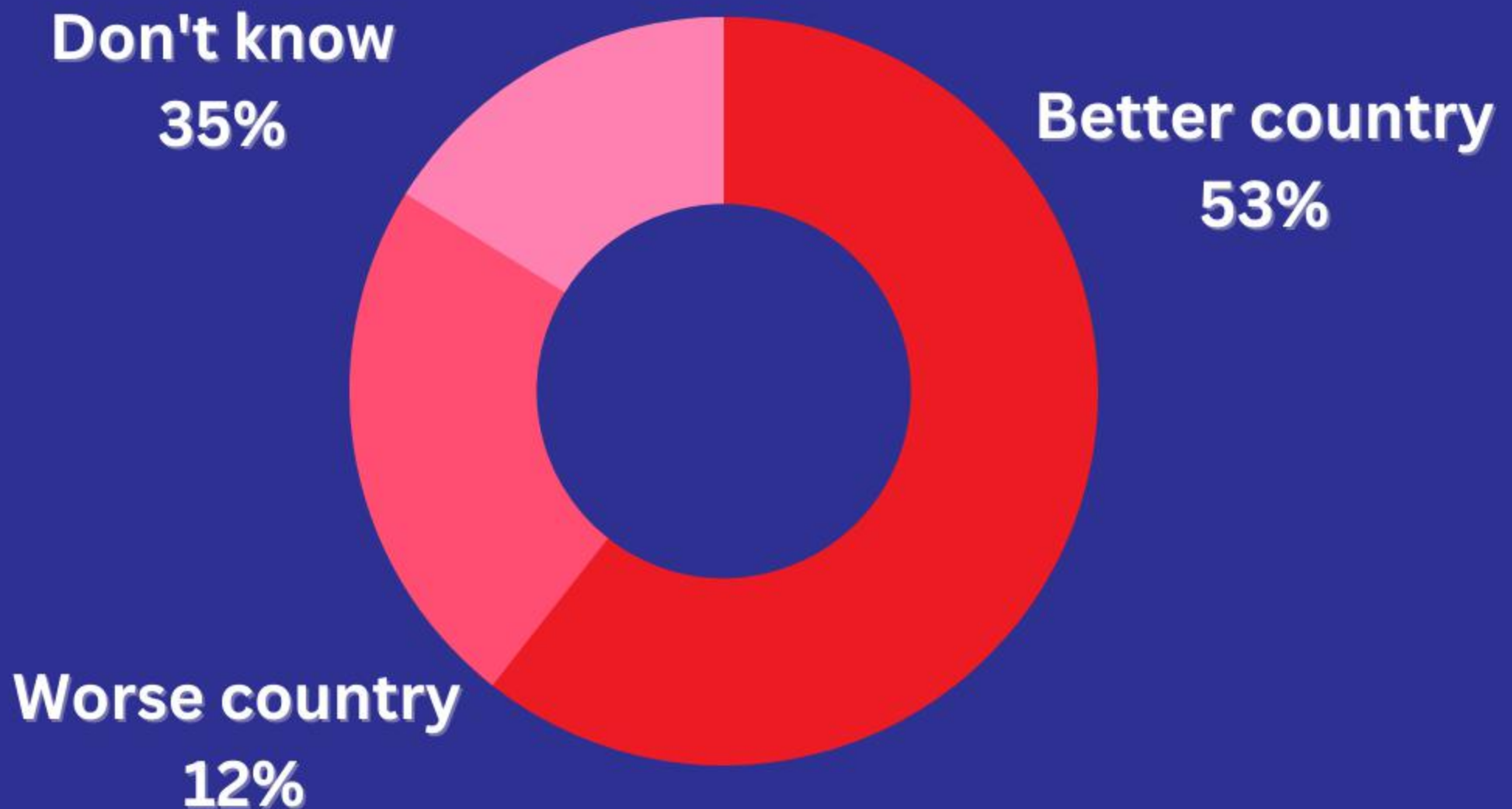


***DOES PROFESSIONAL FOOTBALL PROMOTE
VALUES THAT MAKE AMERICA A BETTER OR
WORSE COUNTRY?***

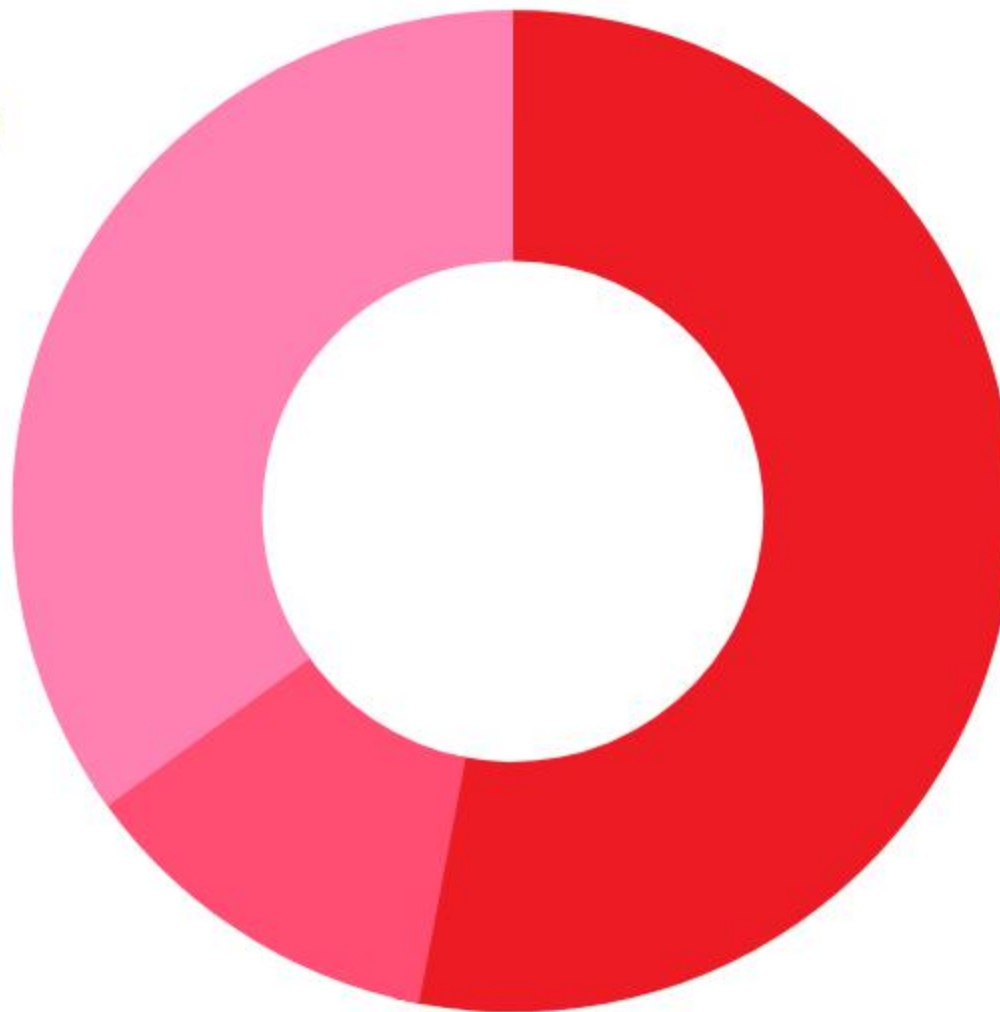


***% THAT SUPPORT/OPPOSE THE DISPLAY OF
SLOGANS INCLUDING "END RACISM" ON THE
BACK OF HELMETS OR ON THE FIELD?***

**Don't know
16%**

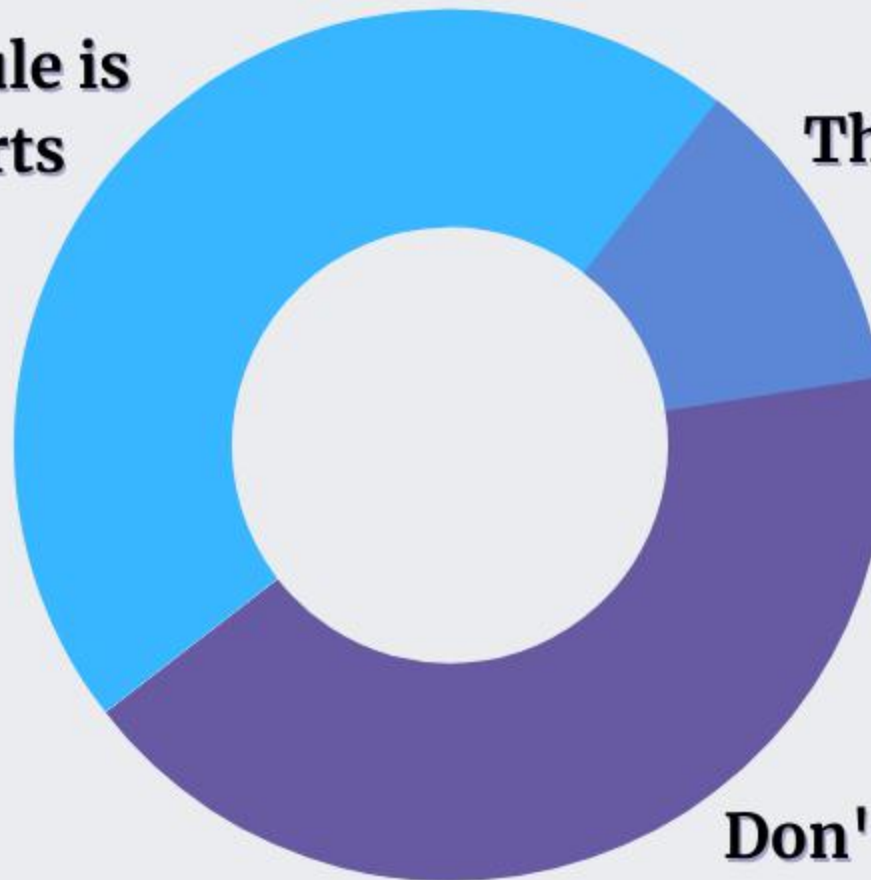
**Support
60%**

**Oppose
23%**



HOW DO AMERICANS FEEL ABOUT THE ROONEY RULE?

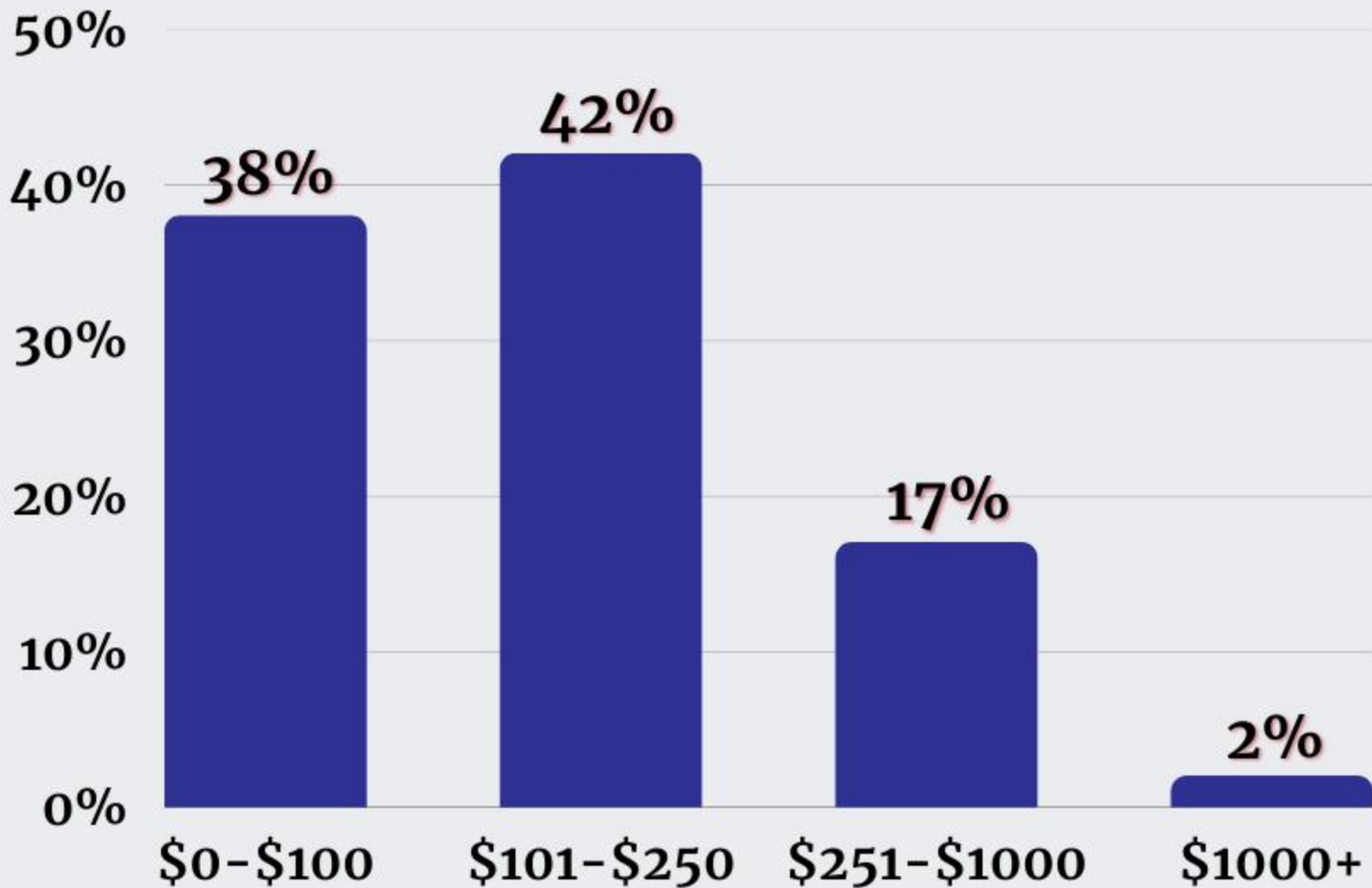
**The Rooney Rule is
good for sports
46%**



**The Rooney Rule is
bad for sports
12%**

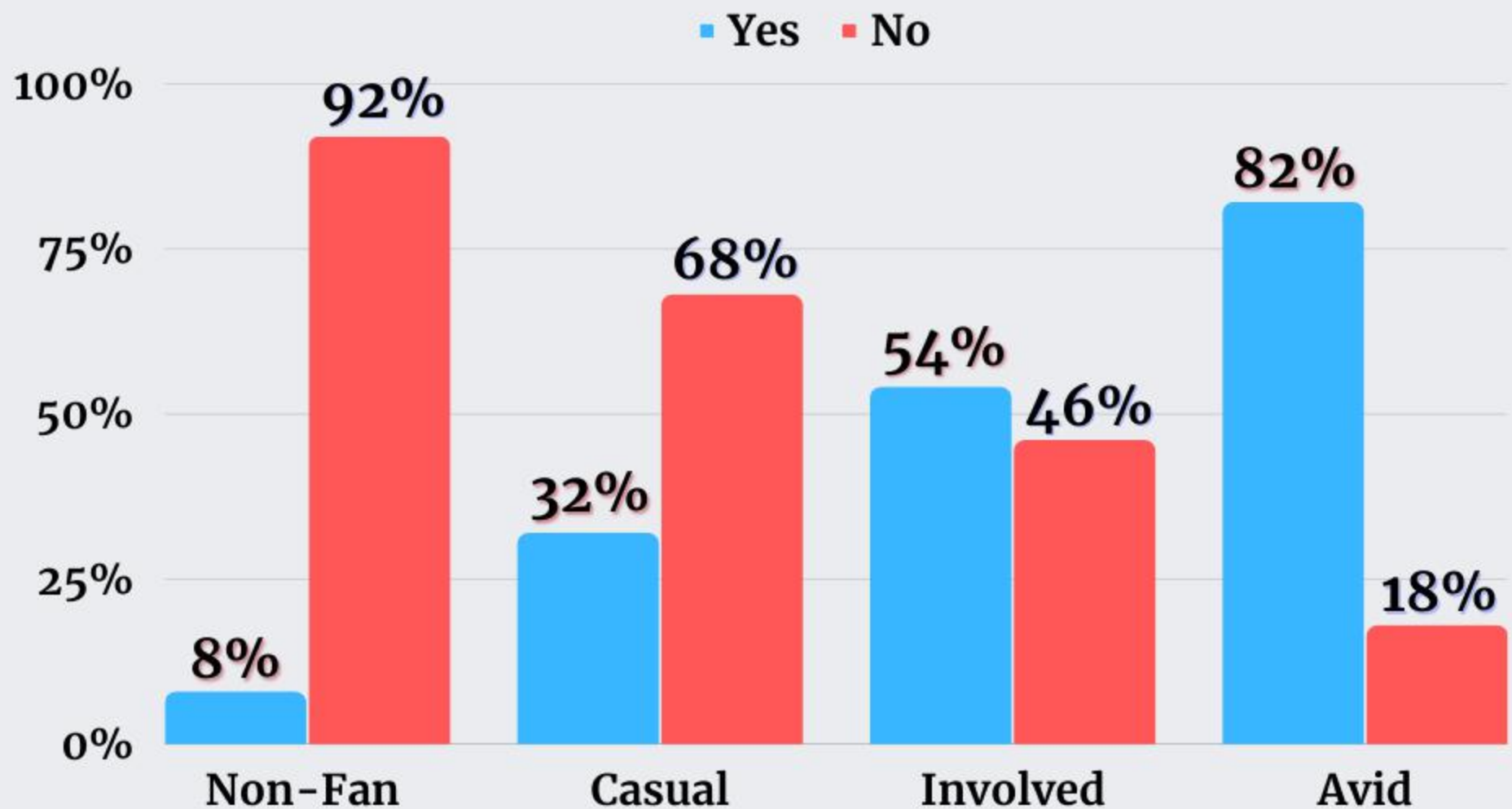
**Don't know
12%**

HOW MUCH DO AMERICANS SPEND ON NFL MERCHANDISE?*

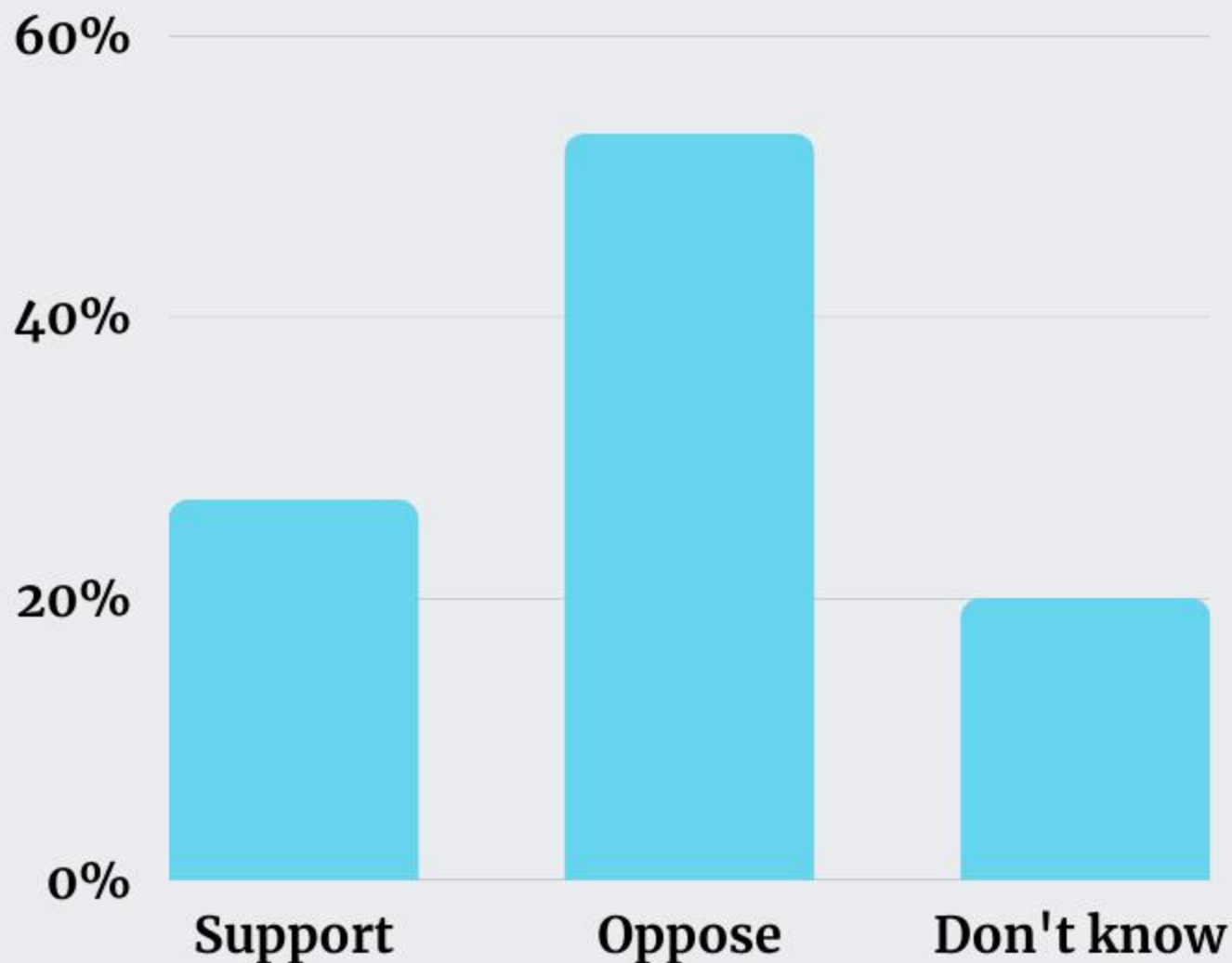


**OF THOSE WHO SAY THEY HAVE BOUGHT MERCHANDISE IN THE LAST YEAR*

% OF AMERICANS BY FAN TYPE THAT HAVE BOUGHT NFL MERCHANDISE IN THE LAST YEAR



HOW DO AMERICANS FEEL ABOUT NEW STADIUMS BUILT WITH TAXPAYER FUNDS?



21%

PLAY FANTASY FOOTBALL

OF THOSE INDIVIDUALS...

87%

UPDATE THEIR FANTASY FOOTBALL ROSTER AT LEAST ONCE A WEEK



THE ROONEY RULE IN THE NFL

AVID FANS BELIEFS ON THE ROONEY RULE IN THE NFL

