



POLL MUST BE SOURCED:
HBO Real Sports/Marist Poll*

**Youth Football Takes Hard Hit...
One-Third of Americans Less Likely to Allow Son
To Play Football because of Head Injury Risk**

*** Complete Tables for Poll Appended ***

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This HBO Real Sports/Marist Poll Reports:

Most Americans are aware of the connection between concussions suffered while playing football and long-term brain injury, and that information would influence some Americans' decision to allow their son to play the sport if they had to make the choice. About one in three Americans say this knowledge would make them less likely to allow a son to participate in the game. In fact, nearly one in five Americans say this risk would be the key factor in deciding whether or not they would allow their son to step onto the gridiron. About one-third of Americans has become more concerned because of the link between concussions suffered while playing football and long-term brain injury.

This HBO Real Sports/Marist Poll has been conducted in conjunction with the Marist College Center for Sports Communication.

"Historically, youth football has fueled the NFL," says Dr. Keith Strudler, Director of The Marist College Center for Sports Communication. "Parents' concern about the safety of the game could jeopardize the future of the sport."

Most U.S. adults -- 86% -- have heard at least a little about the connection between concussions inflicted while on the football field and long-term brain injury. This includes

*All references to the survey must be sourced as "HBO Real Sports/Marist Poll"

55% who have heard either a great deal or good amount and 31% who have heard a little about this link. 14% have heard nothing at all about it.

Awareness varies based upon a family's income. While about two-thirds of Americans who earn \$50,000 or more annually -- 66% -- have heard a great deal or a good amount about the issue, 47% of those who earn less say the same. There are also differences based on education. While 63% of college graduates have heard a great deal or a good amount about the link between these head injuries and long-term brain trauma, 50% of those without a college degree are comparably aware.

33% of Americans say the link between head injuries in football and long-term brain trauma would make them less likely to allow their son to play football if they had to make that choice. Only 7% report it would make them more likely to do so, and 60% say it would make no difference to their decision. Just how many Americans would ultimately allow their son to play the game? 85% would while a notable 13% would not. Two percent are unsure.

For almost one in five Americans -- 16%, the risk of long-term brain injury due to youth football participation would be the deciding factor in whether or not to allow their son to play football. And, a majority of U.S. adults -- 56% -- say it would be *one* of the factors that influences their decision. 28% report this information would play no role at all in making that choice.

Nearly four in ten U.S. residents -- 39% -- report the recent information about long-term brain injury as a result of concussions incurred while playing football hasn't changed their level of concern about the game. However, 32% say it has made them more concerned because of the serious risk of long-term brain injury while 30% report it has made them less concerned because coaches, parents, and players are more informed and can take greater precautions.

Weighing the Pros and Cons

Seven in ten Americans -- 70% -- think the benefits of playing football outweigh the risk of injury. However, about one in four -- 24% -- believe the risk of injury is too high. Seven percent are unsure.

A similar proportion of adults nationally -- 74% -- think playing football is a good way to build character and boys should be encouraged to play the game. However, one in five -- 20% -- say the risk of injury is too high to allow boys to play football. Six percent are unsure.

"What will be interesting to watch is if other sports begin to recruit those kids whose parents keep them from football," says Dr. Keith Strudler, Director of The Marist College Center for Sports Communication. "Football's loss could be the inevitable gain of lacrosse, baseball, or even soccer."

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More Than One in Ten Fans Less Likely to Enjoy Game

The recent information about the link between concussions suffered while playing football and long-term brain injury makes watching the sport less enjoyable for a notable 14% of football fans. Only 2% report it makes the game more enjoyable to watch, and 84% say it makes no difference to their viewing pleasure.

In their own communities, how big of a deal is football? Nearly seven in ten Americans -- 69% -- report a lot of people follow and talk about the sport. One in four -- 25% -- say some people are engaged in the game. Only 7% do not follow or talk about football.

About Keith Strudler, Ph.D.

Keith Strudler, Ph.D., is the director for the Marist College Center for Sports Communication. Dr. Strudler founded Marist's popular concentration in sports communication in 2002, now one of the nation's largest in the discipline. He studies and teaches in the areas of sports media, sports and society, and sports reporting and information. Dr. Strudler also writes weekly sports commentary for WAMC, an NPR radio station in Albany, NY.

How the Survey was Conducted

Nature of the Sample: HBO Real Sports/Marist National Poll of 1,204 Adults

This survey of 1,204 adults was conducted July 15th through July 18th, 2013. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.8 percentage points. There are 889 football fans. The results for this subset are statistically significant within ± 3.3 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
Football Fans		74%
Parents with Children under 18		39%
No Children under 18 in Household		61%
Parent with Son		53%
Does not have Son		47%
Parent with Son 18 or Younger		23%
Child Seriously Injured Playing Team Sport		19%
Football Community		69%
Gender	Men	49%
	Women	51%
Age	Under 45	45%
	45 or older	55%
Age	18 to 29	22%
	30 to 44	23%
	45 to 59	27%
	60 or older	28%
Race	White	67%
	African American	11%
	Latino	14%
	Other	7%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Education	Not college graduate	60%
	College graduate	40%
Interview Type	Landline	64%
	Cell phone	36%

HBO Real Sports/Marist Poll National Adults. Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points.

National Football Fans: n=889 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Have you heard or read a great deal, a good amount, a little, or nothing at all about the connection between concussions from playing football and long-term brain injury?		
		A great deal - A good amount	A little	Nothing at all
		Row %	Row %	Row %
National Adults		55%	31%	14%
Football Fans		60%	29%	11%
Parent with Child 18 or Younger		55%	27%	18%
Parent with Son		58%	30%	12%
Parent with Son 18 or Younger		56%	28%	16%
Would Allow Son to Play Football		54%	32%	15%
Would Not Allow Son to Play Football		65%	24%	12%
Child Seriously Injured Playing Team Sport		70%	25%	5%
Football Community		60%	27%	13%
Region	Northeast	59%	29%	12%
	Midwest	53%	33%	14%
	South	54%	31%	14%
	West	56%	29%	15%
Household Income	Less than \$50,000	47%	33%	20%
	\$50,000 or more	66%	26%	8%
Education	Not college graduate	50%	33%	17%
	College graduate	63%	27%	10%
Age	Under 45	51%	29%	21%
	45 or older	58%	32%	9%
Age	18 to 29	40%	35%	25%
	30 to 44	61%	23%	17%
	45 to 59	61%	32%	7%
	60 or older	56%	32%	12%
Race	White	56%	32%	12%
	Non-white	53%	27%	20%
Gender	Men	58%	32%	10%
	Women	52%	30%	18%
Interview Type	Landline	58%	31%	11%
	Cell phone	50%	31%	19%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Regardless of whether you have a son, would you allow him to play football if he wanted to or would you not allow him to do so?		
		Allow	Would not allow	Unsure
		Row %	Row %	Row %
National Adults		85%	13%	2%
Football Fans		88%	10%	2%
Parent with Child 18 or Younger		88%	10%	2%
Parent with Son		85%	12%	3%
Parent with Son 18 or Younger		87%	10%	3%
Child Seriously Injured Playing Team Sport		80%	15%	5%
Football Community		88%	11%	1%
Region	Northeast	81%	18%	1%
	Midwest	84%	13%	3%
	South	86%	12%	2%
	West	85%	12%	3%
Household Income	Less than \$50,000	87%	11%	1%
	\$50,000 or more	85%	13%	2%
Education	Not college graduate	86%	12%	2%
	College graduate	83%	14%	3%
Age	Under 45	89%	9%	2%
	45 or older	82%	16%	2%
Age	18 to 29	92%	7%	1%
	30 to 44	87%	10%	3%
	45 to 59	85%	14%	1%
	60 or older	79%	18%	3%
Race	White	85%	13%	2%
	Non-white	85%	12%	2%
Gender	Men	87%	11%	2%
	Women	83%	14%	3%
Interview Type	Landline	82%	15%	3%
	Cell phone	89%	9%	1%

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HBO Real Sports/Marist Poll National Tables

		National Adults		
		Regardless of whether you have a son, has the information over the past several years about the connection between concussions from playing football and long-term brain injury, made you more likely to allow your son to play football, less likely to allow him to play, or has the information over the past several years not made any difference in whether you would allow your son to play football if he wanted to?		
		More likely	Less likely	No difference
		Row %	Row %	Row %
National Adults		7%	33%	60%
Football Fans		6%	31%	63%
Parent with Child 18 or Younger		4%	36%	61%
Parent with Son		7%	35%	58%
Parent with Son 18 or Younger		5%	36%	58%
Would Allow Son to Play Football		5%	28%	66%
Would Not Allow Son to Play Football		16%	59%	24%
Child Seriously Injured Playing Team Sport		9%	29%	62%
Football Community		7%	33%	60%
Region	Northeast	8%	38%	54%
	Midwest	10%	30%	60%
	South	5%	31%	64%
	West	5%	37%	58%
Household Income	Less than \$50,000	8%	31%	61%
	\$50,000 or more	6%	37%	57%
Education	Not college graduate	7%	31%	62%
	College graduate	6%	37%	56%
Age	Under 45	5%	30%	66%
	45 or older	8%	37%	55%
Age	18 to 29	6%	30%	64%
	30 to 44	3%	30%	67%
	45 to 59	6%	36%	58%
	60 or older	11%	37%	52%
Race	White	6%	34%	60%
	Non-white	8%	33%	59%
Gender	Men	6%	31%	63%
	Women	8%	36%	57%
Interview Type	Landline	7%	36%	57%
	Cell phone	7%	28%	65%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		There is a connection between concussions from playing football and long-term brain injury. Regardless of whether you have a son, how much of a factor is this information in deciding whether or not you would let your son participate in the sport? Is this information:		
		One of several		
		The deciding factor	important factors	Not a factor
		Row %	Row %	Row %
National Adults		16%	56%	28%
Football Fans		14%	59%	27%
Parent with Child 18 or Younger		17%	58%	24%
Parent with Son		17%	57%	26%
Parent with Son 18 or Younger		18%	58%	23%
Would Allow Son to Play Football		11%	59%	30%
Would Not Allow Son to Play Football		47%	33%	20%
Child Seriously Injured Playing Team Sport		14%	62%	24%
Football Community		14%	58%	27%
Region	Northeast	13%	63%	25%
	Midwest	18%	60%	23%
	South	16%	53%	31%
	West	16%	53%	31%
Household Income	Less than \$50,000	17%	50%	33%
	\$50,000 or more	15%	64%	21%
Education	Not college graduate	16%	52%	31%
	College graduate	16%	61%	23%
Age	Under 45	12%	59%	29%
	45 or older	19%	54%	27%
Age	18 to 29	10%	57%	33%
	30 to 44	14%	60%	26%
	45 to 59	17%	56%	28%
	60 or older	21%	53%	26%
Race	White	14%	58%	28%
	Non-white	19%	53%	28%
Gender	Men	12%	56%	32%
	Women	20%	56%	24%
Interview Type	Landline	18%	58%	25%
	Cell phone	13%	54%	33%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Has the information over the past several years about the connection between concussions from playing football and long-term brain injury:		
		Made you more concerned because of the serious risk of long-term brain injury	Made you less concerned because coaches, parents, and players are more informed of the risks and can take precautions	Or your level of concern hasn't really changed
		Row %	Row %	Row %
National Adults		32%	30%	39%
Football Fans		31%	32%	36%
Parent with Child 18 or Younger		32%	29%	38%
Parent with Son		34%	28%	38%
Parent with Son 18 or Younger		33%	31%	36%
Would Allow Son to Play Football		26%	34%	40%
Would Not Allow Son to Play Football		69%	6%	26%
Child Seriously Injured Playing Team Sport		35%	31%	34%
Football Community		33%	32%	35%
Region	Northeast	42%	22%	36%
	Midwest	29%	34%	36%
	South	28%	33%	39%
	West	31%	27%	42%
Household Income	Less than \$50,000	24%	33%	43%
	\$50,000 or more	37%	29%	33%
Education	Not college graduate	26%	31%	43%
	College graduate	39%	28%	33%
Age	Under 45	27%	32%	41%
	45 or older	36%	28%	36%
Age	18 to 29	20%	37%	44%
	30 to 44	33%	29%	38%
	45 to 59	32%	32%	36%
	60 or older	40%	24%	37%
Race	White	33%	30%	38%
	Non-white	29%	31%	40%
Gender	Men	28%	30%	42%
	Women	35%	30%	35%
Interview Type	Landline	35%	28%	37%
	Cell phone	27%	33%	41%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		For each of the following pairs of statements, please tell me which one comes closer to your opinion:		
		The benefits of playing football for boys outweigh the risk of injury	The risk of injury is too high to allow boys to play football	Unsure
		Row %	Row %	Row %
National Adults		70%	24%	7%
Football Fans		75%	20%	5%
Parent with Child 18 or Younger		72%	21%	6%
Parent with Son		69%	25%	6%
Parent with Son 18 or Younger		73%	23%	4%
Would Allow Son to Play Football		79%	16%	6%
Would Not Allow Son to Play Football		15%	75%	10%
Child Seriously Injured Playing Team Sport		66%	27%	7%
Football Community		74%	20%	6%
Region	Northeast	71%	23%	6%
	Midwest	70%	22%	7%
	South	69%	26%	6%
	West	70%	23%	7%
Household Income	Less than \$50,000	70%	25%	6%
	\$50,000 or more	74%	22%	4%
Education	Not college graduate	70%	24%	7%
	College graduate	70%	25%	5%
Age	Under 45	77%	18%	5%
	45 or older	64%	28%	8%
Age	18 to 29	80%	17%	3%
	30 to 44	75%	18%	7%
	45 to 59	66%	28%	6%
	60 or older	62%	29%	10%
Race	White	73%	21%	6%
	Non-white	64%	29%	7%
Gender	Men	76%	19%	5%
	Women	64%	28%	8%
Interview Type	Landline	67%	26%	7%
	Cell phone	75%	20%	5%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		For each of the following pairs of statements, please tell me which one comes closer to your opinion:		
		Football is a good way to build character and boys should be encouraged to play the sport	The risk of injury is too high to allow boys to play football	Unsure
		Row %	Row %	Row %
National Adults		74%	20%	6%
Football Fans		81%	14%	5%
Parent with Child 18 or Younger		77%	18%	5%
Parent with Son		74%	20%	5%
Parent with Son 18 or Younger		77%	19%	4%
Would Allow Son to Play Football		83%	11%	5%
Would Not Allow Son to Play Football		19%	72%	9%
Child Seriously Injured Playing Team Sport		74%	22%	4%
Football Community		79%	15%	6%
Region	Northeast	75%	18%	6%
	Midwest	76%	19%	6%
	South	74%	20%	7%
	West	73%	21%	6%
Household Income	Less than \$50,000	75%	19%	6%
	\$50,000 or more	76%	19%	5%
Education	Not college graduate	76%	19%	5%
	College graduate	73%	20%	7%
Age	Under 45	80%	13%	6%
	45 or older	70%	24%	6%
Age	18 to 29	85%	12%	3%
	30 to 44	77%	15%	9%
	45 to 59	72%	24%	4%
	60 or older	67%	24%	9%
Race	White	75%	19%	6%
	Non-white	74%	20%	6%
Gender	Men	79%	14%	6%
	Women	69%	25%	6%
Interview Type	Landline	71%	22%	7%
	Cell phone	80%	16%	4%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		Football Fans		
		Does what you have learned about the connection between concussions from playing football and long-term brain injury, make watching the game more enjoyable, less enjoyable, or has it not changed how much you enjoy the game?		
		More enjoyable	Less enjoyable	Not changed how much you enjoy the game
		Row %	Row %	Row %
Football Fans		2%	14%	84%
Parent with Child 18 or Younger		2%	12%	85%
Parent with Son		0%	15%	84%
Parent with Son 18 or Younger		0%	14%	86%
Would Allow Son to Play Football		2%	11%	87%
Would Not Allow Son to Play Football		5%	32%	63%
Child Seriously Injured Playing Team Sport		1%	16%	83%
Football Community		2%	13%	84%
Region	Northeast	4%	11%	85%
	Midwest	2%	14%	84%
	South	0%	14%	86%
	West	3%	16%	80%
Household Income	Less than \$50,000	1%	15%	84%
	\$50,000 or more	2%	13%	85%
Education	Not college graduate	2%	14%	84%
	College graduate	2%	15%	83%
Age	Under 45	3%	11%	87%
	45 or older	1%	17%	82%
Age	18 to 29	5%	8%	87%
	30 to 44	0%	14%	86%
	45 to 59	2%	14%	84%
	60 or older	1%	20%	79%
Race	White	1%	14%	85%
	Non-white	4%	14%	81%
Gender	Men	2%	13%	85%
	Women	1%	15%	83%
Interview Type	Landline	2%	15%	83%
	Cell phone	2%	12%	86%

HBO Real Sports/Marist Poll National Football Fans: Interviews conducted July 15th through July 18th, 2013, n=889
 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Thinking about the community where you live, is football a part of what a lot of people follow and talk about during football season, some people do, or no one really follows or talks about football?		
		A part of what a lot of people follow and talk about during football season	Some people do	No one really follows or talks about football
		Row %	Row %	Row %
National Adults		69%	25%	7%
Football Fans		75%	21%	3%
Parent with Child 18 or Younger		71%	23%	6%
Parent with Son		70%	24%	6%
Parent with Son 18 or Younger		68%	25%	7%
Would Allow Son to Play Football		71%	25%	5%
Would Not Allow Son to Play Football		60%	23%	18%
Child Seriously Injured Playing Team Sport		73%	22%	6%
Region	Northeast	64%	28%	8%
	Midwest	73%	22%	5%
	South	74%	20%	5%
	West	59%	32%	9%
Household Income	Less than \$50,000	67%	25%	8%
	\$50,000 or more	70%	26%	4%
Education	Not college graduate	70%	22%	7%
	College graduate	67%	28%	5%
Age	Under 45	70%	24%	7%
	45 or older	68%	26%	6%
Age	18 to 29	70%	22%	8%
	30 to 44	69%	25%	5%
	45 to 59	67%	29%	4%
	60 or older	69%	22%	8%
Race	White	68%	24%	7%
	Non-white	69%	25%	6%
Gender	Men	69%	26%	5%
	Women	69%	24%	8%
Interview Type	Landline	66%	27%	7%
	Cell phone	74%	21%	5%

HBO Real Sports/Marist Poll National Adults: Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.