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.
<table>
<thead>
<tr>
<th>Nature of the Sample</th>
<th>National Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Adults</td>
<td>100%</td>
</tr>
<tr>
<td>Football Fans</td>
<td>74%</td>
</tr>
<tr>
<td>Parents with Children under 18</td>
<td>39%</td>
</tr>
<tr>
<td>No Children under 18 in Household</td>
<td>61%</td>
</tr>
<tr>
<td>Parent with Son</td>
<td>53%</td>
</tr>
<tr>
<td>Does not have Son</td>
<td>47%</td>
</tr>
<tr>
<td>Parent with Son 18 or Younger</td>
<td>23%</td>
</tr>
<tr>
<td>Child Seriously Injured Playing Team Sport</td>
<td>19%</td>
</tr>
<tr>
<td>Football Community</td>
<td>69%</td>
</tr>
<tr>
<td>Gender</td>
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</tr>
<tr>
<td>Men</td>
<td>49%</td>
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<tr>
<td>Women</td>
<td>51%</td>
</tr>
<tr>
<td>Age透 Greatness Order</td>
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<tr>
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<td>45%</td>
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<tr>
<td>45 or older</td>
<td>55%</td>
</tr>
<tr>
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<tr>
<td>18 to 29</td>
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<td>30 to 44</td>
<td>23%</td>
</tr>
<tr>
<td>45 to 59</td>
<td>27%</td>
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<tr>
<td>60 or older</td>
<td>28%</td>
</tr>
<tr>
<td>Race</td>
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<tr>
<td>White</td>
<td>67%</td>
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<tr>
<td>African American</td>
<td>11%</td>
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<tr>
<td>Latino</td>
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<td>18%</td>
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<tr>
<td>Midwest</td>
<td>22%</td>
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<tr>
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<td>23%</td>
</tr>
<tr>
<td>Household Income</td>
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</tr>
<tr>
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<td>49%</td>
</tr>
<tr>
<td>$50,000 or more</td>
<td>51%</td>
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<tr>
<td>Landline</td>
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<td>Cell phone</td>
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</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>National Adults</th>
<th>Row %</th>
<th>A good amount</th>
<th>Row %</th>
<th>A little</th>
<th>Row %</th>
<th>Nothing at all</th>
<th>Row %</th>
</tr>
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<tbody>
<tr>
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<td>55%</td>
<td>31%</td>
<td></td>
<td>14%</td>
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<td></td>
</tr>
<tr>
<td>Football Fans</td>
<td>60%</td>
<td>29%</td>
<td></td>
<td>11%</td>
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<td></td>
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<tr>
<td>Parent with Child 18 or Younger</td>
<td>55%</td>
<td>27%</td>
<td></td>
<td>18%</td>
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<td></td>
<td></td>
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<tr>
<td>Parent with Son</td>
<td>58%</td>
<td>30%</td>
<td></td>
<td>12%</td>
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<td></td>
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<tr>
<td>Parent with Son 18 or Younger</td>
<td>56%</td>
<td>28%</td>
<td></td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would Allow Son to Play Football</td>
<td>54%</td>
<td>32%</td>
<td></td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would Not Allow Son to Play Football</td>
<td>65%</td>
<td>24%</td>
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<tr>
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<td>5%</td>
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<tr>
<td>Football Community</td>
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<td>South</td>
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<td>47%</td>
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<td>20%</td>
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<td>$50,000 or more</td>
<td>66%</td>
<td>26%</td>
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<td>8%</td>
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</tr>
<tr>
<td>Not college graduate</td>
<td>50%</td>
<td>33%</td>
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<td>17%</td>
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<tr>
<td>College graduate</td>
<td>63%</td>
<td>27%</td>
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<td>29%</td>
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<td>21%</td>
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<tr>
<td>45 or older</td>
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<td>32%</td>
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<td>White</td>
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<td>Non-white</td>
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<td>Men</td>
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<td>32%</td>
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<td>10%</td>
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<td></td>
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<tr>
<td>Women</td>
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<tr>
<td>Cell phone</td>
<td>50%</td>
<td>31%</td>
<td></td>
<td>19%</td>
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<td></td>
</tr>
</tbody>
</table>

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.
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?

<table>
<thead>
<tr>
<th></th>
<th>Allow</th>
<th>Would not allow</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Row %</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Adults</td>
<td>85%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Football Fans</td>
<td>88%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Parent with Child 18 or Younger</td>
<td>88%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Parent with Son</td>
<td>85%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Parent with Son 18 or Younger</td>
<td>87%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Child Seriously Injured Playing Team Sport</td>
<td>80%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Football Community</td>
<td>88%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northeast</td>
<td>81%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Midwest</td>
<td>84%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>South</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>West</td>
<td>85%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>87%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>$50,000 or more</td>
<td>85%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Education</td>
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<td></td>
<td></td>
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<td>12%</td>
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</tr>
<tr>
<td>College graduate</td>
<td>83%</td>
<td>14%</td>
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</tr>
<tr>
<td>Age</td>
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</tr>
<tr>
<td>Under 45</td>
<td>89%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>45 or older</td>
<td>82%</td>
<td>16%</td>
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</tr>
<tr>
<td>Age</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>18 to 29</td>
<td>92%</td>
<td>7%</td>
<td>1%</td>
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<tr>
<td>30 to 44</td>
<td>87%</td>
<td>10%</td>
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<tr>
<td>45 to 59</td>
<td>85%</td>
<td>14%</td>
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</tr>
<tr>
<td>60 or older</td>
<td>79%</td>
<td>18%</td>
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</tr>
<tr>
<td>Race</td>
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<tr>
<td>White</td>
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<td>Interview Type</td>
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<tr>
<td>Landline</td>
<td>82%</td>
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<td>3%</td>
</tr>
<tr>
<td>Cell phone</td>
<td>89%</td>
<td>9%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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.
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?

<table>
<thead>
<tr>
<th>National Adults</th>
<th>More likely</th>
<th>Less likely</th>
<th>No difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
</tr>
<tr>
<td>National Adults</td>
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<td>60%</td>
</tr>
<tr>
<td>Football Fans</td>
<td>6%</td>
<td>31%</td>
<td>63%</td>
</tr>
<tr>
<td>Parent with Child 18 or Younger</td>
<td>4%</td>
<td>36%</td>
<td>61%</td>
</tr>
<tr>
<td>Parent with Son</td>
<td>7%</td>
<td>35%</td>
<td>61%</td>
</tr>
<tr>
<td>Parent with Son 18 or Younger</td>
<td>5%</td>
<td>36%</td>
<td>58%</td>
</tr>
<tr>
<td>Would Allow Son to Play Football</td>
<td>5%</td>
<td>28%</td>
<td>66%</td>
</tr>
<tr>
<td>Would Not Allow Son to Play Football</td>
<td>16%</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td>Child Seriously Injured Playing Team Sport</td>
<td>9%</td>
<td>29%</td>
<td>62%</td>
</tr>
<tr>
<td>Football Community</td>
<td>7%</td>
<td>33%</td>
<td>60%</td>
</tr>
<tr>
<td>Region</td>
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</tr>
<tr>
<td>Northeast</td>
<td>8%</td>
<td>38%</td>
<td>54%</td>
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<tr>
<td>Midwest</td>
<td>10%</td>
<td>30%</td>
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<tr>
<td>South</td>
<td>5%</td>
<td>34%</td>
<td>64%</td>
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<tr>
<td>West</td>
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<td>37%</td>
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</tr>
<tr>
<td>Household Income</td>
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<tr>
<td>Less than $50,000</td>
<td>8%</td>
<td>31%</td>
<td>61%</td>
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<tr>
<td>$50,000 or more</td>
<td>6%</td>
<td>37%</td>
<td>57%</td>
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<tr>
<td>Education</td>
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<tr>
<td>Not college graduate</td>
<td>7%</td>
<td>31%</td>
<td>62%</td>
</tr>
<tr>
<td>College graduate</td>
<td>6%</td>
<td>37%</td>
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<td>Age</td>
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<tr>
<td>Under 45</td>
<td>5%</td>
<td>30%</td>
<td>60%</td>
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<tr>
<td>45 or older</td>
<td>8%</td>
<td>37%</td>
<td>55%</td>
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<tr>
<td>Age</td>
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</tr>
<tr>
<td>18 to 29</td>
<td>6%</td>
<td>30%</td>
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<tr>
<td>30 to 44</td>
<td>3%</td>
<td>30%</td>
<td>67%</td>
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<tr>
<td>45 to 59</td>
<td>6%</td>
<td>36%</td>
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<tr>
<td>60 or older</td>
<td>11%</td>
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<td>52%</td>
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<td>Race</td>
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<td>White</td>
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<td>Non-white</td>
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</table>

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.
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:

<table>
<thead>
<tr>
<th>The deciding factor</th>
<th>One of several important factors</th>
<th>Not a factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Adults</td>
<td>16%</td>
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</tr>
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</tr>
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<td>17%</td>
<td>58%</td>
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<td>57%</td>
</tr>
<tr>
<td>Parent with Son 18 or Younger</td>
<td>18%</td>
<td>58%</td>
</tr>
<tr>
<td>Would Allow Son to Play Football</td>
<td>11%</td>
<td>59%</td>
</tr>
<tr>
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<td>47%</td>
<td>33%</td>
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<tr>
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<td>14%</td>
<td>62%</td>
</tr>
<tr>
<td>Football Community</td>
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</table>

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.
<table>
<thead>
<tr>
<th>National Adults</th>
<th>Made you more concerned because of the serious risk of long-term brain injury</th>
<th>Made you less concerned because coaches, parents, and players are more informed of the risks and can take precautions</th>
<th>Or your level of concern hasn't really changed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
<td></td>
</tr>
<tr>
<td>National Adults</td>
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</tr>
<tr>
<td>Parent with Child 18 or Younger</td>
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<td>Parent with Son</td>
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<tr>
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<td>33%</td>
<td>31%</td>
<td>36%</td>
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<tr>
<td>Would Allow Son to Play Football</td>
<td>26%</td>
<td>34%</td>
<td>40%</td>
</tr>
<tr>
<td>Would Not Allow Son to Play Football</td>
<td>69%</td>
<td>6%</td>
<td>26%</td>
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<tr>
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</table>

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.
The benefits of playing football for boys outweigh the risk of injury

<table>
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<th>Row %</th>
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</tr>
<tr>
<td>Football Fans</td>
<td>75%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Parent with Child 18 or Younger</td>
<td>72%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Parent with Son</td>
<td>69%</td>
<td>25%</td>
<td>6%</td>
</tr>
<tr>
<td>Parent with Son 18 or Younger</td>
<td>73%</td>
<td>23%</td>
<td>4%</td>
</tr>
<tr>
<td>Would Allow Son to Play Football</td>
<td>79%</td>
<td>16%</td>
<td>6%</td>
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<tr>
<td>Would Not Allow Son to Play Football</td>
<td>15%</td>
<td>75%</td>
<td>10%</td>
</tr>
<tr>
<td>Child Seriously Injured Playing Team Sport</td>
<td>66%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Football Community</td>
<td>74%</td>
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<td>6%</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
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<td>7%</td>
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</tr>
<tr>
<td>Under 45</td>
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<td>18%</td>
<td>5%</td>
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<tr>
<td>45 or older</td>
<td>64%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
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<tr>
<td>18 to 29</td>
<td>80%</td>
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<td>30 to 44</td>
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<tr>
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</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>National Adults</th>
<th>Football is a good way to build character and boys should be encouraged to play the sport</th>
<th>The risk of injury is too high to allow boys to play football</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Row %</td>
<td>Row %</td>
<td>Row %</td>
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<tr>
<td>National Adults</td>
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<td>6%</td>
</tr>
<tr>
<td>Football Fans</td>
<td>81%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Parent with Child 18 or Younger</td>
<td>77%</td>
<td>18%</td>
<td>5%</td>
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<tr>
<td>Parent with Son</td>
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<td>20%</td>
<td>5%</td>
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<tr>
<td>Parent with Son 18 or Younger</td>
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<td>5%</td>
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<tr>
<td>Would Not Allow Son to Play Football</td>
<td>19%</td>
<td>72%</td>
<td>9%</td>
</tr>
<tr>
<td>Child Seriously Injured Playing Team Sport</td>
<td>74%</td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Football Community</td>
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<td>15%</td>
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<td></td>
<td></td>
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<td>6%</td>
</tr>
<tr>
<td>Midwest</td>
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<td>6%</td>
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<tr>
<td>Cell phone</td>
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<td>16%</td>
<td>4%</td>
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</tbody>
</table>

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.
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?

<table>
<thead>
<tr>
<th>Football Fans</th>
<th>More enjoyable</th>
<th>Less enjoyable</th>
<th>Not changed how much you enjoy the game</th>
</tr>
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<tbody>
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<td>Football Fans</td>
<td>2%</td>
<td>14%</td>
<td>84%</td>
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<tr>
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<td>84%</td>
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<td>Parent with Son 18 or Younger</td>
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<td>Would Allow Son to Play Football</td>
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<td>87%</td>
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<tr>
<td>Would Not Allow Son to Play Football</td>
<td>5%</td>
<td>32%</td>
<td>63%</td>
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<td>1%</td>
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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?

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<td>Cell phone</td>
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<td>21%</td>
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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.