



## **No Clear NFL Surprise**

\*\*\* Complete Tables for Poll Appended \*\*\*

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### **This Marist Poll Reports:**

With the NFL season underway, is there a sleeper team in the mix? According to this Marist Poll, there's no clear surprise among football fans nationally. Nine percent of fans think the Detroit Lions will be the biggest surprise this season, 6% believe the Dallas Cowboys will come out of nowhere while the same proportion -- 6% -- say the Philadelphia Eagles will be this year's upset team. The Green Bay Packers are perceived by 5% to charge the field and shock football fans while 4% say the Oakland Raiders will split the uprights as the NFL's surprise of the season. A majority -- 55% -- believe another team will shock fans and commentators alike, and 15% are unsure.

The proportion of football fans remains consistent. 67% of adults nationally report they watch football at least a little. Included here are 22% who tune into the sport a great deal, 17% who follow it a good amount, and 28% who watch it a little. 34% of U.S. residents, however, do not follow the sport at all.

In November 2010, 68% followed professional football at least a little. Included here are 18% who admitted to being an armchair quarterback most of the time, 15% who caught a good amount of football fever, and 35% reported they followed a little of the action on the gridiron. 32%, at that time, said they had no interest in the sport.

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,042 Adults**

This survey of 1,042 adults was conducted on September 13<sup>th</sup> and September 14<sup>th</sup>, 2011. 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 land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within  $\pm 3.0$  percentage points. There are 697 football fans. The results for this subset are statistically significant within  $\pm 4.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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Nature of the Sample - National Adults		
		National Adults
		Col %
<b>National Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>79%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>
	<b>Midwest</b>	<b>22%</b>
	<b>South</b>	<b>37%</b>
	<b>West</b>	<b>22%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>51%</b>
	<b>\$50,000 or more</b>	<b>49%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>African American</b>	<b>10%</b>
	<b>Latino</b>	<b>11%</b>
	<b>Other</b>	<b>11%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>Non-white</b>	<b>33%</b>
<b>Age</b>	<b>Under 45</b>	<b>42%</b>
	<b>45 or older</b>	<b>58%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>22%</b>
	<b>Gen X (31-46)</b>	<b>23%</b>
	<b>Baby Boomers (47-65)</b>	<b>34%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>21%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>72%</b>
	<b>Cell Phone</b>	<b>28%</b>

**Marist Poll National Adults: Interviews conducted September 13th and September 14th, 2011, N=1042 MOE +/- 3%. Totals may not add to 100 due to rounding.**

## Nature of the Sample: Football Fans

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Nature of the Sample - Football Fans		
		Football Fans
		Col %
<b>Football Fans</b>		<b>100%</b>
<b>Region</b>	<b>Northeast</b>	<b>18%</b>
	<b>Midwest</b>	<b>22%</b>
	<b>South</b>	<b>41%</b>
	<b>West</b>	<b>19%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>48%</b>
	<b>\$50,000 or more</b>	<b>52%</b>
<b>Age</b>	<b>Under 45</b>	<b>42%</b>
	<b>45 or older</b>	<b>58%</b>
<b>Gender</b>	<b>Men</b>	<b>56%</b>
	<b>Women</b>	<b>44%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>72%</b>
	<b>Cell Phone</b>	<b>28%</b>

**Marist Poll National Football Fans: Interviews conducted September 13th and September 14th, 2011, N=697 MOE +/- 4%. Totals may not add to 100 due to rounding.**

## Surprise of 2011-2012 Season

*Asked of National Football Fans*

**Question Wording:** Which professional football team do you think will be the biggest surprise this season?

		Football Fans						
		Which professional football team do you think will be the biggest surprise this season?						
		Detriot Lions	Dallas Cowboys	Philadelphia Eagles	Green Bay Packers	Oakland Raiders	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Football Fans		9%	6%	6%	5%	4%	55%	15%
Region	Northeast	16%	4%	14%	2%	2%	49%	13%
	Midwest	16%	3%	3%	12%	1%	47%	17%
	South	4%	9%	6%	3%	3%	61%	14%
	West	5%	6%	<1%	5%	14%	54%	16%
Household Income	Less than \$50,000	4%	7%	7%	5%	4%	57%	16%
	\$50,000 or more	15%	5%	4%	4%	5%	54%	13%
Age	Under 45	12%	7%	8%	4%	4%	55%	9%
	45 or older	7%	5%	4%	6%	5%	54%	19%
Gender	Men	13%	5%	8%	5%	5%	54%	10%
	Women	4%	7%	2%	6%	3%	56%	21%
Interview Type	Landline	10%	6%	4%	5%	5%	53%	16%
	Cell Phone	6%	6%	11%	7%	3%	57%	11%

Marist Poll National Football Fans: Interviews conducted September 13th and September 14th, 2011, N=697 MOE +/- 4%. Totals may not add to 100 due to rounding.

## Football Fans

*Asked of National Adults*

**Question Wording:** Do you watch or follow professional football a great deal, a good amount, a little, or not at all?

		National Adults			
		Do you watch or follow professional football a great deal, a good amount, a little, or not at all?			
		A great deal	A good amount	A little	Not at all
		Row %	Row %	Row %	Row %
<b>National Adults</b>		<b>22%</b>	<b>17%</b>	<b>28%</b>	<b>34%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>	<b>15%</b>	<b>29%</b>	<b>37%</b>
	<b>Midwest</b>	<b>21%</b>	<b>15%</b>	<b>29%</b>	<b>35%</b>
	<b>South</b>	<b>25%</b>	<b>19%</b>	<b>29%</b>	<b>27%</b>
	<b>West</b>	<b>18%</b>	<b>16%</b>	<b>23%</b>	<b>43%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>24%</b>	<b>14%</b>	<b>26%</b>	<b>36%</b>
	<b>\$50,000 or more</b>	<b>21%</b>	<b>20%</b>	<b>29%</b>	<b>29%</b>
<b>Age</b>	<b>Under 45</b>	<b>27%</b>	<b>18%</b>	<b>23%</b>	<b>33%</b>
	<b>45 or older</b>	<b>18%</b>	<b>16%</b>	<b>31%</b>	<b>35%</b>
<b>Gender</b>	<b>Men</b>	<b>27%</b>	<b>20%</b>	<b>27%</b>	<b>25%</b>
	<b>Women</b>	<b>16%</b>	<b>13%</b>	<b>28%</b>	<b>43%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>21%</b>	<b>15%</b>	<b>29%</b>	<b>35%</b>
	<b>Cell Phone</b>	<b>22%</b>	<b>20%</b>	<b>24%</b>	<b>34%</b>

**Marist Poll National Adults: Interviews conducted September 13th and September 14th, 2011, N=1042  
MOE +/- 3%. Totals may not add to 100 due to rounding.**