

NATIONAL FOOTBALL LEAGUE

NFL Fans in U.S. Overwhelmingly Support Having an 18-Game Season

Half of middle aged respondents welcome the idea as well.

[NEW YORK – Jul. 9, 2010] – Americans and National Football League (NFL) fans have reacted positively to a proposal that seeks to expand the regular season, a new Angus Reid Public Opinion poll has found.

Last month, NFL Commissioner Roger Goodell revealed that the league is considering extending the regular season to 18 games.

In the online survey of a representative national sample of 1,001 American adults, 46 per cent of respondents say they agree with the proposal to expand the NFL regular season from 16 games to 18 games, and reduce the pre-season games for each team from four to two.

Four-in-five self-described NFL fans (79%) would welcome the expanded regular season, along with 50 per cent of respondents aged 35 to 54.

KEY FINDINGS

- **46% of Americans and 79% of NFL fans agree with the proposal to expand the NFL regular season from 16 games to 18 games, and reduce the pre-season games for each team from four to two**

Full topline results are at the end of this release.

From June 25 to June 27, 2010, Angus Reid Public Opinion conducted an online survey among 1,001 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

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National Football League

As you may know, a proposal has been made to expand the NFL regular season from 16 games to 18 games, and reduce the pre-season games for each team from four to two. Overall, do you agree or disagree with this proposal?

	Region				
	Total	Northeast	Midwest	South	West
Agree	46%	43%	45%	47%	48%
Disagree	17%	19%	17%	18%	14%
Not sure	37%	38%	38%	36%	38%

National Football League

As you may know, a proposal has been made to expand the NFL regular season from 16 games to 18 games, and reduce the pre-season games for each team from four to two. Overall, do you agree or disagree with this proposal?

	Age				
	Total	Age 18-34	Age 35-54	Age 55+	NFL FANS
Agree	46%	48%	50%	39%	79%
Disagree	17%	14%	14%	23%	18%
Not sure	37%	38%	36%	38%	3%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at

<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:

<http://www.visioncritical.com/category/global-opinions-and-trends>

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