



Global Sport Institute National Snapshot Poll (Winter 2021): Executive Summary

Topic 1: NFL Fan/Super Bowl

Most of the respondents watched NFL games once or more than once a week, and they plan to watch the Super Bowl game.

NFL “Super” Fan: Half of the respondents watch NFL football games at least once a week.

NFL “Casual” Fan: 28% watch an NFL game once every few weeks, to once a year.

- 23% watch once every few years or don’t watch NFL games at all (GenPOP)
 - **NFL Super Fan:** Male/HHI over \$100k/College Educated
 - **NFL Casual Fan:** Under 44/Female
- Seven out of 10 respondents plan to watch the entire Super Bowl, or parts of the Super Bowl on television. One out of five have no plans to watch the Super Bowl. Nearly six out of 10 males and those with a HHI over \$100k plan to watch the entire Super Bowl.
 - Super Bowl Watching Group: HHI over \$100k/ Male/College Educated/Under 44

A majority of respondents enjoy the game itself while the NFL casual fan enjoys the commercials more. About half of the respondents say they like the football game itself, while about one-third says they enjoy the events/activities that accompany the football game more.

- 48% of respondents say they enjoy the game itself. This number increased significantly when it comes to the NFL Super Fans (73% enjoy the game itself), while 50% of NFL Casual Fans prefer the Super Bowl commercials.
- Respondents that like the game itself: NFL Super Fan/Male/African American/White/College Educated/HHI over \$50k
- Respondents that like the Super Bowl commercials: NFL Casual Fan/Female/Hispanic

Most respondents believe it was the right decision for the NFL season to remain on schedule.

- Nearly half of respondents think it was right for the NFL season to continue on its regular schedule. Another 15% of respondents say the season should have been postponed. Only one in five believed it should have been cancelled.

- Think it was right to move forward: NFL Super Fan/Male/College Educated/ HHI over \$100k

Topic 2: Coaches/Players of Color

Respondents do not know the actual number of non-white head coaches (coaches of color), but they still believe the number should increase.

- Only seven percent of respondents answered the number of head coaches of color correctly. 17% think the number is lower than four and **30% think over half of the NFL teams have head coaches of color.**
- Only two percent think four is an acceptable number for head coaches of color in the NFL.
 - 9% think the NFL should have less.
 - 35% think the NFL should have between 5 and 15 head coaches of color.
 - 55% think the NFL should have more than 16 head coaches of color.
- 43% of respondents said the percentage of NFL players of color is about 60% to 80%, which is the bucket with the correct answer (70.1%, as of the beginning of the 2019 season).
 - 25% think it is over 80%, and 32% think it is under 60%.

Respondents believe the NFL should have more head coaches of color. The percentage of people who think it should be more increased after showing them the actual number of head coaches of color.

**Aided refers to an opinion that is formed after additional information was received. Unaided refers to an opinion that was formed previous to learning additional information.*

	Need more coaches of color	Need the same number of coaches of color	Need Fewer coaches of color	Unsure
Unaided	40%	28%	3%	29%
Aided with current head coaches of color #	46%	25%	4%	26%

Topic 3: Rooney Rule



Most respondents are unsure about the meaning of the “Rooney Rule.” (Adopted in 2003, the Rooney Rule is an NFL policy requiring every team with a head coaching vacancy to interview at least one or more diverse candidates.)

Most respondents agree that the NFL needs more coaches of color once they are made aware of the Rooney Rule. Additionally, respondents do not believe it is effective.

- 46% say they are unsure what is included in the Rooney Rule. 39% answer the question with the correct meaning of the Rooney Rule.
- 53% agree that NFL teams need to hire more head coaches of color .
- After learning the number of head coaches of color before and after the Rooney Rule took effect, only 30% believe it is effective while **38% believe the Rooney Rule is not effective.**
 - Respondents who believe the Rooney Rule is effective:
 - Under 44/NFL Super Fan/African American/Male/HHI over \$100k
 - Respondents who believe the Rooney Rule is not effective:
 - GenPOP/Over 45/White/Great Lakes

After knowing all of the information, the percentage of people who believe the NFL should have more head coaches of color increased slightly, compared with the unaided result.

- **43% of respondents say that the NFL needs more head coaches of color** (+3% from unaided).
- 17% of those who were unsure, and 16% of those who believed it is about right, now say the NFL needs more.

Topic 4: NFL Head Coach Qualification

Most consider experience learned in other NFL coaching positions - such as head coach of another NFL team, NFL offensive coordinator and NFL defensive coordinator - as necessary experiences to become an NFL head coach.

- More than 40% believe a head coach should have at least one to five years of experience as a head coach of another NFL team or experience as an NFL offensive coordinator and/or experience as an NFL defensive coordinator.



- One-third believe a head coach needs at least six to 10 years of experience as an offensive or defensive coordinator, or a position coach in both the NFL and college football.
- 32% say a head coach needs six to 10 years' experience as a former NFL Player.

Topic 5: Coach Rehiring Period

Most of the respondents believe a recently-fired head coach can be rehired by another team in the next season. Upon learning that coaches of color were re-hired less frequently than white head coaches, the information did not have a statistically significant effect on opinions regarding a waiting period.

- 54% of respondents say a recently-fired head coach should be allowed to accept the head coaching position of another team for the next season.
- One out of five respondents say a fired head coach needs to sit out a season, and 5% say they should wait at least two seasons. Another one out of five are unsure.

The percentage of respondents who believe the NFL needs more head coaches of color increased after learning more information.

- 46% say the NFL needs significantly more (29%) or somewhat more (17%) head coaches of color, with a 6% increase from the unaided result.
- 21% believe the current number of head coaches of color is enough, and 26% are still unsure about this issue.
 - Respondents who believe the NFL needs more head coaches of color: African American/NFL Super Fan/ College Educated/ HHI over \$100k

Slightly more respondents believe the NFL should use incentives (38%) to increase the diversity of head coach hiring and front office positions. While 31% of respondents do not agree with using incentives.

Topic 6: Recent Sports Issues

- **Black Lives Matter:** More than one-third believe the NFL is more inclusive than other professional sports leagues when it comes to the BLM movement.



- 36% say the NFL is more inclusive on BLM issues and only 12% say the NFL is less inclusive than other sports leagues.
- In the wake of the recent text-messaging scandal involving New York Mets' now-released GM Jared Porter, support for a zero-tolerance policy for sexual harassment is nearly unanimous:
 - 78% of respondents said organized sports should adopt a zero-tolerance policy for sexual harassment. Only 16% disagree with this.
 - Support is higher among men than women. 82% of men said that sports should adopt such a policy, while only 75% of women agree.
- **2020 Tokyo Olympics:** Nearly half believe the Tokyo Olympics should be postponed to later in 2021, or until 2022.
 - 45% say the Tokyo Olympics should be postponed. 22% say they should be postponed until later in 2021. 23% said they should be postponed to 2022.
 - 29% believe the Tokyo Olympics should continue as scheduled in July 2021. Only 8% say the Tokyo Olympics should be canceled.