

## NFL Brand - Structural Change or Mild Improvement

The newest monthly WG Sports Survey (November 29-30) found that the NFL brand improved very slightly, going from 44% favorable - 40% unfavorable in October to 48% favorable - 38% unfavorable. While this is a slight improvement, favorability is well below where it was in August when it was 57% favorable - 23% unfavorable. The question is whether this is a small start back toward the original brand standing, or a settling-in process for the new brand standing of the NFL with the public.

### THE STATS

#### Overall NFL Favorable/Unfavorable

This is The Winston Group's fourth monthly Sports Survey (1,000 registered voters) looking at the brand images of a variety of sports, both at the professional and college level. Major League Baseball continues to have the best sports brand by a significant margin. The NFL had been competitive, but since the kneeling controversy it fell significantly behind, and this survey continues to demonstrate that trend.

Additionally, the NFL previously had a slightly better brand than college football, but after the controversy, college football moved ahead, and continues to hold a significant brand advantage over the NFL. Other sports have also become competitive with the NFL. The NBA, college basketball, and the NHL all have comparable favorables, and significantly lower unfavorables. The NFL's 38% unfavorable rating represents a significant problem; as a contrast within the same sport, college football has about half that amount (21%).

	August 29-30		September 28-29		Oct 31-Nov 1		November 29-30	
	Fav	Unf	Fav	Unf	Fav	Unf	Fav	Unf
National Football League (NFL)	57	23	44	40	44	40	48	38
College Football	53	16	51	21	54	15	55	21
Major League Baseball (MLB)	61	13	63	16	61	12	63	15
National Basketball Association (NBA)	47	23	46	28	46	25	49	26
College Basketball	48	17	45	25	49	16	49	20
National Hockey League (NHL)	45	16	N/A	N/A	46	14	47	20
Major League Soccer (MLS)	36	16	N/A	N/A	36	15	38	20
NASCAR	N/A	N/A	43	24	42	22	37	28

#### Male Favorables/Unfavorables

In looking at important audiences where considerable slippage had previously occurred, the November survey found some mild improvement. Overall, among males the brand improved slightly going from 47% favorable - 46% unfavorable to 50% favorable - 39% unfavorable. However, the favorables are still almost 20% lower than where they were in August.

## WG Sports Survey - November 2017

Finally, the one group that does not seem to have improved since the controversy is seniors (65+). Almost a majority (48%) now have an unfavorable view.

National Football League	August 29-30		September 28-29		Oct 31-Nov 1		November 29-30	
	Fav	Unf	Fav	Unf	Fav	Unf	Fav	Unf
Male	68	22	45	44	47	46	50	39
Female	48	25	43	36	41	35	47	38
Males 35-54	73	19	42	47	48	45	54	34
Males 55+	64	26	43	47	39	54	43	45
Suburban	60	20	43	41	44	40	48	38
65+	53	23	38	44	38	47	40	48