

Supplemental information on NFL consumers

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All data is from the Simmons Insights' *National Consumer Study (NCS/NHCS)* Adult 12-Month surveys for Fall 2015 and Fall 2017. Additional information about the sample and methodology is available at <https://simmonsinsights.com/>.

Survey results from Fall 2015

Lacina, 2020 - 2

Respondent group	Percent of US adults	Watched NFL in last year		Bought NFL apparel in last year		Have attended NFL game	
		Rate	Share	Rate	Share	Rate	Share
US Adults	100	40.4	100	7.9	100	5.4	100
African-Americans	12.2	42.4	12.8	7.5	11.6	4.2	9.5
Republicans	24.8	46.4	28.5	9.9	31.2	6.9	31.4
African-American Republicans	0.5	29.2	0.3	0.6	0.04	0.9	0.1
African-Americans, \neg Republican	11.7	43	12.5	7.7	11.5	4.3	9.4
\neg African-American Republicans	24.3	46.8	28.2	10.1	31.1	7	31.4
\neg African-American and \neg Republican	63.5	37.5	59	7.1	57.3	5	59.2

Survey results from Fall 2017

Lacina, 2020 - 3

Respondent group	Percent of US adults	Watched NFL in last year		Bought NFL apparel in last year		Have attended NFL game	
		Rate	Share	Rate	Share	Rate	Share
US Adults	100	38.2	100	8.1	100	5.5	100
African-Americans	12.3	43.3	14	7	10.6	4.6	10.3
Republicans	27.8	45.2	32.8	9.1	30.9	7.5	37.5
African-American Republicans	0.5	53.9	0.7	0.4	0.025	5.3	0.5
African-Americans, \neg Republican	11.8	42.9	13.3	7.2	10.6	4.6	9.8
\neg African-American Republicans	27.3	45.1	32.2	9.2	30.9	7.5	37
\neg African-American and \neg Republican	60.4	34.1	53.9	7.9	58.5	4.8	52.7