


THE NFL IS BACK.

What do people think about it? See what consumers thought about NFL's opening weekend via a survey we fielded within minutes of the games ending.




WATCHED FOOTBALL


68%
Watched the NFL on live TV.




62%
Said watching made them more excited about the season.



Bears over 49ers
Was the most surprising/upsetting outcome.



48%
Said their favorite team didn't win.




33%
Are extremely surprised their team lost.

DIDN'T WATCH FOOTBALL


54%
Said they were not interested in football.




26%
Said they didn't have time to watch.



68%
Did household chores instead.



30%
Are really angry that football is back in season.



40% Are indifferent. **30%** Are excited.



Watchers pick the Buffalo Bills to win the Superbowl.
Non-Watchers predict Kansas City Chiefs or Tampa Bay Buccaneers to take it.



44%
Are in a Fantasy Football league this season.



64%
Say that Fantasy Football makes them significantly more interested in watching.

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Contact us now: solutions@mfour.com or call 714-754-1234.

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