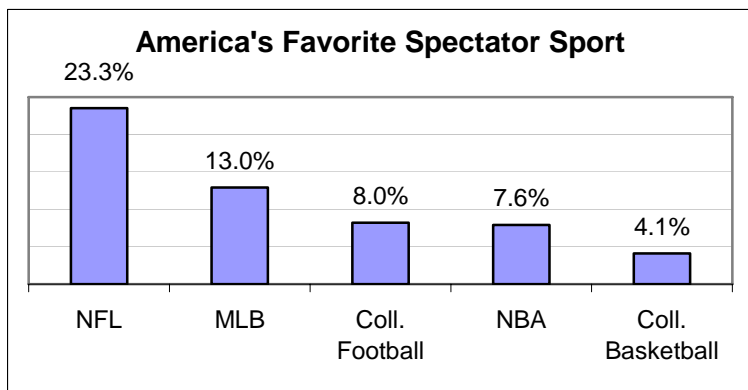


# SURVEY SAYS!

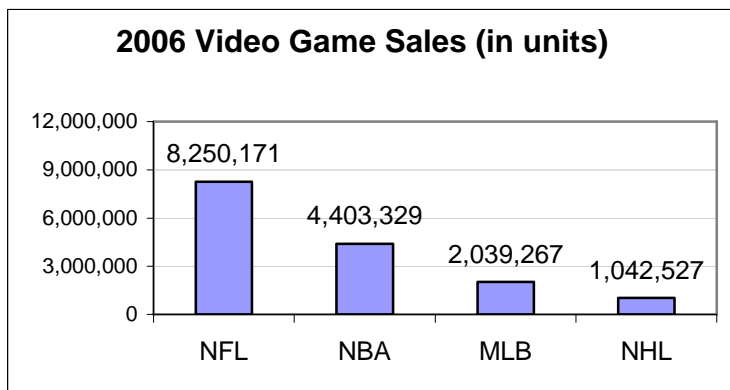
**THE NFL** has been acknowledged as America's most popular sport for the past 42 years, rated No. 1 by fans in the Harris Poll since 1965. In fact, for the fourth consecutive year, twice as many people name professional football (29 percent) as their favorite sport over baseball (14 percent). NFL popularity can be measured in other ways as well. For instance:

- Nearly 80 percent more women age 18-to-49 watched Super Bowl XLI (20.6 million) than the 2007 Academy Awards (11.3 million).
- Thirty-three NFL games during the 2006 season ranked among prime time's five most-watched May 2007 season/series finales.
- The NFL is the most popular sport among teens aged 12-17, according to the ESPN Sports Poll, with 76.3 percent of that age group responding that they are NFL fans.

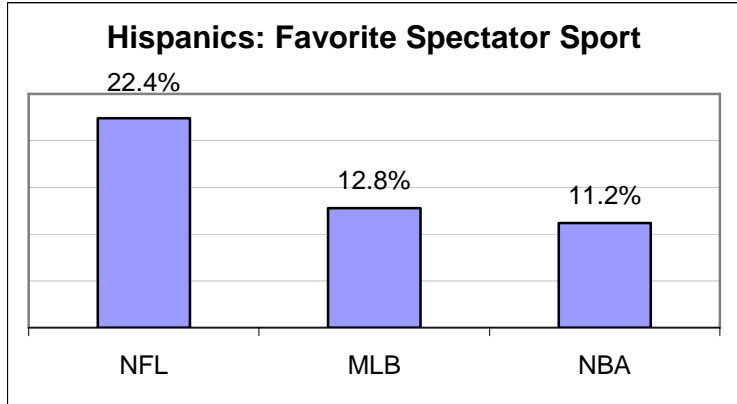
Following is a broader look at the NFL's popularity:



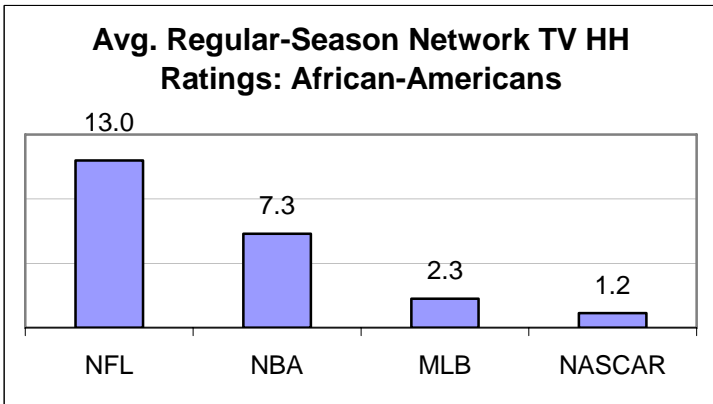
Source: 2006 ESPN Sports Poll



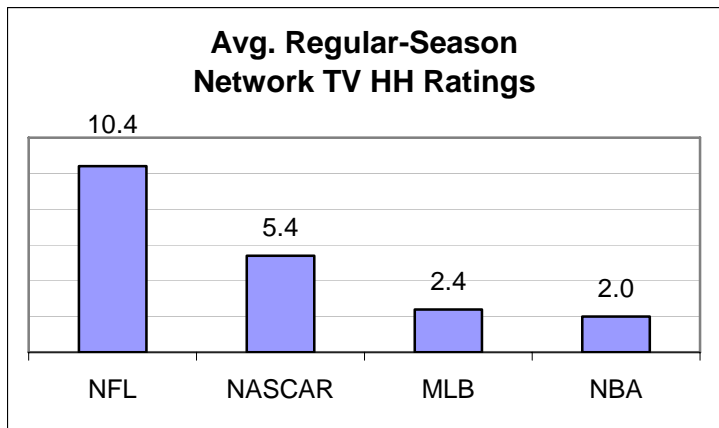
Source: TRST Data/ NPD Group



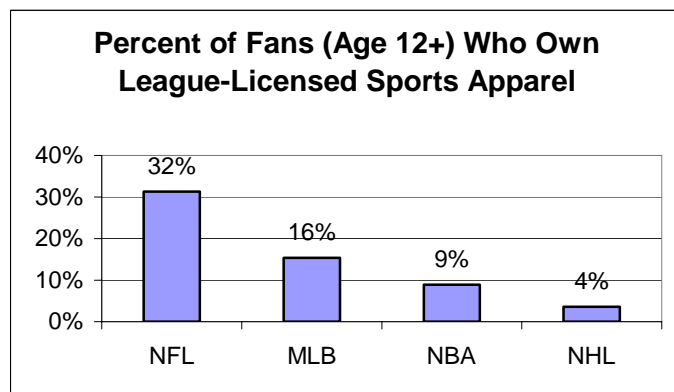
Source: 2006 ESPN Sports Poll



Source: NFL; Nielsen NPOWER 2006-07



Source: NFL and Nielsen Media Research 2006-07



Source: 2006 ESPN Sports Poll