

## **Dallas Cowboys America's Favorite Football Team for Third Straight Year**

### *Pittsburgh Steelers Picked to Win Super Bowl*

**New York, N.Y. — October 7, 2009** — Not only do the Dallas Cowboys have a brand new stadium this year, they are also chosen yet again as America's favorite football team among those who follow professional football. The Pittsburgh Steelers come in at number 2 (up from 4<sup>th</sup> last year) and the Chicago Bears are in at number three (up from number 6 last year). Rounding out the top five are the Indianapolis Colts (down from number 3) and the New England Patriots (down from number two).

These are some of the results of The Harris Poll of 2,334 adults, of whom 1,194 follow professional football, surveyed online between September 8 and 15, 2009 by Harris Interactive.

Finishing up the top ten favorite football teams are the Green Bay Packers (down one from No. 5), the Philadelphia Eagles (up one from No. 8), the New York Giants (up one from No. 7), the Tennessee Titans who jumped up 16 spots from number 25 to the number 9 spot and the Minnesota Vikings (up two from No. 12).

Besides the 16 point jump of the Tennessee Titans, other big movers this year are:

- The Atlanta Falcons who jumped 14 spots from No. 27 to No. 13;
- The New York Jets who lost Brett Favre and 11 points, dropping to No. 20 from a tie at No. 9;
- The Arizona Cardinals, who moved up 8 spots (from No. 24 to No. 16); and,
- The Washington Redskins and the Oakland Raiders who each dropped 8 points (respectively from a tie at No. 9 to a tie at No. 17 and from No. 13 to No. 21).

### **Winning the Super Bowl**

Every team has fans and every team, even ones that may not be in the running, have fans who think they will win the Super Bowl this year. But, as one might expect, a few teams rise higher than others. Almost one in five football fans believe the Pittsburgh Steelers will win the Super Bowl this year (19%) while 17% believe the New England Patriots will win. Less than one in ten believe all other teams will win, but at the top of this list are the Indianapolis Colts (7%), the Dallas Cowboys (6%), and 5% who each think the Bears, Giants and Eagles will be Super Bowl Champions this year.

### **Who are football fans?**

Just over half of Americans (51%) say they follow professional football and, as one might expect, men are more likely than women to be fans (64% versus 39%). Baby Boomers (those 45-63) are more likely than Echo Boomers (those aged 18-32) to be fans (55% versus 43%) and African Americans are more likely to be fans than both Hispanics and Whites (63% versus 51% and 50%). There is even a political difference as Republicans are more likely to follow professional football than Democrats are (59% versus 50%).

**TABLE 1**  
**WHO FOLLOWS PROFESSIONAL FOOTBALL**  
 "Do you follow professional football?"  
*Summary of Yes Responses*

Base: All adults

	<b>Total</b>
	%
2009	51
2008	52
2007	49
2006	48
2005	49
2004	51
2003	50
2002	47
1999	53
1998	55
1997	51
1996	52
1995	49
1993	46
1992	49

**TABLE 2**  
**WHO FOLLOWS PROFESSIONAL FOOTBALL – BY DEMOGRAPHIC GROUP (2009)**  
 "Do you follow professional football?"  
*Summary of Yes Responses*

Base: All adults

	<b>Total</b>
	%
All Adults	51
<b>Sex</b>	
Male	64
Female	39
<b>Age</b>	
Echo Boomers (18 – 32)	43
Generation X (33 – 44)	53
Baby Boomers (45 – 63)	55
Matures (64+)	53
<b>Race/Ethnicity</b>	
White	50
Black	63
Hispanic	51
<b>Party</b>	
Republican	59
Democrat	50
Independent	51

**TABLE 3**  
**FAVORITE NFL TEAM**

“What are your two favorite National Football League teams?”

Base: Adults who follow professional football

	1998	1999	2002	2003	2004	2005	2006	2007	2008	2009
Dallas Cowboys	1	1	4	=1	2	2	2	1	1	1
Pittsburgh Steelers	5	5	6	10	=15	=3	1	3	4	2
Chicago Bears	7	10	11	8	=6	8	6	5	6	3
Indianapolis Colts	23	=27	=23	23	11	9	3	2	3	4
New England Patriots	16	11	=8	19	3	=3	5	6	2	5
Green Bay Packers	2	3	1	=1	1	1	4	4	5	6
Philadelphia Eagles	12	21	16	20	5	5	7	8	8	7
New York Giants	=8	9	7	=11	4	13	9	7	7	8
Tennessee Titans	29	31	17	14	23	=25	15	=26	25	9
Minnesota Vikings	14	7	13	7	=15	=16	21	=19	12	10
San Francisco 49ers	3	2	2	5	8	6	8	9	11	11
Denver Broncos	4	4	=8	17	9	10	11	16	15	12
Atlanta Falcons	=19	18	26	27	=21	=18	=23	28	27	13
San Diego Chargers	26	=23	=27	26	31	27	=23	10	18	=14
Seattle Seahawks	22	15	=18	=21	14	24	12	=19	14	=14
Arizona Cardinals	28	=23	31	32	32	31	29	29	24	16
Miami Dolphins	6	6	14	9	13	=18	=13	=14	16	=17
Washington Redskins	10	8	10	6	10	14	16	12	=9	=17
Tampa Bay Buccaneers	15	17	=18	4	17	=11	=17	=21	21	19
New York Jets	17	13	12	16	=6	=11	22	17	=9	20
Oakland Raiders	=8	=19	3	3	12	7	10	11	13	21
Cleveland Browns	NA	12	15	15	=24	15	19	13	=22	22
Houston Texans	NA	N/A	30	=21	19	=25	28	31	26	23
New Orleans Saints	24	=19	25	29	30	29	31	=21	17	24
Carolina Panthers	13	30	22	24	18	=16	=13	=14	19	25
Baltimore Ravens	27	=25	32	25	29	28	30	=26	28	26
Buffalo Bills	18	14	=23	18	27	23	27	30	20	=27
Kansas City Chiefs	11	16	20	13	=21	=21	20	=23	=22	=27
Cincinnati Bengals	25	=25	=27	28	=24	30	=23	18	32	29
St. Louis Rams	30	29	5	=11	20	=21	26	=23	=30	30
Detroit Lions	=19	22	21	30	26	=18	=17	25	29	31
Jacksonville Jaguars	=19	=27	=27	31	28	32	32	32	=30	32

“=” indicates a tie

NA = not applicable for that year.

Note: Respondents provided list of teams

In 1998, 1999 the Tennessee Titans were the Houston Oilers.

**TABLE 4**  
**SUPER BOWL WINNER**

“Regardless of your favorite team, who do you think will win the Super Bowl this year?”

Base: Adults who follow professional football

	<b>Total</b>
	<b>%</b>
Pittsburgh Steelers	19
New England Patriots	17
Indianapolis Colts	7
Dallas Cowboys	6
Chicago Bears	5
New York Giants	5
Philadelphia Eagles	5
Green Bay Packers	4
Minnesota Vikings	4
Tennessee Titans	4
Baltimore Ravens	3
San Diego Chargers	3
Atlanta Falcons	2
Seattle Seahawks	2
New Orleans Saints	2
Carolina Panthers	1
Denver Broncos	1
New York Jets	1
Tampa Bay Buccaneers	1
Oakland Raiders	1
Miami Dolphins	1
Arizona Cardinals	1
Cleveland Browns	1
Cincinnati Bengals	1
Kansas City Chiefs	*
St. Louis Rams	*
Jacksonville Jaguars	*
San Francisco 49ers	*
Buffalo Bills	*
Houston Texans	*
Washington Redskins	*
Detroit Lions	*

Note: \* indicates response of less than 0.5 percent

## Methodology

This Harris Poll was conducted online within the United States September 8 and 15, 2009 among 2,334 adults (aged 18 and over), of whom 1,194 follow professional football. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

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