

Despite taking some big hits, the NFL continues to be the king of the sports world among both teens and twenty-somethings.

INTEREST IN SPORTS LEAGUES & ASSOCIATIONS



Teen + Twenty-something
Question:

How interested are you in each of the following sports leagues?

*Note: **Bolding** denotes question asked in The 2008 Summer Update*

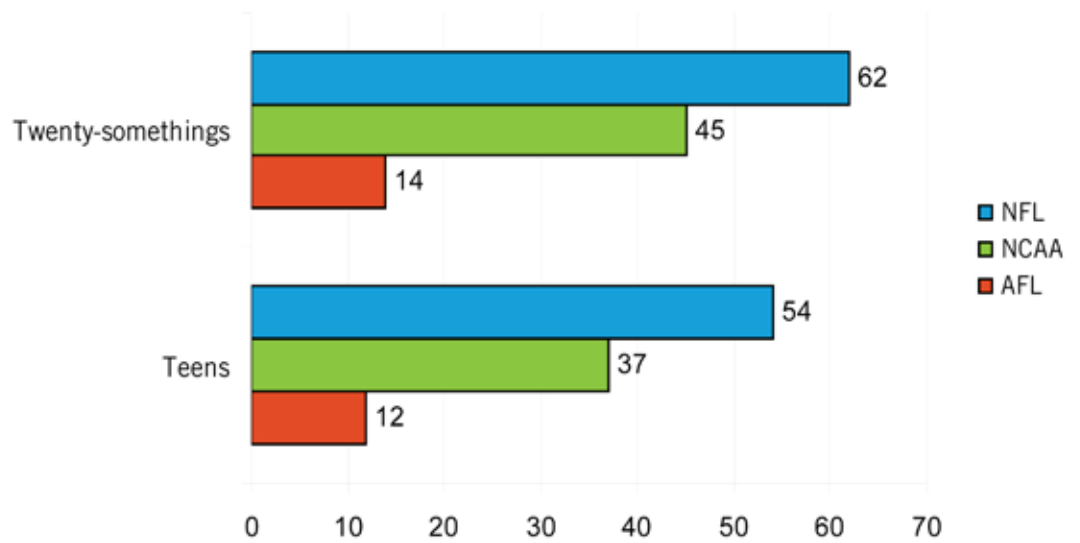
They're Ready for Some Football...

The NFL remains the dominant favorite among both teens (54%) and twenty-somethings (62%), with the NBA playing second fiddle among teens (44%), and MLB coming in second with twenty-somethings at 46%.

Hut, Hut, Hike!

The NFL gets high marks throughout the teen and young-adult years, but it's most popular among 24- to 26-year-olds (65%)—8 percentage points greater than among those ages 18 and 19 (57%).

Interest in Football Leagues & Associations (Top-2 Box %)



Sports-League Interest (Top-2 Box %)

	Teens	Twenty-somethings
NFL (National Football League)	54	62
NBA (National Basketball Association)	44	45
MLB (Major League Baseball)	38	46
NCAA Football (college football)	37	45
NCAA Men's Basketball (college basketball)	33	39
UFC/Pride (Ultimate Fighting Championship)	21	26
NHL (National Hockey League)	21	26
WWE (World Wrestling Entertainment)	19	15
NASCAR (stock-car racing)	19	18
MLS (Major League Soccer)	18	18

