

An Exploratory Study Investigating the Effect of the NFL Player Anthem Protest on College Student NFL Viewership

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Abstract

Sports and social issues often intersect. While a relatively recent phenomena, there is perhaps no better recent example of the intersection between the world of professional athletics and the milieu of society from which the majority of professional athletes come, than the 2017 NFL Anthem Protest movement. Indeed, the 2017 season will likely be remembered more for athletes kneeling during the playing of the national anthem than it will be over which team won the Super Bowl. While the protest began relatively early in the preseason (i.e., August 14, 2017), the issue quickly garnered the support of other, mostly black athletes, eventually becoming a full-fledged movement by the start of the regular season. Because the anthem protest movement is a relatively recent phenomenon, little academic analysis has been conducted on the impact this activity has had (or will have) on fan attendance and/or viewership. While there is evidence to indicate that NFL viewership was already on the decline prior to NFL players kneeling during the anthem, the current exploratory research investigates the impact of these protests using two studies conducted both during the season when the protests occurred, and immediately after the season ended. The first study examines African American college attitudes on the topic, while the second study compares those attitudes by including a more generalized sample of students. Findings and conclusions are provided. The research appears to confirm the initial work of Piquero regarding viewership vis-à-vis this controversial issue. Our findings suggest, if anything, that most African American students were in solidarity with the players' actions and that the protest had little if any negative effect on viewership. When a more representative sample of college students is included, the results appear similar.

Introduction

The 2017 NFL players' Anthem Protest movement metastasized from a relatively obscure incident involving a single individual kneeling during the first game of the preseason in August 2017, to becoming a major societal, perhaps even race related topic by the end of the 2017

season. While the issue remained unresolved during the 2017 season, the ensuing controversy surrounding players kneeling during the playing of the national anthem ultimately caused a great deal of embarrassment to NFL management. Indeed, the lingering effects of the 2017 protest cast such a pall over the upcoming season that the topic was the primary business item discussed during the owners' meeting held recently in Atlanta (Stites 2018). According to reports, players may no longer kneel during the playing of the national anthem if they are on the field while the anthem is being played. Players may, however, opt out of the requirement by remaining inside the locker room when the anthem is being played. Failure to comply with the new rule will result in penalties being assessed to offending player's teams as well as potential fines to individual players who refuse to abide by the new rule (Bell 2018). Although the new guidelines have not yet taken effect, the NFL players association has already voiced its objection. There is no way of determining what effect this decision will have on quelling the controversy, and yet, owners are obviously hopeful they've crafted a compromise that will satisfy the disconnect between those who support the players' right to protest, and much of the fan base who feel the anthem protest is disrespectful. Regardless of which side of the argument one falls, it seems clear that the gatekeepers of the NFL franchise (i.e., Goodell and NFL owners) were unprepared for the public relations backlash that ensued from the players' protest. The NFL at this point must now assess the level of damage that has been done to the image of one of America's favorite brands. In short, management needs to determine whether the league's reputation among its current fan base is temporarily or permanently soiled.

The Fact of Declining NFL Popularity

NFL football has been America's favorite sport to watch since 1972. Although the NFL can still claim dominance among sports watchers (37% rank NFL football as their favorite sport), watching NFL football games is less popular now than it was during the NFL's peak season for viewership in 2006-2007 when 43% of those polled ranked the NFL as their favorite sport to watch (Norman 2018). Although NFL viewership numbers still dwarf those of NBA basketball (at 11%) and MLB baseball (at 9%), the decline in viewership is worrisome. Since 2014, for example, NFL viewership has declined by roughly 9%. If the relatively swift and precipitous decline in viewership was not disconcerting enough, the more worrisome aspect should be where it is occurring---among those who say they follow the sport closely (i.e., males between the age of 18 and 31). In this demographic alone, viewership has dropped from 75% to 51% (Baker 2018)!

A recent Wall Street Journal-NBC poll indicates that the decline in NFL viewership can partly be explained by three major factors: 1) Domestic assaults and police altercations by NFL players; 2) Studies documenting the physical and mental toll the sport of football exerts on players---particularly the growing body of evidence linking sports related concussions to dementia; and 3) Protests by NFL players during the pregame playing of the U.S. national anthem. As noted, there is no way of determining whether the relatively recent decline in the popularity of the NFL is temporary or a developing trend. Regardless, we believe that the NFL has justifiable reason for alarm and that an investigation of this phenomenon is warranted from a marketing perspective.

Further we believe that while the decline can be attributable to many factors, the three noted by the WSJ-NBC poll serve as legitimate place to begin an investigation. The primary focus of this paper, however, will be to study the impact the Anthem Protest has had on NFL viewership at the college student level. Although we will not go into an empirical investigation of the first two factors, we include a brief discussion of the two below:

Player Behavior & Perceived Violence of the Sport

Wan-Li and Tang (2010) indicate that fan affinity for any sport is highly dependent on two factors: 1) The popularity of the sport within the greater culture, and 2) Fan identity with the athletes who play the sport. The two appear to be directly linked since the popularity of a sport within a given culture impacts the attractiveness of the sport for the culture's best young athletes. Similarly, young athletes not only attempt to emulate the behavior of each sport's top professional athletes, but over time become the base of fans for that sport in the future. Any decline in the popularity of either the sport or that of its top athletes will thus negatively impact participation at the grade school level---which in turn, impacts the future viability of the sport at the professional level.

This dynamic can best be exemplified by baseball, the most popular America sport among all races until the early sixties. Today the sport is now the favorite only among those 55 or older. Although the sport itself has remained relatively consistent in terms of the rules and format of the game, the culture has changed dramatically since baseball's heyday (Putnam 1995). Rather than the low-scoring, slower and more contemplative sport of baseball, fans in today's culture prefer faster paced, higher scoring sports such as football and basketball. For adults younger than 55, even soccer (the world's most popular sport) now garners more interest among American sports fans than does baseball. Among African Americans in the prime male sports demographic, baseball barely registers when compared to either basketball or football ([Armour](#) and [Levitt](#) 2017; Butts, Hatfield and Hatfield 2008). The relative paucity of African American players currently on major league rosters (e.g. 7.7%) may thus account for at least some of the reason enthusiasm for the sport among young black athletes has dampened while enthusiasm for both football and basketball where blacks now dominate appears steady (e.g., African Americans account for 75% of the players in the NBA and 64% in football). In 1981, for example, 22% of those playing in the major league all-star game were African American while that number declined to 4.6 % in 2017 (Canton 2017), further illustrating the influence professional athletes have on young grade school athletes.

Many academic articles over the years have attempted to identify and then cluster sport fans based on specific behaviors, emotional attributes, motivations and/or fan involvement levels (Da Silva and Las Casas 2017; Sutton, McDonald, Milne, and Cimperman 1997). Other streams have attempted to link fan involvement with various sport teams to their identification with the players on each team (Wilson and Sparks, 1996; Watson and Collins 1982). Although fans are drawn to teams for any number of social reasons, another component of support is thought to be linked to fan identification with athletes of the same race and ethnicity (Fisher and Wakefield, 1998).

Other studies mention aspects of the athlete's character, likability and similarity of social background as promoting fan identification with players.

While race is likely a factor in a fan's ability to identify with the players---the importance of race may be overstated---particularly since basketball and football are both dominated by African American players while those who watch the sport are predominately white (i.e., roughly 65% of the players in the NFL are black, and yet, NFL viewership is roughly 77% white: <http://spokesman-recorder.com/2014/03/06/nielsen-report-reveals-racial-divide-in-sports-media-viewership/>). Further, if similarity of race or ethnicity as the fan base is a factor in popularity, then Tiger Woods would not have enjoyed the level of popularity he has during his career.

Interestingly, whatever is causing the downward spiral in viewership of televised NFL games appears to be spreading to the College game. Unlike the NFL, however, the problem afflicting college football is stadium attendance, which has declined for four consecutive years (Khan 2018). Ironically, the decline in home game attendance seems to be occurring at the same time as many college stadiums have gotten larger. The drop in home game attendance at college games doesn't appear to have anything to do with the race or behavior of the players given that the demographics of college football players appear to mirror those of the NFL. Hence, while attendance at games appears to be declining, television viewing of college football games has never been higher.

Additionally, if the race of the players was truly a component explaining declining NFL viewership, then the decline ought to have occurred during the latter part of the previous millennium when movies (e.g., such as 1999's *Any Given Sunday*) tended to glamorize the stereotypical, gangster like off-the-field excesses that supposedly "accurately" depicted the lifestyles of NFL football stars. And yet, the popularity of the NFL (as measured by viewership) rose during this period. Although many NFL athletes have run afoul of the law, the reality is that most NFL players are no likely to commit violent crimes than the average fan who watches the sport. To its credit, the NFL appears to have recognized that widespread violation of societal mores adversely affects the image of the sport, and management has responded in kind. In recent years, for example, the NFL has leveled huge penalties and shamed even the most prominent athletes for domestic abuse violations. Just recently, Jameis Winston of the NFL's Tampa Bay Buccaneers has received a four game suspension due to a sexual abuse case he was involved in with an Uber driver (http://www.espn.com/nfl/story/_/id/24175395/no-mural-jameis-winston-tampa-bay-buccaneers-stadium).

Nonetheless, while those in the public eye (i.e., professional athletes) often face harsher scrutiny than the anonymous abuser, the fact remains that the NFL's strong response to this issue has served to drastically reform the off-the field culture that often stimulated this type behavior. From the authors' perspective then, any decline in viewership due to the racial disparity existing between players and fans is probably overblown. Since the previous culture of off-the-field player violence appears to have been successfully addressed, the authors believe that a decline in viewership based on the racial identity and player behavior is unsubstantiated.

Physical Issues Associated with the Sport

One reason for believing that the popularity of the NFL may be trending downward permanently has to do with the issue of brain injury. Unfortunately, while the NFL has taken this issue seriously by implementing new safety guidelines (i.e., such as those against targeting to the head of opposing players), the nature of the game itself is one of violence. Players themselves are not only bigger and stronger, but they are faster and more athletic than at any time in the sport's history. Hence, even though the new safety rules do appear to be helping players avoid concussions, there is little the NFL can do in the short run to convince interested outsiders that the game is safe to play over the long haul. If not a brain injury, then surely some other life altering injury. The risk of permanent neck, back, shoulder, and/or leg injury, at the NFL level, is almost 100% (Boden, Tacchetti, and Cantu 2007).

Although the debilitating physical effects associated with long term player participation in football have long been known and widely accepted, the neuroscience community can now conclusively document the negative impact football has on the human brain. Relatively recent findings from the field of neuroscience (i.e., studies that link the sport of football with dementia and other emotional trauma in the case of many long-term participants) have not gone unnoticed by a key but often overlooked influence---mothers of school age children. So called "soccer moms" have been steering their children away from football and into sport alternatives perceived to be less violent for the better part of two decades. This trend is especially pronounced among young middle class white athletes, the majority of whom abandon football for other sports such as baseball and soccer by the end of middle school (Kass, 2017). Given that the total number of eligible young athletes participating in football, particularly at the high school level, has been declining precipitously for at least a decade (Keilman 2017; Abreu, Edwards and Spradley 2016), one must conclude that the trend appears to be gaining momentum among all racial categories.

As with violent off-the-field NFL player behavior, football's association with brain injury does appear to explain at least some of the recent decline in viewer interest at the professional level---although not as directly or as immediately as one might imagine. Indeed, some fans even decry the new safety rules, indicating such absurdities as "the game is going soft," with some actually watching the sport because of its inherent violence. The true relationship between the potential for brain injury and declining viewership therefore most likely lies with the Wan-li and Tang (2010) premise linking declining participation with the sport itself, particularly among younger middle class athletes. As the number of young athletes who leave the game (or never participate) due to the threat of injury increases, fewer sports fans will have had the playing exposure that often makes them lifelong fans of the sport. Hence, the current decline may simply be a function of the number of millennials who abandoned the sport as children.

Purpose

As noted previously, the initial purpose of the current research was to investigate the effect of the 2017 NFL Player Anthem Protest on viewership of NFL games by (primarily) African American

college students. The research began as a semester long group Marketing Research assignment. The professor gave each group a choice of project topics, each of which was topical at the beginning of the semester. The assignment included development of research questions, the development of a survey instrument, sample selection and data collection, data analysis, and finally, development and presentation of a research report that listed each group's findings. Because the findings from the first semester were reasonably interesting and tended to conform to expectations, the professor gave the same topic to a second group the following semester.

The goal was to compare the results from the first semester project (Study 1) to the findings from the second study. Study 2 included a sample of HBCU students as well as a sample from a majority white college population. The second study began toward the end of the 2017 season (during the playoffs) and so the effects of the Anthem Protest were still fresh in the minds of students. The results of our findings are presented in the following sections.

Methodology

The methodology used to conduct this research involved collection of data using a paper survey developed specifically for this project (see appendix). The project involved a convenience sample collected from fellow college students at a well-known HBCU located along the Atlantic Coast. Group members collected half the data from students who lived on campus (in dormitories) as well as surveys administered to two Marketing Concepts classes (whose students represent most of the school majors on campus). The first study includes a predominately African American sample drawn from students enrolled at the HBCU while the second study included a split sample of students from the same HBCU. It should be noted that the HBCU in question is located in a state with an NFL franchise (i.e., Charlotte Panthers). Roughly 86% of the students attending the HBCU reside in North Carolina. The majority white college sample was drawn from a school located not far from New Orleans where the NFL Saints are located. The demographics of the two studies will be presented in order.

First Study

Demographics:

- Gender: Male = 37 (52.9%); Female = 33 (47.1%)
- Race: The race of the sample was predominately black/African American. Of the 70 respondents, 65 (97.1%) classified themselves as black.
- Age: The median age of the sample was 21 and the mean age was 22.4.

Although not completely representative of the general HBCU campus population, the first study's sample does appear to be representative of the population of African-American college students who would be inclined to watch NFL games and/or would consider themselves NFL sport fans. The topic generated a great deal of interest as most of the surveys were properly completed. The survey included a comments section which added incite to the study. Although

the sample slightly over represents males and the racial component of the school (actual black representation is closer to 86% than 97%), the sample does appear representative of the typical black college student who also happens to watch NFL games.

Results

Favorite Sport

The first set of survey items asked the respondent to rank his/her favorite sport. The results indicate that the sample's favorite sport is Basketball with 37 (52.9%) indicating the sport to be their favorite sport and 35 (35.7%) indicating it as their second favorite sport. Football came in second with 30 (42.9%) indicating football as their favorite sport and 39 (55.7%) indicating football as their second favorite sport. Baseball came in a distant third with only 3 respondents indicating baseball as their favorite sport and 6 indicating baseball as their second favorite sport. Hence, the order of sports preference for the sample was Basketball, Football, and Baseball.

Football

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	42.9	42.9	42.9
	2.00	39	55.7	55.7	98.6
	3.00	1	1.4	1.4	100.0
	Total	70	100.0	100.0	

Basketball

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	37	52.9	52.9	52.9
	2.00	25	35.7	35.7	88.6
	3.00	8	11.4	11.4	100.0
	Total	70	100.0	100.0	

Baseball

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	4.3	4.3	4.3
	2.00	6	8.6	8.6	12.9
	3.00	61	87.1	87.1	100.0
	Total	70	100.0	100.0	

Exhibit 4: Favorite Sport

Favorite Athlete

The first study's sample of favorite athletes, ranked from 1-5 were as follows:

1. LeBron James (Basketball) with 22 1st place votes
2. Steph Curry (Basketball) with 19 1st place votes
3. Kevin Durant (Basketball) with 8 1st place votes
4. Collin Kaepernick (Football) with 7 1st place votes
5. Russell Westbrook (Basketball) with 4 1st place votes

Not surprisingly, the top three favorite athletes from the sample were basketball players. Basketball players held 4 of the top 5 favorite athlete positions. Interestingly, the favorite football player/athlete was Collin Kaepernick. By comparison, the second favorite football player mentioned was Tom Brady with four 1st place votes. Cam Newton of the Charlotte Panthers (the school is in the state where the team is located) was ranked 13th behind Odell Beckham Jr. at #9.

Factor Analysis

Factor Analysis was conducted on the sections of the survey that included Likert type scale items. Each of the items was coded from 1=strongly disagree to 5=strongly disagree. Individuals who circled lower numbers therefore disagreed with the statements as written (unless reverse coded such as item 10 below). Factor analysis revealed six factors with eigenvalues greater than

1. The six factors accounted for 69.23% of the explained variance but only the first factor had at least 2 items loading on a single factor. The first factor explained 36.7% of the variance. The item statements loading on the first factor are as follows:

- Item 2. Athletes who sit during the playing of the national anthem are ruining the game for me.
- Item 3. I have less interest in watching games now that the players are protesting.
- Item 7. By kneeling during the playing of the national anthem, professional athletes are disrespecting anyone who is serving or has served in the military.
- Item 8. I will no longer watch any games in which professional athletes protest during the national anthem.
- Item 9. I will no longer support any of the teams that protest during the national anthem.
- Item 10. Those professional athletes who protest during the playing of the national anthem have every right to use professional games as a platform to air their complaints.
- Item 12. If this form of protest spreads to all sports, I will quit watching all their games.
- Item 13. I would not support any protest during the playing of the national anthem even it happens during the regular season of my favorite sport.
- Item 15. If this trend spreads to other sports, I will be done with all of them.
- Item 16. If my favorite athlete protested during the playing of the national anthem, I would still like that athlete.
- Item 17. If my favorite athlete protested during the playing of the national anthem, I would be less likely to purchase any brand he endorses.
- Item 18. I would lose all respect for my favorite athletes if s/he protested during the playing of the national anthem.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	7.726	36.793	36.793	7.726	36.793	36.793
2	1.812	8.628	45.421	1.812	8.628	45.421
3	1.624	7.733	53.154	1.624	7.733	53.154
4	1.252	5.963	59.117	1.252	5.963	59.117
5	1.109	5.280	64.397	1.109	5.280	64.397
6	1.014	4.830	69.228	1.014	4.830	69.228
7	.960	4.570	73.797			
8	.846	4.030	77.827			
9	.833	3.969	81.796			
10	.699	3.326	85.122			
11	.537	2.558	87.680			
12	.488	2.325	90.005			
13	.474	2.258	92.263			
14	.428	2.039	94.303			
15	.319	1.518	95.820			
16	.261	1.245	97.065			
17	.190	.903	97.968			

18	.178	.849	98.817			
19	.138	.655	99.472			
20	.076	.361	99.833			
21	.035	.167	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrixa

	Component					
	1	2	3	4	5	6
Sport1					.664	
Sport2	.915					
Sport3	.719					
Sport4		.672				
Sport5				.658		
Sport6				.513		
Sport7	.718					
Sport8	.757					
Sport9	.773					

Sport10	.610					
Sport11				.577		
Sport12	.811					
Sport13	.798					
Sport14		.745				
Sport15	.799					
Protest16	.614					
Protest17	.706					
Protest18	.813					
Protest19						.796
Protest20			.662			
Protest21			.798			

Extraction Method: Principal Component Analysis.

Rotation Method: Quartimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

Exhibit 5a and 2b: Factor Analysis

The reliability of the scale items for the above factor was (Cronbach's Alpha) .918. Since the reliability of the above factor is very high, no items were deleted. The items in the scale were subsequently recoded into a single factor labeled: PROTEST

Reliability Statistics

Cronbach's Alpha	N of Items
.918	11

Exhibit 6

Study I Testable Hypotheses

Using the factor PROTEST, the authors tested whether one's attitude toward the protest would differ based on one's stated sport preference.

H1: The first hypothesis is the null (indicating in advance that we didn't believe that attitude toward the protest would vary based on one's favorite sport). In other words, the expectation was that there would be no difference in the attitude toward the Anthem Protest between those who preferred basketball and those who preferred football. This belief was based on Fisher and Wakefield's (1998) indication that race plays a role in fan identification with players. Because the race of the students in the sample tends to mirror that of the majority of the players in both the NBA and NFL, there is no reason to believe that the sport itself will have any effect on one's opinion of the protest. Hence:

H1: There will be no difference between basketball fans and football fans regarding their attitude on the NFL Protest.

Group Statistics

	Favorite	N	Mean	Std. Deviation	Std. Error Mean
Protest	Football	30	1.5879	.78593	.14349
	Basketball	37	1.3784	.60739	.09985

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Protest	Equal variances assumed	4.044	.048	1.231	65	.223	.20950	.17020	-.13041	.54941
	Equal variances not assumed			1.198	53.737	.236	.20950	.17482	-.14102	.56002

Exhibit 7a T-Test and 4b

Based on the low relative means above, it is clear that the sample tended to disagree with the Protest statements in general (i.e., indicating that that most respondents were not influenced by the anthem protests in terms of their attitude toward watching the respective sport as well as toward the athletes who participated in the protests). Interestingly, fans of basketball, whose athletes did not participate in the protests to the same extent as their NFL counterparts, tended to disagree more with the statements comprising the Protest factor (mean=1.37) than did Football fans (mean=1.587). Nonetheless, both sets of fans tended to disagree with these statements, indicating that the player protests had no impact on their viewership.

H1 Finding

There was no significant difference between basketball and football fans in regards to the protest. The 2 –tailed sig. between the two groups was .223 (>.05). Hence, we accept the hypothesis that there is no difference between basketball and football fans on the protest variable.

H2: Our second hypothesis relates to whether individuals would be less likely to support an athlete based on his decision to support the protests. Because Colin Kaepernick was selected as the favorite football player among a list of famous football players, there is no reason to believe that the football fans drawn from this particular sample would be less favorably disposed toward this athlete than the other athletes listed (i.e., Kaepernick was the fourth most popular athlete listed). Hence, our second hypothesis is as follows and was tested using ANOVA:

H2: There will be no significant difference between favorability of athletes based on whether the athlete was involved in the protest.

ANOVA

FavoriteAthlete

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.323	18	1.351	.854	.631
Within Groups	80.663	51	1.582		
Total	104.986	69			

Exhibit 8

H2 Finding

We ran ANOVA to determine whether one's opinion of the athlete related to an item on the survey that measured one's attitude toward the protests. Our findings indicate that there was no significant difference between respondents' favorability of LBJ, Curry, and Kaepernick based on one's attitude toward the protest. Our findings indicate that the protest factor did not appear to impact the sample's attitude toward individual athletes, including Colin Kaepernick, the instigator of the protests. Hence, our second hypothesis is accepted.

H3a and H3b: Our final two hypotheses are based on the two survey items listed below:

Final 1 = On a scale of 1-5 with 1 = I am never going to watch again to 5 = I will definitely continue to keep watching; please circle the response that best indicates your intentions to watch future games if these protests continue.

1 2 3 4 5

Final 2 = On a scale of 1-5 with 1 = I am never going to support this athlete again if s/he protests, to 5 = I will definitely continue liking this athlete even if s/he protests, please circle the response that best indicates your intentions to like and support your favorite athletes if these protests continue.

1 2 3 4 5

Hypothesis 3A and 3B are as follows:

H3A: There will be no difference between Basketball and Football fans in terms of how they address the issue of watching future games against the backdrop of the protests.

H3B: There will be no significant difference between Basketball and Football fans in terms of their support for their favorite athletes against the backdrop of the protests.

Group Statistics

	Favorite	N	Mean	Std. Deviation	Std. Error Mean
Final1	Football	30	4.3000	1.05536	.19268
	Basketball	37	4.6216	.75834	.12467
Final2	Football	30	4.1667	1.23409	.22531
	Basketball	37	4.6757	.66892	.10997

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Final1	Equal variances assumed	5.657	.020	-1.450	65	.152	-.32162	.22185	-.76470	.12145
	Equal variances not assumed			-1.401	51.143	.167	-.32162	.22950	-.78233	.13908
Final2	Equal variances assumed	12.565	.001	-2.151	65	.035	-.50901	.23658	-.98150	-.03652
	Equal variances not assumed			-2.030	42.518	.049	-.50901	.25072	-1.01480	-.00322

Exhibit 9a and 6b

H3a and H3b Finding

The means of both basketball and football fans were relatively high. However, basketball fans tended to indicate higher means for both variables (Final 1= anticipated future games watched and Final 2=support for athletes). Hypothesis 3A is supported. The significance level was .152, indicating there is no significant difference in the number of games football and basketball fans intended to watch when considering the effect of the protest.

Hypothesis 3B is rejected. While almost a moot point since the protest movement was largely confined to the NFL, basketball fans appeared more supportive of their athletes than football fans, particularly in terms of supporting players who engaged in the protest. While the level of support among both groups of fans is high based on the group means, there is a significant difference between basketball and football fans at the .035 level (<.05), suggesting that the sample of basketball fans is both highly supportive of NBA players, and they care less about the impact of the protests than football fans.

Regression

Our final test involved regression analysis. We ran a regression to determine which factors might be significant in predicting how a respondent answered the following dependent variable:

Final 1 = On a scale of 1-5 with 1 = I am never going to watch again to 5 = I will definitely continue to keep watching; please circle the response that best indicates your intentions to watch future games if these protests continue.

1 2 3 4 5

Our independent variables are as follows:

Gender; Age; Favorite (Sport); Favorite (Athlete); and, attitude toward the Protest.

Results of regression findings are shown in the tables below as below:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.390	.352	.73421

a. Predictors: (Constant), FavoriteAthlete, Protest, Gender, Favorite

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.403	4	5.601	10.390	.000 ^b
	Residual	35.039	65	.539		
	Total	57.443	69			

a. Dependent Variable: Final1

b. Predictors: (Constant), FavoriteAthlete, Protest, Gender, Favorite

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.235	.475		11.032	.000
	Gender	-.054	.178	-.030	-.305	.761
	Protest	-.747	.127	-.584	-5.907	.000
	Favorite	.125	.156	.080	.800	.426
	FavoriteAthlete	.100	.073	.136	1.375	.174

a. Dependent Variable: Final1

Exhibit 10a, 7b, and 7c

Finding from Regression

The only significant variable that would predict how a person would answer the question related to intentions to watch future games is the independent variable: Protest. The findings suggest that one's attitude toward the protest would be indicative of one's intentions to watch future games. If one agrees with the protest (as this sample obviously did), then one is likely to indicate that they will continue watching games. If one disagrees with the protests, then one is less likely to watch games in the future.

Second Study

Demographics (Combined Sample):

The second study included 73 respondents from the HBCU sample and 70 respondents from the generic regional college sample (HBCU=73 or 50.7%; Gen=70 or 48.6%). When combining the two school samples, the overall gender breakdown was 71 males (49.3%) and 73 females (50.7%). The race component of the combined sample was as follows:

- White: 43.1% (n= 62)
- Black: 53.5% (n=77)
- Hispanic and Asian (combined): 3.5% (n=5)

Demographics by Separate School Sample:

School 1(HBCU)

- Sex: Male = 38 (52.1%); Female= 35 (47.9%)
- Race: White = 5 (6.8%); Black = 65 (89%); Other = 3 (4.2%)

School 2 (GEN)

- Sex: Male = 33 (46.5%); Female = 38 (53.5%)
- Race: White = 57 (80.3%); Black = 12 (16.9%) Hispanic = 2 (2.8%)

Broken down by school, the second study HBCU sample is predominately black (89%) while the Generic college sample is predominately white (80.3%). The HBCU sample slightly over represents males (52.1% versus 47.5% for the campus) while the Generic college sample appears to be more reflective of the actual gender breakdown of the school (i.e., females (53.2%).

Favorite Sport (Combined Sample with n=144):

- #1=Football @ n=66 (or roughly 46%)
- #2=Basketball @ n=38 (or roughly 27%)
- #3=Other Sport @ n=28 (or roughly 20%)
- #4= Baseball @ n= 8 (or roughly 6%).

Favorite Sport by School:

School 1 (HBCU n=73): 1st = Football (n=30 @41.1%); 2nd= Basketball (n=29 @ 39.7%); 3rd=Other (n=13 @ 17.8%) and 4th = Baseball (n=1 @ 1.4%)

School 2 (GEN n=70): 1st = Football (n=36 @ 50.7%); 2nd = Basketball (n=9 @12.7%); 3rd =Other (n=15 @ 21.1%); 4th = Baseball (n=7 @ 9.9%)

Both the overall combined sample for Study 2 as well as segregated by individual schools ranked football as the favorite sport and basketball as the second most favorite. Baseball appears to rank significantly higher among individuals in the Generic College but still ranks quite low in relation to the favorability of the other two sports.

Other Facts

- The average number of NFL games watched each week, by the respondents in the combined sample was 2.7
- The average number of NFL games watched each season, by the respondents in the combined sample was 13.1
- The average number of NFL games watched each week, by the respondents from the HBCU sample was 2.7
- The average number of NFL games watched each week, by the respondents from the Generic sample was 2.2
- The average number of NFL games watched each season, by the respondents from the HBCU sample was 14.3
- The average number of NFL games watched each season, by the respondents from the Generic sample was 11.4

Factor Analysis

As with Study 1, factor analysis was conducted on the sections of the survey that included Likert type scale items. We selected items specifically related to the Protest movement (items 1, 2, 10, 11, 12, and 13) to determine if a true factor would emerge. Each of the items were coded from 1=strongly disagree to 5=strongly disagree (items 10-13 were recoded). Factor analysis (using Varimax Rotation) revealed 2 factors accounting for 62.4% of the explained variance. Only one of the protest factors had more than 2 items loading on a single factor and we therefore include only that factor (explaining 41.7% of the variance). The second set of item statements related to safety and/or violence issues.

Factor 1: Protest

The items loading on factor 1 are as follows:

- I don't watch the NFL as much as I used to due to the anthem protest.
- The anthem protest in the NFL is the reason I don't watch the NFL as much as I used to.
- 10. The NFL player protests have made it too uncomfortable for me to watch.

The first factor relates to some of the protest oriented reasons for not watching. The CA for the three item scale was .769 (eliminated item 13). The items were recoded into a single factor labeled: Protest

Factor 2: Safety/Violence Associated with the game

The items loading on factor 2 are as follows:

- 3. The NFL has become too violent for me to enjoy watching.
- 4. I have difficulty watching the NFL because of all the violent plays.
- There should be more rules regarding safety in the NFL.

The second three factor items appear to refer to safety issues related to the sport itself. The CA for the three item scale was .695. The 3 items were recoded into a single factor labeled: Safety. Since no subsequent factors emerged from further effort, the next section involves hypothesis testing.

Rotated Component Matrix^a

	Component	
	1	2
Reason1	.839	
Reason2	.863	
Reason10	.692	
Reason11		.663
Reason12		.734
Reason13	-.600	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Rotated Component Matrix^a

	Component	
	1	2
Reason3	.712	
Reason4	.765	
Reason5	.677	
Reason6	-.612	
Reason7		-.585
Reason8		.708
Reason9		.728

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Exhibit 11a (Factor 1=Protest) and 8b (Factor=2 Safety)

Study 2 Testable Hypotheses

Using the factors PROTEST and SAFETY, the authors tested whether one's attitude toward the protest and issues of safety would differ based on what school one attends.

H4: The first hypothesis of the second study is H4, which write in the null sense because we don't believe that attitude toward the protest or issues of safety would vary based on the respondent's school. Hence,

H4: There will be no difference between the HBCU sample and the Generic College sample on whether the Anthem Protest impacts NFL viewership.

Group Statistics

	School	N	Mean	Std. Deviation	Std. Error Mean
Protest	1.00	73	2.1233	1.01912	.11928
	2.00	71	2.2958	1.15408	.13696

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Protest	Equal variances assumed	.763	.384	-.951	142	.343	-.17249	.18131	-.53090	.18592
	Equal variances not assumed			-.950	138.815	.344	-.17249	.18162	-.53159	.18662

Exhibit 12a T-Test and 9b

H4 Finding

Both set of respondents tended to disagree with the Protest statements in general (i.e., indicating that that most respondents were not influenced by the anthem protests in terms of their attitude toward watching the NFL games). The mean for the Protest factor among HBCU students is 2.12 and 2.29 for the Generic School. Further, there was no significant difference between the schools in regards to the protest variable with the 2 –tailed sig. between the two groups being .343 (>.05). Hence, we accept the hypothesis that there is no difference between school samples based on the protest variable.

H5: Our second hypothesis from the second study relates to safety issues. Rather than test by school, we now test based on SEX. The combined sample was used to determine whether an individual’s gender will impact viewership based on safety issues and the violence associated with the game. In general, we believe that safety/violence issues should make a difference in viewership, with females being less likely to watch games due to the violence than their male counterparts.

H5: Females will be more influenced by safety issues than males when it comes to NFL viewership issues.

Group Statistics					
	Sex	N	Mean	Std. Deviation	Std. Error Mean
Safety	1.00	71	1.6620	.58416	.06933
	2.00	73	2.1050	.77156	.09030

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Safety	Equal variances assumed	4.948	.028	-3.877	142	.000	-.44305	.11428	-.66896	-.21714
	Equal variances not assumed			-3.892	134.003	.000	-.44305	.11385	-.66822	-.21788

Exhibit 13a and 10b

H5 Finding

Based on differences in the means of the two genders, males disagreed with the statements related to Safety to a greater extent than females. The mean for males on this factor = 1.66 and the mean for females = 2.1. The issue of the safety of the sport does differ by gender @ .000. Hence, the second hypothesis (H5) is supported.

Regression

Our final test involved regression analysis. We ran a regression to determine which, if any, factors might be significant in predicting how a respondent answered the following dependent variable:

On a scale of 1-5 with 1 = no impact at all in terms of my decision to watch NFL games, to 5 = very great impact on whether I watch NFL games, I would say that the NFL Players' anthem protests last season had:

1 2 3 4 5

Our independent variables include Sex, School, Safety, Protest, and Race.

Our findings are as below:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.194	1.27209

a. Predictors: (Constant), Sex, School, Protest, Safety, Race

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.846	5	12.769	7.891	.000 ^b
	Residual	223.314	138	1.618		
	Total	287.160	143			

a. Dependent Variable: Impact

b. Predictors: (Constant), Sex, School, Protest, Safety, Race

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.235	.475		11.032	.000
	Gender	-.054	.178	-.030	-.305	.761
	Protest	-.747	.127	-.584	-5.907	.000
	Favorite	.125	.156	.080	.800	.426
	FavoriteAthlete	.100	.073	.136	1.375	.174

a. Dependent Variable: Final1

Exhibit 14a, 11b, and 11c

Finding from Regression

The overall model is significant in terms of predicting how one would answer the variable question Impact (which has to do with watching future games). As with study 1, the only significant variable predicting how a person might answer the question related to intentions to watch future games is the independent variable: Protest. The findings suggest that one's attitude toward the protest would be indicative of one's intentions to watch future games. If one agrees with the protest (as this sample obviously did), then one is likely to indicate that they will continue watching games. If one disagrees with the protests, then one is less likely to watch games in the future. Hence, the second study findings closely align with the findings from the first study, even when including a sample involving a majority of white students.

Conclusion and Recommendation

The findings from the first study tend to support our original theory that support for the protest among our sample would be relatively high, that the protests would not impact viewership (i.e., the number of games watched by our sample would not decrease as a result of participating in the Anthem protest), and that the protest, if anything would increase the social status of the athletes involved. This seems to be what the research from the first study indicates. The second study appears to suggest that the protests have had little impact on student viewership behaviors. While there may be a slight difference in the attitude of the race of students toward the protest movement, the race itself does not appear to be a factor in terms of whether a person will watch future games based on the protest. In fact, the number of games watched during the 2017 season, by either whites or blacks does not appear to have been affected by the protest.

The primary weakness in the study is its lack of generalizability. The vast majority of the respondents were college students and obviously younger than to the average NFL fan. Nonetheless, the findings appear to be supported from other initial studies on the same topic conducted in the follow-up semester. While the questions addressed below were not addressed in

the two studies we conducted, it does appear (if one observes some of the responses that are not reflected in the analysis but which appear on the survey) our findings do appear to provide at least a modicum of support for the Piquero and Piquero (2017) study (whose findings are noted below):

- Is kneeling during the national anthem appropriate? 90 percent of black respondents agree/strongly agree, 38 percent of non-black respondents agree/strongly agree.
- Is raising a fist in the air appropriate? 88 percent of black respondents agree/strongly agree, 32 percent of non-black respondents agree/strongly agree.
- Is sitting during the national anthem appropriate? 73 percent of black respondents agree/strongly agree, 22 percent of non-black respondents agree/strongly agree.
- Should the NFL punish players who protest? 100 percent of black respondents disagree/strongly disagree, 25 percent of non-black respondents disagree/strongly disagree.
- Should NFL owners punish players who protest? 100 percent of black respondents disagree/strongly disagree, 29 percent of non-black respondents disagree/strongly disagree.

The study does provide at least some consolation to the NFL regarding the impact of the NFL Player Anthem Protest on viewership. The results seem to indicate that viewership patterns among most college students were not impacted by the protest of 2017. Further, if anything, last season's protest by the players appears to have garnered a wide degree of support among the African American college students we surveyed. These findings appear congruent with the findings of the Wang-Lin and Tang (2010) study indicating that sports fan viewership to be partially promoted by fan identity with the athletes involved in the sport. Our study seems to support that finding. It does not, however, answer the most important question now facing NFL management, which is: Is the decline in viewership permanent? Future efforts involving a more generalizable sample would obviously aid in addressing this rather perplexing issue.

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Keywords: NFL Anthem Protest; Colin Kaepernick; NFL Football; Injuries associated with football

Relevance to Marketing Educators, Researchers, and Practitioners:

The NFL is one of America's most popular and recognizable brands. While the NFL has traditionally been popular among sports fans in the prime sports consumer demographic, viewership has been declining in recent years among this very valuable group (males between the ages of 18-35). The study investigates whether the Anthem Protest may have contributed to steep declines in viewership during the 2017 season. The study specifically looks at college students' attitude on the protest movement and whether the protest has caused college age viewers to watch fewer games.

Track: Sports Marketing

ID#: 1339

Appendices

Study 1 Survey

NFL Anthem Controversy

This survey is part of a class project for students enrolled in the Marketing Research class (MKTG 444) at the _____ College of Business. Students are required to develop their own survey and then collect and analyze data. The purpose of the survey is to measure the attitude and perceptions of _____ students regarding NFL players kneeling during the playing of the national anthem. In other words, the survey will help us determine what individuals think about the protest, the purpose of the protest, and how important sports may be to individuals enrolled on this campus.

You should understand that the identity of all respondents (i.e., anyone who takes the survey) will be held strictly confidential. We are not interested in the identity of those who complete the survey, but rather, in the collective responses of everyone who completes the survey. Hence, do not put your name on the survey, but please insure that you circle all the items in each section.

We appreciate your cooperation!

Section 1

Please rank the following professional sports in order of preference with 1= top choice, 2= 2nd choice, 3= 3rd choice.

_____ Football _____ Basketball _____ Baseball

Section 2

Please rank your top five current Male athletes (of those listed) in order of preference (with 1= most favorite, 2=2nd; 3=3rd choice, etc.):

_____ LeBron James

_____ Stephen Curry

_____ Rob Gronkowski

_____ Kevin Durant

_____ Russell Westbrook

- _____ Tom Brady
- _____ Deshaun Watson
- _____ JJ Watt
- _____ Odell Beckham Jr.
- _____ Cam Newton
- _____ Aaron Judge
- _____ Jose' Atuve
- _____ Mike Trout
- _____ Bryce Harper
- _____ Colin Kaepernick

Please list your 3 favorite professional teams in order of preference

- Team _____ sport _____
- Team _____ sport _____
- Team _____ sport _____

Section 3

1. On a scale of 1 to 5 with 1= not important at all to me/don't participate in sports; to 5 = very important to me/actively engage in sport activities, how would you rate your emotions/attitude toward your own participation in sport activities (i.e., do you actively engage in some sort of sport activity)?

- 1 2 3 4 5

2. On a scale of 1 to 5 with 1= not important at all to me; to 5 = very important to me, how would you rate your emotions/attitude toward watching sports in general?

1 2 3 4 5

3. On a scale of 1 to 5 with 1= not important at all to me; 5 = very important to me, how would you rate your emotions/attitude toward watching your favorite sport?

1 2 3 4 5

4. On a scale of 1 to 5 with 1= not important at all to 5 = very important, how would you rate your emotions/attitude toward watching your favorite sports stars?

1 2 3 4 5

Section 4

Given that some athletes (particularly in the NFL) have chosen to sit as a form of protest during the playing of the national anthem, we are interested in your opinion of whether this type protest has affected your feelings toward the sport.

Please use the following scale: 1 = I strongly disagree with the statement, to 5= I strongly agree with the statement, when circling a response.

1. I don't think professional games are an appropriate venue for protesting

1 2 3 4 5

2. Athletes who sit during the playing of the national anthem are ruining the game for me.

1 2 3 4 5

3. I have less interest in watching games now that the players are protesting.

1 2 3 4 5

4. The sport protests have not affected my enjoyment of watching the games.

1 2 3 4 5

5. I am in full agreement with the protest of the anthem during games.

1 2 3 4 5

6. I am *more* likely to watch games now because of these protests.

1 2 3 4 5

7. By kneeling during the playing of the national anthem, professional athletes are disrespecting anyone who is serving or has served in the military.

1 2 3 4 5

8. I will no longer watch any games in which professional athletes protest during the national anthem.

1 2 3 4 5

9. I will no longer support any of the teams that protest during the national anthem.

1 2 3 4 5

10. Those professional athletes who protest during the playing of the national anthem have every right to use professional games as a platform to air their complaints.

1 2 3 4 5

11. While I think athletes have every right to protest the anthem, I do not intend to watch them do it.

1 2 3 4 5

12. If this form of protest spreads to all sports, I will quit watching all their games.

1 2 3 4 5

13. I would not support any protest during the playing of the national anthem even it happens during the regular season of my favorite sport.

1 2 3 4 5

14. This issue does not affect my decision to watch a sporting event one way or another.

1 2 3 4 5

15. If this trend spreads to other sports, I will be done with all of them.

1 2 3 4 5

Section 5

The following section lists a series of statements that address your attraction for your favorite sports athletes, given that some athletes (particularly in the NFL) have chosen to sit as a form of protest during the playing of the national anthem.

We are interested in your opinion as to whether this form of protest has affected your attitude toward your favorite athletes.

Please use the following scale: 1 = I strongly disagree with the statement, to 5= I strongly agree with the statement, when circling a response.

16. If my favorite athlete protested during the playing of the national anthem, I would still like that athlete.

1 2 3 4 5

17. If my favorite athlete protested during the playing of the national anthem, I would be less likely to purchase any brand he endorses.

1 2 3 4 5

18. I would lose all respect for my favorite athletes if s/he protested during the playing of the national anthem.

1 2 3 4 5

19. I like athletes based on what they do while playing---and so whatever they do while not actually playing does not impact my opinion of them.

1 2 3 4 5

20. I don't associate what a team does with what my favorite player does.

1 2 3 4 5

21. I pull for teams based on whether I like the players.

1 2 3 4 5

Demographics

Sex: _____Male _____Female

Race:

White _____

African American _____

Hispanic/Latino _____

Asian/Pacific Islander _____

Native American _____

Other _____

Age: _____

Please use the following scale to answer the final questions:

On a scale of 1-5 with 1 = I am never going to watch again to 5 = I will definitely continue to keep watching; please circle the response that best indicates your intentions to watch future games if these protests continue.

1 2 3 4 5

On a scale of 1-5 with 1 = I am never going to support this athlete again if s/he protests, to 5 = I will definitely continue liking this athlete even if s/he protests, please circle the response that best indicates your intentions to like and support your favorite athletes if these protests continue.

1 2 3 4 5

Any Comments? Otherwise, Thanks for your participation!

Study 2 Survey

Sports Marketing Survey

The following survey has been developed as a learning tool for students enrolled in the Marketing Research class at NCAT. The purpose of this project is to determine the impact that the athlete anthem protest has had on attendance and/or interest in the sport of football.

The identity of each respondent (i.e., anyone who takes the survey) will be held strictly confidential. Hence, do not put your name on the survey, but please, insure that you circle a response on all the items in each section.

We appreciate your cooperation!



Section 1

The purpose of this section is to understand how long you've been a fan of a given sport and your level of involvement with the sport.

Please check how long you have been watching professional sports in general.

1 year 2 years 3 years 4 years 5 or more years I don't watch professional sports.

On a scale of 1 = not important at all, to 5 =very important, please rate how important watching professional sports in general is to you.

1 2 3 4 5

Please check how long you have been watching your favorite professional sport.

1 year 2 years 3 years 4 years 5 or more years I don't watch professional sports

On a scale of 1 = not important at all, to 5 =very important, please rate how important watching your favorite professional sport is to you.

1 2 3 4 5

Section 2

What is your favorite professional sport to watch/follow? _____

Who is your favorite athlete? _____

What is your favorite professional sports team? _____

Section 3

Please circle the response that best matches the extent to which you agree or disagree with each of the following statements, with 1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree with the statement.

1. I don't watch the NFL as much as I used to due to the anthem protest.

1 2 3 4 5

2. The anthem protest in the NFL is the reason I don't watch the NFL as much as I used to.

1 2 3 4 5

3. The NFL has become too violent for me to enjoy watching.

1 2 3 4 5

4. I have difficulty watching the NFL because of all the violent plays.

1 2 3 4 5

5. There should be more rules regarding safety in the NFL.

1 2 3 4 5

6. I think the new player safety rules make the sport more interesting to watch.

1 2 3 4 5

7. The new player safety rules have made the NFL soft and less interesting to watch.

1 2 3 4 5

9. I have stopped watching the NFL because of all the politics involved.

1 2 3 4 5

10. I don't think sports should involve politics.

1 2 3 4 5

11. The NFL player protests have made it too uncomfortable for me to watch.

1 2 3 4 5

12. The NFL protests have made me want to support the players and tune in even more.

1 2 3 4 5

13. I stopped watching the NFL more for other reasons than just the anthem protests.

1 2 3 4 5

14. The anthem protests have had no impact at all on whether I watch or don't watch NFL games.

1 2 3 4 5

15. I basically watched as many games last season as I did during any other season.

1 2 3 4 5

Demographics

Gender: _____ Male _____ Female

Race _____ White _____ Black _____ Hispanic _____ Asian _____ Other

Please use the following scale to answer the final questions:

On a scale of 1-5 with 1 = no impact at all in terms of my decision to watch NFL games, to

5 = very great impact on whether I watch NFL games, I would say that the NFL Players' anthem protests last season had: 1 2 3 4 5

Approximately how many NFL games do you watch each week during the season?

Approximately how many NFL games did you watch (totally) last season?

_____?

Did you play a sport in high school ____ Yes ____ No

Are you still actively involved in that same sport(s) either at the college level or in some other capacity (recreational league, etc.) ____ Yes ____ No

Please add any comments you wish to make in the space below. We appreciate your input!

Thanks for your participation

Exhibit 1: Favorite Sport

Football

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	42.9	42.9	42.9
	2.00	39	55.7	55.7	98.6
	3.00	1	1.4	1.4	100.0
	Total	70	100.0	100.0	

Basketball

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	37	52.9	52.9	52.9
	2.00	25	35.7	35.7	88.6
	3.00	8	11.4	11.4	100.0
	Total	70	100.0	100.0	

Baseball

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	4.3	4.3	4.3
	2.00	6	8.6	8.6	12.9
	3.00	61	87.1	87.1	100.0
	Total	70	100.0	100.0	

Study 1

Exhibit 2a: Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.726	36.793	36.793	7.726	36.793	36.793
2	1.812	8.628	45.421	1.812	8.628	45.421
3	1.624	7.733	53.154	1.624	7.733	53.154
4	1.252	5.963	59.117	1.252	5.963	59.117
5	1.109	5.280	64.397	1.109	5.280	64.397

6	1.014	4.830	69.228	1.014	4.830	69.228
7	.960	4.570	73.797			
8	.846	4.030	77.827			
9	.833	3.969	81.796			
10	.699	3.326	85.122			
11	.537	2.558	87.680			
12	.488	2.325	90.005			
13	.474	2.258	92.263			
14	.428	2.039	94.303			
15	.319	1.518	95.820			
16	.261	1.245	97.065			
17	.190	.903	97.968			
18	.178	.849	98.817			
19	.138	.655	99.472			
20	.076	.361	99.833			
21	.035	.167	100.000			

Extraction Method: Principal Component Analysis.

Study 1

Exhibit 2b: Factor Analysis

Rotated Component Matrixa

	Component					
	1	2	3	4	5	6
Sport1					.664	
Sport2	.915					
Sport3	.719					
Sport4		.672				
Sport5				.658		
Sport6				.513		
Sport7	.718					
Sport8	.757					
Sport9	.773					
Sport10	.610					
Sport11					.577	
Sport12	.811					
Sport13	.798					

Sport14		.745				
Sport15	.799					
Protest16	.614					
Protest17	.706					
Protest18	.813					
Protest19						.796
Protest20			.662			
Protest21			.798			

Extraction Method: Principal Component Analysis.

Rotation Method: Quartimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

Study 1

Exhibit 3

Reliability Statistics

Cronbach's Alpha	N of Items
.918	11

Study 1

Exhibit 4a

T-Test

Group Statistics

	Favorite	N	Mean	Std. Deviation	Std. Error Mean
Protest	Football	30	1.5879	.78593	.14349
	Basketball	37	1.3784	.60739	.09985

Study 1

Exhibit 4b

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Protest	Equal variances assumed	4.044	.048	1.231	65	.223	.20950	.17020	-.13041	.54941
	Equal variances not assumed			1.198	53.737	.236	.20950	.17482	-.14102	.56002

Study 1

Exhibit 5

ANOVA

FavoriteAthlete

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.323	18	1.351	.854	.631
Within Groups	80.663	51	1.582		
Total	104.986	69			

Study 1

Figure 6a

Group Statistics

	Favorite	N	Mean	Std. Deviation	Std. Error Mean
Final1	Football	30	4.3000	1.05536	.19268
	Basketball	37	4.6216	.75834	.12467
Final2	Football	30	4.1667	1.23409	.22531
	Basketball	37	4.6757	.66892	.10997

Study 1

Figure 6b

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Final1	Equal variances assumed	5.657	.020	-1.450	65	.152	-.32162	.22185	-.76470	.12145
	Equal variances not assumed			-1.401	51.143	.167	-.32162	.22950	-.78233	.13908
Final2	Equal variances assumed	12.565	.001	-2.151	65	.035	-.50901	.23658	-.98150	-.03652
	Equal variances not assumed			-2.030	42.518	.049	-.50901	.25072	-1.01480	-.00322

Study 1

Regression Exhibit 7a

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.390	.352	.73421

a. Predictors: (Constant), FavoriteAthlete, Protest, Gender, Favorite

Study 1

Regression Exhibit 7b

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.403	4	5.601	10.390	.000 ^b
	Residual	35.039	65	.539		
	Total	57.443	69			

a. Dependent Variable: Final1

b. Predictors: (Constant), FavoriteAthlete, Protest, Gender, Favorite

Study 1

Regression 7c

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.235	.475		11.032	.000
	Gender	-.054	.178	-.030	-.305	.761
	Protest	-.747	.127	-.584	-5.907	.000
	Favorite	.125	.156	.080	.800	.426
	FavoriteAthlete	.100	.073	.136	1.375	.174

a. Dependent Variable: Final1

Study 2 Tables/Figures

Study 2

Exhibit 8a (Factor 1=Protest)

Rotated Component Matrix^a

	Component	
	1	2
Reason1	.839	
Reason2	.863	
Reason10	.692	
Reason11		.663
Reason12		.734
Reason13	-.600	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Study 2

Exhibit 8b, Factor 2 (Safety)

Rotated Component Matrix^a

	Component	
	1	2
Reason3	.712	
Reason4	.765	
Reason5	.677	
Reason6	-.612	
Reason7		-.585
Reason8		.708
Reason9		.728

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Study 2

Exhibit 9a

T-Test

Group Statistics

	School	N	Mean	Std. Deviation	Std. Error Mean
Protest	1.00	73	2.1233	1.01912	.11928
	2.00	71	2.2958	1.15408	.13696

Study 2

Exhibit 9b

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Protest	Equal variances assumed	.763	.384	-.951	142	.343	-.17249	.18131	-.53090	.18592
	Equal variances not assumed			-.950	138.815	.344	-.17249	.18162	-.53159	.18662

Study 2

Exhibit 10a

Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Safety	1.00	71	1.6620	.58416	.06933
	2.00	73	2.1050	.77156	.09030

Study 2

Exhibit 10b

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Safety	Equal variances assumed	4.948	.028	-3.877	142	.000	-.44305	.11428	-.66896	-.21714
	Equal variances not assumed			-3.892	134.003	.000	-.44305	.11385	-.66822	-.21788

Study 2

Exhibit 11a

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.194	1.27209

a. Predictors: (Constant), Sex, School, Protest, Safety, Race

Study 2

Exhibit 11b

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.846	5	12.769	7.891	.000 ^b
	Residual	223.314	138	1.618		
	Total	287.160	143			

a. Dependent Variable: Impact

b. Predictors: (Constant), Sex, School, Protest, Safety, Race

Study 2

Exhibit 11c

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.235	.475		11.032	.000
	Gender	-.054	.178	-.030	-.305	.761
	Protest	-.747	.127	-.584	-5.907	.000
	Favorite	.125	.156	.080	.800	.426
	FavoriteAthlete	.100	.073	.136	1.375	.174

a. Dependent Variable: Final1