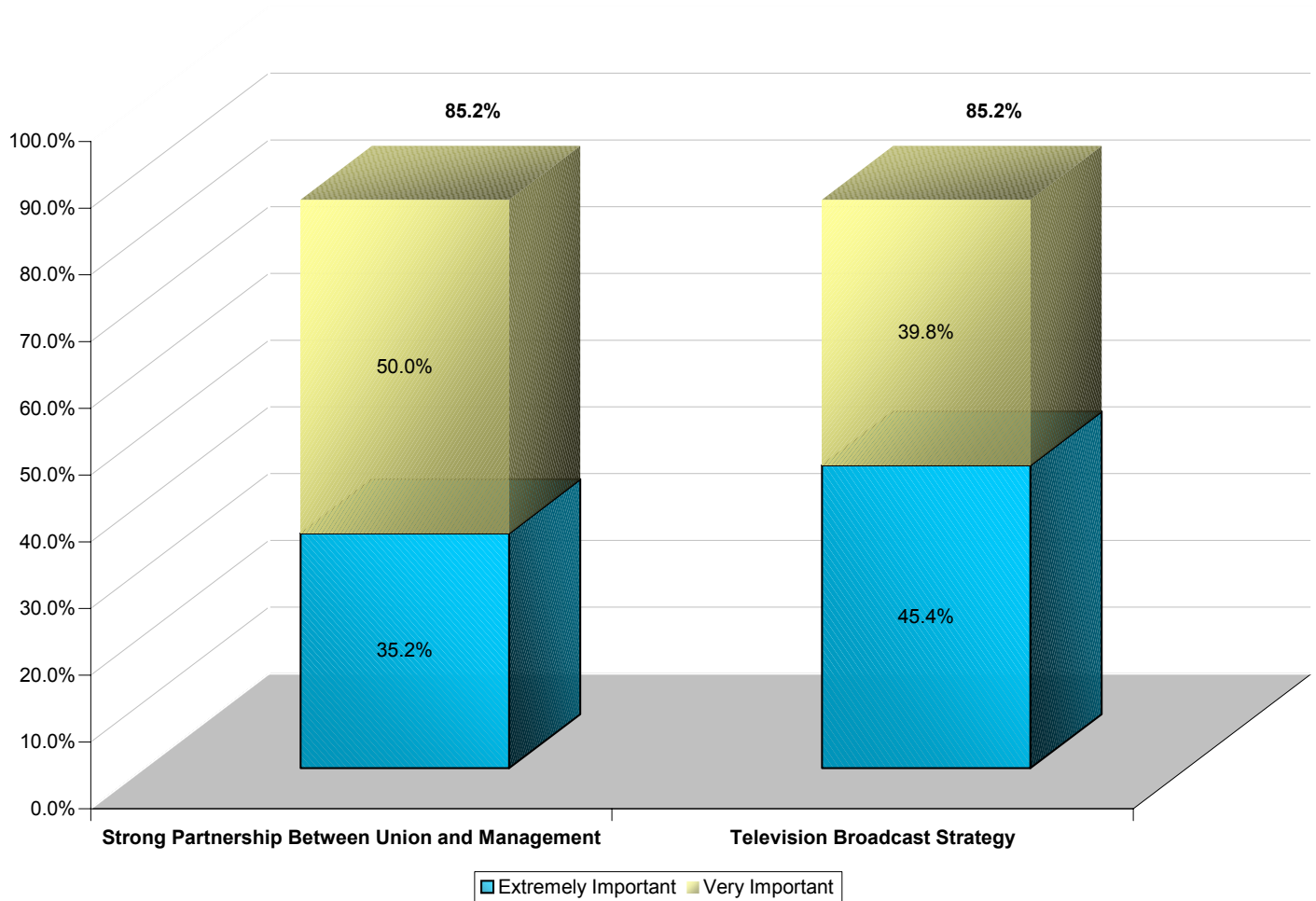


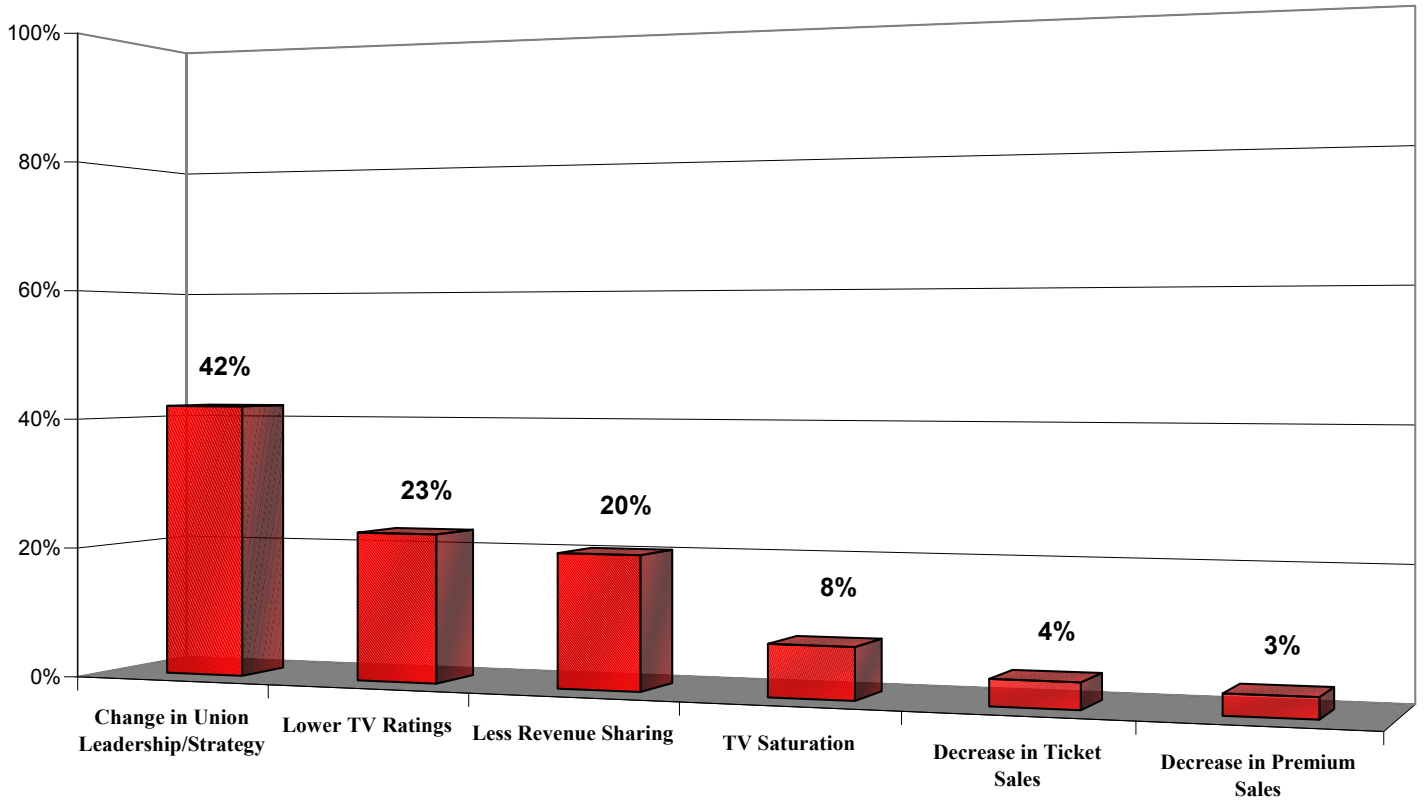
November 2002 Results

Impact of Television Strategy and Labor Relations on NFL Success



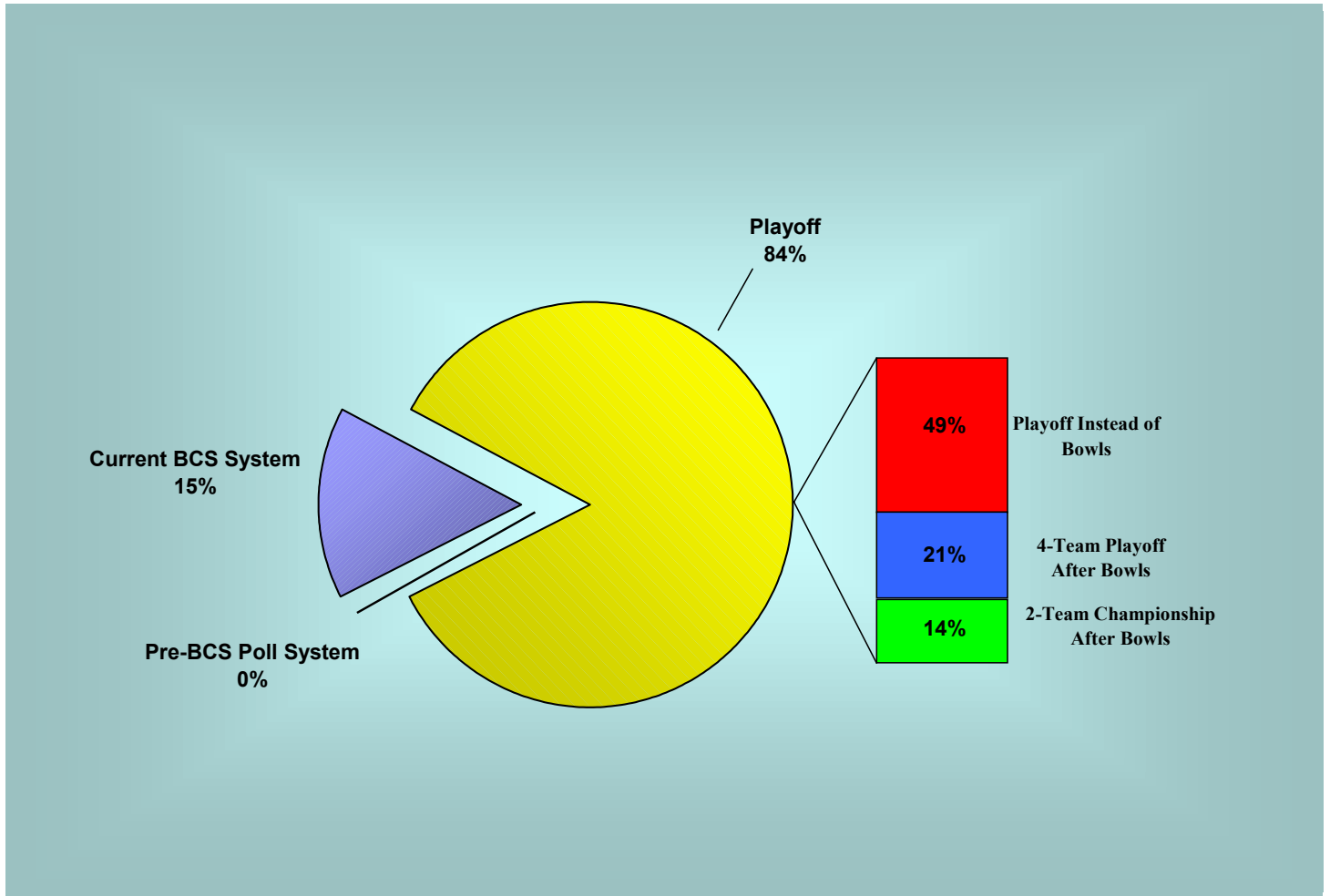
Question: Panelists were asked how important each of eight factors are to the success of the NFL. Each factor was rated on a 7-point scale with 7 being “Extremely Important” and 1 being “Extremely

Biggest Threat to NFL Success Over the Next 5 Years



Question: Over the next five years, which ONE of the following elements poses the biggest threat to the NFL's continued financial success?

Best Method to Determine NCAA Football Champion



Question: What is the best way to determine the national champion in collegiate football?