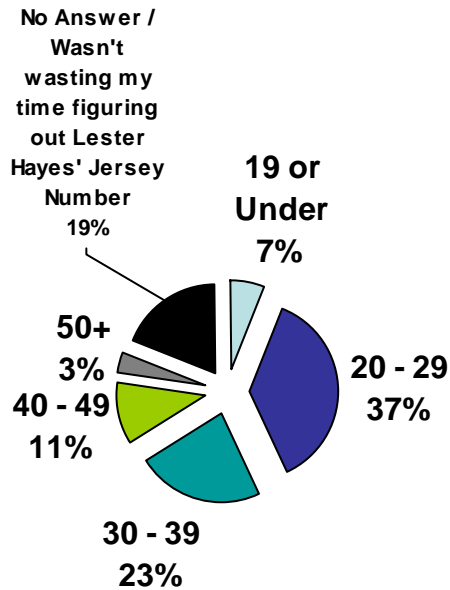


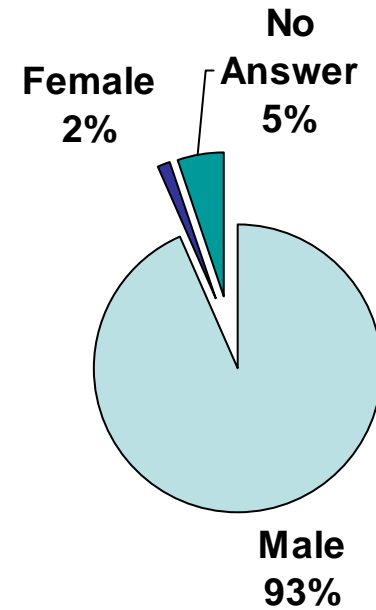
## NFL Uni Watch Road Survey Results

# Survey Demographics

## Respondent Age



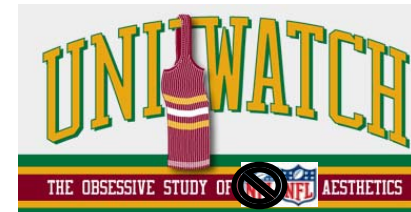
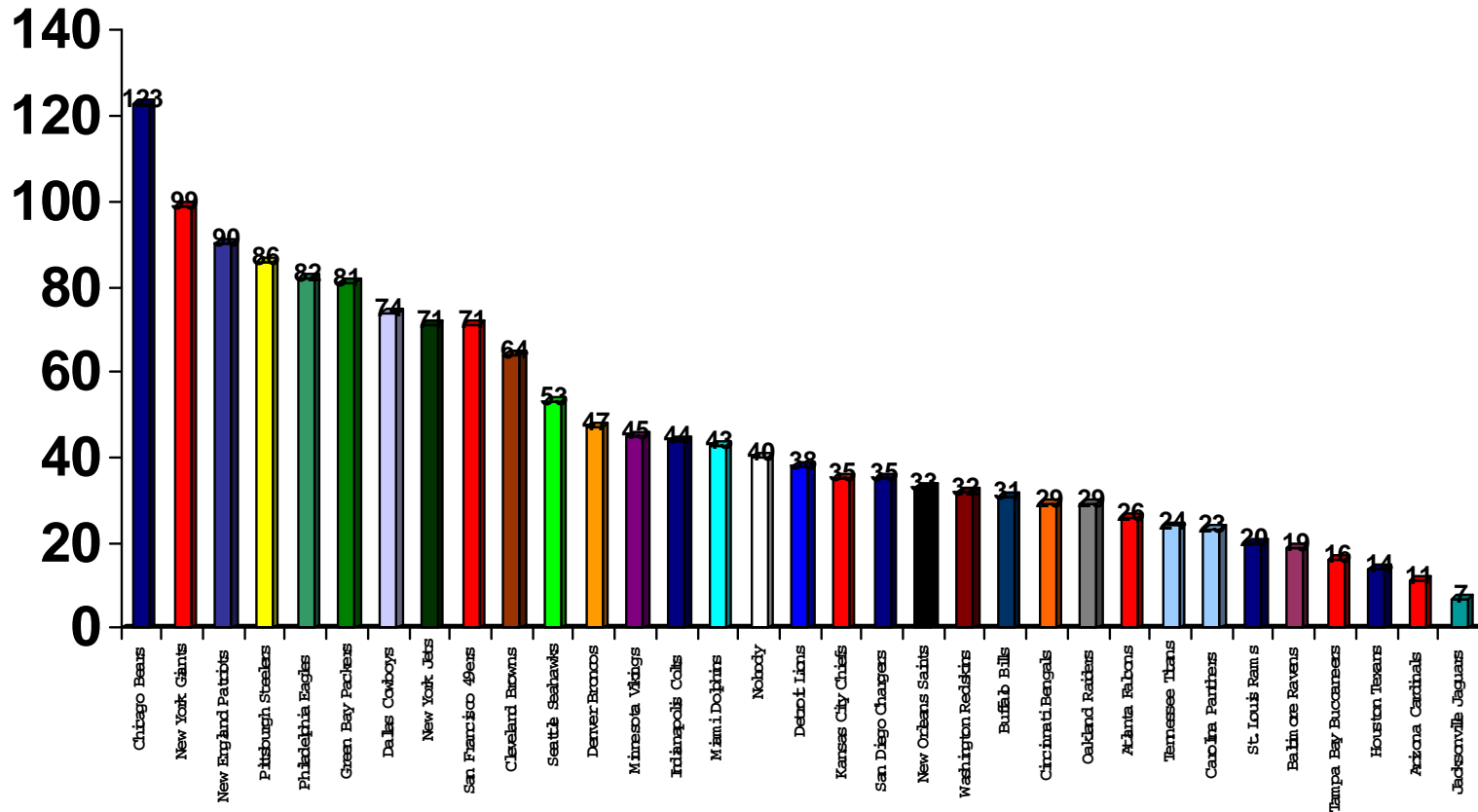
## Respondent Sex

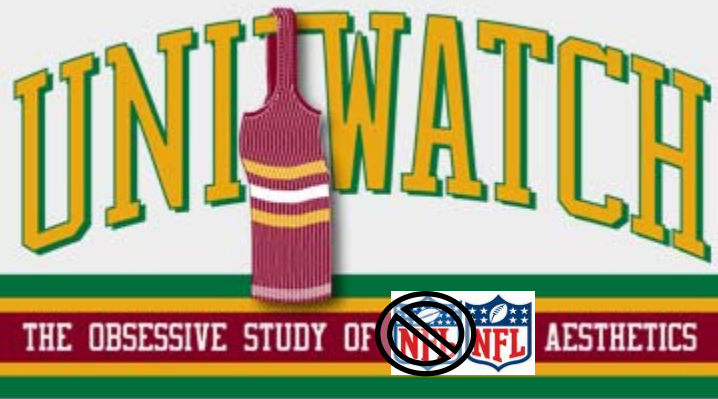


**Note: 1535 separate surveys were submitted and analyzed**

# Respondent Favorite NFL Team

## Favorite NFL Team





## Matrix Rankings

*Note: The following data was pulled only from the matrix responses...(questions that were answered with a score of 0 – 5)*

# Overall Rankings

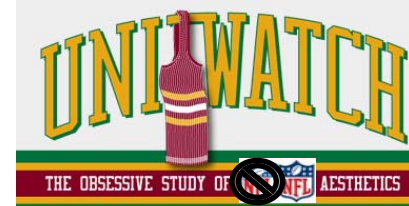
## League Wide

**Overall League ranking: 2.772**

Team	Mean Road
Indianapolis Colts	3.98762215
Green Bay Packers	3.904885993
Pittsburgh Steelers	3.783061889
San Francisco 49ers	3.732899023
Oakland Raiders	3.703583062
New York Jets	3.678827362
Chicago Bears	3.639087948
New Orleans Saints	3.548534202
Washington Redskins	3.43257329
New York Giants	3.374592834
Cleveland Browns	3.226058632
Kansas City Chiefs	3.219543974
Miami Dolphins	3.206514658
San Diego Chargers	3.026058632
Dallas Cowboys	2.892508143

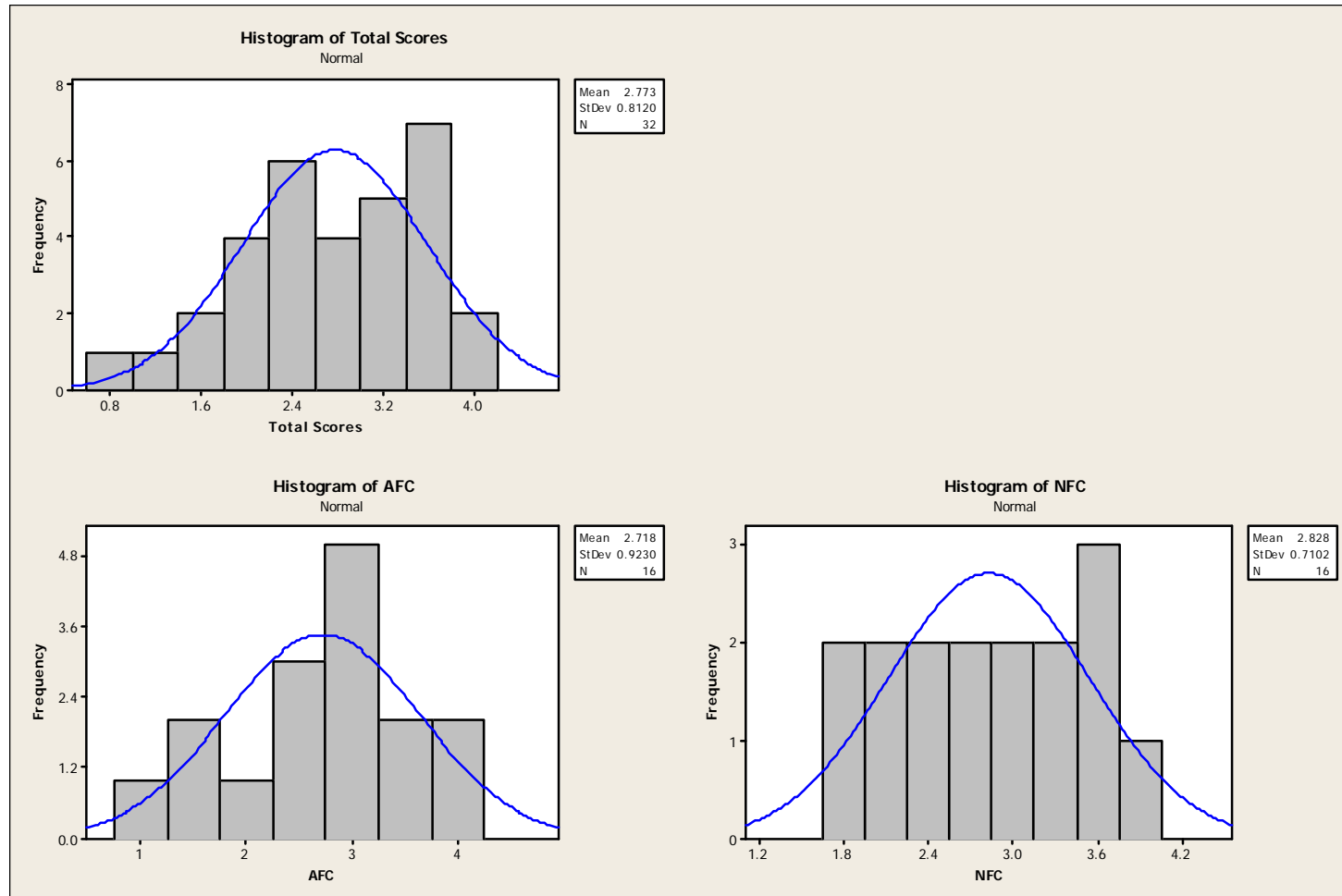
Philadelphia Eagles	2.857980456
Houston Texans	2.770032573
Tampa Bay Buccaneers	2.694462541
Detroit Lions	2.555700326
St. Louis Rams	2.456026059
Carolina Panthers	2.448859935
New England Patriots	2.33485342
Tennessee Titans	2.301628664
Baltimore Ravens	2.268403909
Atlanta Falcons	2.182410423
Denver Broncos	2.170684039
Arizona Cardinals	1.985016287
Seattle Seahawks	1.823452769
Minnesota Vikings	1.719218241
Jacksonville Jaguars	1.571335505
Cincinnati Bengals	1.253420195
Buffalo Bills	0.983061889

**Bottom line: The Colts had the highest rated uniform and the Bills had the lowest. The middle uniforms were Philly and Houston.**



# Overall Rankings

## Total NFL League / Conference Scores



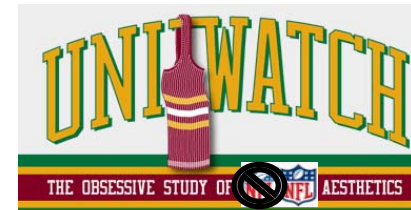
# Overall Rankings

## NFC Conference

Team	Mean Road
Green Bay Packers	3.904885993
San Francisco 49ers	3.732899023
Chicago Bears	3.639087948
New Orleans Saints	3.548534202
Washington Redskins	3.43257329
New York Giants	3.374592834
Dallas Cowboys	2.892508143
Philadelphia Eagles	2.857980456
Tampa Bay Buccaneers	2.694462541
Detroit Lions	2.555700326
St. Louis Rams	2.456026059
Carolina Panthers	2.448859935
Atlanta Falcons	2.182410423
Arizona Cardinals	1.985016287
Seattle Seahawks	1.823452769
Minnesota Vikings	1.719218241

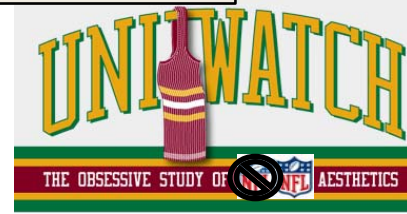
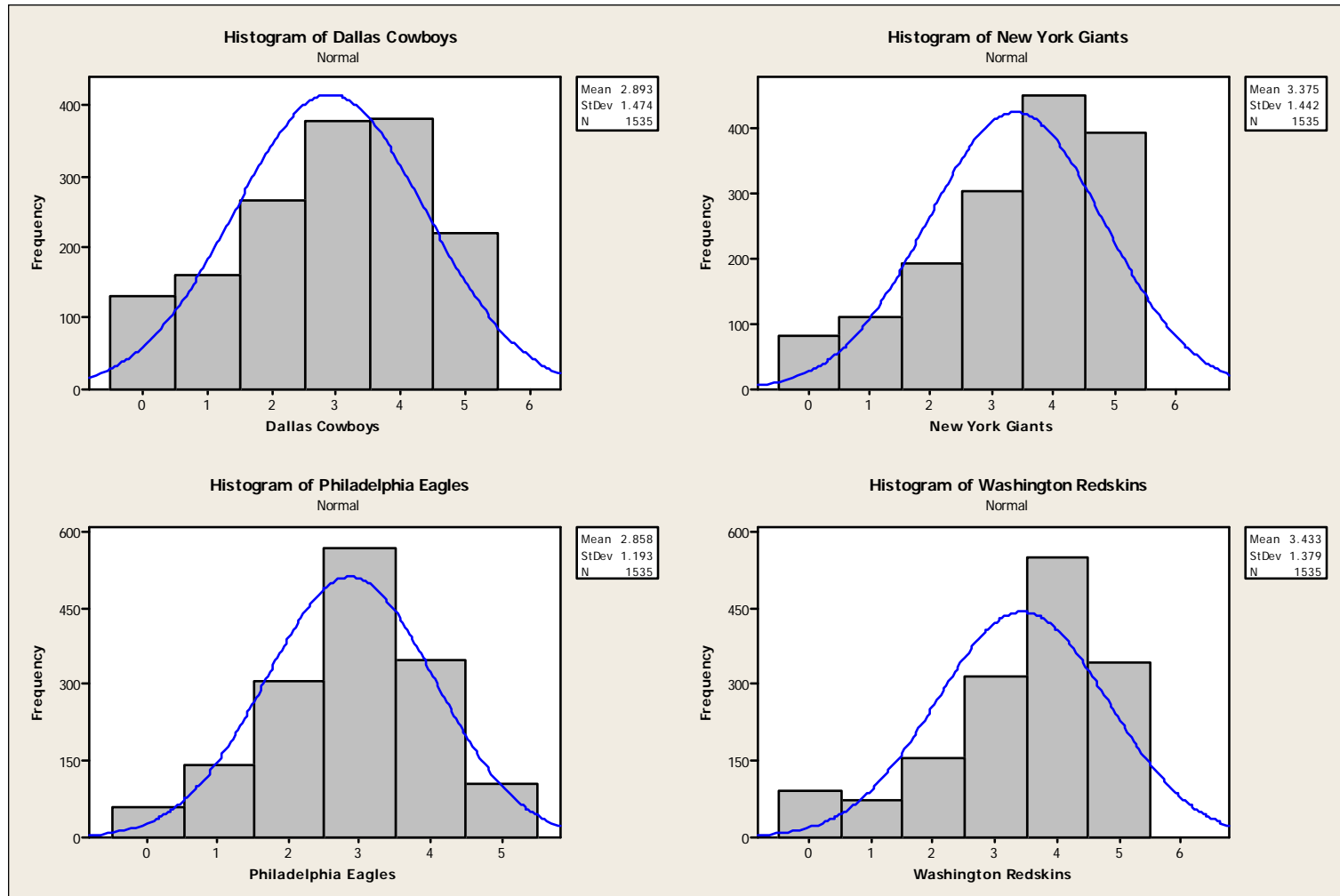
- Average NFC ranking: 2.828
- NFC Division Rankings:
  - NFC East 3.139413681
  - NFC North 2.954723127
  - NFC South 2.718566775
  - NFC West 2.499348534

**Bottom line: The highest rated uniform in the NFC was Green Bay with Chicago moving down 2 spots. The lowest rated uniform in the NFC was Minnesota followed by Seattle.**



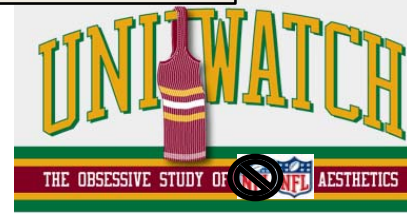
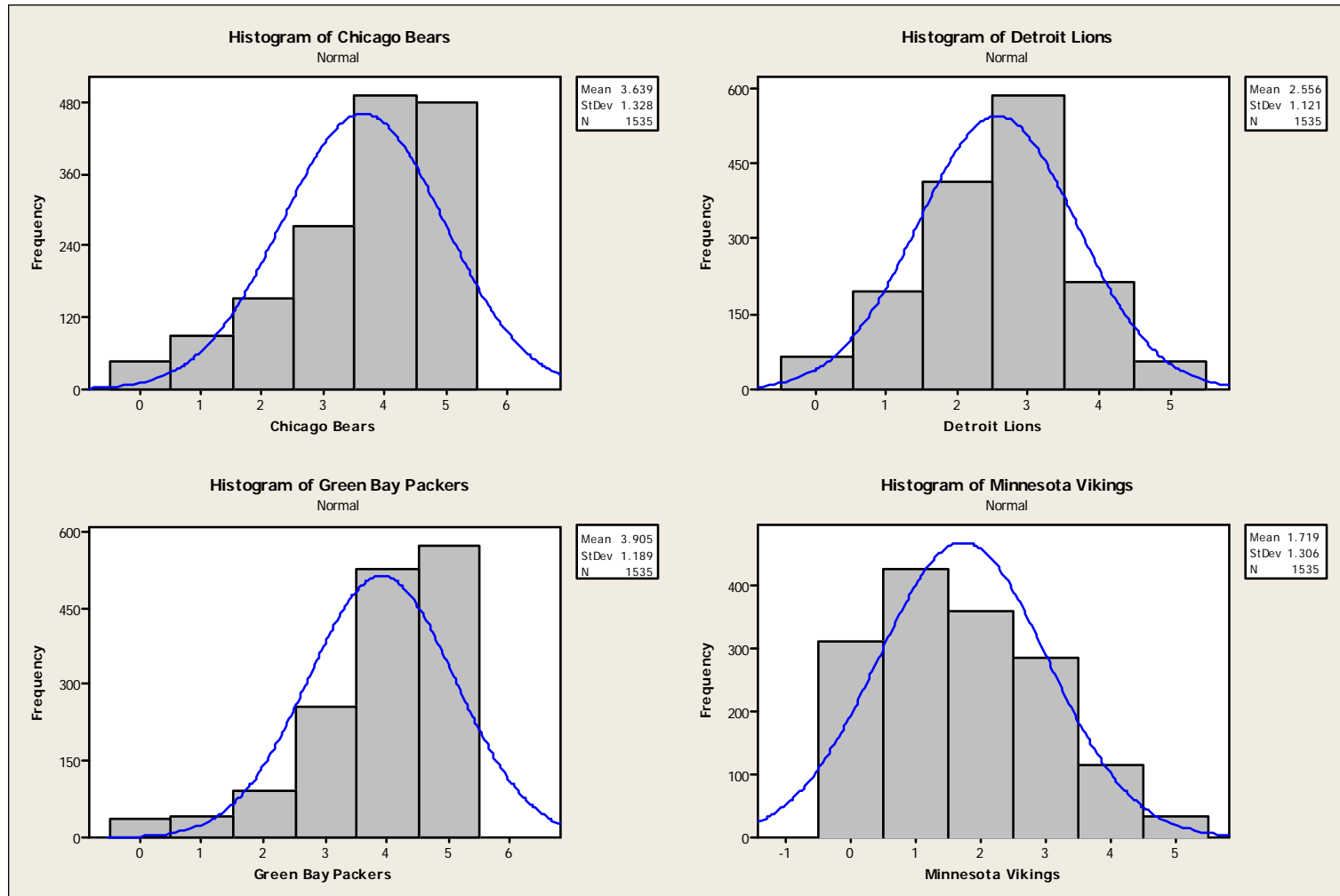
# Overall Rankings

## NFC East



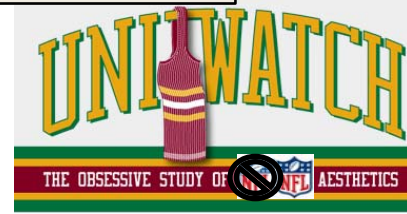
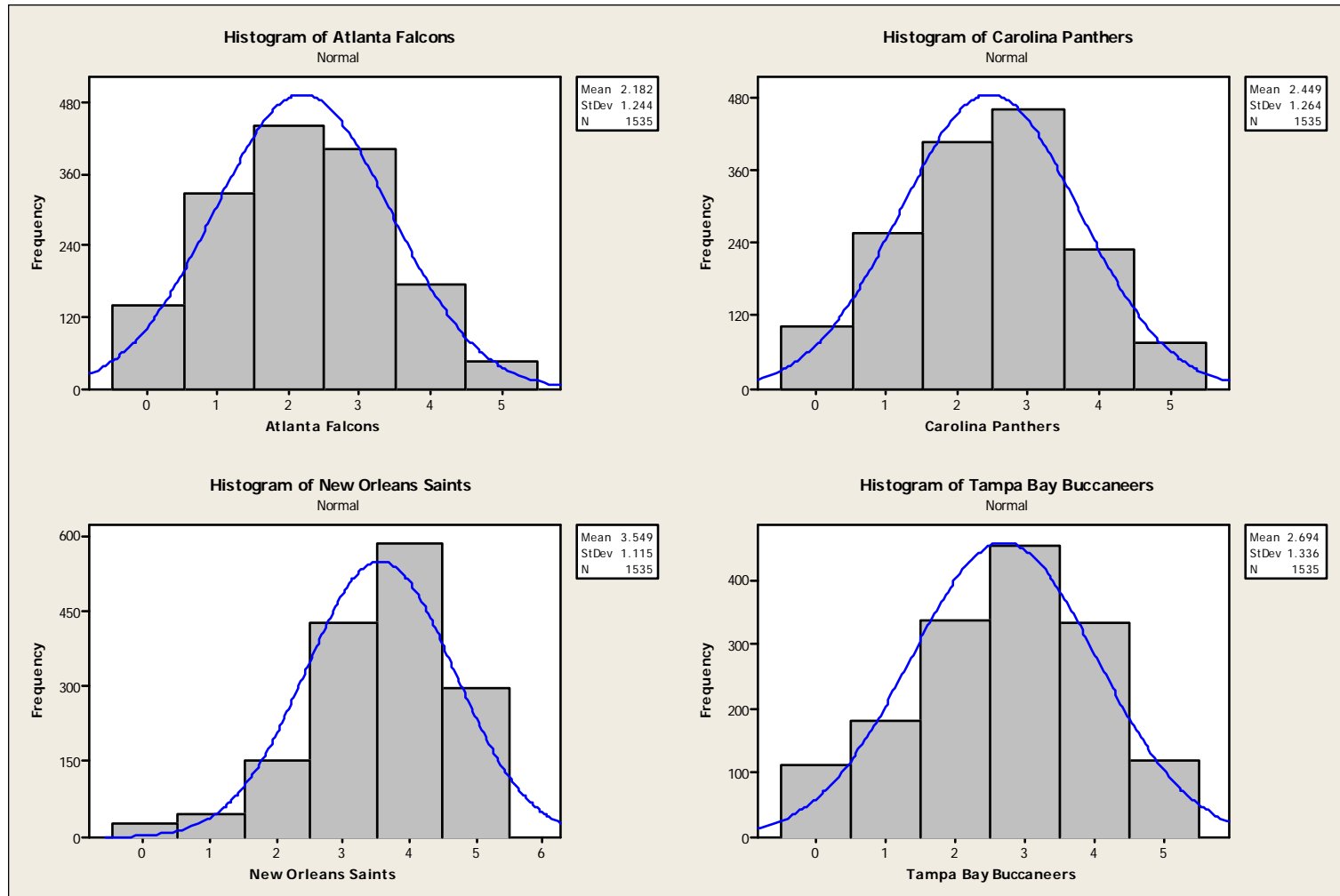
# Overall Rankings

## NFC North



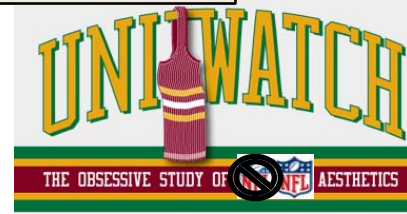
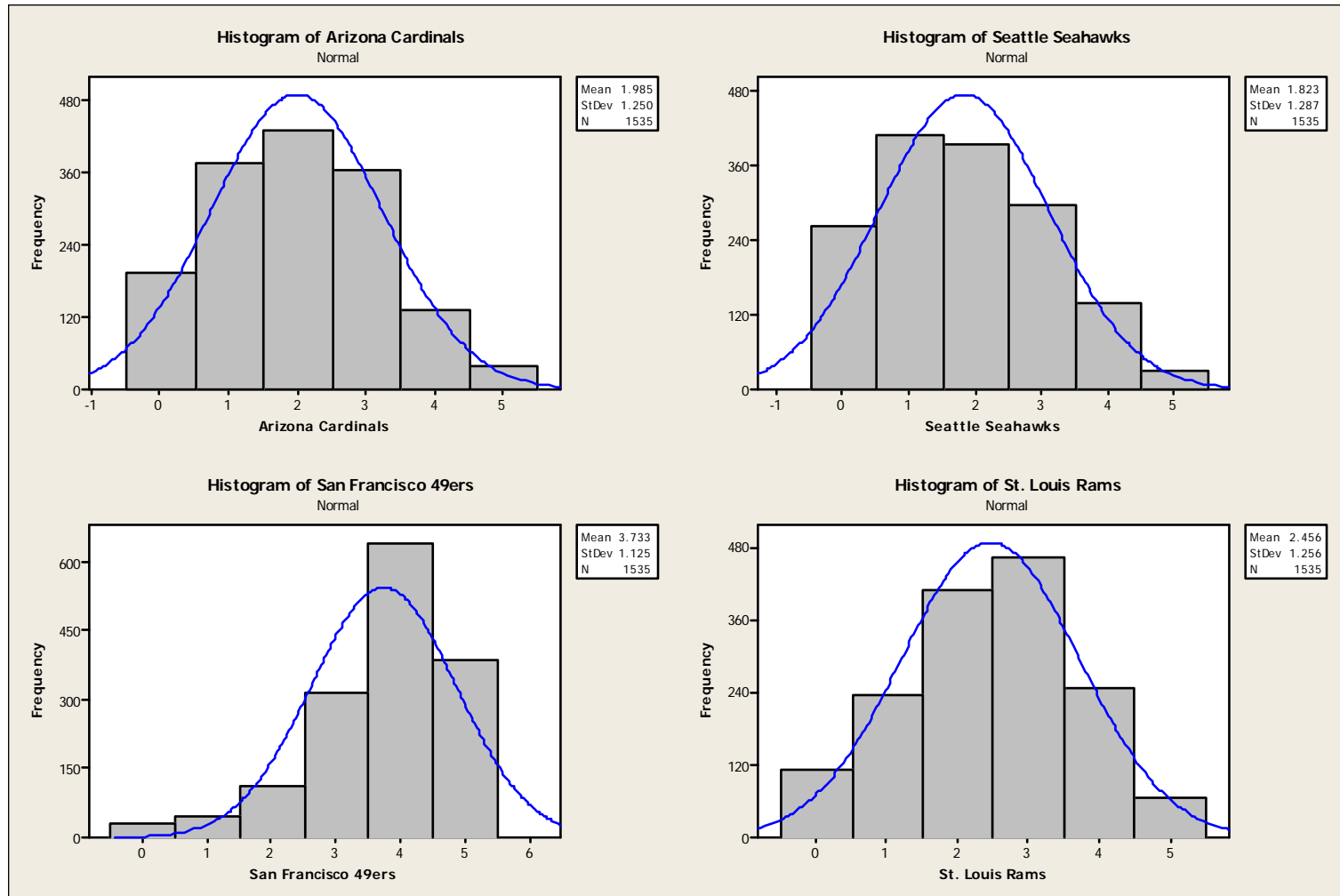
# Overall Rankings

## NFC South



# Overall Rankings

## NFC West



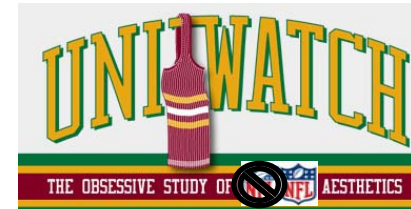
# Overall Rankings

## AFC Conference

Team	Mean Road
Indianapolis Colts	3.98762215
Pittsburgh Steelers	3.783061889
Oakland Raiders	3.703583062
New York Jets	3.678827362
Cleveland Browns	3.226058632
Kansas City Chiefs	3.219543974
Miami Dolphins	3.206514658
San Diego Chargers	3.026058632
Houston Texans	2.770032573
New England Patriots	2.33485342
Tennessee Titans	2.301628664
Baltimore Ravens	2.268403909
Denver Broncos	2.170684039
Jacksonville Jaguars	1.571335505
Cincinnati Bengals	1.253420195
Buffalo Bills	0.983061889

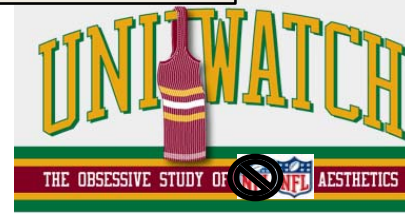
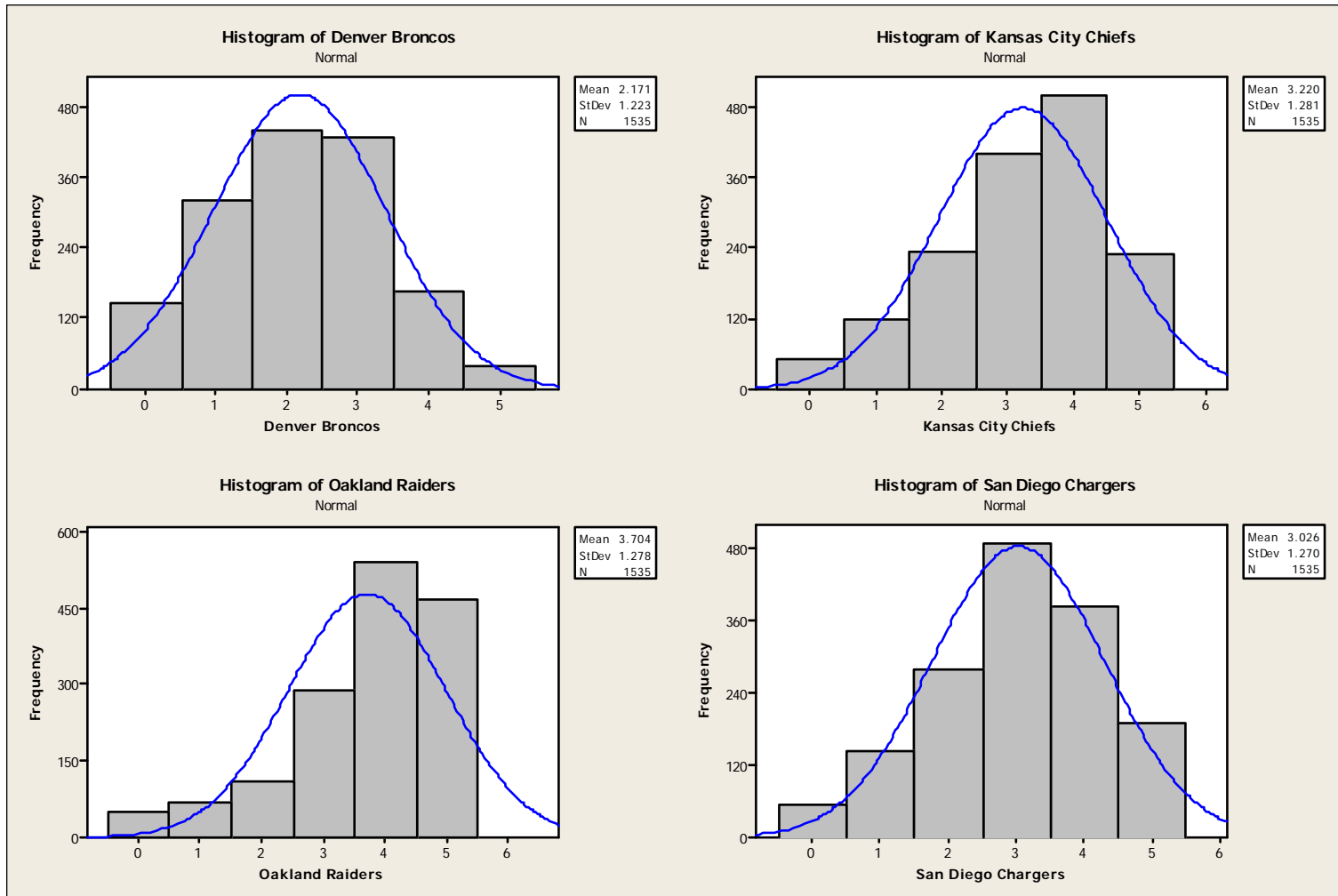
- Average AFC ranking: 2.718
- AFC Division Rankings:
  - AFC West 3.029967427
  - AFC South 2.657654723
  - AFC North 2.632736156
  - AFC East 2.550814332

**Bottom line: The lowest rated uniform in the AFC was Buffalo. The highest rated was Indianapolis.**



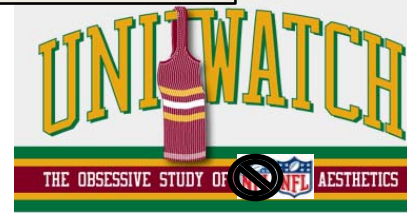
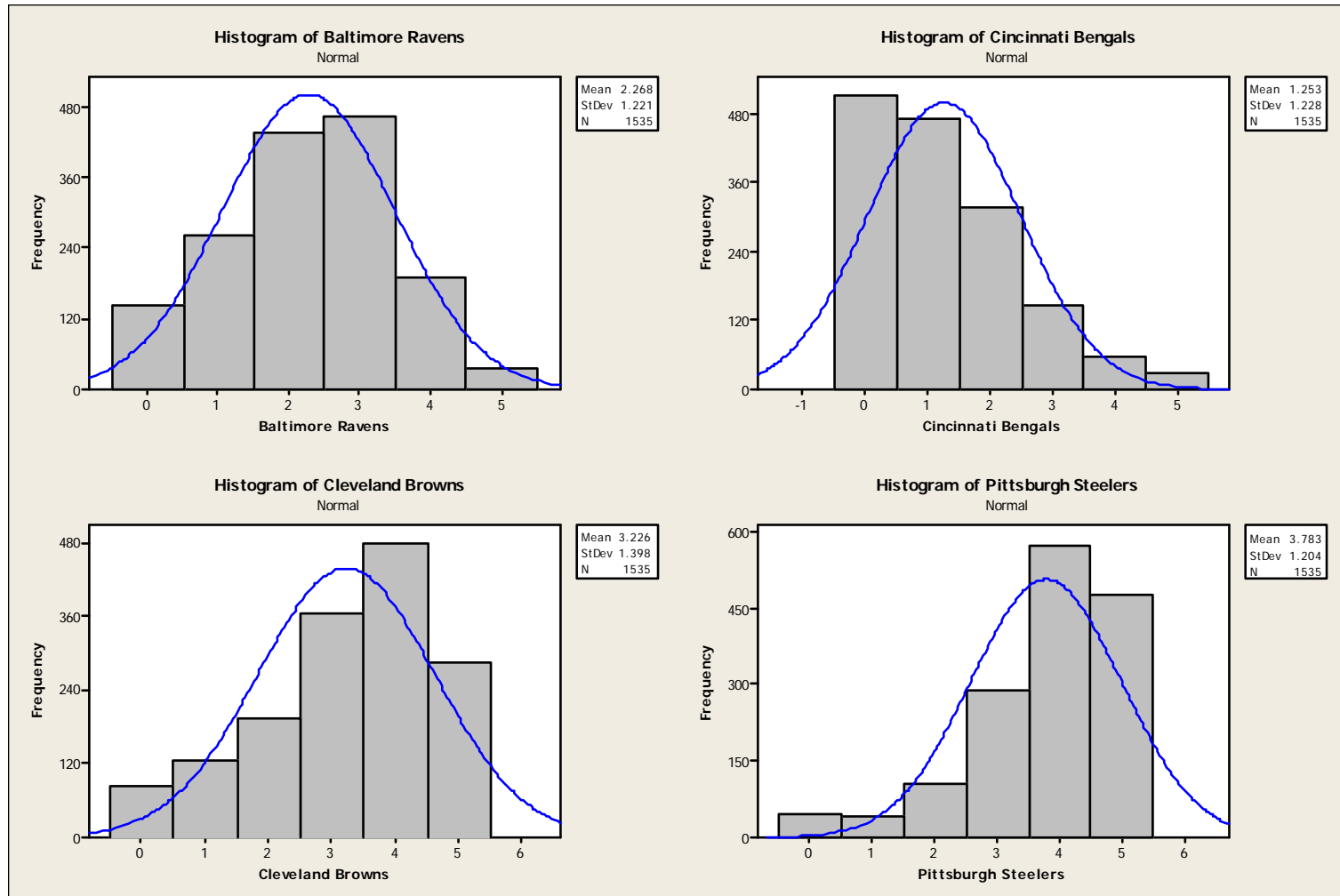
# Overall Rankings

## AFC West



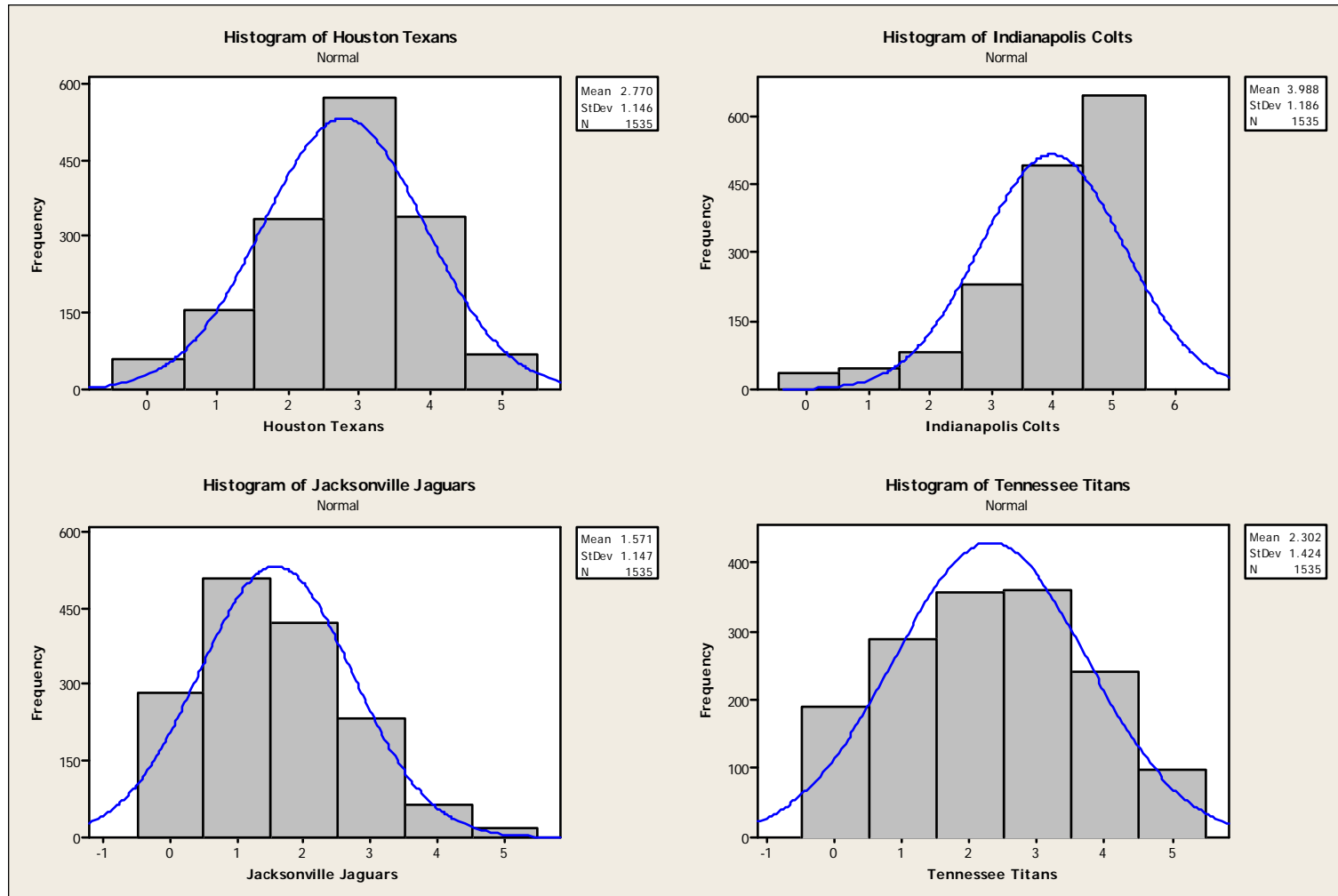
# Overall Rankings

## AFC North



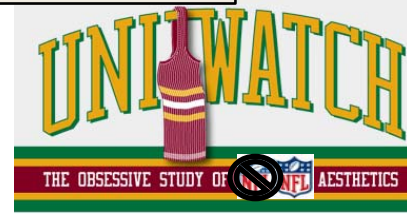
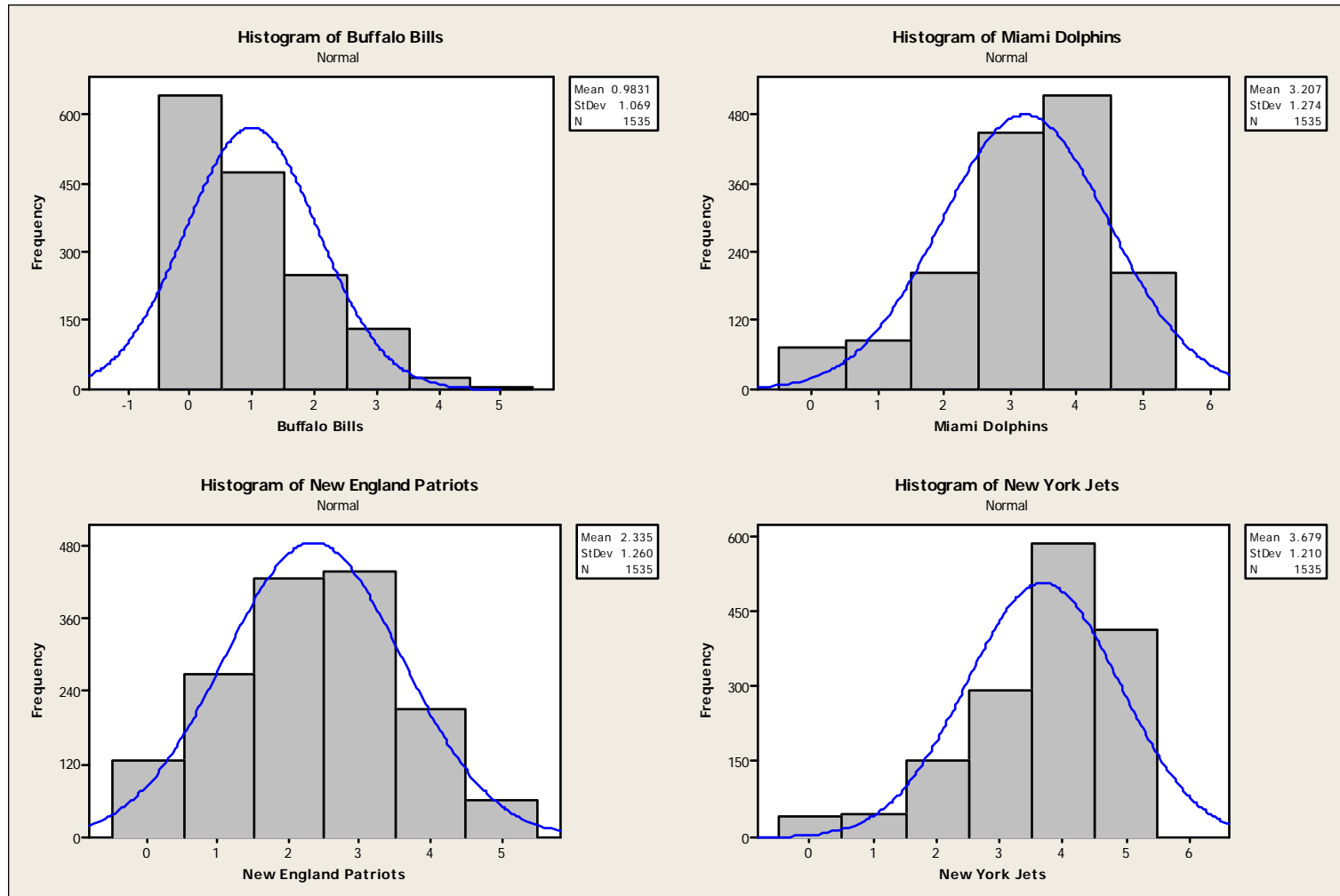
# Overall Rankings

## AFC South



# Overall Rankings

## AFC East



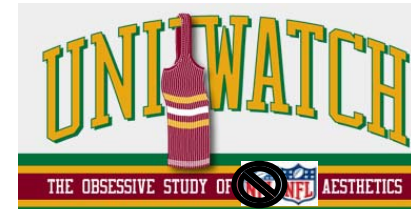
# Overall Rankings

## Standard Deviation

Team	StDev
Buffalo Bills	1.069172025
New Orleans Saints	1.115300195
Detroit Lions	1.121378023
San Francisco 49ers	1.124715986
Houston Texans	1.146339762
Jacksonville Jaguars	1.146941617
Indianapolis Colts	1.186287588
Green Bay Packers	1.189401632
Philadelphia Eagles	1.193485069
Pittsburgh Steelers	1.20428386
New York Jets	1.210197299
Baltimore Ravens	1.22059083
Denver Broncos	1.223221851
Cincinnati Bengals	1.22778023
Atlanta Falcons	1.243739232
Arizona Cardinals	1.250464158

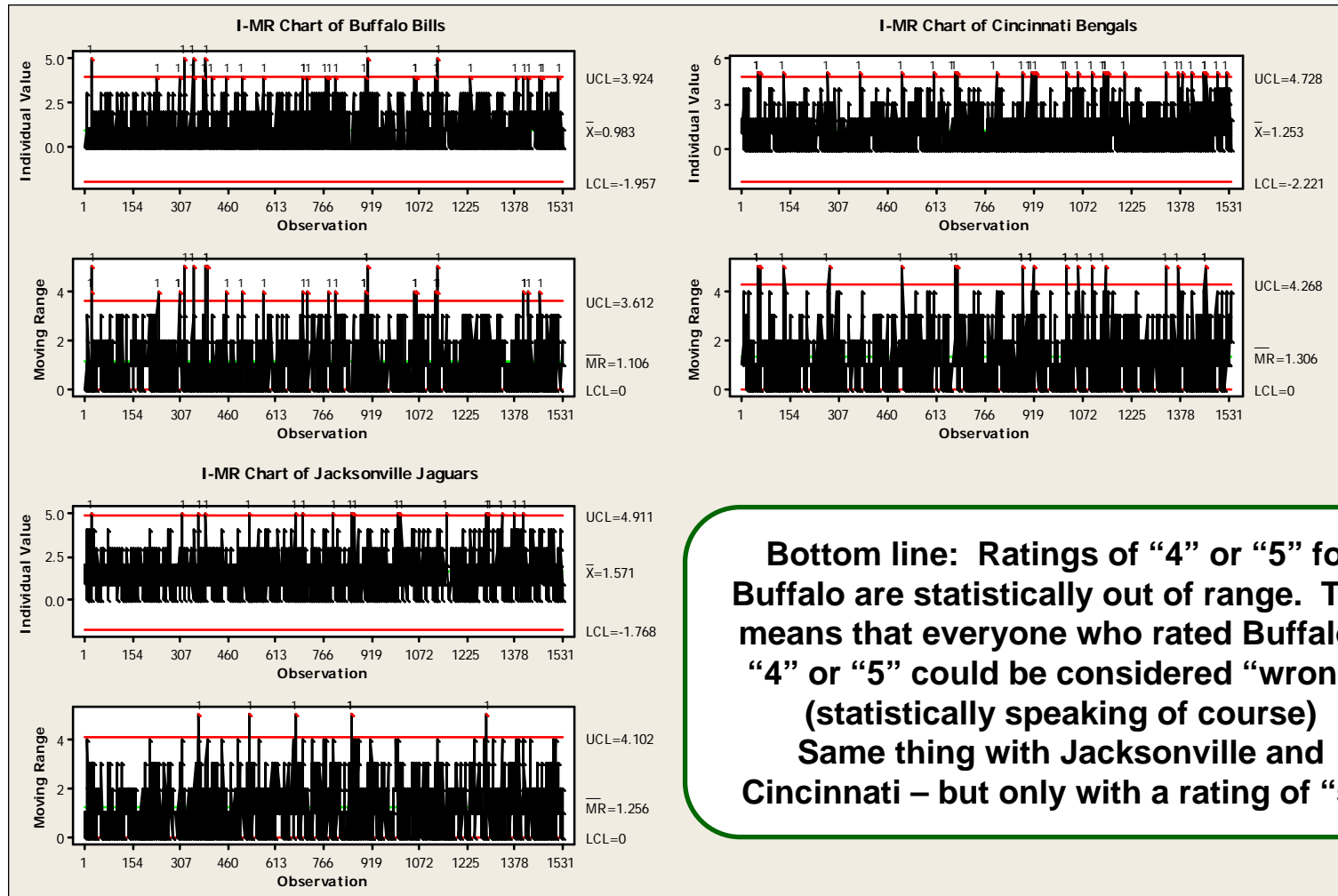
St. Louis Rams	1.25569933
New England Patriots	1.260131132
Carolina Panthers	1.263708534
San Diego Chargers	1.269684039
Miami Dolphins	1.274444137
Oakland Raiders	1.27766142
Kansas City Chiefs	1.280943895
Seattle Seahawks	1.287072343
Minnesota Vikings	1.30638365
Chicago Bears	1.32768503
Tampa Bay Buccaneers	1.335920089
Washington Redskins	1.378918226
Cleveland Browns	1.397650677
Tennessee Titans	1.42416881
New York Giants	1.44242144
Dallas Cowboys	1.473641474

**Bottom line: Most people agreed the Buffalo has terrible uniforms with the smallest Standard Deviation. Dallas had the widest spread, meaning their uniforms were the most polarizing.**



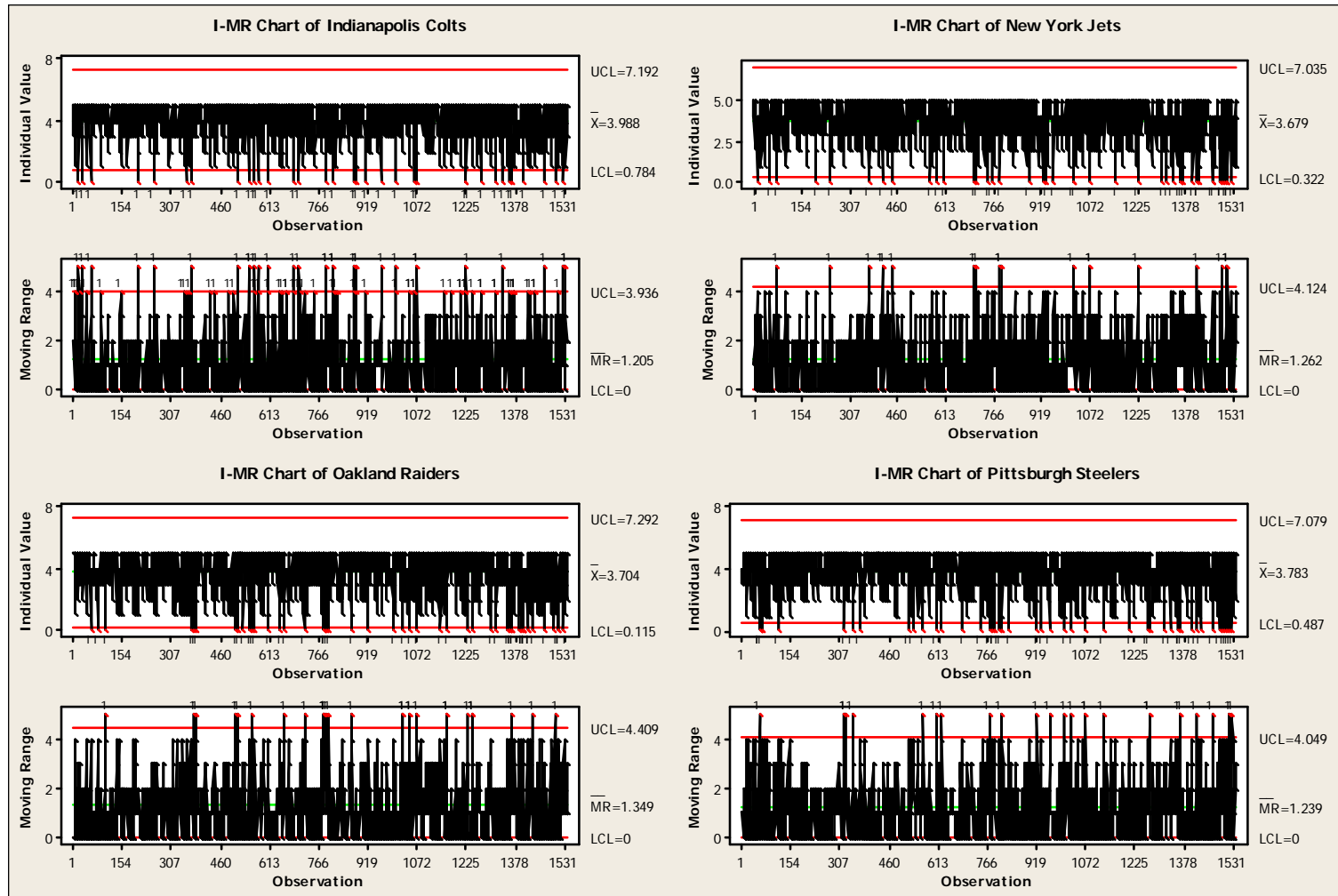
# Rating Scale

## Control Charts – Bottom Ratings

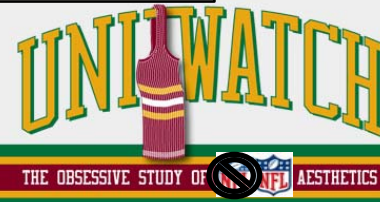


# Rating Scale

## Control Charts – Top Ratings

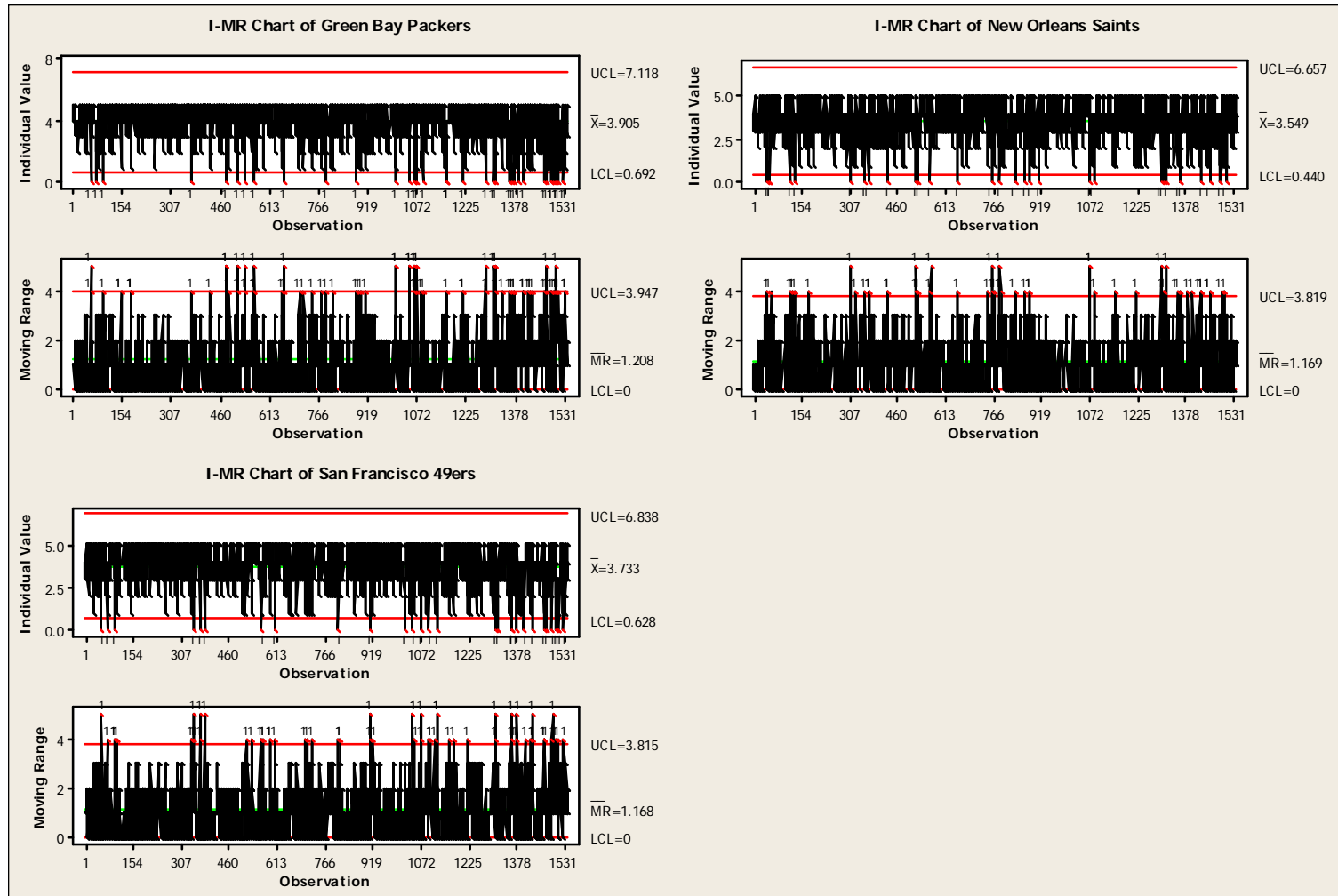


**Bottom line: Conversely, Ratings of “0” for the following AFC teams are statistically out of range: Colts, Raiders, NYJets and Steelers. That means that everyone who rated any of these team’s uniforms a “0” could be considered “wrong”.**

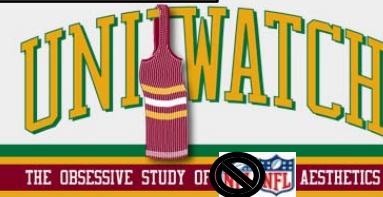


# Rating Scale

## Control Charts – Top Ratings



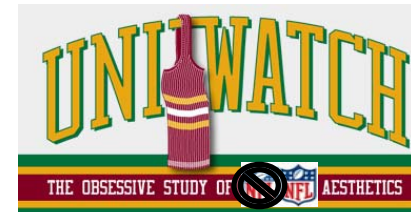
**Bottom line: Ratings of “0” for the following AFC teams are statistically out of range: Packers, Saints and 49ers. That means that everyone who rated any of these team’s uniforms a “0” could be considered “wrong”.**



# Overall Rankings

## Frequently Assigned Ratings (Modes)

- The rating below was the most frequently assigned rating for each of the following teams:
  - Five (5)
    - Indianapolis Colts, Green Bay Packers
  - Four (4)
    - Cleveland Browns, Kansas City Chiefs, Miami Dolphins, New York Jets, Oakland Raiders, Pittsburgh Steelers, Chicago Bears, Dallas Cowboys, New Orleans Saints, New York Giants, San Francisco 49ers, Washington Redskins
  - Three (3)
    - Baltimore Ravens, Houston Texans, New England Patriots, San Diego Chargers, Tennessee Titans, Carolina Panthers, Detroit Lions, Philadelphia Eagles, St. Louis Rams, Tampa Bay Buccaneers
  - Two (2)
    - Denver Broncos, Arizona Cardinals, Atlanta Falcons
  - One (1)
    - Jacksonville Jaguars, Minnesota Vikings, Seattle Seahawks
  - Zero (0)
    - Buffalo Bills, Cincinnati Bengals



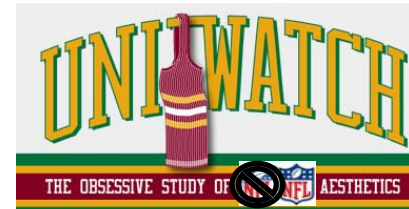
# Overall Rankings

## Difference in Home vs. Road Uniform

Team	Difference
St. Louis Rams	0.007025546
Denver Broncos	0.009228375
Tampa Bay Buccaneers	0.022605629
New Orleans Saints	0.041102116
Minnesota Vikings	0.042955003
Washington Redskins	0.056868523
Indianapolis Colts	0.057482924
Buffalo Bills	0.061995769
Houston Texans	0.064240672
New York Jets	0.076170076
Cleveland Browns	0.077375504
San Francisco 49ers	0.078479757
Jacksonville Jaguars	0.079792706
New England Patriots	0.093644786
Carolina Panthers	0.098783051
Tennessee Titans	0.101218618

Oakland Raiders	0.126247794
Detroit Lions	0.134377927
Baltimore Ravens	0.139079433
Kansas City Chiefs	0.164874273
Philadelphia Eagles	0.173285561
Atlanta Falcons	0.178942729
Arizona Cardinals	0.179514723
Miami Dolphins	0.17986166
Cincinnati Bengals	0.207369143
Seattle Seahawks	0.217609611
Pittsburgh Steelers	0.286645953
Green Bay Packers	0.306287764
New York Giants	0.406032486
Dallas Cowboys	0.467307336
San Diego Chargers	0.479835781
Chicago Bears	0.599763923

**Bottom line: Both of St. Louis's uniforms were rated virtually identically. The Bears had the largest difference between their home and road uniforms.**

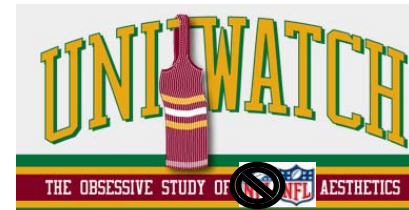


# Overall Rankings

## Difference in Home vs. Road Uniform

- Teams with a higher rated road uniform are:
  - St. Louis Rams
  - Denver Broncos
  - New Orleans Saints
  - Washington Redskins
  - Buffalo Bills
  - Houston Texans
  - Jacksonville Jaguars
  - Carolina Panthers
  - Tennessee Titans
  - Detroit Lions
  - Miami Dolphins
  - Seattle Seahawks

**Bottom line: In general, home uniforms were rated much higher than their road counterpart.**



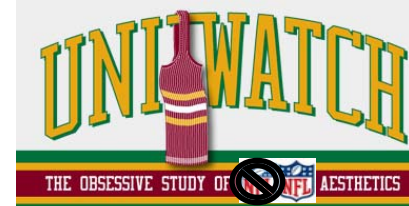
# Overall Rankings

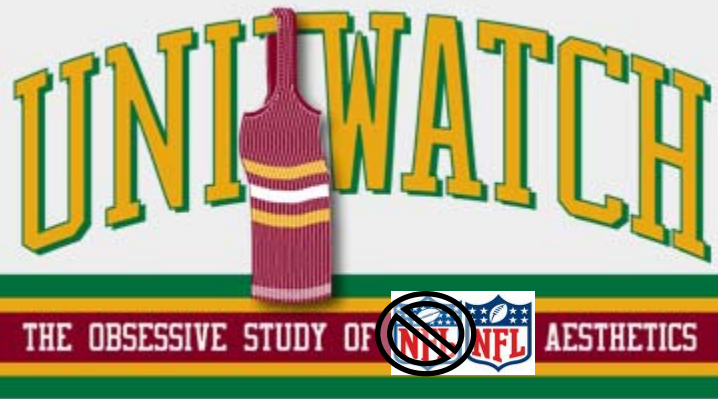
## Overall Average of Home Combined with Road

Overall Team	Overall Mean
Green Bay Packers	4.058029875
Indianapolis Colts	4.016363612
Chicago Bears	3.938969909
Pittsburgh Steelers	3.926384866
San Francisco 49ers	3.772138901
Oakland Raiders	3.766706959
New York Jets	3.716912399
New York Giants	3.577609077
New Orleans Saints	3.527983144
Washington Redskins	3.404139028
Kansas City Chiefs	3.30198111
San Diego Chargers	3.265976523
Cleveland Browns	3.264746384
Dallas Cowboys	3.126161811
Miami Dolphins	3.116583828
Philadelphia Eagles	2.944623237

Houston Texans	2.737912237
Tampa Bay Buccaneers	2.705765355
Detroit Lions	2.488511362
St. Louis Rams	2.452513286
Carolina Panthers	2.399468409
New England Patriots	2.381675813
Baltimore Ravens	2.337943625
Atlanta Falcons	2.271881788
Tennessee Titans	2.251019355
Denver Broncos	2.166069851
Arizona Cardinals	2.074773648
Minnesota Vikings	1.740695743
Seattle Seahawks	1.714647963
Jacksonville Jaguars	1.531439152
Cincinnati Bengals	1.357104767
Buffalo Bills	0.952064005

**Bottom line: Using the average of the home score (1951 entries) and road score (1535 entries), Green Bay had the highest rated uniform set. Indianapolis followed behind, with Buffalo being ranked the worst (by far).**





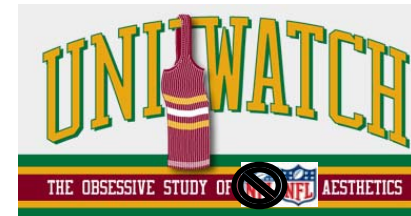
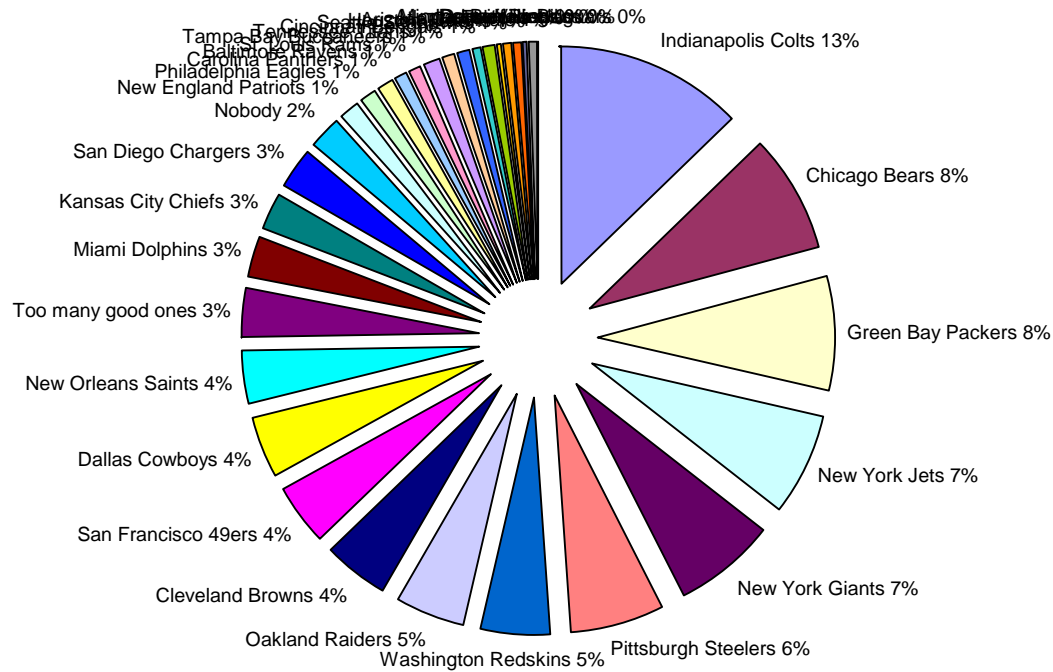
## Free Text Responses

*This data was pulled from the free-text entry questions*

# Free Text

## Best Home Uniform

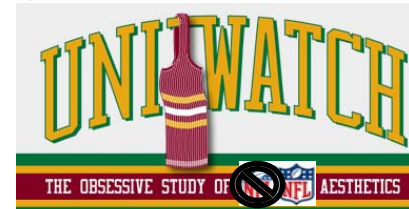
### Best Road Uniform



# Free Text

## Why do you think that's the best?

- Observations:
  - The word “classic” was found in 74 responses
    - “class” was found 88 times
  - The word “white” was found in 74 responses
  - The word “clean” was found in 48 responses
  - The word “simple” was found in 42 responses
  - The word “zippy-chippy” was found in only 1 response
  - Johnny Unitas was mentioned 4 times
- Notable Answers:
  - Simple, clean, retro design with no gimmicks
  - Hard to put my finger on it, but when I think of white jerseys, I think of the Colts.
  - I'm a big fan of the white helmet with the road uni. Incidentally, I'm an Oregon fan who loves the 'Stormtrooper' look. Go figure.
  - classic, traditional on grassy, muddy fields is awesome
  - because it looks like a goddamn football uniform!
  - It is pure white from top to bottom, only two colors, no zippy-chippy stripes, block numbers, grey facemask, and traditional

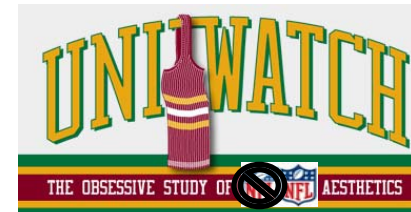




# Free Text

## Why do you think that's the worst?

- Observations:
  - The word “ugly” was found in 16 responses
  - The word “yoke” was found in 15 responses
  - Jim Kelly was mentioned 1 time
- Notable Answers:
  - they resemble toddlers pajamas
  - What could be worse than a Bill's home uniform? A Bill's road uni.
  - Maybe it would work if they moved across the border into Canada. Then the excuse could be 'Hey, they're Canadian, they dress differently over there.'
  - Although dire, their home set is worse.
  - They suck out loud. I think they let my mom design those uniforms, and she has a habit of wearing homemade bedazzled sweatpants.
  - Look like a semi-pro team sponsored by a used car lot.



# UNIWATCH



THE OBSESSIVE STUDY OF ~~NFL~~ AESTHETICS