



NATIONAL PUBLIC OPINION SURVEY

2017

Survey conducted September 25, 2017. 1,945 General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2018 General Election. Margin of Error is +/- 2.3% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



Q1: What is your opinion of Donald Trump?

Favorable: 46%
Unfavorable: 47%
No opinion: 7%

Q2: What is your opinion of Roger Goodell?

Favorable: 12%
Unfavorable: 36%
No opinion: 52%

Q3: What is your opinion of the NFL?

Favorable: 37%
Unfavorable: 46%
No opinion: 17%

Q4: Now, just thinking about this year, have you watched more football or less football compared to previous years?

More football: 19% **[GO TO Q6]**
Less football: 51% **[GO TO Q5]**
About the same: 30% **[GO TO Q6]**

Q5: Why would you say you are watching less football this year?

Players using the NFL as a stage for their political views: 69%
New rules that reduce physical contact: 5%
There are too many games during the week: 6%
Games last too long: 2%
Pace of play is too slow: 2%
Something else: 12%
Unsure: 4%

Q6: Do you think NFL players should stand and be respectful during the national anthem?

Yes: 64%
No: 24%
Unsure: 12%



Q7: Last week, Donald Trump said NFL players should stand and be respectful during the national anthem. Do you think NFL players should stand and be respectful during the national anthem?

Yes: 64%
No: 25%
Unsure: 11%

Q8: On Sunday, a number of NFL players knelt during the national anthem in protest of Donald Trump's statements, including players from your favorite team. Does this make you more likely or less likely to watch your favorite team's games in the future?

More likely: 30%
Less likely: 50%
No difference: 20%

Q9: Do you support protesting during the national anthem at the beginning of NFL games, or is there a more appropriate place for players to protest?

Support: 31%
There is a more appropriate place to protest: 60%
Unsure: 9%

Q10: In the future, would you prefer to see more politics, less politics, or the same amount of politics during sporting events?

More politics: 7%
Less politics: 80%
Same amount: 13%

Q11: Do you consider yourself to be a fan of the NFL?

Yes: 70%
No: 30%



Q1: What is your opinion of Donald Trump?

BY GENDER

Column %	Female	Male
Favorable	40%	52%
Unfavorable	52%	41%
No opinion	8%	6%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	83%	14%	41%
Unfavorable	12%	78%	50%
No opinion	5%	8%	8%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	30%	40%	47%	49%	48%
Unfavorable	56%	57%	44%	46%	45%
No opinion	14%	3%	9%	5%	7%

BY RACE

Column %	White	African-American	Hispanic	Other
Favorable	54%	18%	24%	44%
Unfavorable	39%	71%	69%	43%
No opinion	7%	11%	7%	12%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	73%	40%	4%
Unfavorable	22%	52%	86%
No opinion	5%	8%	10%



Q2: What is your opinion of Roger Goodell?

BY GENDER

Column %	Female	Male
Favorable	10%	14%
Unfavorable	28%	44%
No opinion	62%	41%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	13%	14%	9%
Unfavorable	35%	29%	43%
No opinion	52%	57%	48%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	9%	13%	10%	13%	11%
Unfavorable	43%	47%	35%	36%	30%
No opinion	48%	40%	55%	51%	59%

BY RACE

Column %	White	African-American	Hispanic	Other
Favorable	14%	18%	0%	6%
Unfavorable	32%	34%	49%	46%
No opinion	54%	49%	51%	48%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	7%	13%	20%
Unfavorable	37%	41%	23%
No opinion	57%	47%	56%



Q3: What is your opinion of the NFL?

BY GENDER

Column %	Female	Male
Favorable	40%	33%
Unfavorable	41%	51%
No opinion	19%	16%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Favorable	19%	55%	35%
Unfavorable	65%	25%	48%
No opinion	16%	21%	16%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	31%	27%	36%	40%	38%
Unfavorable	55%	64%	45%	45%	38%
No opinion	14%	8%	20%	15%	24%

BY RACE

Column %	White	African-American	Hispanic	Other
Favorable	33%	55%	35%	32%
Unfavorable	46%	30%	61%	49%
No opinion	22%	14%	4%	19%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	18%	42%	62%
Unfavorable	62%	44%	15%
No opinion	19%	13%	23%



Q4: Now, just thinking about this year, have you watched more football or less football compared to previous years?

BY GENDER

Column %	Female	Male
More	23%	14%
Less	48%	56%
Same	29%	30%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More	12%	30%	16%
Less	66%	33%	55%
Same	23%	37%	29%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
More	16%	13%	19%	20%	21%
Less	62%	68%	54%	48%	43%
Same	21%	20%	27%	32%	36%

BY RACE

Column %	White	African-American	Hispanic	Other
More	15%	39%	15%	15%
Less	50%	44%	63%	56%
Same	35%	17%	23%	29%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More	14%	19%	29%
Less	65%	49%	28%
Same	21%	32%	42%



Q5: Why would you say you are watching less football this year?

BY GENDER

Column %	Female	Male
Political views	59%	78%
New rules	8%	3%
Too many games	9%	3%
Too long	3%	1%
Pace of play	1%	2%
Something else	14%	11%
Unsure	7%	2%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Political views	85%	39%	68%
New rules	1%	11%	6%
Too many games	4%	12%	4%
Too long	1%	4%	1%
Pace of play	0%	2%	2%
Something else	4%	23%	16%
Unsure	4%	9%	2%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Political views	80%	70%	73%	72%	55%
New rules	6%	7%	15%	1%	2%
Too many games	2%	5%	1%	4%	14%
Too long	3%	0%	1%	2%	2%
Pace of play	4%	0%	0%	0%	4%
Something else	5%	19%	8%	15%	13%
Unsure	0%	0%	2%	4%	10%

BY RACE

Column %	White	African-American	Hispanic	Other
Political views	72%	52%	73%	63%
New rules	2%	19%	7%	4%
Too many games	6%	11%	3%	3%
Too long	2%	4%	0%	5%
Pace of play	3%	0%	0%	0%
Something else	12%	13%	11%	21%
Unsure	4%	2%	6%	4%



Q5: Why would you say you are watching less football this year? (Continued)

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Political views	82%	64%	28%
New rules	2%	6%	21%
Too many games	4%	7%	7%
Too long	1%	3%	4%
Pace of play	1%	3%	2%
Something else	8%	15%	26%
Unsure	3%	4%	11%



Q6: Do you think NFL players should stand and be respectful during the national anthem?

BY GENDER

Column %	Female	Male
Yes	61%	68%
No	24%	24%
Unsure	15%	8%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	91%	43%	60%
No	6%	41%	25%
Unsure	3%	16%	15%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	70%	70%	59%	61%	67%
No	21%	18%	29%	27%	21%
Unsure	9%	12%	12%	11%	12%

BY RACE

Column %	White	African-American	Hispanic	Other
Yes	67%	48%	70%	62%
No	23%	33%	22%	23%
Unsure	10%	20%	8%	15%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	87%	57%	33%
No	8%	28%	51%
Unsure	5%	15%	16%



Q7: Last week, Donald Trump said NFL players should stand and be respectful during the national anthem. Do you think NFL players should stand and be respectful during the national anthem?

BY GENDER

Column %	Female	Male
Yes	61%	68%
No	26%	24%
Unsure	13%	8%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	90%	43%	60%
No	7%	41%	27%
Unsure	3%	16%	12%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	74%	70%	62%	58%	67%
No	24%	18%	27%	29%	22%
Unsure	2%	12%	11%	12%	11%

BY RACE

Column %	White	African-American	Hispanic	Other
Yes	68%	48%	66%	68%
No	23%	37%	24%	23%
Unsure	10%	15%	10%	9%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	86%	58%	32%
No	7%	29%	55%
Unsure	6%	13%	14%



Q8: On Sunday, a number of NFL players knelt during the national anthem in protest of Donald Trump's statements, including players from your favorite team. Does this make you more likely or less likely to watch your favorite team's games in the future?

BY GENDER

Column %	Female	Male
More likely	37%	26%
Less likely	40%	52%
No difference	23%	22%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More likely	15%	51%	30%
Less likely	74%	20%	45%
No difference	11%	30%	25%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
More likely	28%	30%	39%	32%	28%
Less likely	55%	59%	44%	42%	44%
No difference	17%	11%	17%	26%	28%

BY RACE

Column %	White	African-American	Hispanic	Other
More likely	26%	58%	31%	25%
Less likely	48%	27%	54%	52%
No difference	26%	15%	15%	23%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More likely	16%	36%	56%
Less likely	68%	40%	12%
No difference	16%	23%	32%



Q9: Do you support protesting during the national anthem at the beginning of NFL games, or is there a more appropriate place for players to protest?

BY GENDER

Column %	Female	Male
Support	34%	28%
More appropriate	56%	64%
Unsure	10%	8%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Support	12%	49%	32%
More appropriate	83%	38%	59%
Unsure	5%	13%	9%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Support	27%	31%	35%	36%	25%
More appropriate	58%	66%	58%	57%	63%
Unsure	15%	4%	8%	7%	12%

BY RACE

Column %	White	African-American	Hispanic	Other
Support	26%	50%	34%	25%
More appropriate	66%	37%	60%	60%
Unsure	8%	13%	6%	15%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Support	13%	33%	66%
More appropriate	79%	58%	23%
Unsure	7%	9%	11%



Q10: In the future, would you prefer to see more politics, less politics, or the same amount of politics during sporting events?

BY GENDER

Column %	Female	Male
More politics	6%	8%
Less politics	80%	80%
Same amount	14%	12%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More politics	5%	10%	6%
Less politics	89%	69%	82%
Same amount	6%	21%	13%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
More politics	24%	6%	5%	6%	4%
Less politics	62%	89%	79%	79%	82%
Same amount	14%	5%	15%	14%	14%

BY RACE

Column %	White	African-American	Hispanic	Other
More politics	7%	14%	2%	0%
Less politics	77%	75%	92%	90%
Same amount	16%	11%	6%	10%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More politics	4%	7%	13%
Less politics	89%	78%	64%
Same amount	7%	15%	23%



Q11: Do you consider yourself to be a fan of the NFL?

BY GENDER

Column %	Female	Male
Yes	68%	71%
No	32%	29%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	61%	74%	73%
No	39%	26%	27%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	73%	64%	75%	70%	66%
No	27%	36%	25%	30%	34%

BY RACE

Column %	White	African-American	Hispanic	Other
Yes	66%	85%	70%	67%
No	34%	15%	30%	33%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	63%	74%	75%
No	37%	26%	25%



DEMOGRAPHICS

GENDER	
	%
Female	53%
Male	47%

PARTY	
	%
Republican	31%
Democrat	32%
Non-Partisan	37%

AGE	
	%
18-29	9%
30-39	11%
40-49	19%
50-69	37%
70+	27%

RACE	
	%
White	63%
African-American	16%
Hispanic	16%
Other	5%

IDEOLOGY	
	%
Conservative	40%
Moderate	41%
Liberal	19%