



NATIONAL PUBLIC OPINION SURVEY

2016

Survey conducted December 11 through December 12, 2016. 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: Do you believe professional football players like Colin Kaepernick should use the NFL as a stage for their political views?

Yes: 22%
No: 64%
Unsure: 15%

Q2: Has the increase in concussions to football players led you to watch more football, less football or has it made no difference?

More football: 4%
Less football: 18%
No difference: 78%

Q3: Have you considered yourself a fan of the NFL at any point in the past five years?

Yes: 60%
No: 40% [GO TO DEMOGRAPHICS]

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

More football: 37% [GO TO DEMOGRAPHICS]
Less football: 63% [GO TO NEXT]

Q5: Why would you say you watch less football this year?

Players like Colin Kaepernick using the NFL as a stage for their political views: 29%
New rules that reduce physical contact: 5%
There are too many games during the week: 13%
Games last too long: 6%
Pace of play is too slow: 3%
Something else: 27%
Unsure: 18%



Q1: Do you believe professional football players like Colin Kaepernick should use the NFL as a stage for their political views?

BY GENDER

Column %	Female	Male
Yes	23%	21%
No	58%	70%
Unsure	19%	10%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	13%	33%	19%
No	77%	49%	65%
Unsure	10%	17%	16%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	28%	32%	27%	20%	15%
No	59%	57%	62%	65%	68%
Unsure	13%	11%	11%	15%	18%

BY RACE

Column %	White	African-American	Hispanic	Other
Yes	18%	34%	22%	29%
No	68%	47%	66%	53%
Unsure	14%	20%	12%	18%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	11%	22%	45%
No	79%	64%	33%
Unsure	10%	14%	23%



Q2: Has the increase in concussions to football players led you to watch more football, less football or has it made no difference?

BY GENDER

Column %	Female	Male
More	4%	3%
Less	19%	17%
No difference	77%	80%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More	6%	4%	1%
Less	20%	17%	17%
No difference	74%	78%	82%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
More	12%	2%	3%	2%	3%
Less	20%	18%	14%	16%	24%
No difference	68%	80%	83%	82%	72%

BY RACE

Column %	White	African-American	Hispanic	Other
More	2%	7%	5%	3%
Less	19%	18%	14%	20%
No difference	78%	76%	81%	76%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More	3%	3%	6%
Less	19%	18%	17%
No difference	78%	80%	77%



Q3: Have you considered yourself a fan of the NFL at any point in the past five years?

BY GENDER

Column %	Female	Male
Yes	53%	67%
No	47%	33%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Yes	58%	62%	60%
No	42%	38%	40%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Yes	60%	79%	62%	61%	50%
No	40%	21%	38%	39%	50%

BY RACE

Column %	White	African-American	Hispanic	Other
Yes	57%	63%	69%	57%
No	43%	37%	31%	43%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Yes	61%	59%	61%
No	39%	41%	39%



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	39%	34%
Less	61%	66%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
More	39%	45%	27%
Less	61%	55%	73%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
More	45%	22%	45%	37%	34%
Less	55%	78%	55%	63%	66%

BY RACE

Column %	White	African-American	Hispanic	Other
More	35%	50%	30%	32%
Less	65%	50%	70%	68%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
More	31%	38%	46%
Less	69%	62%	54%



Q5: Why would you say you watch less football this year?

BY GENDER

Column %	Female	Male
Kaepernick	23%	34%
Reduced physical contact	4%	7%
Too many games	12%	14%
Games too long	7%	4%
Pace too slow	2%	4%
Something else	31%	21%
Unsure	20%	15%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Kaepernick	47%	13%	27%
Reduced physical contact	6%	8%	3%
Too many games	10%	15%	14%
Games too long	4%	5%	8%
Pace too slow	2%	3%	4%
Something else	19%	33%	28%
Unsure	13%	23%	17%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Kaepernick	41%	32%	22%	30%	26%
Reduced physical contact	9%	5%	5%	3%	8%
Too many games	13%	13%	13%	12%	14%
Games too long	6%	11%	4%	5%	6%
Pace too slow	3%	2%	3%	3%	3%
Something else	24%	21%	36%	27%	22%
Unsure	5%	16%	18%	20%	20%



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

BY RACE

Column %	White	African-American	Hispanic	Other
Kaepernick	31%	21%	30%	22%
Reduced physical contact	5%	10%	5%	4%
Too many games	12%	14%	17%	13%
Games too long	4%	9%	8%	5%
Pace too slow	3%	3%	1%	5%
Something else	28%	26%	17%	36%
Unsure	17%	17%	22%	15%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Kaepernick	46%	21%	11%
Reduced physical contact	4%	6%	5%
Too many games	10%	15%	14%
Games too long	5%	6%	8%
Pace too slow	2%	4%	3%
Something else	19%	30%	35%
Unsure	14%	19%	24%



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%