



# IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

## Ipsos Poll Conducted for Reuters

NFL 09.26.2017

These are findings from an Ipsos poll conducted September 25-26, 2017 on behalf of Thomson Reuters. For the survey, a sample of roughly 1,622 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 628 Democrats, 583 Republicans and 222 Independents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,622, DEFF=1.5, adjusted Confidence Interval=4.3).

This poll has a credibility interval of plus or minus 4.5 percentage points for Democrats, plus or minus 4.6 percentage points for Republicans and plus or minus percentage points for 7.5 Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

		<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
TM3_78_Scale - Jimmy Kimmel	Very familiar	39%	50%	35%	33%
	Somewhat familiar	33%	30%	34%	36%
	Not very familiar	14%	11%	15%	18%
	Have heard of them, but that's it	9%	5%	12%	12%
	Have not heard about them	5%	5%	4%	1%
	Total	1622	628	583	222
TM3_79_Scale - Alejandro Villanueva	Very familiar	10%	10%	13%	10%
	Somewhat familiar	16%	16%	20%	12%
	Not very familiar	18%	19%	17%	19%
	Have heard of them, but that's it	14%	14%	13%	17%
	Have not heard about them	42%	41%	38%	43%
	Total	1622	628	583	222
TM3_80_Scale - Colin Kaepernick	Very familiar	30%	31%	33%	29%
	Somewhat familiar	29%	33%	27%	30%
	Not very familiar	14%	12%	14%	17%



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	Have heard of them, but that's it	10%	8%	13%	6%
	Have not heard about them	17%	16%	13%	19%
	Total	1622	628	583	222
TM3_72_Scale - John McCain	Very familiar	46%	51%	50%	44%
	Somewhat familiar	33%	35%	33%	31%
	Not very familiar	11%	10%	10%	7%
	Have heard of them, but that's it	7%	4%	6%	10%
	Have not heard about them	3%	1%	1%	8%
	Total	1622	628	583	222
TM3_81_Scale - Tom Brady	Very familiar	40%	46%	39%	42%
	Somewhat familiar	30%	27%	32%	29%
	Not very familiar	14%	15%	11%	11%
	Have heard of them, but that's it	11%	9%	13%	11%
	Have not heard about them	5%	2%	5%	6%
	Total	1622	628	583	222
TM4_78_Scale - Jimmy Kimmel	Very favorable	24%	40%	8%	15%
	Somewhat favorable	21%	27%	17%	16%
	Lean towards favorable	27%	23%	28%	35%
	Lean towards unfavorable	14%	7%	19%	19%
	Somewhat unfavorable	7%	2%	13%	4%
	Very unfavorable	8%	0%	15%	11%
	Total	1557	608	566	217
TM4_79_Scale - Alejandro Villanueva	Very favorable	22%	14%	32%	16%
	Somewhat favorable	18%	20%	18%	18%
	Lean towards favorable	32%	42%	19%	30%
	Lean towards unfavorable	20%	17%	21%	28%
	Somewhat unfavorable	4%	4%	5%	4%
	Very unfavorable	3%	2%	4%	5%
	Total	884	339	352	123
TM4_80_Scale - Colin Kaepernick	Very favorable	18%	28%	3%	23%
	Somewhat favorable	11%	17%	7%	9%
	Lean towards favorable	18%	22%	13%	17%
	Lean towards unfavorable	18%	17%	17%	23%
	Somewhat unfavorable	10%	7%	14%	7%
	Very unfavorable	25%	9%	46%	20%
	Total	1328	526	501	179
TM4_72_Scale - John McCain	Very favorable	14%	18%	12%	11%
	Somewhat favorable	21%	26%	19%	14%
	Lean towards favorable	31%	29%	30%	38%
	Lean towards unfavorable	18%	16%	18%	15%
	Somewhat unfavorable	7%	6%	9%	6%
	Very unfavorable	9%	4%	12%	15%
	Total	1591	622	578	215
TM4_81_Scale - Tom Brady	Very favorable	13%	15%	12%	13%
	Somewhat favorable	21%	21%	23%	18%



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Lean towards favorable	32%	31%	34%	33%
Lean towards unfavorable	20%	20%	18%	14%
Somewhat unfavorable	9%	9%	7%	12%
Very unfavorable	6%	4%	6%	10%
Total	1558	616	563	214

AB10_265 - Awareness...Professional athletes kneeling during the national anthem	Yes	89%	92%	92%	87%
	No	11%	8%	8%	13%
	Total	1622	628	583	222

TM355Y14 - Thinking back to last year's football (NFL) season, how often did you watch or attend games?	Once or more a week	35%	39%	37%	33%
	Once or twice a month	8%	7%	9%	10%
	A few times during the season	17%	19%	16%	15%
	Just the playoffs	1%	1%	1%	1%
	Just the Super Bowl	12%	11%	12%	14%
	Never	27%	23%	24%	27%
	Total	1622	628	583	222

TM1325Y17 - How often have you watched or attended games for the current football (NFL) season, including preseason games?	Every week	28%	35%	24%	30%
	Once or twice	28%	29%	30%	24%
	Never	44%	36%	46%	46%
	Total	1622	628	583	222

TM1330Y17 - What is your favorite NFL team?	Arizona Cardinals	2%	2%	2%	3%
	Atlanta Falcons	3%	2%	5%	1%
	Baltimore Ravens	2%	2%	2%	0%
	Buffalo Bills	2%	1%	1%	4%
	Carolina Panthers	3%	3%	5%	3%
	Chicago Bears	6%	6%	6%	6%
	Cincinnati Bengals	1%	1%	2%	1%
	Cleveland Browns	1%	1%	2%	1%
	Dallas Cowboys	10%	9%	11%	7%
	Denver Broncos	6%	6%	6%	4%
	Detroit Lions	3%	2%	3%	8%
	Green Bay Packers	7%	9%	6%	6%
	Houston Texans	1%	1%	0%	3%
	Indianapolis Colts	2%	2%	1%	1%
	Jacksonville Jaguars	0%	0%	1%	1%
	Kansas City Chiefs	3%	3%	4%	5%
	Los Angeles Chargers	0%	0%	0%	0%
	Los Angeles Rams	1%	2%	0%	0%
	Miami Dolphins	2%	2%	2%	3%
	Minnesota Vikings	2%	2%	3%	1%
	New England Patriots	8%	7%	7%	13%
	New Orleans Saints	3%	3%	4%	1%
	New York Giants	6%	5%	6%	8%
	New York Jets	4%	4%	4%	1%
	Oakland Raiders	2%	2%	1%	1%
	Philadelphia Eagles	3%	5%	2%	0%
Pittsburgh Steelers	4%	3%	5%	4%	



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	San Francisco 49ers	3%	4%	2%	3%
	Seattle Seahawks	4%	5%	3%	4%
	Tampa Bay Buccaneers	1%	0%	1%	1%
	Tennessee Titans	1%	1%	2%	1%
	Washington Redskins	3%	4%	2%	2%
	Total	1622	628	583	222
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TM1326Y17_1 - Do you agree or disagree with the following statement... You almost always stand in silence when the national anthem is played in person?	Strongly agree	69%	60%	84%	64%
	Somewhat agree	16%	21%	11%	16%
	Somewhat disagree	6%	7%	4%	5%
	Strongly disagree	5%	6%	1%	10%
	Don't know	4%	5%	1%	4%
	Total	1622	628	583	222
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TM1326Y17_2 - Do you agree or disagree with the following statement... You almost always stand in silence when the national anthem is played on TV in a public place?	Strongly agree	29%	21%	40%	25%
	Somewhat agree	27%	27%	30%	28%
	Somewhat disagree	17%	19%	14%	18%
	Strongly disagree	20%	26%	12%	24%
	Don't know	7%	6%	4%	6%
	Total	1622	628	583	222
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TM1326Y17_3 - Do you agree or disagree with the following statement... You almost always stand in silence when the national anthem is played on TV at your home?	Strongly agree	23%	19%	31%	14%
	Somewhat agree	18%	12%	22%	26%
	Somewhat disagree	22%	23%	21%	21%
	Strongly disagree	31%	39%	23%	34%
	Don't know	7%	6%	4%	5%
	Total	1622	628	583	222
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TM1326Y17_4 - Do you agree or disagree with the following statement... You almost always put your hand over your heart when the national anthem plays in person?	Strongly agree	58%	48%	76%	53%
	Somewhat agree	16%	20%	14%	19%
	Somewhat disagree	9%	12%	7%	7%
	Strongly disagree	12%	15%	3%	16%
	Don't know	5%	6%	0%	5%
	Total	1622	628	583	222
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TM1326Y17_5 - Do you agree or disagree with the following statement... You almost always put your hand over your heart when the national anthem plays on TV in a public place?	Strongly agree	31%	23%	45%	23%
	Somewhat agree	19%	19%	21%	20%
	Somewhat disagree	20%	20%	17%	28%
	Strongly disagree	24%	31%	14%	23%
	Don't know	6%	6%	3%	6%
	Total	1622	628	583	222
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TM1326Y17_6 - Do you agree or disagree with the following statement... You almost always put your hand over your heart when the national anthem plays on TV in your home?	Strongly agree	20%	14%	29%	11%
	Somewhat agree	19%	17%	20%	30%
	Somewhat disagree	21%	20%	23%	21%
	Strongly disagree	34%	43%	25%	32%
	Don't know	6%	6%	4%	5%
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TM994Y16_1 - Extent to which you agree or disagree with the statement... Professional athletes should be able to express political statements at sporting events.	Strongly agree	29%	42%	13%	36%
	Somewhat agree	20%	25%	11%	22%
	Somewhat disagree	12%	12%	14%	13%
	Strongly disagree	31%	14%	59%	23%
	Don't know	7%	7%	3%	5%
	Total	1622	628	583	222

TM994Y16_2 - Extent to which you agree or disagree with the statement... Professional athletes should be required to stand during the national anthem at sporting events.	Strongly agree	43%	23%	71%	42%
	Somewhat agree	15%	16%	15%	20%
	Somewhat disagree	11%	15%	8%	9%
	Strongly disagree	22%	37%	4%	23%
	Don't know	9%	10%	2%	6%
	Total	1622	628	583	222

TM994Y16_4 - Extent to which you agree or disagree with the statement... I support the stance Colin Kaepernick is taking and his decision not to stand during the national anthem.	Strongly agree	26%	42%	7%	28%
	Somewhat agree	14%	21%	5%	14%
	Somewhat disagree	12%	11%	10%	17%
	Strongly disagree	39%	18%	73%	30%
	Don't know	9%	8%	4%	11%
	Total	1622	628	583	222

TM1327Y17 - As far as you know, why did athletes first start kneeling during the national anthem in the last year or so?	To protest police violence against African Americans	67%	75%	67%	59%
	To protest the election of Donald Trump	7%	4%	12%	10%
	To protest arbitrary rules from the NFL	7%	8%	6%	8%
	Don't know	19%	13%	16%	24%
	Total	1622	628	583	222

TM357Y14 - Do you approve or disapprove of the way the NFL is handling this issue?	Strongly approve	17%	29%	5%	21%
	Somewhat approve	19%	29%	11%	18%
	Somewhat disapprove	15%	12%	17%	21%
	Strongly disapprove	28%	10%	54%	23%
	Don't know	20%	20%	13%	16%
	Total	1622	628	583	222

TM358Y14 - In light of this, have you become more favorable, less favorable, or has your view not changed towards the NFL?	Now more favorable	16%	29%	6%	13%
	My view has not changed	47%	57%	27%	51%
	Now less favorable	37%	14%	67%	36%
	Total	1622	628	583	222

TM1328Y17 - Which of the below statements comes closer to your own opinion?	The US President shouldn't comment on how the NFL and its players conduct themselves during the national anthem	53%	76%	26%	59%
	The US President is right commenting on matters relating to whether athletes stand or kneel during the national anthem	35%	17%	65%	28%



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	Don't know	12%	7%	8%	13%
	Total	1622	628	583	222
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TM1329Y17 - President Trump said that the NFL should fire athletes who kneel during the national anthem. Do you agree or disagree that the NFL should fire these athletes?	Agree – NFL should fire these athletes	29%	12%	55%	21%
	Disagree - NFL should not fire these athletes	57%	82%	29%	58%
	Don't know	15%	6%	15%	20%
	Total	1622	628	583	222



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## How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian <sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2