

How the Survey was Conducted

Nature of the Sample: NBC News/Marist National Poll of 606 Adults

This survey of 606 adults was conducted September 16th and September 17th, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 4.0 percentage points. There are 426 football fans. The results for this subset are statistically significant within ± 4.7 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	Football Fans
		Col %	Col %
National Adults		100%	
Football Fans		71%	100%
Gender	Men	49%	54%
	Women	51%	46%
Age	18 to 29	23%	22%
	30 to 44	20%	19%
	45 to 59	29%	32%
	60 or older	28%	27%
Race	White	67%	65%
	African American	11%	14%
	Latino	14%	15%
	Other	7%	7%
Region	Northeast	18%	18%
	Midwest	22%	22%
	South	37%	38%
	West	23%	22%
Household Income	Less than \$50,000	49%	44%
	\$50,000 or more	51%	56%
Education	Not college graduate	62%	58%
	College graduate	38%	42%
Households with children under 18	Household with children	37%	39%
	No children in household	63%	61%
Marital Status	Married	49%	53%
	Not married	51%	47%
Marital Status and Gender	Married men	25%	30%
	Not married men	24%	24%
	Married women	24%	22%
	Not married women	27%	24%
Interview Type	Landline	56%	57%
	Cell phone	44%	43%

NBC News/Marist Poll National Adults. Interviews conducted September 16th and September 17th, 2014, n=606 MOE +/- 4.0 percentage points. National Football Fans: n=426 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll National Tables

		National Adults			
		Have you read or heard a great deal, a good amount, a little or nothing at all about the recent controversy in the National Football League, that is, the NFL, regarding recent reports about domestic violence by several of its players?			
		A great deal	A good amount	A little	Nothing at all
		Row %	Row %	Row %	Row %
National Adults		44%	23%	19%	14%
Football Fans		54%	25%	14%	7%
Gender	Men	47%	21%	19%	14%
	Women	40%	25%	20%	15%
Age	18 to 29	30%	23%	27%	20%
	30 to 44	41%	22%	15%	22%
	45 to 59	53%	21%	17%	9%
	60 or older	46%	26%	18%	10%
Race	White	43%	24%	21%	12%
	Non-white	44%	20%	16%	20%
Region	Northeast	48%	23%	17%	12%
	Midwest	44%	23%	21%	13%
	South	49%	21%	18%	13%
	West	32%	26%	22%	20%
Household Income	Less than \$50,000	39%	22%	20%	20%
	\$50,000 or more	51%	26%	18%	6%
Education	Not college graduate	39%	22%	21%	18%
	College graduate	50%	24%	17%	9%
Households with children under 18	Household with children	45%	24%	15%	16%
	No children in household	43%	22%	22%	14%
Marital Status	Married	48%	24%	17%	11%
	Not married	39%	22%	21%	18%
Marital Status and Gender	Married men	59%	21%	14%	6%
	Not married men	34%	20%	24%	21%
	Married women	37%	26%	21%	16%
	Not married women	44%	24%	18%	15%
Interview Type	Landline	46%	24%	17%	12%
	Cell phone	40%	21%	22%	17%

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NBC News/Marist Poll National Tables

		National Adults		
		There have been several cases of alleged domestic violence by professional football players. Do you approve or disapprove of the way the NFL has handled the recent reports about domestic violence by several of its players?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
National Adults		27%	53%	21%
Football Fans		30%	57%	14%
Gender	Men	27%	55%	18%
	Women	27%	50%	23%
Age	18 to 29	29%	49%	22%
	30 to 44	31%	44%	25%
	45 to 59	27%	53%	20%
	60 or older	21%	63%	16%
Race	White	26%	52%	21%
	Non-white	28%	54%	18%
Region	Northeast	27%	55%	18%
	Midwest	23%	58%	18%
	South	28%	52%	20%
	West	28%	46%	26%
Household Income	Less than \$50,000	28%	52%	20%
	\$50,000 or more	29%	54%	17%
Education	Not college graduate	30%	48%	22%
	College graduate	22%	60%	18%
Households with children under 18	Household with children	29%	56%	15%
	No children in household	26%	50%	24%
Marital Status	Married	26%	53%	22%
	Not married	28%	52%	20%
Marital Status and Gender	Married men	27%	53%	20%
	Not married men	26%	56%	17%
	Married women	24%	52%	24%
	Not married women	30%	48%	22%
Interview Type	Landline	26%	54%	19%
	Cell phone	27%	50%	22%

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NBC News/Marist Poll National Tables

		National Adults		
		Do you think the Commissioner of the NFL, Roger Goodell, should resign, or not?		
		Should resign	Should not resign	Unsure
		Row %	Row %	Row %
National Adults		29%	43%	29%
Football Fans		32%	46%	21%
Gender	Men	30%	45%	26%
	Women	28%	41%	31%
Age	18 to 29	31%	37%	32%
	30 to 44	28%	37%	35%
	45 to 59	33%	46%	21%
	60 or older	24%	47%	28%
Race	White	27%	43%	30%
	Non-white	34%	40%	26%
Region	Northeast	32%	40%	27%
	Midwest	29%	43%	27%
	South	25%	45%	30%
	West	31%	41%	28%
Household Income	Less than \$50,000	32%	38%	31%
	\$50,000 or more	27%	51%	22%
Education	Not college graduate	26%	42%	33%
	College graduate	33%	46%	21%
Households with children under 18	Household with children	28%	46%	25%
	No children in household	29%	41%	31%
Marital Status	Married	29%	43%	29%
	Not married	29%	43%	28%
Marital Status and Gender	Married men	29%	49%	22%
	Not married men	30%	40%	30%
	Married women	28%	36%	36%
	Not married women	28%	46%	27%
Interview Type	Landline	30%	47%	23%
	Cell phone	27%	37%	36%

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NBC News/Marist Poll National Tables

		National Adults		
		Has this recent news about the NFL made you more likely to watch professional football, less likely to watch it, or has it not changed the amount you watch professional football?		
		More likely to watch	Less likely to watch	Has not changed the amount you watch
		Row %	Row %	Row %
National Adults		3%	12%	85%
Football Fans		3%	11%	86%
Gender	Men	3%	12%	86%
	Women	4%	13%	84%
Age	18 to 29	5%	4%	91%
	30 to 44	3%	18%	79%
	45 to 59	3%	13%	83%
	60 or older	2%	14%	84%
Race	White	1%	12%	88%
	Non-white	8%	12%	80%
Region	Northeast	2%	22%	76%
	Midwest	4%	11%	84%
	South	2%	9%	89%
	West	6%	9%	85%
Household Income	Less than \$50,000	7%	12%	80%
	\$50,000 or more	1%	12%	87%
Education	Not college graduate	4%	9%	87%
	College graduate	1%	15%	84%
Households with children under 18	Household with children	6%	10%	84%
	No children in household	2%	13%	86%
Marital Status	Married	2%	13%	85%
	Not married	4%	10%	85%
Marital Status and Gender	Married men	3%	14%	83%
	Not married men	2%	8%	90%
	Married women	1%	12%	87%
	Not married women	7%	13%	81%
Interview Type	Landline	3%	14%	82%
	Cell phone	3%	10%	88%

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NBC News/Marist Poll National Tables

		National Adults		
		Do you think it is right or wrong for parents to discipline their children by striking them - either with a paddle, switch, or belt?		
		Right	Wrong	Unsure
		Row %	Row %	Row %
National Adults		34%	60%	6%
Football Fans		35%	59%	7%
Gender	Men	40%	52%	8%
	Women	28%	67%	5%
Age	18 to 29	31%	64%	6%
	30 to 44	30%	69%	1%
	45 to 59	35%	56%	9%
	60 or older	37%	54%	9%
Race	White	32%	63%	5%
	Non-white	37%	53%	9%
Region	Northeast	20%	73%	7%
	Midwest	25%	68%	7%
	South	51%	43%	7%
	West	27%	69%	5%
Household Income	Less than \$50,000	34%	57%	8%
	\$50,000 or more	31%	65%	4%
Education	Not college graduate	37%	56%	7%
	College graduate	27%	68%	5%
Households with children under 18	Household with children	32%	62%	6%
	No children in household	35%	58%	7%
Marital Status	Married	34%	61%	5%
	Not married	34%	59%	8%
Marital Status and Gender	Married men	42%	52%	5%
	Not married men	37%	52%	11%
	Married women	26%	70%	4%
	Not married women	31%	64%	5%
Interview Type	Landline	33%	60%	7%
	Cell phone	34%	59%	6%

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NBC News/Marist Poll National Tables

		National Adults			
		Do you watch or follow professional football a great deal, a good amount, a little, or not at all?			
		A great deal	A good amount	A little	Not at all
		Row %	Row %	Row %	Row %
National Adults		17%	22%	32%	29%
Gender	Men	21%	25%	31%	22%
	Women	13%	19%	33%	36%
Age	18 to 29	17%	17%	33%	34%
	30 to 44	18%	25%	25%	32%
	45 to 59	17%	25%	35%	23%
	60 or older	17%	21%	32%	30%
Race	White	15%	21%	32%	32%
	Non-white	20%	22%	33%	25%
Region	Northeast	14%	20%	36%	31%
	Midwest	19%	25%	29%	27%
	South	18%	23%	32%	27%
	West	16%	19%	31%	34%
Household Income	Less than \$50,000	18%	19%	26%	37%
	\$50,000 or more	17%	28%	33%	22%
Education	Not college graduate	18%	17%	30%	34%
	College graduate	14%	30%	35%	21%
Households with children under 18	Household with children	23%	24%	29%	25%
	No children in household	14%	21%	34%	32%
Marital Status	Married	19%	26%	31%	24%
	Not married	16%	18%	33%	34%
Marital Status and Gender	Married men	24%	30%	31%	15%
	Not married men	19%	20%	31%	30%
	Married women	13%	22%	31%	34%
	Not married women	13%	16%	34%	38%
Interview Type	Landline	18%	21%	33%	29%
	Cell phone	16%	23%	31%	30%

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