

## How the Survey was Conducted

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### **Nature of the Sample: HBO Real Sports/Marist Poll of 1,298 National Adults**

This survey of 1,298 adults was conducted September 15<sup>th</sup> through September 20<sup>th</sup>, 2016 by The Marist Poll, sponsored and funded in partnership with HBO Real Sports and The Marist College Center for Sports Communication. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English 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. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.7$  percentage points. There are 1,094 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. There are 928 football fans. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

**Nature of the Sample**

		National Adults	National Registered Voters
		Col %	Col %
National Adults		100%	
Football Fans		75%	76%
National Registered Voters		84%	100%
Party Identification	Democrat	n/a	35%
	Republican	n/a	30%
	Independent	n/a	33%
	Other	n/a	1%
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	47%	43%
	45 or older	53%	57%
Age	18 to 29	22%	18%
	30 to 44	25%	24%
	45 to 59	26%	28%
	60 or older	26%	29%
Race	White	62%	64%
	African American	11%	11%
	Latino	14%	14%
	Other	12%	11%
Region	Northeast	18%	17%
	Midwest	22%	23%
	South	37%	37%
	West	23%	23%
Household Income	Less than \$50,000	48%	45%
	\$50,000 or more	52%	55%
Education	Not college graduate	59%	57%
	College graduate	41%	43%
Education by Race	White - Not College Graduate	37%	36%
	White - College Graduate	27%	29%
	Non-White - Not College Graduate	22%	21%
	Non-White - College Graduate	15%	14%
U.S. Military Veteran	Yes	12%	12%
	No	88%	88%
Interview Type	Landline	40%	44%
	Cell phone	60%	56%

HBO Real Sports/Marist Poll National Adults. Interviews conducted September 15th through September 20th, 2016, n=1298 MOE +/- 2.7 percentage points. National Football Fans: n=928 MOE +/- 3.2 percentage points. National Registered Voters: n=1094 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Do you think professional sports leagues, such as the NFL, should require their athletes to stand for the national anthem or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
National Adults		52%	43%	5%
Football Fans		52%	45%	4%
National Registered Voters		51%	44%	5%
Party Identification <sup>^</sup>	Democrat	36%	58%	6%
	Republican	71%	25%	4%
	Independent	48%	47%	5%
Region	Northeast	50%	45%	5%
	Midwest	52%	44%	4%
	South	59%	35%	6%
	West	41%	53%	6%
Household Income	Less than \$50,000	56%	38%	6%
	\$50,000 or more	44%	52%	4%
Education	Not college graduate	57%	36%	6%
	College graduate	44%	53%	3%
Race	White	56%	41%	4%
	African American	42%	48%	11%
	Latino	39%	55%	7%
Race and Education	White - Not College Graduate	65%	31%	4%
	White - College Graduate	43%	54%	3%
	Non-White - Not College Graduate	45%	45%	9%
	Non-White - College Graduate	45%	50%	5%
Age	18 to 29	36%	60%	4%
	30 to 44	43%	53%	3%
	45 to 59	57%	36%	6%
	60 or older	68%	25%	7%
Age	Under 45	40%	57%	4%
	45 or older	63%	31%	7%
Gender	Men	46%	48%	5%
	Women	57%	38%	5%
U.S. Military Veteran	Yes	57%	39%	4%
	No	51%	43%	5%
Interview Type	Landline	61%	30%	9%
	Cell phone	46%	51%	3%

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<sup>^</sup>National Registered Voters: n=1094 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Do you think the national anthem is:		
		More a symbol of Americans' rights and freedoms	More a symbol of the sacrifice of the US military	Unsure
		Row %	Row %	Row %
National Adults		65%	27%	8%
Football Fans		67%	26%	7%
National Registered Voters		66%	27%	8%
Party Identification^	Democrat	71%	19%	9%
	Republican	62%	32%	6%
	Independent	62%	31%	8%
Region	Northeast	66%	28%	5%
	Midwest	68%	27%	5%
	South	62%	29%	9%
	West	68%	22%	10%
Household Income	Less than \$50,000	66%	27%	8%
	\$50,000 or more	69%	27%	5%
Education	Not college graduate	62%	31%	7%
	College graduate	71%	21%	8%
Race	White	66%	28%	6%
	African American	65%	23%	12%
	Latino	72%	20%	8%
Race and Education	White - Not College Graduate	59%	33%	7%
	White - College Graduate	75%	20%	5%
	Non-White - Not College Graduate	67%	27%	6%
	Non-White - College Graduate	63%	22%	15%
Age	18 to 29	65%	31%	4%
	30 to 44	67%	26%	7%
	45 to 59	67%	28%	5%
	60 or older	64%	23%	13%
Age	Under 45	66%	28%	5%
	45 or older	66%	26%	9%
Gender	Men	64%	29%	7%
	Women	67%	25%	9%
U.S. Military Veteran	Yes	54%	36%	10%
	No	67%	26%	7%
Interview Type	Landline	60%	26%	14%
	Cell phone	69%	28%	3%

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HBO Real Sports/Marist Poll National Tables

		National Adults		
		In general, if a professional athlete or team protests an issue by not standing for the national anthem, do you think that protest:		
		Is disrespectful to the freedoms the anthem represents	Demonstrates the freedoms the anthem represents	Unsure
		Row %	Row %	Row %
National Adults		50%	46%	5%
Football Fans		50%	45%	4%
National Registered Voters		50%	46%	4%
Party Identification <sup>^</sup>	Democrat	24%	72%	5%
	Republican	77%	21%	2%
	Independent	53%	42%	5%
Region	Northeast	48%	48%	4%
	Midwest	51%	43%	6%
	South	51%	44%	5%
	West	47%	48%	5%
Household Income	Less than \$50,000	53%	42%	5%
	\$50,000 or more	44%	53%	3%
Education	Not college graduate	54%	41%	5%
	College graduate	43%	53%	4%
Race	White	57%	38%	4%
	African American	22%	68%	10%
	Latino	32%	64%	4%
Race and Education	White - Not College Graduate	65%	30%	4%
	White - College Graduate	45%	51%	4%
	Non-White - Not College Graduate	33%	60%	7%
	Non-White - College Graduate	40%	56%	4%
Age	18 to 29	31%	65%	3%
	30 to 44	47%	50%	3%
	45 to 59	53%	44%	3%
	60 or older	63%	28%	8%
Age	Under 45	40%	57%	3%
	45 or older	58%	36%	6%
Gender	Men	47%	49%	4%
	Women	52%	42%	5%
U.S. Military Veteran	Yes	61%	35%	4%
	No	48%	47%	5%
Interview Type	Landline	56%	37%	7%
	Cell phone	46%	51%	3%

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HBO Real Sports/Marist Poll National Tables

		National Adults			
		Which comes closer to your opinion regarding the national anthem and American sporting events: The national anthem:			
		Should be played, but before the players are on the court or field	Should be played while the players are on the court or field	Should not be played at sporting events	Unsure
		Row %	Row %	Row %	Row %
National Adults		34%	54%	8%	5%
Football Fans		32%	56%	7%	4%
National Registered Voters		32%	54%	9%	5%
Party Identification^	Democrat	35%	41%	18%	6%
	Republican	31%	64%	2%	3%
	Independent	33%	56%	6%	4%
Region	Northeast	30%	57%	9%	4%
	Midwest	33%	56%	7%	3%
	South	36%	55%	6%	4%
	West	33%	46%	13%	8%
Household Income	Less than \$50,000	41%	47%	9%	4%
	\$50,000 or more	27%	61%	9%	4%
Education	Not college graduate	39%	50%	7%	4%
	College graduate	26%	58%	10%	6%
Race	White	31%	57%	7%	6%
	African American	50%	35%	11%	5%
	Latino	35%	53%	10%	2%
Race and Education	White - Not College Graduate	36%	54%	6%	4%
	White - College Graduate	24%	61%	8%	7%
	Non-White - Not College Graduate	46%	42%	9%	2%
	Non-White - College Graduate	30%	53%	14%	3%
Age	18 to 29	40%	52%	7%	1%
	30 to 44	31%	55%	9%	5%
	45 to 59	31%	58%	8%	3%
	60 or older	34%	50%	8%	9%
Age	Under 45	35%	54%	8%	3%
	45 or older	32%	54%	8%	6%
Gender	Men	31%	56%	8%	5%
	Women	36%	51%	8%	5%
U.S. Military Veteran	Yes	23%	67%	4%	5%
	No	35%	52%	9%	5%
Interview Type	Landline	32%	50%	9%	8%
	Cell phone	35%	56%	7%	2%

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HBO Real Sports/Marist Poll National Tables

		National Adults		
		Please tell me which one comes closer to your opinion:		
		Professional athletes should get involved in politics such as endorsing candidates or speaking out on causes	Professional athletes should not get involved in politics such as endorsing candidates or speaking out on causes	Unsure
		Row %	Row %	Row %
National Adults		54%	38%	8%
Football Fans		57%	36%	7%
National Registered Voters		54%	38%	8%
Party Identification <sup>^</sup>	Democrat	66%	27%	7%
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Age	18 to 29	62%	35%	3%
	30 to 44	60%	32%	7%
	45 to 59	49%	43%	8%
	60 or older	46%	41%	13%
Age	Under 45	61%	34%	5%
	45 or older	47%	42%	10%
Gender	Men	53%	40%	7%
	Women	54%	37%	9%
U.S. Military Veteran	Yes	44%	50%	6%
	No	55%	37%	9%
Interview Type	Landline	47%	41%	12%
	Cell phone	58%	37%	6%

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