



**PRRI January 2018 Survey**  
**Total = 1,010 (405 Landline, 605 Cell phone)**  
**January 17 - 21, 2018**

Q.1 What is your favorite sport to watch, if any? **[READ IN ORDER]**

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2017</u> | <u>Jan.</u><br><u>2016</u> | <u>Jan.</u><br><u>2015</u> | <u>Jan.</u><br><u>2014</u> |                                 |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------------|
| 38                         | 39                         | 38                         | 40                         | 39                         | Football                        |
| 10                         | 12                         | 11                         | 12                         | 10                         | Basketball                      |
| 12                         | 10                         | 9                          | 11                         | 9                          | Baseball                        |
| 9                          | 8                          | 8                          | 8                          | 7                          | Soccer                          |
| 5                          | 5                          | 5                          | 6                          | 7                          | Ice hockey                      |
| 5                          | 6                          | 6                          | 5                          | 5                          | Auto racing                     |
| 1                          | 1                          | 1                          | 1                          | 1                          | Tennis (VOL.)                   |
| 1                          | 1                          | 1                          | 1                          | 1                          | Golf (VOL.)                     |
| 1                          | 2                          | 1                          | 0                          | 1                          | Boxing/Martial Arts (VOL.)      |
| 3                          | 4                          | 5                          | 4                          | 8                          | Something else (VOL.—SPECIFY)   |
| 15                         | 13                         | 13                         | 12                         | 11                         | None/Do not watch sports (VOL.) |
| *                          | <u>1</u>                   | <u>1</u>                   | *                          | *                          | Don't know/Refused (VOL.)       |
| 100                        | 100                        | 100                        | 100                        | 100                        | Total                           |

Q.2 And thinking of when you were young, what sport, if any, did you play MOST often growing up? **[READ; RANDOMIZE]**

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2017</u> | <u>Jan.</u><br><u>2016</u> | <u>Jan.</u><br><u>2015</u> |  |
|----------------------------|----------------------------|----------------------------|----------------------------|--|
| 25                         | 24                         | 27                         | 25                         | Baseball or softball                           |
| 14                         | 16                         | 14                         | 15                         | Basketball                                     |
| 12                         | 13                         | 12                         | 12                         | Soccer   |
| 11                         | 12                         | 12                         | 11                         | Football                                       |
| 9                          | 7                          | 6                          | 9                          | Volleyball                                     |
| 5                          | 4                          | 4                          | 5                          | Tennis   |
| 7                          | 5                          | 5                          | 4                          | Track or cross country                         |
| 1                          | 1                          | 1                          | 1                          | Wrestling (VOL.)                               |
| *                          | 2                          | 1                          | 1                          | Swimming (VOL.)                                |
| 1                          | 1                          | *                          | 1                          | Cheerleading or gymnastics (VOL.) <sup>1</sup> |
| 1                          | 1                          | *                          | 1                          | Ice Hockey (VOL.)                              |
| 1                          | *                          | *                          | *                          | Golf (VOL.)                                    |
| 12                         | 11                         | 11                         | 10                         | None/Did not play sports (VOL.)                |
| 2                          | 4                          | 5                          | 4                          | Something else (VOL.—SPECIFY)                  |
| *                          | *                          | *                          | *                          | Don't know (VOL.)                              |
| <u>100</u>                 | <u>100</u>                 | <u>100</u>                 | <u>100</u>                 | Total  |

Thinking about the following major sporting events being held in 2018...

Q.3 How likely are you to watch any of the following sporting events? First... **[INSERT; RANDOMIZE]**. Are you very likely, somewhat likely, not too likely or not at all likely to watch **[INSERT]**? Next...

a. The Super Bowl

|           | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Not too likely</u> | <u>Not at all likely</u> | <u>Don't know/Refused (VOL.)</u> |
|-----------|--------------------|------------------------|-----------------------|--------------------------|----------------------------------|
| Jan. 2018 | 47                 | 18                     | 10                    | 24                       | 1=100                            |
| Jan. 2017 | 46                 | 23                     | 11                    | 20                       | *=100                            |
| Jan. 2016 | 43                 | 25                     | 10                    | 21                       | *=100                            |
| Jan. 2015 | 49                 | 23                     | 9                     | 18                       | 1=100                            |
| Jan. 2014 | 51                 | 21                     | 6                     | 21                       | *=100                            |
| Jan. 2013 | 44                 | 22                     | 11                    | 23                       | 1=100                            |

<sup>1</sup> Gymnastics combined with cheerleading in 2018

b. The World Cup soccer tournament

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2014</u> |                           |
|----------------------------|----------------------------|---------------------------|
| 16                         | 13                         | Very likely               |
| 17                         | 14                         | Somewhat likely           |
| 15                         | 16                         | Not too likely            |
| 50                         | 56                         | Not at all likely         |
| <u>1</u>                   | <u>*</u>                   | Don't know/Refused (VOL.) |
| 100                        | 100                        | Total                     |

c. The Winter Olympics

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2014</u> |                           |
|----------------------------|----------------------------|---------------------------|
| 36                         | 35                         | Very likely               |
| 32                         | 33                         | Somewhat likely           |
| 10                         | 11                         | Not too likely            |
| 20                         | 20                         | Not at all likely         |
| <u>1</u>                   | <u>*</u>                   | Don't know/Refused (VOL.) |
| 100                        | 100                        | Total                     |

Q.4 Given current tensions between the U.S. and North Korea, how worried are you about the 2018 Winter Olympics being hosted in South Korea?

|          |                           |
|----------|---------------------------|
| 9        | Very worried              |
| 24       | Somewhat worried          |
| 30       | Not too worried           |
| 36       | Not at all worried        |
| <u>1</u> | Don't know/Refused (VOL.) |
| 100      | Total                     |

Q.5 On any given Sunday are you more likely...? **[ROTATE OPTIONS 1 & 2]**

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2015</u> | <u>Jan.</u><br><u>2014</u> | <u>Jan.</u><br><u>2013</u> |                         |
|----------------------------|----------------------------|----------------------------|----------------------------|-------------------------|
| 27                         | 25                         | 25                         | 26                         | To be in church         |
| 16                         | 18                         | 21                         | 17                         | To be watching football |
| 17                         | 25                         | 21                         | 21                         | Doing both, OR          |
| 40                         | 32                         | 33                         | 36                         | Doing neither           |
| <u>1</u>                   | <u>*</u>                   | <u>*</u>                   | <u>*</u>                   | Don't know (VOL.)       |
| 100                        | 100                        | 100                        | 100                        | Total                   |

Q.6 Now, please tell me if you completely agree, mostly agree, mostly DISagree or completely disagree with the following statements. First... **[INSERT; RANDOMIZE]**. Next...

**READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:** Do you completely agree, mostly agree, mostly DISagree or completely disagree?

**ASK FORM 1 ONLY [N=504]:**

a. It bothers me when professional athletes make public statements about political issues

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2017</u> |                           |
|----------------------------|----------------------------|---------------------------|
| 20                         | 21                         | Completely agree          |
| 19                         | 19                         | Mostly agree              |
| 19                         | 26                         | Mostly disagree           |
| 35                         | 32                         | Completely disagree       |
| <u>6</u>                   | <u>2</u>                   | Don't know/Refused (VOL.) |
| 100                        | 100                        | Total                     |

**ASK FORM 2 ONLY [N=506]:**

b. It bothers me when black professional athletes make public statements about political issues

|          |                           |
|----------|---------------------------|
| 13       | Completely agree          |
| 16       | Mostly agree              |
| 21       | Mostly disagree           |
| 44       | Completely disagree       |
| <u>6</u> | Don't know/Refused (VOL.) |
| 100      | Total                     |

**ASK ALL:**

c. Colleges and universities are spending too much money on athletics at the expense of academics

|          |                           |
|----------|---------------------------|
| 23       | Completely agree          |
| 35       | Mostly agree              |
| 24       | Mostly disagree           |
| 11       | Completely disagree       |
| <u>8</u> | Don't know/Refused (VOL.) |
| 100      | Total                     |

d. Professional athletes should be required to stand during the national anthem at sporting events

| <u>Jan.</u><br><u>2018</u> | <u>Oct.</u><br><u>2017</u> |                           |
|----------------------------|----------------------------|---------------------------|
| 42                         | 37                         | Completely agree          |
| 18                         | 18                         | Mostly agree              |
| 11                         | 15                         | Mostly disagree           |
| 25                         | 27                         | Completely disagree       |
| <u>5</u>                   | <u>2</u>                   | Don't know/Refused (VOL.) |
| 100                        | 100                        | Total                     |

**ASK FORM 1 ONLY [N=504]:**

Q.7 How important is playing competitive sports for the physical and emotional development of young women **[READ IN ORDER]**?

|          |                           |
|----------|---------------------------|
| 43       | Very important            |
| 42       | Somewhat important        |
| 8        | Not too important         |
| 6        | Not at all important      |
| <u>1</u> | Don't know/Refused (VOL.) |
| 100      | Total                     |

**ASK FORM 2 ONLY [N=506]:**

Q.8 How important is playing competitive sports for the physical and emotional development of young men **[READ IN ORDER]**?

|          |                           |
|----------|---------------------------|
| 41       | Very important            |
| 42       | Somewhat important        |
| 10       | Not too important         |
| 6        | Not at all important      |
| <u>1</u> | Don't know/Refused (VOL.) |
| 100      | Total                     |

**ASK ALL:**

Q.9 If you had a young son today, do you think you would or would not allow him to play competitive football?

| <u>Jan.</u><br><u>2018</u> | <u>Jan.</u><br><u>2016</u> | <u>Jan.</u><br><u>2015</u> |                             |
|----------------------------|----------------------------|----------------------------|-----------------------------|
| 71                         | 66                         | 76                         | Would allow him to play     |
| 27                         | 31                         | 22                         | Would not allow him to play |
| <u>2</u>                   | <u>3</u>                   | <u>2</u>                   | Don't know/Refused (VOL.)   |
| 100                        | 100                        | 100                        | Total                       |

Q.10 As far as you know, why did some professional football players first start kneeling during the national anthem last year?

|           |  |
|-----------|--|
| 65        | To protest police violence against African Americans           |
| 13        | To protest the election of Donald Trump                        |
| 8         | To protest negative treatment of players by the NFL management |
| 3         | Other (VOL.)   |
| <u>11</u> | Don't know/Refused (VOL.)                                      |
| 100       | Total  |

**ASK FORM 1 ONLY [N=504]:**

Q.11 Do you think a transgender student who was listed as female on their birth certificate, but now identifies as male, should be able to participate in high school athletic events with other male students?

|          |  |
|----------|--|
| 61       | Yes, should be allowed to participate    |
| 32       | No, should not be allowed to participate |
| <u>7</u> | Don't know/Refused (VOL.)                |
| 100      | Total                                    |

**ASK FORM 2 ONLY [N=506]:**

Q.12 Do you think a transgender student who was listed as male on their birth certificate, but now identifies as female, should be able to participate in high school athletic events with other female students?

|          |  |
|----------|--|
| 50       | Yes, should be allowed to participate    |
| 43       | No, should not be allowed to participate |
| <u>7</u> | Don't know/Refused (VOL.)                |
| 100      | Total                                    |

**ASK ALL:**

Q.13 Would you say your overall opinion of Donald Trump is very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

|            | <u>Very favorable</u> | <u>Mostly favorable</u> | <u>Mostly unfavorable</u> | <u>Very unfavorable</u> | Have not heard of (VOL.) | Don't know, Refused (VOL.) |
|------------|-----------------------|-------------------------|---------------------------|-------------------------|--------------------------|----------------------------|
| Jan. 2018  | 14                    | 23                      | 17                        | 42                      | *                        | 5=100                      |
| Oct. 2017  | 15                    | 26                      | 18                        | 37                      | *                        | 3=100                      |
| Aug. 2017  | 18                    | 20                      | 15                        | 41                      | 1                        | 5=100                      |
| Feb. 2017  | 16                    | 27                      | 16                        | 34                      | *                        | 6=100                      |
| Jan. 2017  | 17                    | 26                      | 17                        | 35                      | 1                        | 5=100                      |
| Sept. 2016 | 10                    | 23                      | 15                        | 50                      | 2                        | 1=100                      |
| May 2016   | 10                    | 18                      | 16                        | 53                      | 1                        | 1=100                      |
| April 2016 | 8                     | 16                      | 18                        | 52                      | *                        | 6=100                      |
| Jan. 2016  | 12                    | 19                      | 22                        | 42                      | *                        | 5=100                      |
| Nov. 2015  | 11                    | 16                      | 21                        | 44                      | 2                        | 6=100                      |
| Oct. 2015  | 9                     | 21                      | 21                        | 45                      | 3                        | 1=100                      |

## Survey Methodology

The survey was designed and conducted by PRRI. The survey was made possible by a generous grant from the Nathan Cummings Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between January 17, 2018, and January 21, 2018, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,010 adults 18 years of age or older living in the United States (605 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples are provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2016 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2016 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.6 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.



## Appendix

**Table 1. Demographic, Political, Religious,  
and Issue Subgroup Sample Sizes**  
*(All figures are unweighted)*

|                              | N=         |
|------------------------------|------------|
| Total Sample                 | 1,010      |
| Male                         | 499        |
| Female                       | 511        |
| Republican                   | 246        |
| Independent                  | 419        |
| Democrat                     | 299        |
| White, non-Hispanic          | 688        |
| Black, non-Hispanic          | 108        |
| Hispanic                     | 122        |
| Age 18-29                    | 128        |
| 30-49                        | 235        |
| 50-64                        | 297        |
| 65+                          | 349        |
| White evangelical Protestant | 190        |
| White mainline Protestant    | 164        |
| Non-white Protestant         | 126        |
| Catholic                     | 190        |
| <i>White Catholic</i>        | <i>116</i> |
| Religiously unaffiliated     | 224        |