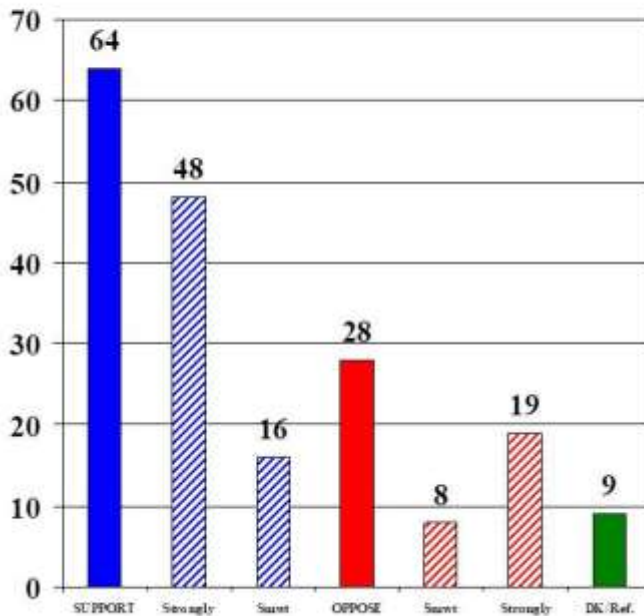


**To: All Interested Parties**  
**From: John E. McLaughlin, Jr., McLaughlin & Associates**  
**Date: October 13, 2017**  
**Re: October National Poll Results – NFL National Anthem Controversy**

**Two-Thirds (64%) of voters support NFL owners requiring players to stand for the national anthem and 36% of voters are less likely to watch the NFL because of the controversy**

Two out of three voters (64%) support NFL owners like Jerry Jones of the Dallas Cowboys and Steve Ross of the Miami Dolphins for requiring their players to stand for the national anthem, with the intensity, half of voters, saying they strongly support. Only 1 in 4 oppose (28%). More than 6 in 10 voters across the East (62%), Midwest (65%), South (65%) and West (62%) support this requirement, this is a very partisan issue as 9 out of 10 Trump voters said they support the requirement, while 1 in 20 oppose. Comparatively, Clinton voters oppose the requirement, 5 to 4. These statistics are mirrored within the political parties: 9 out of 10 Republicans support, just 1 in 20 oppose; Democrats oppose, 8 to 7; while Independents match the overall figures of more than 6 in 10 supporting with just 1 in 4 opposed. Similarly to Independents, voters who are undecided in the election for Congress next November support, 3 to 1. Nine in ten conservatives support, while 3 in 5 moderates do as well. Liberals are opposed, 5 to 4. Two-thirds of both White and Hispanic voting blocs support the requirement, while African Americans are slightly opposed. Slightly more men, 2 out of 3, support it, compared to 3 in 5 women. Married voters are more supportive than single voters as 7 in 10 support. However, the education level of voters doesn't have an impact on support as two thirds of both college graduates and non-college graduates support owners requiring players to stand.

Do you support or oppose NFL owners like Jerry Jones of the Dallas Cowboys and Steve Ross of the Miami Dolphins for requiring their players to stand for the national anthem?



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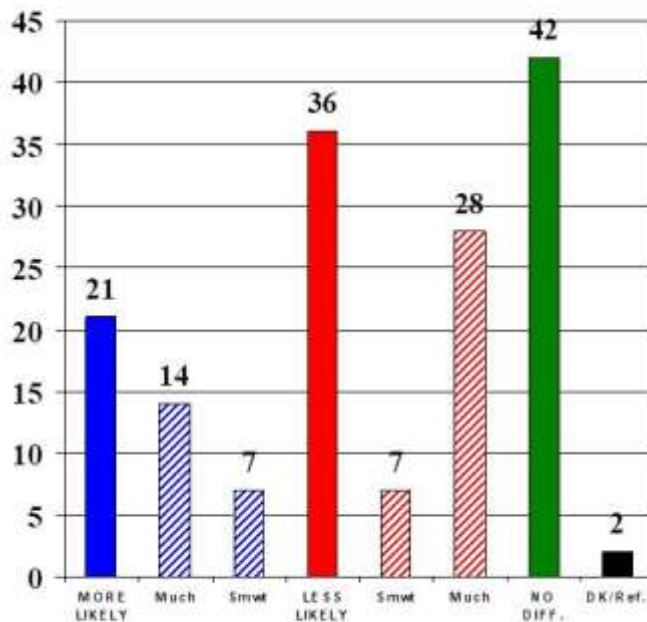


	Support	Oppose
East	62	36
Midwest	65	34
South	65	34
West	62	37
Cont. Obama Polts.	42	48
Change Direction	87	9
Approve - Trump	90	8
Disapprove - Trump	40	48
Favorable - Trump	92	8
Unfavorable - Trump	40	48
Vote Pres. 2016 - Clinton	40	50
Vote Pres. 2016 - Trump	91	8
Vote Cong. 2018 - GOP	90	8
Vote Cong. 2018 - DEM	37	53
Vote Cong. 2018 - UND	61	31
Republican	90	8
Democrat	41	47
Independent	63	36
Liberal	40	52
Moderate	60	37
Conservative	86	14
No College Degree	63	36
College Graduate	65	35
White	68	32
African-American	42	48
Hispanic	65	35
Under 55	64	36
Over 55	66	34
Married	71	29
Single	57	43
Men	67	33
Women	61	39

While the plurality of voters, 4 in 10 (42%), say the national anthem controversy has made no difference as to whether they'll watch NFL football games, almost 3 in 10 (28%) say the controversy has made them much less likely to watch NFL football games. That's double the number of voters who said they were much more likely (14%). In total 36% of voters say the protests have made them less likely to watch the NFL compared to just 21% of those who said more likely.

Across the country more voters are less likely to watch the NFL than are more likely. The majority of Democrats say the protests don't make a difference as to whether they watch NFL football. However, the majority of Republicans say the protests have made them less likely to watch the NFL. At a rate of almost 6 to 1 conservatives are less likely to watch the NFL than are more likely, compared to the 3 to 1 rate that liberals are more likely to watch the NFL than are less likely. More than 4 to 1 Trump voters say less likely versus the 2 to 1 rate at which Clinton voters are more likely to watch the NFL. Republicans are less likely to watch NFL football games by more than 3 to 1 while Democrats are more likely, 3 to 2.

**Has the NFL players' protests during the national anthem and the resulting controversy made you more or less likely to watch NFL football games than you have in years past? If it has made no difference, just say so.**



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	ML	LL	ND
East	24	35	39
Midwest	16	33	50
South	21	39	38
West	23	32	43
Cont. Obama Polts.	33	12	54
Change Direction	10	60	29
Approve - Trump	20	58	20
Disapprove - Trump	22	19	58
Favorable - Trump	20	60	20
Unfavorable - Trump	22	16	61
Vote Pres. 2016 - Clinton	27	14	57
Vote Pres. 2016 - Trump	15	61	24
Vote Cong. 2018 - GOP	18	58	24
Vote Cong. 2018 - DEM	27	14	58
Vote Cong. 2018 - UNK	11	31	58
Republican	18	57	24
Democrat	28	18	52
Independent	15	34	50
Liberal	37	12	50
Moderate	19	21	48
Conservative	10	58	30
No College Degree	17	38	43
College Graduate	25	33	41
White	14	42	43
African-American	37	13	45
Hispanic	34	29	36
Under 55	27	21	49
Over 55	10	43	46
Married	20	41	37
Single	25	25	46
Men	23	35	41
Women	19	36	43

White voters are less likely to watch, 3 to 1, while African-Americans are more likely by almost 3 to 1. While African-Americans may have the largest stake in this question, the plurality says the protests made no difference as to whether they watch NFL football games or not. Hispanics are more likely to watch the NFL. Older voters, voters who are over 55, are 4 times less likely to watch the NFL than more likely. Voters under 55 are also less likely to watch the NFL. Married voters are 2 times less likely to watch the NFL, while single voters are split. Voters who do not have a college degree are more than 2 times less likely to watch than more, with college graduates also less likely to watch. Women are actually less likely to watch the NFL than men are. Voters who said they would vote for a Republican candidate for Congress next November are less likely to watch the NFL, 3 to 1, as are voters who are undecided on their vote for Congress. Those who said they would vote for the Democratic candidate are more likely to watch, 3 to 2.

**Demographics:**

Party	TOTAL
Republican	33.0
Democrat	36.0
Independent	31.0

Race	TOTAL
Hispanic	11.1
African American	12.1
Asian	4.0
White	71.0

Age	TOTAL
18 – 29	18.9
30 – 40	18.8
41 – 55	26.5
56 – 65	19.6
Over 65	16.2

Gender	TOTAL
Male	47.0
Female	53.0