

**LANGER RESEARCH ASSOCIATES**  
SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

---

Sept. 12, 2014

Methodology – ESPN poll on the Ray Rice controversy

ESPN’s poll on the Ray Rice domestic violence controversy, released today, was conducted by landline and cellular telephone interviews Sept. 11, 2014, among a random national sample of 544 adults, including an oversample of African-Americans to a total of 110. Results were weighted to population norms per the U.S. Census Bureau. Overall results have a margin of [sampling error](#) of 5 percentage points.

The survey was produced and analyzed for ESPN by [Langer Research Associates](#) of New York, N.Y., with sampling, data collection and tabulation by SSRS of Media, Pa.

ESPN’s report on the survey can be seen [here](#).

The survey questions and topline results follow. Asterisks in data columns indicate results less than 0.5 percent. Methodological details are available upon request to [info@langerresearch.com](mailto:info@langerresearch.com).

1. How serious an issue do you think domestic violence is in this country - extremely serious, very serious, somewhat serious, not so serious or not serious at all?

	---- More serious ----			---- Less serious ---			No	
	NET	Extremely	Very	Somewhat	NET	Not so	At all	op.
9/11/14	79	40	39	14	4	3	1	2

There’s been a controversy in the National Football League involving a player named Ray Rice, who knocked his fiancé unconscious during an argument in a hotel elevator. The NFL at first suspended Rice for two games. Then after a video of the incident became public this week, the NFL suspended Rice indefinitely and the Baltimore Ravens dropped him from the team.

2. Before the video came out, do you think the NFL did or did not try to investigate the situation fully?

	Did	Did not	No opinion
9/11/14	18	61	21

3. Some reports say the NFL received a copy of the video of the incident before it became public, while the NFL commissioner, Roger Goodell, says that to his knowledge no one in the league office ever saw the video. Do you think Goodell is being truthful about this, or not?

	Yes, being truthful	No, not being truthful	No opinion
9/11/14	24	55	21

4. Do you think Goodell should (lose his job because of his handling of the Ray Rice situation), or should Goodell (keep his job)? Do you feel that way strongly or somewhat?

	-- Should lose his job --			-- Should keep his job --			No
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	op.
9/11/14	37	24	12	45	24	21	18

5. Do you consider yourself to be a fan of professional football, or not? (IF YES) Are you a big fan, or not so big?

	----- Fan -----				
	NET	Big	Not so big	Not a fan	No opinion
9/11/14	70	48	21	30	*

6. Has this incident made you less likely to [ITEM], or has it had no effect on that? If you never do this, just say so. How about [ITEM]?

9/11/14 - Summary Table

	Less likely	No effect	Never do/ never would	No op.
a. Buy a ticket to an NFL game	11	72	16	*
b. Buy NFL merchandise	12	72	15	*
c. Watch an NFL game on television	10	84	6	1

###