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 SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

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Methodology and topline results – ESPN poll on the Washington Redskins

ESPN’s poll on the Washington Redskins, released today, was conducted by landline and cellular telephone interviews Aug. 20-24, 2014, in English and Spanish, among a random national sample of 1,019 adults. Overall results have a margin of [sampling error](#) of 3.5 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. Some people say that the Washington Redskins should change its team name because it is offensive to Native American Indians. Others say the name is not intended to be offensive, and should not be changed. What about you: should the Redskins change their team name, or not? Do you feel that way strongly, or somewhat?

	----- Should -----			----- Should not -----			If others	No
	NET	Strongly	Smwt	NET	Smwt	Strongly	change (vol.)	opinion
8/24/14	23	11	12	71	23	48	NA	6
1/21/14*	14	NA	NA	83	NA	NA	0	3
4/15/13*	11			79			*	10
1/15/92**	8	"	"	89	"	"	*	3

\*AP/GfK

\*\*ABC News/Washington Post

2. Regardless of whether or not you think the team should change its name, do you think the name Redskins shows any disrespect to Native Americans or not? [IF ANY] Do you think it shows a lot of disrespect, or just some?

	--- Shows disrespect ---			Does not	No opinion
	NET	A lot	Just some		
8/24/14	28	9	19	68	3

3. How likely do you think it is that the Redskins will change their name in the next year or so? Do you think it’s very likely, somewhat likely, somewhat unlikely, or very unlikely?

	----- Likely -----			----- Unlikely -----			No
	NET	Very	Somewhat	NET	Somewhat	Very	opinion
8/24/14	42	11	30	54	22	32	4

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