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 SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

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ESPN survey on the 2016 Super Bowl – Methodology and Toplines

ESPN report: [http://espn.go.com/nfl/story/\\_/id/14703203/fans-believe-carolina-panthers-qb-cam-newton-criticized-more-field-actions-race](http://espn.go.com/nfl/story/_/id/14703203/fans-believe-carolina-panthers-qb-cam-newton-criticized-more-field-actions-race)

This ESPN survey was conducted by landline and cellular telephone interviews Jan. 30-Feb. 1, 2016, among a random national sample of 705 adults, of whom 493 identified themselves as professional football fans, with an oversample of African Americans. Results have a margin of sampling error of plus or minus 5.5 points for the sample of fans, including design effects.

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. Methodological details are available [here](#).

The survey questions and topline results follow. Asterisks in data columns indicate results less than 0.5 percent.

1. Thinking about professional football, would you describe yourself as an avid fan, a casual fan, an occasional fan or not a fan?

	Avid fan	Casual fan	Occasional fan	Not a fan	No opinion
2/1/16	22	24	24	30	*

2. [AMONG FANS] The Carolina Panthers are playing the Denver Broncos in the Super Bowl next week. Which team do you want to win - the Panthers or the Broncos?

	Carolina Panthers	Denver Broncos	Don't care	No opinion
2/1/16	35	49	13	3

3. [AMONG FANS] Do you have a favorable or unfavorable opinion of the Broncos' quarterback, Peyton Manning? Do you feel that way strongly or somewhat?

	----- Favorable -----			---- Unfavorable ----			No opinion
	NET	Strongly	Smwt	NET	Smwt	Strongly	
2/1/16	78	42	36	10	7	3	12

4. [AMONG FANS] Do you have a favorable or unfavorable opinion of the Panthers' quarterback, Cam Newton? Do you feel that way strongly or somewhat?

	----- Favorable -----			---- Unfavorable ----			No opinion
	NET	Strongly	Smwt	NET	Smwt	Strongly	
2/1/16	60	23	37	14	10	5	26

5. [AMONG FANS] Thinking about their current abilities, who do you think is the better quarterback right now - (Manning) or (Newton)? Do you think he's much better or somewhat better?

	---- Manning ----			---- Newton -----			No
	NET	Much	Smwt	NET	Smwt	Much	opinion
2/1/16	46	17	28	40	23	17	14

6. [AMONG FANS] Do you like it when an athlete celebrates big plays by doing something like dancing or striking a pose, or do you not like it? Do you feel that way strongly, or somewhat?

	----- Like -----			----- Dislike-----			No
	NET	Strongly	Smwt	NET	Smwt	Strongly	opinion
2/1/16	57	27	30	36	18	19	6

7. [AMONG FANS] There's been some criticism of Cam Newton. Do you think this is mainly (because he's one of the few black quarterbacks in the NFL), or mainly (because of how he acts on the field)?

	Few black QBs	Acts on field	No opinion
2/1/16	14	62	24

8. [AMONG FANS] There's been a report accusing Peyton Manning of receiving performance enhancing-drugs, which he's denied. Has the issue influenced your opinion of Manning, or not?

	Has influenced	Has not influenced	No opinion
2/1/16	6	90	4

\*\*\*END\*\*\*