



University of North Florida
Public Opinion Research Lab
www.unf.edu/coas/porl/

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New UNF Poll Reveals Dividing Nature of NFL Protests Among Duval County Voters

Approximately 70 percent of Duval County registered voters watch at least an hour of NFL games per week, and some are impacted more than others by the recent national anthem protests. A new poll of registered voters in Duval County by the Public Opinion Research Laboratory (PORL) at the University of North Florida reveals that Republicans are less likely to watch and attend NFL games due to the protests.

Of the registered Republicans in Duval County who watch the NFL on TV, almost 63 percent indicated they were less likely to watch NFL games because of the national anthem protest. Similarly, 57 percent of registered Republicans said they were less likely to attend games. For Democrats, less than 14 percent and 11 percent, respectively, indicated they were less likely to watch or go to games due to the protests. In fact, 18 percent of Democrats are more likely to watch and attend games.

“For all of the attention that the pregame protests have gotten, on average most football fans are unaffected,” said Dr. Michael Binder, UNF Public Opinion Research Laboratory faculty director. “The really interesting aspect is how politically polarized the issue has become—Democrats, on balance, are more likely to watch or go to games, but Republicans are much less likely to watch and go to games.”

When asked about Shad Khan’s approval rate, 65 percent strongly or somewhat approve of the way he’s handling his job as owner of the Jacksonville Jaguars. Doug Marrone, Jaguars head coach, received 58 percent of Duval County registered voters’ approval.

“Early season success and a division lead has the city behind the Jags’ owner and head coach. And if this is the year they finally turn things around, you can expect those numbers to rise,” Binder said.

For crosstabs by partisanship, gender, age, race and education go to <http://www.unf.edu/coas/porl/>.

Methodology

The Jax Speaks Poll was conducted by PORL Monday, October 2, through Wednesday, October 4, by live callers via the telephone, and calls were made from 5 p.m. to 9 p.m. daily. The sample of phone numbers was created through the voter file provided by Florida's Division of Elections January 2017 update and selected through the use of probability sampling among Duval County, Fla. registered voters in the Florida voter file. Interviews were conducted in English and Spanish by UNF undergraduate and graduate students. Overall, there were 512 completed surveys of Duval County registered voters, 18 years of age or older. Of those, 509 answered the demographic questions needed for weighting.

The margin of sampling error for the total sample is +/- 4.3 percentage points. The breakdown of completed responses on a landline phone to a cell phone was 20 to 80 percent. A single interviewer, through hand dialing, upon reaching the specific registered voter as identified in the Florida voter file, asked the respondent to participate, regardless of landline telephone or cell phone. The total sample was then weighted by partisan registration, gender, race, age, and education. Education weights were created from the 2016 American Community Survey (ACS). Partisan registration, gender, race, and age weights were created from the September 2017 update of the Florida voter file to match the active registered voters in Duval County. These demographic characteristics were pulled from the voter file list. All weighted demographic variables were applied using the SPSS version 23 rake weighting function. There were no statistical adjustments made due to design effects. This survey was sponsored by the UNF PORL and directed by Dr. Michael Binder, UNF associate professor of political science.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization. For more information about methodology, contact Dr. Binder at porl@unf.edu or at (904) 620-2784.

Survey Results

Do you approve or disapprove of the way Shad Khan is handling his job as the Owner of the Jacksonville Jaguars of the National Football League?

Answer Options	Duval County Registered Voters n=509
Strongly Approve	35%
Somewhat Approve	31%
Somewhat Disapprove	10%
Strongly Disapprove	13%
Don't Know	11%
Refusal	1%

Do you approve or disapprove of the way Doug Marrone is handling his job as the Head Coach of the Jacksonville Jaguars of the National Football League?

Answer Options	Duval County Registered Voters n=509
Strongly Approve	21%
Somewhat Approve	37%
Somewhat Disapprove	9%
Strongly Disapprove	12%
Don't Know	20%
Refusal	2%

Approximately how much time do you spend watching NFL football on TV during the season; if you are not sure, please use your best estimate:

Answer Options	Duval County Registered Voters n=509
Never watch the NFL	30%
1 to 5 hours per week	46%
6 to 10 hours per week	15%
11 to 15 per week	3%
16 or more hours per week	5%
Don't Know	1%
Refusal	-

Approximately how many National Football League games do you attend in person per season; if you are not sure, please use your best estimate:

Answer Options	Duval County Registered Voters n=509
Never attend	50%
About once in the last two seasons	16%
About once per season	11%
A few times per season	16%
More than 4 times per season	7%
Don't Know	<1%
Refusal	-

As you may know, some athletes and sports teams have begun not standing during the national anthem in order to protest police violence against the black community in the United States.

Does this make you more likely, less likely, or has no influence on you to watch NFL games on television?

Answer Options	Duval County Registered Voters n=355
More Likely	12%
Less Likely	35%
Has no influence	50%
Don't Know	3%
Refusal	1%

Likelihood of watching games by party registration

Answer Options	Party Registration			
	Democrat	Republican	NPA/Other	Total
More Likely	18%	6%	15%	13%
Less Likely	14%	63%	26%	35%
Has no influence	66%	28%	54%	49%
Don't Know	3%	3%	3%	3%
Refusal	-	1%	3%	1%

As you may know, some athletes and sports teams have begun not standing during the national anthem in order to protest police violence against the black community in the United States.

Does this make you more likely, less likely, or has no influence on you attending an NFL game?

Answer Options	Duval County Registered Voters n=254
More Likely	13%
Less Likely	32%
Has no influence	53%
Don't Know	1%
Refusal	1%

Likelihood of attending games by party registration

Answer Options	Party Registration			
	Democrat	Republican	NPA/Other	Total
More Likely	18%	11%	6%	13%
Less Likely	11%	57%	30%	31%
Has no influence	69%	31%	60%	54%
Don't Know	2%	1%	-	1%
Refusal	-	-	4%	1%

Education	Duval County Registered Voters n=509
Less than high school	2%
High school graduate	19%
Some college	49%
College graduate	20%
Post graduate degree	10%
Don't Know	-
Refusal	-

Telephone	Duval County Registered Voters n=509
Landline	20%
Cell phone	80%
Don't Know	-
Refusal	-

Survey language completed in...	Duval County Registered Voters n=509
English	99%
Spanish	<1%

Race	Duval County Registered Voters n=509
White (not Hispanic)	60%
Black (not Hispanic)	28%
Hispanic	5%
Other	8%

Gender	Duval County Registered Voters n=509
Male	45%
Female	55%

Party Registration	Duval County Registered Voters n=509
Republican	38%
Democrat	41%
NPA and other	22%

Age	Duval County Registered Voters n=509
18 to 24	12%
25 to 34	19%
35 to 44	16%
45 to 55	18%
56 to 64	18%
65 and older	18%

UNF, a [nationally ranked](#) university located on an environmentally beautiful campus, offers students who are dedicated to enriching the lives of others the opportunity to build their own futures through a well-rounded education.

Q5. As you may know, some athletes and sports teams have begun not standing during the national anthem in order to protest police violence against the black community in the United States. Does this make you more likely, less likely, or had no influence on you to watch NFL games on television?

	Party				Gender		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
More Likely	12.4%	17.6%	6.0%	14.5%	12.2%	12.5%	9.6%	13.6%	9.6%	16.5%	40.0%	3.0%	14.0%	15.4%	18.6%	14.9%	4.9%	6.5%
Less Likely	34.8%	13.5%	62.7%	26.3%	33.7%	35.9%	29.8%	37.2%	49.7%	9.2%	20.0%	39.4%	34.9%	15.4%	25.4%	31.3%	54.1%	48.4%
Has no influence	49.6%	66.2%	27.6%	53.9%	53.5%	45.7%	59.6%	44.6%	37.6%	71.6%	40.0%	51.5%	51.2%	66.2%	54.2%	47.8%	37.7%	40.3%
Don't Know	2.6%	2.7%	3.0%	2.6%	-	4.9%	-	3.7%	2.0%	2.8%	-	6.1%	-	3.1%	1.7%	3.0%	3.3%	3.2%
Refusal	0.7%	-	0.7%	2.6%	0.6%	1.1%	0.9%	0.8%	1.0%	-	-	-	-	-	-	3.0%	-	1.6%

Q6. As you may know, some athletes and sports teams have begun not standing during the national anthem in order to protest police violence against the black community in the United States. Does this make you more likely, less likely, or had no influence on you attending an NFL game?

	Party				Gender		Education (College Degree)		Race/Ethnicity				Age					
	Total	Dem	Rep	NPA/Other	M	F	Yes	No	White	Afr Amer	Hispanic	Other	18-24	25-34	35-44	45-54	55-64	65+
More Likely	13.2%	18.3%	11.1%	5.7%	11.0%	15.4%	9.2%	15.1%	12.3%	13.9%	22.2%	11.5%	10.0%	17.5%	14.5%	11.1%	7.5%	15.4%
Less Likely	31.2%	11.0%	56.7%	30.2%	31.6%	31.6%	32.2%	31.3%	42.0%	10.1%	33.3%	42.3%	30.0%	10.5%	34.5%	37.8%	40.0%	50.0%
Has no influence	53.2%	68.8%	31.1%	60.4%	56.6%	49.6%	57.5%	51.2%	44.2%	73.4%	44.4%	42.3%	60.0%	71.9%	50.9%	44.4%	47.5%	34.6%
Don't Know	1.2%	1.8%	1.1%	-	0.7%	1.7%	1.1%	1.2%	-	2.5%	-	3.8%	-	-	-	2.2%	5.0%	-
Refusal	0.9%	-	-	3.8%	-	1.7%	-	1.2%	1.4%	-	-	-	-	-	-	4.4%	-	-

Nature of the Sample	
Duval County Registered Voters	n=509
Party Registration	
Democrat	40.7%
Republican	37.5%
NPA/Other	21.8%
Gender	
Male	45.1%
Female	54.9%
Education (College Degree)	
Yes	30.0%
No	70.0%
Race/Ethnicity	
White	60.1%
African American/Black	27.5%
Hispanic	4.8%
Other	7.6%
Age	
18-24	11.7%
25-34	18.8%
35-44	16.1%
45-54	17.7%
55-64	17.5%
65+	18.2%