

Frequencies (n=800)
SUPER BOWL NATIONAL SURVEY
The Mellman Group, Inc.
January 29, 2016

Hello. This is (caller name). I'm calling for _____. I would like to speak with (NAME ON LIST). (IF NOT HOME, SCHEDULE CALL BACK. YOU MAY SPEAK TO ANOTHER RESPONDENT ONLY IF NAME IS ON LIST) We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I will not ask you for a contribution or donation. First, in which state are you registered to vote?

[RECORD, BUT DO NOT ASK, GENDER:]

Male..... 54
 Female 46

Do you plan on watching the Super Bowl on February 7th? **[IF DON'T KNOW, ASK]** What's your best guess as to whether or not you'll watch the Super Bowl?

Yes 100
 No **TERMINATE**
[VOL] DK/ref..... **TERMINATE**

In the past 12 months have you...

[RANDOMIZE]	Yes	No	DK
__Placed a bet on a sporting event with a friend	25	75	0
__Participated in a sports betting game at a bar or tavern	9	90	0
__Played in a season-long fantasy sports league	13	87	0
__Played in a daily or weekly fantasy sports contest on websites such as DraftKings or FanDuel	6	94	0
__Placed a bet on a sporting event online using a computer, tablet or mobile device	5	95	0
__Participated in an office pool, grid, or bracket	23	77	0
__Placed a sports bet with a bookmaker or bookie	2	97	1
__Placed a bet at a sports book in a Nevada casino	4	96	0

Have you ever placed a bet on the Super Bowl...

[RANDOMIZE]	Yes	No	DK [VOL]
__with a friend	34	65	0
__at a bar or tavern	12	88	0
__online	4	96	0
__at work	21	79	0
__with a bookmaker or bookie	4	96	0
__ at a sports book in a casino	7	92	0

Thinking about the upcoming Super Bowl, do you plan on placing a bet on the Super Bowl...

[RANDOMIZE]	Yes	No	DK [VOL]
__ with a friend.....	21	77	2
__ at a bar or tavern	7	92	1
__ online	3	96	1
__ at work	12	86	2
__ with a bookmaker or bookie	2	97	1
__ at a sports book in a casino	5	94	1

Currently, federal law makes sports betting illegal almost everywhere in the country, except in Nevada. Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state? [IF FAVOR/OPPOSE, ASK] Do you feel that way strongly or not so strongly?

Favor, strongly.....	48	66
Favor, not strongly.....	18	
Oppose, not strongly.....	7	
Oppose, strongly.....	17	25
[VOL] DK/ref.....	9	

Now I'm going to list things that some people say could happen if the law is changed to allow each individual state to determine whether or not to allow sports betting. After each, please tell me how likely each is to happen if sports betting is legalized on a state-by-state basis. Is it almost certain to happen, very likely, somewhat likely, not too likely, or not likely at all? If you are not sure, please say so and we will go on.

[RANDOMIZE]	Almost certain	Very likely	Smwt likely	Not too	Not at all	DK
__ It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts	18	28	26	11	9	8
__ The billions of dollars bet illegally will now be regulated and taxed, allowing revenue from sports betting to fund such things as education and public safety programs.	18	25	25	16	9	7

Next I'm going to read you some statements. For each, tell me if you agree or disagree with that statement. If you aren't sure, just say so and we'll move on. [IF AGREE/DISAGREE, ASK] Do you (agree/disagree) strongly or not strongly?

[RANDOMIZE]	TOTAL AGREE	TOTAL DISAGREE	Agree, strong	Agree, not strong	Disagree, strong	Disagree, not strong	DK
__ When I bet on a game, I follow the teams and players more closely	55	32	40	16	18	14	13
__ When I bet on a game, I am more likely to watch that game	67	21	51	16	10	11	12
__ When I bet on a game, watching that game is more fun and enjoyable ...	53	32	37	16	17	15	15

Which of the following statements comes closer to your point of view:

[RANDOMIZE STATEMENTS]

STATEMENT A: Sports betting should be legal nationwide

OR

STATEMENT B: Each state should be able to decide whether or not sports betting should be legal within its borders

OR

STATEMENT C: Sports betting should be illegal nationwide

[IF A/B/C, ASK:] Do you feel that way strongly or not so strongly?

STATEMENT A , strongly	19	22
STATEMENT A , not so strongly.....	3	
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STATEMENT B , strongly	49	58
STATEMENT B , not so strongly.....	10	
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STATEMENT C , strongly	13	17
STATEMENT C , not so strongly.....	4	
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DK [VOL]	2	

Which of the following statements comes closer to your point of view:

[RANDOMIZE STATEMENTS]

STATEMENT A: Allowing states to offer sports betting will **weaken** the integrity of sporting events because it will provide more opportunities for players and officials to fix games.

OR

STATEMENT B: Allowing states to offer sports betting will have **no impact** on the integrity of sporting events because players and officials who want to bet on sports games can already do so easily through offshore black market websites

OR

STATEMENT C: Allowing states to offer sports betting will **strengthen** the integrity of sporting events because federal, state and local law enforcement officials and regulators will be able to monitor all of the betting for suspicious activity

[IF A/B/C, ASK:] Do you feel that way strongly or not so strongly?

STATEMENT A , strongly	22	26
STATEMENT A , not so strongly.....	5	
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STATEMENT B , strongly	25	34
STATEMENT B , not so strongly.....	9	
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STATEMENT C , strongly	23	31
STATEMENT C , not so strongly.....	7	
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DK [VOL]	9	

THANK YOU. THE FEW REMAINING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY.

Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	21	31
not so strong Republican	5	
independent leans Republican	6	
independent.....	30	
independent leans Democratic	4	
not so strong Democrat.....	6	
strong Democrat.....	21	32
dk/na/other	7	

What is your age? **[CODE ACTUAL AGE. REFUSED=99]** _____

18-29	18
30-39	18
40-49	21
50-59	17
60+	26
na/ref	0

What was the last level of schooling you completed?

less than high school graduate	3
high school graduate	20
some college	27
college graduate	35
post-graduate.....	13
na/ref	2

Are you married, single, separated, widowed or divorced?

single.....	25
married.....	60
separated	1
widowed.....	5
divorced	5
na/ref	3

How often do you attend religious services? **(READ IF NECESSARY)**

More than once a week	9
Once a week.....	25
Once or twice a month.....	17
A few times a year	13
Rarely.....	19
Never.....	12
Don't know/refused	5

Are you Latino, Hispanic, or of Spanish or Mexican descent?

Yes	9
No	90
DK/refused.....	1

Are you black, white, Asian, Native American or some other race?

Black	11
White.....	77
Asian	2
Native American.....	1
Other	6
DK/refused.....	3

And just a simple family income question... Is your total household family income less than \$35,000, between \$35,000 and \$60,000, between \$60,000 and \$99,000, between \$100,000 and \$149,000 or more than \$150,000?

Less than \$35,000	17
\$35,000 to \$60,000	23
\$60,000 to \$99,000	19
\$100,000 to \$149,000	11
\$150,000 or more.....	6
Don't know/refused	25

That completes our public opinion survey. Thank you very much for your time and cooperation.