



NFL Polling Results – February 2, 2017

## Key Findings

- NFL Fans support changing federal gaming laws to allow states to legalize sports betting, with little concern that it would compromise the game's integrity. Messages about increased tax revenue and a safer consumer experience are political winners.
- A large portion of NFL team fans are likely to bet on the NFL if sports betting were legal in their state. NFL team fans are more likely to watch, follow, and enjoy the NFL when betting.

### **Methodology:**

Morning Consult, on behalf of the American Gaming Association, conducted an online survey of 45,165 NFL fans from December 19, 2016 to January 4, 2017. Results from the full survey have a margin of error of +/- 1%.





**MORNING CONSULT**

Team-by-team results

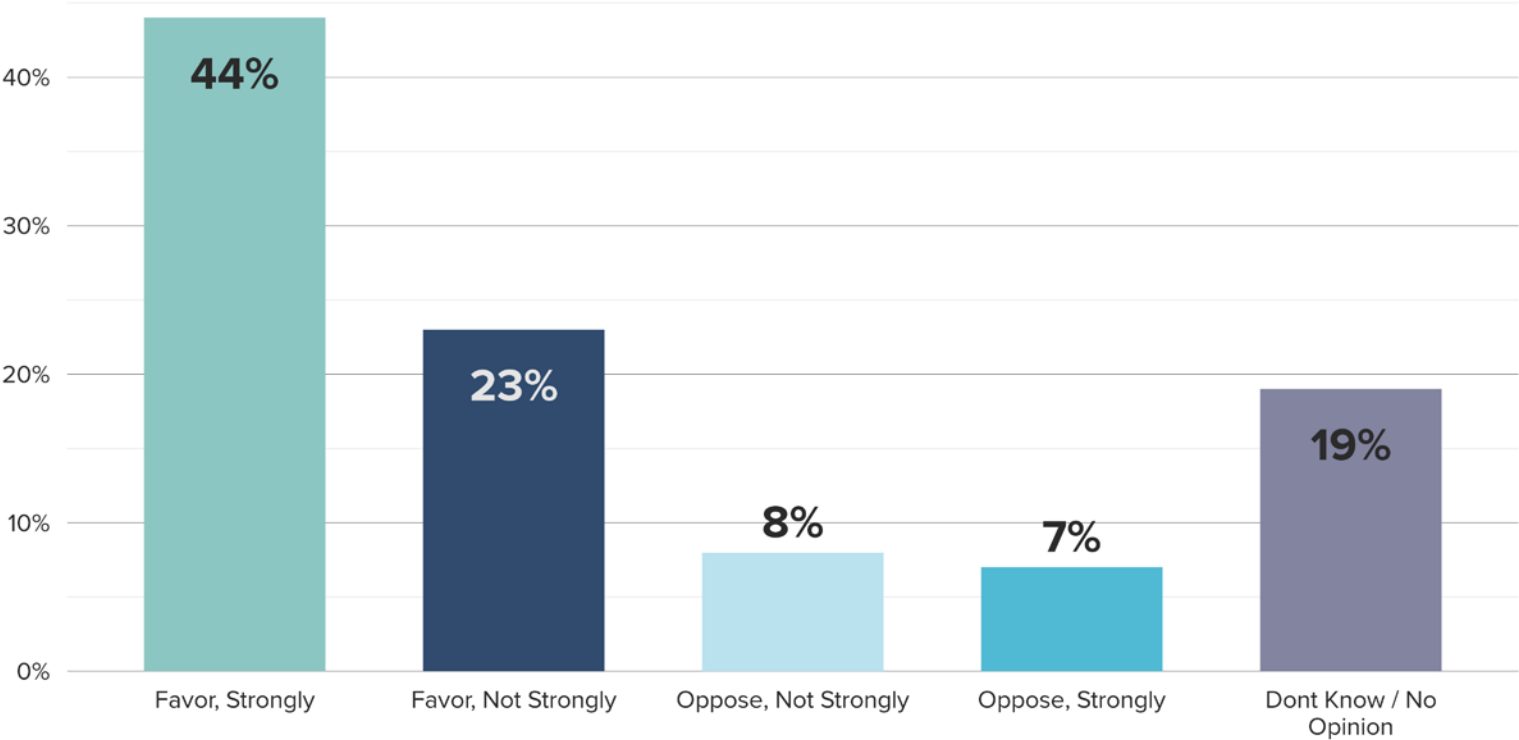


**MORNING CONSULT**

Arizona Cardinals Fans Polling Presentation - January 05, 2017

**Two in three (67%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



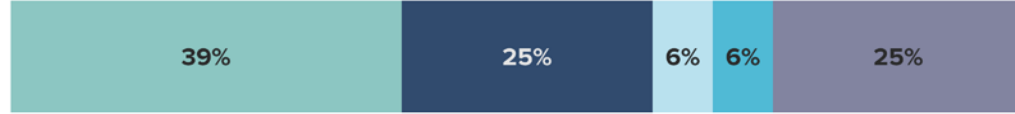
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



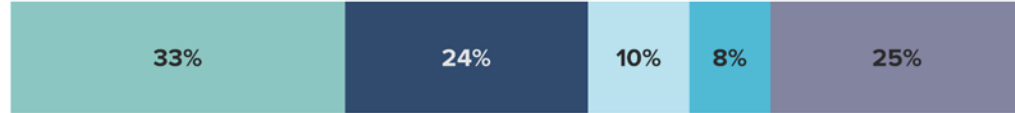
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

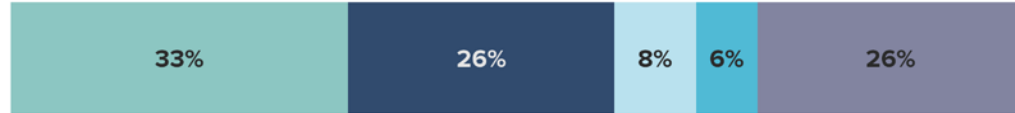
When I bet on a game, I am more likely to watch that game.



When I bet on a game, watching that game is more fun and enjoyable.



When I bet on a game, I follow the teams and players more closely.





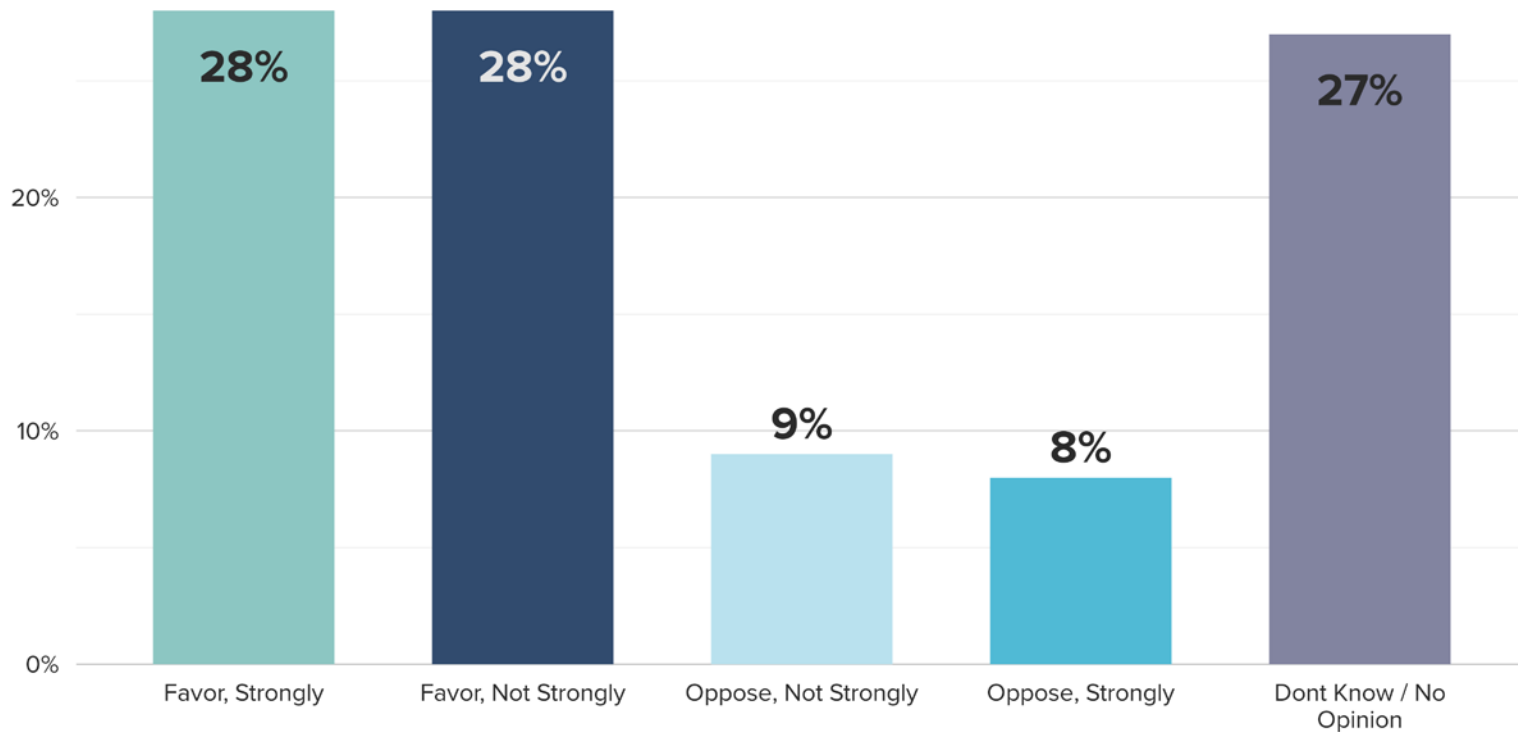
**MORNING CONSULT**

Atlanta Falcons Fans Polling Presentation - January 05, 2017



## Six in 10 (56%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

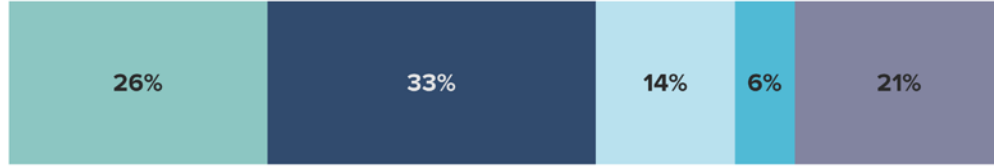
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



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



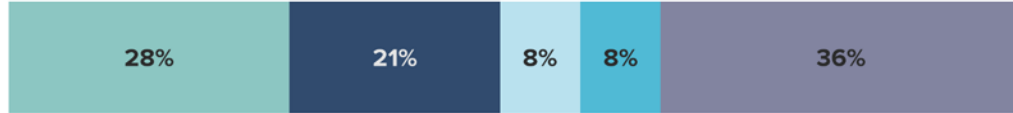
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



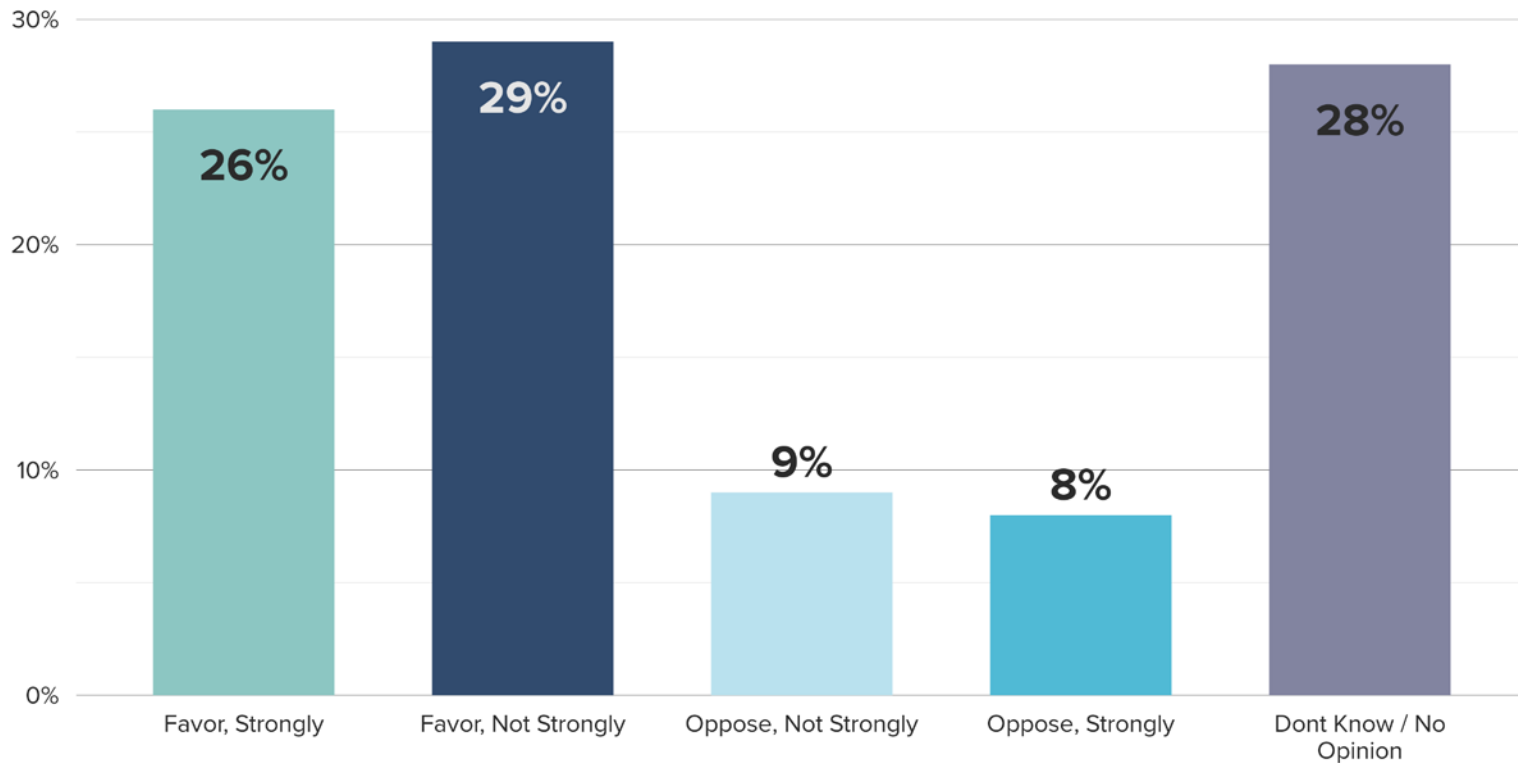


**MORNING CONSULT**

Buffalo Bills Fans Polling Presentation - January 05, 2017

## Six in 10 (55%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



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



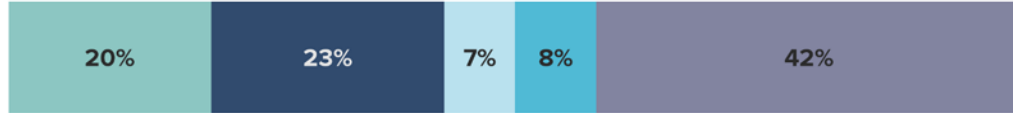
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

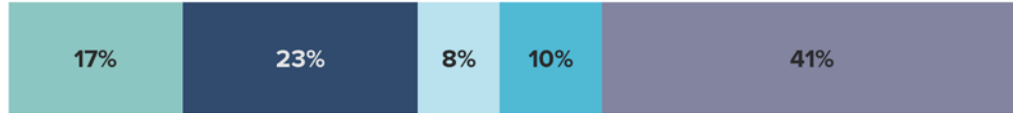
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





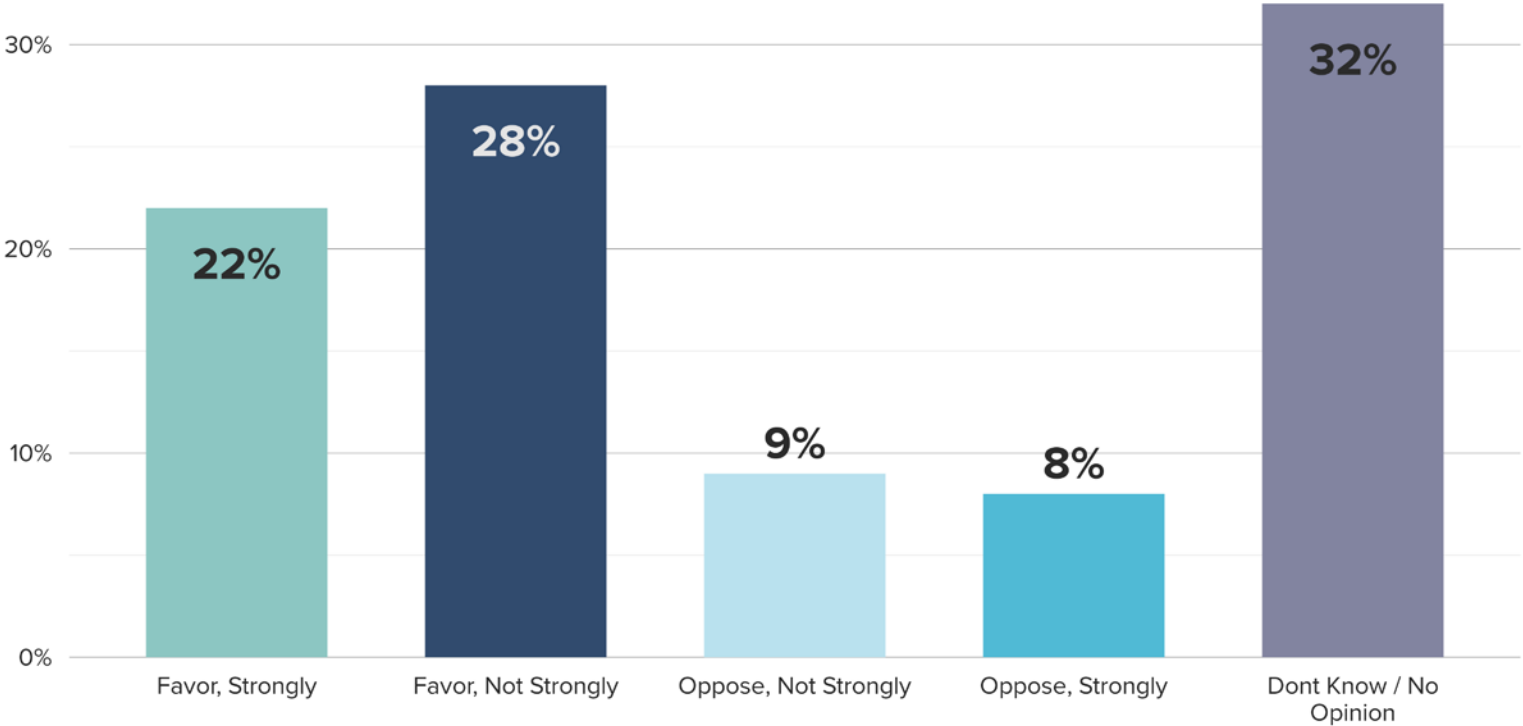
**MORNING CONSULT**

Carolina Panthers Fans Polling Presentation - January 05, 2017



**Half (50%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



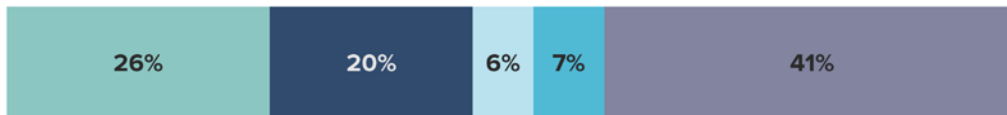
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



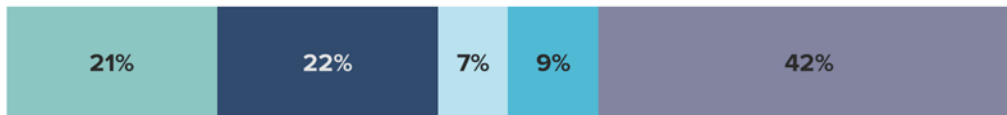
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

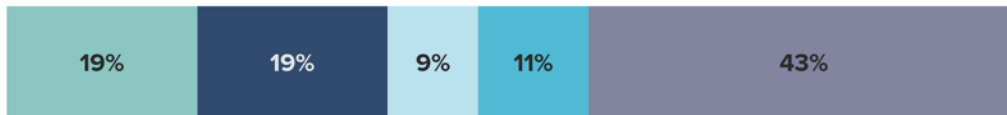
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



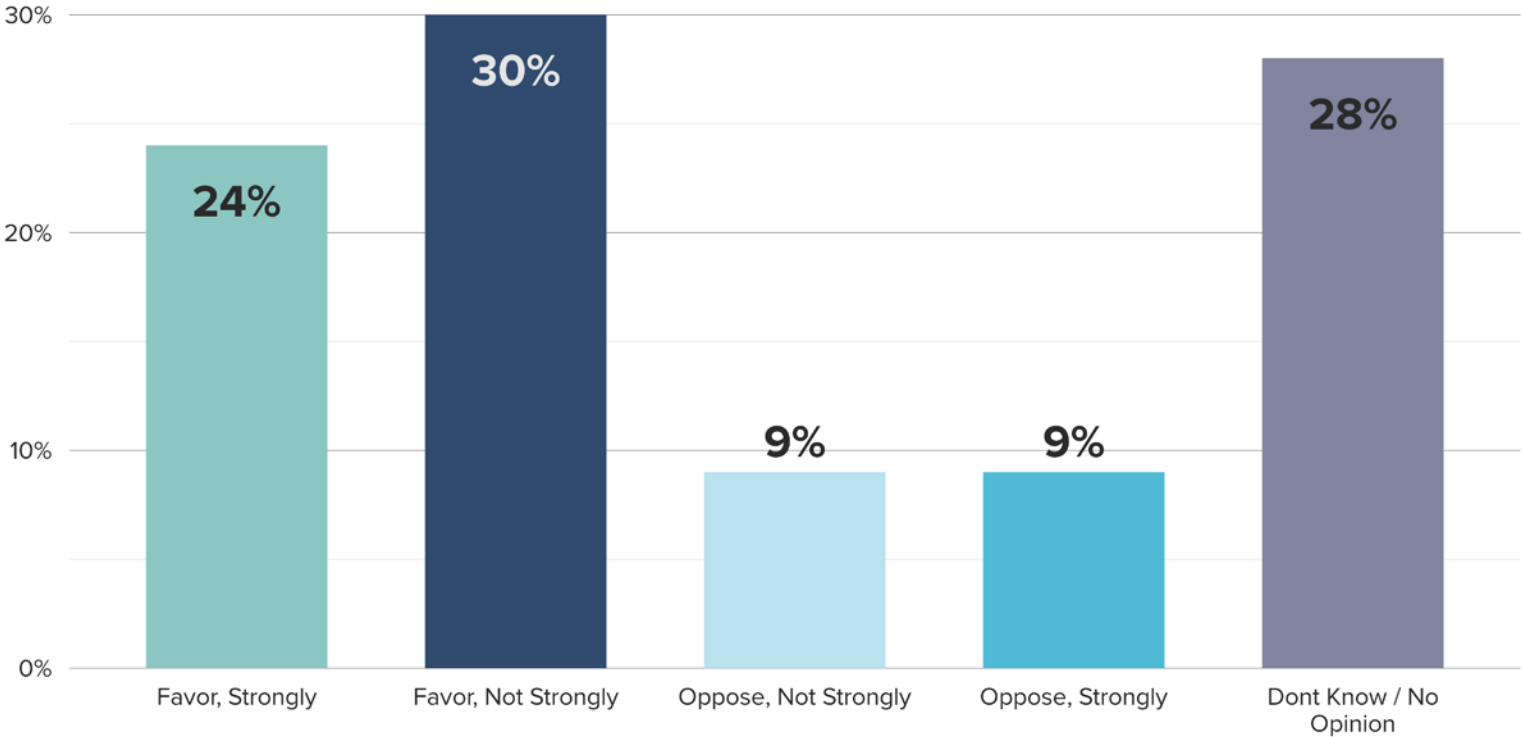


**MORNING CONSULT**

Chicago Bears Fans Polling Presentation - January 05, 2017

**Half (54%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



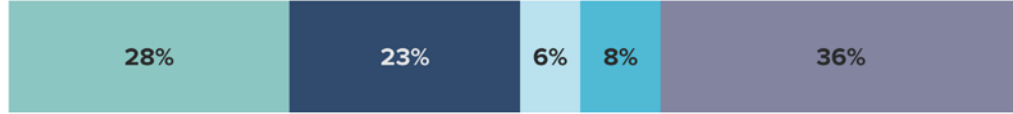
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



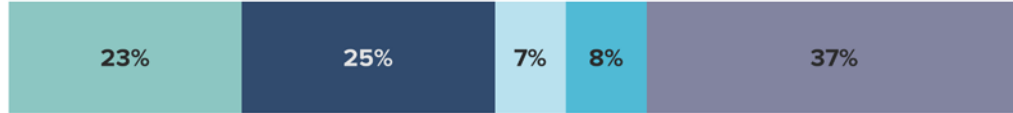
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

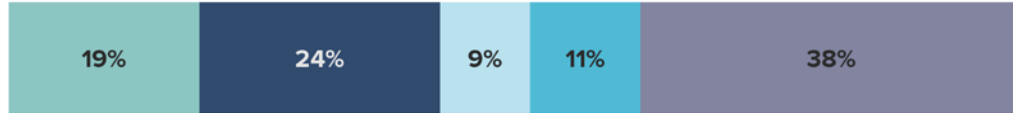
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



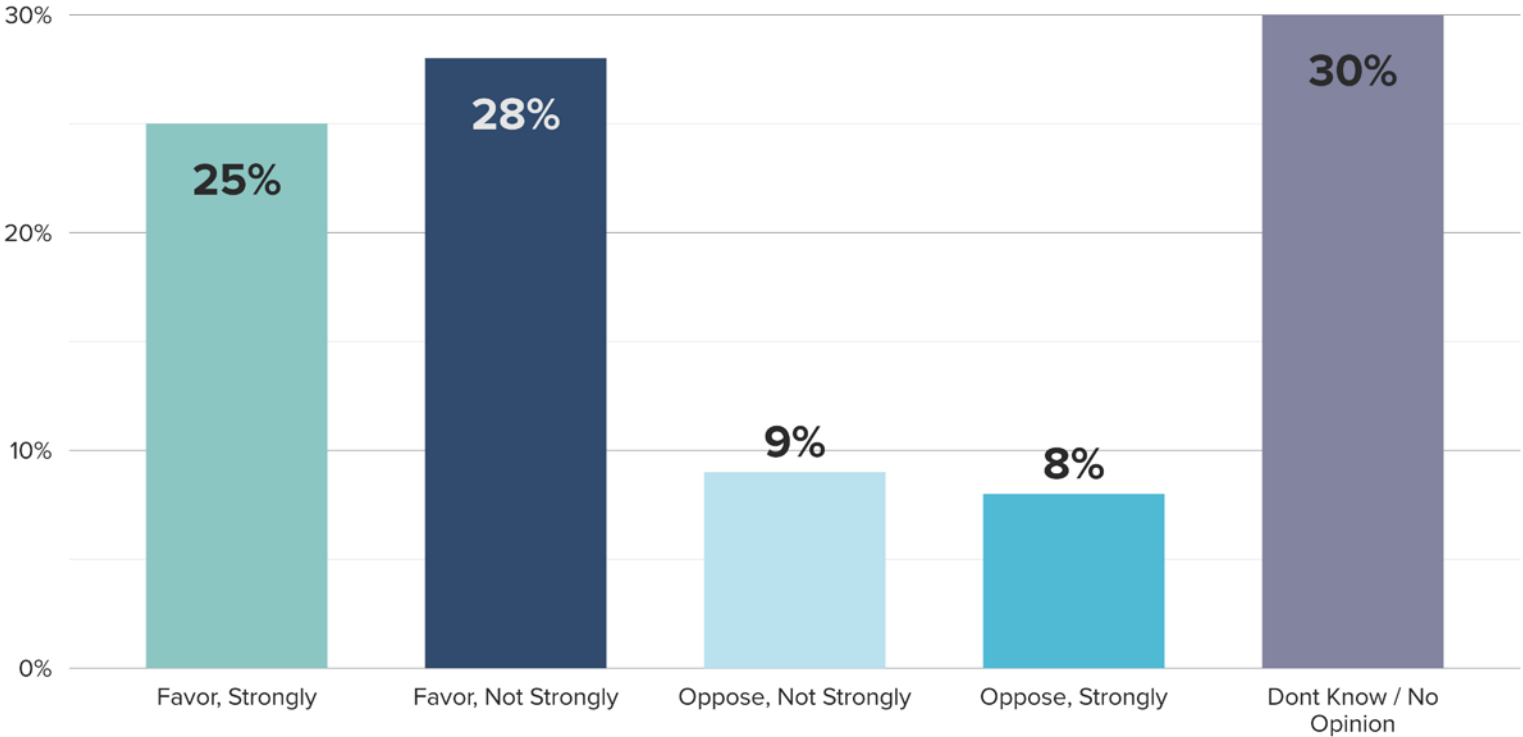


Cleveland Browns Fans Polling Presentation - January 05, 2017



**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



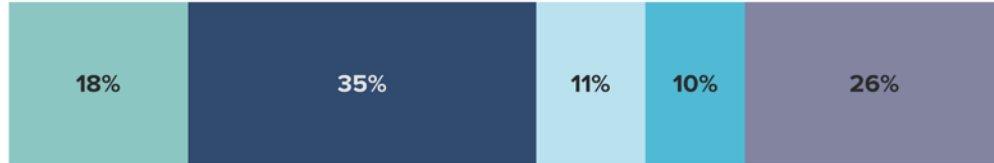
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



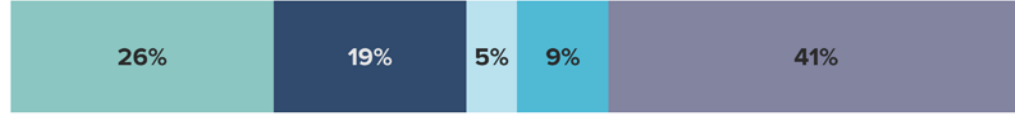
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



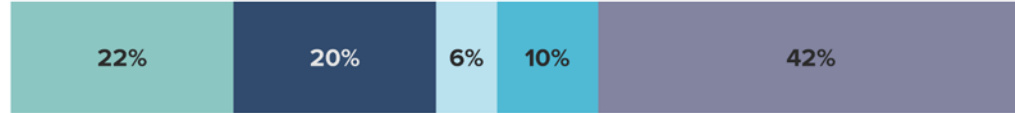
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

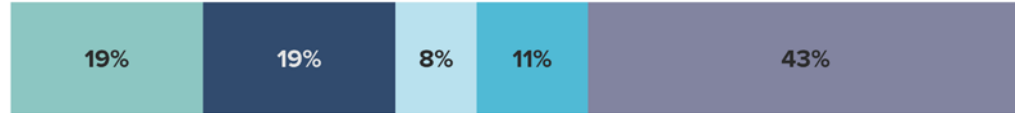
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



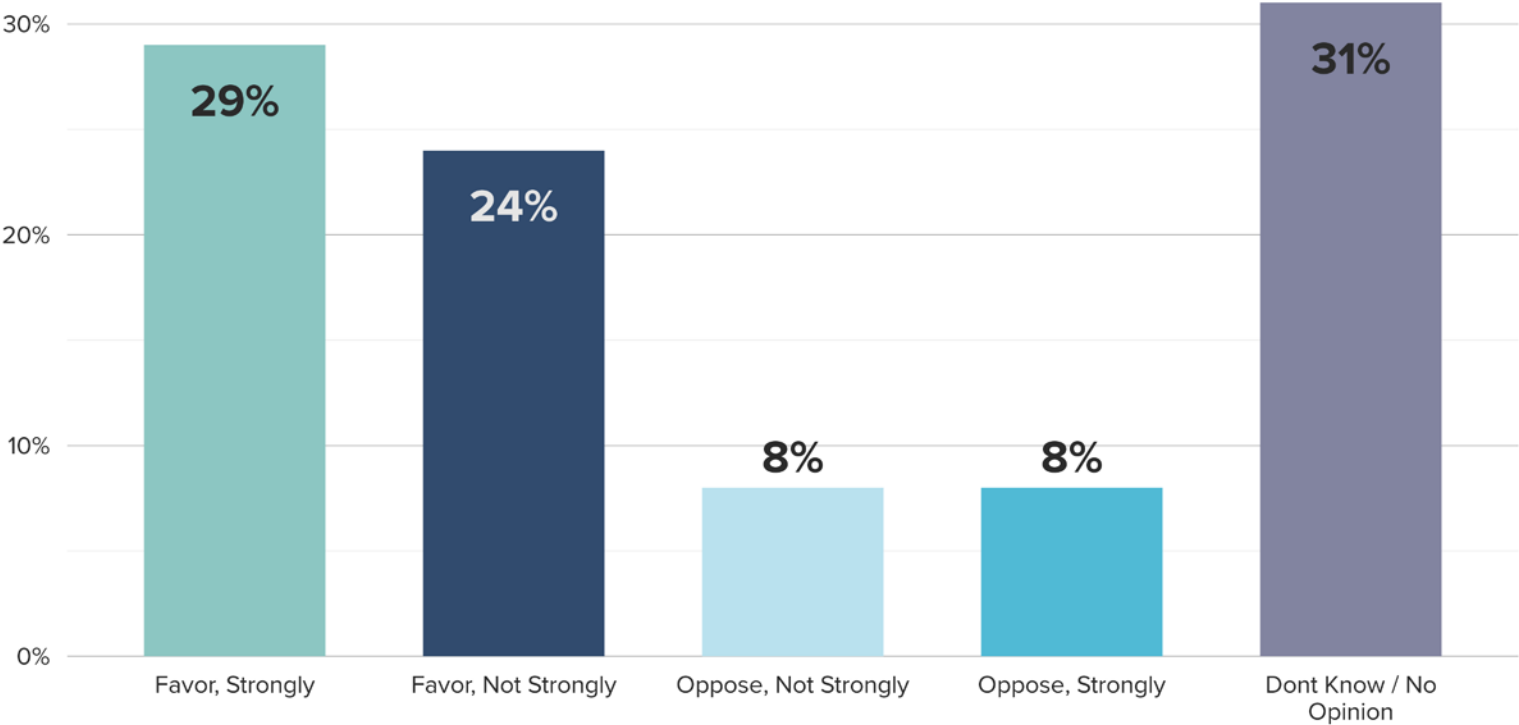


**MORNING CONSULT**

Dallas Cowboys Fans Polling Presentation - January 05, 2017

**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



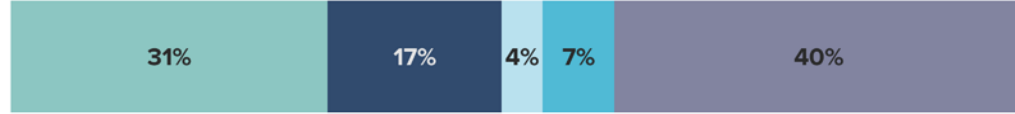
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



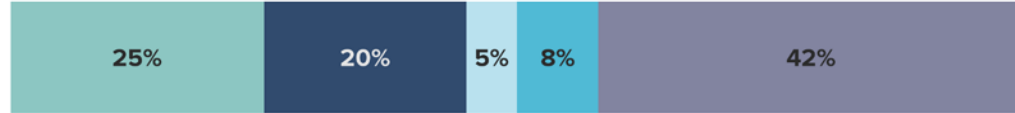
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

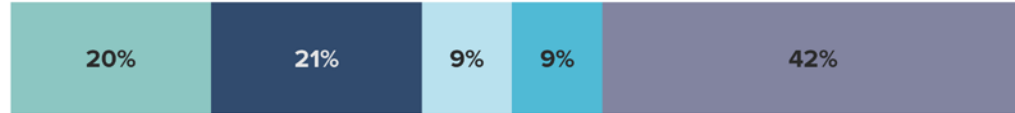
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





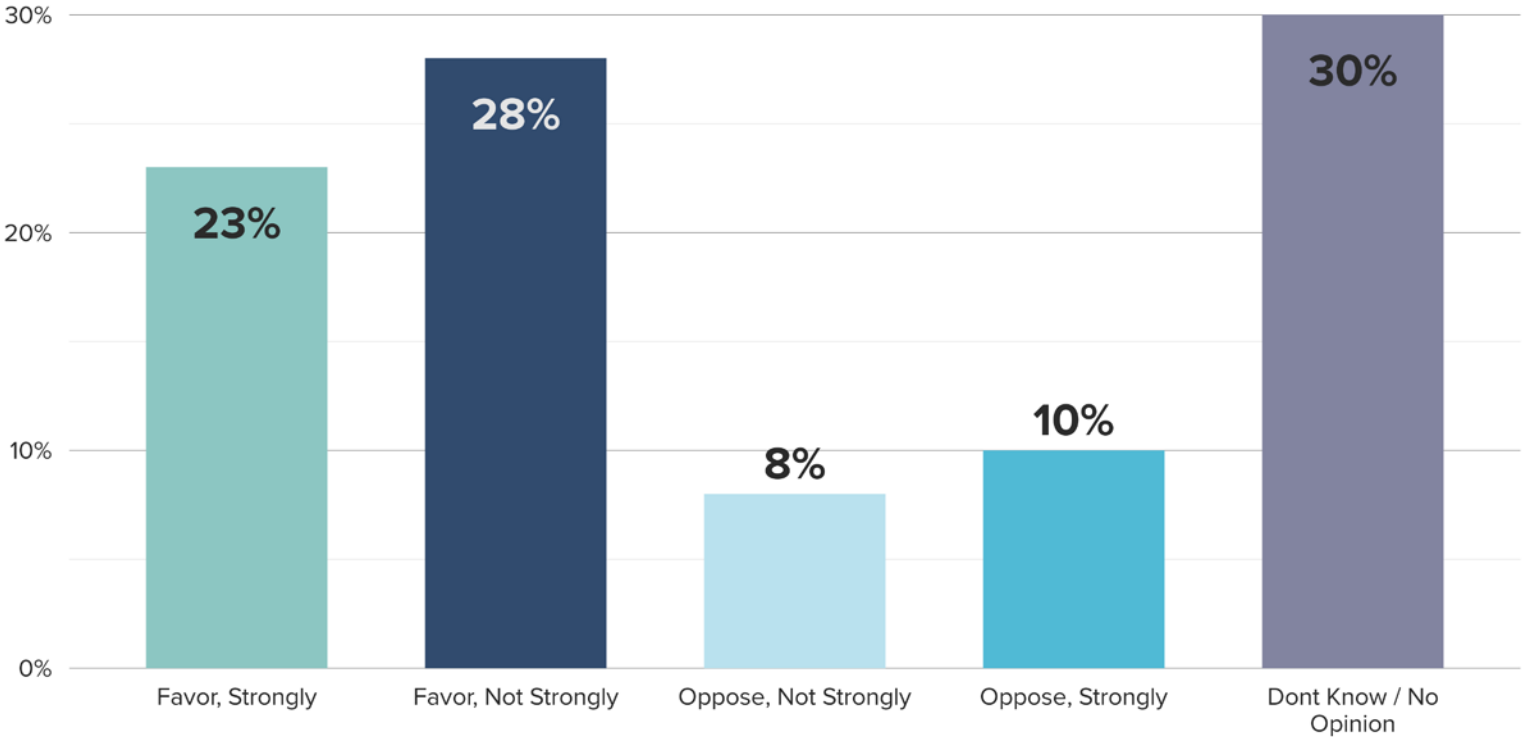
**MORNING CONSULT**

Denver Broncos Fans Polling Presentation - January 05, 2017



**Half (51%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



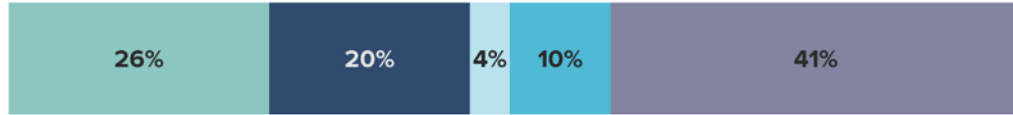
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



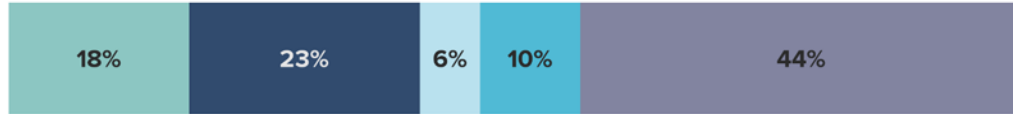
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

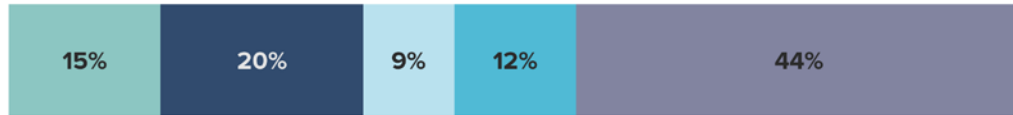
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



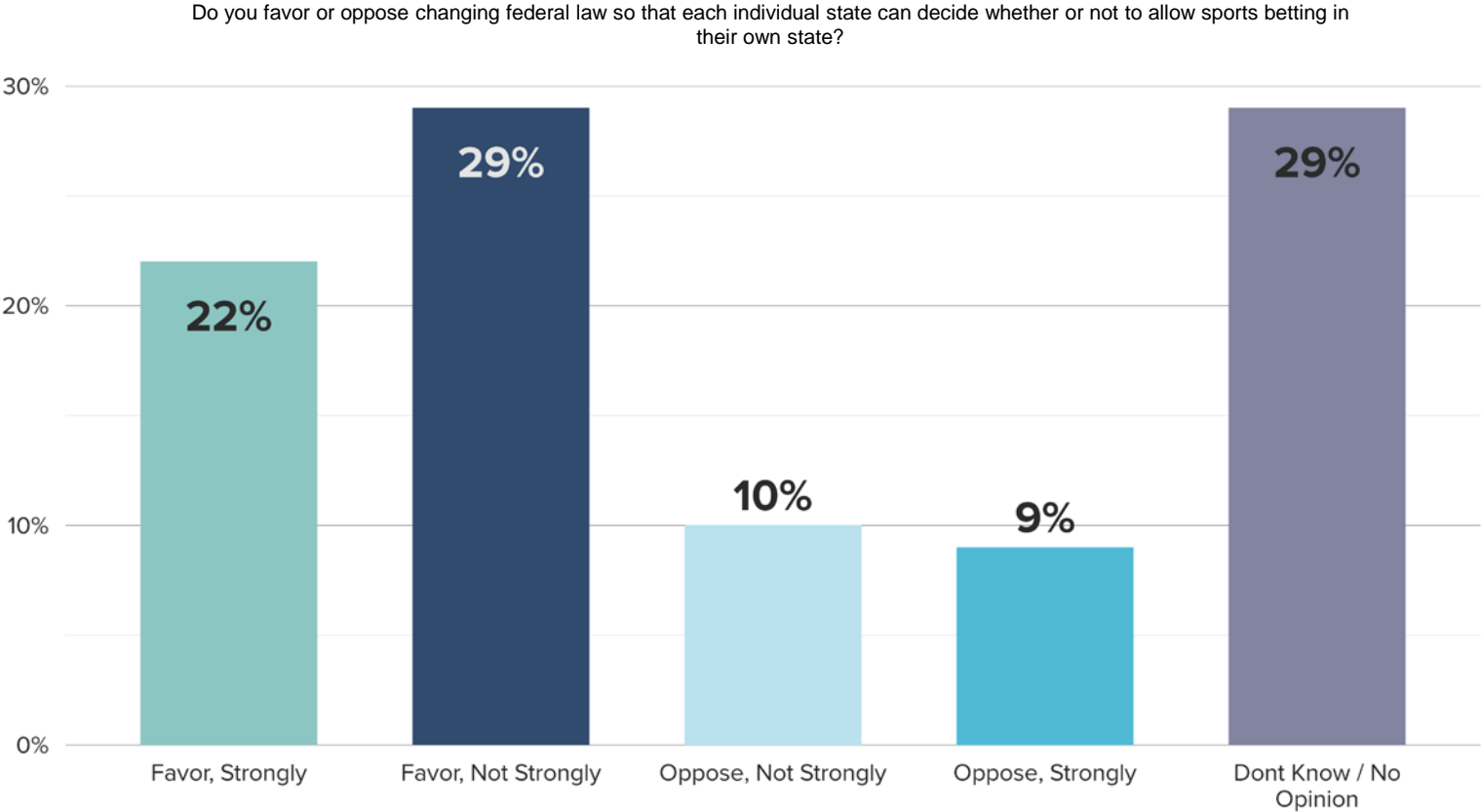
When I bet on a game, watching that game is more fun and enjoyable.





Detroit Lions Fans Polling Presentation - January 05, 2017

**Half (51%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



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.

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



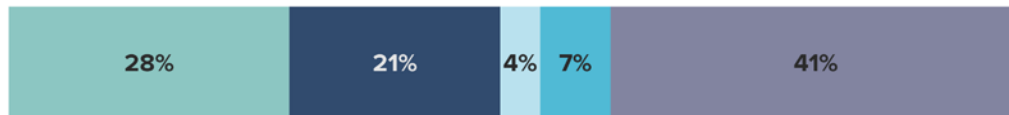
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



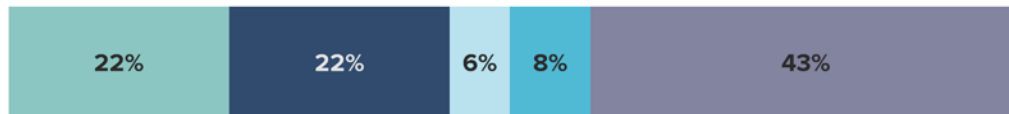
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

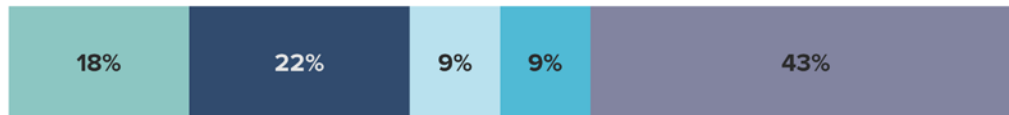
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



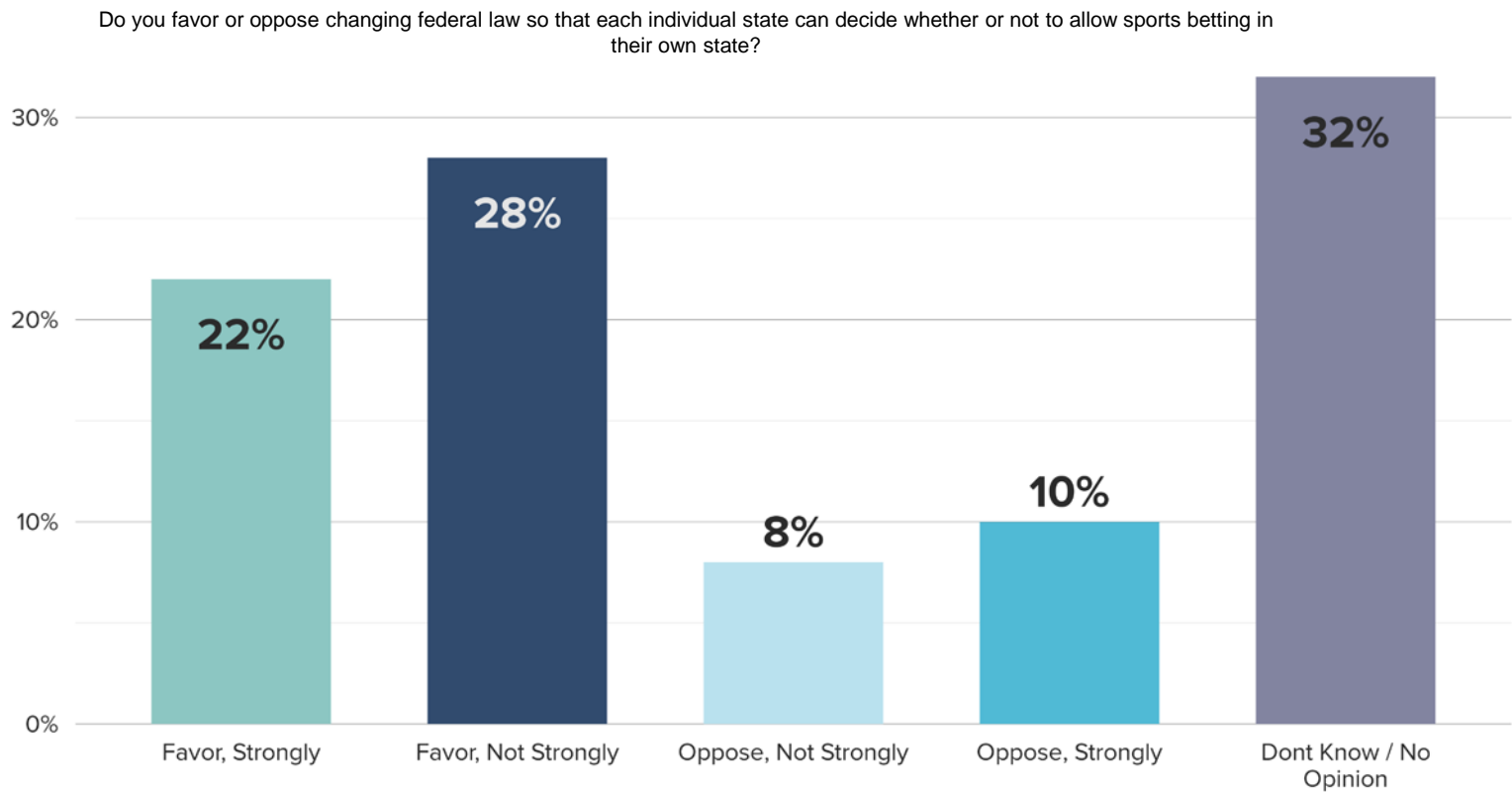


**MORNING CONSULT**

Green Bay Packers Fans Polling Presentation - January 05, 2017



**Half (50%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



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.

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



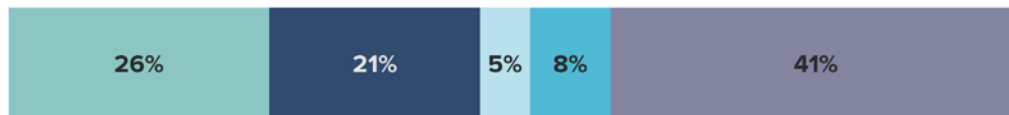
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



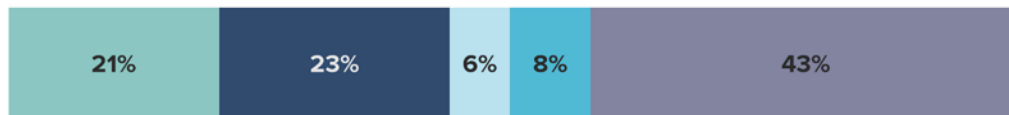
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

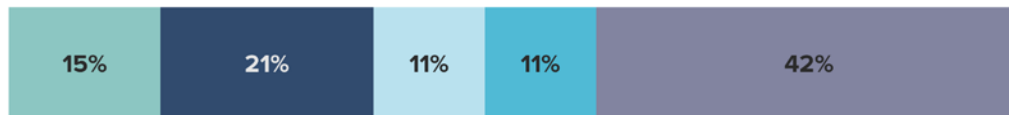
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



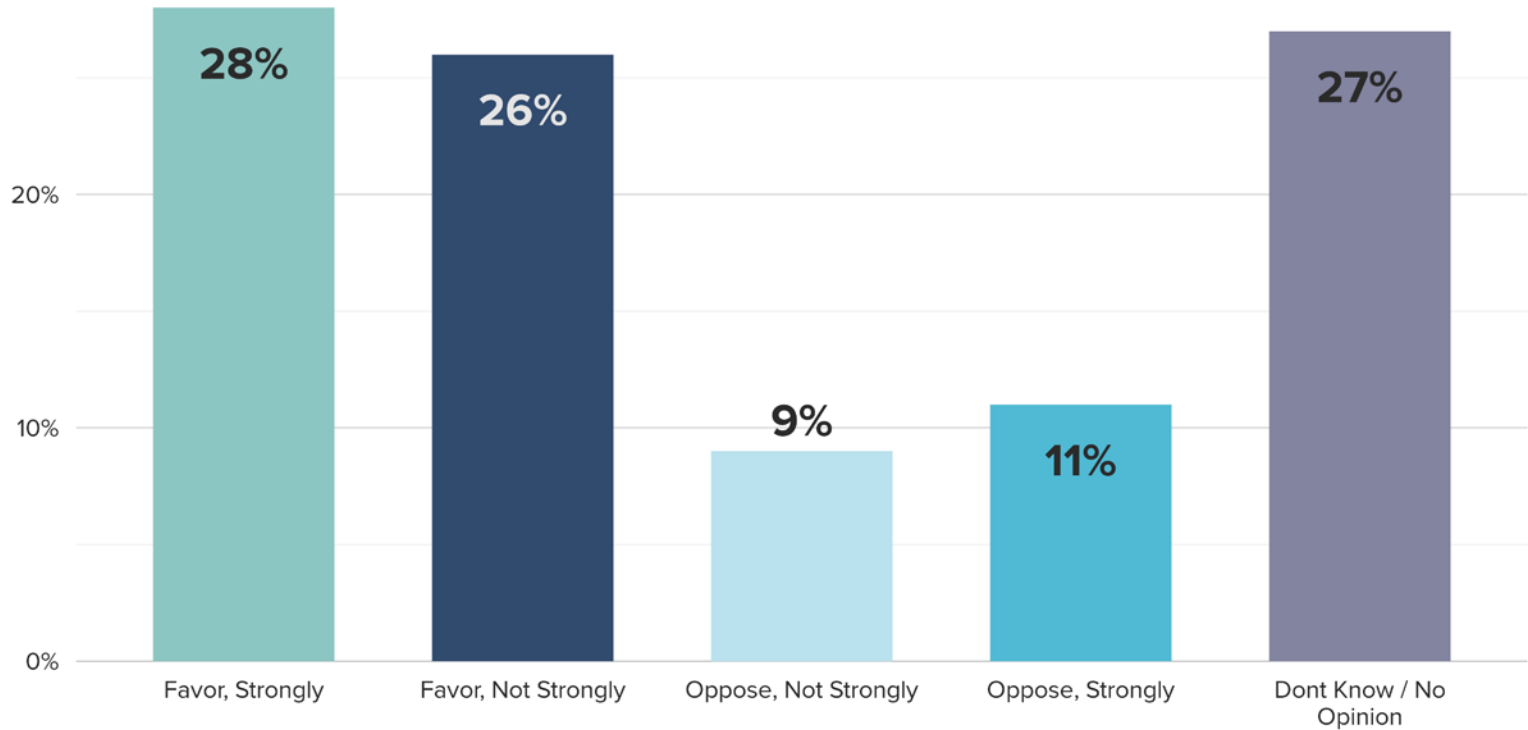


**MORNING CONSULT**

Houston Texans Fans Polling Presentation - January 05, 2017

**Half (54%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

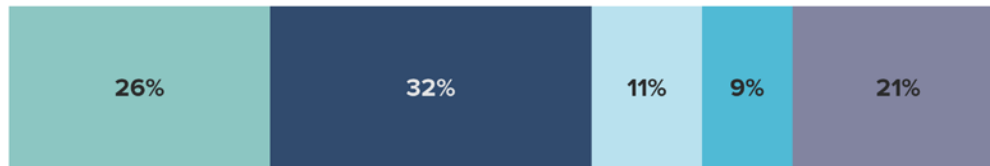
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



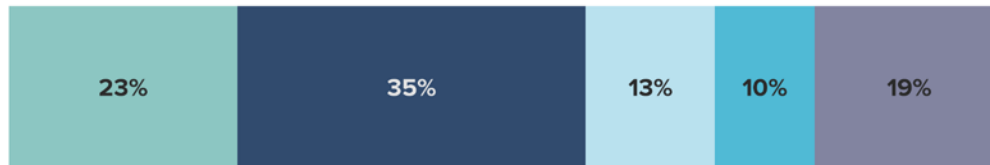
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies.

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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



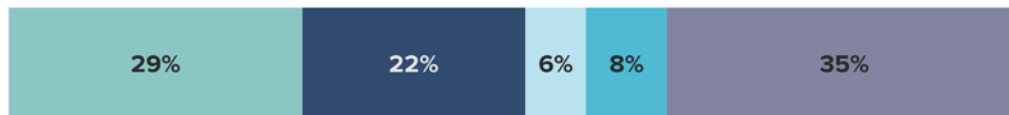
The billions of dollars bet illegally will now be regulated and taxed, allowing revenue from sports betting to fund such things as education and public safety programs.



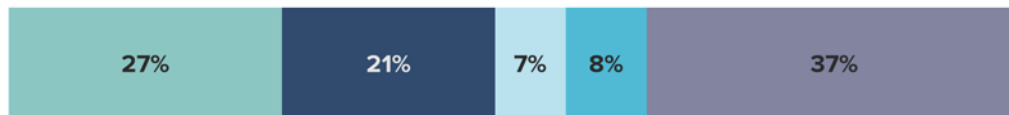
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

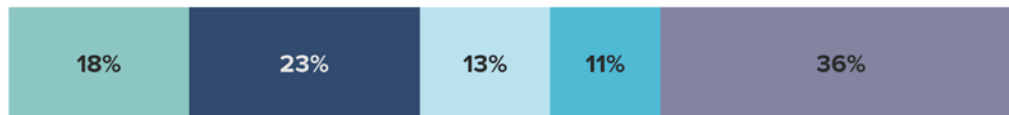
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



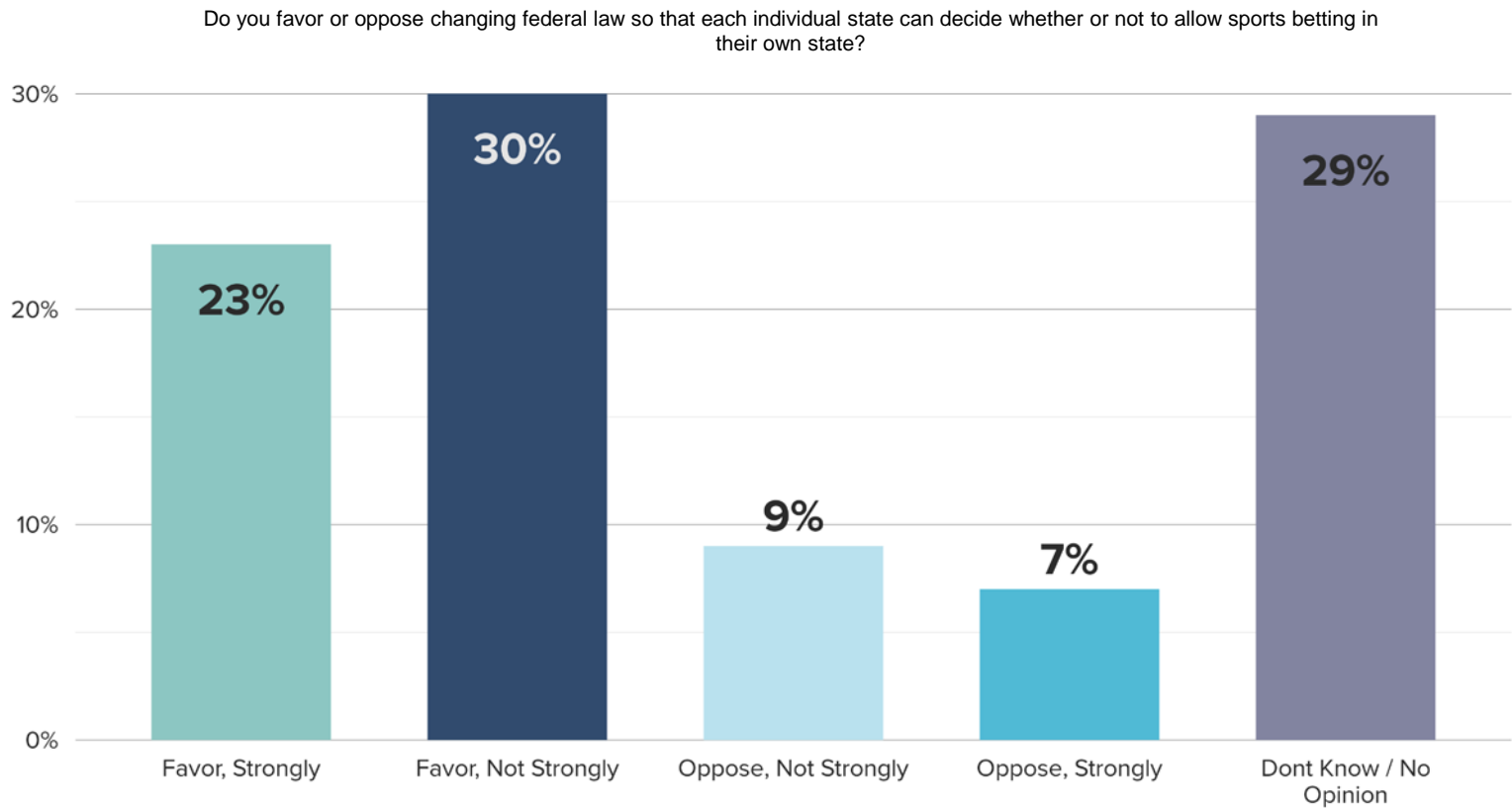


**MORNING CONSULT**

Indianapolis Colts Fans Polling Presentation - January 05, 2017



**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



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.

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



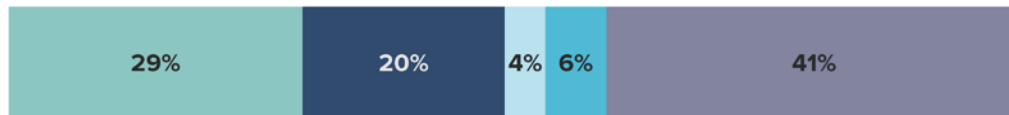
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



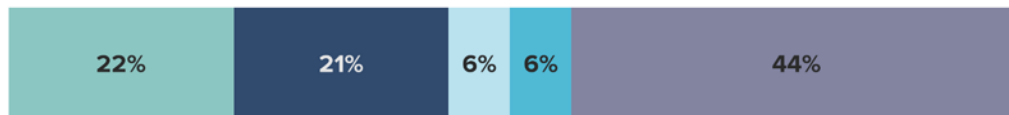
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

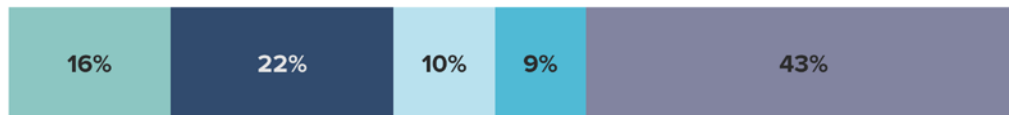
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



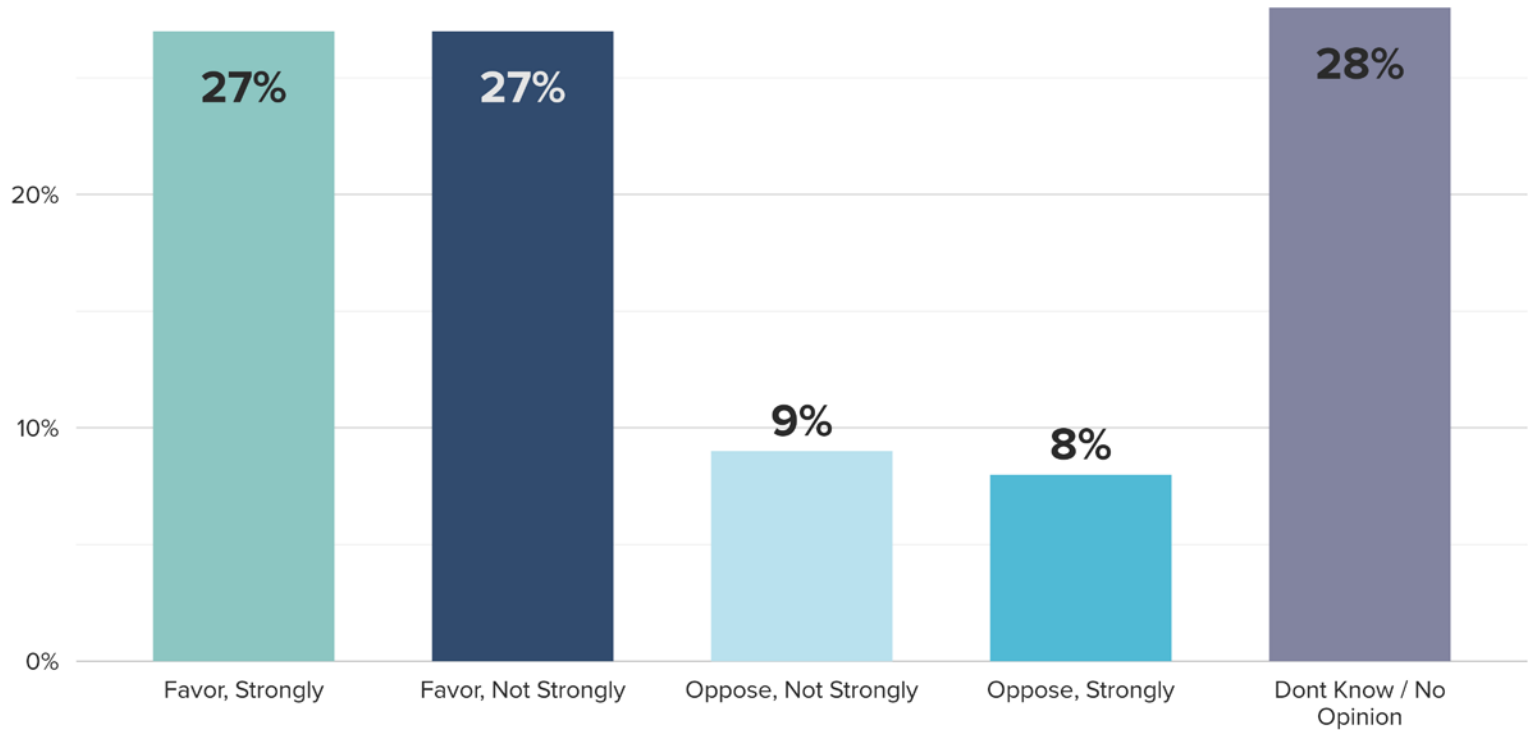


**MORNING CONSULT**

Jacksonville Jaguars Fans Polling Presentation - January 05, 2017

**Half (54%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



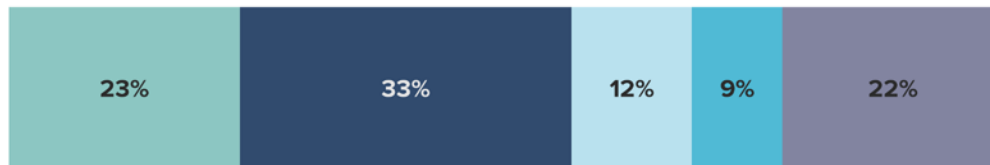
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies.

● Very Likely ● Somewhat Likely ● Not Too Likely ● Not at All Likely ● Dont Know / No Opinion

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.



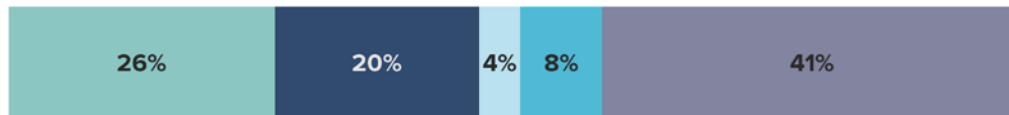
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



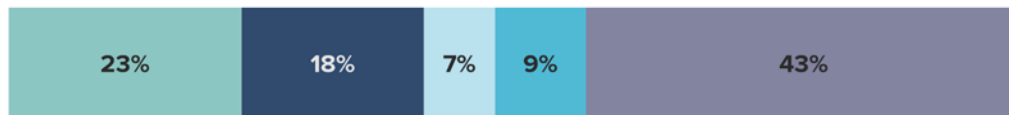
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

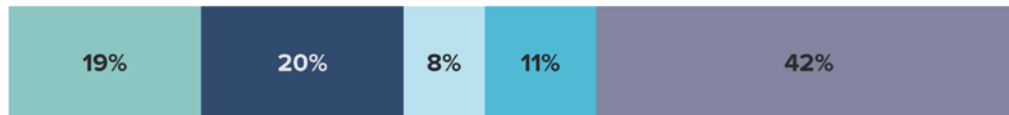
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



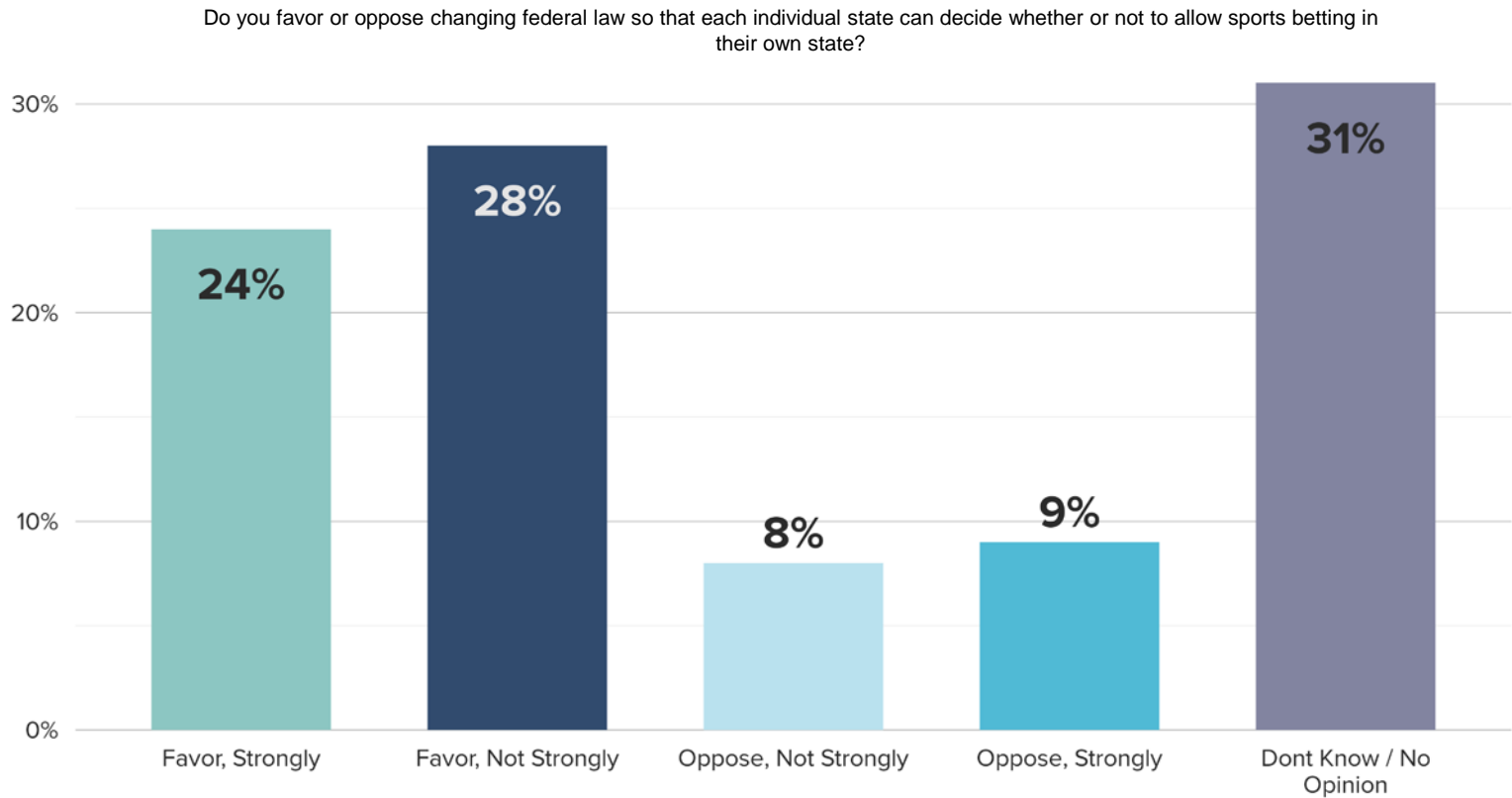


**MORNING CONSULT**

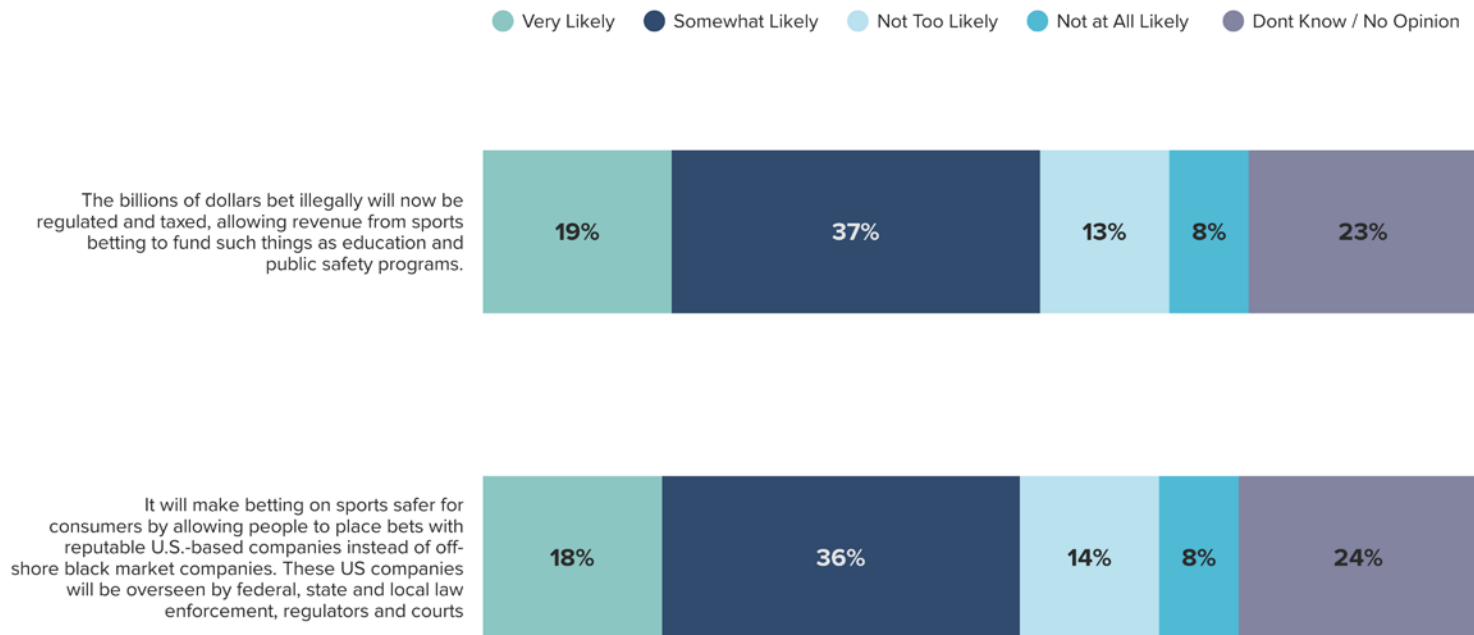
Kansas City Chiefs Fans Polling Presentation - January 05, 2017



**Half (52%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



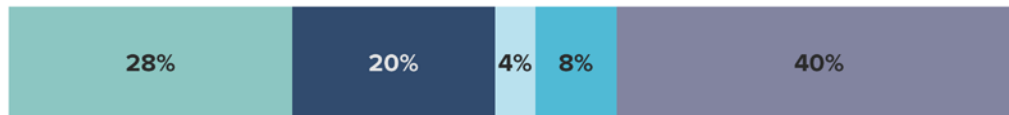
## It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies.



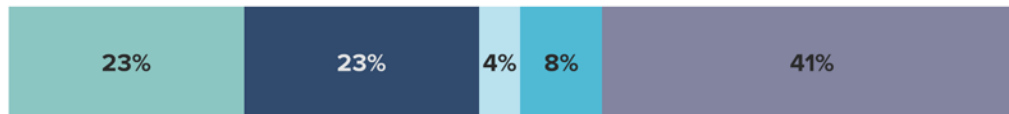
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

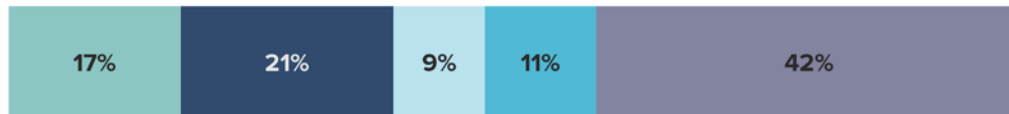
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



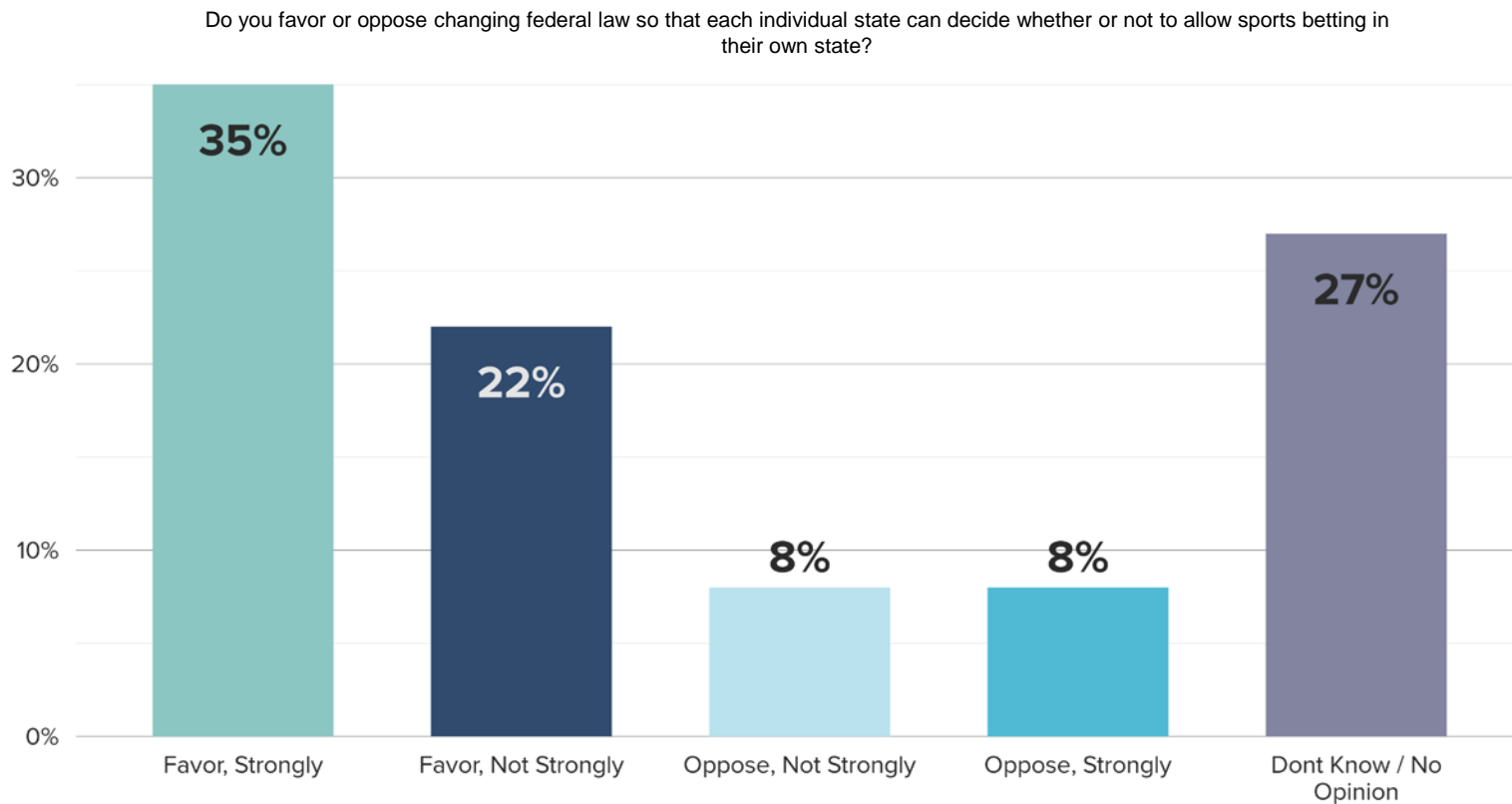
When I bet on a game, watching that game is more fun and enjoyable.





Los Angeles Rams Fans Polling Presentation - January 05, 2017

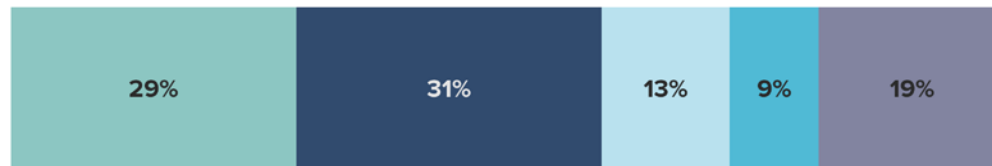
**Six in 10 (57%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



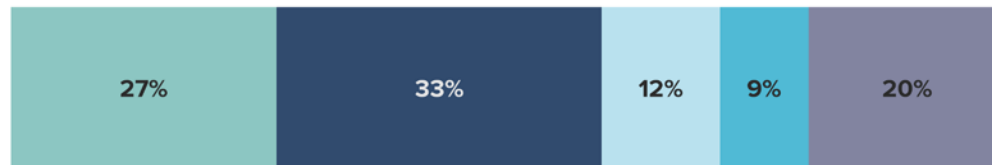
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies.

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

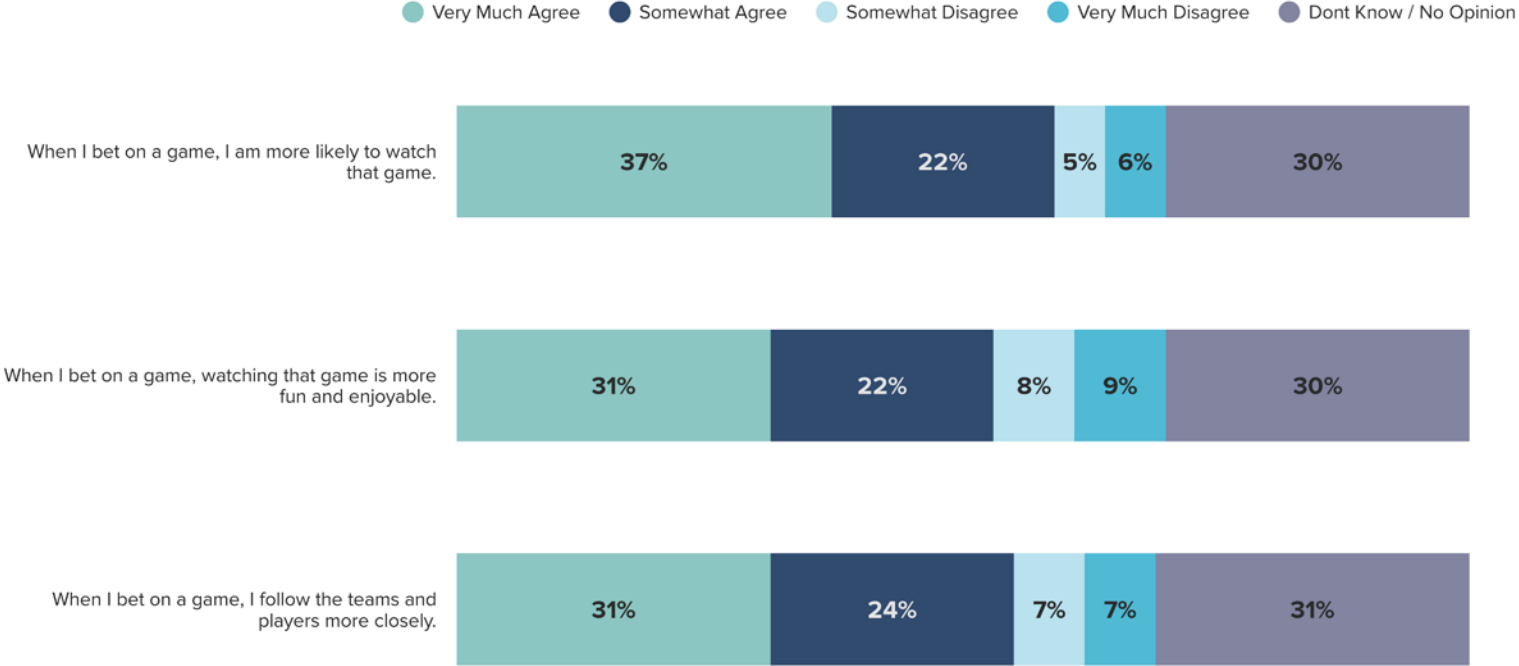
The billions of dollars bet illegally will now be regulated and taxed, allowing revenue from sports betting to fund such things as education and public safety programs.



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



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.





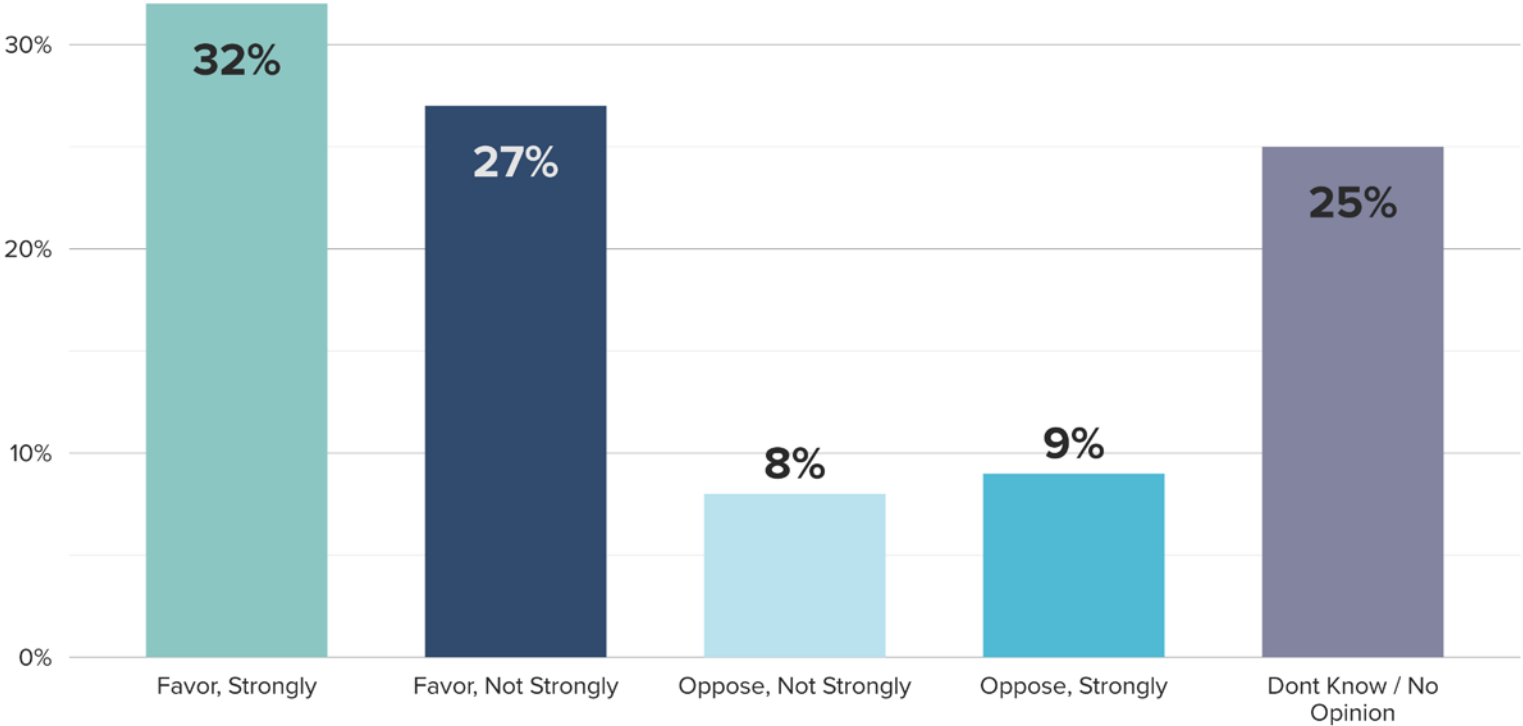
**MORNING CONSULT**

Miami Dolphins Fans Polling Presentation - January 05, 2017

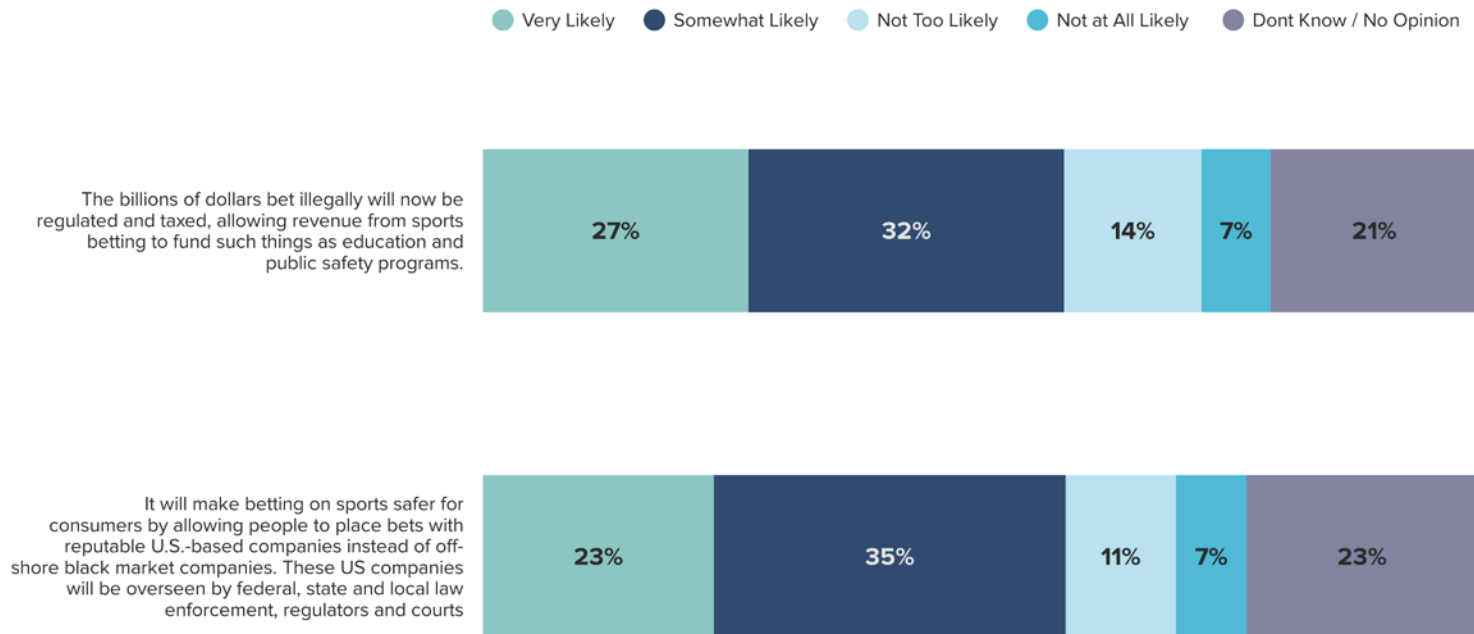


**Six in 10 (59%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



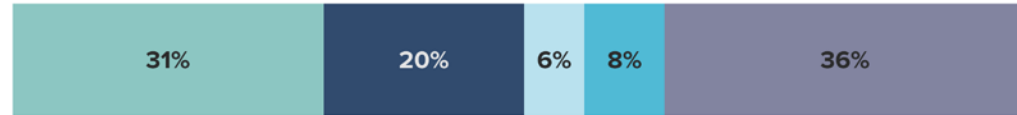
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies.



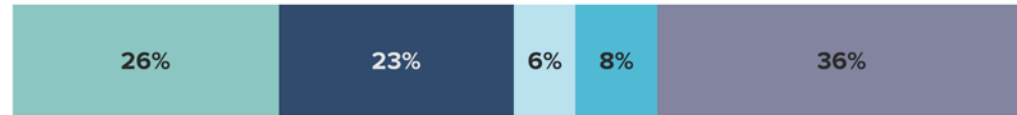
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it.

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

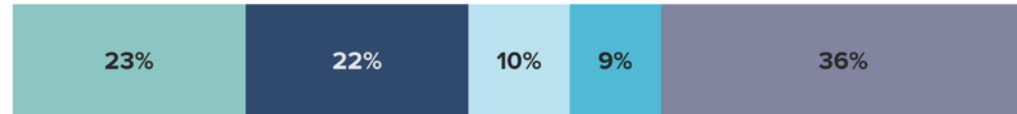
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



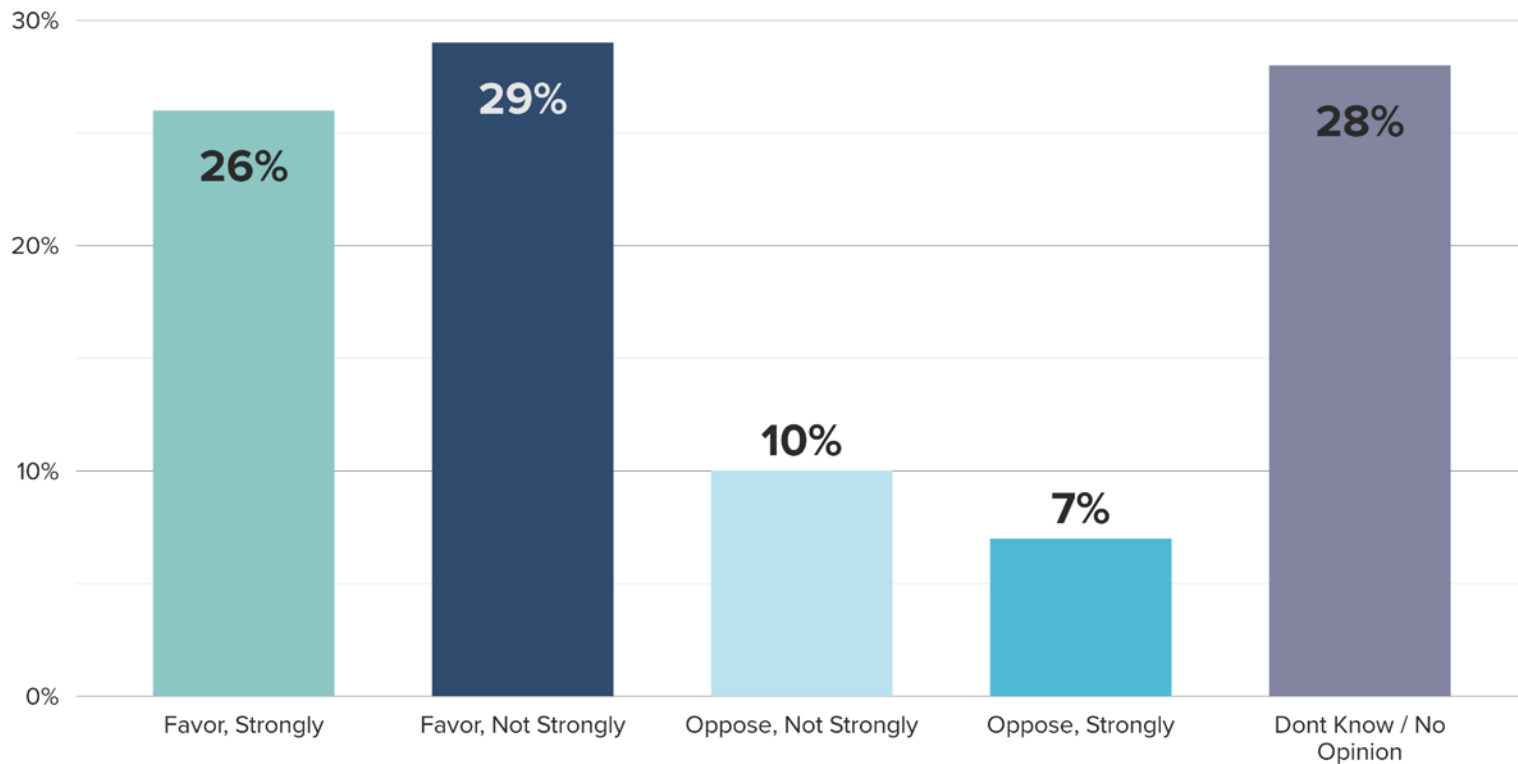


# MORNING CONSULT

Minnesota Vikings Fans Polling Presentation - January 05, 2017

## Six in 10 (55%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

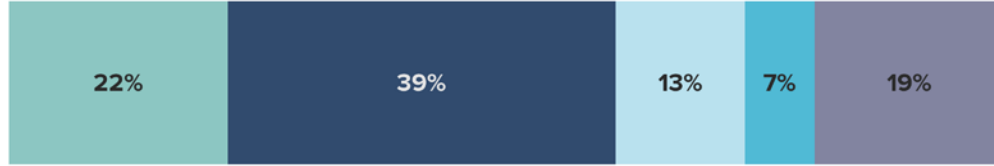
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



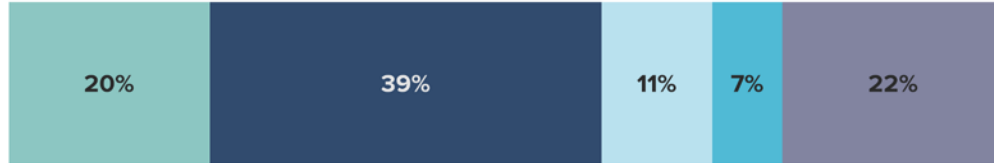
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



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



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

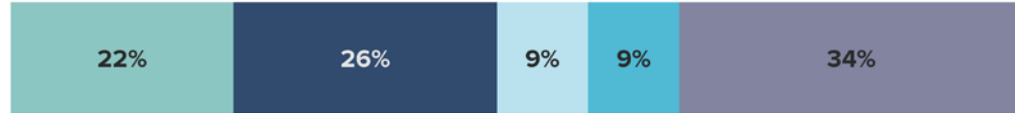
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



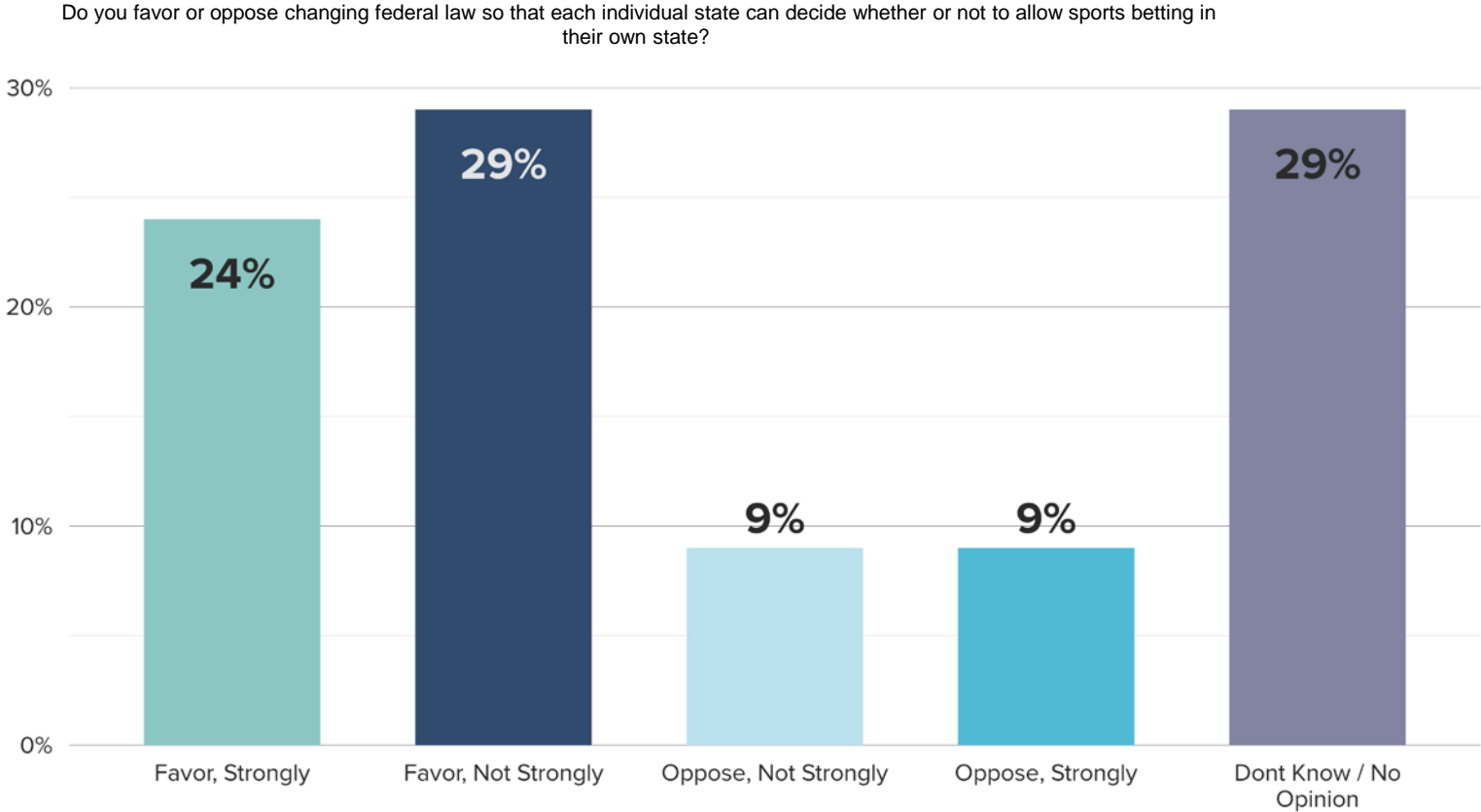


**MORNING CONSULT**

New England Patriots Fans Polling Presentation - January 05, 2017



**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



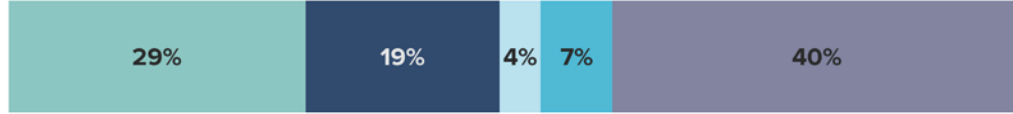
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



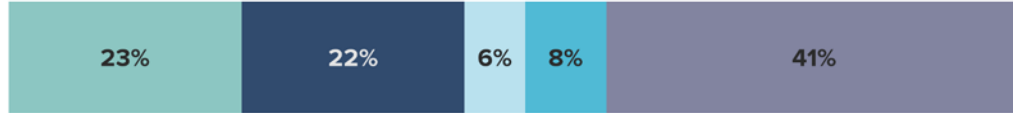
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

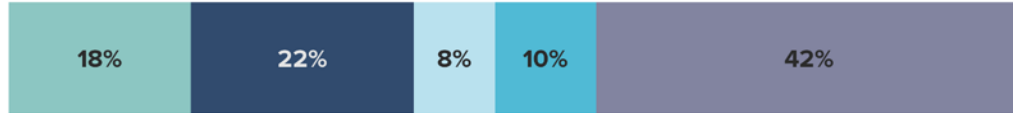
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



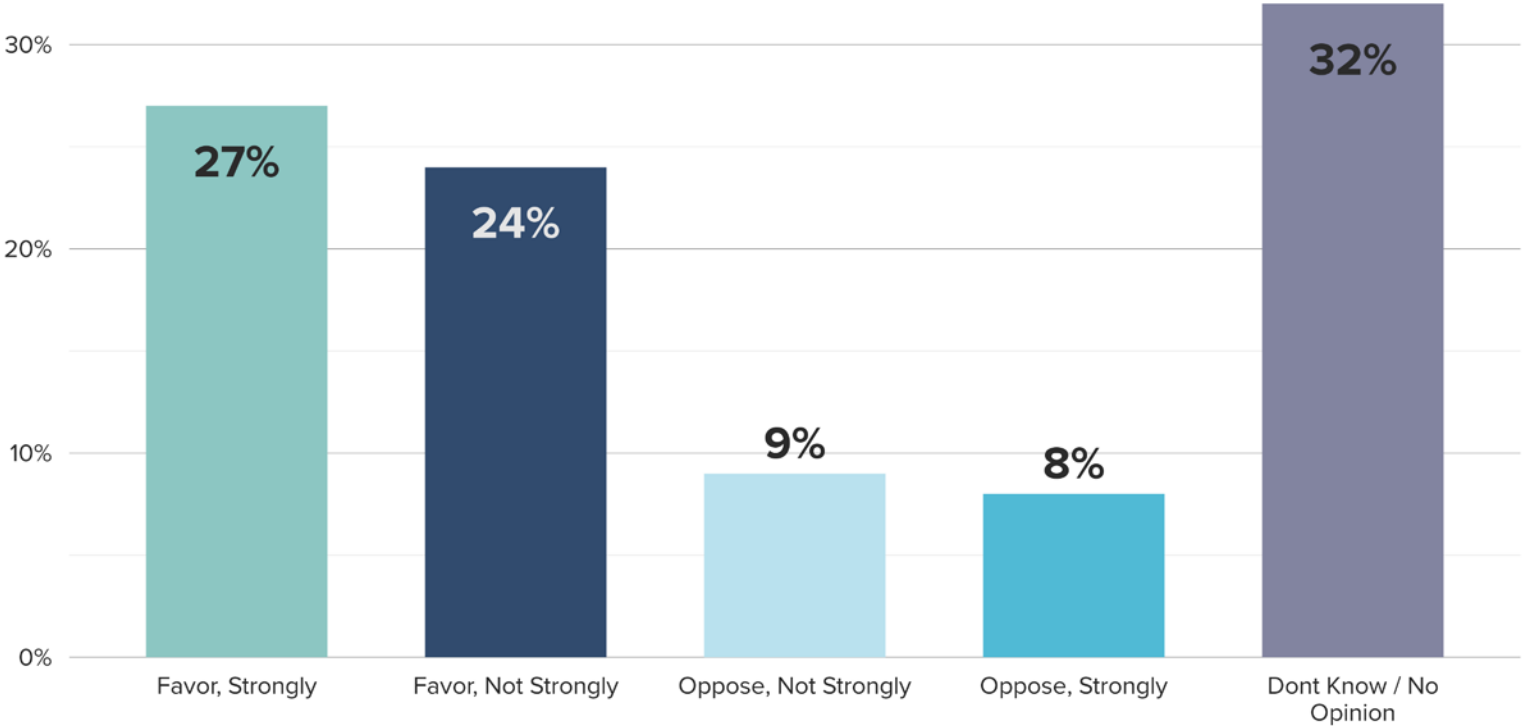


**MORNING CONSULT**

New Orleans Saints Fans Polling Presentation - January 05, 2017

**Half (51%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



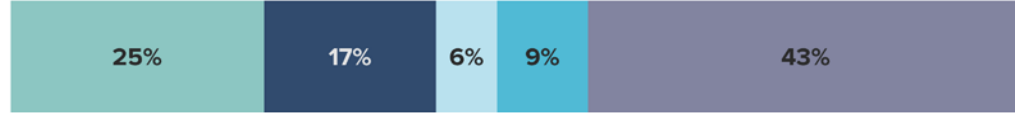
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



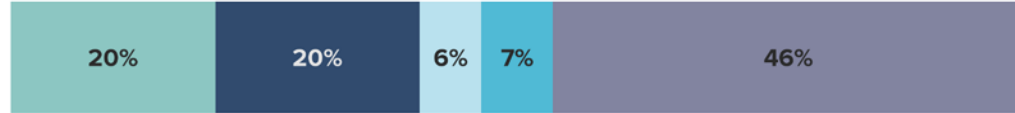
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

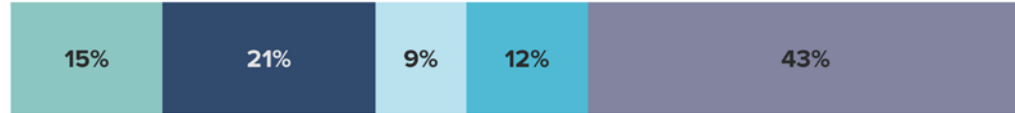
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





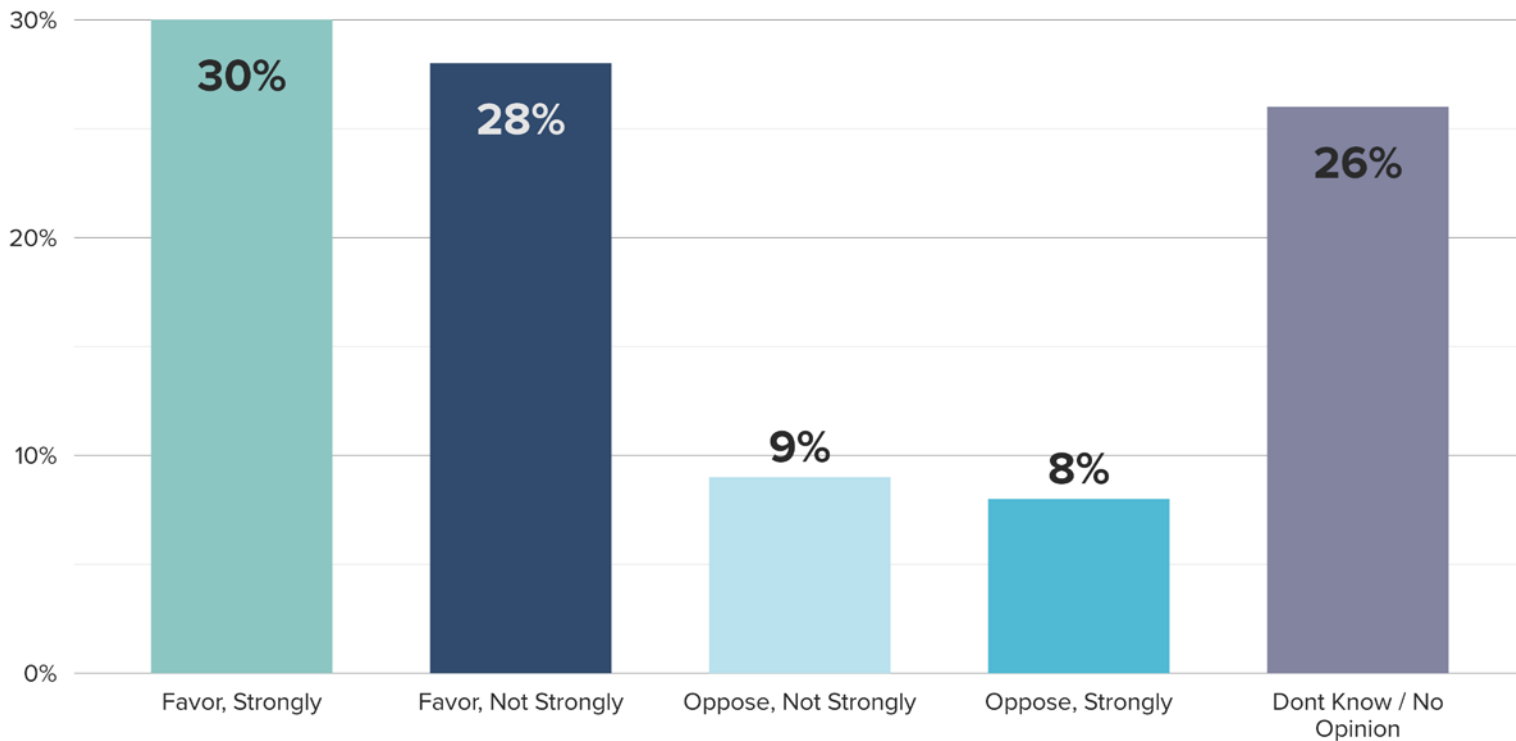
**MORNING CONSULT**

New York Giants Fans Polling Presentation - January 05, 2017



## Six in 10 (58%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

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?



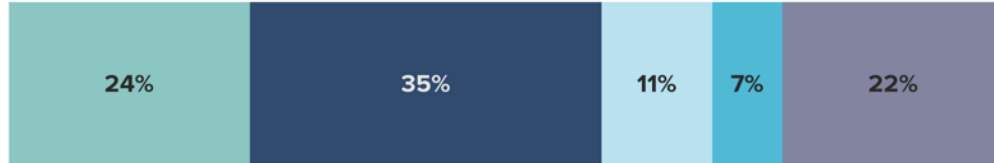
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



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



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

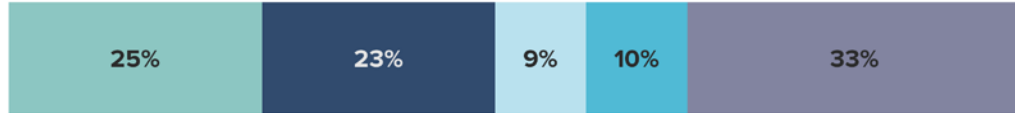
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



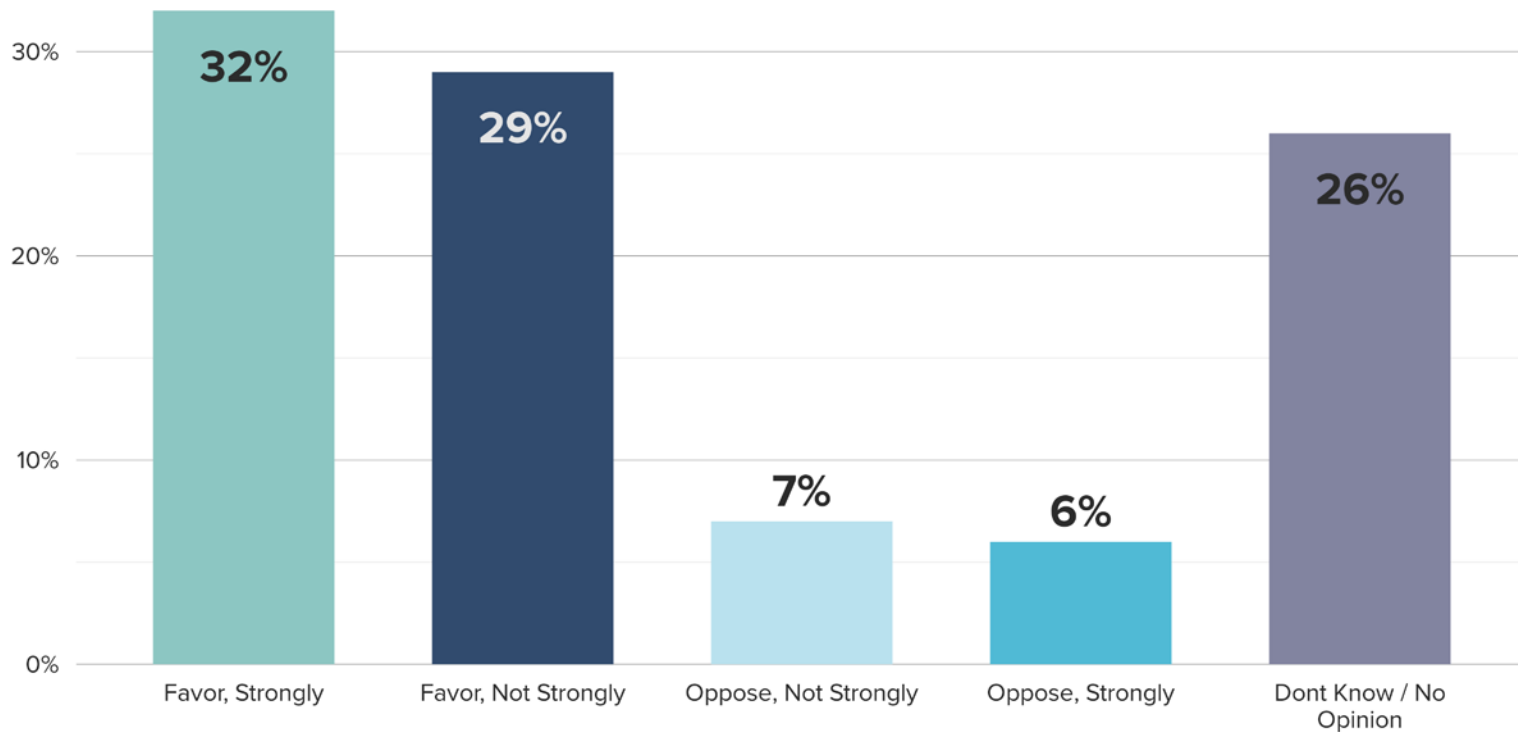


**MORNING CONSULT**

New York Jets Fans Polling Presentation - January 05, 2017

## Six in 10 (61%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

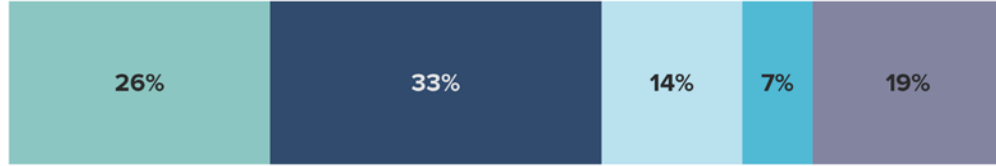
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



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

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



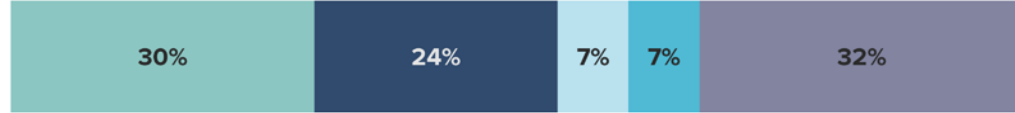
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





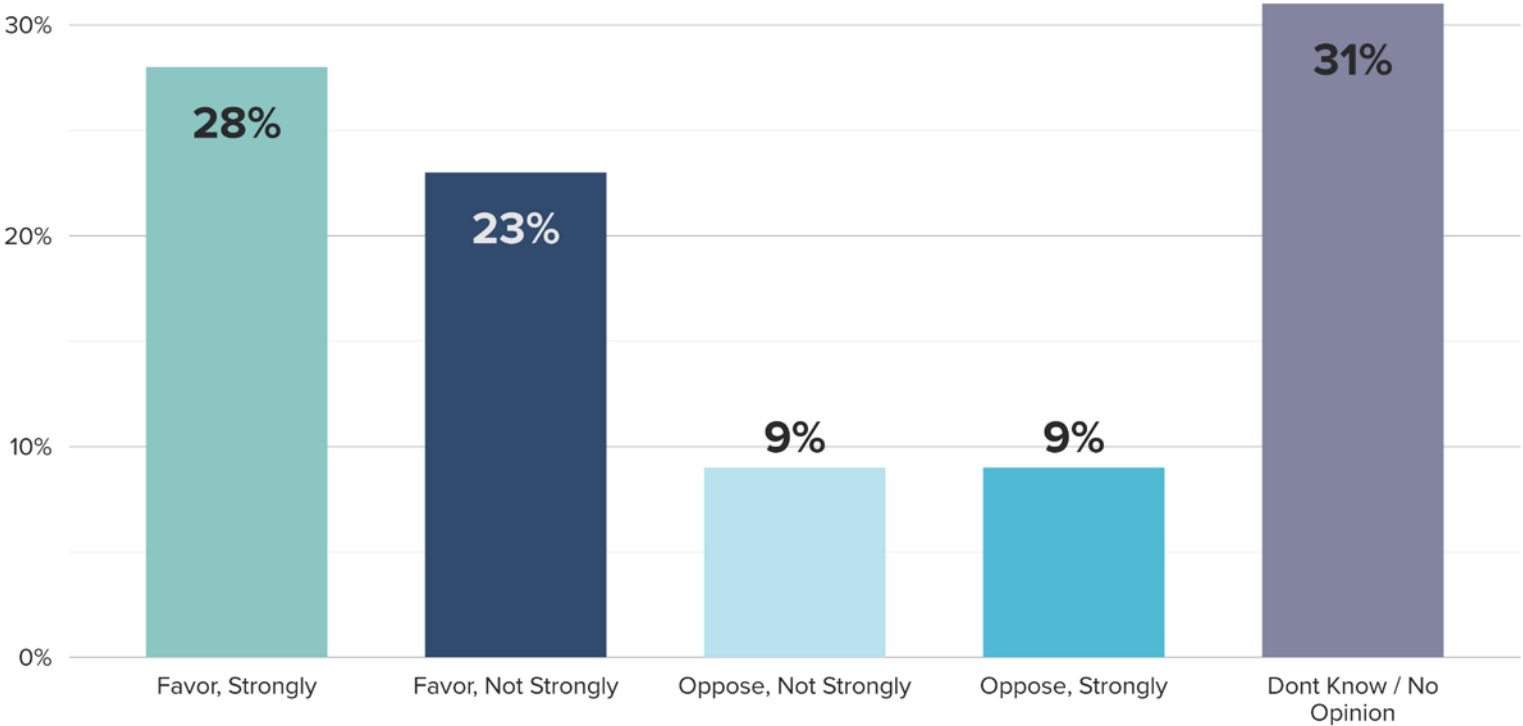
**MORNING CONSULT**

Oakland Raiders Fans Polling Presentation - January 05, 2017



**Half (51%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



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



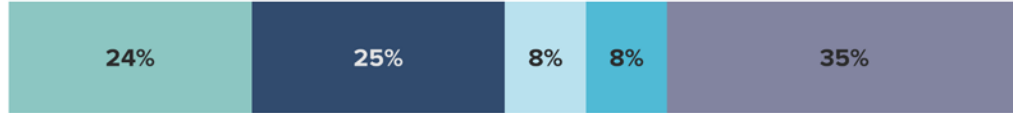
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

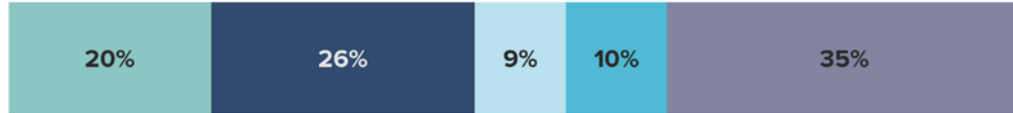
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.

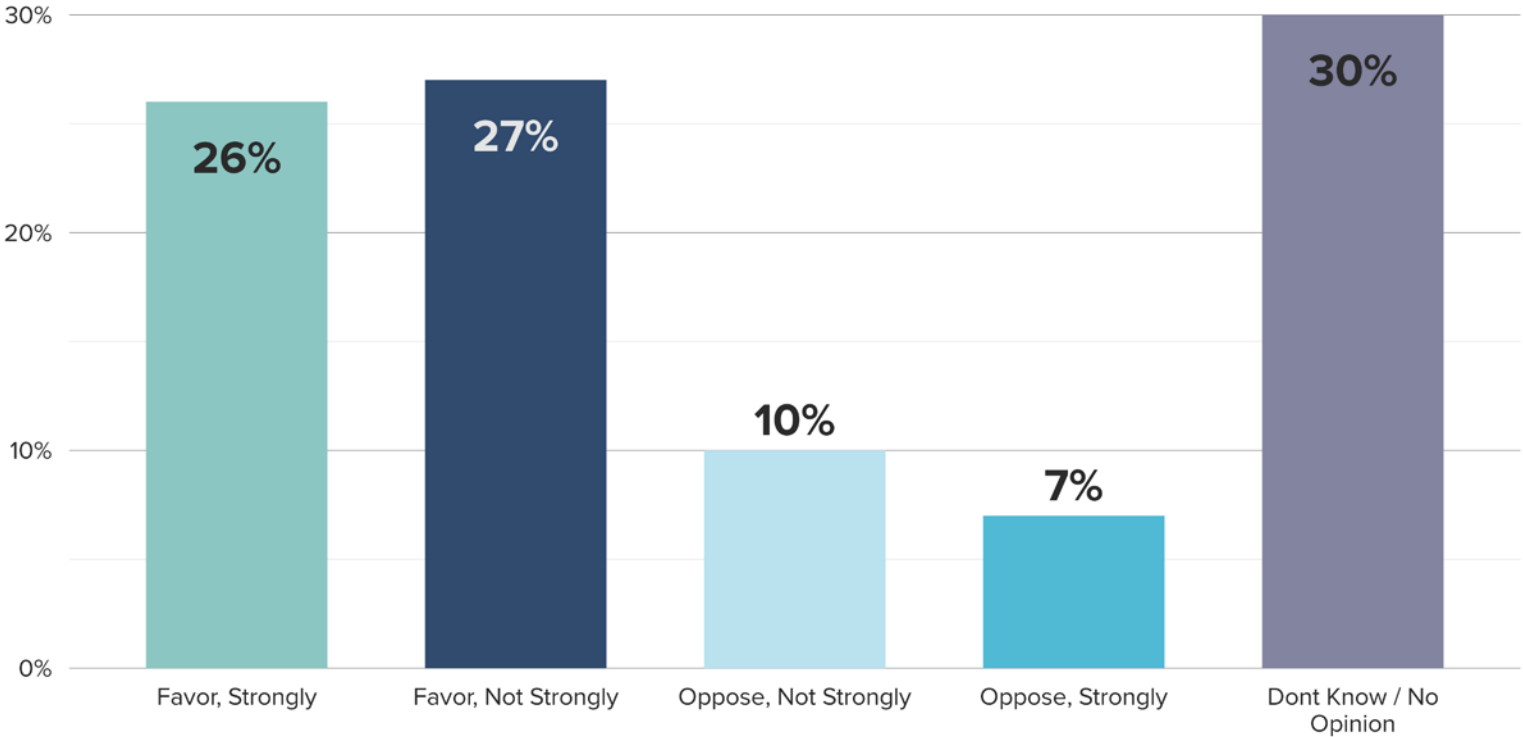




Philadelphia Eagles Fans Polling Presentation - January 05, 2017

**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

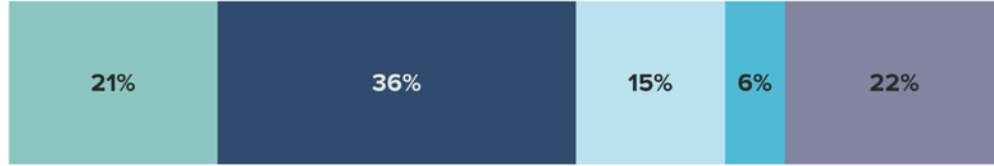
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



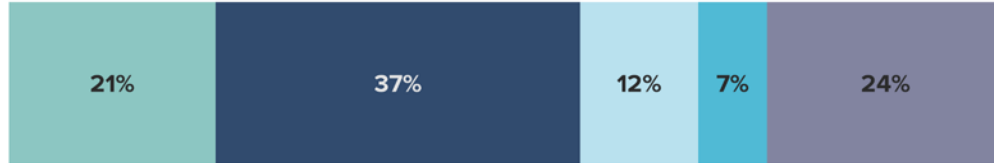
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

● Very Likely ● Somewhat Likely ● Not Too Likely ● Not at All Likely ● Dont Know / No Opinion

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.



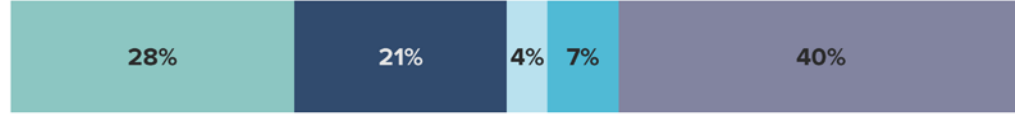
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



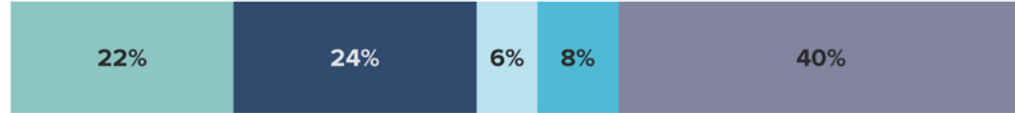
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





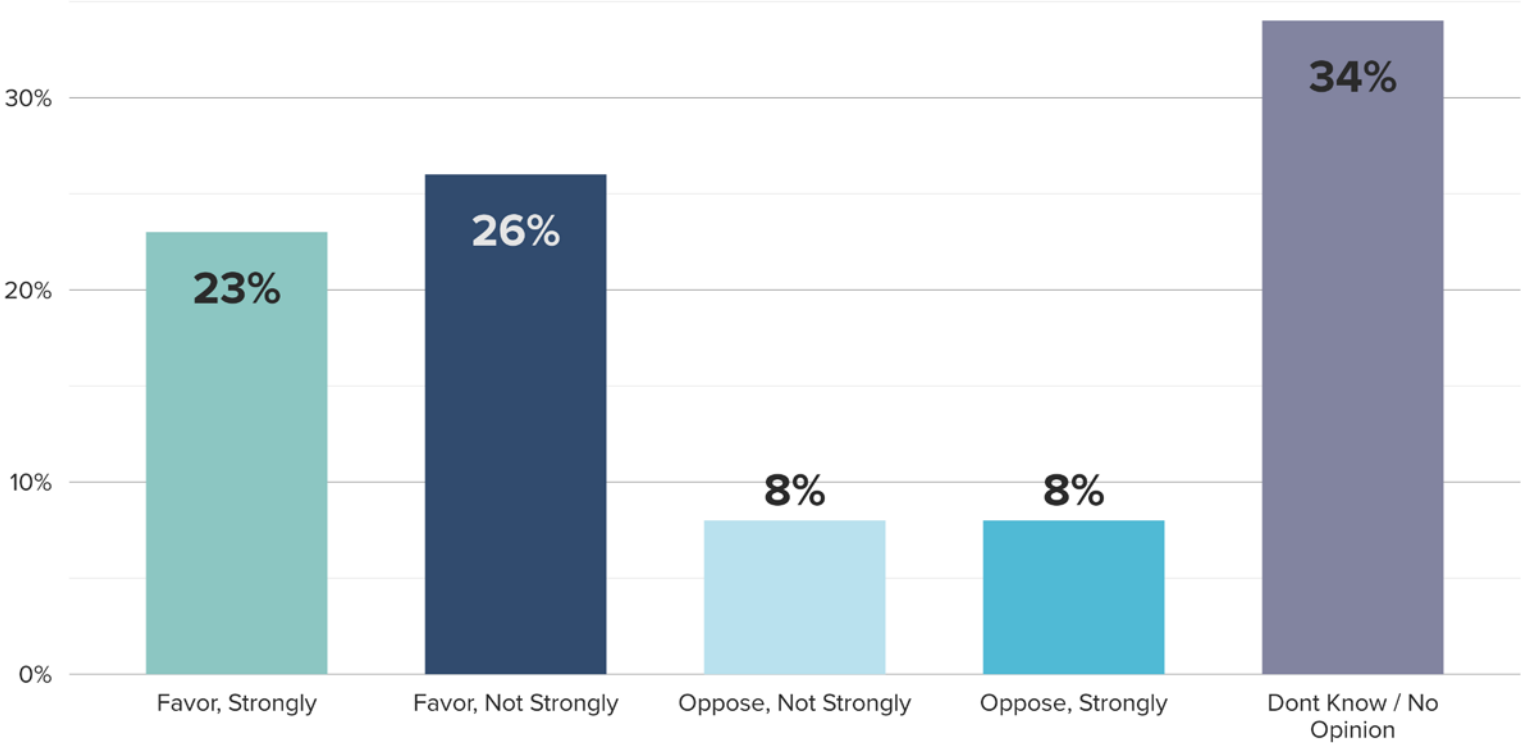
**MORNING CONSULT**

Pittsburgh Steelers Fans Polling Presentation - January 05, 2017



**Half (49%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



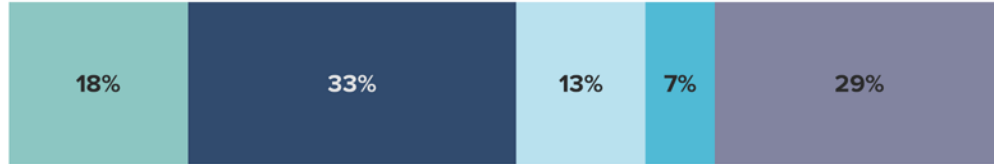
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



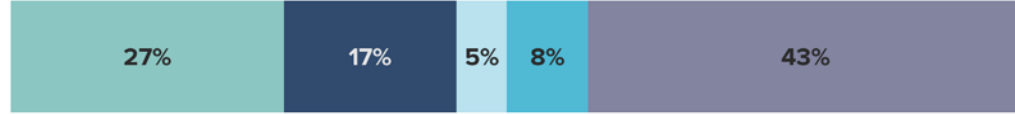
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



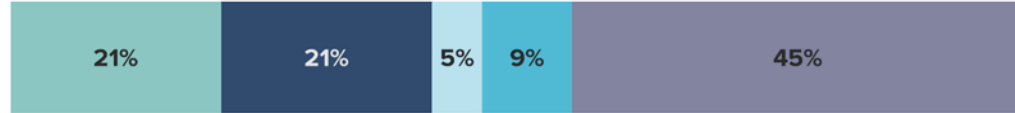
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

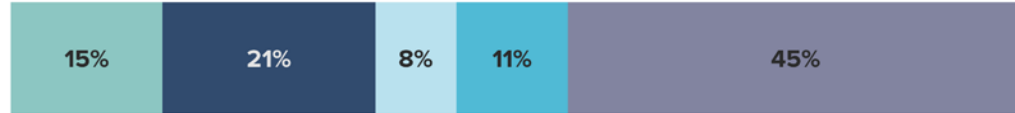
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



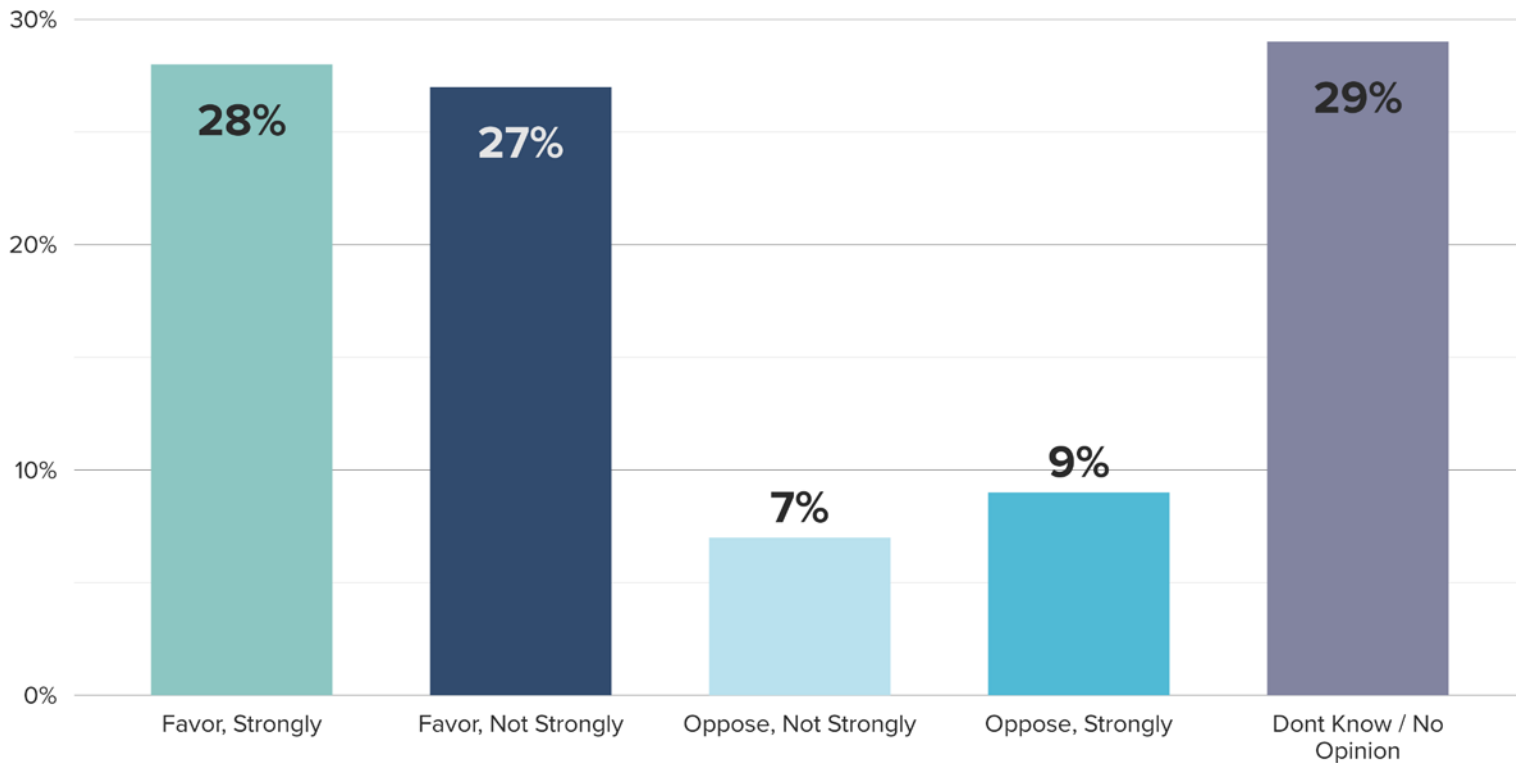


**MORNING CONSULT**

San Diego Chargers Fans Polling Presentation - January 05, 2017

## Six in 10 (55%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

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?



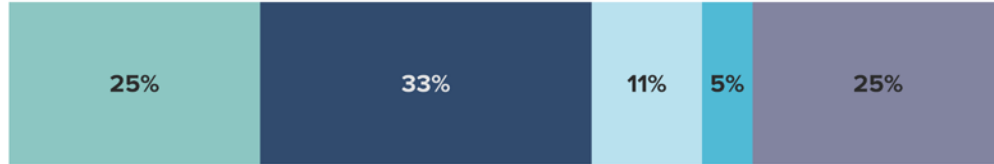
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



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



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





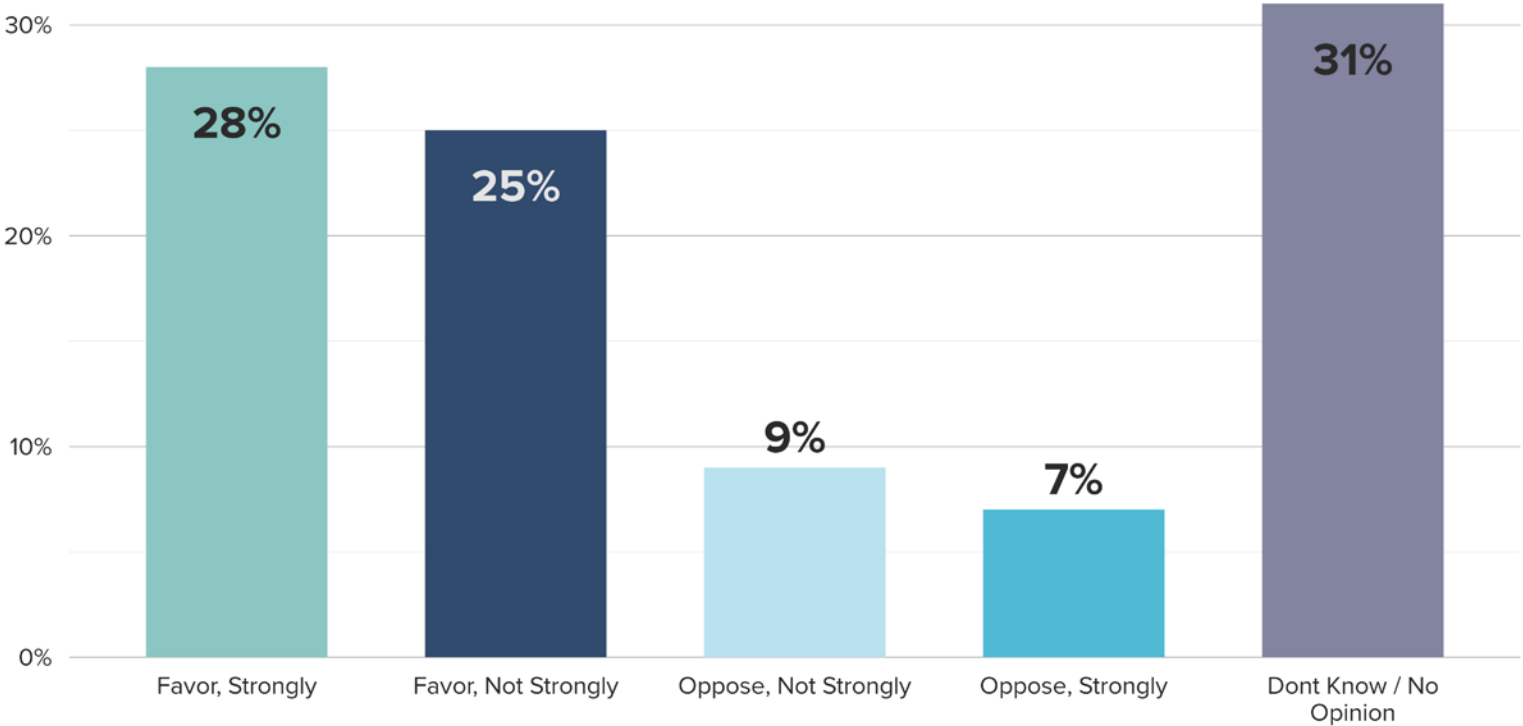
**MORNING CONSULT**

San Francisco 49ers Fans Polling Presentation - January 05, 2017



**Half (53%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



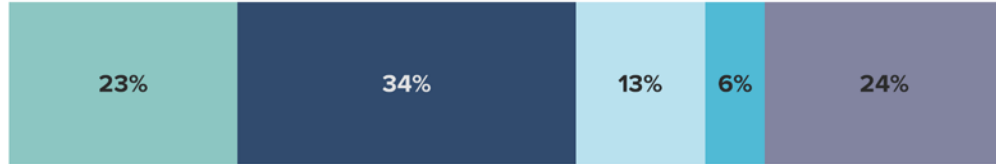
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



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



Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

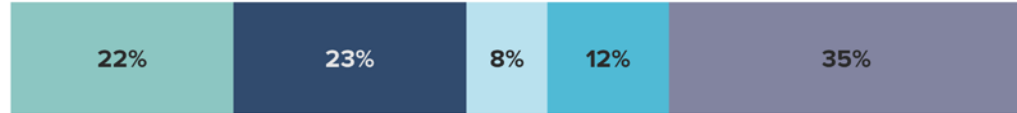
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



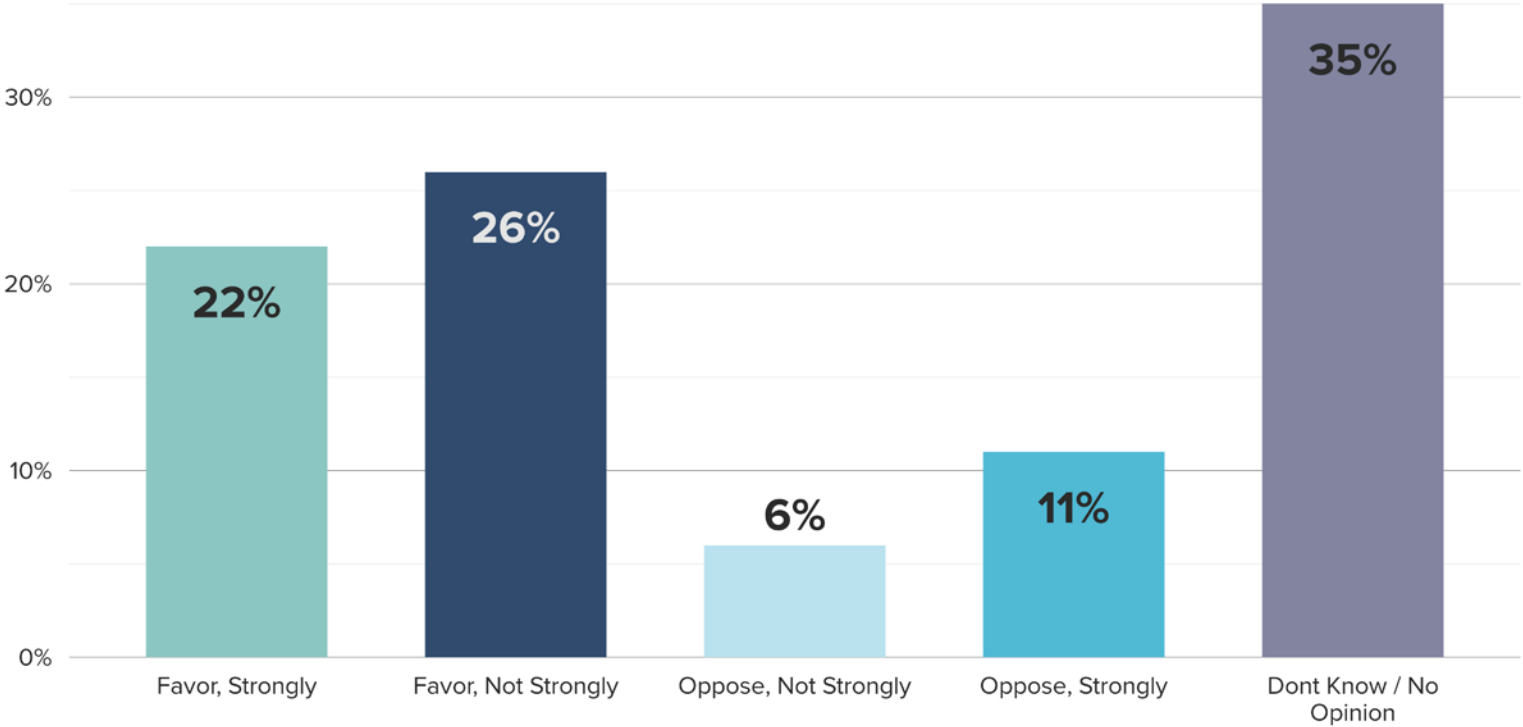


**MORNING CONSULT**

Seattle Seahawks Fans Polling Presentation - January 05, 2017

**Half (48%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



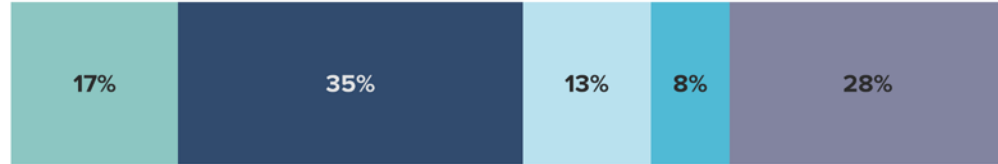
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



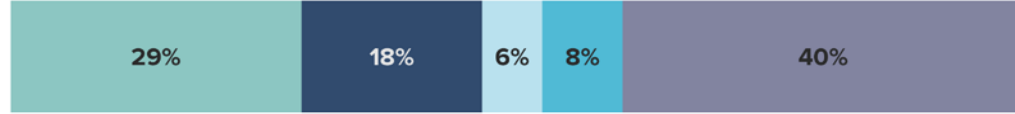
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



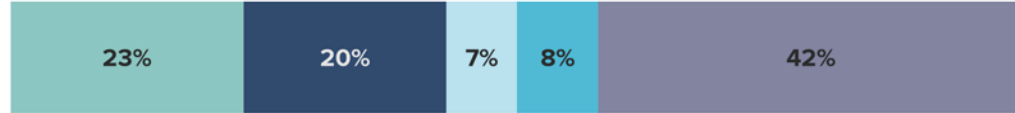
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

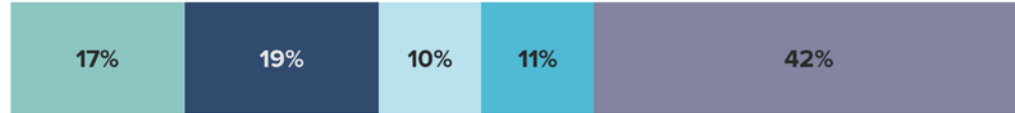
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





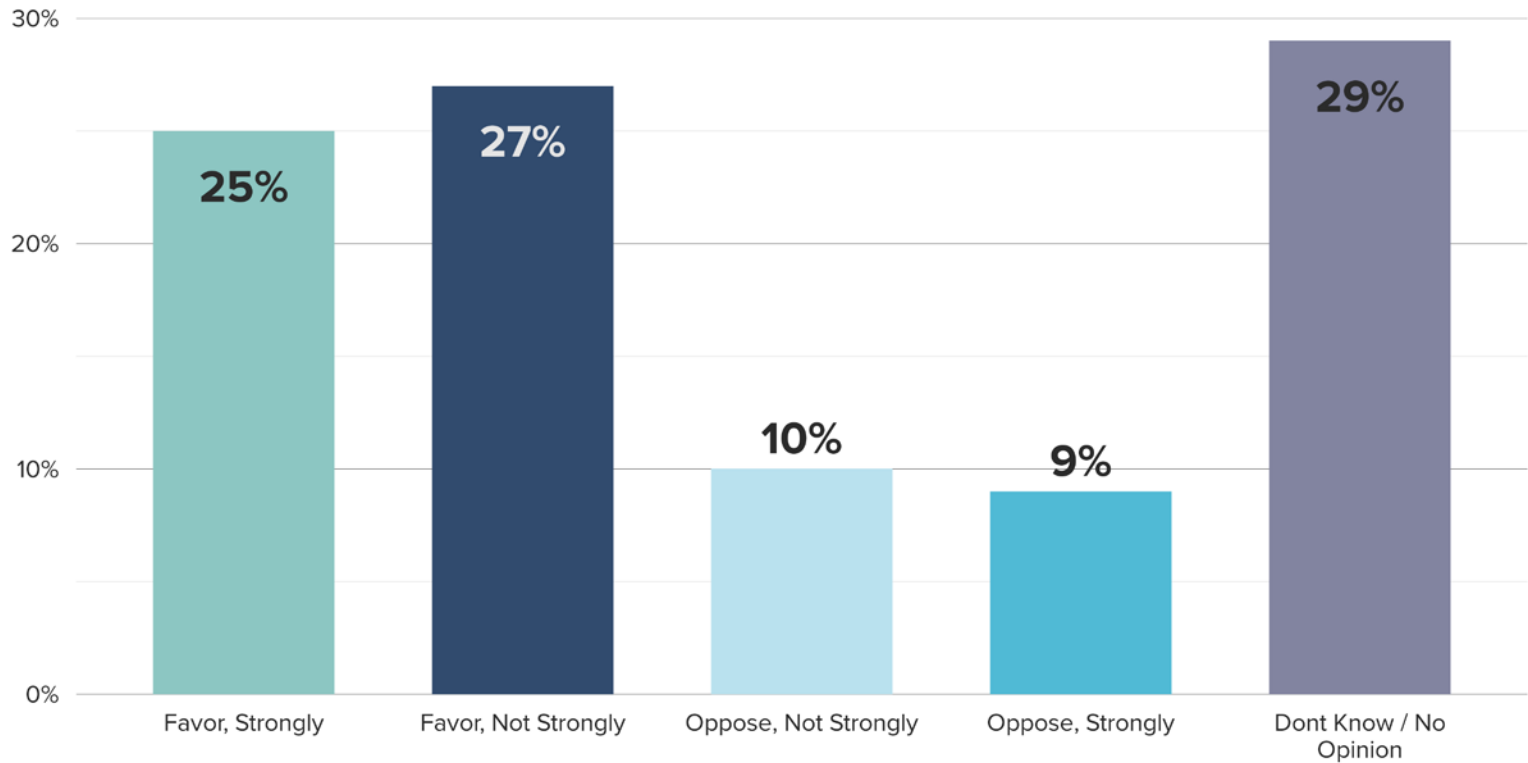
**MORNING CONSULT**

Tampa Bay Buccaneers Fans Polling Presentation - January 05, 2017



**Half (52%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



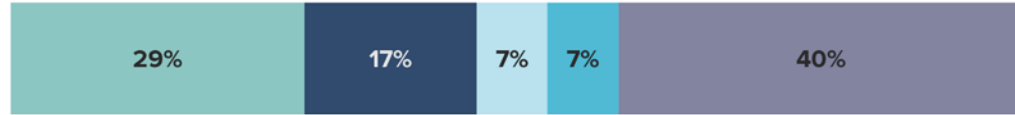
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



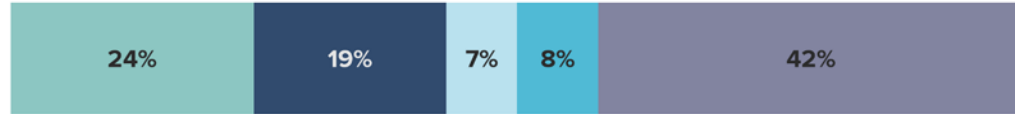
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

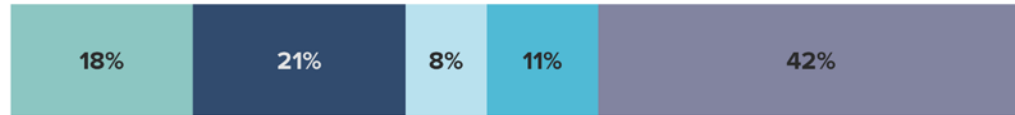
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.



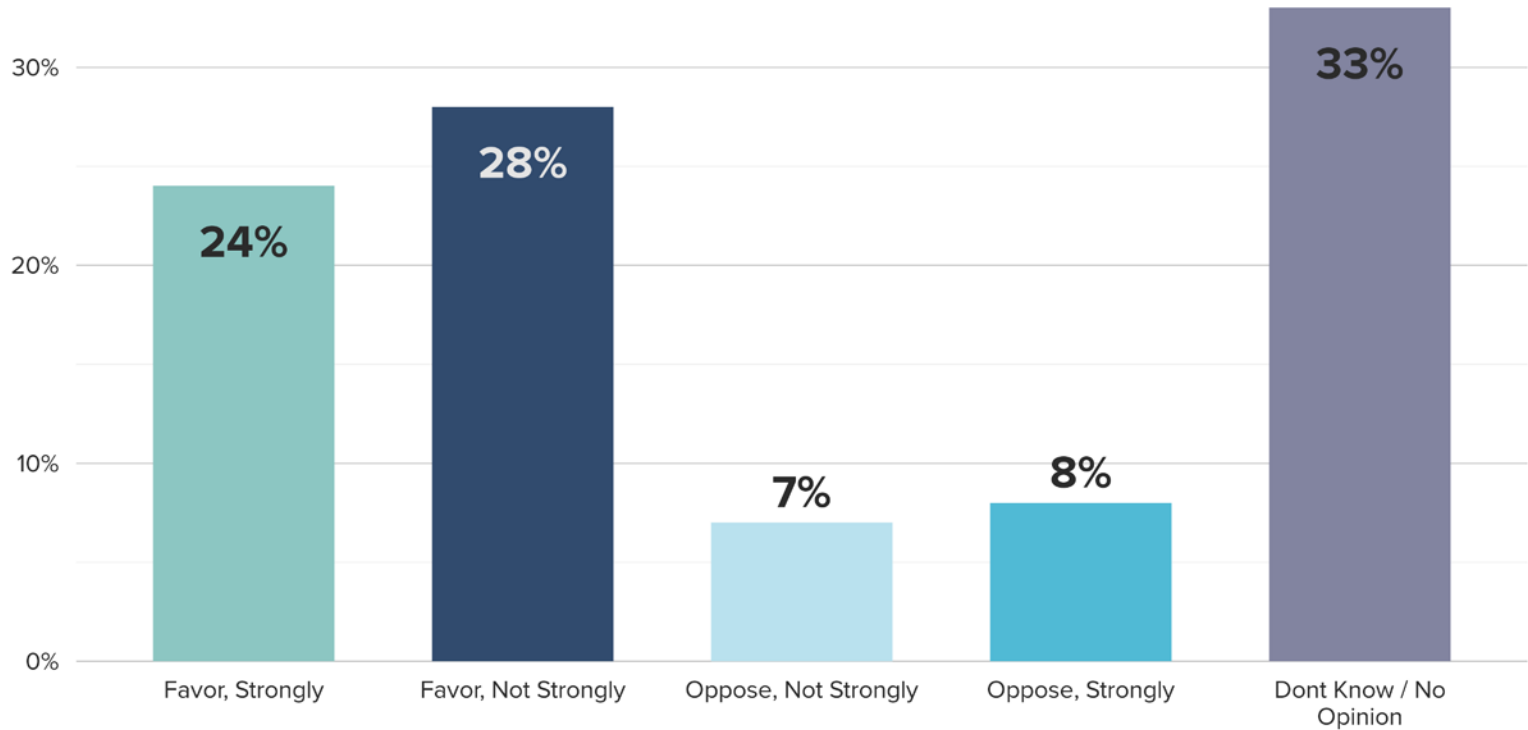


**MORNING CONSULT**

Tennessee Titans Fans Polling Presentation - January 05, 2017

**Half (52%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.**

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?



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

Very Likely Somewhat Likely Not Too Likely Not at All Likely Dont Know / No Opinion

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.



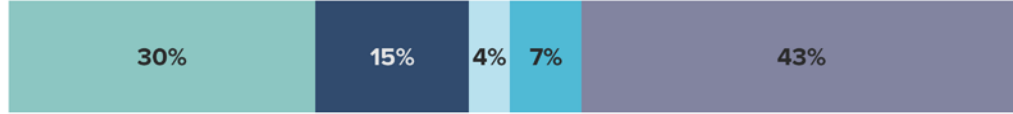
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



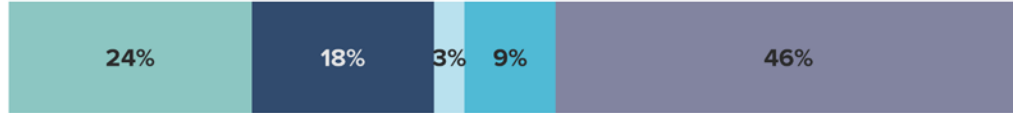
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

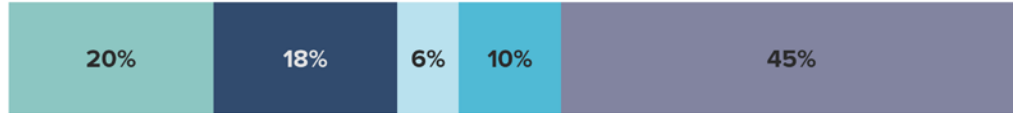
When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.





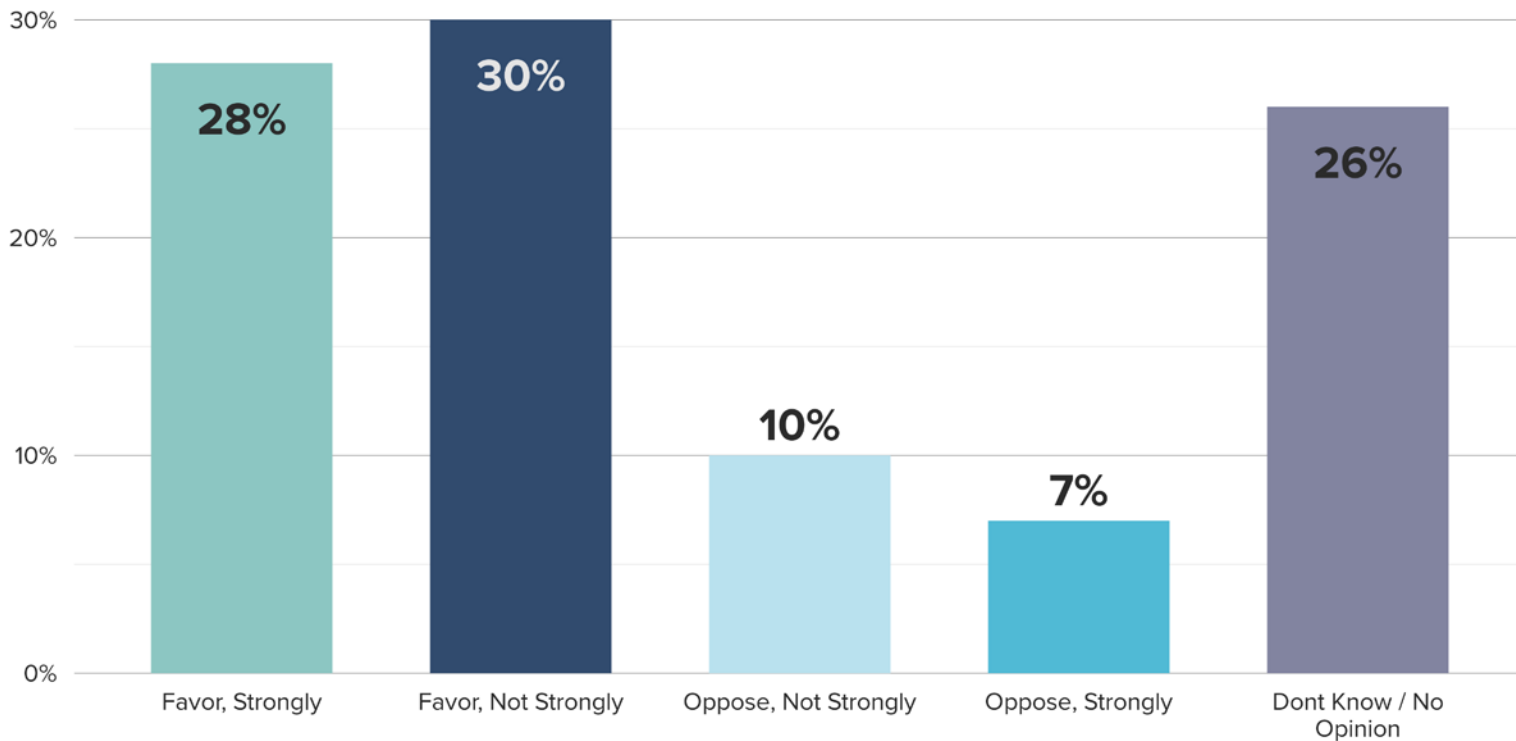
**MORNING CONSULT**

Washington Redskins Fans Polling Presentation - January 05, 2017



## Six in 10 (58%) favor changing federal law so that each individual state can decide whether or not to allow sports betting in their own state.

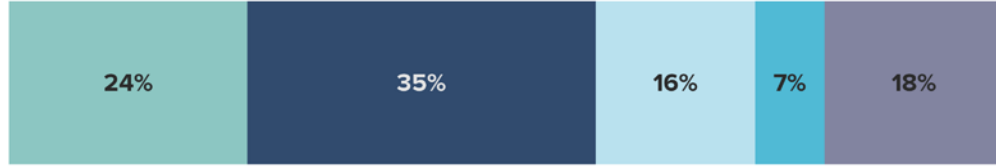
Do you favor or oppose changing federal law so that each individual state can decide whether or not to allow sports betting in their own state?



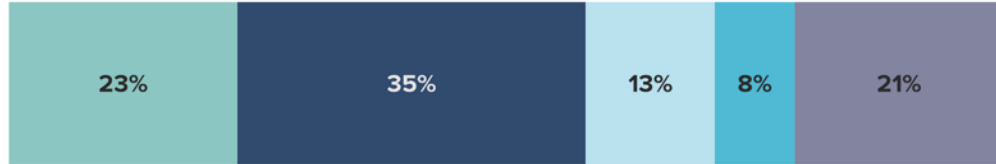
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies

Very Likely   Somewhat Likely   Not Too Likely   Not at All Likely   Dont Know / No Opinion

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.



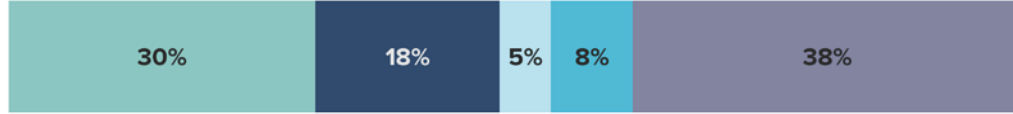
It will make betting on sports safer for consumers by allowing people to place bets with reputable U.S.-based companies instead of off-shore black market companies. These US companies will be overseen by federal, state and local law enforcement, regulators and courts



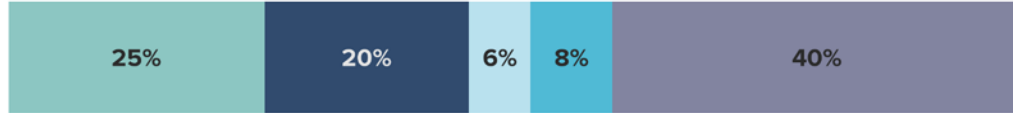
Please read the following statements, and after each one, indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with it

Very Much Agree   Somewhat Agree   Somewhat Disagree   Very Much Disagree   Dont Know / No Opinion

When I bet on a game, I am more likely to watch that game.



When I bet on a game, I follow the teams and players more closely.



When I bet on a game, watching that game is more fun and enjoyable.

