

**Nevada Public Opinion Pulse (NVPOP)
Las Vegas Raiders Toplines and Crosstabs**



Nevada General (18+YO) Population
Survey Conducted on July 6th - July 11th, 2021
n=874 General Population with a MoE +/- 3.3%
Online Opt-In Panel Survey
*Totals may not sum to 100%, due to rounding

Gender	Total
Sample Size	874
Male	
Column %	50%
Female	
Column %	50%
Prefer not to answer	
Column %	0%

Age	Total
Sample Size	874
17 or younger	
Column %	0%
18-34	
Column %	30%
35-44	
Column %	17%
45-54	
Column %	16%
55-64	
Column %	17%
65+	
Column %	20%

Education	Total
Sample Size	874
HS or Less	
Column %	42%
Some College	
Column %	34%
College Graduate	
Column %	15%
Post Graduate	
Column %	9%

Race/Ethnicity	Total
Sample Size	874
White, Non-Hispanic	
Column %	48%
Hispanic/Latino	
Column %	29%
Other	
Column %	23%

Region	Total
Sample Size	874
Clark	
Column %	73%
Washoe	
Column %	16%
Rural	
Column %	11%

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Survey

As you may know, in 2020 the NFL team once called the Oakland Raiders moved to Las Vegas and became the Las Vegas Raiders. Do you consider yourself a fan of the Las Vegas Raiders? *	3
How likely are you to see a Las Vegas Raiders football game in-person in the upcoming 2021-2022 season? *	4
How likely are you to watch a Las Vegas Raiders football game on television in the upcoming 2021-2022 season? *	5

* Denotes variable with statistically significant findings

*Values may not appear to be totaled correctly, due to rounding

As you may know, in 2020 the NFL team once called the Oakland Raiders moved to Las Vegas and became the Las Vegas Raiders. Do you consider yourself a fan of the Las Vegas Raiders?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
	Total	Male	Female	Clark	Washoe	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	874	437	437	638	140	96	551	323	420	253	201
The Raiders are my favorite NFL team											
Column %	18%	20%	15%	18%	12%	25%	22%	11%	14%	24%	18%
I like the Raiders, but they are not my favorite NFL team											
Column %	24%	25%	22%	25%	24%	16%	22%	28%	24%	20%	27%
I like NFL football, but do not have an opinion of the Raiders											
Column %	18%	19%	16%	18%	21%	11%	19%	15%	17%	19%	18%
I dislike the Raiders, but they are not my least favorite NFL team											
Column %	6%	5%	7%	6%	8%	5%	6%	6%	6%	4%	8%
The Raiders are my least favorite NFL team											
Column %	7%	8%	6%	6%	9%	11%	6%	9%	7%	7%	8%
I do not like NFL football, in general											
Column %	28%	22%	33%	27%	26%	33%	25%	32%	32%	26%	22%
Pro-Raiders											
Column %	42%	46%	38%	43%	35%	40%	44%	38%	38%	44%	45%
Anti-Raiders											
Column %	13%	13%	13%	12%	18%	15%	12%	15%	13%	11%	15%

*Values may not appear to be totaled correctly, due to rounding

How likely are you to see a Las Vegas Raiders football game in-person in the upcoming 2021-2022 season?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
	Total	Male	Female	Clark	Washoe	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	874	437	437	638	140	96	551	323	420	253	201
Very Likely Column %	12%	13%	10%	11%	9%	17%	15%	6%	12%	13%	10%
Somewhat Likely Column %	19%	19%	18%	18%	17%	22%	25%	8%	14%	27%	19%
Neither Likely nor Unlikely Column %	15%	14%	16%	17%	13%	7%	17%	11%	9%	17%	24%
Somewhat Unlikely Column %	11%	12%	10%	10%	16%	8%	10%	13%	11%	9%	13%
Very Unlikely Column %	44%	42%	46%	43%	46%	46%	33%	62%	55%	35%	33%
Total Likely Column %	30%	33%	28%	30%	25%	39%	40%	14%	25%	39%	29%
Total Unlikely Column %	55%	54%	56%	53%	62%	53%	43%	75%	65%	44%	47%

*Values may not appear to be totaled correctly, due to rounding

How likely are you to watch a Las Vegas Raiders football game on television in the upcoming 2021-2022 season?

	Total	Gender		Region			Age Combined		Race/Ethnicity		
	Total	Male	Female	Clark	Washoe	Rural	18-54	55+	White, Non-Hispanic	Hispanic/Latino	Other
Sample Size	874	437	437	638	140	96	551	323	420	253	201
Very Likely Column %	32%	37%	27%	32%	29%	34%	31%	33%	31%	31%	32%
Somewhat Likely Column %	22%	21%	23%	22%	28%	14%	26%	16%	20%	25%	23%
Neither Likely nor Unlikely Column %	12%	11%	12%	13%	10%	8%	13%	9%	10%	12%	16%
Somewhat Unlikely Column %	10%	11%	9%	9%	14%	11%	9%	12%	11%	11%	7%
Very Unlikely Column %	25%	20%	30%	25%	18%	34%	22%	30%	29%	22%	21%
Total Likely Column %	54%	58%	49%	53%	58%	48%	56%	49%	51%	56%	56%
Total Unlikely Column %	35%	31%	38%	34%	32%	45%	30%	42%	40%	32%	28%