MOE +	/- 1.8%
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Vest 15/16																									
Table No. Flower Section Sec	Q1. In general, would you describe yourself as a sports fan, o	r not?		Fanshin (Category		Ger	nder	1	Δ	ge .		l	Reg	ion			Ethnicit	v			Income		Edu	cation
No. 1.00 1								1		1				1.05	<u> </u>				1				<u> </u>		
Note 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Control Cont	Yes	70%	16%	78%	97%	99%	81%	60%	74%	77%	64%	64%	74%	69%	69%	70%	67%	81%	76%	73%	65%	75%	79%	67%	78%
Column C	No	30%	84%	22%	3%	1%	19%	40%	26%	23%	36%	36%	26%	31%	31%	30%	33%	19%	24%	27%	35%	25%	21%	33%	22%
New 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Column C																									
Figure 1		fans or 1	not, many pe	ople enga	ige in sports	fan activ	ities. W	hich, if a	any, of t	ne follow	ing categ	gories be	est describes y	our parti	cipation in sp	orts fan	activities	? (ROTATE Q2-0	29)						
The property of the property o	Q2. Watch live sports on the television or another platform	,	,				,																	•	
Consider				Fanship (Category		Ger	nder		A	ge			Reg	ion				у				1		cation
The register almost every days almost every days almost every days almost every day almost																									
About one or twice a week about one or twice a week amoth 15% 15% 15% 25% 15% 15% 15% 15% 15% 15% 15% 15% 15% 1								F																	Bachelors'+
About noor artivise a month								_																	27%
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New	About once or twice a month			33%	10%	2%		18%			12%	15%	13%		15%		14%	12%	17%	21%	15%	16%	12%		13%
Collection Description Collection Co	Less than once a month			12%	2%					-					13%									14%	10%
Facility	Never	15%	52%	3%	0%	0%	10%	20%	11%	11%	20%	19%	12%	16%	16%	16%	17%	9%	12%	15%	20%	10%	9%	17%	10%
Facility																									
Total Non-fant Casual Involved Avid M F 1 13-4 8 5-49 50-4 8-54 100-4 1	Q3. Listen to live sports on the radio or through another devi	ce																							
Servey day or almost every day				Fanship (Category		Ger	nder		A	ge			Reg	ion				у						cation
Every day or almost every day 13% 0% 1% 6% 50% 59% 8% 19% 8% 19% 8% 19% 19% 7% 26% 27% 20% 20% 20% 20% 22% 24% 24% 22% 27% 27% 26% 29% 29% 29% 22% 25% 25% 22% 27% 27% 26% 29% 29% 29% 29% 29% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20																	1				١.	-	l		
About one or twice a week																									Bachelors'+
About once or twice a worth 15% 3% 24% 25% 58% 14% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	Every day or almost every day		0%																						19%
Less than once a month	About once or twice a week			12%	49%		28%			27%					24%		22%				20%	28%		22%	27%
New See	About once or twice a month	15%	3%	24%	25%	5%	14%	15%	20%	10%	14%	13%	13%	15%	16%	14%	14%	13%	18%	14%	15%	15%	12%	15%	13%
C. Watch or listen to sports news on the television, radio, or another platform	Less than once a month	16%	16%	32%	12%	1%	13%	19%	13%	17%	17%	18%	13%	17%	17%	16%	18%	11%	13%	17%	15%	17%	17%	17%	15%
Farship Category	Never	32%	81%	32%	7%	0%	25%	39%	23%	28%	41%	41%	32%	33%	33%	31%	35%	27%	26%	32%	40%	25%	23%	35%	25%
Family Category																									
Total Non-fans Casual Involved Avid M F 18-34 35-9 50-64 65+ Northeast South Midwest West White And f Midwest And f Midwest West White And f Midwest	Q4. Watch or listen to sports news on the television, radio, or	r anoth	er platform																						
Total Non-fans Casual Involved Avid Avid F 18-24 35-49 50-64 65+ Northeast South Milwest West White Amer/fisical Latino Asian <50K 50K 50K 82-68 20K				Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	1	Edu	cation
Every day or almost every day 25% 15% 6% 25% 79% 35% 15% 26% 30% 32% 23% 331% 23% 23% 23% 25% 24% 23																		Afr				\$50K-		Less than	
About once or twice a week 31% 2% 38% 63% 19% 31% 80% 32% 29% 33% 33% 33% 32% 29% 29% 29% 34% 31% 39% 29% 33% 33% 33% 33% 30% About once or twice a month 12% 28% 15% 2% 0% 9% 15% 11% 12% 13% 12% 13% 12% 11% 12% 11% 12% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13		Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
About once or twice a month 14% 7% 36% 10% 11% 12% 17% 18% 13% 12% 13% 12% 11% 15% 16% 14% 13% 11% 13% 11% 13% 11% 13% 11% 13%	Every day or almost every day	25%	1%	6%	25%	79%	35%	15%	26%	30%	19%	23%	31%	23%	23%	25%	24%	34%	25%	18%	19%	28%	36%	20%	34%
Less than once a month 12% 28% 15% 2% 0% 9% 15% 11% 12% 13% 12% 11% 12% 12% 13% 13% 11% 11% 13% 13% 12% 9% 13% 13% 12% 13% 13% 12% 13% 13% 12% 13% 13% 12% 13	About once or twice a week	31%	2%	38%	63%	19%	31%	30%	32%	29%	31%	31%	33%	32%	29%	29%	29%	34%	31%	39%	29%	33%	33%	30%	32%
Never 18% 62% 5% 0% 0% 13% 23% 13% 16% 25% 21% 15% 18% 21% 19% 21% 10% 14% 15% 23% 14% 11% 22% 23% 24% 29% 28% 32% 31% 28% 22% 30% 22% 22% 23% 24% 22% 28% 28% 22% 30% 22%	About once or twice a month	14%	7%	36%	10%	1%	12%	17%	18%	13%	12%	13%	11%	15%	16%	14%	13%	11%	19%	16%	15%	14%	11%	16%	11%
Q5. Watch or listen to sports talk shows on the television, radio, or another platform	Less than once a month	12%	28%	15%	2%	0%	9%	15%	11%	12%	13%	12%	11%	12%	12%	13%	13%	11%	11%	13%	13%	12%	9%	13%	10%
Fanship Category Gender Age Region Ethnicity Income Education Ethnicity Education Education Ethnicity Education Education Education Ethnicity Education Education Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Education Education Education Ethnicity Education Ethnicity Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Ethnicity Education Ethnicity Ethnicity	Never	18%	62%	5%	0%	0%	13%	23%	13%	16%	25%	21%	15%	18%	21%	19%	21%	10%	14%	15%	23%	14%	11%	21%	12%
Fanship Category Gender Age Region Ethnicity Income Education Ethnicity Education Education Ethnicity Education Education Education Ethnicity Education Education Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Education Education Education Ethnicity Education Ethnicity Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Education Ethnicity Ethnicity Education Ethnicity Ethnicity																									
Total Non-fans Casual Involved Avid M F 18-34 35-49 50-64 65+ Northeast South Midwest West White Amer/Black Latino Asian <\$50K \$50K \$50K \$10K Bachelors' Every day or almost every day 20% 0% 1% 15% 74% 29% 11% 25% 26% 13% 12% 23% 19% 11% 17% 21% 17% 31% 22% 17% 15% 22% 30% 17% 17% 18% 14% 10% 15% 17% 15% 12% 17% 15% 12% 17% 18% 12% 17% 18% 12% 26% 25% 31% 26% 25% 31% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 25% 26% 25% 32% 30% 35% 25% 31% 27% 26% 25% 31% 24% 22% 24% 2	Q5. Watch or listen to sports talk shows on the television, rac	lio, or a	nother platfo	orm									•	1											,
Total Non-fans Casual Involved Avid M F 18-34 35-49 50-64 65+ Northeast South Midwest West White Amer/Black Latino Asian <\$50K \$50K \$50K \$10K Bachelors' Every day or almost every day 20% 0% 1% 15% 74% 29% 11% 25% 26% 13% 12% 23% 19% 11% 17% 21% 17% 31% 22% 17% 15% 22% 30% 17% 17% 18% 14% 10% 15% 17% 15% 12% 17% 15% 12% 17% 18% 12% 17% 18% 12% 26% 25% 31% 26% 25% 31% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 26% 25% 31% 26% 25% 32% 30% 35% 25% 31% 27% 26% 25% 26% 25% 32% 30% 35% 25% 31% 27% 26% 25% 31% 24% 22% 24% 2	·			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	:у			Income)	Edu	cation
Total Non-fans Casual Involved Avid M F 18-34 35-49 50-64 65+ Northeast South Midwest West White Amer/Black Latino Asian <\$50K \$100K \$100K+ Bachelors' Every day or almost every day 20% 0% 1% 15% 74% 29% 11% 25% 26% 23% 12% 23% 19% 17% 21% 17% 21% 17% 31% 22% 17% 15% 22% 30% 30% 35% 25% 31% 24% 28% 28% 28% 28% 26% 25% 31% 24% 26% 27% 26% 25% 32% 30% 35% 25% 31% 24% 24% 26% 28% 26% 25% 31% 24% 26% 27% 26% 25% 26% 25% 32% 30% 35% 25% 31% 24% 26% 26% 27% 26% 25% 32% 30% 35% 25% 31% 24% 26% 26% 27% 26% 25% 26% 27% 26% 25% 26% 27% 26% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27% 26% 27%										1			1	Τ							İ			Less than	
Every day or almost every day 20% 0% 1% 15% 74% 29% 11% 25% 26% 13% 12% 23% 19% 17% 21% 17% 31% 22% 17% 15% 22% 30% 37% 27% 26% 28%		Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White		Latino	Asian	<\$50K		\$100K+		Bachelors'+
About once or twice a week 27% 1% 21% 63% 25% 31% 24% 28% 28% 26% 25% 31% 26% 25% 32% 30% 30% 35% 25% 31% 27% 26% About once or twice a month 13% 2% 30% 16% 1% 10% 15% 16% 10% 12% 12% 10% 15% 12% 12% 11% 11% 12% 17% 18% 13% 14% 10% 13% Less than once a month 14% 21% 28% 55% 0% 12% 17% 13% 15% 14% 16% 12% 15% 15% 15% 15% 15% 15% 15% 12% 13% 12% 13% 12% 15% 15% Never 26% 76% 20% 1% 0% 19% 33% 18% 21% 34% 35% 23% 26% 30% 26% 31% 13% 18% 13% 14% 29% Q6. Check the scores of live sporting events or use a mobile device to keep track of sports	Every day or almost every day							11%		-															27%
About once or twice a month										-															29%
Less than once a month 14% 21% 28% 5% 0% 12% 17% 13% 15% 14% 16% 12% 15% 15% 15% 15% 12% 13% 12% 13% 12% 13% 15% 15% 15% 12% 13% 12% 13% 12% 13% 15% 15% 15% 12% 13% 13%								_		_															11%
Never 26% 76% 20% 1% 0% 19% 33% 18% 21% 34% 35% 23% 26% 30% 26% 31% 13% 18% 18% 32% 20% 18% 29%								_		_															13%
Q6. Check the scores of live sporting events or use a mobile device to keep track of sports Fanship Category Gender Age Region Ethnicity Income Education Ethnicity Every day or almost every day 24% 0% 4% 28% 74% 25% 24% 29% 24% 29% 32% 31% 26% 30% 19% 20% 30% 22% 23% 24% 24%								_																	20%
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Farship Category Gender Age Region Ethnicity Income Education Education Ethnicity Income Education Ethnicity Education Ethnicity Eth	O6. Check the scores of live sporting events or use a mobile	levice to	keep track	of sports	<u> </u>	I	<u> </u>	1	1		ı	<u> </u>	l		1		<u> </u>	1	<u> </u>	I	<u> </u>	<u> </u>	1		1
Total Non-fans Non-fans Casual Involved Avid M F 18-34 35-49 50-64 65+ Northeast South Midwest West White Afr Amer/Black Latino Asian <\$50K \$50K- \$50K-	Qu. Check the scores of live sporting events of use a mostic t	l l	Recp truck t		Category		Ger	nder		Δ	ge .		1	Reg	ion		I	Ethnicis	v			Income	,	Edu	cation
Total Non-fans Casual Involved Avid M F 18-34 35-49 50-64 65+ Northeast South Midwest West White Amer/Black Latino Asian <\$50K \$100K \$100K Bachelors'				l unsing (I		GC.	l		1 -		l		I	1	1			. ,						l
Every day or almost every day 24% 0% 4% 28% 74% 35% 13% 26% 30% 19% 20% 30% 22% 23% 24% 22% 33% 26% 18% 18% 27% 35% 20% About once or twice a week 29% 1% 32% 59% 24% 29% 28% 32% 31% 28% 22% 30% 29% 26% 28% 27% 31% 30% 37% 27% 32% 28% 28% About once or twice a month 12% 3% 29% 11% 2% 9% 14% 16% 11% 9% 9% 9% 12% 13% 11% 11% 12% 12% 12% 12% 12% 12% 12% 12% 12% 13% 14% 11% 14% 14% 13% 14% 11% 12% 12% 12% 11% 12% 13% 14% 11% 14% 11%		Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White		Latino	Asian	<\$50K		\$100K+		Bachelors'+
About once or twice a week 29% 1% 32% 59% 24% 29% 28% 32% 31% 28% 22% 30% 29% 26% 28% 27% 31% 30% 37% 27% 32% 28% 28% About once or twice a month 12% 3% 29% 11% 2% 9% 14% 16% 11% 9% 9% 9% 12% 12% 13% 11% 11% 15% 12% 12% 11% 12% Less than once a month 12% 21% 22% 2% 0% 10% 14% 10% 13% 14% 11% 12% 10% 10% 14% 11% 13%	Every day or almost every day																								32%
About once or twice a month 12% 3% 29% 11% 2% 9% 14% 16% 11% 9% 9% 12% 12% 13% 11% 11% 15% 12% 12% 12% 12% Less than once a month 12% 21% 22% 2% 0% 10% 14% 10% 13% 14% 9% 13% 14% 9% 11% 12% 10% 10% 14% 11% 18% 13%																									30%
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IVEVER 1,74% 75% 14% 1% 1% 1.5% 31% 31% 31% 31% 75% 75% 75% 75% 75% 74% 74% 74% 74% 74% 74% 77%								_		_															
	Never	24%	/5%	14%	1%	υ%	1/%	31%	1/%	18%	31%	34%	25%	24%	25%	25%	2/%	14%	18%	23%	29%	19%	1/%	21%	18%

Q7. Engage in fantasy sports																								
			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	е	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Every day or almost every day	9%	0%	0%	4%	37%	13%	5%	13%	13%	4%	2%	13%	7%	7%	9%	8%	13%	8%	7%	6%	9%	18%	7%	13%
About once or twice a week	13%	0%	3%	19%	37%	16%	11%	21%	18%	8%	4%	15%	14%	12%	14%	11%	18%	21%	16%	10%	16%	19%	12%	18%
About once or twice a month	7%	0%	8%	13%	9%	7%	7%	11%	9%	4%	3%	6%	7%	7%	8%	5%	11%	11%	11%	7%	9%	6%	8%	7%
Less than once a month	9%	5%	13%	12%	5%	9%	9%	10%	11%	8%	6%	8%	10%	8%	10%	8%	9%	12%	14%	9%	10%	6%	10%	8%
Never	61%	95%	76%	52%	12%	55%	68%	44%	50%	75%	84%	58%	62%	66%	59%	67%	49%	48%	53%	68%	55%	51%	65%	54%
Q8. Bet on sporting events																								
			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	e	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Every day or almost every day	6%	0%	0%	2%	25%	9%	3%	9%	9%	3%	1%	10%	5%	5%	5%	6%	11%	5%	1%	3%	7%	13%	4%	9%
About once or twice a week	12%	0%	4%	18%	29%	15%	9%	17%	17%	6%	5%	17%	11%	11%	11%	10%	17%	16%	13%	9%	13%	20%	10%	16%
About once or twice a month	10%	2%	10%	14%	16%	11%	9%	15%	13%	7%	4%	8%	11%	9%	12%	7%	13%	21%	8%	10%	12%	7%	11%	8%
Less than once a month	12%	7%	15%	16%	12%	12%	13%	14%	13%	13%	9%	12%	12%	11%	14%	12%	10%	15%	14%	13%	13%	10%	12%	13%
Never	60%	91%	70%	50%	18%	52%	67%	45%	48%	71%	82%	54%	61%	64%	58%	65%	48%	44%	64%	65%	56%	50%	62%	54%
Q9. Talk about sports with your friends and family whether is	n person	, online or v	ia text									•												
			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	e	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Every day or almost every day	22%	0%	3%	24%	71%	29%	15%	27%	30%	16%	12%	26%	21%	19%	22%	20%	31%	24%	16%	17%	23%	33%	19%	29%
About once or twice a week	32%	2%	38%	63%	27%	33%	31%	34%	31%	31%	31%	33%	33%	32%	30%	31%	35%	34%	28%	29%	37%	32%	31%	33%
About once or twice a month	15%	8%	36%	11%	2%	13%	16%	16%	15%	11%	16%	13%	14%	15%	16%	14%	12%	17%	20%	14%	16%	13%	15%	14%
Less than once a month	14%	34%	18%	2%	0%	11%	17%	12%	13%	16%	18%	12%	14%	15%	15%	15%	12%	12%	17%	16%	12%	12%	15%	11%
Never	17%	57%	6%	1%	0%	13%	21%	12%	12%	25%	23%	15%	18%	18%	17%	20%	10%	13%	18%	23%	11%	10%	20%	12%
Derived Category of Fanship																								
			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	e	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Non-fans	27%	100%	0%	0%	0%	19%	35%	20%	23%	35%	33%	22%	28%	30%	28%	31%	15%	21%	23%	34%	21%	18%	30%	20%
Casual	26%	0%	100%	0%	0%	23%	29%	24%	23%	26%	34%	24%	27%	28%	26%	27%	23%	25%	30%	27%	25%	25%	28%	23%
Involved	26%	0%	0%	100%	0%	27%	24%	27%	24%	27%	24%	28%	27%	25%	24%	23%	31%	29%	34%	24%	30%	23%	25%	27%
Avid	21%	0%	0%	0%	100%	31%	12%	29%	30%	12%	8%	26%	19%	18%	23%	19%	31%	25%	14%	15%	24%	34%	17%	30%
Q10. Regardless of how much of a sports fan you are, would	you con	sider yoursel	lf to be a f	ootball fan, o	or not?																			
			Fanship C	Category		Ger	nder		Α	ge			Reg	ion			Ethnicit	у			Income	e	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes, a football fan	72%	28%	79%	92%	97%	80%	65%	72%	78%	70%	68%	72%	73%	72%	70%	71%	84%	72%	61%	68%	75%	80%	70%	77%
No, not a football fan	28%	72%	21%	8%	3%	20%	35%	28%	22%	30%	32%	28%	27%	28%	30%	29%	16%	28%	39%	32%	25%	20%	30%	23%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q11. Would you say that football is your favorite sport, anot	her spor	t is your favo			u say tha	at you d	o not ha	ve a fav	orite spo	rt?														
			Fanship (Category		Ger	nder		A	ge			Reg	ion			Ethnicit	у			Income	e	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Football	47%	15%	45%	59%	77%	52%	43%	47%	58%	42%	40%	47%	50%	45%	45%	48%	54%	45%	36%	42%	51%	55%	45%	51%
Another sport	33%	30%	42%	36%	21%	34%	31%	39%	26%	32%	34%	33%	31%	33%	36%	30%	31%	41%	41%	33%	35%	30%	32%	34%
Do not have a favorite sport	20%	54%	13%	6%	2%	14%	26%	14%	17%	26%	26%	19%	20%	21%	20%	22%	15%	14%	23%	25%	14%	15%	22%	15%

			Fanship (Category		Ger	nder		A	ge			Regio	on			Ethnicit	ty			Income	9	Educ	cation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Baseball	24%	17%	28%	24%	27%	27%	20%	14%	22%	28%	38%	30%	21%	29%	19%	27%	11%	24%	26%	22%	26%	26%	24%	25%
Basketball	24%	15%	22%	29%	36%	22%	26%	28%	29%	22%	15%	19%	25%	27%	24%	19%	63%	18%	24%	26%	25%	16%	25%	23%
Hockey	10%	10%	8%	13%	11%	10%	10%	9%	10%	12%	10%	17%	6%	13%	9%	14%	1%	6%	2%	9%	10%	14%	10%	10%
Tennis	3%	4%	3%	5%	1%	2%	5%	5%	1%	2%	4%	4%	4%	3%	3%	4%	5%	1%	4%	3%	4%	4%	2%	6%
Soccer	17%	13%	21%	17%	17%	16%	18%	26%	19%	11%	7%	16%	19%	8%	23%	11%	10%	39%	16%	18%	16%	19%	16%	19%
Golf	3%	4%	3%	3%	3%	5%	2%	1%	2%	3%	9%	2%	5%	2%	2%	4%	1%	1%	5%	3%	4%	2%	3%	4%
Other	18%	37%	17%	9%	4%	17%	19%	16%	17%	22%	17%	13%	21%	16%	19%	20%	9%	11%	22%	20%	15%	18%	20%	14%
Q13. Now, thinking about your favorite team in the NFL (Na	tional Fo	otball League), what fo	otball team	would y	ou say y	ou are a	fan of,	neaning	, you not	only fo	llow them, but	you are l	nappy or eve	n thrilled	when th	ey win and up	set when	they lose	e?				
			Fanship (Category	-	Ger	nder		A	ge			Regio	on			Ethnicit	ty			Income	9	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Dallas Cowboys	9%	5%	10%	11%	9%	8%	9%	8%	10%	8%	8%	4%	15%	4%	6%	8%	10%	11%	8%	10%	8%	7%	9%	7%
Chicago Bears	5%	3%	6%	4%	7%	5%	4%	6%	5%	4%	5%	1%	2%	14%	3%	5%	5%	5%	0%	5%	4%	6%	5%	5%
Green Bay Packers	4%	3%	5%	7%	2%	4%	5%	4%	4%	5%	5%	2%	3%	10%	4%	5%	3%	4%	1%	4%	6%	5%	5%	4%
Kansas City Chiefs	4%	2%	5%	4%	3%	3%	4%	3%	3%	4%	5%	1%	3%	8%	2%	4%	4%	3%	1%	4%	3%	3%	4%	3%
New York Giants	4%	2%	3%	5%	8%	5%	3%	5%	5%	4%	3%	17%	3%	0%	1%	4%	6%	6%	7%	3%	5%	8%	4%	5%
San Francisco 49ers	4%	3%	4%	5%	5%	5%	3%	3%	5%	4%	4%	2%	1%	1%	13%	2%	4%	6%	18%	4%	4%	5%	4%	4%
Buffalo Bills	3%	1%	2%	4%	4%	3%	3%	3%	3%	3%	2%	7%	2%	2%	2%	3%	3%	2%	2%	3%	2%	4%	3%	3%
Denver Broncos	3%	2%	3%	3%	3%	3%	2%	2%	3%	4%	1%	0%	1%	2%	8%	2%	1%	5%	4%	3%	2%	2%	2%	3%
New England Patriots	3%	1%	4%	5%	4%	4%	3%	4%	2%	4%	3%	11%	3%	0%	1%	4%	2%	4%	3%	3%	4%	5%	3%	4%
Philadelphia Eagles	3%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%	10%	2%	1%	1%	3%	5%	2%	3%	3%	3%	3%	3%	3%
Pittsburgh Steelers	3%	2%	4%	5%	3%	4%	3%	2%	3%	5%	4%	9%	2%	2%	3%	4%	3%	2%	2%	4%	4%	2%	4%	3%
Arizona Cardinals	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	1%	1%	0%	5%	1%	2%	3%	0%	1%	2%	3%	2%	2%
Atlanta Falcons	2%	1%	2%	3%	3%	3%	1%	3%	2%	1%	1%	1%	5%	0%	0%	2%	5%	1%	1%	1%	3%	3%	2%	3%
Baltimore Ravens	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	0%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%
Carolina Panthers	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	0%	3%	1%	1%	2%	1%	1%	0%	2%	2%	1%	1%	2%
Cincinnati Bengals	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	0%	2%	5%	1%	3%	2%	1%	0%	3%	2%	1%	2%	2%
Cleveland Browns	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	1%	7%	1%	2%	3%	2%	0%	2%	2%	1%	2%	2%
Detroit Lions	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	0%	1%	7%	1%	3%	1%	1%	1%	2%	2%	1%	2%	2%
Las Vegas Raiders	2%	2%	3%	3%	2%	3%	2%	3%	3%	2%	2%	1%	2%	1%	6%	2%	2%	5%	3%	3%	3%	1%	3%	2%
Los Angeles Rams	2%	1%	2%	2%	4%	3%	2%	3%	3%	2%	2%	1%	1%	2%	7%	1%	3%	4%	6%	2%	2%	2%	2%	3%
Miami Dolphins	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	1%	0%	2%	1%	3%	0%	2%	2%	2%	2%	1%
Minnesota Vikings	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	4%	1%	1%	6%	1%	2%	2%	1%	0%	2%	2%	3%	2%	2%
New Orleans Saints	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	0%	4%	0%	1%	2%	4%	1%	1%	2%	2%	1%	2%	2%
New York Jets	2%	1%	1%	2%	4%	2%	2%	2%	3%	1%	1%	7%	1%	0%	0%	2%	1%	1%	1%	1%	2%	4%	1%	4%
Seattle Seahawks	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	1%	6%	2%	2%	2%	4%	2%	2%	2%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	0%	2%	3%	1%	2%	2%
Washington Commanders	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	3%	0%	1%	2%	3%	1%	1%	2%	2%	2%	2%	2%
Houston Texans	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	0%	3%	0%	0%	1%	1%	3%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	0%	1%	4%	0%	1%	3%	1%	0%	2%	1%	1%	2%	1%
Los Angeles Chargers	1%	1%	1%	1%	3%	2%	1%	2%	2%	1%	1%	0%	1%	0%	5%	1%	1%	2%	3%	1%	1%	3%	1%	3%
Tennessee Titans	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	0%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%
Jacksonville Jaguars	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%

Q14. And what NFL team do you dislike, or you might even say	y you ha	ate? You not	only root	t against then	n, but vo	u are ur	set whe	n they v	vin and l	happy w	hen thev	lose.												
	, ,		Fanship (.,,	Ger		,		ge			Regi	on			Ethnicit	y			Income	9	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Dallas Cowboys	13%	7%	14%	16%	14%	14%	11%	10%	14%	14%	13%	13%	16%	9%	11%	12%	16%	14%	7%	13%	13%	12%	13%	11%
Green Bay Packers	5%	2%	7%	6%	4%	5%	5%	6%	5%	5%	4%	1%	3%	14%	3%	6%	5%	5%	2%	5%	5%	6%	5%	5%
New England Patriots	5%	3%	6%	6%	5%	5%	5%	4%	6%	5%	5%	7%	5%	5%	4%	6%	4%	3%	4%	5%	6%	4%	5%	5%
Chicago Bears	3%	1%	3%	4%	7%	5%	2%	6%	3%	2%	2%	2%	2%	7%	3%	4%	4%	3%	1%	3%	4%	4%	3%	4%
Las Vegas Raiders	3%	2%	3%	4%	3%	3%	3%	2%	3%	5%	2%	0%	1%	2%	9%	2%	2%	7%	1%	3%	3%	2%	4%	2%
Pittsburgh Steelers	3%	2%	2%	3%	5%	3%	3%	4%	2%	4%	3%	2%	3%	6%	2%	3%	5%	1%	0%	3%	4%	2%	3%	2%
Atlanta Falcons	2%	0%	1%	2%	3%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	2%
Baltimore Ravens	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	2%
Buffalo Bills	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Kansas City Chiefs	2%	0%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	4%	2%	1%	1%	2%	2%
Philadelphia Eagles	2%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	5%	3%	1%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	3%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	1%
Arizona Cardinals	1%	0%	0%	1%	2%	1%	1%	1%	2%	0%	1%	2%	1%	0%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%
Carolina Panthers	1%	0%	1%	1%	2%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%
Cincinnati Bengals	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Cleveland Browns	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	2%	2%	1%	1%	1%	2%	0%	1%	2%	1%	2%	1%
Denver Broncos	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Detroit Lions	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	1%
Houston Texans	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%
Los Angeles Chargers	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Los Angeles Rams	1%	0%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	0%	1%	1%	2%	1%	2%
Miami Dolphins	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Minnesota Vikings	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%	1%	0%	1%	1%	2%	1%	1%
New York Giants	1%	0%	1%	1%	3%	1%	1%	2%	2%	0%	1%	4%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	2%
New York Jets	1%	0%	1%	1%	3%	1%	1%	2%	1%	1%	1%	4%	1%	0%	0%	1%	1%	2%	1%	1%	1%	2%	1%	2%
San Francisco 49ers	1%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	0%	1%	1%	4%	1%	0%	3%	4%	2%	2%	1%	2%	1%
Seattle Seahawks	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	0%	1%	4%	1%	2%	2%	1%	1%
	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%
Tennessee Titans Washington Commanders	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
	0%	0%		0%	1%			0%	0%	0%	0%	0%	1%	0%	0%		1%	0%	1%		0%	1%	0%	0%
Jacksonville Jaguars			0%			0%	0%									0%				0%				
New Orleans Saints	0% 38%	0%	0%	1% 23%	1%	1%	0%	0%	0%	1% 41%	0%	0% 40%	1%	0%	0%	0%	1%	0%	0%	0%	1% 35%	0%	1% 38%	0%
I don't have a team that I dislike	38%	68%	36%	23%	18%	32%	43%	33%	32%	41%	49%	40%	38%	33%	39%	39%	29%	34%	58%	41%	35%	34%	38%	38%
Q15. Now, thinking about your favorite professional football p	olayer, v	what current	NFL play	er would you	say is y	our favo	rite?					I		I			ı	1					I	
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnicit	у			Income	•		cation
	T-4-1	Non form		to continued	A f . d		F	40.24	25.40	50.64	<u>ر</u> -	N1	Count	8.01.4	14/	14/l-14 -	Afr			-¢EOV	\$50K-	ć400V.	Less than	Do ab alamala
	Total	Non-fans	Casual	Involved	Avid	M		18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Tom Brady	6%	1%	5%	6%	12%	8%	4%	7%	6%	4%	6%	8%	7%	4%	5%	5%	7%	8%	1%	5%	7%	7%	5%	7%
Patrick Mahomes	3%	1%	3%	3%	4%	3%	2%	1%	3%	3%	4%	1%	3%	4%	2%	3%	3%	2%	1%	3%	2%	2%	3%	3%
Aaron Rodgers	2%	0%	2%	4%	1%	2%	2%	1%	2%	2%	2%	1%	1%	5%	2%	2%	1%	2%	1%	2%	3%	1%	2%	1%
Other	18%	3%	15%	27%	33%	22%	15%	17%	21%	20%	16%	19%	18%	16%	18%	17%	25%	20%	17%	15%	20%	23%	19%	20%
No Favorite Player	65%	93%	71%	55%	35%	58%	72%	66%	60%	67%	69%	63%	66%	65%	67%	67%	59%	61%	76%	71%	62%	55%	67%	60%
Dont know/Refused	6%	2%	4%	5%	15%	7%	5%	8%	8%	4%	3%	8%	5%	6%	6%	6%	5%	7%	4%	4%	6%	12%	4%	9%
Q16. What about from the past? What NFL player from the pa	st woul	ld vou sav is v	vour favo	rite?	1				<u> </u>	<u> </u>	<u> </u>	I	1	I	1		ı	I	1	1	1	1	I	1
- page non me pa			Fanship (Ger	der		A	ge			Regi	on			Ethnicit	y			Income	;	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Joe Montana	3%	1%	3%	4%	3%	4%	2%	0%	3%	4%	4%	2%	2%	1%	6%	3%	1%	3%	8%	2%	3%	3%	2%	4%
Brett Favre	2%	0%	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	1%	4%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%
Peyton Manning	2%	1%	3%	4%	2%	3%	2%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	1%	2%	3%	2%	3%	3%	2%
Walter Payton	2%	1%	2%	2%	2%	3%	1%	1%	2%	3%	2%	1%	1%	4%	1%	2%	3%	1%	0%	2%	2%	2%	1%	2%
Other	18%	9%	20%	27%	20%	26%	12%	3%	18%	27%	30%	16%	22%	17%	17%	20%	19%	14%	6%	18%	23%	14%	20%	15%
						500/	720/	7.00/							_		500/		700/	660/				60%
No Favorite Player	63%	85%	62%	50%	45%	50%	73%	76%	59%	56%	55%	62%	62%	64%	63%	61%	60%	67%	72%	66%	59%	56%	64%	60%
No Favorite Player Dont know/Refused	63% 10%	85% 3%	62% 8%	50% 10%	45% 26%	12%	9%	16%	59% 14%	56% 5%	55% 5%	62% 17%	62% 9%	64% 7%	63% 10%	10%	12%	67% 13%	11%	8%	59% 9%	56% 21%	64% 8%	16%

MOE +/- 1.8%

Q17. Do you watch live NFL football games on TV or on other	r platfor	ms?										-												
			Fanship (Category		Ger	nder		А	ge			Regi	ion			Ethnicit	ty			Income	9	Edu	cation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	72%	27%	81%	91%	98%	79%	67%	75%	78%	68%	67%	75%	72%	73%	71%	70%	85%	74%	71%	67%	77%	80%	70%	77%
No	28%	73%	19%	9%	2%	21%	33%	25%	22%	32%	33%	25%	28%	27%	29%	30%	15%	26%	29%	33%	23%	20%	30%	23%
	2070	7570	1370	3,0	2,0	2270	3370	2570	22/0	5270	5570	2370	2070	27,0	2370	5070	1370	2070	2570	3370	2570	2070	3070	2370
Q18. During the NFL season, about how many hours a week	do you s	pend watchi	ng footba	II games?								,					I	l			1	ı		1
			Fanship	Category		Ger	nder		А	ge			Regi	ion			Ethnicit	ty			Income	9		cation
	T-4-1	Non form		Incompless of	4		F	40.24	25.40	50.64	c=.	N	Countle	5.61 do	,,,,,,	14/1-24	Afr	1 - 4!		-¢EOV	\$50K-	ć400V.	Less than	Bardarda ada
None	Total 23%	Non-fans 67%	Casual 12%	Involved 4%	Avid 1%	M 17%	28%	18-34 19%	35-49 17%	50-64 28%	65+ 30%	Northeast 20%	South 24%	Midwest 23%	West 23%	White 25%	Amer/Black 10%	Latino 21%	Asian 23%	<\$50K 27%	\$100K 19%	\$100K+ 16%	Bachelors' 25%	Bachelors'+
None More than none but less than 2	19%	20%	31%	15%	10%	16%	23%	25%	20%	15%	15%	17%	20%	23%	20%	18%	10%	21%	25%	21%	18%	17%	20%	18%
At least 2 but no more than 4	25%	7%	33%	34%	25%	25%	25%	26%	26%	21%	25%	26%	24%	24%	24%	23%	29%	29%	30%	23%	26%	26%	23%	27%
	18%	4%	16%	26%	29%	22%	14%	19%	19%	19%	14%	20%	18%	17%	17%	18%	23%	18%	12%	17%	19%	21%	18%	19%
At least 4 but no more than 6 6 or more	15%	1%	9%	20%	35%	21%	10%	10%	18%	17%	16%	17%	15%	15%	15%	16%	19%	11%	10%	12%	18%	20%	14%	17%
6 or more	15%	176	9%	20%	33%	21%	10%	10%	1870	1/70	10%	1770	15%	15%	15%	10%	19%	11%	10%	1270	18%	20%	14%	1770
Q19KEY. People watch football games for many reasons. Of	the follo	wing, please	indicate v	whether or n	ot any of	the foll	owing re	easons d	escribe v	why you	watch fo	ootball. (ROTA	TE Q19-C	(27)			I							1
Q19. Watching my favorite team is very important to me, the	at is mus	t see TV																						
		↓	Fanship (Category		Ger	nder		A	ge			Regi	on		L	Ethnicit	y			Income	2	Edu	cation
					1	1			1	1 7	1				1 7	1	Afr				\$50K-	1	Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	70%	23%	54%	81%	94%	74%	65%	72%	77%	66%	62%	74%	70%	67%	69%	67%	77%	76%	71%	67%	70%	75%	68%	73%
No	30%	77%	46%	19%	6%	26%	35%	28%	23%	34%	38%	26%	30%	33%	31%	33%	23%	24%	29%	33%	30%	25%	32%	27%
Q20. Whenever I can watch football, it is one of my favorite	activities	i										т												
			Fanship (Category	ı	Ger	nder		Α	ge		 	Regi	on		₩	Ethnicit	ty		 	Income	•		cation
	T-4-1	Non form		to a board	01.1	١	_	40.24	25 40	50.64	c=.	N	C 44-	5 41 do	38/	14/1-14	Afr			-¢501/	\$50K-	ć400V.	Less than	Bardada ada
W	Total	Non-fans	Casual		Avid	M	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian		\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	67% 33%	21%	50%	77%	95%	75%	59%	68%	72% 28%	63%	64%	68%	68%	63%	70%	65%	74%	72%	68%	64%	70%	72%	65%	72%
No	33%	79%	50%	23%	5%	25%	41%	32%	28%	37%	36%	32%	32%	37%	30%	35%	26%	28%	32%	36%	30%	28%	35%	28%
Q21. I like to watch football with my friends, it's fun	——				<u> </u>	<u> </u>			<u> </u>		<u> </u>	<u> </u>		Ш	لــــــا		<u>l</u>					l		1
	T	Т	Fanship	Category		Ger	nder		А	ge			Regi	ion			Ethnicit	ty		T	Income	9	Edu	cation
			T	T .						Ī							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	81%	59%	74%	85%	93%	81%	81%	88%	88%	76%	66%	80%	82%	80%	81%	78%	85%	89%	84%	80%	82%	82%	81%	82%
No	19%	41%	26%	15%	7%	19%	19%	12%	12%	24%	34%	20%	18%	20%	19%	22%	15%	11%	16%	20%	18%	18%	19%	18%
	1]						1				
Q22. I can enjoy watching football with family members ever	ก if we ca	an't do much			oy each																			
			Fanship (Category		Ger	nder		A	ge		ļ	Regi	on		<u> </u>	Ethnicit	ty		<u> </u>	Income	•		cation
				l			_			!							Afr		١		\$50K-		Less than	
Was a	Total	Non-fans	Casual	Involved	Avid	M	F OF O/	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian		\$100K		Bachelors'	Bachelors'+
Yes	83%	67%	79%	86%	93%	82%	85%	90%	89%	78%	71%	83%	84%	83%	82%	82%	85%	88%	84%	82%	83%	87%	83%	83%
No	17%	33%	21%	14%	7%	18%	15%	10%	11%	22%	29%	17%	16%	17%	18%	18%	15%	12%	16%	18%	17%	13%	17%	17%
Q23. I watch to keep track of my bets				1		·	1	1									I	1	1		1	ı		1
. ,	1	1	Fanship	Category		Ger	nder		А	ge			Regi	ion			Ethnicit	ty		T	Income	2	Edu	cation
	1		T									1					Afr			1	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	30%	5%	12%	28%	62%	35%	23%	45%	37%	18%	6%	36%	30%	25%	28%	25%	39%	42%	22%	24%	32%	39%	27%	34%
No	70%	95%	88%	72%	38%	65%	77%	55%	63%	82%	94%	64%	70%	75%	72%	75%	61%	58%	78%	76%	68%	61%	73%	66%
																				<u> </u>				
Q24. I watch to keep track of players on my fantasy football	team											_												
	₩	 	Fanship (Category	1	Ger	nder		A	ge			Regi	on		—	Ethnicit	ty	1	₩	Income	9		cation
	1			l		١	l <u>-</u>	40.55	25.55	1-0		N	c		l !		Afr		١		\$50K-	64600	Less than	Bart !
	Total	Non-fans	Casual		Avid	M	F	18-34	35-49		65+	Northeast	South		West	White	Amer/Black		Asian		\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	33%	3%	12%	32%	72% 28%	38% 62%	28% 72%	50% 50%	45% 55%	16% 84%	9%	38%	33%	29%	34%	29%	42%	43% 57%	42% 58%	26% 74%	37% 63%	47% 53%	29% 71%	42%
							77%																	58%
No	67%	97%	88%	68%	28%	02/0	7270	3070	3370	0470	91%	62%	67%	71%	66%	71%	58%	3770	36/0	7470	03/0	33/0	7170	3070

Q25. Watching football gives me a chance to eat and drink																								
			Fanship (Category		Ger	nder		А	ge			Reg	ion			Ethnicit	ty			Income	9	Educ	ation
										Ī			1				Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	59%	32%	49%	62%	80%	60%	59%	77%	68%	48%	30%	62%	60%	56%	60%	55%	63%	72%	69%	58%	60%	62%	59%	60%
No	41%	68%	51%	38%	20%	40%	41%	23%	32%	52%	70%	38%	40%	44%	40%	45%	37%	28%	31%	42%	40%	38%	41%	40%
Q26. Watching football is more exciting than many other thin	ngs I cou	ld be doing																						
			Fanship (Category		Ger	nder		Α	ge			Reg	ion			Ethnicit	ty			Income	9	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	65%	23%	52%	72%	91%	70%	60%	67%	70%	61%	61%	68%	65%	63%	66%	65%	66%	68%	65%	63%	66%	71%	63%	70%
No	35%	77%	48%	28%	9%	30%	40%	33%	30%	39%	39%	32%	35%	37%	34%	35%	34%	32%	35%	37%	34%	29%	37%	30%
Q27. I enjoy pretending to be the coach while watching footh	pall																							
			Fanship	Category		Ger	nder		A	ge			Reg	ion			Ethnicit	ty			Income	9		ation
		_	l								_						Afr				\$50K-		Less than	
<u></u>	Total	Non-fans	Casual	Involved	Avid	M	F 270/	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	33%	7%	16%	32%	65%	39%	27%	46%	42%	22%	13%	40%	32%	29%	34%	30%	45%	38%	34%	29%	35%	43%	30%	40%
No	67%	93%	84%	68%	35%	61%	73%	54%	58%	78%	87%	60%	68%	71%	66%	70%	55%	62%	66%	71%	65%	57%	70%	60%
O20KEV Indicate whether you gave or discares with each	t Alea fall				DOTATE	030 37		1					l									l .		l
Q28KEY. Indicate whether you agree or disagree with each o Q28. You can learn about teamwork by watching football	tne foil	owing stater	nents abo	out football. (RUIAIE	Q28-37))																	
Q28. You can learn about teamwork by watching lootball	1		Fanship	Catagory		Gor	nder	1		ge			Reg	ion		ı	Ethnicit	h.,		1	Income		Educ	ation
			ransinp	Category	1	Gei	luei	+	T	ge			Reg	1011			Afr	.y			\$50K-	-	Less than	ation
	Total	Non-fans	Casual	Involved	Avid	м	_	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White		Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agraa	82%	63%	85%	89%	95%	85%	80%	86%	86%	80%	75%	85%	82%	80%	83%	81%	89%	83%	86%	81%	82%	87%	81%	85%
Agree Disagree	9%	15%	9%	6%	4%	8%	9%	7%	8%	9%	13%	8%	9%	9%	9%	9%	7%	10%	8%	9%	10%	8%	9%	9%
Don't know	9%	22%	6%	5%	1%	7%	11%	7%	6%	11%	12%	8%	9%	11%	8%	10%	3%	7%	7%	10%	8%	5%	10%	7%
DOIT CKNOW	370	22/0	070	370	1/0	770	11/0	7,70	070	11/0	12/0	070	370	11/0	070	1070	370	770	770	10/0	070	370	1070	770
Q29. NFL players serve as good role models	1			!		l										l				1			ı	!
<u></u>			Fanship	Category		Ger	nder		А	ge			Reg	ion			Ethnicit	tv		1	Income	•	Educ	ation
													Τ					ĺ						
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast			West	White	Afr		Asian	<\$50K	\$50K-		Less than	
Agree	Total 52%	Non-fans 26%	Casual 50%	Involved 60%	Avid 78%	M 52%	F 52%	18-34	35-49 61%	50-64 46%	65+ 37%	Northeast 54%	South 52%	Midwest	West	White		Latino 59%	Asian 49%	<\$50K		\$100K+ 53%		Bachelors'+
Agree Disagree							F 52% 23%						South	Midwest			Afr Amer/Black	Latino			\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
	52%	26%	50%	60%	78%	52%		60%	61%	46%	37%	54%	South 52%	Midwest 51%	51%	49%	Afr Amer/Black 65%	Latino 59%	49%	52%	\$50K- \$100K 51%	\$100K+ 53%	Less than Bachelors' 53%	Bachelors'+
Disagree	52% 25%	26% 35%	50% 27%	60% 22%	78% 12%	52% 27%	23%	60% 20%	61% 19%	46% 29%	37% 35%	54% 21%	South 52% 26%	Midwest 51% 26%	51% 24%	49% 27%	Afr Amer/Black 65% 14%	Latino 59% 23%	49% 24%	52% 22%	\$50K- \$100K 51% 28%	\$100K+ 53% 27%	Less than Bachelors' 53% 23%	Bachelors'+ 50% 29%
Disagree	52% 25%	26% 35%	50% 27%	60% 22%	78% 12%	52% 27%	23%	60% 20%	61% 19%	46% 29%	37% 35%	54% 21%	South 52% 26%	Midwest 51% 26%	51% 24%	49% 27%	Afr Amer/Black 65% 14%	Latino 59% 23%	49% 24%	52% 22%	\$50K- \$100K 51% 28%	\$100K+ 53% 27%	Less than Bachelors' 53% 23%	Bachelors'+ 50% 29%
Disagree Don't know	52% 25%	26% 35%	50% 27% 23%	60% 22%	78% 12%	52% 27% 21%	23%	60% 20%	61% 19% 20%	46% 29%	37% 35%	54% 21%	South 52% 26%	Midwest 51% 26% 22%	51% 24%	49% 27%	Afr Amer/Black 65% 14%	Latino 59% 23% 18%	49% 24%	52% 22%	\$50K- \$100K 51% 28%	\$100K+ 53% 27% 19%	Less than Bachelors' 53% 23% 24%	Bachelors'+ 50% 29%
Disagree Don't know	52% 25%	26% 35%	50% 27% 23%	60% 22% 18%	78% 12%	52% 27% 21%	23% 25%	60% 20%	61% 19% 20%	46% 29% 26%	37% 35%	54% 21%	South 52% 26% 21%	Midwest 51% 26% 22%	51% 24%	49% 27%	Afr Amer/Black 65% 14% 21%	Latino 59% 23% 18%	49% 24%	52% 22%	\$50K- \$100K 51% 28% 21%	\$100K+ 53% 27% 19%	Less than Bachelors' 53% 23% 24%	Bachelors'+ 50% 29% 21%
Disagree Don't know	52% 25% 23% Total	26% 35% 39% Non-fans	50% 27% 23% Fanship	60% 22% 18% Category	78% 12% 9% Avid	52% 27% 21% Ger	23% 25% nder	60% 20% 20% 18-34	61% 19% 20% A 35-49	46% 29% 26% ge 50-64	37% 35% 28% 65+	54% 21% 24% Northeast	South 52% 26% 21% Reg	Midwest 51% 26% 22%	51% 24% 25% West	49% 27% 24% White	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black	Latino 59% 23% 18%	49% 24% 26% Asian	52% 22% 25% <\$50K	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K	\$100K+ 53% 27% 19%	Less than Bachelors' 53% 23% 24%	Bachelors'+
Disagree Don't know	52% 25% 23% Total 79%	26% 35% 39% Non-fans 58%	50% 27% 23% Fanship (Casual 81%	60% 22% 18% Category Involved 87%	78% 12% 9% Avid 93%	52% 27% 21% Ger M 81%	23% 25% nder F 76%	60% 20% 20% 18-34 86%	61% 19% 20% A 35-49 83%	46% 29% 26% ge 50-64 75%	37% 35% 28% 65+ 68%	54% 21% 24% Northeast 81%	South 52% 26% 21% Reg South 78%	Midwest 51% 26% 22%	51% 24% 25% West 79%	49% 27% 24% White 77%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86%	Latino 59% 23% 18% Ey Latino 81%	49% 24% 26% Asian 80%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79%	\$100K+ 53% 27% 19% \$100K+ 83%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78%	Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree	52% 25% 23% Total 79% 9%	26% 35% 39% Non-fans 58% 15%	50% 27% 23% Fanship Casual 81% 8%	60% 22% 18% Category Involved 87% 7%	78% 12% 9% Avid 93% 5%	52% 27% 21% Ger M 81% 10%	23% 25% nder F 76% 9%	60% 20% 20% 18-34 86% 7%	61% 19% 20% A 35-49 83% 8%	46% 29% 26% ge 50-64 75% 10%	37% 35% 28% 65+ 68% 12%	54% 21% 24% Northeast 81% 9%	South 52% 26% 21% Reg South 78% 9%	Midwest 51% 26% 22% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51	51% 24% 25% West 79% 9%	49% 27% 24% White 77% 9%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6%	Latino 59% 23% 18% Ety Latino 81% 11%	49% 24% 26% Asian 80% 8%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10%	\$100K+ 53% 27% 19% \$100K+ 83% 9%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78% 8%	Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree	52% 25% 23% Total 79%	26% 35% 39% Non-fans 58%	50% 27% 23% Fanship (Casual 81%	60% 22% 18% Category Involved 87%	78% 12% 9% Avid 93%	52% 27% 21% Ger M 81%	23% 25% nder F 76%	60% 20% 20% 18-34 86%	61% 19% 20% A 35-49 83%	46% 29% 26% ge 50-64 75%	37% 35% 28% 65+ 68%	54% 21% 24% Northeast 81%	South 52% 26% 21% Reg South 78%	Midwest 51% 26% 22%	51% 24% 25% West 79%	49% 27% 24% White 77%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86%	Latino 59% 23% 18% Ey Latino 81%	49% 24% 26% Asian 80%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79%	\$100K+ 53% 27% 19% \$100K+ 83%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78%	Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know	52% 25% 23% Total 79% 9%	26% 35% 39% Non-fans 58% 15%	50% 27% 23% Fanship Casual 81% 8%	60% 22% 18% Category Involved 87% 7%	78% 12% 9% Avid 93% 5%	52% 27% 21% Ger M 81% 10%	23% 25% nder F 76% 9%	60% 20% 20% 18-34 86% 7%	61% 19% 20% A 35-49 83% 8%	46% 29% 26% ge 50-64 75% 10%	37% 35% 28% 65+ 68% 12%	54% 21% 24% Northeast 81% 9%	South 52% 26% 21% Reg South 78% 9%	Midwest 51% 26% 22% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51	51% 24% 25% West 79% 9%	49% 27% 24% White 77% 9%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6%	Latino 59% 23% 18% Ety Latino 81% 11%	49% 24% 26% Asian 80% 8%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10%	\$100K+ 53% 27% 19% \$100K+ 83% 9%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78% 8%	Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree	52% 25% 23% Total 79% 9%	26% 35% 39% Non-fans 58% 15%	50% 27% 23% Fanship Casual 81% 8% 11%	60% 22% 18% Category Involved 87% 7% 6%	78% 12% 9% Avid 93% 5%	52% 27% 21% Ger M 81% 10% 9%	23% 25% nder F 76% 9% 15%	60% 20% 20% 18-34 86% 7%	A 35-49 83% 8% 9%	46% 29% 26% 26% 50-64 75% 10%	37% 35% 28% 65+ 68% 12%	54% 21% 24% Northeast 81% 9%	South 52% 26% 21% Reg South 78% 9% 13%	Midwest 51% 26% 22% 5100 Midwest 78% 9% 14%	51% 24% 25% West 79% 9%	49% 27% 24% White 77% 9%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9%	Latino 59% 23% 18% Ey Latino 81% 11% 9%	49% 24% 26% Asian 80% 8%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10%	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78% 8% 14%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8%
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Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know	52% 25% 23% 70tal 79% 9% 12%	26% 35% 39% Non-fans 58% 15% 27%	50% 27% 23% Fanship Casual 81% 8% 11% Fanship	60% 22% 18% Category Involved 87% 7% 6% Category	78% 12% 9% Avid 93% 5% 2%	52% 27% 21% Ger M 81% 10% 9%	23% 25% nder F 76% 9% 15%	18-34 86% 7%	61% 19% 20% 35-49 83% 8% 9%	46% 29% 26% ge 50-64 75% 10% 15%	37% 35% 28% 65+ 68% 12% 20%	54% 21% 24% Northeast 81% 9% 10%	South 52% 26% 21% Reg South 78% 9% 13%	Midwest 51% 26% 22% 22% 500 Midwest 78% 9% 14%	51% 24% 25% West 79% 9% 12%	49% 27% 24% White 77% 9% 14%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 69% Ethnicit Afr	Latino 59% 23% 18% 18% Latino 81% 111% 9%	49% 24% 26% Asian 80% 8% 12%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10% 11%	\$100K+ 53% 27% 19% \$100K+ \$3% \$100K+ 83% 9% 8%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8%
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together	52% 25% 23% 70tal 79% 9% 12%	26% 35% 39% Non-fans 58% 27%	50% 27% 23% Fanship (Casual 81% 8% 11% Fanship (Casual)	60%	78% 12% 9% Avid 93% 5% 2%	52% 27% 21% 21% Ger M 81% 10% 9%	23% 25% nder F 76% 9% 15%	18-34 86% 7% 18-34	61% 19% 20% 35-49 83% 8% 9%	46% 29% 26% ge 50-64 15% ge 50-64	37% 35% 28% 65+ 68% 12% 20%	54% 21% 24% Northeast Northeast	South 52% 26% 21%	Midwest 51% 26% 22% 22% 500 Midwest 78% 9% 14% 500 Midwest Midwest	51% 24% 25% West 79% 9% 12%	49% 27% 24% White 77% 9% 14%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Afr Amer/Black	Latino 59% 23% 18% 18% 11% 9% 11% 9% Latino	49% 24% 26% Asian 80% 8% 12%	52% 22% 25% 	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 11%	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8% \$100K+	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors'	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree	52% 25% 23% Total 79% 9% 12%	26% 35% 39% Non-fans 58% 15% 27%	50% 27% 23% Fanship (Casual 81% 8% 11% Fanship (Casual 85%	60% 22% 18% Category Involved 87% 7% 6% Category Involved 89%	78% 12% 9% Avid 93% 5% 2% Avid 95%	52% 27% 21% Ger M 81% 10% 9% Ger M 82%	23% 25% nder F 76% 9% 15%	18-34 86% 7% 18-34 86% 7% 18-34	61% 19% 20% 35-49 83% 8% 9% A 35-49 85%	ge 50-64 75% ge 50-64 79%	37% 35% 28% 65+ 68% 12% 20%	54% 21% 24% Northeast 81% 9% 10% Northeast 84%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83%	Midwest 51% 26% 22% 20% Midwest 78% 9% 14% 000 Midwest 81%	\$1% 24% 25% \$\frac{\text{West}}{\text{79%}}\$ 9% \$12\text{2}\$ \$\text{West}\$ \$80\text{80}\$	49% 27% 24% White 77% 9% 14% White 80%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 88%	Latino 59% 23% 18% 18% 11% 9% 11% 9% Latino 84%	49% 24% 26% Asian 80% 8% 12%	\$2% 22% 25% \$50K 77% 8% 14% \$\$50K 81%	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10% 11%	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8% \$100K+ 84%	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83%
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Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree	52% 25% 23% Total 79% 9% 12%	26% 35% 39% Non-fans 58% 15% 27%	50% 27% 23% Fanship (Casual 81% 8% 11% Fanship (Casual 85%	60% 22% 18% Category Involved 87% 7% 6% Category Involved 89%	78% 12% 9% Avid 93% 5% 2% Avid 95%	52% 27% 21% Ger M 81% 10% 9% Ger M 82%	23% 25% nder F 76% 9% 15%	18-34 86% 7% 18-34 86% 7% 18-34	61% 19% 20% 35-49 83% 8% 9% A 35-49 85%	ge 50-64 75% ge 50-64 79%	37% 35% 28% 65+ 68% 12% 20%	54% 21% 24% Northeast 81% 9% 10% Northeast 84%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83%	Midwest 51% 26% 22% 20% Midwest 78% 9% 14% 000 Midwest 81%	\$1% 24% 25% \$\frac{\text{West}}{\text{79%}}\$ 9% \$12\text{2}\$ \$\text{West}\$ \$80\text{80}\$	49% 27% 24% White 77% 9% 14% White 80%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 88%	Latino 59% 23% 18% 18% 11% 9% 11% 9% Latino 84%	49% 24% 26% Asian 80% 8% 12%	\$2% 22% 25% \$50K 77% 8% 14% \$\$50K 81%	\$50K- \$100K 51% 28% 21% Income \$50K- \$100K 79% 10% 11%	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8% \$100K+ 84%	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83%
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Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know	52% 25% 23% 70tal 79% 9% 12% Total 82% 7%	26% 35% 39% Non-fans 58% 27% Non-fans 62% 13%	50% 27% 23% Casual 81% 8% 11% Fanship (Casual 85% 7% 88%	60% 22% 18% Category Involved 87% 6% Category Involved 89% 5%	78% 12% 9% Avid 93% 5% 2% Avid 95% 3%	52% 27% 21% Ger M 81% 10% 9% Ger M 82% 8% 11%	23% 25% nder F 76% 9% 15%	18-34 86% 7% 18-34 86% 7% 18-34 89%	61% 19% 20% 35-49 83% 8% 9% 35-49 85% 7% 8%	46% 29% 26% 36% 50-64 75% 10% 15% ge 50-64 79% 8%	37% 35% 28% 65+ 68% 12% 20% 65+ 72% 11%	54% 21% 24% Northeast 81% 9% 10% Northeast 84% 7%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83% 7%	Midwest 51% 26% 22% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51	51% 24% 25% West 79% 9% 12% West 80% 9%	49% 27% 24% White 77% 9% 14% White 80% 7%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 86% 6% 6% Ethnicit Ethnicit Ethnicit Ethnicit Afr Ethnicit Ethnicit Ethnicit	Latino 59% 23% 18% Latino 81% 11% 9% Latino 84% 9% 7%	49% 24% 26% Asian 80% 8% 12% Asian 83% 10%	\$2% 22% 25% \$50K 77% 8% 14% \$	\$50K- \$100K 51% 28% 21% 21% 100 10% 10% 11% 10% 11% 100 10% 11% 100 10% 10	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8% \$100K+ 84% 6% 10%	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81% 7% 11%	Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know	52% 25% 23% Total 79% 9% 12% Total 82% 7% 11%	26% 35% 39% Non-fans 58% 15% 27% Non-fans 62% 13% 25%	Fanship (Casual 81% Fanship (Casual 85% Fanship (Casual 85% Fanship (Casual 85%	60% 22% 18%	78% 12% 9% Avid 93% 5% 2% Avid 95% 3% 2%	52% 27% 21% Ger M 81% 10% 9% Ger M 82% 88% 11%	23% 25% nder F 76% 9% 15% nder F 82% 7% 11%	18-34 86% 7% 18-34 86% 6% 6%	61% 19% 20% 35-49 83% 8% 9% 35-49 85% 7% 88%	ge 50-64 75% 10% 15% 8% 14% ge	37% 35% 28% 65+ 66% 12% 20%	S4% 21% 24%	South 52% 26% 21% South 78% Reg South 83% 10% Reg Reg Reg South 83% 7% 10%	Midwest 51% 26% 22% 22% 500 Midwest 78% 14% 500 Midwest 81% 12% 500 Midwest 12	51% 24% 25% West 79% 9% 12% West 80% 9% 11%	49% 27% 24% White 77% 9% 14% White 80% 7% 13%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 69% Ethnicit Afr Amer/Black 86% 6% 9%	Latino 59% 23% 18% Latino 81% 9% Latino 81% 9% Ey Latino 84% 9% 7%	49% 24% 26% Asian 80% 8% 12% Asian 83% 10% 7%	\$2% 22% 25% \$50K 77% 8% 14% \$50K 81% 7% 12%	\$50K- \$100K 51% 28% 21% 10% 10% 11	\$100K+ 53% 27% 19% 19% \$100K+ 83% 9% 8% \$100K+ 84% 6% 10%	Less than Bachelors' 53% 23% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 11% Educ Less than Bachelors' 81% 7% 11%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 8% ation Bachelors'+ 83% 7% 10% ation
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know Q32. Football teaches leadership	52% 25% 23% 7 Total 79% 9% 12% 7 Total 11%	26% 35% 39% Non-fans 58% 15% 27% Non-fans	Fanship (Casual 81% 7% 88% 7% 88% Fanship (Casual 85% 7% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	60% 22% 18%	78% 12% 9% Avid 93% 5% 2% Avid Avid Avid	52% 27% 21% Ger M 81% 10% 9% Ger M 82% 88% 11%	23% 25% 25% F 76% 9% 15% F 82% 7% 11%	60% 20% 20% 18-34 86% 7% 7% 18-34 66% 686	AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	46% 29% 26% 26% ge 50-64 75% 10% 15% 88 44%	37% 35% 28% 65+ 68% 12% 20% 65+ 17%	S4% 21% 24%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83% 7% 10% Reg South	Midwest 51% 22% 22% 22% 500 Midwest 78% 14% 500 Midwest 81% 7% 12% 500 Midwest Midwest Midwest 51% 51% 51% 51% 51% 51% 51% 51% 51% 51%	51% 24% 25% West 79% 9% 12% West 11%	49% 27% 24% White 77% 9% 14% White 80% 7% 13%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 88% 6% 6% 6% 6% 6%	Latino 59% 23% 18% Latino 81% 11% 9% Latino 84% 9% 7%	49% 24% 26% Asian 80% 83% 12% Asian 7%	\$2% 22% 25% \$50K 77% 8% 14% \$\$50K 81% 7% 12%	\$50K- \$100K 51% 28% 21% 21% 28% 21% 21% 28% 21	\$100K+ 53% 27% 19% 19% \$100K+ 83% 9% 8% \$400K+ 84% 6% 10% \$100K+	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81% 7% 11% Educ Less than Bachelors'	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83% 7% 10% ation Bachelors'+
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know Q32. Football teaches leadership	52% 25% 23% 70tal 79% 9% 12% 70tal 82% 7% 11%	26% 35% 39% Non-fans 58% 15% 27% Non-fans 62% 13% 25% Non-fans 47%	Fanship (Casual 81% 8% 111% Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Fanship (Casual 85% 7% 8%)	60% 22% 18%	78% 12% 9% Avid 93% 5% 2% Avid 95% 3% 4 2%	52% 27% 21% Ger M 81% 10% 9% Ger M 82% 8% 11% Ger	23% 25% nder F 76% 15% 15% 11%	18-34 86% 7% 18-34 86% 7% 18-34 89% 6% 6%	A 35-49 83% 8% 9% A A 35-49 85% 7% 8% 8% 9% 85% 7% 8% 8% 8% 8% 9% 85% 7% 8% 8% 8% 8% 8% 7% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	46% 29% 26% 26% 50-64 75% 10% 15% 8% 14% ge 50-64 64% 64%	37% 35% 28% 65+ 68% 12% 20% 65+ 72% 11% 17%	S4% 21% 24% 24%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83% 7% 10% Reg South 73%	Midwest 51% 22% 22% 22% 500 Midwest 78% 9% 14% 500 Midwest 81% 7% 12% 500 Midwest 71% 500 Midwest 71%	51% 24% 25% West 79% 9% 12% West 80% 9% 11%	### ##################################	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 88% 6% 6% 6% Ethnicit Afr Amer/Black 88% 6% 6% 88%	Latino 59% 23% 18% Latino 81% 11% 9% Latino 84% 9% 7% Latino 84% 9% 7%	49% 24% 26% Asian 80% 8% 12% Asian 7%	\$2% 22% 25% \$50K 77% 8% 14% \$50K 81% 7% 12%	\$50K- \$100K 51% 28% 21% 28% 21% 100K 79% 10% 11% 11% 10% 11% 83% 8% 9% 100K 550K- \$50K- \$50K- \$50K- \$50K- \$100K 74%	\$100K+ 53% 27% 19% 19% \$100K+ 83% 9% 8% \$100K+ 84% 6% 10% \$\$100K+ \$100K+	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81% 7% 11% Educ Less than Bachelors' 71%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83% 7% 10% ation Bachelors'+ 83% 7% 10%
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know Q32. Football teaches leadership Agree Disagree Don't know Q33. Football teaches leadership	52% 25% 23% 70tal 79% 9% 12% 70tal 82% 7% 11%	26% 35% 39% Non-fans 58% 27% Non-fans 62% 13% 25%	Fanship (Casual 81% 8% 11% Fanship (Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Fanship (Casual 73% 13% Fanship (Casual 73% 13% Fanship (Casual 73% Casual 73% Fanship (Casual 73% Casual 74% Casua	Category	78% 12% 9% Avid 93% 5% 2% Avid 95% 3% 2%	52% 27% 21% 21% Ger M 81% 10% 9% Ger M 82% 8% 11% Ger M 76% 12%	23% 25% nder F 76% 9% 15% F 82% 7% 11% der F 69% 12%	18-34 86% 7% 7% 18-34 86% 7% 6% 6%	A 35-49 8% 7% A 35-49 83% 9% A A A A A A A A A A A A A A A A A A A	46% 29% 26% 26% 10% 15% 15% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16	37% 35% 28% 65+ 68% 12% 20% 65+ 72% 11% 17%	54% 21% 24% Northeast 81% 9% 10% Northeast 84% 7% 9% Northeast 7% 10%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83% 7% 10% Reg South 73% 13% 13%	Midwest 51% 22% 22% 22% 22% 22% 22% 22% 22% 22% 2	51% 24% 25% West 79% 12% West 80% 99% 11%	49% 27% 24% White 77% 9% 14% White 80% 7% 13%	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 6% 6% 6% 6% Ethnicit Afr Amer/Black 88% 6% 6% 9%	Latino 59% 23% 18% 18% Latino 81% 11% 9% Latino 84% 9% 7% Latino 72% 12%	49% 24% 26% Asian 80% 8% 12% Asian 75% 6%	\$2% 22% 25% \$50K 77% 8% 14% \$\$0K 81% 7% 12%	\$50K- \$100K 51% 28% 21% 21% 28% 21	\$100K+ 53% 27% 19% \$100K+ 83% 9% 8% \$100K+ 84% 6% 10% \$100K+ 84% 5% 12%	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81% 7% 11%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83% 7% 10% ation Bachelors'+ 6% 13%
Disagree Don't know Q30. You can learn about strategy by watching football. Agree Disagree Don't know Q31. Football brings people and families together Agree Disagree Don't know Q32. Football teaches leadership	52% 25% 23% 70tal 79% 9% 12% 70tal 82% 7% 11%	26% 35% 39% Non-fans 58% 15% 27% Non-fans 62% 13% 25% Non-fans 47%	Fanship (Casual 81% 8% 111% Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Casual 85% 7% 8% Fanship (Casual 85% 7% 8% Fanship (Casual 85% 7% 8%)	60% 22% 18%	78% 12% 9% Avid 93% 5% 2% Avid 95% 3% 4 2%	52% 27% 21% Ger M 81% 10% 9% Ger M 82% 8% 11% Ger	23% 25% nder F 76% 15% 15% 11%	18-34 86% 7% 18-34 86% 7% 18-34 89% 6% 6%	A 35-49 83% 8% 9% A A 35-49 85% 7% 8% 8% 9% 85% 7% 8% 8% 8% 8% 9% 85% 7% 8% 8% 8% 8% 8% 7% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8% 8%	46% 29% 26% 26% 50-64 75% 10% 15% 8% 14% ge 50-64 64% 64%	37% 35% 28% 65+ 68% 12% 20% 65+ 72% 11% 17%	S4% 21% 24% 24%	South 52% 26% 21% Reg South 78% 9% 13% Reg South 83% 7% 10% Reg South 73%	Midwest 51% 22% 22% 22% 500 Midwest 78% 9% 14% 500 Midwest 81% 7% 12% 500 Midwest 71% 500 Midwest 71%	51% 24% 25% West 79% 9% 12% West 80% 9% 11%	### ##################################	Afr Amer/Black 65% 14% 21% Ethnicit Afr Amer/Black 86% 6% 9% Ethnicit Afr Amer/Black 88% 6% 6% 6% Ethnicit Afr Amer/Black 88% 6% 6% 88%	Latino 59% 23% 18% Latino 81% 11% 9% Latino 84% 9% 7% Latino 84% 9% 7%	49% 24% 26% Asian 80% 8% 12% Asian 7%	\$2% 22% 25% \$50K 77% 8% 14% \$50K 81% 7% 12%	\$50K- \$100K 51% 28% 21% 28% 21% 100K 79% 10% 11% 11% 10% 11% 83% 8% 9% 100K 550K- \$50K- \$50K- \$50K- \$50K- \$100K 74%	\$100K+ 53% 27% 19% 19% \$100K+ 83% 9% 8% \$100K+ 84% 6% 10% \$\$100K+ \$100K+	Less than Bachelors' 53% 24% Educ Less than Bachelors' 78% 8% 14% Educ Less than Bachelors' 81% 7% 11% Educ Less than Bachelors' 71%	Bachelors'+ 50% 29% 21% ation Bachelors'+ 81% 10% 8% ation Bachelors'+ 83% 7% 10% ation Bachelors'+ 83% 7% 10%

MOE +/- 1.8%

Q33. Football is too violent																								
			Fanship (Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income			ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	27%	39%	27%	19%	23%	25%	30%	23%	21%	29%	40%	29%	26%	28%	28%	27%	28%	27%	31%	26%	30%	28%	25%	33%
Disagree	60%	42%	60%	71%	74%	64%	57%	67%	69%	58%	45%	60%	62%	60%	60%	60%	62%	61%	51%	60%	59%	63%	62%	56%
Don't know	12%	19%	13%	10%	4%	11%	13%	10%	10%	14%	15%	11%	12%	12%	13%	12%	9%	12%	18%	14%	11%	8%	13%	10%
Q34. Football is too dangerous of a sport for young people t	o play																							
			Fanship (Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	37%	47%	37%	29%	33%	31%	42%	37%	32%	37%	44%	40%	35%	35%	40%	35%	38%	41%	48%	35%	39%	38%	35%	42%
Disagree	49%	32%	48%	58%	60%	55%	43%	52%	55%	46%	38%	47%	50%	50%	46%	50%	48%	47%	37%	49%	45%	55%	50%	45%
Don't know	14%	21%	15%	12%	7%	14%	15%	11%	13%	17%	18%	13%	15%	15%	14%	15%	14%	12%	15%	15%	16%	7%	15%	12%
Q35. Professional football players are being exploited for our	r enjoyn																							
			Fanship (Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	30%	26%	27%	28%	41%	31%	29%	38%	32%	22%	24%	27%	29%	31%	33%	28%	35%	33%	36%	26%	30%	40%	26%	38%
Disagree	50%	39%	55%	57%	51%	52%	48%	43%	51%	55%	54%	54%	51%	48%	48%	53%	46%	46%	39%	49%	53%	48%	51%	48%
Don't know	20%	35%	19%	15%	8%	17%	23%	19%	17%	23%	22%	19%	20%	21%	19%	20%	19%	21%	25%	25%	16%	12%	22%	14%
Q36. Being a football fan is one way to express my patriotism	1																							
			Fanship (Category		Ger	nder		Α	ge			Regi	on			Ethnicit	ty			Income	1	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	39%	14%	35%	46%	69%	41%	37%	49%	50%	31%	21%	40%	41%	39%	36%	36%	47%	47%	36%	36%	40%	48%	38%	42%
Disagree	45%	63%	49%	39%	23%	46%	44%	33%	36%	53%	64%	47%	43%	44%	47%	48%	38%	36%	46%	44%	47%	42%	44%	46%
Don't know	16%	24%	16%	15%	8%	13%	19%	18%	14%	17%	15%	14%	16%	18%	17%	16%	15%	17%	18%	20%	13%	10%	18%	12%
Q37. Football in some ways promotes warlike behavior																								
			Fanship (Category		Ger	nder		Α	ge	-		Regi	on	-		Ethnicit	ty	-		Income	:	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	33%	34%	31%	29%	41%	36%	30%	38%	33%	27%	35%	31%	34%	31%	35%	31%	40%	36%	35%	31%	33%	40%	31%	39%
Disagree	53%	40%	56%	61%	55%	52%	54%	51%	54%	58%	47%	57%	52%	53%	50%	56%	49%	48%	43%	52%	56%	50%	54%	50%
Don't know	14%	25%	13%	10%	5%	12%	16%	12%	13%	15%	18%	13%	13%	16%	15%	13%	11%	16%	21%	17%	11%	9%	15%	11%

Nature of the Sample	
United States Residents	
Fanship Category	
Non-fans	27%
Casual	26%
Involved	26%
Avid	21%
Gender	
M	49%
F	51%
Age	
18-34	30%
35-49	25%
50-64	25%
65+	20%
Region	
Northeast	17%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	63%
Afr Amer/Black	12%
Latino	16%
Asian	5%
Income	
<\$50K	52%
\$50K-\$100K	32%
\$100K+	16%
Education	
Less than Bachelors'	69%
Bachelors'+	31%

This Siena College Poll was conducted January 3 - 8, 2023, among 3201 responses drawn from a proprietary online panel (Lucid) of United States Residents. Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.8 percentage points including the design effects resulting from weighting. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-783-2901.