Q1. In general, would you describe yourself as a sports fan, o	r not?																					
		[Fanship	Category		Ger	der		A	ge			Reg	ion			Etl	nnicity			Edu	ation
										Í							Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	71%	99%	98%	80%	19%	81%	61%	78%	75%	65%	63%	76%	71%	71%	67%	68%	78%	78%	68%	64%	70%	74%
No	28%	1%	2%	19%	78%	19%	36%	20%	24%	34%	36%	22%	28%	28%	32%	31%	21%	21%	30%	32%	29%	25%
Don't Know/Refused	1%	0%	0%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	2%	1%
Q2KEY. Regardless of whether people call themselves sports	fans or r	not, man	y people en	gage in sp	orts relate	d activit	ties. For	each of	the follo	wing act	ivities,	please s	elect th	e catego	ory whic	h best d	escribes your	participat	tion. (RC	TATE Q2	2-Q9)	
Q2. Watch live sports on the television or another platform																						
			Fanship	Category		Ger	nder		A	ge			Reg	ion			Eti	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	20%	76%	17%	4%	0%	29%	11%	27%	23%	15%	12%	27%	19%	19%	17%	18%	29%	24%	22%	17%	18%	25%
About once or twice a week	39%	23%	75%	53%	5%	42%	37%	36%	43%	39%	41%	41%	37%	41%	41%	41%	37%	37%	39%	38%	40%	39%
About once or twice a month	14%	1%	7%	34%	11%	12%	17%	15%	13%	14%	14%	12%	15%	15%	14%	13%	14%	17%	9%	22%	15%	13%
Less than once a month	14%	0%	1%	8%	42%	9%	19%	12%	12%	17%	17%	10%	17%	12%	15%	15%	11%	15%	17%	13%	15%	13%
Never	12%	0%	0%	0%	42%	8%	16%	10%	9%	15%	15%	11%	12%	12%	14%	14%	10%	7%	12%	11%	13%	10%
Q3. Listen to live sports on the radio or through another dev	ice																					
			Fanship	Category	r	Ger	der		A	ge			Reg	ion			-	nnicity			Educ	ation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м						NE	S	MW	w							
Every day or almost every day							F	18-34	35-49	50-64	65+					White		Latino	Asian	Other	No degree	Bachelors'+
	11%	52%	5%	0%	0%	16%	7%	16%	14%	8%	5%	17%	11%	10%	9%	10%	18%	14%	10%	9%	9%	16%
About once or twice a week	22%	38%	49%	8%	0% 0%	16% 27%	7% 18%	16% 26%	14% 27%	8% 16%	5% 18%	17% 26%	21%	10% 22%	9% 21%	10% 20%	18% 23%	14% 30%	10% 23%	9% 25%	9% 22%	16% 23%
About once or twice a week About once or twice a month	22% 14%	38% 7%	49% 22%	8% 25%	0% 0% 1%	16% 27% 14%	7% 18% 14%	16% 26% 13%	14% 27% 15%	8% 16% 15%	5% 18% 13%	17% 26% 14%	21% 14%	10% 22% 17%	9% 21% 12%	10% 20% 15%	18% 23% 9%	14% 30% 14%	10% 23% 13%	9% 25% 13%	9% 22% 13%	16% 23% 16%
About once or twice a week	22% 14% 19%	38% 7% 2%	49% 22% 16%	8% 25% 33%	0% 0% 1% 21%	16% 27% 14% 17%	7% 18% 14% 21%	16% 26% 13% 17%	14% 27% 15% 18%	8% 16% 15% 21%	5% 18% 13% 23%	17% 26% 14% 13%	21% 14% 20%	10% 22% 17% 22%	9% 21% 12% 20%	10% 20% 15% 20%	18% 23% 9% 17%	14% 30% 14% 17%	10% 23% 13% 19%	9% 25% 13% 24%	9% 22% 13% 21%	16% 23% 16% 16%
About once or twice a week About once or twice a month	22% 14%	38% 7%	49% 22%	8% 25%	0% 0% 1%	16% 27% 14%	7% 18% 14%	16% 26% 13%	14% 27% 15%	8% 16% 15%	5% 18% 13%	17% 26% 14%	21% 14%	10% 22% 17%	9% 21% 12%	10% 20% 15%	18% 23% 9%	14% 30% 14%	10% 23% 13%	9% 25% 13%	9% 22% 13%	16% 23% 16%
About once or twice a week About once or twice a month Less than once a month Never	22% 14% 19% 33%	38% 7% 2% 2%	49% 22% 16% 7%	8% 25% 33%	0% 0% 1% 21%	16% 27% 14% 17%	7% 18% 14% 21%	16% 26% 13% 17%	14% 27% 15% 18%	8% 16% 15% 21%	5% 18% 13% 23%	17% 26% 14% 13%	21% 14% 20%	10% 22% 17% 22%	9% 21% 12% 20%	10% 20% 15% 20%	18% 23% 9% 17%	14% 30% 14% 17%	10% 23% 13% 19%	9% 25% 13% 24%	9% 22% 13% 21%	16% 23% 16% 16%
About once or twice a week About once or twice a month Less than once a month	22% 14% 19% 33%	38% 7% 2% 2%	49% 22% 16% 7%	8% 25% 33% 34%	0% 0% 1% 21%	16% 27% 14% 17% 26%	7% 18% 14% 21% 40%	16% 26% 13% 17%	14% 27% 15% 18% 27%	8% 16% 15% 21% 40%	5% 18% 13% 23%	17% 26% 14% 13%	21% 14% 20% 34%	10% 22% 17% 22% 29%	9% 21% 12% 20%	10% 20% 15% 20%	18% 23% 9% 17% 33%	14% 30% 14% 17% 26%	10% 23% 13% 19%	9% 25% 13% 24%	9% 22% 13% 21% 35%	16% 23% 16% 16% 28%
About once or twice a week About once or twice a month Less than once a month Never	22% 14% 19% 33%	38% 7% 2% 2%	49% 22% 16% 7%	8% 25% 33% 34%	0% 0% 1% 21%	16% 27% 14% 17%	7% 18% 14% 21% 40%	16% 26% 13% 17%	14% 27% 15% 18%	8% 16% 15% 21% 40%	5% 18% 13% 23%	17% 26% 14% 13%	21% 14% 20%	10% 22% 17% 22% 29%	9% 21% 12% 20%	10% 20% 15% 20%	18% 23% 9% 17% 33% Ett	14% 30% 14% 17%	10% 23% 13% 19%	9% 25% 13% 24%	9% 22% 13% 21% 35%	16% 23% 16% 16%
About once or twice a week About once or twice a month Less than once a month Never	22% 14% 19% 33%	38% 7% 2% 2% r platfor	49% 22% 16% 7% m Fanship	8% 25% 33% 34% Category	0% 0% 1% 21% 77%	16% 27% 14% 17% 26% Ger	7% 18% 14% 21% 40%	16% 26% 13% 17% 28%	14% 27% 15% 18% 27%	8% 16% 15% 21% 40%	5% 18% 13% 23% 41%	17% 26% 14% 13% 31%	21% 14% 20% 34% Reg	10% 22% 17% 22% 29%	9% 21% 12% 20% 38%	10% 20% 15% 20% 35%	18% 23% 9% 17% 33% Eti	14% 30% 14% 17% 26%	10% 23% 13% 19% 35%	9% 25% 13% 24% 29%	9% 22% 13% 21% 35% Educ	16% 23% 16% 28% 28%
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, c	22% 14% 19% 33% Total	38% 7% 2% 2% r platfor Avid	49% 22% 16% 7% m Fanship	8% 25% 33% 34% Category Casual	0% 0% 1% 21% 77% Nonfan	16% 27% 14% 17% 26% Ger M	7% 18% 14% 21% 40% der	16% 26% 13% 17% 28% 18-34	14% 27% 15% 18% 27% 4§ 35-49	8% 16% 15% 21% 40% ge 50-64	5% 18% 13% 23% 41%	17% 26% 14% 13% 31%	21% 14% 20% 34% Reg	10% 22% 17% 22% 29% gion	9% 21% 12% 20% 38%	10% 20% 15% 20% 35% White	18% 23% 9% 17% 33% Eti Afr Amer/Black	14% 30% 14% 17% 26% 	10% 23% 13% 19% 35% Asian	9% 25% 13% 24% 29% Other	9% 22% 13% 21% 35% Educ	16% 23% 16% 28% cation Bachelors'+
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, c	22% 14% 19% 33% r anothe Total 24%	38% 7% 2% 2% r platfor Avid 79%	49% 22% 16% 7% Fanship Involved 27%	8% 25% 33% 34% Category Casual 5%	0% 0% 1% 21% 77% Nonfan 0%	16% 27% 14% 17% 26% Ger M 35%	7% 18% 14% 21% 40% • der F 13%	16% 26% 13% 17% 28% 18-34 25%	14% 27% 15% 18% 27% 27% Aş 35-49 26%	8% 16% 15% 21% 40% ge 50-64 21%	5% 18% 13% 23% 41% 65+ 21%	17% 26% 14% 13% 31% NE 30%	21% 14% 20% 34% Reg S 22%	10% 22% 17% 22% 29% cion MW 26%	9% 21% 12% 20% 38% W 20%	10% 20% 15% 20% 35% White 22%	18% 23% 9% 17% 33% Ett Afr Amer/Black 31%	14% 30% 14% 26% 	10% 23% 13% 19% 35% Asian 22%	9% 25% 13% 24% 29% Other 19%	9% 22% 13% 21% 35% Educ No degree 21%	16% 23% 16% 28% cation Bachelors'+ 30%
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, c Every day or almost every day About once or twice a week	22% 14% 19% 33% r anothe Total 24% 31%	38% 7% 2% 2% r platfor Avid 79% 20%	49% 22% 16% 7% Fanship Involved 27% 63%	8% 25% 33% 34% Category Casual 5% 41%	0% 0% 1% 21% 77% Nonfan 0% 2%	16% 27% 14% 17% 26% Ger M 35% 34%	7% 18% 14% 21% 40% der F 13% 29%	16% 26% 13% 17% 28% 28% 18-34 25% 35%	14% 27% 15% 18% 27% 27% A { 35-49 26% 32%	8% 16% 15% 21% 40% 50-64 21% 28%	5% 18% 13% 23% 41% 65+ 21% 30%	17% 26% 14% 13% 31% NE 30% 32%	21% 14% 20% 34% Reg S 22% 31%	10% 22% 17% 22% 29% sion MW 26% 32%	9% 21% 12% 20% 38% W 20% 31%	10% 20% 15% 20% 35% White 22% 30%	18% 23% 9% 17% 33% Ett Afr Amer/Black 31% 32%	14% 30% 14% 26% unicity Latino 25% 35%	10% 23% 13% 19% 35% Asian 22% 31%	9% 25% 13% 24% 29% Other 19% 33%	9% 22% 13% 21% 35% Educ No degree 21% 32%	16% 23% 16% 28% cation Bachelors'+ 30% 30%
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, c Every day or almost every day About once or twice a week About once or twice a month	22% 14% 19% 33% Total 24% 31% 13%	38% 7% 2% 2% r platfor Avid 79% 20% 1%	49% 22% 16% 7% Fanship Involved 27% 63% 9%	8% 25% 33% 34% Category Casual 5% 41% 33%	0% 0% 1% 21% 77% Nonfan 0% 2% 7%	16% 27% 14% 17% 26% Ger M 35% 34% 10%	7% 18% 14% 21% 40% F 13% 29% 16%	16% 26% 13% 17% 28% 28% 18-34 25% 35% 13%	14% 27% 15% 18% 27% A 35-49 26% 32% 13%	8% 16% 15% 21% 40% 50-64 21% 28% 14%	5% 18% 13% 23% 41% 65+ 21% 30% 12%	17% 26% 14% 31% NE 30% 32% 11%	21% 14% 20% 34% Reg 5 22% 31% 14%	10% 22% 17% 22% 29% (ion <u>MW</u> 26% 32% 14%	9% 21% 12% 20% 38% W 20% 31% 12%	10% 20% 15% 20% 35% White 22% 30% 13%	18% 23% 9% 17% 33% Eti Afr Amer/Black 31% 32% 12%	14% 30% 14% 26% Latino 25% 35% 14%	10% 23% 13% 19% 35% Asian 22% 31% 8%	9% 25% 13% 24% 29% 0ther 19% 33% 19%	9% 22% 13% 21% 35% Edu No degree 21% 32% 13%	16% 23% 16% 28% cation Bachelors'+ 30% 30% 13%
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, o Every day or almost every day About once or twice a week About once or twice a month Less than once a month	22% 14% 19% 33% Total 24% 31% 13% 14%	38% 7% 2% 2% r platfor Avid 79% 20% 1% 0%	49% 22% 16% 7% Fanship Involved 27% 63% 9% 1%	8% 25% 33% 34% Category Casual 5% 41% 33% 17%	0% 0% 1% 21% 77% Nonfan 0% 2% 7% 33%	16% 27% 14% 26% Ger <u>M</u> 35% 34% 10%	7% 18% 14% 21% 40% F 13% 29% 16% 18%	16% 26% 13% 17% 28% 28% 18-34 25% 35% 13% 11%	14% 27% 15% 18% 27% A 35-49 26% 32% 13% 14%	8% 16% 15% 21% 40% 50-64 21% 28% 14% 16%	5% 18% 13% 23% 41% 65+ 21% 30% 12% 17%	17% 26% 14% 31% 31% NE 30% 32% 11%	21% 14% 20% 34% Reg 5 22% 31% 14% 15%	10% 22% 17% 22% 29% ;ion <u>MW</u> 26% 32% 14% 12%	9% 21% 12% 20% 38% W 20% 31% 12% 16%	10% 20% 15% 20% 35% White 22% 30% 13% 14%	18% 23% 9% 17% 33% Ett Afr Amer/Black 31% 32% 12% 11%	14% 30% 14% 26% Latino 25% 35% 14% 11%	10% 23% 13% 19% 35% Asian 22% 31% 8% 21%	9% 25% 13% 24% 29% 0ther 19% 33% 19%	9% 22% 13% 21% 35% Edu No degree 21% 32% 13%	16% 23% 16% 28% cation Bachelors'+ 30% 30% 13% 12%
About once or twice a week About once or twice a month Less than once a month Never Q4. Watch or listen to sports news on the television, radio, c Every day or almost every day About once or twice a week About once or twice a month	22% 14% 19% 33% Total 24% 31% 13%	38% 7% 2% 2% r platfor Avid 79% 20% 1%	49% 22% 16% 7% Fanship Involved 27% 63% 9%	8% 25% 33% 34% Category Casual 5% 41% 33%	0% 0% 1% 21% 77% Nonfan 0% 2% 7%	16% 27% 14% 17% 26% Ger M 35% 34% 10%	7% 18% 14% 21% 40% F 13% 29% 16%	16% 26% 13% 17% 28% 28% 18-34 25% 35% 13%	14% 27% 15% 18% 27% A 35-49 26% 32% 13%	8% 16% 15% 21% 40% 50-64 21% 28% 14%	5% 18% 13% 23% 41% 65+ 21% 30% 12%	17% 26% 14% 31% NE 30% 32% 11%	21% 14% 20% 34% Reg 5 22% 31% 14%	10% 22% 17% 22% 29% (ion <u>MW</u> 26% 32% 14%	9% 21% 12% 20% 38% W 20% 31% 12%	10% 20% 15% 20% 35% White 22% 30% 13%	18% 23% 9% 17% 33% Eti Afr Amer/Black 31% 32% 12%	14% 30% 14% 26% Latino 25% 35% 14%	10% 23% 13% 19% 35% Asian 22% 31% 8%	9% 25% 13% 24% 29% 0ther 19% 33% 19%	9% 22% 13% 21% 35% Edu No degree 21% 32% 13%	16% 23% 16% 28% cation Bachelors'+ 30% 30% 13%

Q5. Watch or listen to sports talk shows on the	television, radio, pod	casts, or	r another pla	tform																		
			Fanship	Category		Ger	nder		Α	ge			Reg	gion			Eti	nnicity			Edu	cation
																	Afr					
	Total		Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	18%	71%	14%	1%	0%	27%	9%	24%	21%	13%	10%	24%	17%	16%	15%	15%	27%	21%	17%	14%	16%	22%
About once or twice a week	26%	27%	62%	17%	0%	30%	22%	30%	27%	22%	21%	31%	25%	27%	22%	23%	30%	30%	32%	22%	25%	27%
About once or twice a month	14%	1%	18%	31%	3%	12%	16%	14%	15%	15%	12%	10%	15%	17%	13%	13%	12%	15%	14%	29%	15%	13%
Less than once a month	15%	0%	4%	28%	23%	11%	19%	11%	14%	17%	19%	12%	15%	14%	17%	16%	14%	13%	12%	11%	15%	14%
Never	28%	0%	2%	23%	74%	20%	35%	20%	22%	33%	38%	24%	27%	26%	32%	32%	17%	21%	25%	24%	29%	24%
Q6. Check the scores of live sporting events or u	isa a mobila davica ta	koon tr	ack of sports																			
Que check the scores of five sporting events of t		кеер п		, Category		Ger	nder		А	ge			Rea	gion			Eti	nicity			Edu	cation
										8-							Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	25%	84%	28%	5%	1%	38%	12%	31%	29%	18%	17%	31%	24%	25%	21%	21%	36%	28%	30%	20%	22%	32%
About once or twice a week	28%	16%	61%	35%	1%	30%	27%	28%	33%	27%	26%	31%	28%	29%	26%	28%	26%	30%	22%	38%	29%	28%
About once or twice a month	12%	0%	9%	30%	6%	8%	16%	14%	11%	10%	13%	10%	12%	13%	13%	12%	11%	15%	12%	10%	13%	11%
Less than once a month	12%	0%	1%	19%	25%	10%	15%	10%	10%	16%	14%	11%	13%	11%	14%	13%	10%	10%	14%	16%	13%	11%
Never	22%	0%	1%	12%	67%	15%	29%	16%	17%	29%	30%	16%	23%	23%	26%	25%	18%	16%	22%	16%	24%	19%
Q7. Engage in fantasy sports	I	1						1				1				1						
			Fanship	Category	1	Ger	nder		A	ge			Ke	gion			Afr	nnicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	All Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	6%	32%	2%	0%	0%	10%	3%	13%	7%	3%	1%	12%	5%	7%	5%	5%	8%	9%	6%	7%	5%	10%
About once or twice a week	11%	35%	13%	2%	0%	14%	7%	18%	14%	5%	3%	15%	10%	11%	8%	9%	13%	17%	11%	5%	10%	12%
About once or twice a month	7%	13%	14%	6%	0%	8%	7%	12%	12%	3%	2%	6%	8%	7%	7%	6%	10%	9%	12%	9%	7%	8%
Less than once a month	11%	8%	19%	12%	5%	11%	11%	13%	12%	13%	6%	10%	11%	11%	12%	9%	11%	14%	19%	15%	12%	10%
Never	64%	13%	53%	80%	95%	56%	72%	45%	55%	77%	88%	56%	65%	64%	69%	70%	58%	51%	52%	64%	66%	61%
Q8. Bet on sporting events			•	•	•								•	•			•					
			Fanship	Category		Ger	nder		A	ge			Reg	gion			r	nnicity			Edu	cation
							_										Afr					
From device and the set of the device	Total 5%	Avid 19%	Involved	Casual	Nonfan	M 8%	F 1%	18-34	35-49 5%	50-64 2%	65+ 1%	NE 9%	S 4%	MW 5%	W 2%	White 3%	Amer/Black 9%	Latino	Asian 3%	Other 3%	No degree	Bachelors'+
Every day or almost every day	5%	31%	2%	1% 3%	0% 0%	8% 15%	1% 7%	9% 17%		2% 5%	2%	9% 17%	4%	5% 10%	2% 8%	3% 8%		7%		3% 12%	4% 10%	6% 13%
About once or twice a week	9%	15%	15% 13%	3% 8%	2%	15%	7%	11%	15% 12%	5% 5%	2% 4%	8%	9%	10% 9%	8% 9%	8% 7%	13%	18% 11%	12% 12%	6%	9%	8%
About once or twice a month		13%				10%	13%	11%	12%	5% 14%	4%	8% 12%	9% 13%	9% 15%	9% 14%	13%	11% 13%	11%	12%		9%	8%
Less than once a month	14% 62%	22%	20% 49%	15% 74%	7% 91%	53%	71%	49%	51%	73%	83%	54%	64%	61%	67%	68%	53%	51%	55%	23% 56%	63%	61%
Never	02%	22%	49%	74%	91%	53%	/1%	49%	51%	73%	83%	54%	04%	01%	07%	08%	53%	51%	55%	50%	03%	01%
Q9. Talk about sports with your friends and fam	ily whether in person	, online	or via text							1											I	
· ·	•			Category		Ger	nder		A	ge			Reg	gion			Eti	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	22%	71%	27%	3%	0%	30%	14%	29%	27%	15%	12%	25%	22%	22%	18%	19%	30%	25%	21%	22%	20%	25%
About once or twice a week	33%	27%	61%	43%	2%	35%	31%	33%	34%	32%	32%	38%	31%	33%	31%	32%	34%	35%	31%	32%	32%	34%
About once or twice a month	14%	2%	8%	34%	9%	12%	16%	14%	14%	15%	15%	13%	15%	15%	14%	15%	11%	14%	9%	14%	14%	14%
Less than once a month	15%	0%	3%	16%	37%	12%	19%	12%	14%	17%	21%	10%	17%	15%	17%	16%	10%	13%	23%	20%	16%	14%
Never	16%	0%	1%	4%	52%	11%	20%	13%	11%	21%	20%	14%	15%	15%	19%	17%	14%	13%	15%	13%	17%	12%
												1										

Q2 - Q9. Computed Fanship Category																						
			Fanship	Category		Ger	der		A	ge			Reg	gion			Eth	nnicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Avid	19%	100%	0%	0%	0%	29%	10%	29%	25%	11%	7%	27%	19%	19%	15%	17%	27%	26%	19%	11%	16%	26%
Involved	26%	0%	100%	0%	0%	30%	22%	25%	29%	24%	24%	28%	26%	24%	24%	23%	29%	20%	29%	40%	26%	26%
Casual	27%	0%	0%	100%	0%	23%	30%	22%	23%	30%	34%	24%	24%	31%	29%	29%	24%	24%	20%	22%	28%	24%
Nonfan	28%	0%	0%	0%	100%	19%	38%	23%	24%	34%	35%	21%	31%	25%	32%	31%	24%	23%	31%	28%	30%	24%
Noman	2070	070	070	070	10070	1370	30/0	23/0	2470	J470	3370	21/0	51/0	2370	5270	51/0	2070	2370	51/0	2070	3070	2470
Q10. Regardless of how much of a sports fan you are, would	ou cons	sider you	rself to be a	football	fan, or not	?													1			
			Fanship	Category		Ger	der		A	ge			Reg	gion			Etł	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes, a football fan	72%	97%	92%	81%	31%	81%	64%	75%	76%	68%	70%	74%	72%	75%	69%	72%	76%	76%	57%	75%	72%	75%
No, not a football fan	24%	2%	7%	17%	63%	17%	31%	21%	22%	28%	28%	23%	24%	23%	29%	25%	20%	19%	43%	24%	25%	23%
Don't Know/Refused	3%	1%	1%	3%	7%	2%	4%	4%	2%	4%	2%	3%	4%	2%	2%	3%	3%	5%	0%	1%	3%	2%
Q11. In terms of being a fan, would you say that football is yo	our favor	rite spor			our favorit			d you sa			t have a	favorit				1	-					
			Fanship	Category	r	Ger	der		A	ge			Reg	gion	r		1	nnicity	.	r	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Football	50%	77%	62%	51%	20%	57%	43%	50%	56%	49%	43%	52%	52%	51%	44%	49%	54%	56%	29%	50%	50%	49%
Other sport	32%	20%	33%	38%	32%	30%	33%	36%	27%	30%	33%	33%	30%	31%	34%	30%	31%	30%	51%	32%	31%	34%
Do not have a favorite sport	19%	2%	5%	11%	49%	13%	24%	14%	17%	21%	24%	15%	18%	18%	22%	20%	15%	14%	20%	18%	19%	17%
Q12. (If Q11 = Other Sport) Which of the following is your fav	orite spo	ort?																				
			Fanship	Category		Ger	der		A	ge	-		Reg	gion			Etł	nnicity		-	Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Baseball	22%	19%	24%	23%	20%	22%	22%	11%	25%	28%	30%	23%	17%	27%	25%	28%	8%	24%	6%	18%	20%	26%
Basketball	28%	48%	34%	25%	17%	29%	28%	39%	27%	21%	20%	29%	32%	25%	25%	19%	64%	19%	49%	38%	31%	23%
Hockey	10%	13%	10%	10%	9%	10%	10%	7%	13%	14%	8%	13%	9%	10%	10%	14%	1%	6%	5%	10%	9%	13%
Tennis	5%	3%	5%	6%	5%	5%	6%	6%	5%	4%	7%	6%	7%	3%	4%	3%	6%	10%	10%	6%	4%	8%
Soccer	11%	7%	10%	11%	13%	7%	14%	18%	10%	7%	4%	10%	12%	10%	10%	9%	9%	22%	5%	10%	10%	13%
Golf	3%	3%	4%	4%	2%	4%	2%	1%	1%	2%	9%	2%	3%	4%	4%	5%	0%	0%	2%	0%	3%	4%
Other	20%	6%	13%	21%	33%	23%	18%	18%	18%	24%	23%	18%	19%	20%	24%	22%	12%	20%	24%	18%	24%	13%
042 New territor to the territor of the Course Development				David av	F. h. m. a	1 2024																
Q13. Now turning to the topic of the Super Bowl, do you plar	on wat	ching th	e next Super Fanship		February 1	1, 2024 Ger		1	•	ge		1	Dee	gion		1	E+L	nnicity			Edu	cation
			Fanship	Category		Ger	aer		A	ge			Reg	gion			Afr	inicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	75%	99%	93%	82%	36%	81%	69%	79%	81%	70%	67%	81%	73%	76%	73%	72%	81%	82%	71%	78%	74%	77%
No	16%	1%	2%	9%	45%	12%	20%	14%	12%	19%	20%	13%	17%	15%	17%	19%	10%	9%	24%	10%	16%	15%
Don't Know/Refused	9%	1%	4%	9%	19%	7%	11%	7%	7%	11%	13%	6%	10%	9%	10%	9%	9%	9%	6%	12%	9%	8%
				1	1			1		1						1			1	1		
Q14. If you could only pick one of the following, which do you	feel is t	the mos	t interesting	part of t	he Super Bo	owl?		•	•		•	•	•	•	•	•		•		•	•	•
			Fanship	Category		Ger	der		A	ge			Reg	gion			Eth	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The game	52%	78%	66%	53%	19%	66%	38%	50%	52%	52%	54%	59%	49%	54%	49%	51%	59%	51%	48%	52%	50%	56%
The commercials/advertisements	19%	10%	13%	22%	28%	14%	23%	18%	17%	23%	19%	16%	19%	21%	19%	21%	13%	17%	19%	16%	19%	19%
The half-time show	21%	9%	17%	21%	34%	12%	30%	27%	24%	16%	16%	20%	23%	18%	22%	19%	22%	29%	25%	22%	23%	17%
The pre-game coverage	1%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	0%	1%	1%	2%
Other	1%	0%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	3%	5%	1%	1%
None	5%	0%	1%	1%	17%	5%	6%	3%	3%	7%	8%	3%	6%	5%	7%	7%	5%	1%	5%	5%	5%	5%
	1									1		I	1	I	I	1		1	1	1	1	

Q15. Thinking about the importance of the Super Bowl in you	ur own li	fe, how	important is	the Supe	r Bowl to y	ou?																
			Fanship	Category		Ger	nder		A	ge			Reg	gion			Etł	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Very important	20%	56%	25%	11%	1%	26%	15%	27%	24%	19%	9%	24%	20%	20%	19%	17%	29%	27%	16%	19%	20%	22%
Somewhat important	33%	36%	52%	38%	10%	35%	32%	33%	37%	33%	29%	36%	32%	35%	31%	32%	34%	36%	40%	35%	34%	32%
Total Important	53%	92%	77%	49%	11%	61%	47%	60%	61%	52%	38%	60%	52%	55%	50%	49%	63%	63%	56%	54%	54%	54%
Not very important	26%	7%	18%	39%	32%	23%	28%	23%	22%	25%	34%	22%	27%	24%	28%	28%	22%	22%	24%	22%	26%	25%
Not at all important	21%	1%	6%	12%	56%	16%	26%	17%	16%	23%	28%	17%	21%	21%	22%	23%	14%	15%	20%	24%	21%	21%
Total Not Important	47%	8%	24%	51%	88%	39%	54%	40%	38%	48%	62%	39%	48%	45%	50%	51%	36%	37%	44%	46%	47%	46%
Q16. Continuing to think about how important the Super Boy	wl is to y	ou, wou	,		uper Bowl			ay, or no				r	_			r						
			Fanship	Category		Ger	nder		A	ge			Reg	gion				nicity			Educ	cation
							-										Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	36%	72%	46%	27%	12%	42%	30%	47%	41%	31%	21%	41%	34%	35%	37%	33%	42%	45%	35%	38%	36%	38%
No	59%	26%	50%	69%	81%	54%	64%	47%	55%	65%	74%	55%	61%	61%	58%	64%	53%	48%	61%	53%	59%	59%
Don't know	5%	2%	4%	4%	7%	4%	5%	6%	3%	4%	5%	4%	5%	5%	4%	4%	5%	7%	4%	9%	5%	3%
Q17. Thinking about the following Super Bowl foods, which o	f the fel	lowingi	s vour fouori	to food to	ant on Su	nor Pou	d Sunda															
Q17. Thinking about the following super Bowr folds, which o		lowing i	Fanship		Jeat on Su	Ger		iy:	Δ.	ge			Roc	gion			Eth	nicity			Edu	cation
			ransnip	category		Gei				50			ince		1		Afr	incity			Luu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Chicken wings	25%	30%	27%	24%	21%	25%	26%	30%	26%	24%	19%	32%	26%	24%	21%	20%	43%	29%	31%	23%	26%	22%
Nachos	8%	7%	9%	8%	9%	7%	9%	9%	11%	7%	5%	5%	9%	9%	9%	8%	7%	9%	10%	9%	8%	8%
Pizza	23%	25%	24%	22%	22%	25%	21%	21%	22%	24%	27%	30%	20%	24%	22%	24%	18%	25%	22%	22%	23%	25%
Chili	2%	2%	3%	2%	2%	3%	2%	1%	1%	4%	3%	1%	2%	4%	2%	3%	1%	2%	0%	1%	2%	2%
Pigs in a blanket	2%	1%	2%	2%	2%	1%	3%	4%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%
Chips and dip	12%	8%	11%	15%	11%	9%	14%	11%	12%	11%	13%	8%	13%	11%	13%	14%	8%	9%	6%	9%	11%	13%
Cheese and crackers	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	0%	1%	4%	1%	1%	2%
Subs/sandwiches	6%	4%	7%	7%	5%	6%	6%	3%	4%	8%	8%	5%	6%	5%	6%	6%	6%	3%	4%	18%	6%	5%
Burgers	8%	8%	9%	6%	7%	9%	6%	11%	6%	5%	6%	6%	9%	7%	8%	7%	7%	10%	14%	7%	8%	7%
BBQ	6%	9%	5%	7%	5%	8%	5%	5%	8%	6%	6%	4%	7%	6%	8%	7%	7%	7%	6%	1%	6%	6%
Cookies, brownies, and other desserts	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	0%	1%	1%	2%
Garbage bread/Stuffed bread	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Other	4%	1%	2%	3%	10%	4%	4%	2%	3%	6%	7%	3%	4%	4%	6%	5%	3%	2%	1%	6%	4%	5%
	<u> </u>	<u> </u>	ļ <u>.</u>			Ļ	Ļ	<u> </u>	L	L		L		L	L	L				l		
Q18. Putting aside your favorite Super Bowl food, which of the	ne remai	ning foo			our second			1								r						
			Fanship	category		Ger	nder		A	ge			ке	gion	1		Etr Afr	nicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Aner/Black	Latino	Asian	Other	No degree	Bachelors'+
Chicken wings	15%	18%	16%	14%	13%	16%	г 15%	16%	17%	14%	13%	14%	3 16%	14%	15%	13%	20%	20%	10%	20%	16%	13%
Nachos	15%	9%	10%	14%	13%	9%	13%	10%	17%	14%	7%	9%	10%	14%	15%	13%	11%	12%	10%	13%	18%	9%
Pizza	20%	23%	20%	22%	12%	9% 22%	13%	21%	12%	22%	21%	9% 21%	20%	20%	22%	11%	22%	21%	27%	22%	21%	20%
Chili	3%	23%	4%	3%	3%	3%	3%	21%	2%	22%	5%	4%	20%	4%	3%	3%	3%	21%	1%	22%	3%	3%
Pigs in a blanket	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	4%	2%	2%	1%	3%	0%	4%	2%	2%
Chips and dip	12%	13%	12%	11%	11%	11%	13%	12%	13%	11%	11%	11%	12%	13%	11%	12%	1%	12%	8%	10%	11%	14%
Cheese and crackers	3%	2%	3%	4%	3%	3%	3%	2%	3%	3%	4%	4%	2%	4%	3%	4%	1%	12%	0%	2%	3%	4%
Subs/sandwiches	8%	8%	9%	4% 8%	8%	7%	9%	4%	7%	10%	13%	9%	9%	4% 8%	7%	9%	9%	7%	7%	2%	8%	4% 8%
Burgers	10%	12%	10%	10%	10%	13%	8%	13%	11%	7%	11%	11%	12%	10%	8%	10%	10%	12%	11%	8%	10%	10%
BBQ	6%	5%	8%	7%	6%	7%	6%	6%	8%	7%	5%	5%	7%	4%	9%	6%	6%	7%	15%	5%	7%	6%
Cookies, brownies, and other desserts	5%	4%	4%	4%	7%	4%	6%	7%	4%	4%	4%	5%	4%	6%	5%	5%	4%	3%	7%	5%	4%	6%
Garbage bread/Stuffed bread	0%	1%	1%	4% 0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	4% 0%	0%	1%	0%	4% 0%	1%
	0.0				-							-			0/0							
Other	3%	0%	2%	2%	7%	3%	2%	1%	3%	5%	4%	2%	2%	3%	4%	3%	2%	1%	2%	5%	3%	3%

Q17 + Q18 Combined: Favorite Super Bowl food		1	Fanak !:-	Catagoria		6	dau	1				1	D				F.1				r .J.,	antion
			Fanship	Category		Gen	der		A	ge			Reį	gion				nnicity	r	r –	Edu	cation
	Tetel		In the second	C	Neufen		F	10.24	35-49	50-64	CF .	NE	6			14/h-14-	Afr Ameri(Dissis	1 - 41		Other	N	De chedensle
Piezo	Total 40%	Avid 48%	Involved 43%	Casual	Nonfan	M 41%	F 41%	18-34 46%	43%	38%	65+ 32%	46%	S 42%	MW	W 36%	White 33%	Amer/Black	Latino 49%	Asian	Other	No degree	Bachelors'+ 35%
Pizza				38%	34%									38%			63%		41%	43%	42%	
Chicken wings	19%	16%	19%	21%	21%	16%	22%	21%	23%	19%	12%	14%	21%	22%	19%	19%	18%	21%	21%	22% 44%	20%	17%
Chips and dip	43%	48%	44%	44%	39%	47%	40%	42%	40%	46%	48%	51%	40%	44%	44%	43%	40%	46%	49%		44%	45%
Nachos	5%	4%	7%	5%	5%	6%	5%	3%	3%	6%	8%	5%	4%	8%	5%	6%	4%	4%	1%	3%	5%	5%
Burgers	4%	3%	4%	4%	5%	3%	6%	7%	4%	3%	3%	6%	4%	3%	4%	4%	2%	5%	1%	5%	4%	4%
Subs/sandwiches	24%	21%	23%	26%	22%	20%	27%	23%	25%	22%	24%	19%	25%	24%	24%	26%	20%	21%	14%	19%	22%	27%
BBQ	5%	4%	4%	6%	5%	4%	5%	3%	5%	5%	6%	5%	3%	6%	5%	6%	1%	2%	4%	3%	4%	6%
Other	14%	12%	16%	15%	13%	13%	15%	7%	11%	18%	21%	14%	15%	13%	13%	15%	15%	10%	11%	20%	14%	13%
Cookies, brownies, and other desserts	18%	20%	19%	16%	17%	22%	14%	24%	17%	12%	17%	17%	21%	17%	16%	17%	17%	22%	25%	15%	18%	17%
Chili	12%	14%	13%	14%	11%	15%	11%	11%	16%	13%	11%	9%	14%	10%	17%	13%	13%	14%	21%	6%	13%	12%
Cheese and crackers	6%	5%	5%	6%	9%	5%	8%	8%	5%	5%	6%	6%	5%	7%	7%	7%	4%	4%	7%	6%	5%	8%
Pigs in a blanket	0%	1%	1%	0%	2%	1%	0%	2%	0%	0%	0%	2%	1%	0%	0%	1%	0%	0%	2%	0%	0%	1%
Garbage bread/Stuffed bread	7%	1%	4%	5%	17%	7%	6%	3%	6%	11%	11%	5%	6%	7%	10%	8%	5%	3%	3%	11%	7%	8%
Q19KEY. In the following questions, we're going to ask you at		<u> </u>		0 / 1	1.1	nercials	, and ha	lftime s	nows. Fo	or each q	uestion	, please	indicate	e which	of the re	esponse	choices you vi	ew to be	the grea	atest.		
Q19. In your view, which of the following is the greatest Supe	r Bowl f	rom the		-	99)?			1														
			Fanship	Category		Gen	der		A	ge			Reg	gion				nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
III (1969) Jets 16-7 Colts – remembered for the victory of the underdog AFL Jets over the favored NFL Colts	12%	15%	16%	9%	7%	16%	8%	9%	10%	9%	20%	16%	10%	14%	8%	14%	7%	10%	4%	4%	10%	15%
X (1976) Steelers 21-17 Cowboys – remembered as the first Super Bowl in the Steelers-Cowboys rivalry	15%	20%	14%	16%	10%	14%	15%	18%	13%	14%	11%	18%	17%	9%	14%	15%	15%	16%	15%	6%	15%	13%
XIII (1979) Steelers 35-31 Cowboys – remembered as the first																						
"rematch" in Super Bowl history	11%	12%	14%	12%	7%	12%	11%	11%	10%	14%	10%	10%	14%	10%	8%	11%	13%	12%	7%	12%	11%	11%
XXIII (1989) 49ers 20-16 Bengals – remembered for Joe																						
Montana and John Taylor's fourth-quarter game-winning	19%	24%	21%	24%	10%	20%	18%	15%	23%	22%	17%	12%	17%	21%	27%	19%	16%	21%	18%	23%	19%	20%
drive	19%	2476	2176	24%	10%	20%	10%	15%	2376	2270	1770	1270	1770	2170	2770	19%	10%	2170	10%	23%	19%	20%
XXV (1991) Giants 20-19 Bills – remembered for the Giants																						
becoming the first team to win Super Bowl by one point after Scott Norwood's missed field goal	17%	24%	24%	16%	8%	19%	16%	21%	22%	14%	9%	26%	15%	17%	15%	15%	23%	18%	20%	23%	17%	17%
Don't Know/Refused	27%	5%	11%	23%	58%	20%	33%	25%	22%	28%	33%	19%	27%	29%	29%	27%	26%	22%	36%	30%	28%	23%
Q20. How about from the modern period? Which of the follow	wing is t	he great	test modern	Super Bo	wl (2000-20)23)?							-	•			-		-	-		•
			Fanship	Category		Gen	der		A	ge			Reg	gion			Eti	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
XXXIV (2000) Rams 23-16 Titans – remembered for the "Dot- com" ads and Mike Jones's "One Yard Short"	8%	12%	11%	6%	5%	9%	7%	9%	10%	7%	6%	7%	8%	10%	9%	9%	8%	8%	8%	4%	8%	9%
XLII (2008) Giants 17-14 Patriots – remembered for the Giants' underdog victory and David Tyree's "Helmet Catch"	19%	28%	24%	17%	10%	25%	13%	19%	21%	16%	19%	30%	19%	18%	13%	19%	19%	22%	15%	17%	18%	22%
XLIII (2009) Steelers 27-23 Cardinals – remembered for Santonio Holmes's game-winning touchdown catch	11%	14%	15%	12%	6%	11%	12%	11%	13%	12%	9%	13%	11%	12%	10%	12%	12%	12%	2%	16%	12%	9%
XLIX (2015) Patriots 28-24 Seahawks – remembered for Malcolm Butler's Goal Line interception	13%	17%	15%	15%	6%	14%	11%	14%	13%	13%	11%	11%	11%	12%	18%	12%	13%	14%	17%	16%	12%	13%
LI (2017) Patriots 34-28 Falcons – remembered for the		<u> </u>											<u> </u>						<u> </u>	<u> </u>		
Patriots performing the largest comeback in Super Bowl history	26%	28%	29%	31%	18%	24%	28%	30%	26%	25%	21%	22%	29%	27%	24%	25%	26%	30%	25%	25%	27%	25%
	1	1						1		1		1	1	1			1	1	1	1		1
Don't Know/Refused	23%	2%	6%	19%	56%	17%	29%	18%	16%	28%	34%	17%	23%	22%	27%	24%	23%	16%	33%	22%	24%	21%

Q21. Turning to memorable plays, in your view, which of the	followin	g is the	greatest Sup	er Bowl p	lay from th	ne early	period	(1967-19	99)?													
			Fanship	Category		Ger	der		A	ge			Reg	ion			Etl	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
X (1976) Lynn Swann's catch after deflection by Mark	14%	21%	16%	15%	7%	19%	10%	11%	10%	19%	18%	20%	13%	14%	11%	16%	11%	12%	11%	10%	13%	17%
Washington		1001																				
XVII (1983) John Riggins's 43-yard touchdown run	9%	12%	12%	9%	4%	11%	7%	9%	8%	8%	10%	8%	10%	8%	8%	9%	8%	11%	3%	4%	9%	8%
XVIII (1984) Marcus Allen's 74-yard touchdown run	24%	23%	29%	28%	14%	22%	25%	23%	24%	27%	20%	19%	23%	27%	25%	23%	24%	24%	23%	27%	24%	23%
XXIII (1989) John Taylor's game-winning reception	12%	17%	15%	12%	5%	12%	11%	14%	15%	8%	9%	14%	10%	11%	13%	10%	12%	14%	15%	15%	11%	12%
XXVIII (1993) Don Beebe's strip of Leon Lett at the goal line	13%	23%	16%	10%	6%	15%	11%	16%	19%	8%	6%	15%	13%	14%	10%	12%	16%	16%	14%	14%	13%	12%
in a blowout	29%	4%	12%	26%	64%	21%	37%	27%	24%	30%	38%	24%	31%	26%	33%	30%	30%	23%	35%	31%	30%	28%
Don't Know/Refused	29%	4%	12%	26%	64%	21%	37%	27%	24%	30%	38%	24%	31%	26%	33%	30%	30%	23%	35%	31%	30%	28%
Q22. How about from the modern period? Which of the follow	wing is t	ho groat	ost modorn	Super Bo	winiay (20	00.2022	12															
Q22. Now about nom the modern period: which of the follo	wing is t	ile great		Category	wi piay (20		nder		Δ	ge			Roc	ion			E+I	nnicity			Edu	cation
			ransnip	category		Ger			~				i i i i i i i i i i i i i i i i i i i				Afr	lineity		1	Luu	
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
XXXIV (2000) Mike Jones's tackle one yard shy of the goal	11%	15%	13%	11%	7%	12%	11%	13%	14%	10%	7%	8%	13%	12%	10%	11%	14%	10%	11%	10%	11%	12%
line	11%	15%	13%	11%	170	12%	11%	13%	14%	10%	7%	8%	13%	12%	10%	11%	14%	10%	11%	10%	11%	12%
XLII (2008) David Tyree's "Helmet Catch"	17%	28%	22%	15%	7%	23%	11%	18%	21%	15%	14%	25%	17%	16%	13%	17%	19%	19%	19%	13%	16%	20%
XLIII (2009) Santonio Holmes's game-winning touchdown	10%	14%	14%	11%	5%	11%	10%	12%	12%	9%	7%	11%	10%	11%	10%	9%	10%	14%	11%	17%	11%	10%
catch	1076	1470	1470	11/0	J/0	11/0	10%	1270	1270	570	770	11/0		11/0	10%	370	1078	1470	11/0	1770	11/8	1078
XLIX (2015) Malcolm Butler's Goal Line interception	13%	18%	16%	13%	6%	15%	11%	14%	14%	11%	12%	16%	12%	11%	13%	13%	12%	16%	7%	7%	12%	14%
LII (2018) The "Philly Special" - the Eagle's reverse pass trick	23%	22%	29%	28%	13%	23%	23%	23%	22%	26%	21%	22%	23%	25%	22%	23%	22%	22%	19%	30%	24%	20%
play																						
Don't Know/Refused	25%	3%	5%	22%	62%	17%	33%	19%	18%	28%	39%	18%	25%	26%	30%	27%	22%	20%	32%	23%	26%	23%
				L																		l
Q23. Turning to commercials, in your view, which of the follo	wing is t I	the great			nercial fron			od (1967-				r –										
			Fanship	Category		Ger	laer		A	ge			ке	ion			Afr	nnicity	1	-	Educ	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	All Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
	Total	Avia	Involved	Casual	Nonran	IVI	r	18-34	35-49	50-64	05+	INE	3	IVIVV	vv	white	Аттег/ Баск	Latino	Asian	Other	No degree	Bachelors +
"Hey Kid, Catch! With Mean Joe Greene" - Coca-Cola, 1979	23%	28%	26%	24%	15%	26%	20%	16%	14%	32%	33%	25%	23%	23%	20%	26%	26%	16%	12%	14%	21%	27%
"1984" – Apple, 1984	6%	7%	6%	5%	6%	8%	3%	9%	6%	3%	4%	6%	6%	5%	6%	5%	4%	11%	8%	4%	5%	7%
"Where's the Beef?" - Wendy's, 1984	21%	18%	21%	25%	20%	16%	26%	18%	19%	25%	24%	22%	21%	19%	23%	22%	16%	20%	17%	27%	21%	21%
"The Showdown" (Jordan vs Bird) - McDonald's, 1993	15%	27%	18%	13%	8%	20%	11%	21%	20%	10%	8%	18%	15%	17%	14%	11%	25%	20%	22%	16%	16%	15%
"Budweiser Frogs" – Budweiser, 1995	23%	19%	24%	25%	23%	19%	26%	18%	35%	19%	18%	19%	22%	25%	24%	25%	11%	22%	23%	23%	24%	19%
Don't Know/Refused	12%	3%	5%	8%	28%	11%	13%	17%	7%	11%	14%	10%	13%	11%	13%	11%	17%	11%	18%	15%	13%	10%
Q24. How about from the modern period? Which of the follow	wing is t	he great	est modern	Super Bo	wl commei	rcial (20	00-2023)?												•		•
			Fanship	Category		Ger	der		A	ge			Reg	ion			Eti	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
"Whassup?" – Budweiser, 2000	28%	34%	35%	26%	20%	33%	23%	29%	37%	29%	14%	30%	31%	25%	24%	26%	33%	32%	27%	28%	29%	25%
"Keep Your Hands Off" - Doritos, 2010	9%	14%	10%	10%	6%	9%	10%	13%	9%	8%	7%	11%	10%	8%	8%	7%	15%	11%	15%	11%	9%	10%
"Betty White for Snickers" – Snickers, 2010	36%	30%	37%	42%	35%	32%	41%	26%	35%	38%	51%	34%	34%	41%	38%	43%	21%	31%	20%	29%	37%	36%
"The Man Your Man Could Smell Like" – Old Spice, 2010	7%	11%	7%	6%	6%	7%	7%	13%	7%	5%	3%	8%	7%	6%	8%	5%	11%	10%	10%	9%	6%	9%
"Alexa Loses Her Voice" – Amazon, 2021	6%	9%	6%	6%	4%	6%	5%	9%	6%	4%	3%	6%	6%	5%	6%	5%	8%	8%	5%	4%	6%	5%
Don't Know/Refused	13%	2%	6%	10%	30%	12%	14%	10%	6%	17%	22%	11%	12%	14%	15%	14%	12%	7%	22%	18%	13%	13%
1																	ļ					L

Q25. Turning to halftime shows, in your view, which of the fo	llowing	is the gr	eatest Supe	r Bowl hal	Iftime show	v from t	he early	period ((1967-19	99)?												
<u></u> ,,,		1		Category		1	ider			ge			Reg	gion			Et	nnicity			Educ	cation
													Ĭ	Í			Afr	Í				
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
XXVII (1993) Michael Jackson	45%	53%	48%	45%	36%	42%	47%	51%	48%	44%	33%	47%	46%	41%	44%	38%	56%	57%	48%	51%	46%	43%
XXIX (1995) Patti Labelle, Tony Bennett, Arturo Sandoval,	5%	6%	6%	5%	3%	6%	4%	4%	5%	3%	7%	5%	5%	6%	3%	5%	5%	4%	2%	2%	4%	7%
Teddy Pendergrass, and Miami Sound Machine																						
XXX (1996) Diana Ross	8%	8%	8%	9%	8%	6%	10%	9%	7%	7%	10%	11%	8%	7%	7%	9%	6%	8%	7%	9%	8%	9%
XXXI (1997) "Blues Brothers Bash" (Dan Aykroyd, John	14%	13%	15%	17%	11%	19%	10%	6%	13%	19%	21%	11%	15%	17%	13%	19%	4%	7%	8%	9%	15%	14%
Goodman, James Belushi); ZZ Top and James Brown																						
XXXII (1998) Boys II Men, Smokey Robinson, Martha Reeves,	12%	17%	13%	12%	8%	10%	14%	15%	16%	8%	9%	12%	12%	12%	13%	11%	16%	14%	17%	9%	12%	12%
the Temptations, and Queen Latifah	16%	4%	9%	12%	34%	17%	15%	15%	12%	18%	20%	14%	14%	17%	19%	18%	13%	11%	19%	21%	16%	16%
Don't Know/Refused	10%	4%	9%	12%	34%	17%	15%	15%	12%	18%	20%	14%	14%	17%	19%	18%	13%	11%	19%	21%	10%	10%
Q26. How about from the modern period? Which of the follo	wing is t	the great	test modern	Super Bo	wl halftim	a show (2000-20	23)2														
Q20. Now about nom the modern period: which of the fold	wing is t			Category	winantin	Ger		23):	Δ	ge			Reg	gion			Ft	nnicity			Educ	cation
	1	1								۔ ا							Afr				-34	
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White		Latino	Asian	Other	No degree	Bachelors'+
XXXVI (2002) U2	8%	10%	8%	8%	5%	9%	6%	5%	8%	13%	5%	9%	7%	7%	7%	9%	2%	7%	8%	6%	7%	9%
XLIII (2009) Bruce Springsteen and the E Street Band	17%	17%	19%	20%	11%	18%	15%	8%	11%	20%	32%	19%	15%	19%	15%	21%	5%	13%	8%	5%	15%	20%
XLVII (2013) Beyoncé	18%	21%	19%	17%	16%	17%	19%	22%	17%	15%	18%	17%	19%	19%	17%	15%	29%	19%	25%	17%	17%	20%
LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, and	26%	32%	30%	26%	19%	26%	26%	35%	38%	19%	7%	25%	26%	24%	28%	23%	29%	32%	24%	36%	29%	19%
Kendrick Lamar	2070	3270	30%	2076	1970	2078	2078	33%	3070	1970	/ /0	2370	20%		2070	2370	2.978	3270	2470	30%	2.978	1378
Rihanna (2023)	15%	18%	15%	14%	13%	11%	18%	22%	16%	9%	8%	16%	17%	11%	13%	11%	23%	19%	15%	23%	15%	14%
Don't Know/Refused	17%	3%	9%	14%	37%	18%	16%	8%	10%	25%	30%	14%	16%	20%	19%	20%	11%	10%	21%	13%	17%	17%
							_															
Q60. Now, turning to some current issues in sportsDo you	think tha	at Black (much cons			aching jo			white c	andidat										
			Fanship	Category		Ger	der		A	ge			кед	gion	1		Afr	nnicity	1	1	Educ	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White		Latino	Asian	Other	No degree	Bachelors'+
Black candidates receive as much consideration as white	43%	53%	48%	45%	30%	47%	39%	39%	44%	45%	45%	44%	45%	42%	40%	48%	28%	39%	35%	38%	45%	39%
candidates	43%	55%	40%	45%	50%	4770	39%	39%	44 %	45%	43%	44%	45%	4270	40%	40%	20%	39%	33%	30%	43%	39%
Black candidates do not receive as much consideration as	31%	39%	33%	30%	24%	32%	30%	37%	32%	26%	27%	33%	29%	30%	32%	24%	53%	37%	36%	33%	29%	36%
white candidates																						
Don't Know/Refused	26%	8%	19%	25%	45%	21%	31%	24%	24%	29%	29%	23%	26%	28%	27%	28%	19%	24%	28%	28%	26%	26%
											_											
Q61. Do you think professional football does more to overco	me racia	al discrim			r more to p	· ·		discrimi			a?										5 .4	
	+	+	ransnip	Category	r	Ger	der		A	ge			кед	gion			Afr	nnicity	1		Educ	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Professional football does more to overcome racial																					- U	
discrimination	54%	66%	60%	57%	36%	57%	50%	52%	53%	54%	56%	54%	54%	54%	52%	59%	46%	50%	38%	39%	54%	52%
Professional football does more to perpetuate racial	4.001	2401	2004	4.604	470/	2001	470/	2204	4000	1.50(4 40/	2204	1000	4504	470/	4.404	2004	2201	270	2201	470/	2404
discrimination	18%	21%	20%	16%	17%	20%	17%	22%	19%	16%	14%	22%	19%	15%	17%	14%	28%	23%	27%	23%	17%	21%
Don't Know/Refused	28%	12%	20%	27%	47%	23%	33%	26%	27%	30%	30%	25%	27%	31%	30%	27%	26%	27%	36%	38%	29%	27%
Q62. Do you believe that the Rooney Rule, which requires NI	L teams	to cond			thnic mino			for vacar			ions, is g	good or										
			Fanship	Category	1	Ger	der		A	ge			Reg	gion				nnicity	1	1	Educ	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black		Asian	Other	No degree	Bachelors'+
Cood for monte	54%	71%	64%	53%	36%	56%	52%	61%	57%	46%	51%	57%	55%	55%	51%	51%	62%	59%	54%	58%	52%	59%
Good for sports			1.001																			
Bad for sports	14%	16%	16%	14%	12%	19%	10%	10%	15%	18%	16%	14%	14%	15%	14%	16%	10%	13%	14%	10%	14%	15%
· · · · ·	14% 31%	16% 13%	16% 21%	14% 32%	12% 52%	19% 25%	10% 38%	10% 29%	15% 28%	18% 36%	16% 33%	14% 30%	14% 31%	15% 29%	14% 35%	16% 33%	10% 28%	13% 28%	14% 32%	10% 32%	14% 34%	26%

Q63. Overall, do you think professional football promotes va	lues tha	t make A	merica a be	tter coun	try or a wo	rse cour	ntry?															
			Fanship	Category		Ger	der		Α	ge			Reg	gion			Etł	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Values that make America a better country	59%	83%	68%	60%	34%	63%	55%	63%	63%	58%	50%	64%	60%	56%	56%	57%	64%	64%	60%	52%	59%	58%
Values that make America a worse country	16%	10%	16%	17%	20%	16%	17%	15%	15%	17%	18%	15%	17%	17%	16%	18%	12%	13%	13%	20%	15%	18%
Don't Know/Refused	25%	7%	16%	23%	46%	22%	28%	22%	22%	25%	32%	21%	23%	27%	28%	25%	24%	23%	27%	29%	25%	24%
Q64. Do you support or oppose players or teams displaying s	logans i	ncluding			back of the			the field								1						
			Fanship	Category	1	Ger	ider		A	ge			Reg	gion				nicity	1	r	Edu	cation
							-										Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49		65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	62%	77%	67%	57%	52%	61%	63%	76%	73%	50%	43%	67%	61%	62%	62%	53%	85%	75%	68%	70%	62%	63%
Oppose	23%	16%	23%	28%	26%	26%	21%	10%	16%	33%	41%	21%	24%	24%	24%	31%	7%	16%	10%	15%	23%	24%
Don't Know/Refused	14%	7%	10%	15%	22%	12%	16%	13%	11%	17%	17%	13%	15%	14%	14%	16%	9%	10%	22%	16%	15%	12%
Q65. Do you support or oppose requiring the NFL to have inc	lonondo	nt docto	rc not noid	by individ	dual taama	maka	the dec	icion ac t	o what	hororna	t on init	urod play	vor con	continu	o to play						ļ	ļ
Cost bo you support of oppose requiring the NPL to have int	lepende		Fanship		uudi tedilis	Ger				ge	it an injt	lieu pia		gion	e to pla	y:	C+1	nnicity			Edu	cation
			ransnip	category		021			A	8C			neg				Afr	incity		1	Luu	
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	75%	85%	78%	77%	64%	80%	71%	73%	76%	74%	79%	79%	75%	76%	74%	76%	77%	70%	76%	78%	73%	81%
Oppose	8%	9%	9%	8%	6%	8%	8%	11%	9%	8%	3%	6%	9%	7%	9%	7%	8%	14%	3%	11%	8%	7%
Don't Know/Refused	17%	6%	12%	14%	30%	12%	21%	17%	14%	18%	18%	15%	17%	17%	17%	17%	15%	16%	22%	11%	19%	12%
							/_		, .													
Q66. Are you in favor of or opposed to rule changes that are	aimed a	t lesseni	ng the possi	bility that	players in	the NFL	suffer f	from neu	irologica	al injurie	s?										1	
			Fanship	Category		Ger	der		A	ge			Reg	gion			Eth	nnicity			Edu	cation
										1							Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Strongly in favor of	58%	58%	58%	63%	52%	56%	59%	52%	58%	58%	65%	56%	58%	57%	59%	59%	60%	53%	53%	64%	55%	65%
Somewhat in favor of	24%	30%	27%	24%	16%	27%	21%	29%	24%	23%	18%	28%	22%	23%	25%	23%	21%	27%	30%	20%	24%	23%
Total In Favor	82%	88%	85%	87%	68%	83%	80%	81%	82%	81%	83%	84%	80%	80%	84%	82%	81%	80%	83%	84%	79%	88%
Somewhat opposed to	5%	6%	6%	5%	3%	6%	4%	6%	5%	4%	3%	4%	5%	6%	4%	5%	5%	5%	6%	1%	5%	4%
Strongly opposed to	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%	3%	2%	1%	1%	2%	2%
Total Opposed	7%	8%	8%	7%	5%	8%	6%	8%	6%	7%	5%	5%	7%	9%	6%	7%	8%	7%	7%	2%	7%	6%
Don't Know/Refused	11%	4%	6%	6%	26%	9%	14%	11%	11%	11%	11%	12%	13%	10%	10%	11%	11%	13%	10%	14%	13%	7%
		L																				
Q67. Do you support or oppose rule changes that make offic	iating fo	r the NFI			ree) a full-			1								1						
	_		Fanship	Category	1	Ger	der		A	ge	1		Reg	gion	1			nnicity	1	1	Edu	cation
	Tatal	Aude	Invelve-	Convel	Nonfor		-	10.24	25 42	50.64	65.	NE	c i	NANA/		\A/h :+ -	Afr Amer/Black	Latin -	Asian	Other	No dome -	Bashalau-li
Support	Total 63%	Avid 83%	Involved 73%	Casual 63%	Nonfan 42%	M 69%	F 58%	18-34 68%	35-49 72%	50-64 60%	65+ 51%	NE 67%	S 63%	MW 64%	W 61%	White 61%	Amer/Black 68%	Latino 68%	Asian 61%	Other 66%	No degree 62%	Bachelors'+ 66%
Support	63% 9%	83%	73% 11%	63% 9%	42%	69% 9%	58% 8%	68% 9%	72% 8%	60% 9%	10%	67% 9%	63% 10%	64% 8%	61% 8%	61% 9%	68% 10%	68% 8%	61% 6%	66% 6%	9%	8%
Oppose	28%	10%	11%	28%	50%	9% 22%	8% 33%	23%	8% 21%	9% 31%	39%	9% 24%	28%	8% 28%	8% 31%	30%	22%	23%	32%	28%	29%	26%
Don't Know/Refused	28%	10%	10%	2070	30%	2270	55%	23%	∠170	51%	33%	2470	2070	2070	51%	30%	۲۷۵	2370	5270	2870	2370	20%
Q68. Do you support or oppose offering the Monday after th	e Super	Bowl ea	ch vear as a	naid day (off of work	?	I	I	I	1	1		1	I	I	I	1		1	1		1
the monday arter the	Juper	2500 20	Fanship				der		Δ	ge			Reg	tion			Ftł	nnicity			Fdu	cation
	+	+															Afr		1		Luu	
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
	_	-				51%	48%		60%	_	23%	56%	50%	49%	45%	42%	68%	64%	50%	50%	50%	48%
Support	50%	77%	56%	44%	30%	51%	4070	6/%	60%	40%	23%	DD%	JU%	4970								
Support Oppose	50% 37%	18%	56% 33%	44%	30% 46%	36%	37%	67% 21%	29%	40% 42%	62%	32%	35%	39%	40%	43%	21%	25%	35%	31%	34%	41%
																						41% 10%

Q69. Do you support or oppose allowing the recreational usa	ge of ca	nnabis iı	n the stands	during fo	otball gam	es?																
	Ĭ		Fanship	Category	Ŭ	Ger	der		Ag	ge			Reg	gion			Eti	hnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	32%	47%	31%	28%	26%	36%	27%	44%	43%	22%	10%	33%	32%	30%	31%	28%	38%	43%	21%	42%	34%	26%
Oppose	55%	46%	60%	60%	52%	52%	58%	40%	47%	63%	77%	52%	55%	57%	55%	60%	48%	44%	59%	46%	51%	64%
Don't Know/Refused	13%	8%	9%	12%	22%	12%	15%	15%	10%	15%	13%	15%	13%	13%	13%	12%	15%	13%	21%	13%	15%	10%
Q70KEY. For the next few questions, we're going to ask you a	about so	me issue	es regarding	players ir	n the NFL. F	or each	questio	n, please	indicate	e wheth	er you b	oelieve t	he NFL i	s doing	an exce	llent job	addressing th	e issue, i	s doing j	ust enou	igh to address	the issue, or is
Q70. Protecting NFL athletes from concussions and related b	rain inju	ries:																				
			Fanship	Category		Ger	der		Ag	ge			Reg	gion				nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The NFL is doing an excellent job to protect athletes	24%	41%	30%	21%	11%	30%	18%	23%	26%	26%	22%	24%	25%	24%	24%	23%	29%	26%	22%	26%	25%	23%
The NFL is doing just enough to protect athletes	34%	36%	38%	39%	23%	36%	31%	36%	35%	32%	31%	36%	32%	37%	32%	34%	34%	33%	33%	31%	34%	33%
The NFL is not doing enough to protect athletes	30%	20%	26%	32%	39%	25%	35%	30%	28%	29%	34%	32%	30%	28%	32%	31%	26%	31%	28%	34%	28%	34%
Don't Know/Refused	12%	3%	6%	8%	26%	8%	15%	11%	11%	13%	13%	9%	13%	12%	12%	12%	12%	9%	17%	10%	12%	10%
	1	L	Ļ	<u> </u>	<u> </u>	L						<u> </u>				ļ		ļ	I	L		<u> </u>
Q71. Penalizing NFL athletes for whom there is evidence of t	hem con	mitting				r						r				1					1	-
	-		Fanship	Category	r	Ger	der		Ag	ge			Reg	gion			-	nnicity	1	r	Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes	23%	44%	25%	18%	10%	28%	17%	25%	26%	21%	16%	26%	23%	22%	20%	20%	34%	25%	17%	25%	23%	21%
The NFL is doing just enough to penalize these athletes	24%	26%	30%	29%	14%	26%	23%	28%	25%	22%	21%	25%	24%	24%	24%	22%	30%	29%	29%	25%	25%	23%
The NFL is not penalizing these athletes enough	37%	25%	35%	41%	43%	33%	41%	33%	35%	39%	44%	36%	38%	36%	38%	42%	22%	34%	28%	38%	36%	41%
Don't Know/Refused	16%	5%	10%	12%	32%	13%	19%	14%	14%	18%	18%	13%	15%	18%	18%	16%	13%	12%	26%	13%	16%	15%
Q72. Penalizing NFL athletes for whom there is evidence of t	nem con	linitting				C • •			A -			I	Dee				54				E du	
U/2. Femalizing NFL athletes for whom there is evidence of t	nem con		Fanship		1	Ger	der		Ag	ge			Reg	gion				hnicity	r	1	Edu	cation
W22. renalizing NFL athletes for whom there is evidence of t			Fanship	Category	Nonfan		der F	18-34			65+	NE		ĺ	w	White	Afr		Asian	Other		
	Total	Avid	Fanship Involved	Category Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes			Fanship	Category	Nonfan 10%			18-34 25%			65+ 16%	NE 25%		ĺ	W 19%	White 19%	Afr		Asian 24%	Other 20%		
	Total	Avid	Fanship Involved	Category Casual		м	F		35-49	50-64			s	мw			Afr Amer/Black	Latino			No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes	Total	Avid 43%	Fanship Involved 24%	Category Casual 17%	10%	M 28%	F 16%	25%	35-49 26%	50-64 18%	16%	25%	S 23%	MW 21%	19%	19%	Afr Amer/Black 33%	Latino	24%	20%	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes	Total 22% 21%	Avid 43% 24%	Fanship Involved 24% 25%	Category Casual 17% 24%	10% 13%	M 28% 23%	F 16% 20%	25% 22%	35-49 26% 21%	50-64 18% 21%	16% 21%	25% 21%	S 23% 21%	MW 21% 22%	19% 20%	19% 21%	Afr Amer/Black 33% 27%	Latino 23% 22%	24% 21%	20% 16%	No degree 22% 21%	Bachelors'+ 21% 22%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough	Total 22% 21% 40%	Avid 43% 24% 29%	Fanship Involved 24% 25% 39%	Category Casual 17% 24% 45%	10% 13% 45%	M 28% 23% 36%	F 16% 20% 45%	25% 22% 37%	35-49 26% 21% 39%	50-64 18% 21% 42%	16% 21% 45%	25% 21% 37%	S 23% 21% 41%	MW 21% 22% 39%	19% 20% 42%	19% 21% 43%	Afr Amer/Black 33% 27% 29%	Latino 23% 22% 39%	24% 21% 31%	20% 16% 44%	No degree 22% 21% 39%	Bachelors'+ 21% 22% 43%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica	Total 22% 21% 40% 17% tte wheth	Avid 43% 24% 29% 3% her you	Fanship Involved 24% 25% 39% 12% believe the e	Category Casual 17% 24% 45% 14%	10% 13% 45% 32%	M 28% 23% 36% 14%	F 16% 20% 45% 19%	25% 22% 37% 16%	35-49 26% 21% 39% 13%	50-64 18% 21% 42% 19%	16% 21% 45% 18%	25% 21% 37%	S 23% 21% 41%	MW 21% 22% 39%	19% 20% 42%	19% 21% 43%	Afr Amer/Black 33% 27% 29%	Latino 23% 22% 39%	24% 21% 31%	20% 16% 44%	No degree 22% 21% 39%	Bachelors'+ 21% 22% 43%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused	Total 22% 21% 40% 17% tte wheth	Avid 43% 24% 29% 3% her you	Fanship Involved 24% 25% 39% 12% believe the e	Category Casual 17% 24% 45% 14% vent is g the PGA.	10% 13% 45% 32%	M 28% 23% 36% 14% orts or ba	F 16% 20% 45% 19%	25% 22% 37% 16%	35-49 26% 21% 39% 13% DTATE Q	50-64 18% 21% 42% 19% 73-Q79)	16% 21% 45% 18%	25% 21% 37%	S 23% 21% 41% 15%	MW 21% 22% 39% 17%	19% 20% 42%	19% 21% 43%	Afr Amer/Black 33% 27% 29% 11%	Latino 23% 22% 39% 15%	24% 21% 31%	20% 16% 44%	No degree 22% 21% 39% 18%	Bachelors'+ 21% 22% 43% 14%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica	Total 22% 21% 40% 17% tte wheth	Avid 43% 24% 29% 3% her you	Fanship Involved 24% 25% 39% 12% believe the e	Category Casual 17% 24% 45% 14% vent is g the PGA.	10% 13% 45% 32%	M 28% 23% 36% 14%	F 16% 20% 45% 19%	25% 22% 37% 16%	35-49 26% 21% 39% 13%	50-64 18% 21% 42% 19% 73-Q79)	16% 21% 45% 18%	25% 21% 37%	S 23% 21% 41% 15%	MW 21% 22% 39%	19% 20% 42%	19% 21% 43%	Afr Amer/Black 33% 27% 29% 11% Ett	Latino 23% 22% 39%	24% 21% 31%	20% 16% 44%	No degree 22% 21% 39% 18%	Bachelors'+ 21% 22% 43%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica	Total 22% 21% 40% 17% te whetl cked circ	Avid 43% 24% 29% 3% her you uit LIV C	Fanship Involved 24% 25% 39% 12% believe the e colf, leaving Fanship	Category Casual 17% 24% 45% 14% event is gette the PGA. Category	10% 13% 45% 32%	M 28% 23% 36% 14% Orts or b Ger	F 16% 20% 45% 19% ad for s	25% 22% 37% 16% ports. (R	35-49 26% 21% 39% 13% DTATE Q	50-64 18% 21% 42% 19% 73-Q79) 39	16% 21% 45% 18%	25% 21% 37% 17%	S 23% 21% 41% 15% Reg	MW 21% 22% 39% 17%	19% 20% 42% 19%	19% 21% 43% 17%	Afr Amer/Black 33% 27% 29% 11% Eti Afr	Latino 23% 22% 39% 15%	24% 21% 31% 24%	20% 16% 44% 19%	No degree 22% 21% 39% 18% Edu	Bachelors'+ 21% 22% 43% 14% cation
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba	Total 22% 21% 40% 17% tte wheth cked circc	Avid 43% 24% 29% 3% her you uit LIV C Avid	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved	Casual 17% 24% 45% 14% event is gette PGA. Category Casual	10% 13% 45% 32% ood for spo	M 28% 23% 36% 14% orts or b Ger M	F 16% 20% 45% 19% ad for s ad for s	25% 22% 37% 16% poorts. (Re 18-34	35-49 26% 21% 39% 13% DTATE Q Ag 35-49	50-64 18% 21% 42% 19% (73-Q79) ge 50-64	16% 21% 45% 18%	25% 21% 37% 17%	S 23% 21% 41% 15% Reg	MW 21% 22% 39% 17% sion MW	19% 20% 42% 19%	19% 21% 43% 17%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black	Latino 23% 22% 39% 15% hnicity Latino	24% 21% 31% 24% Asian	20% 16% 44% 19% Other	No degree 22% 21% 39% 18% Edu No degree	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports	Total 22% 21% 40% 17% te whetl cked circ Total 20%	Avid 43% 24% 29% 3% avid Avid 42%	Fanship Involved 24% 25% 39% 12% believe the e colf, leaving Fanship Involved 23%	Category Casual 17% 24% 45% 14% 24% 14% 24% 24% 24% 24% 24% 24% 24% 24% 24% 2	10% 13% 45% 32% ood for spc	M 28% 23% 36% 14% orts or b Ger M 27%	F 16% 20% 45% 19% ad for s ad for s der F 14%	25% 22% 37% 16% poorts. (R 18-34 28%	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26%	50-64 18% 21% 42% 19% (73-Q79) 3e 50-64 12%	16% 21% 45% 18% 65+ 11%	25% 21% 37% 17% NE 25%	S 23% 21% 41% 15% Reg S 20%	MW 21% 22% 39% 17% sion MW 19%	19% 20% 42% 19% W 18%	19% 21% 43% 17% White 17%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 26%	Latino 23% 22% 39% 15% hnicity Latino 25%	24% 21% 31% 24% Asian 26%	20% 16% 44% 19% Other 20%	No degree 22% 21% 39% 18% Edu No degree 19%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports	Total 22% 21% 40% 17% cked circ Total 20% 34%	Avid 43% 24% 29% 3% avid 42% 34%	Fanship Involved 24% 25% 39% 12% believe the e solf, leaving Fanship Involved 23% 40%	Category Casual 17% 24% 45% 14% 24% 5% 14% Category Category Casual 15% 37%	10% 13% 45% 32% ood for spo Nonfan 8% 27%	M 28% 23% 36% 14% orts or b Ger M 27% 36%	F 16% 20% 45% 19% ad for s ad for s der F 14% 32%	25% 22% 37% 16% 000rts. (R 18-34 28% 25%	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26% 31%	50-64 18% 21% 42% 19% 73-Q79) 39 50-64 12% 39%	16% 21% 45% 18% 65+ 11% 46%	25% 21% 37% 17% NE 25% 36%	S 23% 21% 41% 15% Reg S 20% 32%	MW 21% 22% 39% 17% ion MW 19% 35%	19% 20% 42% 19% 	19% 21% 43% 17% White 17% 39%	Afr Amer/Black 33% 27% 29% 11% 50% Etil Afr Amer/Black 26% 22%	Latino 23% 22% 39% 15% L5% L5% 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports	Total 22% 21% 40% 17% te whetl cked circ Total 20%	Avid 43% 24% 29% 3% avid Avid 42%	Fanship Involved 24% 25% 39% 12% believe the e colf, leaving Fanship Involved 23%	Category Casual 17% 24% 45% 14% 24% 14% 24% 24% 24% 24% 24% 24% 24% 24% 24% 2	10% 13% 45% 32% ood for spc	M 28% 23% 36% 14% orts or b Ger M 27%	F 16% 20% 45% 19% ad for s ad for s der F 14%	25% 22% 37% 16% poorts. (R 18-34 28%	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26%	50-64 18% 21% 42% 19% (73-Q79) 3e 50-64 12%	16% 21% 45% 18% 65+ 11%	25% 21% 37% 17% NE 25%	S 23% 21% 41% 15% Reg S 20%	MW 21% 22% 39% 17% sion MW 19%	19% 20% 42% 19% W 18%	19% 21% 43% 17% White 17%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 26%	Latino 23% 22% 39% 15% hnicity Latino 25%	24% 21% 31% 24% Asian 26%	20% 16% 44% 19% Other 20%	No degree 22% 21% 39% 18% Edu No degree 19%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused	Total 22% 21% 40% 17% ute wheth cked circo Total 20% 34% 45%	Avid 43% 29% 3% wher you uit LIV C Avid 42% 34% 24%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37%	Category Casual 17% 24% 45% 14% event is gette PGA. Category Casual 15% 37% 49%	10% 13% 45% 32% ood for spc Nonfan 8% 27% 65%	M 28% 23% 36% 14% orts or b Ger M 27% 36% 37%	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54%	25% 22% 37% 16% 000rts. (R 18-34 28% 25% 48%	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26% 31% 43%	50-64 18% 21% 42% 19% 773-Q79) 3e 50-64 12% 39% 48%	16% 21% 45% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	S 23% 21% 41% 15% Reg S 20% 32%	MW 21% 22% 39% 17% ion MW 19% 35%	19% 20% 42% 19% 	19% 21% 43% 17% White 17% 39%	Afr Amer/Black 33% 27% 29% 11% 50% Etil Afr Amer/Black 26% 22%	Latino 23% 22% 39% 15% L5% L5% 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports	Total 22% 21% 40% 17% ute wheth cked circo Total 20% 34% 45%	Avid 43% 29% 3% wher you uit LIV C Avid 42% 34% 24%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% e System," co	Category Casual 17% 24% 45% 14% event is getthe PGA. Category Casual 15% 37% 49%	10% 13% 45% 32% ood for spc Nonfan 8% 27% 65%	M 28% 36% 14% orts or b Ger M 27% 36% 37% 0 as "rot	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54%	25% 22% 37% 16% 000rts. (R 18-34 28% 25% 48%	35-49 26% 21% 39% 13% 0TATE Q 0TATE Q Ag 26% 31% 43%	50-64 18% 21% 42% 19% 73-Q79) 39 50-64 12% 39% 48% es in 202	16% 21% 45% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	S 23% 21% 41% 15% Reg S 20% 32% 48%	MW 21% 22% 39% 17% ion MW 19% 35% 46%	19% 20% 42% 19% 	19% 21% 43% 17% White 17% 39%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 26% 22% 52%	Latino 23% 22% 39% 15% L5% L5% 25% 30% 45%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39% 38%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused	Total 22% 21% 40% 17% ute wheth cked circo Total 20% 34% 45%	Avid 43% 29% 3% wher you uit LIV C Avid 42% 34% 24%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% e System," co	Category Casual 17% 24% 45% 14% event is gette PGA. Category Casual 15% 37% 49%	10% 13% 45% 32% ood for spc Nonfan 8% 27% 65%	M 28% 23% 36% 14% orts or b Ger M 27% 36% 37%	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54%	25% 22% 37% 16% 000rts. (R 18-34 28% 25% 48%	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26% 31% 43%	50-64 18% 21% 42% 19% 73-Q79) 39 50-64 12% 39% 48% es in 202	16% 21% 45% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	S 23% 21% 41% 15% Reg S 20% 32%	MW 21% 22% 39% 17% ion MW 19% 35% 46%	19% 20% 42% 19% 	19% 21% 43% 17% White 17% 39%	Afr Amer/Black 33% 27% 29% 11% 11% Ettl Afr Amer/Black 26% 22% 52% 52%	Latino 23% 22% 39% 15% L5% L5% 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused	Total 22% 21% 40% 17% te whetl cked circ Total 20% 34% 45% mated B	Avid 43% 24% 29% 3% with LIV C 42% 42% 34% 24% 24%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% 23% 40% 37%	Category Casual 17% 24% 45% 14% Event is g the PGA. Category Casual 15% 37% 49% ommonly Category	10% 13% 45% 32% ood for spo Nonfan 8% 27% 65% referred to	M 28% 23% 36% 14% orts or b orts or b orts or b 0 0 0 0 0 0 0 0 0 0 0 0 0	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54%	25% 22% 37% 16% 0000000000000000000000000000000000	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26% 31% 43% 43% ing gam Ag	50-64 18% 21% 42% 19% 73-Q79) 39 50-64 12% 39% 48% es in 202 39	16% 21% 45% 18% 65+ 11% 46% 42% 24.	25% 21% 37% 17% NE 25% 36% 40%	S 23% 21% 41% 15% Reg S 20% 32% 48% Reg	MW 21% 22% 39% 17% 500 MW 19% 35% 46%	19% 20% 42% 19% 	19% 21% 43% 17% White 17% 39% 44%	Afr Amer/Black 33% 27% 29% 11% 11% Ettl Afr 52% 52% Ettl Afr	Latino 23% 22% 39% 15% Latino 25% 30% 45%	24% 21% 31% 24% Asian 26% 26% 48%	20% 16% 44% 19% 0ther 20% 27% 53%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49% Edu	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39% 38% cation
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused Q74. Major League Baseball planning to introduce the "Auto	Total 22% 21% 40% 17% te whetl Cked circ Total 20% 34% 45% mated B Total	Avid 43% 24% 29% 3% with LIV C 42% 34% 24% all-Strike Avid	Fanship Involved 24% 25% 39% 12% believe the e solf, leaving Fanship Involved 23% 40% 37% 5 System," cc Fanship	Category Casual 17% 24% 45% 14 event is g the PGA. Category Casual 15% 37% 49% commonly Category Casual	10% 13% 45% 32% ood for spo Nonfan 8% 27% 65% referred to Nonfan	M 28% 23% 36% 14% orts or b: Ger M 27% 36% 37% o as "rot Ger M	F 16% 20% 45% 19% ad for sp ad for sp ad for sp 14% 32% 54% 54% 500-umpi dder F	25% 22% 37% 16% 000rts. (Re 18-34 28% 25% 48% res," dur 18-34	35-49 26% 21% 39% 13% DTATE Q Ag 35-49 26% 31% 43% ing gam Ag 35-49	50-64 18% 21% 42% 19% 73-Q79) 39 50-64 12% 39% 48% es in 202 39 50-64	16% 21% 45% 18% 65+ 11% 46% 42% 224. 65+	25% 21% 37% 17% NE 25% 36% 40%	S 23% 21% 41% 15% S 20% 32% 48% S	MW 21% 22% 39% 17% ; ion MW ; gion MW	19% 20% 42% 19% W 18% 36% 45%	19% 21% 43% 17% White 17% 39% 44% White	Afr Amer/Black 33% 27% 29% 11% 11% Ettl Afr 52% 52% Ettl Afr Amer/Black	Latino 23% 22% 39% 15% Latino 25% 30% 45%	24% 21% 31% 24% Asian 26% 26% 48%	20% 16% 44% 19% 0ther 20% 27% 53% 0ther	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49% Edu No degree	Bachelors'+ 21% 22% 43% 14% 24% 22% 39% 38% 22% 38% Cation Bachelors'+
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused Q74. Major League Baseball planning to introduce the "Auto Good for sports	Total 22% 21% 40% 17% tte wheth Cked circ Total 20% 34% 45% Total 20% 34% 45% Total 28%	Avid 43% 24% 29% 3% wit LIV C Avid 42% 34% 24% 24% Avid 50%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% e System," co Fanship Involved 32%	Category Casual 17% 24% 45% 14% event is g the PGA. Category Casual 15% 37% 49% category Casual 23%	10% 13% 45% 32% ood for spo Nonfan 8% 27% 65% referred to Nonfan 12%	M 28% 23% 36% 14% orts or b: Ger M 27% 36% 37% o as "rot Ger M 35%	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54% 54% 54% 54% 54%	25% 22% 37% 16% 000rts. (Re 18-34 28% 25% 48% res," dur 18-34 38%	35-49 26% 39% 13% DTATE Q Ag 35-49 26% 31% 43% ing gam Ag 35-49 30%	50-64 18% 21% 42% 19% 773-Q79) ge 50-64 12% 39% 48% es in 202 ge 50-64 22%	16% 21% 45% 18% 65+ 11% 46% 42% 24. 65+ 17%	25% 21% 37% 17% NE 25% 36% 40% NE 36%	S 23% 21% 41% 15% 5 20% 32% 48% 8 8 8 20% 32% 48% 27%	MW 21% 22% 39% 17% gion MW 25%	19% 20% 42% 19% W 18% 36% 45% W 25%	19% 21% 43% 17% White 17% 39% 44% White 24%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 26% 22% 52% 52% Ett Afr Amer/Black 30%	Latino 23% 22% 39% 15% Latino 25% 30% 45% hnicity Latino 33%	24% 21% 31% 24% Asian 26% 26% 48% Asian 43%	20% 16% 44% 19% Other 20% 27% 53% Other 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49% Edu No degree 25%	Bachelors'+ 21% 22% 43% 14% cation Bachelors'+ 22% 39% 38% cation Bachelors'+ 34%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused Q74. Major League Baseball planning to introduce the "Auto Good for sports Bad for sports Bad for sports Bad for sports	Total 22% 21% 40% 17% te wheth Cked circo Total 20% 34% 45% Total 20% 34% 45% Total 20% 34% 45% Total	Avid 43% 24% 29% 3% all-Strike Avid 42% 34% 24% 24% Avid 50% 37%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% e System," cc Fanship Involved 32% 48%	Category Casual 17% 24% 45% 14% event is g the PGA. Category Casual 15% 37% 49% Casual Casual 23% 48%	10% 13% 45% 32% ood for spo ood for spo Nonfan 8% 27% 65% referred to Nonfan 12%	M 28% 36% 14% orts or b Ger M 27% 36% 37% 0 as "rot Ger M 35% 43%	F 16% 20% 45% 19% ad for sj adder F 14% 32% 54% oo-umpinder F 20% 44%	25% 22% 37% 16% 000rts. (R 18-34 28% 25% 48% res," dur 18-34 38% 36%	35-49 26% 21% 39% 13% 0TATE Q 26% 31% 43% 43% 43% 35-49 26% 31% 43% 43%	50-64 18% 21% 42% 19% 19% 73-Q79) 39 50-64 12% 39% 48% es in 202 39 50-64 22% 44%	16% 21% 45% 18% 65+ 11% 46% 42% 24. 65+ 17% 51%	25% 21% 37% 17% NE 25% 36% 40% NE 36% 40%	S 23% 41% 15% Reg S 20% 32% 48% Reg S 27% 44%	MW 21% 22% 39% 17% gion MW 19% 35% 46% gion MW 25% 47%	19% 20% 42% 19% W 18% 36% 45% W 25% 43%	19% 21% 43% 17% White 17% 39% 44% White 24% 47%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 22% 52% 52% Ett Afr Amer/Black 30% 37%	Latino 23% 22% 39% 15% Latino 25% 30% 45% Latino 33% 41%	24% 21% 31% 24% Asian 26% 26% 48%	20% 16% 44% 19% Other 20% 27% 53% Other 27% 46%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49% Edu No degree 25% 46%	Bachelors'+ 21% 22% 43% 14% 14% cation Bachelors'+ 22% 39% 38% cation Bachelors'+ 34% 38%
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-ba Good for sports Bad for sports Don't Know/Refused Q74. Major League Baseball planning to introduce the "Auto Good for sports	Total 22% 21% 40% 17% tte wheth Cked circ Total 20% 34% 45% Total 20% 34% 45% Total 28%	Avid 43% 24% 29% 3% wit LIV C Avid 42% 34% 24% 24% Avid 50%	Fanship Involved 24% 25% 39% 12% believe the e iolf, leaving Fanship Involved 23% 40% 37% e System," co Fanship Involved 32%	Category Casual 17% 24% 45% 14% event is g the PGA. Category Casual 15% 37% 49% category Casual 23%	10% 13% 45% 32% ood for spo Nonfan 8% 27% 65% referred to Nonfan 12%	M 28% 23% 36% 14% orts or b: Ger M 27% 36% 37% o as "rot Ger M 35%	F 16% 20% 45% 19% ad for s ad for s ad for s 14% 32% 54% 54% 54% 54% 54%	25% 22% 37% 16% 000rts. (Re 18-34 28% 25% 48% res," dur 18-34 38%	35-49 26% 39% 13% DTATE Q Ag 35-49 26% 31% 43% ing gam Ag 35-49 30%	50-64 18% 21% 42% 19% 773-Q79) ge 50-64 12% 39% 48% es in 202 ge 50-64 22%	16% 21% 45% 18% 65+ 11% 46% 42% 24. 65+ 17%	25% 21% 37% 17% NE 25% 36% 40% NE 36%	S 23% 21% 41% 15% 5 20% 32% 48% 8 8 8 20% 32% 48% 27%	MW 21% 22% 39% 17% gion MW 25%	19% 20% 42% 19% W 18% 36% 45% W 25%	19% 21% 43% 17% White 17% 39% 44% White 24%	Afr Amer/Black 33% 27% 29% 11% 11% Ett Afr Amer/Black 26% 22% 52% 52% Ett Afr Amer/Black 30%	Latino 23% 22% 39% 15% Latino 25% 30% 45% hnicity Latino 33%	24% 21% 31% 24% Asian 26% 26% 48% Asian 43%	20% 16% 44% 19% Other 20% 27% 53% Other 27%	No degree 22% 21% 39% 18% Edu No degree 19% 32% 49% Edu No degree 25%	Bachelors'+ 21% 22% 43% 14% 22% 3% 22% 39% 38% 22% 38% 22% 39% 38% 22% 38% 24%

Q75. MLB Athlete Shohei Ohtani signing a	record \$700 million, 10-yea	ar contra	act with the	Los Angel	es Dodgers	5.										-						
			Fanship	Category		Ger	nder		A	ge			Reg	ion			-	nicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	35%	61%	40%	28%	19%	39%	31%	51%	40%	24%	17%	36%	36%	30%	36%	27%	51%	50%	43%	38%	35%	36%
Bad for sports	37%	30%	40%	43%	35%	41%	34%	20%	35%	44%	57%	36%	35%	43%	37%	46%	18%	25%	24%	33%	36%	41%
Don't Know/Refused	28%	9%	20%	29%	46%	20%	35%	28%	25%	31%	26%	28%	28%	27%	27%	27%	31%	25%	34%	30%	29%	24%
Q76. U.S. Soccer federation agreeing to eq	ualize pay for the national	men´s a	nd women's	teams.							l											
			Fanship	Category		Ger	nder		A	ge			Reg	gion			Eti	nnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	75%	79%	76%	78%	70%	69%	82%	78%	77%	71%	76%	76%	75%	76%	75%	74%	80%	76%	75%	78%	76%	75%
Bad for sports	12%	14%	13%	12%	9%	17%	6%	11%	12%	13%	11%	12%	10%	12%	13%	12%	8%	13%	14%	10%	11%	14%
Don't Know/Refused	13%	6%	11%	10%	21%	14%	12%	10%	12%	17%	14%	12%	14%	12%	12%	14%	13%	11%	11%	13%	14%	11%
			ļ	<u> </u>		L		<u> </u>														
Q77. The NCAA passing rule changes which	h allow college athletes to s	sell the r	0		images, an			L)														
			Fanship	Category	1	Ger	nder		A	ge			Reg	gion	1		-	nicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	45%	67%	49%	41%	28%	49%	40%	55%	51%	38%	29%	52%	43%	43%	42%	39%	61%	52%	47%	44%	44%	47%
Bad for sports	32%	24%	37%	34%	30%	34%	29%	24%	29%	36%	42%	26%	34%	31%	32%	36%	19%	28%	24%	37%	31%	34%
Don't Know/Refused	24%	8%	14%	25%	42%	16%	31%	22%	20%	27%	29%	22%	22%	25%	26%	25%	20%	21%	29%	18%	26%	20%
Q78. NCAA President Charlie Baker propos	sing a new tier of Division I	sports in			pay at leas			hletes \$			r, above	and bey			holarshi	ps.						
			Fanship	Category	1	Ger	nder		A	ge			Reg	gion				nicity		1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	43%	65%	46%	39%	28%	45%	40%	58%	51%	35%	20%	49%	43%	39%	41%	34%	65%	55%	42%	47%	43%	43%
Bad for sports	31%	24%	33%	35%	31%	35%	27%	19%	26%	37%	48%	28%	31%	34%	31%	38%	15%	19%	25%	31%	29%	35%
Don't Know/Refused	26%	10%	21%	27%	42%	20%	33%	24%	24%	28%	31%	23%	27%	26%	28%	27%	20%	25%	33%	22%	28%	23%
Q79. The NFL announcing Caesars, DraftKi	ngs and FanDuel as its offic	ial sport	01																			
			Fanship	Category		Ger	nder		A	ge			Reg	gion				nicity	r		Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	40%	70%	49%	33%	18%	43%	38%	54%	52%	31%	16%	43%	41%	40%	36%	34%	55%	52%	40%	35%	41%	38%
Bad for sports	29%	21%	30%	33%	29%	34%	24%	19%	22%	35%	43%	29%	27%	29%	31%	33%	17%	22%	23%	37%	27%	33%
Don't Know/Refused	31%	9%	21%	34%	52%	23%	38%	27%	26%	34%	41%	28%	32%	30%	33%	33%	28%	26%	37%	28%	32%	29%
		1			1	l i	l i		l –	1		1	1						1	1		

Nature of the Sample	
United States Residents	
Fanship Category	
Nonfan	28%
Casual	27%
Involved	26%
Avid	19%
Gender	
Male	49%
Female	51%
Age	
18-34	29%
35-49	26%
50-64	23%
65+	21%
Region	
NE	17%
S	38%
MW	21%
W	24%
Ethnicity	
White	61%
Afr Amer/Black	12%
Latino	17%
Asian	6%
Other	5%
Education	
No degree	69%
Bachelors'+	31%

The American Sport Fanship Survey was conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication on January 2 - 7, 2024, among 3071 United States Residents drawn from a proprietary online panel (Lucid). Data from collection modes was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 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, call Don Levy at (518) 783-2901. For survey crosstabs: https://scri.siena.edu/american-sports-fanship-survey/.