ASU Big Ten Topline and Crosstabs
Undecided CFF Registered Voter

OH PREDICTIVE INSIGHTS

Undecided CFF Registered Voter
Survey conducted on Oct 14th - Oct 21st, 2020
n=400 with a MoE +/- 4.9%
Sample collected via Online Survey

Region

	Total
Sample Size	400
Big Ten	
Count	244
Column %	61%
Not Big Ten	
Count	155
Column %	39%

Big Ten Football Fan

	Total
Sample Size	400
Big Ten FF	
Count	308
Column %	77%
Not Big Ten FF	
Count	92
Column %	23%

Party

	Total
Sample Size	400
Rep	
Count	95
Column %	24%
Ind	
Count	251
Column %	63%
Dem	
Count	54
Column %	14%

Sex

	Total
Sample Size	400
Female	
Count	171
Column %	43%
Male	
Count	229
Column %	57%

Ethnicity

	Total
Sample Size	400
White	
Count	356
Column %	89%
Hispanic	
Count	8
Column %	2%
AA	
Count	20
Column %	5%
Other	
Count	17
Column %	4%

Age

	Total
Sample Size	400
18 to 34 years old	
Count	44
Column %	11%
35 to 44 years old	
Count	33
Column %	8%
45 to 54 years old	
Count	54
Column %	14%
55 to 64 years old	
Count	91
Column %	23%
65 years old or more	
Count	178
Column %	45%

Weight Variable = Undecided

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Percentages may not add up to 100 due to rounding

Q1) Which of the following methods do you use to watch college football? Select all that apply.

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Valid Cases	400	244	155	308	92	95	251	54	70	185	63	199	400
Total Mentions	776	440	337	603	173	207	459	110	157	323	135	374	776
I watch sports on cable Television live													
Mentions	276	163	113	215	61	71	161	44	60	121	50	139	276
% Valid Cases	69%	67%	73%	70%	66%	75%	64%	82%	86%	66%	80%	70%	69%
% Total Mentions	36%	37%	34%	36%	35%	34%	35%	40%	38%	37%	37%	37%	36%
I watch sports on broadcast Television live													
Mentions	206	133	73	160	45	56	126	24	33	88	28	99	206
% Valid Cases	51%	54%	47%	52%	49%	59%	50%	44%	47%	48%	45%	50%	51%
% Total Mentions	26%	30%	22%	27%	26%	27%	27%	22%	21%	27%	21%	26%	26%
I watch sports using an app on my Smart TV													
Mentions	57	27	30	46	10	15	32	10	14	22	9	27	57
% Valid Cases	14%	11%	19%	15%	11%	16%	13%	18%	21%	12%	15%	14%	14%
% Total Mentions	7%	6%	9%	8%	6%	7%	7%	9%	9%	7%	7%	7%	7%
I stream sports on my laptop/tablet live													
Mentions	56	28	28	45	11	15	32	9	14	26	11	34	56
% Valid Cases	14%	12%	18%	15%	12%	16%	13%	17%	20%	14%	17%	17%	14%
% Total Mentions	7%	6%	8%	7%	6%	7%	7%	8%	9%	8%	8%	9%	7%
I stream sports on my smart phone live													
Mentions	43	17	26	27	16	9	31	3	9	17	10	15	43
% Valid Cases	11%	7%	17%	9%	17%	9%	12%	6%	12%	9%	15%	8%	11%
% Total Mentions	6%	4%	8%	4%	9%	4%	7%	3%	5%	5%	7%	4%	6%
I record sports to watch later													
Mentions	59	27	31	45	14	17	34	8	7	27	12	24	59
% Valid Cases	15%	11%	20%	15%	15%	18%	13%	15%	10%	14%	20%	12%	15%
% Total Mentions	8%	6%	9%	7%	8%	8%	7%	7%	4%	8%	9%	6%	8%
I attend sports in-person													
Mentions	80	44	36	64	15	25	44	11	20	23	15	37	80
% Valid Cases	20%	18%	23%	21%	17%	26%	18%	21%	28%	12%	23%	18%	20%
% Total Mentions	10%	10%	11%	11%	9%	12%	10%	10%	13%	7%	11%	10%	10%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q2) How likely are you to attend a college football game in person in the next 12 months?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Very Likely													
Count	36	13	23	27	9	11	23	2	13	5	9	9	36
Column %	9%	5%	15%	9%	9%	11%	9%	4%	18%	3%	14%	4%	9%
Somewhat Likely													
Count	48	25	22	35	13	12	32	3	11	25	9	24	48
Column %	12%	10%	14%	11%	14%	13%	13%	6%	16%	13%	14%	12%	12%
Neither Likely nor Unlikely													
Count	71	37	34	47	24	10	42	19	7	25	9	26	71
Column %	18%	15%	22%	15%	26%	11%	17%	35%	10%	14%	15%	13%	18%
Somewhat Unlikely													
Count	73	53	20	55	19	13	49	11	9	36	12	37	73
Column %	18%	22%	13%	18%	20%	13%	20%	21%	12%	20%	19%	19%	18%
Very Unlikely													
Count	172	116	56	144	28	49	104	18	31	94	24	104	172
Column %	43%	47%	36%	47%	31%	52%	42%	34%	44%	51%	38%	52%	43%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q3) How likely are you to watch via any method (live on Television, record and watch later, or stream) a college football game, in the next twelve months?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Very Likely													
Count	273	167	106	215	58	73	169	31	52	133	43	142	273
Column %	68%	68%	68%	70%	63%	76%	67%	58%	74%	72%	68%	71%	68%
Somewhat Likely													
Count	71	39	33	46	26	10	46	16	14	27	15	37	71
Column %	18%	16%	21%	15%	28%	10%	18%	30%	20%	15%	23%	18%	18%
Neither Likely nor Unlikely													
Count	35	25	10	32	3	7	22	6	3	12	2	11	35
Column %	9%	10%	6%	10%	3%	7%	9%	11%	4%	7%	3%	6%	9%
Somewhat Unlikely													
Count	5	3	2	4	1	1	4	0	1	2	2	0	5
Column %	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	3%	0%	1%
Very Unlikely													
Count	16	12	4	12	4	5	10	1	0	10	2	9	16
Column %	4%	5%	3%	4%	5%	5%	4%	2%	0%	5%	3%	5%	4%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q4) Which of the following best describes your feeling towards college football restarting amid the COVID-19 outbreak?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Extremely Concerned													
Count	70	51	19	61	9	20	41	8	18	35	12	40	70
Column %	18%	21%	12%	20%	10%	21%	17%	16%	26%	19%	19%	20%	18%
Somewhat Concerned													
Count	135	80	56	100	36	23	98	15	20	59	16	64	135
Column %	34%	33%	36%	32%	39%	24%	39%	27%	28%	32%	25%	32%	34%
Moderately Concerned													
Count	107	64	43	82	25	31	56	19	21	49	21	57	107
Column %	27%	26%	28%	27%	27%	33%	22%	35%	30%	27%	33%	29%	27%
Not too Concerned													
Count	67	45	22	57	10	18	41	7	8	33	13	26	67
Column %	17%	19%	14%	19%	11%	19%	16%	13%	11%	18%	21%	13%	17%
Not at all Concerned													
Count	21	5	16	8	12	2	14	5	4	8	2	12	21
Column %	5%	2%	10%	3%	14%	2%	6%	8%	6%	4%	3%	6%	5%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q5) If the COVID-19 outbreak appears to worsen in the months ahead, which of the following comes closest to your opinion about what should happen to college football?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
The college football season should be cancelled for the health of players and staff													
Count	189	115	73	148	40	46	118	25	40	87	33	101	189
Column %	47%	47%	47%	48%	44%	48%	47%	46%	57%	47%	52%	51%	47%
The college football season should be allowed to continue with precautions to decrease the risk													
Count	182	113	69	139	43	46	111	25	27	84	21	90	182
Column %	45%	46%	44%	45%	47%	48%	44%	45%	38%	46%	34%	45%	45%
The college football season should be allowed to continue whether players and staff take precautions or not													
Count	30	16	13	21	9	3	22	5	3	13	9	8	30
Column %	7%	7%	9%	7%	9%	3%	9%	8%	4%	7%	15%	4%	7%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q6) Please indicate your opinion of the two major presidential candidates running in the 2020 Presidential Election Joe Biden

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Very Favorable													
Count	13	8	5	13	0	3	6	3	13	0	1	8	13
Column %	3%	3%	3%	4%	0%	4%	2%	6%	18%	0%	2%	4%	3%
Somewhat Favorable													
Count	57	36	22	48	9	11	36	11	57	0	20	28	57
Column %	14%	15%	14%	16%	10%	11%	14%	20%	82%	0%	32%	14%	14%
Neither Favorable nor Unfavorable													
Count	145	86	59	106	39	31	86	28	0	0	6	33	145
Column %	36%	35%	38%	34%	43%	33%	34%	52%	0%	0%	9%	16%	36%
Somewhat Unfavorable													
Count	112	76	36	94	18	33	70	9	0	112	15	83	112
Column %	28%	31%	23%	30%	20%	34%	28%	16%	0%	60%	24%	42%	28%
Very Unfavorable													
Count	73	39	34	48	25	16	53	3	0	73	21	47	73
Column %	18%	16%	22%	15%	28%	17%	21%	6%	0%	40%	33%	23%	18%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q7) Please indicate your opinion of the two major presidential candidates running in the 2020 Presidential Election Donald Trump

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Very Favorable													
Count	6	5	1	5	1	1	5	0	3	2	6	0	6
Column %	1%	2%	1%	2%	1%	1%	2%	0%	4%	1%	9%	0%	1%
Somewhat Favorable													
Count	57	29	28	45	12	7	42	8	18	34	57	0	57
Column %	14%	12%	18%	15%	13%	7%	17%	15%	26%	18%	91%	0%	14%
Neither Favorable nor Unfavorable													
Count	138	82	55	99	38	35	83	20	12	19	0	0	138
Column %	34%	34%	36%	32%	42%	37%	33%	36%	17%	10%	0%	0%	34%
Somewhat Unfavorable													
Count	120	73	47	94	25	39	69	12	22	78	0	120	120
Column %	30%	30%	30%	31%	27%	41%	28%	21%	32%	42%	0%	60%	30%
Very Unfavorable													
Count	80	56	24	64	16	14	51	15	14	52	0	80	80
Column %	20%	23%	15%	21%	17%	14%	20%	27%	20%	28%	0%	40%	20%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q8) If the U.S. Presidential Election were held today, for which of the following candidates, listed in random order, would you be most likely to vote?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Unsure/Undecided													
Count	400	244	155	308	92	95	251	54	70	185	63	199	400
Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Weight Variable = Undecided

Q9) Based on the candidate preference you indicated in the previous question, does that candidate represent the same political party as the candidate you voted for during the 2016 Presidential race?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Yes													
Count	179	101	79	132	47	46	101	32	40	75	40	72	179
Column %	45%	41%	51%	43%	51%	49%	40%	59%	57%	41%	64%	36%	45%
No													
Count	221	144	77	176	45	49	149	23	30	110	23	128	221
Column %	55%	59%	49%	57%	49%	51%	60%	41%	43%	59%	36%	64%	55%

Weight Variable = Undecided

11

Percentages may not add up to 100 due to rounding

Q10) At the beginning of the COVID-19 outbreak, the Big Ten Conference announced that it would not be holding its football season in the fall. However, in September, the Conference announced it was reversing its decision and would allow football to return in October. Do you agree or disagree with the decision to allow college Big Ten college football to come back?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Strongly Agree													
Count	69	42	27	61	8	20	41	8	10	31	11	31	69
Column %	17%	17%	17%	20%	9%	21%	16%	14%	14%	17%	17%	15%	17%
Somewhat Agree													
Count	131	78	53	101	29	30	78	23	31	61	23	62	131
Column %	33%	32%	34%	33%	32%	32%	31%	41%	44%	33%	37%	31%	33%
Neither Agree nor Disagree													
Count	124	73	51	90	34	23	82	19	19	47	21	57	124
Column %	31%	30%	33%	29%	37%	24%	33%	35%	28%	25%	34%	29%	31%
Somewhat Disagree													
Count	51	31	20	36	15	14	32	5	5	31	7	30	51
Column %	13%	13%	13%	12%	16%	15%	13%	10%	7%	17%	11%	15%	13%
Strongly Disagree													
Count	25	20	5	19	6	8	17	0	5	16	1	19	25
Column %	6%	8%	3%	6%	6%	8%	7%	0%	7%	9%	2%	10%	6%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q11) Please indicate whether you agree or disagree with the following statement: It is appropriate for elected officials to become involved in the nationwide start/stoppage of sporting events.

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
Strongly Agree													
Count	22	15	7	20	2	7	15	0	7	5	6	7	22
Column %	5%	6%	5%	6%	2%	7%	6%	0%	10%	3%	9%	3%	5%
Somewhat Agree													
Count	72	31	41	46	26	19	37	16	18	38	14	42	72
Column %	18%	13%	26%	15%	28%	20%	15%	30%	26%	21%	23%	21%	18%
Neither Agree nor Disagree													
Count	158	104	54	128	29	29	103	26	21	66	25	73	158
Column %	39%	42%	35%	42%	32%	30%	41%	47%	30%	36%	39%	37%	39%
Somewhat Disagree													
Count	110	71	39	82	28	32	68	10	19	50	14	52	110
Column %	27%	29%	25%	27%	30%	33%	27%	19%	28%	27%	23%	26%	27%
Strongly Disagree													
Count	40	25	15	32	7	9	28	2	4	26	4	24	40
Column %	10%	10%	10%	10%	8%	9%	11%	4%	6%	14%	6%	12%	10%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q12) President Trump has stated that he is, in part, responsible for the announcement by the Big Ten Conference to bring back college football. Does knowing this affect your vote for president in 2020?

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
MUCH MORE likely to vote for Donald Trump													
Count	7	2	5	4	3	4	1	2	3	2	3	4	7
Column %	2%	1%	3%	1%	3%	5%	0%	3%	5%	1%	4%	2%	2%
SOMEWHAT MORE likely to vote for Donald Trump													
Count	28	23	5	23	4	9	19	0	7	12	8	8	28
Column %	7%	9%	3%	8%	5%	10%	7%	0%	10%	7%	13%	4%	7%
This has no effect on whom I will support in 2020 presidential election													
Count	338	201	137	255	83	74	213	51	55	155	52	161	338
Column %	84%	82%	88%	83%	90%	77%	85%	95%	78%	84%	83%	81%	84%
SOMEWHAT LESS likely to vote for Donald Trump													
Count	9	6	3	9	0	1	8	0	4	3	0	9	9
Column %	2%	2%	2%	3%	0%	1%	3%	0%	6%	2%	0%	4%	2%
MUCH LESS likely to vote for Donald Trump													
Count	18	13	5	16	2	7	10	1	1	13	0	17	18
Column %	5%	5%	3%	5%	2%	7%	4%	2%	1%	7%	0%	9%	5%

Weight Variable = Undecided

Percentages may not add up to 100 due to rounding

Q13) Despite the President's statement, the Big Ten Conference has not said that the President influenced their decision to return. ==Does knowing this affect your vote for president in 2020?==

	Total	Region		Big Ten FF		Party			Biden Favorability		Trump Favorability		Presidential Head to Head
	Total	Big Ten	Not Big Ten	Big Ten FF	Not Big Ten FF	Rep	Ind	Dem	Total Fav	Total Unfav	Total Fav	Total Unfav	Unsure/ Undecided
Sample Size	400	244	155	308	92	95	251	54	70	185	63	199	400
MUCH MORE likely to vote for Donald Trump													
Count	3	1	2	0	3	0	1	2	0	1	3	0	3
Column %	1%	0%	1%	0%	3%	0%	0%	3%	0%	0%	4%	0%	1%
SOMEWHAT MORE likely to vote for Donald Trump													
Count	13	8	5	12	2	6	7	0	3	4	5	0	13
Column %	3%	3%	3%	4%	2%	6%	3%	0%	5%	2%	9%	0%	3%
This has no effect on whom I will support in 2020 presidential election													
Count	359	221	138	275	85	82	225	52	58	169	55	177	359
Column %	90%	91%	89%	89%	92%	86%	90%	97%	82%	92%	87%	89%	90%
SOMEWHAT LESS likely to vote for Donald Trump													
Count	12	9	3	9	3	2	11	0	5	4	0	9	12
Column %	3%	4%	2%	3%	3%	2%	4%	0%	8%	2%	0%	5%	3%
MUCH LESS likely to vote for Donald Trump													
Count	12	5	7	12	0	5	7	0	3	7	0	12	12
Column %	3%	2%	5%	4%	0%	6%	3%	0%	5%	4%	0%	6%	3%

Weight Variable = Undecided

ASU National Sports Public Opinion Pulse
Atlantic Topline and Crosstabs

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	155
Column %	52%
Male	
Count	144
Column %	48%
Intersex	
Count	1
Column %	0%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	89
Column %	30%
35 to 44 years old	
Count	55
Column %	18%
45 to 54 years old	
Count	51
Column %	17%
55 to 64 years old	
Count	49
Column %	16%
65 years old or more	
Count	57
Column %	19%

HHI

	Total
Sample Size	300
Under $50k	
Count	106
Column %	35%
$50k to $100k	
Count	91
Column %	30%
$100k+	
Count	104
Column %	35%

Ethnicity

	Total
Sample Size	300
White	
Count	197
Column %	66%
Hispanic	
Count	38
Column %	13%
AA	
Count	40
Column %	13%
Asian	
Count	20
Column %	7%
Other	
Count	5
Column %	2%

Education

	Total
Sample Size	300
HS or less	
Count	59
Column %	20%
Some College/Trade School	
Count	80
Column %	27%
College Grad	
Count	93
Column %	31%
Post Grad or higher	
Count	68
Column %	23%

Weight Variable = Atlantic Weighting

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often Count	75	33	40	1	36	18	8	8	5	35	10	26	4	31	43	25	18	32
Column %	25%	21%	28%	100%	41% GHI	33% GI	15%	16%	9%	18%	26%	65% JKM	16%	23%	27%	24%	20%	30%
Somewhat Often Count	65	27	38	0	14	13	13	10	15	50	9	4	3	31	34	17	28	20
Column %	22%	18%	26%	0%	16%	24%	25%	20%	27%	25% L	23%	9%	12%	22%	21%	16%	31% P	20%
Not Very Often Count	39	21	19	0	9	7	3	11	10	26	9	2	3	16	23	12	9	18
Column %	13%	13%	13%	0%	10%	14%	5%	22% EG	18% G	13%	23% L	4%	12%	12%	14%	11%	10%	18%
Not Often at All Count	38	25	13	0	13	3	7	8	7	27	2	5	4	19	19	14	13	11
Column %	13%	16% C	9%	0%	14%	6%	14%	17%	12%	14%	6%	13%	16%	13%	12%	13%	14%	11%
I don't watch sports Count	83	48	35	0	18	13	21	12	19	59	9	3	11	42	41	38	23	22
Column %	28%	31%	24%	0%	20%	23%	41% EF	25%	34%	30% L	23%	9%	44% L	30%	25%	36% R	25%	21%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: CEFGHIJKLMPR

7

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often Count	61	20	40	1	23	17	9	9	3	29	10	19	3	25	36	22	14	25
Column %	20%	13%	28% B	100%	25% I	31% I	18%	18%	6%	15%	26%	48% JKM	12%	18%	22%	21%	15%	24%
Somewhat Often Count	73	36	37	0	27	13	11	7	14	48	13	9	3	24	48	20	26	27
Column %	24%	23%	26%	0%	30% H	24%	22%	15%	25%	24%	34% M	21%	12%	17%	30% N	19%	28%	26%
Not Very Often Count	45	25	20	0	11	10	2	9	13	31	4	5	4	25	20	18	13	14
Column %	15%	16%	14%	0%	12%	18% G	3%	18% G	24% G	16%	11%	13%	16%	18%	12%	17%	14%	14%
Not Often at All Count	44	29	15	0	11	1	10	13	10	31	2	7	4	24	20	12	15	18
Column %	15%	19% C	10%	0%	13% F	2%	19% F	26% F	17% F	16%	6%	17%	16%	17%	13%	11%	16%	17%
I don't watch sports Count	78	46	32	0	18	13	19	11	16	58	9	0	11	41	37	34	24	20
Column %	26%	29%	22%	0%	20% E	25%	38% E	23%	28%	29% L	23% L	0%	44% L	29%	23%	32% R	26%	19%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJKLMNR

8

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often Count Column %	44 15%	21 13%	23 16%	0 0%	24 27% GHI	15 27% GHI	3 7%	1 2%	1 2%	22 11%	4 11%	16 39% JKM	2 8%	20 15%	24 15%	17 16%	10 11%	16 16%
Somewhat Often Count Column %	28 9%	10 6%	18 13%	0 0%	13 15% I	7 13%	3 7%	3 5%	2 3%	16 8%	7 17%	5 13%	0 0%	8 5%	20 13% N	3 2%	9 10% P	16 16% P
Not Very Often Count Column %	40 13%	19 12%	20 14%	1 100%	15 17%	10 18%	7 14%	4 8%	3 6%	21 11%	10 26% J	7 17%	2 8%	19 14%	21 13%	19 18% Q	7 7%	14 14%
Not Often at All Count Column %	83 28%	41 27%	41 29%	0 0%	17 19%	9 16%	11 21%	24 48% EFG	23 40% EFG	59 30%	9 23%	7 18%	8 32%	40 29%	42 26%	26 25%	30 33%	26 25%
I don't watch sports Count Column %	106 35%	64 41% C	42 29%	0 0%	19 22%	14 26%	26 51% EF	18 37%	28 49% EF	79 40% KL	9 23%	5 13%	13 52% KL	52 37%	54 33%	40 38%	34 38%	31 30%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CEFGHIJKLMNPQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often																		
Count	30	13	17	0	14	12	1	2	1	14	2	14	0	15	14	14	7	9
Column %	10%	8%	12%	0%	16% GHI	22% GHI	2%	3%	2%	7%	6%	35% JKM	0%	11%	9%	13%	8%	8%
Somewhat Often																		
Count	36	19	16	1	22	10	3	0	1	20	5	9	2	11	25	10	12	15
Column %	12%	12%	11%	100%	24% GHI	19% HI	6%	0%	2%	10%	14%	22% J	8%	8%	15% N	9%	13%	14%
Not Very Often																		
Count	38	20	18	0	14	7	7	6	3	20	13	3	2	15	23	13	7	18
Column %	13%	13%	13%	0%	16%	14%	15%	11%	6%	10%	34% JLM	9%	8%	11%	14%	13%	7%	17% Q
Not Often at All																		
Count	92	40	52	0	20	10	13	25	23	66	9	9	8	45	47	28	32	32
Column %	31%	26%	36%	0%	23%	19%	26%	52% EFG	40% EF	34%	23%	22%	32%	33%	29%	27%	35%	31%
I don't watch sports																		
Count	104	63	42	0	18	14	26	16	29	77	9	5	13	52	52	40	33	30
Column %	35%	40% C	29%	0%	21%	26%	51% EF	33%	51% EF	39% L	23%	13%	52% KL	37%	32%	38%	37%	29%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CEFGHIJKLMNQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often Count	35	12	23	0	18	13	1	2	1	19	2	12	2	14	21	8	12	15
Column %	12%	8%	16% B	0%	21% GHI	25% GHI	2%	3%	2%	10%	6%	31% JKM	8%	10%	13%	7%	13%	15%
Somewhat Often Count	41	21	19	1	23	8	6	2	2	19	12	10	0	17	24	16	8	17
Column %	14%	14%	13%	100%	26% GHI	14% I	12%	5%	3%	9%	31% JM	26% JM	0%	12%	15%	15%	9%	17%
Not Very Often Count	31	12	19	0	10	10	6	3	2	17	11	2	1	12	19	10	8	12
Column %	10%	7%	13%	0%	12%	18% I	13%	5%	3%	9%	29% JLM	4%	4%	9%	12%	10%	9%	12%
Not Often at All Count	76	40	37	0	11	9	10	23	23	59	4	5	8	35	41	26	27	23
Column %	25%	26%	25%	0%	13%	16%	19%	48% EFG	40% EFG	30% KL	11%	13%	32% K	25%	26%	25%	30%	22%
I don't watch sports Count	117	70	47	0	25	15	28	19	30	84	9	10	14	62	55	45	35	36
Column %	39%	45% C	32%	0%	29%	28%	55% EF	39%	52% EF	43% K	23%	26%	56% KL	44%	34%	43%	39%	35%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLM**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often Count Column %	42 14%	18 12%	24 17%	0 0%	19 21% GHI	15 28% GHI	3 7%	3 5%	3 5%	18 9%	4 11%	19 48% JKM	1 4%	16 12%	26 16%	12 11%	11 13%	19 19%
Somewhat Often Count Column %	32 11%	15 10%	15 11%	1 100%	19 21% GHI	5 9%	3 7%	2 3%	3 4%	22 11%	5 14%	3 9%	1 4%	17 12%	14 9%	16 15%	8 8%	9 8%
Not Very Often Count Column %	39 13%	17 11%	22 15%	0 0%	11 12%	10 18%	6 11%	6 12%	7 12%	20 10%	13 34% JLM	3 9%	2 8%	14 10%	24 15%	12 11%	7 8%	20 19% Q
Not Often at All Count Column %	74 25%	36 23%	38 26%	0 0%	17 19%	9 16%	12 24%	21 43% EF	14 25%	53 27%	7 17%	7 17%	7 28%	31 22%	42 26%	23 21%	29 32%	21 21%
I don't watch sports Count Column %	113 38%	68 44% C	45 31%	0 0%	23 26%	16 29%	26 51% EF	18 37%	31 54% EF	84 42% KL	9 23%	7 17%	14 56% KL	60 43%	54 33%	44 41%	35 39%	35 33%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CEFGHIJKLMQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Often																		
Count	34	17	16	1	20	10	2	2	1	18	5	9	2	14	20	10	7	17
Column %	11%	11%	11%	100%	22% GHI	18% GHI	3%	3%	1%	9%	14%	22% J	8%	10%	12%	10%	8%	16%
Somewhat Often																		
Count	56	23	32	0	25	18	7	3	3	30	13	12	0	24	31	20	17	19
Column %	19%	15%	22%	0%	29% HI	33% GHI	14%	5%	4%	15% M	35% JM	31% JM	0%	18%	20%	19%	18%	18%
Not Very Often																		
Count	58	27	32	0	18	9	7	15	9	40	9	7	3	21	38	13	20	25
Column %	19%	17%	22%	0%	21%	16%	13%	31% G	16%	20%	23%	17%	12%	15%	23%	12%	22%	24% P
Not Often at All																		
Count	56	32	24	0	7	6	11	14	19	42	2	7	5	27	29	21	18	17
Column %	19%	21%	17%	0%	8%	11%	21% E	28% EF	33% EF	21% K	6%	17%	20%	19%	18%	20%	20%	17%
I don't watch sports																		
Count	96	55	41	0	19	12	25	16	26	67	9	5	15	53	43	41	29	25
Column %	32%	36%	28%	0%	21%	22%	48% EF	32%	45% EF	34% L	23%	13%	60% JKL	38% O	27%	39% R	32%	25%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKLMOPR

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	88	**37**	**49**	1	30	19	9	13	15	**53**	**7**	**23**	**5**	37	50	28	25	34
Column %	29%	**24%**	**34%** **B**	100%	34%	35%	19%	27%	27%	**27%**	**20%**	**57%** **JKM**	**19%**	27%	31%	27%	27%	33%
Somewhat Favorable																		
Count	60	32	28	0	17	12	13	9	8	42	7	7	4	30	30	23	21	15
Column %	20%	21%	19%	0%	20%	22%	27%	19%	13%	21%	18%	17%	16%	21%	18%	22%	23%	14%
Neither Favorable nor Unfavorable																		
Count	79	**53**	**26**	0	27	12	15	11	14	53	11	7	9	39	41	33	19	27
Column %	26%	**34%** **C**	**18%**	0%	30%	22%	29%	22%	25%	27%	28%	18%	36%	28%	25%	31%	21%	27%
Somewhat Unfavorable																		
Count	24	16	8	0	6	2	2	7	8	18	0	3	2	9	15	7	7	10
Column %	8%	10%	6%	0%	7%	3%	3%	14%	13%	9%	0%	9%	8%	6%	9%	7%	7%	10%
Very Unfavorable																		
Count	50	**17**	**33**	0	**8**	10	**11**	9	**12**	**31**	**13**	**0**	**5**	25	25	14	19	17
Column %	17%	**11%**	**23%** **B**	0%	**9%**	17%	**22%** **E**	18%	**21%** **E**	**16%** **L**	**35%** **JL**	**0%**	**21%** **L**	18%	16%	13%	21%	16%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEJKLM**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	63	27	35	0	17	**15**	**6**	11	14	37	11	10	4	24	38	**16**	17	**30**
Column %	21%	18%	24%	0%	19%	**28%** G	**12%**	22%	24%	19%	29%	26%	16%	17%	24%	**15%**	19%	**29%** P
Somewhat Favorable																		
Count	96	56	40	0	**36**	**22**	13	**9**	16	**61**	**11**	**21**	**3**	50	46	38	27	30
Column %	32%	36%	28%	0%	**40%** H	**41%** H	25%	**19%**	28%	**31%**	**28%**	**52%** JKM	**12%**	36%	29%	36%	30%	29%
Neither Favorable nor Unfavorable																		
Count	82	47	35	1	**19**	**11**	**20**	15	16	**59**	**10**	**2**	**12**	37	45	31	23	28
Column %	27%	30%	24%	100%	**22%**	**21%**	**39%** EF	31%	28%	**30%** L	**26%** L	**4%**	**47%** L	27%	28%	30%	26%	27%
Somewhat Unfavorable																		
Count	23	13	11	0	8	2	2	6	5	17	0	3	3	10	14	6	10	7
Column %	8%	8%	7%	0%	9%	3%	4%	12%	9%	9%	0%	9%	12%	7%	9%	6%	12%	6%
Very Unfavorable																		
Count	36	**12**	**24**	0	8	**4**	**10**	8	6	23	7	4	3	19	17	14	13	9
Column %	12%	**8%**	**17%** B	0%	9%	**7%**	**20%** F	16%	11%	12%	17%	9%	12%	13%	11%	13%	14%	9%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BEFGHJKLMP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	71	33	36	1	35	18	6	6	6	36	10	23	2	31	40	31	18	22
Column %	24%	21%	25%	100%	39% GHI	32% GHI	12%	12%	10%	18%	25%	57% JKM	8%	22%	25%	30%	19%	21%
Somewhat Favorable																		
Count	54	32	21	0	18	9	13	6	7	31	7	12	4	28	25	22	13	19
Column %	18%	21%	15%	0%	20%	17%	26%	12%	13%	16%	17%	30% J	16%	20%	16%	21%	14%	18%
Neither Favorable nor Unfavorable																		
Count	100	63	37	0	27	14	16	19	25	71	13	5	11	47	53	31	33	36
Column %	33%	41% C	26%	0%	31%	25%	31%	39%	43% F	36% L	34% L	13%	43% L	34%	33%	30%	37%	35%
Somewhat Unfavorable																		
Count	17	6	11	0	2	2	1	5	8	15	0	0	2	4	13	2	7	9
Column %	6%	4%	8%	0%	2%	3%	2%	11% EG	14% EG	8%	0%	0%	8%	3%	8%	2%	8%	8% P
Very Unfavorable																		
Count	58	20	38	0	7	12	15	13	11	43	9	0	6	29	29	19	20	19
Column %	19%	13% B	26% B	0%	8%	23% E	29% E	26% E	19% E	22% L	23% L	0%	24% L	21%	18%	18%	22%	18%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	63	27	36	0	25	18	3	7	10	36	11	14	2	30	33	18	17	28
Column %	21%	18%	25%	0%	28% G	34% GHI	7%	14%	17%	18%	29%	35% JM	8%	22%	21%	17%	19%	27%
Somewhat Favorable																		
Count	68	38	30	0	25	11	14	9	9	50	4	9	5	29	39	21	25	22
Column %	23%	25%	21%	0%	28%	21%	27%	19%	16%	26%	11%	21%	20%	21%	24%	20%	28%	22%
Neither Favorable nor Unfavorable																		
Count	102	61	40	0	23	18	20	17	24	70	15	5	11	46	56	37	34	31
Column %	34%	40% C	28%	0%	26%	34%	39%	34%	42%	36% L	40% L	13%	44% L	33%	35%	35%	37%	30%
Somewhat Unfavorable																		
Count	23	8	14	1	5	1	3	5	8	18	3	2	0	10	13	7	6	10
Column %	8%	5%	10%	100%	6%	2% F	7%	11% F	14% F	9%	8%	4%	0%	7%	8%	7%	6%	9%
Very Unfavorable																		
Count	44	20	24	0	10	6	10	11	7	22	4	10	7	25	19	22	9	13
Column %	15%	13%	17%	0%	12%	10%	20%	22%	12%	11% J	11%	26% J	28% J	18%	12%	21% Q	10%	12%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CFGHIJLMQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	43	22	21	0	22	13	3	1	4	18	7	17	1	20	23	10	16	17
Column %	14%	14%	14%	0%	25% GHI	24% GHI	5%	2%	8%	9%	17%	44% JKM	4%	14%	14%	9%	18%	16%
Somewhat Favorable																		
Count	48	21	27	0	18	8	8	9	4	33	4	3	7	21	27	15	11	22
Column %	16%	13%	19%	0%	20% I	15%	16%	19%	7%	17%	11%	9%	28%	15%	17%	14%	12%	21%
Neither Favorable nor Unfavorable																		
Count	132	80	51	1	32	21	24	20	35	89	14	16	13	60	72	47	40	46
Column %	44%	52% C	35%	100%	37%	38%	47%	40%	62% EFH	45%	37%	39%	52%	43%	45%	45%	44%	44%
Somewhat Unfavorable																		
Count	26	10	16	0	6	6	3	7	5	22	4	0	0	9	17	8	7	12
Column %	9%	6%	11%	0%	6%	12%	5%	14%	9%	11% L	11%	0%	0%	6%	11%	8%	7%	11%
Very Unfavorable																		
Count	51	22	29	0	11	6	14	12	8	35	9	4	4	30	21	26	17	8
Column %	17%	14%	20%	0%	12%	12%	27% EF	25% E	13%	18%	23%	9%	16%	22% O	13%	25% R	19% R	8%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: CEFGHIJKLMOR**

18

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	39	15	24	0	12	15	2	5	4	24	4	11	0	18	21	11	12	16
Column %	13%	10%	16%	0%	14% G	28% EGHI	3%	10%	8%	12%	11%	27% JM	0%	13%	13%	10%	13%	15%
Somewhat Favorable																		
Count	56	31	25	0	27	8	10	6	5	30	9	12	6	31	25	26	11	19
Column %	19%	20%	17%	0%	31% FHI	14%	19%	13%	9%	15%	23%	30% J	24%	22%	16%	25% Q	12%	18%
Neither Favorable nor Unfavorable																		
Count	107	61	46	1	22	16	25	17	27	77	12	5	13	50	58	36	36	36
Column %	36%	39%	32%	100%	25%	30%	49% EF	35%	48% E	39% L	32% L	13%	52% L	36%	36%	34%	39%	35%
Somewhat Unfavorable																		
Count	39	23	16	0	11	5	3	9	12	29	4	3	2	11	28	10	13	17
Column %	13%	15%	11%	0%	12%	9%	5%	19% G	21% G	15%	11%	9%	8%	8%	17% N	9%	14%	16%
Very Unfavorable																		
Count	59	24	34	0	17	10	12	11	9	37	9	9	4	29	29	23	20	16
Column %	20%	16%	24%	0%	19%	19%	23%	23%	15%	19%	23%	22%	16%	21%	18%	22%	21%	16%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: EFGHIJLMNQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	49	21	28	0	**19**	**16**	**6**	**3**	**5**	**27**	7	**14**	**1**	25	23	17	13	18
Column %	16%	14%	19%	0%	**21%** H	**29%** GHI	**11%**	**7%**	**9%**	**14%**	17%	**35%** JM	**4%**	18%	14%	16%	14%	18%
Somewhat Favorable																		
Count	57	26	31	0	18	7	10	10	12	40	4	7	6	23	34	15	19	23
Column %	19%	17%	22%	0%	20%	13%	19%	21%	21%	20%	11%	17%	24%	17%	21%	15%	21%	22%
Neither Favorable nor Unfavorable																		
Count	127	**82**	**44**	1	36	21	23	20	27	85	16	12	13	56	71	49	36	41
Column %	42%	**53%** C	**30%**	100%	41%	38%	44%	41%	47%	43%	43%	30%	52%	40%	44%	47%	40%	40%
Somewhat Unfavorable																		
Count	25	10	15	0	**6**	4	**2**	**9**	5	15	4	3	2	10	16	**4**	9	**12**
Column %	8%	6%	11%	0%	**7%**	7%	**3%**	**17%** EG	9%	8%	11%	9%	8%	7%	10%	**4%**	9%	**12%** P
Very Unfavorable																		
Count	43	16	27	0	10	7	11	7	8	30	7	4	3	26	17	19	14	10
Column %	14%	10%	18%	0%	11%	13%	22%	14%	13%	15%	17%	9%	12%	18%	11%	18%	16%	9%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CEGHIJMP**

20

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable Count Column %	38 13%	19 12%	19 13%	0 0%	12 13%	**12** **23%** G	**3** **7%**	4 9%	6 10%	**20** **10%**	4 11%	**14** **35%** JKM	**0** **0%**	15 11%	22 14%	**7** **7%**	12 13%	**18** **18%** P
Somewhat Favorable Count Column %	57 19%	26 17%	31 21%	0 0%	16 18%	10 19%	9 17%	11 22%	11 19%	**42** **21%** K	**2** **6%**	9 22%	4 16%	24 17%	33 21%	20 19%	18 20%	19 18%
Neither Favorable nor Unfavorable Count Column %	128 43%	**75** **48%** C	**53** **37%**	1 100%	39 44%	20 36%	24 47%	21 43%	25 43%	**81** **41%**	**21** **55%** L	**10** **26%**	**16** **64%** JL	57 41%	72 45%	46 44%	39 43%	44 42%
Somewhat Unfavorable Count Column %	29 10%	11 7%	17 12%	0 0%	12 13%	3 6%	2 3%	4 9%	8 13%	19 10%	2 6%	5 13%	2 8%	15 11%	14 9%	11 10%	8 8%	10 10%
Very Unfavorable Count Column %	48 16%	24 15%	24 17%	0 0%	**11** **12%**	8 16%	**13** **25%** E	9 17%	8 14%	**35** **18%** L	**9** **23%** L	**2** **4%**	3 12%	28 20%	20 12%	21 20%	15 16%	12 12%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: CEGJKLMP**

21

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	35	21	14	0	12	10	4	3	5	**19**	4	**10**	**2**	15	20	11	13	12
Column %	12%	14%	10%	0%	14%	18%	9%	7%	9%	**9%**	11%	**26% JM**	**8%**	11%	12%	10%	14%	11%
Somewhat Favorable																		
Count	52	21	30	1	**23**	11	6	**5**	**7**	**31**	**1**	**17**	**3**	20	32	16	14	23
Column %	17%	14%	21%	100%	**25% HI**	21%	12%	**11%**	**12%**	**15% K**	**3%**	**44% JKM**	**12%**	14%	20%	15%	15%	22%
Neither Favorable nor Unfavorable																		
Count	128	**78**	**50**	0	**31**	21	22	25	**30**	**89**	**18**	**7**	**15**	54	74	46	37	45
Column %	43%	**51% C**	**35%**	0%	**35%**	38%	43%	51%	**52% E**	**45% L**	**46% L**	**17%**	**60% L**	39%	46%	44%	40%	43%
Somewhat Unfavorable																		
Count	33	13	20	0	7	4	7	6	9	23	4	3	2	**22**	**11**	13	9	10
Column %	11%	8%	14%	0%	8%	8%	13%	13%	15%	12%	11%	9%	8%	**16% O**	**7%**	12%	10%	10%
Very Unfavorable																		
Count	52	21	31	0	15	9	12	9	7	**36**	**11**	**2**	3	28	24	20	18	14
Column %	17%	14%	21%	0%	17%	16%	23%	19%	12%	**18% L**	**29% L**	**4%**	12%	20%	15%	18%	20%	14%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: CEHIJKLMO

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	51	29	21	0	**22**	**15**	**4**	**3**	**7**	**22**	**9**	**19**	**1**	25	25	17	14	20
Column %	17%	19%	15%	0%	**25% GH**	**28% GHI**	**8%**	**5%**	**12%**	**11%**	**23% M**	**48% JKM**	**4%**	18%	16%	16%	15%	19%
Somewhat Favorable																		
Count	50	28	21	0	17	6	11	6	9	30	9	9	2	19	31	21	15	14
Column %	17%	18%	15%	0%	19%	10%	22%	13%	16%	15%	23%	22%	8%	13%	19%	20%	16%	13%
Neither Favorable nor Unfavorable																		
Count	117	**71**	**44**	1	32	18	18	24	25	**81**	**12**	**9**	**15**	52	64	40	32	45
Column %	39%	**46% C**	**31%**	100%	36%	34%	36%	48%	43%	**41% L**	**32%**	**22%**	**60% KL**	38%	40%	38%	36%	43%
Somewhat Unfavorable																		
Count	25	**4**	**20**	0	6	**6**	**1**	**6**	5	19	**0**	2	**4**	13	11	6	7	11
Column %	8%	**3%**	**14% B**	0%	7%	**11% G**	**2%**	**13% G**	9%	10%	**0%**	4%	**16% K**	10%	7%	6%	8%	11%
Very Unfavorable																		
Count	58	**22**	**37**	0	**12**	9	**16**	10	11	**45**	**9**	**2**	3	30	29	21	**23**	**14**
Column %	19%	**14%**	**26% B**	0%	**13% E**	17%	**32% E**	21%	19%	**23% L**	**23% L**	**4%**	12%	21%	18%	20%	**25% R**	**14%**

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▒ **Significant difference within groups: BCEGHIJKLMR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	41	25	16	0	15	**12**	6	**4**	4	22	6	9	4	17	24	13	13	15
Column %	14%	16%	11%	0%	17%	**22% H**	12%	**8%**	7%	11%	17%	22%	16%	12%	15%	12%	14%	15%
Somewhat Favorable																		
Count	47	21	25	1	20	9	5	5	8	28	**7**	**10**	**1**	23	24	20	13	14
Column %	16%	14%	17%	100%	23%	16%	10%	10%	13%	14%	**20% M**	**26% M**	**4%**	17%	15%	19%	14%	14%
Neither Favorable nor Unfavorable																		
Count	132	**80**	**52**	0	**31**	21	24	25	**31**	89	13	15	15	56	77	43	36	54
Column %	44%	**52% C**	**36%**	0%	**35%**	39%	47%	50%	**55% E**	45%	35%	39%	59%	40%	48%	41%	39%	52%
Somewhat Unfavorable																		
Count	26	10	16	0	8	3	3	5	6	18	2	4	2	16	10	9	9	8
Column %	9%	6%	11%	0%	9%	6%	5%	11%	10%	9%	6%	9%	8%	11%	6%	9%	10%	8%
Very Unfavorable																		
Count	54	**19**	**35**	0	14	9	13	10	8	**41**	**9**	**2**	3	27	27	20	**21**	**13**
Column %	18%	**12%**	**24% B**	0%	16%	17%	25%	21%	14%	**21% L**	**23% L**	**4%**	12%	20%	17%	19%	**23% R**	**12%**

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEHLMR

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable Count	38	23	15	0	**15**	**17**	**3**	**1**	**3**	**19**	6	**12**	**1**	17	21	10	13	15
Column %	13%	15%	10%	0%	**17% GHI**	**31% GHI**	**5%**	**2%**	**4%**	**9%**	17%	**30% JM**	**4%**	12%	13%	9%	14%	15%
Somewhat Favorable Count	54	22	30	1	**22**	**5**	10	9	8	30	10	10	4	26	28	22	18	14
Column %	18%	14%	21%	100%	**25% F**	**9%**	20%	18%	13%	15%	26%	26%	16%	19%	17%	21%	19%	14%
Neither Favorable nor Unfavorable Count	120	**77**	**42**	0	33	18	22	20	27	**84**	**11**	**10**	**14**	**47**	**73**	40	32	47
Column %	40%	**50% C**	**29%**	0%	37%	34%	43%	40%	47%	**43% L**	**29%**	**26%**	**56% KL**	**33%**	**46% N**	38%	36%	46%
Somewhat Unfavorable Count	26	**8**	**18**	0	**3**	3	**0**	**8**	**10**	20	2	2	2	14	12	8	8	10
Column %	9%	**5%**	**12% B**	0%	**4%**	6%	**0%**	**17% EG**	**18% EG**	10%	6%	4%	8%	10%	7%	7%	9%	10%
Very Unfavorable Count	63	**24**	**39**	0	**15**	11	**16**	11	9	45	9	5	4	**36**	**27**	26	20	17
Column %	21%	**16%**	**27% B**	0%	**17%**	20%	**32% E**	23%	16%	23%	23%	13%	16%	**26% O**	**17%**	24%	22%	16%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCEFGHIJKLMNO**

25

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Favorable																		
Count	41	21	19	0	18	13	4	1	4	19	4	14	3	17	23	12	13	16
Column %	14%	14%	14%	0%	20% H	25% GHI	9%	2%	7%	10%	11%	35% JK	12%	12%	15%	11%	14%	15%
Somewhat Favorable																		
Count	42	19	21	1	15	8	7	7	5	22	5	12	2	21	20	14	9	18
Column %	14%	13%	15%	100%	17%	14%	13%	15%	9%	11%	14%	30% J	8%	15%	13%	14%	10%	17%
Neither Favorable nor Unfavorable																		
Count	130	75	55	0	32	20	24	25	30	95	15	5	15	52	79	42	39	49
Column %	43%	48%	38%	0%	36%	36%	46%	52%	52%	48% L	40% L	13%	60% L	37%	49% N	40%	43%	47%
Somewhat Unfavorable																		
Count	22	8	14	0	5	3	2	4	7	19	2	0	1	12	10	8	7	7
Column %	7%	5%	10%	0%	6%	6%	3%	9%	12%	9% L	6%	0%	4%	8%	6%	8%	7%	7%
Very Unfavorable																		
Count	66	31	34	0	19	10	15	11	11	42	11	9	4	38	28	29	23	14
Column %	22%	20%	24%	0%	21%	19%	29%	23%	19%	21%	29%	22%	16%	27% O	17%	27% R	25% R	13%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: GHIJKLNOR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	117	56	61	0	35	22	17	18	26	81	13	12	11	56	62	42	39	36
Column %	39%	36%	43%	0%	39%	40%	34%	36%	45%	41%	34%	31%	44%	40%	38%	40%	43%	35%
2 Count	57	29	28	0	**14**	**13**	**16**	11	**4**	**38**	**11**	**9**	**0**	29	28	**26**	18	**13**
Column %	19%	19%	20%	0%	**15%**	**23%** I	**32%** EI	22%	**7%**	**19%** M	**29%** M	**22%** M	**0%**	21%	18%	**25%** R	20%	**13%**
3 Count	30	15	15	0	10	5	4	7	5	21	**0**	5	**4**	15	15	12	11	7
Column %	10%	10%	10%	0%	11%	9%	7%	14%	9%	11%	**0%**	13%	**16%** K	11%	9%	12%	12%	6%
4 Count	21	10	10	1	7	4	4	3	3	11	**1**	5	**4**	6	15	**3**	**4**	**14**
Column %	7%	7%	7%	100%	8%	8%	8%	5%	6%	6%	**3%**	13%	**16%** K	4%	9%	**3%**	**5%**	**14%** PQ
5 Count	14	7	7	0	4	3	3	0	4	**4**	**4**	3	2	8	6	3	4	7
Column %	5%	5%	5%	0%	5%	5%	5%	0%	8%	**2%**	**11%** J	9%	8%	6%	4%	3%	4%	7%
6 Count	7	4	3	0	3	3	0	2	0	4	2	0	1	2	6	2	0	5
Column %	2%	3%	2%	0%	3%	5%	0%	4%	0%	2%	6%	0%	4%	1%	4%	2%	0%	5%
7 Count	9	5	4	0	3	2	0	4	1	4	2	2	1	4	6	3	3	3
Column %	3%	4%	3%	0%	3%	4%	0%	7%	2%	2%	6%	4%	4%	3%	3%	3%	4%	3%
8 Count	8	**7**	**1**	0	4	0	1	0	2	5	0	2	1	3	4	4	1	3
Column %	3%	**4%** C	**1%**	0%	5%	0%	2%	0%	4%	3%	0%	4%	4%	2%	3%	3%	1%	3%
9 Count	9	5	3	0	3	2	1	0	3	7	2	0	0	4	5	3	1	5
Column %	3%	4%	2%	0%	3%	3%	2%	0%	6%	3%	6%	0%	0%	3%	3%	3%	1%	5%
10 Count	9	7	2	0	2	**0**	1	**4**	2	6	0	2	1	4	4	3	1	4
Column %	3%	4%	1%	0%	2%	**0%**	2%	**8%** F	3%	3%	0%	4%	4%	3%	3%	3%	1%	4%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CEFIJKMPQR**

27

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
11																		
Count	18	8	10	0	5	2	4	2	6	16	2	0	0	9	9	4	8	6
Column %	6%	5%	7%	0%	5%	3%	8%	3%	10%	8%	6%	0%	0%	6%	6%	4%	9%	6%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: CEFIJKMPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	30	19	11	0	10	9	5	2	4	15	7	7	1	9	20	9	4	16
Column %	10%	12%	8%	0%	11%	17% H	9%	3%	6%	8%	17%	17%	4%	7%	13%	8%	5%	16% Q
2 Count	69	36	32	1	18	16	10	14	10	46	10	5	8	32	37	27	18	23
Column %	23%	23%	22%	100%	21%	30%	20%	29%	18%	24%	25%	13%	31%	23%	23%	26%	20%	23%
3 Count	57	22	35	0	21	10	9	7	10	41	4	5	6	27	30	13	25	18
Column %	19%	14% B	24% B	0%	24%	19%	17%	14%	18%	21%	11%	13%	24%	19%	19%	13%	28% P	18%
4 Count	40	17	22	0	11	10	6	7	7	25	7	7	1	23	17	20	12	8
Column %	13%	11%	16%	0%	12%	18%	11%	14%	12%	13%	18%	17%	4%	17%	10%	19% R	13%	8%
5 Count	20	9	11	0	5	3	5	2	6	17	0	4	0	9	11	6	8	6
Column %	7%	6%	8%	0%	6%	5%	10%	3%	10%	9%	0%	9%	0%	7%	7%	6%	9%	6%
6 Count	18	11	7	0	5	0	4	4	6	10	2	5	1	10	9	4	4	10
Column %	6%	7%	5%	0%	5%	0%	7%	9% F	10%	5%	6%	13%	4%	7%	6%	4%	5%	9%
7 Count	16	12	4	0	4	1	2	3	7	13	2	0	1	4	12	6	6	5
Column %	5%	8%	3%	0%	5%	2%	3%	6%	12% F	7%	6%	0%	4%	3%	8%	5%	6%	5%
8 Count	13	7	6	0	1	3	3	5	2	9	0	2	2	8	5	7	2	4
Column %	4%	4%	4%	0%	1%	5%	5%	11% E	3%	5%	0%	4%	8%	6%	3%	7%	2%	4%
9 Count	15	8	8	0	4	0	5	3	4	7	2	4	3	4	11	4	4	7
Column %	5%	5%	5%	0%	5%	0%	9%	5%	7%	3%	6%	9%	12%	3%	7%	4%	5%	6%
10 Count	12	7	5	0	6	1	3	1	2	7	4	0	1	8	4	4	5	3
Column %	4%	5%	3%	0%	7%	2%	5%	2%	3%	3%	11%	0%	4%	6%	3%	4%	5%	3%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BEFHPQR

29

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11																		
Count	9	6	3	0	3	2	2	2	0	6	0	2	1	5	4	5	2	2
Column %	3%	4%	2%	0%	4%	3%	3%	3%	0%	3%	0%	4%	4%	4%	2%	5%	2%	2%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BEFHPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	46	**29**	**16**	1	9	9	10	9	9	31	7	3	4	26	19	20	9	17
Column %	15%	**19% C**	**11%**	100%	10%	16%	20%	18%	16%	16%	20%	9%	16%	19%	12%	19%	10%	16%
2 Count	46	26	19	0	11	11	7	6	11	26	7	7	6	26	20	16	16	14
Column %	15%	17%	13%	0%	12%	20%	14%	12%	20%	13%	17%	17%	24%	19%	12%	15%	18%	13%
3 Count	84	42	43	0	**21**	**22**	14	11	16	56	15	9	4	37	48	27	26	31
Column %	28%	27%	29%	0%	**24%**	**40% E**	27%	23%	28%	29%	40%	22%	16%	26%	30%	25%	29%	30%
4 Count	39	16	22	0	14	6	3	6	9	27	2	5	4	14	25	13	13	13
Column %	13%	10%	16%	0%	16%	11%	7%	13%	15%	14%	6%	13%	16%	10%	15%	12%	14%	12%
5 Count	23	13	9	0	**8**	**1**	**7**	3	3	19	0	3	1	10	13	8	7	9
Column %	8%	9%	7%	0%	**10% F**	**2%**	**13% F**	7%	6%	9%	0%	9%	4%	7%	8%	7%	7%	8%
6 Count	18	**5**	**13**	0	**8**	3	3	**4**	**0**	**9**	2	**7**	0	10	8	**9**	**2**	7
Column %	6%	**3%**	**9% B**	0%	**9% I**	5%	5%	**9% I**	**0%**	**4% J**	6%	**17% J**	0%	7%	5%	**9% Q**	**2%**	7%
7 Count	16	7	8	0	7	1	5	1	3	9	4	0	2	5	10	**2**	**9**	5
Column %	5%	5%	6%	0%	8%	2%	9%	2%	5%	5%	11%	0%	8%	4%	6%	**2%**	**10% P**	5%
8 Count	11	5	6	0	4	0	1	3	3	8	0	4	0	3	8	5	3	4
Column %	4%	3%	4%	0%	5%	0%	2%	7%	4%	4%	0%	9%	0%	2%	5%	5%	3%	3%
9 Count	11	5	5	0	3	2	0	4	2	7	0	2	2	3	7	3	3	5
Column %	4%	3%	4%	0%	4%	3%	0%	7%	3%	3%	0%	4%	8%	2%	4%	2%	4%	4%
10 Count	5	3	2	0	1	1	2	0	2	5	0	0	0	3	2	3	1	1
Column %	2%	2%	1%	0%	1%	2%	3%	0%	3%	3%	0%	0%	0%	2%	1%	3%	1%	1%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFIJPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
11 Count	3	2	1	0	2	0	0	1	0	1	0	0	2	1	2	1	2	0
Column %	1%	1%	1%	0%	2%	0%	0%	2%	0%	0%	0%	0%	8%	1%	1%	1%	2%	0%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFIJPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	5	3	2	0	0	2	1	1	2	3	0	2	1	2	4	1	1	4
Column %	2%	2%	1%	0%	0%	3%	2%	2%	3%	1%	0%	4%	4%	1%	2%	1%	1%	3%
2 Count	11	3	8	0	4	0	2	1	5	9	0	0	2	5	6	1	6	4
Column %	4%	2%	5%	0%	4%	0%	3%	2%	9%	5%	0%	0%	8%	4%	4%	1%	7%	4%
3 Count	34	**24**	**10**	0	**13**	7	6	**2**	6	**15**	**9**	**10**	**0**	18	16	**19**	**2**	**13**
Column %	11%	**16%** C	**7%**	0%	**14%** H	13%	13%	**3%**	10%	**8%**	**23%** JM	**26%** JM	**0%**	13%	10%	**18%** Q	**2%**	**13%** Q
4 Count	66	36	30	0	18	**18**	12	10	**8**	45	11	5	5	36	30	29	21	17
Column %	22%	23%	21%	0%	20%	**33%** I	23%	21%	**15%**	23%	28%	13%	19%	26%	19%	27%	23%	17%
5 Count	43	24	18	0	14	9	4	7	8	**35**	**0**	4	**4**	21	22	**9**	**18**	16
Column %	14%	16%	13%	0%	16%	17%	9%	14%	14%	**18%** K	**0%**	9%	**16%** K	15%	14%	**9%**	**20%** P	15%
6 Count	38	17	19	1	12	4	5	7	11	22	8	5	3	14	23	13	14	10
Column %	13%	11%	13%	100%	13%	7%	9%	13%	19%	11%	20%	13%	12%	10%	15%	13%	16%	10%
7 Count	30	11	19	0	8	9	5	4	3	22	2	3	2	14	16	**7**	7	**16**
Column %	10%	7%	13%	0%	9%	16%	10%	9%	6%	11%	6%	9%	8%	10%	10%	**6%**	8%	**15%** P
8 Count	23	12	11	0	8	2	5	6	3	14	**7**	**0**	2	8	15	4	10	9
Column %	8%	8%	8%	0%	9%	3%	9%	11%	6%	7%	**17%** L	**0%**	8%	6%	9%	4%	11%	9%
9 Count	24	**8**	**17**	0	8	4	3	5	5	16	0	5	3	10	14	11	5	9
Column %	8%	**5%**	**12%** B	0%	9%	7%	7%	9%	9%	8%	0%	13%	12%	7%	9%	10%	6%	9%
10 Count	15	10	5	0	**2**	**0**	**5**	**4**	4	**9**	0	**5**	1	7	9	6	7	3
Column %	5%	7%	4%	0%	**2%**	**0%**	**10%** EF	**9%** F	7%	**5%**	0%	**13%** J	4%	5%	5%	6%	7%	2%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCEFHIJKLMPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	10	5	5	0	3	0	3	4	1	6	2	0	2	4	6	**6**	**0**	4
Column %	3%	3%	3%	0%	3%	0%	5%	7%	2%	3%	6%	0%	8%	3%	4%	**6% Q**	**0%**	4%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	22	12	10	0	**12**	3	3	3	**0**	**7**	**7**	**9**	**0**	9	13	10	7	5
Column %	7%	8%	7%	0%	**14%** I	6%	7%	7%	**0%**	**3%**	**17%**	**22%** J	**0%**	7%	8%	10%	8%	5%
												JM						
2 Count	37	20	17	0	13	8	5	4	6	**19**	**2**	**10**	5	**12**	**25**	16	6	15
Column %	12%	13%	12%	0%	15%	14%	11%	9%	10%	**10%**	**6%**	**26%** JK	20%	**8%**	**16%** N	15%	7%	14%
3 Count	23	**17**	**5**	1	4	3	6	5	5	14	3	2	4	10	13	9	8	6
Column %	8%	**11%** C	**4%**	100%	5%	5%	12%	10%	9%	7%	8%	4%	16%	7%	8%	9%	8%	6%
4 Count	20	10	11	0	6	**6**	3	**1**	3	14	4	2	0	8	13	6	3	11
Column %	7%	6%	8%	0%	7%	**12%** H	7%	**2%**	6%	7%	11%	4%	0%	5%	8%	6%	4%	11%
5 Count	77	37	40	0	**19**	**20**	14	11	13	51	11	9	7	38	39	29	21	27
Column %	26%	24%	27%	0%	**22%**	**37%** E	27%	22%	22%	26%	29%	22%	28%	27%	24%	27%	23%	26%
6 Count	40	21	20	0	9	9	9	8	5	**30**	4	**2**	4	22	19	15	14	12
Column %	13%	13%	14%	0%	10%	16%	18%	16%	9%	**15%** L	11%	**4%**	16%	15%	12%	14%	15%	12%
7 Count	19	10	9	0	**7**	2	**1**	4	5	13	2	4	0	**14**	**5**	5	8	6
Column %	6%	7%	6%	0%	**8%** G	3%	**2%**	8%	9%	7%	6%	9%	0%	**10%** O	**3%**	5%	8%	6%
8 Count	16	10	6	0	3	2	2	3	7	14	0	0	2	8	8	7	6	4
Column %	5%	6%	4%	0%	3%	3%	3%	7%	12%	7%	0%	0%	8%	6%	5%	6%	6%	4%
9 Count	11	6	6	0	4	1	2	2	3	9	0	0	2	5	6	4	5	3
Column %	4%	4%	4%	0%	4%	2%	4%	5%	5%	5%	0%	0%	8%	4%	4%	3%	6%	2%
10 Count	16	7	9	0	6	0	2	3	5	11	2	2	1	7	9	3	7	6
Column %	5%	4%	6%	0%	6%	0%	4%	7%	9%	6%	6%	4%	4%	5%	5%	3%	8%	6%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▒ **Significant difference within groups: BCEGHIJKLMNOP**

35

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
11 Count	18	**5**	**13**	0	5	1	3	3	5	14	2	2	0	7	11	**2**	7	**9**
Column %	6%	**3%**	**9%** B	0%	5%	2%	7%	7%	9%	7%	6%	4%	0%	5%	7%	**2%**	7%	**9%** P

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEGHIJKLMNOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	9	5	4	0	2	2	2	1	3	6	0	2	1	4	4	3	4	3
Column %	3%	3%	3%	0%	2%	3%	4%	2%	4%	3%	0%	4%	4%	3%	3%	2%	4%	2%
2 Count	10	3	7	0	5	1	0	3	2	8	0	2	1	3	7	**0**	3	**8**
Column %	3%	2%	5%	0%	6%	2%	0%	6%	3%	4%	0%	4%	4%	2%	4%	**0%**	3%	**8% P**
3 Count	17	11	7	0	8	2	2	3	3	13	2	2	1	8	9	7	4	6
Column %	6%	7%	5%	0%	9%	3%	3%	5%	6%	6%	6%	4%	4%	6%	6%	7%	5%	6%
4 Count	27	16	11	0	**8**	**1**	**6**	**4**	**9**	18	4	3	2	**19**	**9**	12	5	10
Column %	9%	10%	8%	0%	**9% F**	**2%**	**12% F**	**9% F**	**15% F**	9%	11%	9%	8%	**13% O**	**5%**	11%	6%	10%
5 Count	44	21	22	1	13	**12**	**3**	**11**	6	**24**	**12**	5	3	**14**	**29**	19	11	14
Column %	15%	13%	15%	100%	14%	**21% G**	**5%**	**22% G**	10%	**12% J**	**31% J**	13%	12%	**10%**	**18% N**	18%	12%	14%
6 Count	82	48	35	0	**23**	**24**	**15**	**6**	**14**	55	9	10	8	39	43	30	26	27
Column %	27%	31%	24%	0%	**26% H**	**44% EHI**	**30% H**	**12%**	**24%**	28%	23%	26%	32%	28%	27%	28%	28%	26%
7 Count	42	25	17	0	12	5	9	9	8	29	2	9	3	22	20	18	12	12
Column %	14%	16%	12%	0%	13%	10%	17%	19%	13%	15%	6%	21%	12%	16%	13%	17%	13%	12%
8 Count	29	12	17	0	**4**	4	**10**	7	4	22	4	2	1	15	14	**6**	9	**14**
Column %	10%	8%	12%	0%	**4%**	8%	**20% E**	14%	7%	11%	12%	4%	4%	11%	9%	**5%**	10%	**14% P**
9 Count	12	3	9	0	**8**	**1**	1	0	3	8	2	2	0	6	7	3	7	3
Column %	4%	2%	6%	0%	**9% F**	**2%**	2%	0%	4%	4%	6%	4%	0%	4%	4%	3%	8%	2%
10 Count	20	**6**	**14**	0	4	4	3	5	4	**13**	2	**0**	**5**	7	13	6	9	5
Column %	7%	**4%**	**10% B**	0%	4%	7%	6%	11%	8%	**6%**	6%	**0%**	**20% JL**	5%	8%	6%	10%	5%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BEFGHIJLNOP

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Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	6	4	2	0	2	0	1	1	3	**2**	0	**4**	0	2	4	3	2	2
Column %	2%	3%	1%	0%	2%	0%	2%	2%	4%	**1%**	0%	**9% J**	0%	1%	3%	2%	2%	2%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College e N	College e O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	20	7	14	0	3	3	3	6	4	19	0	2	0	11	9	4	10	6
Column %	7%	4%	10%	0%	4%	6%	7%	12%	7%	9%	0%	4%	0%	8%	6%	4%	11%	6%
2 Count	23	10	13	0	10	3	3	3	3	17	4	2	0	11	12	5	10	8
Column %	8%	6%	9%	0%	12%	5%	7%	7%	6%	9%	12%	4%	0%	8%	8%	4%	11%	8%
3 Count	10	5	5	0	2	2	2	2	3	9	0	0	1	4	6	1	3	6
Column %	3%	3%	4%	0%	3%	3%	3%	3%	4%	5%	0%	0%	4%	3%	4%	1%	4%	6% P
4 Count	27	14	13	0	12	3	4	4	4	17	7	2	2	12	15	9	10	9
Column %	9%	9%	9%	0%	13%	5%	8%	9%	7%	9%	17%	4%	8%	9%	9%	8%	10%	9%
5 Count	19	10	8	0	4	3	5	3	4	12	4	2	1	13	6	7	6	6
Column %	6%	7%	6%	0%	4%	5%	10%	7%	7%	6%	11%	4%	4%	9% O	4%	7%	7%	6%
6 Count	32	12	20	0	9	9	4	4	6	23	2	4	3	11	21	9	6	16
Column %	11%	7%	14%	0%	11%	17%	7%	7%	11%	12%	6%	9%	12%	8%	13%	9%	7%	15%
7 Count	83	48	34	1	26	18	16	8	15	54	10	14	5	36	48	38	20	25
Column %	28%	31%	23%	100%	29%	34%	32%	17%	26%	28%	25%	35%	20%	26%	30%	36% Q	22%	24%
8 Count	37	19	18	0	14	9	4	6	4	19	9	2	7	17	20	14	12	11
Column %	12%	12%	12%	0%	16%	17%	7%	12%	7%	10%	23% JL	4%	28% JL	12%	13%	13%	13%	11%
9 Count	17	10	7	0	4	3	2	4	3	13	0	3	1	7	10	2	6	9
Column %	6%	6%	5%	0%	5%	6%	3%	9%	6%	6%	0%	9%	4%	5%	6%	2%	7%	8%
10 Count	15	8	7	0	2	0	1	5	8	7	2	4	3	7	8	6	3	7
Column %	5%	5%	5%	0%	2%	0%	2%	10% F	14% EFG	3%	6%	9%	12%	5%	5%	6%	3%	7%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: EFGJKLOPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	16	12	5	0	2	2	7	3	2	8	0	7	2	11	5	10	5	1
Column %	5%	8%	3%	0%	2%	3%	14% EF	7%	4%	4%	0%	17% JK	8%	8%	3%	10% R	6% R	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	12	3	9	0	6	2	1	3	1	5	2	2	3	7	5	7	3	3
Column %	4%	2%	6%	0%	6%	3%	2%	6%	2%	3%	6%	4%	12%	5%	3%	6%	3%	3%
2 Count	12	8	4	0	8	1	0	0	3	4	4	3	0	5	7	3	3	6
Column %	4%	5%	3%	0%	9% FG	2%	0%	0%	6%	2%	11% J	9%	0%	4%	4%	2%	3%	6%
3 Count	16	8	8	0	3	0	4	6	3	11	2	2	1	5	11	6	4	6
Column %	5%	5%	6%	0%	3%	0%	9%	12% F	6%	6%	6%	4%	4%	4%	7%	6%	5%	5%
4 Count	18	12	6	0	7	2	1	4	4	15	0	2	1	5	13	0	12	6
Column %	6%	7%	4%	0%	8%	3%	2%	9%	7%	8%	0%	4%	4%	4%	8%	0%	13% P	6% P
5 Count	17	11	6	0	5	2	3	3	3	12	0	2	4	7	11	6	4	7
Column %	6%	7%	4%	0%	6%	4%	7%	7%	6%	6%	0%	4%	16% K	5%	7%	6%	5%	7%
6 Count	18	10	8	0	9	0	3	4	3	10	4	2	2	13	5	10	6	3
Column %	6%	7%	5%	0%	10% F	0%	5%	8% F	5%	5%	11%	4%	8%	9% O	3%	9%	6%	3%
7 Count	34	13	21	0	7	12	3	4	8	23	4	2	5	18	16	11	12	12
Column %	11%	9%	14%	0%	8%	23% EG	5%	9%	13%	12%	11%	4%	20%	13%	10%	10%	13%	11%
8 Count	92	54	37	1	29	23	17	9	14	61	14	14	4	42	50	39	24	29
Column %	31%	35%	26%	100%	33%	42% HI	34%	19%	24%	31%	37%	35%	16%	30%	31%	37%	26%	28%
9 Count	44	22	22	0	5	8	13	5	13	32	2	7	3	24	20	13	12	19
Column %	15%	14%	15%	0%	6%	14%	26% EH	10%	22% E	16%	6%	17%	12%	17%	13%	13%	13%	18%
10 Count	18	7	11	0	4	4	3	5	2	12	0	5	1	7	11	4	6	8
Column %	6%	4%	8%	0%	5%	8%	5%	11%	3%	6%	0%	13%	4%	5%	7%	4%	7%	7%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: EFGHIJKOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count Column %	18 6%	6 4%	12 8%	0 0%	6 7%	1 2%	3 5%	5 9% F	3 6%	13 6%	4 11%	0 0%	1 4%	8 5%	11 7%	6 6%	5 6%	6 6%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	15	7	8	0	4	2	3	4	3	12	2	0	1	7	8	3	6	6
Column %	5%	4%	6%	0%	4%	3%	5%	8%	5%	6%	6%	0%	4%	5%	5%	3%	7%	5%
2 Count	11	4	7	0	3	1	3	2	3	8	0	2	1	5	6	4	4	3
Column %	4%	3%	5%	0%	3%	2%	5%	4%	6%	4%	0%	4%	4%	4%	4%	4%	4%	3%
3 Count	11	4	7	0	5	1	1	2	3	6	2	2	1	7	3	7	2	3
Column %	4%	3%	5%	0%	5%	2%	2%	4%	4%	3%	6%	4%	4%	5%	2%	6%	2%	2%
4 Count	17	10	6	0	3	3	4	4	3	13	2	0	1	8	8	6	3	8
Column %	6%	7%	4%	0%	4%	5%	9%	8%	4%	7%	6%	0%	4%	6%	5%	5%	4%	7%
5 Count	15	8	7	0	6	2	4	2	3	10	2	2	1	11	4	9	3	3
Column %	5%	5%	5%	0%	6%	3%	7%	3%	4%	5%	6%	4%	4%	8%	3%	8%	4%	3%
6 Count	11	8	3	0	3	0	2	2	5	7	0	3	1	5	6	4	3	5
Column %	4%	5%	2%	0%	3%	0%	3%	3%	9%	3%	0%	9%	4%	4%	4%	3%	3%	5%
7 Count	17	6	11	0	4	2	5	4	2	8	2	4	3	6	11	1	7	9
Column %	6%	4%	8%	0%	5%	3%	11%	9%	3%	4%	6%	9%	12%	4%	7%	1% **P**	7%	9% **P**
8 Count	23	9	13	0	7	6	3	2	4	16	0	4	3	10	12	10	6	7
Column %	8%	6%	9%	0%	8%	11%	7%	4%	7%	8%	0%	9%	12%	7%	8%	9%	7%	7%
9 Count	101	58	42	1	38	22	15	14	10	60	18	14	8	52	49	44	30	26
Column %	34%	37%	29%	100%	43% **I**	41% **I**	30%	29%	18% **I**	31%	48% **J**	35%	32%	37%	30%	42% **R**	33%	25%
10 Count	42	22	20	0	4	14	8	8	8	30	7	3	2	17	25	15	12	15
Column %	14%	14%	14%	0%	5% **E**	26% **E**	16% **E**	15%	15%	15%	17%	9%	8%	13%	15%	14%	14%	14%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: EFGIJNPR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count Column %	37 12%	18 12%	19 14%	0 0%	12 14%	**3** **5%**	**3** **5%**	6 12%	**14** **24%** **FG**	25 13%	2 6%	7 18%	3 12%	**10** **7%**	**27** **17%** **N**	**3** **3%**	**15** **17%** **P**	**19** **18%** **P**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	5	2	3	0	1	0	2	1	2	5	0	0	0	3	2	2	1	3
Column %	2%	1%	2%	0%	1%	0%	3%	2%	3%	3%	0%	0%	0%	2%	1%	2%	1%	2%
2 Count	9	5	3	0	0	1	2	1	5	8	0	0	1	3	6	2	2	5
Column %	3%	3%	2%	0%	0%	2%	4%	2%	9% E	4%	0%	0%	4%	2%	4%	2%	2%	5%
3 Count	10	2	8	0	1	0	2	5	2	6	0	2	2	4	5	3	4	4
Column %	3%	1%	6% B	0%	1%	0%	4%	11% EF	3%	3%	0%	4%	8%	3%	3%	2%	4%	3%
4 Count	10	7	3	0	1	1	4	0	4	5	0	3	2	4	6	3	4	4
Column %	3%	5%	2%	0%	1%	2%	9% E	0%	7% E	3%	0%	9%	8%	3%	4%	2%	4%	4%
5 Count	15	4	10	0	7	1	1	3	3	8	4	2	0	3	12	4	6	5
Column %	5%	3%	7%	0%	8% FG	2%	2%	7%	4%	4%	12%	4%	0%	2%	8% N	4%	6%	5%
6 Count	19	10	9	0	4	2	3	5	5	13	2	2	2	8	11	7	8	4
Column %	6%	7%	6%	0%	5%	3%	5%	11%	9%	7%	6%	4%	8%	6%	7%	7%	8%	4%
7 Count	14	8	6	0	6	1	2	3	3	9	2	2	1	6	8	6	3	6
Column %	5%	5%	4%	0%	7%	2%	3%	5%	4%	5%	6%	4%	4%	5%	5%	5%	3%	6%
8 Count	27	13	14	0	10	3	4	4	7	13	2	10	1	17	10	6	12	9
Column %	9%	9%	10%	0%	11%	5%	7%	9%	12%	7%	6%	26% JKM	4%	12%	7%	6%	13%	9%
9 Count	26	16	10	0	6	5	4	6	5	20	2	2	2	10	16	12	7	7
Column %	9%	10%	7%	0%	7%	9%	8%	12%	9%	10%	6%	4%	8%	7%	10%	11%	8%	7%
10 Count	117	65	51	1	42	29	20	11	15	75	18	16	8	58	59	45	34	38
Column %	39%	42%	35%	100%	47% HI	54% HI	40% H	22%	26%	38%	48%	39%	32%	42%	36%	42%	38%	36%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BEFGHIJKLMN**

45

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count Column %	48 16%	22 14%	26 18%	0 0%	11 12%	12 23%	8 15%	10 20%	8 13%	**34** **17%** **L**	7 17%	**2** **4%**	**6** **24%** **L**	22 16%	26 16%	17 17%	12 13%	19 18%

* Denotes variable with statistically significant findings

    Significant difference within groups: BEFGHIJKLMN

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
1 Count	19	12	7	0	7	2	4	2	5	14	0	2	3	5	14	5	7	7
Column %	6%	8%	5%	0%	8%	3%	7%	3%	9%	7%	0%	4%	12%	4%	9%	5%	8%	7%
2 Count	14	9	5	0	3	1	3	4	3	13	0	0	1	8	6	6	5	3
Column %	5%	6%	4%	0%	4%	2%	5%	8% F	6%	7%	0%	0%	4%	6%	4%	6%	6%	3%
3 Count	7	5	2	0	1	3	2	1	1	4	0	2	1	3	4	3	1	4
Column %	2%	3%	1%	0%	1%	5%	3%	2%	2%	2%	0%	4%	4%	2%	3%	2%	1%	3%
4 Count	14	6	8	0	3	1	3	6	3	6	0	5	3	4	10	7	4	3
Column %	5%	4%	6%	0%	3%	2%	5%	11% F	4%	3%	0%	13% J	12%	3%	7%	7%	5%	3%
5 Count	13	9	5	0	3	0	3	4	4	6	0	5	2	6	7	5	3	4
Column %	4%	6%	3%	0%	3%	0%	5%	7%	7%	3%	0%	13% J	8%	4%	4%	5%	4%	4%
6 Count	16	8	7	0	3	2	5	3	3	13	2	0	0	6	10	2	9	5
Column %	5%	5%	5%	0%	3%	3%	10%	7%	4%	7%	6%	0%	0%	4%	6%	2%	10% P	5%
7 Count	19	7	12	0	5	2	4	4	4	11	4	2	2	11	8	10	5	5
Column %	6%	5%	8%	0%	5%	3%	8%	9%	8%	6%	11%	4%	8%	8%	5%	9%	6%	4%
8 Count	21	6	15	0	5	3	3	4	7	15	2	2	2	8	13	5	7	9
Column %	7%	4%	11% B	0%	5%	6%	5%	7%	12%	8%	6%	4%	8%	6%	8%	5%	8%	9%
9 Count	29	14	15	0	5	7	4	6	6	18	9	2	1	14	15	6	10	13
Column %	10%	9%	11%	0%	6%	13%	9%	13%	10%	9%	23% JL	4%	4%	10%	9%	6%	11%	12%
10 Count	30	12	18	0	17	2	4	3	6	23	2	4	2	14	17	10	6	15
Column %	10%	8%	13%	0%	19% FH	3%	7%	5%	10%	12%	6%	9%	8%	10%	10%	10%	6%	14%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BEFGHIJLP**

47

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count Column %	117 39%	66 43%	49 34%	1 100%	**38** **43%**	**32** **60%** **EGHI**	**18** **35%**	**13** **27%**	**15** **27%**	73 37%	18 48%	17 43%	8 32%	61 43%	56 35%	47 45%	33 37%	36 35%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BEFGHIJLP

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	52	23	28	1	23	19	4	4	2	30	7	14	1	22	30	16	14	22
Column %	17%	15%	20%	100%	26% GHI	35% GHI	8%	9%	3%	15%	20%	35% JM	4%	16%	19%	15%	16%	21%
Somewhat Likely																		
Count	37	14	23	0	17	7	4	4	5	18	4	14	1	20	17	13	12	12
Column %	12%	9%	16%	0%	19%	13%	9%	8%	9%	9%	12%	35% JKM	4%	15%	11%	13%	13%	11%
Neither Likely nor Unlikely																		
Count	41	26	16	0	20	2	6	9	5	22	9	7	4	20	21	21	7	13
Column %	14%	17%	11%	0%	22% FI	4%	11%	18% F	9%	11% J	23% J	17%	16%	15%	13%	20% Q	8%	13%
Somewhat Unlikely																		
Count	22	12	10	0	4	3	6	3	6	16	2	2	2	10	12	7	7	8
Column %	7%	7%	7%	0%	5%	6%	11%	5%	10%	8%	6%	4%	8%	7%	7%	7%	8%	7%
Very Unlikely																		
Count	147	80	67	0	25	23	31	29	39	112	15	4	17	67	80	48	50	49
Column %	49%	52%	47%	0%	28%	43%	61% E	60% E	69% EF	57% L	40% L	9%	68% KL	48%	50%	45%	55%	48%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: EFGHIJKLMQ

49

* Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	42	20	22	0	**18**	**14**	**3**	**5**	**2**	**21**	6	**14**	**0**	21	21	15	13	13
Column %	14%	13%	15%	0%	**21%** GI	**26%** GHI	**5%**	**10%**	**3%**	**11%**	17%	**35%** JM	**0%**	15%	13%	15%	14%	13%
Somewhat Likely																		
Count	37	**12**	**25**	1	**21**	**5**	**3**	7	**3**	21	5	9	2	15	23	12	**4**	**21**
Column %	12%	**8%** B	**17%** B	100%	**23%** FGI	**9%**	**5%**	13%	**4%**	11%	14%	22%	8%	10%	14%	11%	**5%**	**21%** Q
Neither Likely nor Unlikely																		
Count	45	26	20	0	14	9	9	6	8	**24**	**11**	7	4	24	21	20	9	17
Column %	15%	17%	14%	0%	16%	17%	17%	12%	13%	**12%**	**29%** J	17%	16%	17%	13%	18%	10%	16%
Somewhat Unlikely																		
Count	19	12	7	0	**3**	2	**6**	**1**	**8**	17	0	2	1	9	10	5	10	4
Column %	6%	8%	5%	0%	**4%**	3%	**12%** H	**2%**	**13%** EH	8%	0%	4%	4%	7%	6%	5%	11%	4%
Very Unlikely																		
Count	156	85	71	0	**32**	**24**	**31**	**31**	**38**	**114**	**15**	**9**	**18**	71	86	54	54	48
Column %	52%	55%	49%	0%	**36%**	**45%**	**61%** E	**63%** E	**66%** EF	**58%** KL	**40%**	**22%**	**72%** KL	51%	53%	51%	60%	46%

* Denotes variable with statistically significant findings

▓ **Significant difference within groups: BEFGHIJKLMQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	54	26	28	0	21	18	3	8	3	25	9	17	3	23	30	18	15	20
Column %	18%	17%	19%	0%	24% GI	34% GHI	5%	16%	6%	12%	23%	44% JKM	12%	17%	19%	17%	17%	20%
Somewhat Likely Count	46	20	26	0	23	11	3	5	4	31	9	5	1	21	25	15	9	22
Column %	15%	13%	18%	0%	26% GHI	20%	7%	11%	7%	16%	23%	13%	4%	15%	16%	14%	10%	22% Q
Neither Likely nor Unlikely Count	38	23	14	1	18	3	7	3	9	20	5	9	4	23	16	20	5	13
Column %	13%	15%	10%	100%	20% FH	5%	13%	5%	15%	10%	14%	21% J	16%	16%	10%	19% Q	6%	13%
Somewhat Unlikely Count	27	14	13	0	8	4	6	3	6	14	4	5	3	10	17	8	9	10
Column %	9%	9%	9%	0%	9%	7%	12%	6%	10%	7%	11%	13%	12%	7%	10%	8%	10%	9%
Very Unlikely Count	135	72	63	0	19	19	32	30	35	107	11	4	14	62	73	45	52	38
Column %	45%	47%	44%	0%	21%	35%	63% EF	61% EF	61% EF	54% KL	29% L	9%	56% KL	45%	45%	42%	57% PR	37%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	30	13	17	0	12	11	1	5	1	16	4	9	1	14	16	7	11	12
Column %	10%	8%	12%	0%	14% GI	21% GI	2%	10% I	2%	8%	11%	22% JM	4%	10%	10%	6%	12%	12%
Somewhat Likely Count	36	17	20	0	24	6	1	2	4	16	4	14	2	18	18	18	3	15
Column %	12%	11%	14%	0%	27% FGHI	10% F	2%	4%	7%	8%	11%	35% JKM	8%	13%	11%	17% Q	4%	14% Q
Neither Likely nor Unlikely Count	41	24	17	0	15	9	7	5	6	25	4	7	5	21	21	15	11	16
Column %	14%	16%	12%	0%	17%	16%	14%	10%	11%	13%	11%	17%	20%	15%	13%	14%	12%	15%
Somewhat Unlikely Count	27	16	10	1	6	3	7	3	8	14	10	2	1	14	13	11	8	8
Column %	9%	10%	7%	100%	7%	5%	13%	6%	13%	7%	26% JL	4%	4%	10%	8%	11%	9%	7%
Very Unlikely Count	165	85	80	0	31	26	36	34	38	125	15	9	16	73	92	54	58	53
Column %	55%	55%	56%	0%	35%	48%	70% EF	70% EF	67% EF	64% KL	40%	22%	64% L	52%	57%	52%	64%	51%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJKLMQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	45	24	21	0	21	17	1	6	0	20	9	16	0	21	24	19	13	13
Column %	15%	16%	14%	0%	24% GI	32% GHI	2%	11% GI	0%	10%	23% JM	39% JM	0%	15%	15%	18%	14%	13%
Somewhat Likely Count	40	19	21	0	25	5	4	3	3	15	7	12	6	17	23	17	5	18
Column %	13%	12%	15%	0%	28% FGHI	10%	9%	6%	5%	8%	17%	30% J	24% J	12%	14%	16% Q	6%	17% Q
Neither Likely nor Unlikely Count	35	15	20	0	16	5	4	5	5	18	9	5	3	18	17	13	5	17
Column %	12%	10%	14%	0%	18%	9%	8%	10%	9%	9%	23% J	13%	12%	13%	10%	12%	6%	16% Q
Somewhat Unlikely Count	22	13	8	1	6	3	7	0	7	16	1	3	2	12	11	10	9	3
Column %	7%	9%	6%	100%	7%	5%	14% H	0%	12% H	8%	3%	9%	8%	8%	7%	9%	10%	3%
Very Unlikely Count	158	83	75	0	21	25	35	36	42	128	13	4	14	72	86	47	59	52
Column %	53%	54%	52%	0%	23% E	45% EF	68% EF	73% EF	75% EF	65% KL	34% L	9%	56% L	52%	54%	45%	64% P	51%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: EFGHIJKLMPQ

53

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	41	20	21	0	23	9	2	6	2	20	6	12	2	17	24	16	12	13
Column %	14%	13%	15%	0%	26% GHI	17% GI	3%	11%	3%	10%	17%	31% JM	8%	12%	15%	15%	13%	13%
Somewhat Likely																		
Count	34	9	25	0	12	13	2	5	2	20	7	7	1	16	19	13	6	15
Column %	11%	6%	17% B	0%	13% I	25% GI	4%	11%	3%	10%	18%	17%	4%	11%	12%	12%	6%	15%
Neither Likely nor Unlikely																		
Count	39	26	13	0	18	4	5	3	8	19	7	9	5	19	19	15	6	17
Column %	13%	17% C	9%	0%	21% FH	7%	10%	7%	14%	9%	17%	21% J	20%	14%	12%	14%	7%	17% Q
Somewhat Unlikely																		
Count	34	19	14	1	12	3	7	4	8	22	7	4	1	15	19	12	9	13
Column %	11%	12%	9%	100%	13%	5%	13%	8%	15%	11%	20%	9%	4%	11%	12%	11%	10%	12%
Very Unlikely																		
Count	152	81	72	0	24	25	35	31	37	117	11	9	16	72	80	50	58	45
Column %	51%	52%	50%	0%	27% E	46% EF	69% EF	63% E	66% EF	59% KL	29%	22%	64% KL	52%	50%	48%	64% PR	43%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	46	**17**	**30**	0	**20**	**18**	**3**	**5**	**0**	28	**9**	**9**	**1**	18	28	**11**	**10**	**25**
Column %	15%	**11%**	**20%** B	0%	**23%** GI	**32%** GHI	**7%**	**10%** I	**0%**	14%	**23%** M	**22%** M	**4%**	13%	17%	**11%**	**11%**	**24%** PQ
Somewhat Likely																		
Count	37	21	16	0	**22**	8	**2**	**3**	**3**	**17**	**4**	**16**	**0**	16	21	12	8	16
Column %	12%	13%	11%	0%	**25%** GHI	14%	**3%**	**6%**	**4%**	**9%**	**11%**	**39%** JKM	**0%**	12%	13%	11%	9%	16%
Neither Likely nor Unlikely																		
Count	41	21	19	1	**20**	**4**	7	6	**5**	**22**	5	7	**7**	21	20	**22**	**6**	13
Column %	14%	14%	13%	100%	**22%** FI	**7%**	13%	12%	**9%**	**11%**	14%	17%	**28%** J	15%	13%	**21%** Q	**7%**	13%
Somewhat Unlikely																		
Count	22	15	7	0	4	3	5	2	8	17	2	2	1	10	12	6	7	9
Column %	7%	9%	5%	0%	5%	5%	10%	3%	13%	8%	6%	4%	4%	7%	7%	5%	8%	9%
Very Unlikely																		
Count	154	82	72	0	**23**	**22**	**34**	**33**	**42**	**113**	**17**	**7**	**16**	74	80	55	**59**	**40**
Column %	51%	53%	50%	0%	**26%**	**41%**	**67%** EF	**68%** EF	**73%** EF	**58%** L	**46%** L	**17%**	**64%** L	53%	50%	52%	**65%** R	**39%**

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BEFGHIJKLMPQR

* Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	40	18	23	0	20	16	1	2	2	15	7	18	1	21	19	16	9	16
Column %	13%	11%	16%	0%	23% GHI	29% GHI	2%	3%	3%	8%	17%	44% JKM	4%	15%	12%	15%	9%	15%
Somewhat Likely																		
Count	29	13	15	0	18	6	2	2	2	14	4	9	2	8	21	8	7	13
Column %	10%	9%	11%	0%	20% GHI	10%	3%	4%	3%	7%	11%	22% J	8%	6%	13% N	7%	8%	13%
Neither Likely nor Unlikely																		
Count	35	18	17	0	16	6	6	5	3	22	4	5	4	17	18	15	6	14
Column %	12%	12%	12%	0%	18% I	10%	12%	10%	4%	11%	11%	13%	16%	13%	11%	14%	6%	14%
Somewhat Unlikely																		
Count	31	18	13	0	8	1	6	6	10	22	4	2	3	12	19	7	9	14
Column %	10%	11%	9%	0%	9%	2%	12%	12%	18% F	11%	12%	4%	12%	8%	12%	7%	10%	14%
Very Unlikely																		
Count	165	88	76	1	27	26	36	35	41	124	18	7	15	81	84	60	60	46
Column %	55%	57%	53%	100%	31% E	48% EF	71% EF	71% EF	72% EF	63% L	48% L	17%	60% L	58%	52%	57%	66% R	44%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: EFGHIJKLMNR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	39	20	19	0	**19**	**16**	**1**	**3**	**1**	**18**	7	**14**	**1**	20	19	13	13	13
Column %	13%	13%	13%	0%	21% GHI	29% GHI	2%	5%	2%	9%	17%	35% JM	4%	15%	12%	12%	14%	13%
Somewhat Likely																		
Count	25	**8**	**16**	1	**15**	4	3	**0**	3	17	1	5	2	12	13	10	4	11
Column %	8%	5%	11% B	100%	17% HI	8%	7%	0%	5%	9%	3%	13%	7%	9%	8%	9%	5%	11%
Neither Likely nor Unlikely																		
Count	41	25	16	0	18	5	6	8	5	**21**	**9**	9	3	19	22	**21**	**4**	**17**
Column %	14%	16%	11%	0%	20%	9%	11%	17%	9%	11%	23% J	21%	12%	14%	14%	20% Q	5%	16% Q
Somewhat Unlikely																		
Count	25	12	14	0	10	2	6	5	3	15	4	4	2	14	11	12	7	7
Column %	8%	7%	9%	0%	11%	3%	13%	10%	4%	8%	12%	9%	8%	10%	7%	11%	7%	6%
Very Unlikely																		
Count	169	90	79	0	**28**	**28**	**35**	**33**	**46**	**126**	**17**	**9**	**17**	73	96	**50**	**63**	**56**
Column %	56%	58%	55%	0%	31% E	51% E	68% E	68% E	81% EF	64% KL	46% L	22%	68% L	53%	60%	48%	69% PR	54%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: BEFGHIJKLMPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count Column %	29 10%	14 9%	16 11%	0 0%	13 15% GHI	13 23% GHI	2 3%	2 3%	0 0%	16 8%	4 11%	7 18%	2 8%	14 10%	16 10%	8 8%	9 10%	12 12%
Somewhat Likely Count Column %	32 11%	9 6% B	23 16% B	0 0%	17 19% GHI	7 13%	3 7%	3 5%	3 5%	16 8%	2 6%	14 35% JKM	0 0%	13 9%	20 12%	12 11%	6 7%	15 14%
Neither Likely nor Unlikely Count Column %	31 10%	16 10%	15 10%	0 0%	15 17%	4 7%	4 8%	5 10%	4 6%	14 7% J	7 17% J	5 13%	5 20%	19 14%	12 7%	16 16% Q	5 6%	9 9%
Somewhat Unlikely Count Column %	23 8%	15 10%	8 5%	0 0%	12 13% F	0 0%	4 9%	2 4%	5 9%	14 7%	2 6%	5 13%	1 4%	7 5%	16 10%	8 7%	7 8%	8 8%
Very Unlikely Count Column %	184 61%	101 65%	83 57%	1 100%	32 36%	31 57% E	37 73% E	38 78% EF	46 81% EF	136 69% L	23 60% L	9 22%	17 68% L	87 63%	97 61%	61 58%	64 71% R	59 57%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BEFGHIJKLMQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	32	16	16	0	**11**	**15**	3	3	1	**17**	4	**10**	**0**	14	18	8	7	17
Column %	11%	10%	11%	0%	**12%** **I**	**28%** **EGHI**	5%	5%	2%	**9%**	11%	**26%** **JM**	**0%**	10%	11%	8%	8%	16%
Somewhat Likely Count	29	10	18	1	**18**	4	**4**	**2**	1	**12**	3	**11**	3	14	15	12	9	8
Column %	10%	6%	12%	100%	**20%** **GHI**	8%	**7%**	**3%**	2%	**6%**	8%	**26%** **J**	12%	10%	9%	11%	10%	8%
Neither Likely nor Unlikely Count	39	23	16	0	**22**	**4**	**3**	6	**4**	22	7	5	5	17	22	15	7	17
Column %	13%	15%	11%	0%	**25%** **FGI**	**7%**	**5%**	12%	**7%**	11%	17%	13%	20%	12%	14%	15%	7%	16%
Somewhat Unlikely Count	33	20	12	0	14	4	6	3	7	**16**	**9**	7	**1**	16	16	15	9	9
Column %	11%	13%	9%	0%	15%	7%	11%	6%	12%	**8%**	**23%** **JM**	17%	**4%**	12%	10%	14%	10%	9%
Very Unlikely Count	169	86	82	0	**24**	**27**	**37**	**36**	**44**	**130**	**15**	7	**16**	79	90	56	**60**	**53**
Column %	56%	56%	57%	0%	**27%** **E**	**50%** **E**	**72%** **EF**	**74%** **EF**	**78%** **EF**	**66%** **KL**	**40%** **L**	17%	**64%** **L**	57%	56%	53%	**66%** **R**	**51%**

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLMR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Mean	2.77	2.98	2.54	2.00	**2.40**	**2.50**	**3.26** **EF**	2.77	**3.16** **EF**	2.85	3.13	1.69	3.29	2.83	2.72	2.97	2.73	2.60

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: EF**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-Colleg e N	Colleg e O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count Column %	56 19%	**18** **11%** **B**	**39** **27%**	0 0%	17 20%	**15** **28%** **G**	**6** **12%**	10 21%	8 13%	37 19%	7 17%	**11** **26%** **M**	**2** **8%**	26 18%	31 19%	16 15%	20 22%	21 20%
Somewhat Likely Count Column %	55 18%	25 16%	29 20%	1 100%	17 19%	11 21%	7 14%	9 18%	11 20%	**37** **19%** **K**	**1** **3%**	**12** **30%** **K**	**5** **20%** **K**	22 16%	33 21%	**14** **13%**	16 17%	**26** **25%** **P**
Neither Likely nor Unlikely Count Column %	48 16%	27 17%	22 15%	0 0%	**18** **20%** **H**	9 16%	9 18%	**3** **7%**	9 16%	26 13%	9 23%	9 22%	5 20%	**30** **22%** **O**	**18** **11%**	21 20%	16 17%	12 12%
Somewhat Unlikely Count Column %	28 9%	**20** **13%** **C**	**8** **6%**	0 0%	11 12%	4 7%	2 3%	5 10%	7 12%	19 10%	4 11%	3 9%	1 4%	**7** **5%**	**20** **13%** **N**	9 9%	8 8%	11 11%
Very Unlikely Count Column %	112 37%	65 42%	46 32%	0 0%	**25** **28%**	**16** **29%**	**27** **54%** **EF**	**22** **45%** **E**	22 39%	**77** **39%** **L**	**17** **46%** **L**	**5** **13%**	**12** **48%** **L**	54 39%	58 36%	46 44%	32 36%	33 32%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHKLMNOP**

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Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	79	41	37	0	24	19	9	12	15	40	15	21	3	37	42	25	24	30
Column %	26%	27%	26%	0%	27%	35% G	17%	25%	26%	20%	40% JM	52% JM	12%	26%	26%	24%	26%	29%
Somewhat Likely																		
Count	55	23	31	0	21	9	8	8	10	43	0	9	3	24	31	21	14	19
Column %	18%	15%	22%	0%	23%	16%	15%	16%	18%	22% K	0%	22% K	12%	17%	19%	20%	16%	18%
Neither Likely nor Unlikely																		
Count	44	26	17	1	14	9	7	6	9	28	10	0	7	21	23	13	14	17
Column %	15%	17%	12%	100%	16%	17%	13%	12%	15%	14% L	25% L	0%	28% L	15%	15%	12%	15%	17%
Somewhat Unlikely																		
Count	29	16	13	0	14	2	2	7	4	15	2	10	1	12	17	10	3	15
Column %	10%	10%	9%	0%	15% FG	5%	3%	14%	7%	8%	6%	26% JKM	4%	9%	10%	10%	4%	15% Q
Very Unlikely																		
Count	93	48	45	0	16	15	26	16	20	71	11	0	11	46	48	36	36	22
Column %	31%	31%	31%	0%	18%	27%	52% EF	33% E	34% E	36% L	29% L	0%	44% L	33%	30%	34% R	39% R	21%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGJKLMQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	32	12	20	0	14	11	2	4	1	18	4	9	1	16	16	10	10	11
Column %	11%	8%	14%	0%	16% GI	21% GI	3%	9% I	2%	9%	11%	22% JM	4%	11%	10%	10%	11%	11%
Somewhat Likely Count	48	23	24	1	24	9	5	4	6	25	3	17	3	23	25	17	8	24
Column %	16%	15%	17%	100%	27% GHI	17%	10%	9%	10%	12%	8%	43% JKM	12%	16%	16%	16%	8%	23% Q
Neither Likely nor Unlikely Count	47	25	22	0	14	9	5	8	12	32	7	2	7	24	23	17	18	12
Column %	16%	16%	16%	0%	15%	16%	11%	15%	21%	16% L	17%	4%	28% L	17%	14%	16%	20%	12%
Somewhat Unlikely Count	35	18	18	0	11	6	7	3	8	24	7	3	1	14	21	12	10	13
Column %	12%	12%	12%	0%	12%	12%	14%	6%	14%	12%	17%	9%	4%	10%	13%	12%	11%	13%
Very Unlikely Count	137	76	61	0	27	19	31	30	30	98	17	9	13	63	75	49	45	43
Column %	46%	49%	42%	0%	30%	35%	62% EF	61% EF	53% E	50% L	46% L	22%	52% L	45%	46%	46%	49%	42%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: EFGHIJKLMQ

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	67	32	35	0	29	21	8	6	3	28	15	21	3	27	40	23	13	31
Column %	22%	21%	24%	0%	33% GHI	38% GHI	15%	12%	6%	14%	40% JM	52% JM	12%	19%	25%	22%	15%	30% Q
Somewhat Likely Count	46	22	23	1	26	3	5	7	5	33	1	11	2	23	23	17	13	17
Column %	15%	14%	16%	100%	29% FGHI	6%	10%	14%	9%	17% K	3%	26% K	8%	17%	14%	16%	14%	17%
Neither Likely nor Unlikely Count	41	18	23	0	12	7	6	4	12	27	4	5	4	22	19	15	15	11
Column %	14%	11%	16%	0%	13%	13%	11%	9%	21%	14%	11%	13%	16%	15%	12%	14%	16%	11%
Somewhat Unlikely Count	22	16	7	0	5	3	2	6	5	17	2	2	1	11	11	9	8	6
Column %	7%	10%	5%	0%	6%	6%	5%	13%	9%	9%	6%	4%	4%	8%	7%	9%	8%	5%
Very Unlikely Count	124	66	57	0	17	20	30	25	31	91	15	2	15	57	67	42	43	39
Column %	41%	43%	40%	0%	19%	36% EF	59% EF	52% E	55% EF	46% L	40% L	4%	60% L	41%	42%	40%	47%	37%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKLMQ**

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Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	52	**20**	**32**	0	**25**	12	**4**	**6**	**5**	**30**	7	**14**	**2**	29	23	20	15	18
Column %	17%	**13%**	**22%** B	0%	**28%** GHI	21%	**8%**	**12%**	**9%**	**15%**	17%	**35%** JM	**8%**	21%	15%	19%	16%	17%
Somewhat Likely																		
Count	49	20	29	0	14	**13**	9	9	**5**	30	4	10	4	18	32	13	13	23
Column %	16%	13%	20%	0%	15%	**23%** I	18%	18%	**9%**	15%	12%	26%	16%	13%	20%	13%	15%	22%
Neither Likely nor Unlikely																		
Count	44	24	20	0	**19**	7	**3**	**3**	**11**	24	9	5	6	21	24	13	14	18
Column %	15%	16%	14%	0%	**21%** GH	13%	**7%**	**7%**	**20%** G	12%	23%	13%	24%	15%	15%	12%	15%	17%
Somewhat Unlikely																		
Count	35	22	12	1	8	7	5	7	8	25	5	3	1	16	19	12	9	14
Column %	12%	14%	8%	100%	9%	13%	10%	15%	14%	13%	14%	9%	4%	12%	12%	11%	10%	13%
Very Unlikely																		
Count	119	68	51	0	**23**	**16**	**29**	**24**	**28**	**87**	13	**7**	**12**	56	63	**47**	40	**32**
Column %	40%	44%	36%	0%	**26%**	**29%**	**57%** EF	**48%** EF	**49%** EF	**44%** L	34%	**17%**	**48%** L	40%	39%	**45%** R	44%	**31%**

* Denotes variable with statistically significant findings

  Significant difference within groups: BEFGHIJLMR

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely Count	65	**24**	**41**	0	22	**21**	**6**	**9**	**7**	45	7	10	3	26	39	**16**	17	**31**
Column %	22%	**16%**	**28%** B	0%	24%	**39%** GHI	**12%**	**19%**	**12%**	23%	17%	26%	12%	19%	24%	**16%**	19%	**30%** P
Somewhat Likely Count	41	17	24	0	15	7	8	5	7	**30**	2	**9**	**0**	20	21	11	15	15
Column %	14%	11%	17%	0%	17%	13%	15%	10%	12%	**15%** M	6%	**22%** M	**0%**	15%	13%	10%	17%	15%
Neither Likely nor Unlikely Count	40	23	16	1	**20**	6	**4**	**3**	6	**22**	8	3	**7**	18	22	13	14	12
Column %	13%	15%	11%	100%	**23%** GH	12%	**7%**	**7%**	11%	**11%**	20%	9%	**28%** J	13%	14%	13%	16%	11%
Somewhat Unlikely Count	31	18	12	0	10	4	5	6	7	**18**	**9**	3	**0**	17	14	13	7	11
Column %	10%	12%	8%	0%	11%	7%	9%	11%	12%	**9%**	**23%** JM	9%	**0%**	12%	9%	12%	7%	11%
Very Unlikely Count	123	72	51	0	**22**	**16**	**29**	**26**	**31**	81	**13**	**14**	**15**	58	65	**52**	37	**34**
Column %	41%	47%	35%	0%	**25%**	**30%**	**57%** EF	**53%** EF	**54%** EF	41%	**34%**	**35%**	**60%** KL	42%	41%	**49%** R	41%	**33%**

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BEFGHIJKLMPR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Inters ex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	44	22	22	0	22	13	5	3	2	19	9	14	2	20	24	16	12	16
Column %	15%	14%	16%	0%	25% GHI	23% HI	10%	5%	3%	10%	23% J	35% JM	8%	14%	15%	16%	13%	15%
Somewhat Likely																		
Count	42	16	25	1	17	13	3	6	3	28	3	9	2	16	26	9	13	20
Column %	14%	10%	17%	100%	19% GI	23% GI	7%	13%	4%	14%	8%	22%	8%	11%	16%	9%	15%	19% P
Neither Likely nor Unlikely																		
Count	43	19	23	0	17	6	3	9	8	24	9	5	5	18	25	13	14	16
Column %	14%	13%	16%	0%	19%	10%	7%	18%	13%	12%	23%	13%	20%	13%	16%	12%	16%	15%
Somewhat Unlikely																		
Count	39	23	15	0	12	5	6	4	12	27	7	4	2	20	18	15	9	14
Column %	13%	15%	11%	0%	13%	9%	13%	8%	21%	14%	17%	9%	8%	15%	11%	15%	10%	14%
Very Unlikely																		
Count	133	74	58	0	21	19	33	27	33	99	11	9	14	65	67	52	42	38
Column %	44%	48%	40%	0%	24%	35%	64% EF	55% EF	58% EF	50% KL	29%	21%	56% KL	47%	42%	50%	46%	37%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨　**Significant difference within groups: EFGHIJKLMP**

67

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	56	28	28	0	24	20	4	4	4	30	11	12	3	26	31	18	14	24
Column %	19%	18%	19%	0%	27% GHI	36% GHI	9%	8%	7%	15%	29%	30% J	12%	18%	19%	17%	15%	23%
Somewhat Likely																		
Count	39	18	20	1	19	6	5	5	4	24	1	12	2	23	16	18	11	10
Column %	13%	11%	14%	100%	22% I	11%	10%	10%	6%	12% K	3%	31% JK	8%	16%	10%	17%	12%	10%
Neither Likely nor Unlikely																		
Count	37	20	17	0	12	6	7	6	5	25	4	3	4	18	19	14	9	15
Column %	12%	13%	12%	0%	14%	12%	14%	12%	9%	13%	11%	9%	16%	13%	12%	13%	9%	14%
Somewhat Unlikely																		
Count	25	10	15	0	7	4	4	3	7	18	2	2	2	11	13	7	12	6
Column %	8%	6%	10%	0%	8%	7%	9%	6%	12%	9%	6%	4%	8%	8%	8%	7%	13%	6%
Very Unlikely																		
Count	143	79	64	0	26	19	30	31	37	99	20	10	14	62	81	49	46	48
Column %	48%	51%	45%	0%	29%	34%	58% EF	64% EF	66% EF	50% L	52% L	26%	56% L	45%	50%	46%	50%	47%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKL

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	46	**17**	**29**	0	**18**	**15**	4	4	3	20	7	**16**	3	23	23	16	10	20
Column %	15%	**11%**	**20%** B	0%	**21%** I	**28%** GHI	8%	9%	6%	10%	17%	**40%** JKM	12%	17%	14%	15%	12%	19%
Somewhat Likely																		
Count	37	14	22	1	15	7	4	5	6	**26**	1	**9**	1	15	22	11	9	16
Column %	12%	9%	15%	100%	17%	12%	9%	11%	10%	**13%** K	3%	**22%** KM	4%	11%	13%	11%	10%	16%
Neither Likely nor Unlikely																		
Count	41	22	19	0	**21**	6	**4**	4	**5**	26	4	5	5	17	24	15	10	15
Column %	14%	14%	13%	0%	**23%** GI	12%	**9%**	9%	**9%**	13%	11%	13%	20%	12%	15%	14%	11%	15%
Somewhat Unlikely																		
Count	31	15	15	0	6	5	5	6	9	18	7	3	2	15	16	9	13	9
Column %	10%	10%	11%	0%	7%	9%	10%	13%	15%	9%	18%	9%	8%	11%	10%	9%	14%	9%
Very Unlikely																		
Count	146	**86**	**60**	0	**29**	**21**	**33**	**29**	**34**	**106**	**20**	**7**	**14**	69	77	55	48	43
Column %	49%	**56%** C	**41%**	0%	**33%**	**39%**	**65%** EF	**59%** EF	**60%** EF	**54%** L	**51%** L	**17%**	**56%** L	50%	48%	52%	53%	42%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLM**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Very Likely																		
Count	46	23	24	0	18	15	6	4	3	22	7	14	4	25	22	18	13	15
Column %	15%	15%	16%	0%	21% I	28% GHI	12%	9%	4%	11%	17%	35% JM	16%	18%	13%	17%	14%	15%
Somewhat Likely																		
Count	36	15	22	0	16	7	5	6	3	25	0	9	3	10	26	12	10	14
Column %	12%	9%	15%	0%	18%	13%	9%	12%	6%	12% K	0%	22% K	12%	8%	16% N	11%	11%	13%
Neither Likely nor Unlikely																		
Count	60	31	29	0	27	10	6	7	9	32	13	9	6	25	35	22	13	24
Column %	20%	20%	20%	0%	31% GHI	19%	13%	15%	15%	16%	35% J	21%	24%	18%	22%	21%	15%	23%
Somewhat Unlikely																		
Count	26	17	8	1	5	2	5	5	9	20	1	5	0	16	10	8	7	11
Column %	9%	11%	5%	100%	6%	3%	10%	10%	16% EF	10% K	3%	13%	0%	12%	6%	7%	8%	11%
Very Unlikely																		
Count	131	69	62	0	23	20	29	26	33	98	17	3	12	63	68	45	47	39
Column %	44%	45%	43%	0%	25%	38%	57% E	54% E	58% EF	50% L	46% L	9%	48% L	45%	42%	43%	51%	38%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLMN**

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Yes Count	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Column %	65%	64%	65%	100%	75% I	74% I	59%	61%	48%	62%	77% M	78% JM	44%	55%	73% N	59%	60%	75% PQ
No Count	106	56	50	0	22	14	21	19	30	75	9	9	14	63	43	43	37	26
Column %	35%	36%	35%	0%	25%	26%	41%	39%	52% EF	38% L	23%	22%	56% KL	45% O	27%	41% R	40% R	25%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFIJKLMNOPQR**

71

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Valid Cases	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Total Mentions	286	140	145	1	109	64	41	36	37	177	40	54	15	116	170	87	84	115
At home																		
Mentions	141	77	64	0	47	31	24	23	16	94	19	19	8	60	81	**52**	39	**50**
% Valid Cases	73%	78%	68%	0%	71%	78%	78%	77%	59%	77%	66%	62%	72%	79%	69%	**84%**	73%	**64%**
% Total Mentions	49%	55%	44%	0%	43%	49%	58%	64%	43%	53%	48%	36%	53%	52%	48%	**59% R**	47%	**43%**
At a micro gym																		
Mentions	30	15	15	0	15	12	4	0	0	**14**	7	**10**	0	15	15	9	6	15
% Valid Cases	16%	15%	16%	0%	22%	30%	13%	0%	0%	**11%**	22%	**33%**	0%	20%	13%	15%	11%	19%
% Total Mentions	11%	11%	11%	0%	13%	19%	10%	0%	0%	**8%**	16%	**19% J**	0%	13%	9%	11%	7%	13%
At a boutique fitness gym																		
Mentions	20	9	10	1	11	6	1	1	2	**10**	1	**7**	2	10	10	5	6	9
% Valid Cases	10%	9%	10%	100%	16%	15%	3%	3%	6%	**8%**	3%	**22%**	18%	13%	9%	7%	11%	12%
% Total Mentions	7%	7%	7%	100%	10%	10%	2%	2%	4%	**6%**	2%	**13% J**	13%	8%	6%	5%	7%	8%
At a traditional gym																		
Mentions	58	**23**	**35**	0	25	10	6	6	11	33	9	14	2	17	41	13	19	26
% Valid Cases	30%	**23%**	**37%**	0%	37%	25%	20%	20%	41%	27%	30%	45%	18%	22%	35%	21%	35%	33%
% Total Mentions	20%	**17% B**	**24%**	0%	23%	16%	15%	17%	29%	19%	22%	26%	13%	14%	24%	15%	23%	22%
At a public space such as a park																		
Mentions	37	15	22	0	12	4	6	6	9	26	4	4	3	14	23	8	14	15
% Valid Cases	19%	16%	23%	0%	18%	11%	20%	20%	32%	21%	15%	11%	28%	19%	19%	13%	25%	20%
% Total Mentions	13%	11%	15%	0%	11%	7%	15%	17%	23%	15%	11%	6%	20%	12%	13%	9%	16%	13%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BJR**

72

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Valid Cases	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Total Mentions	247	117	128	1	90	51	35	36	34	158	32	44	13	93	154	73	76	98
At a home																		
Mentions	140	73	68	0	42	28	24	25	22	101	17	14	8	57	83	45	40	54
% Valid Cases	72%	74%	72%	0%	63%	70%	78%	82%	81%	83%	59%	45%	72%	75%	71%	73%	75%	70%
% Total Mentions	57%	62%	53%	0%	47%	55%	67%	69%	65%	64% KL	55%	32%	61%	61%	54%	62%	54%	55%
At a micro gym																		
Mentions	31	14	17	0	17	10	4	0	0	12	7	12	0	12	19	12	10	9
% Valid Cases	16%	14%	18%	0%	25%	25%	13%	0%	0%	10%	23%	39%	0%	15%	16%	19%	19%	11%
% Total Mentions	12%	12%	13%	0%	18%	20%	11%	0%	0%	8%	21%	28% J	0%	13%	12%	16%	13%	9%
At a boutique fitness gym																		
Mentions	14	6	7	1	10	4	0	0	1	7	3	4	1	5	10	5	2	8
% Valid Cases	7%	6%	8%	100%	15%	10%	0%	0%	3%	6%	11%	11%	9%	6%	8%	7%	3%	10%
% Total Mentions	6%	5%	6%	100%	11%	7%	0%	0%	2%	4%	10%	8%	8%	5%	6%	6%	2%	8%
At a traditional gym																		
Mentions	24	10	14	0	13	6	2	2	2	11	2	10	0	8	16	5	7	12
% Valid Cases	12%	10%	14%	0%	19%	15%	6%	6%	6%	9%	8%	33%	0%	10%	13%	8%	13%	15%
% Total Mentions	10%	9%	11%	0%	14%	12%	5%	5%	5%	7%	7%	24% J	0%	8%	10%	7%	9%	12%
At a public space such as a park																		
Mentions	38	14	23	0	9	3	6	9	10	28	2	4	4	12	26	6	17	16
% Valid Cases	19%	14%	25%	0%	14%	9%	20%	32%	35%	23%	8%	11%	37%	15%	22%	9%	30%	20%
% Total Mentions	15%	12%	18%	0%	10%	7%	17%	26% E	28% E	18%	7%	8%	31%	13%	17%	8%	22% P	16%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EJKLP**

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	194	99	94	1	66	40	30	30	27	122	29	31	11	76	118	62	54	78
Yes Count	92	47	45	0	44	27	12	5	4	48	17	23	4	40	52	30	26	36
Column %	48%	47%	48%	0%	66% GHI	68% GHI	39%	17%	16%	39%	60%	72% JM	36%	53%	44%	48%	48%	47%
No Count	102	52	49	1	22	13	18	25	23	74	12	9	7	36	66	32	28	41
Column %	52%	53%	52%	100%	34%	32%	61% EF	83% EF	84% EF	61% KL	40%	28%	64% L	47%	56%	52%	52%	53%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJKLM**

74

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non- College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Yes Count Column %	90 30%	46 30%	44 30%	0 0%	38 43% HI	31 57% GHI	16 31% HI	3 7%	2 3%	51 26%	20 52% JM	14 35%	6 24%	40 29%	50 31%	26 24%	22 24%	42 41% PQ
No Count Column %	210 70%	108 70%	100 70%	1 100%	51 57% F	23 43%	35 69% F	46 93% EFG	55 97% EFG	146 74% K	18 48%	26 65%	19 76% K	99 71%	111 69%	80 76% R	69 76% R	62 59%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKMPQR**

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	90	46	44	-	38	31	16	3	2	51	20	14	6	40	50	26	22	42
Yes Count	60	27	33	-	25	21	10	3	1	**30**	15	**12**	**2**	**22**	**38**	14	14	32
Column %	67%	58%	76%	-	65%	69%	66%	74%	46%	**60%**	78%	**88%** **JM**	**34%**	**54%**	**77%** **N**	54%	65%	75%
No Count	30	20	11	-	13	10	5	1	1	**20**	4	**2**	**4**	**19**	**11**	12	8	10
Column %	33%	42%	24%	-	35%	31%	34%	26%	54%	**40%** **L**	22%	**12%**	**66%** **L**	**46%** **O**	**23%**	46%	35%	25%

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	71	32	39	-	33	24	10	3	1	36	15	14	5	29	42	21	17	32
Valid Cases	71	32	39	-	33	24	10	3	1	36	15	14	5	29	42	21	17	32
Total Mentions	174	67	107	-	79	72	19	3	1	93	26	47	8	74	100	37	51	85
Football																		
Mentions	16	4	12	-	9	4	1	1	1	13	0	4	0	7	10	3	6	7
% Valid Cases	23%	13%	31%	-	28%	18%	8%	33%	100%	35%	0%	26%	0%	23%	23%	16%	36%	21%
% Total Mentions	9%	6%	11%	-	12%	6%	5%	25%	100%	14%	0%	8%	0%	9%	10%	9%	12%	8%
Baseball/Softball																		
Mentions	19	4	14	-	10	6	2	1	0	11	2	5	0	6	13	5	4	9
% Valid Cases	26%	13%	37%	-	30%	25%	16%	33%	0%	30%	15%	38%	0%	21%	30%	24%	26%	28%
% Total Mentions	11%	6%	13%	-	13%	8%	9%	25%	0%	12%	8%	11%	0%	8%	13%	13%	9%	11%
Basketball																		
Mentions	26	**8**	**19**	-	9	13	5	0	0	13	4	7	2	9	17	9	7	9
% Valid Cases	37%	**24%**	**48%**	-	27%	52%	49%	0%	0%	35%	29%	50%	41%	32%	41%	44%	43%	29%
% Total Mentions	15%	**11%**	**17%**	-	11%	17%	27%	0%	0%	14%	17%	15%	26%	13%	17%	25%	15%	11%
			B															
Hockey																		
Mentions	10	2	8	-	3	7	0	0	0	6	0	4	0	5	4	0	4	6
% Valid Cases	13%	5%	20%	-	8%	29%	0%	0%	0%	17%	0%	25%	0%	18%	10%	0%	21%	19%
% Total Mentions	5%	3%	7%	-	3%	10%	0%	0%	0%	6%	0%	7%	0%	7%	4%	0%	7%	7%
Soccer																		
Mentions	31	15	15	-	17	12	1	1	0	13	7	10	1	14	17	9	8	14
% Valid Cases	43%	48%	40%	-	52%	50%	8%	34%	0%	35%	42%	75%	21%	48%	40%	41%	46%	44%
% Total Mentions	18%	23%	14%	-	21%	17%	5%	26%	0%	14%	25%	22%	13%	19%	17%	23%	15%	17%
Golf																		
Mentions	12	5	7	-	5	6	1	0	0	8	0	4	1	8	4	1	4	7
% Valid Cases	17%	16%	18%	-	16%	25%	8%	0%	0%	21%	0%	25%	20%	27%	10%	4%	26%	21%
% Total Mentions	7%	8%	6%	-	7%	8%	5%	0%	0%	8%	0%	7%	12%	11%	4%	2%	9%	8%
Tennis																		
Mentions	6	3	3	-	1	4	1	0	0	3	0	4	0	4	2	0	3	3
% Valid Cases	8%	10%	7%	-	2%	18%	8%	0%	0%	7%	0%	25%	0%	15%	4%	0%	20%	8%
% Total Mentions	3%	5%	2%	-	1%	6%	4%	0%	0%	3%	0%	7%	0%	6%	2%	0%	7%	3%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: B

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Volleyball																		
Mentions	9	3	6	-	7	2	0	0	0	4	2	2	1	6	3	3	2	4
% Valid Cases	13%	10%	15%	-	23%	7%	0%	0%	0%	12%	15%	12%	21%	20%	8%	15%	10%	13%
% Total Mentions	5%	5%	5%	-	9%	2%	0%	0%	0%	5%	8%	4%	13%	8%	3%	9%	3%	5%
Track and Field																		
Mentions	6	3	3	-	3	2	1	0	0	4	0	2	0	3	3	0	3	3
% Valid Cases	8%	10%	7%	-	10%	7%	8%	0%	0%	12%	0%	12%	0%	9%	8%	0%	20%	8%
% Total Mentions	3%	5%	2%	-	4%	2%	4%	0%	0%	5%	0%	4%	0%	3%	3%	0%	7%	3%
Cross Country																		
Mentions	6	4	2	-	3	2	1	0	0	2	0	3	1	3	3	0	2	4
% Valid Cases	9%	14%	4%	-	10%	7%	10%	0%	0%	5%	0%	25%	20%	9%	8%	0%	11%	13%
% Total Mentions	4%	7%	2%	-	4%	2%	5%	0%	0%	2%	0%	7%	12%	4%	3%	0%	4%	5%
Swimming																		
Mentions	21	8	13	-	7	9	4	0	0	10	7	2	2	5	16	2	4	14
% Valid Cases	29%	25%	32%	-	21%	38%	43%	0%	0%	28%	42%	12%	39%	17%	37%	11%	26%	43%
% Total Mentions	12%	12%	12%	-	9%	13%	24%	0%	0%	11%	25%	4%	24%	7%	16%	6%	9%	16%
Wrestling																		
Mentions	5	2	3	-	3	2	0	0	0	3	2	0	0	0	5	0	2	3
% Valid Cases	7%	7%	7%	-	8%	9%	0%	0%	0%	7%	14%	0%	0%	0%	11%	0%	10%	9%
% Total Mentions	3%	3%	2%	-	3%	3%	0%	0%	0%	3%	8%	0%	0%	0%	5%	0%	3%	4%
Lacrosse																		
Mentions	1	0	1	-	1	0	0	0	0	1	0	0	0	0	1	0	1	0
% Valid Cases	1%	0%	2%	-	3%	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	5%	0%
% Total Mentions	0%	0%	1%	-	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	2%	0%
Cheerleading																		
Mentions	7	4	3	-	1	3	2	1	0	3	2	2	0	5	3	5	0	3
% Valid Cases	10%	13%	8%	-	3%	14%	22%	33%	0%	9%	15%	12%	0%	16%	6%	22%	0%	8%
% Total Mentions	4%	6%	3%	-	1%	5%	12%	25%	0%	4%	8%	4%	0%	6%	3%	13%	0%	3%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▣ **Significant difference within groups: B**

* Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	90	46	44	-	38	31	16	3	2	51	20	14	6	40	50	26	22	42
I am significantly more concerned now than I was at the beginning of the pandemic																		
Count	44	23	20	-	18	17	6	2	1	**24**	9	**10**	**1**	19	25	13	12	19
Column %	49%	50%	47%	-	47%	55%	40%	50%	46%	**47%** M	44%	**75%** M	**16%**	47%	50%	49%	55%	45%
I am somewhat more concerned now than I was at the beginning of the pandemic																		
Count	21	11	10	-	8	8	5	0	0	10	7	3	1	10	11	6	7	9
Column %	23%	25%	22%	-	21%	26%	31%	0%	0%	20%	34%	25%	16%	24%	23%	22%	29%	21%
My concern is the same as it was at the start of the pandemic																		
Count	15	7	9	-	7	5	3	0	0	**10**	2	**0**	**3**	7	8	5	3	8
Column %	17%	15%	20%	-	20%	17%	17%	0%	0%	**20%**	11%	**0%**	**51%** JL	17%	17%	18%	11%	20%
I am somewhat less concerned now than I was at the beginning of the pandemic																		
Count	4	0	4	-	2	1	1	1	0	4	0	0	0	1	3	0	0	4
Column %	5%	0%	10%	-	5%	3%	5%	26%	0%	8%	0%	0%	0%	2%	7%	0%	0%	10%
I am significantly less concerned now than I was at the beginning of the pandemic																		
Count	6	5	1	-	3	0	1	1	1	3	2	0	1	4	2	3	1	2
Column %	6%	10%	2%	-	8%	0%	5%	24%	54%	5%	11%	0%	16%	10%	3%	11%	4%	4%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: JLM**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Knowing this makes me much more comfortable with college football getting underway																		
Count	77	37	40	0	33	19	14	4	7	40	15	21	1	45	32	32	17	28
Column %	26%	24%	28%	0%	37% HI	34% HI	28% HI	9%	12%	20%	40% JM	52% JM	4%	32% O	20%	30%	19%	27%
Knowing this makes me somewhat more comfortable with college football getting underway																		
Count	59	25	33	1	18	12	5	15	9	38	8	7	6	20	38	14	17	27
Column %	20%	16%	23%	100%	21%	21%	10% G	30% G	15%	19%	20%	17%	24%	15%	24% N	13%	19%	26% P
Knowing this does not affect my comfort level with college football getting underwat																		
Count	131	70	61	0	27	18	25	27	33	99	9	9	14	55	76	40	50	40
Column %	44%	45%	42%	0%	31% E	33%	50% E	54% EF	58% EF	50% KL	23%	22%	56% KL	39%	47%	38%	55% PR	39%
Knowing this makes me somewhat less comfortable with college football getting underway																		
Count	7	6	1	0	2	1	1	1	3	3	2	2	1	7	0	4	2	2
Column %	2%	4% C	1%	0%	2%	2%	2%	2%	5%	1%	6%	4%	4%	5% O	0%	4%	2%	2%
Knowing this makes me much less comfortable with college football getting underway																		
Count	27	17	10	0	8	5	5	3	6	18	4	2	3	12	15	16	4	6
Column %	9%	11%	7%	0%	9%	10%	10%	5%	11%	9%	11%	4%	12%	8%	9%	15% QR	5%	6%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: CEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Strongly Agree																		
Count	88	47	41	0	26	24	11	12	15	56	11	19	2	42	46	31	23	33
Column %	29%	30%	28%	0%	29%	44% GH	21%	24%	27%	28% M	28%	48% JM	8%	30%	28%	30%	25%	32%
Somewhat Agree																		
Count	91	51	41	0	34	12	15	18	12	60	11	12	8	34	58	34	26	32
Column %	30%	33%	28%	0%	39% FI	23%	30%	36%	21%	31%	29%	30%	32%	24%	36% N	32%	28%	31%
Neither Agree nor Disagree																		
Count	106	52	53	0	24	19	20	19	25	67	15	9	15	58	48	35	38	32
Column %	35%	34%	37%	0%	27%	34%	39%	38%	44% E	34%	40%	22%	60% JL	41% O	30%	33%	42%	31%
Somewhat Disagree																		
Count	9	4	3	1	2	0	3	1	3	8	1	0	0	4	5	3	2	3
Column %	3%	3%	2%	100%	2%	0%	7%	2%	4%	4%	3%	0%	0%	3%	3%	3%	2%	3%
Strongly Disagree																		
Count	7	1	6	0	3	0	2	0	3	7	0	0	0	3	4	2	3	3
Column %	2%	1%	4% B	0%	3%	0%	3%	0%	4%	3%	0%	0%	0%	2%	3%	2%	3%	2%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BEFGHIJLMNO

Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non- College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
I would attend the World Series if I were given a ticket Count Column %	144 48%	78 50%	66 46%	0 0%	58 65% GHI	32 59% HI	20 40%	18 37%	16 27%	81 41%	24 63% JM	33 82% JM	6 24%	65 46%	79 49%	53 51% Q	28 31%	62 60% Q
I would not attend the World Series, even if I were given a ticket Count Column %	156 52%	77 50%	79 54%	1 100%	31 35%	23 41%	30 60% E	31 63% EF	41 73% EF	116 59% KL	14 37%	7 18%	19 76% KL	75 54%	82 51%	52 49%	62 69% PR	42 40%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: EFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Valid Cases	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Total Mentions	441	206	234	1	167	93	63	59	59	267	64	84	25	205	236	151	133	157
Football																		
Mentions	84	**33**	**51**	0	**32**	17	15	10	**9**	**56**	**7**	**18**	4	35	48	25	27	32
% Valid Cases	28%	**21%**	**35%**	0%	**36%**	31%	29%	21%	**16%**	**28%**	**18%**	**44%**	15%	25%	30%	24%	30%	31%
% Total Mentions	19%	**16%** B	**22%**	0%	**19%** I	18%	24%	18%	**16%**	**21%**	**10%**	**21%** JK	15%	17%	21%	17%	20%	20%
Baseball																		
Mentions	78	40	37	0	26	**20**	**10**	11	**10**	**45**	**15**	**16**	2	37	41	27	25	25
% Valid Cases	26%	26%	26%	0%	30%	**36%**	**19%**	23%	**18%**	**23%**	**40%**	**39%**	8%	27%	25%	26%	27%	25%
% Total Mentions	18%	20%	16%	0%	16%	**21%** GI	**15%**	19%	**18%**	**17%**	**24%** J	**19%** J	8%	18%	17%	18%	19%	16%
Basketball																		
Mentions	68	35	32	1	**42**	**15**	4	**6**	2	**26**	**12**	**28**	2	38	30	**32**	**15**	22
% Valid Cases	23%	22%	22%	100%	**47%**	**27%**	8%	**11%**	3%	**13%**	**31%**	**70%**	8%	27%	19%	**30%**	**16%**	21%
% Total Mentions	15%	17%	14%	100%	**25%** FH	**16%** H	7%	**10%**	3%	**10%**	**18%** J	**33%** JK	8%	18%	13%	**21%** Q	**11%**	14%
Hockey																		
Mentions	39	**14**	**26**	0	16	8	3	7	5	32	4	2	1	23	16	15	15	9
% Valid Cases	13%	**9%**	**18%**	0%	18%	15%	7%	14%	9%	16%	11%	4%	4%	17%	10%	14%	17%	9%
% Total Mentions	9%	**7%**	**11%** B	0%	10%	9%	5%	12%	9%	12%	7%	2%	4%	11%	7%	10%	12%	6%
Soccer																		
Mentions	40	16	24	0	20	8	4	3	4	**19**	**9**	**9**	4	18	22	12	12	16
% Valid Cases	13%	10%	17%	0%	23%	15%	9%	6%	7%	**9%**	**23%**	**22%**	16%	13%	14%	12%	13%	15%
% Total Mentions	9%	8%	10%	0%	12%	9%	7%	5%	7%	**7%**	**14%** J	**10%** J	16%	9%	9%	8%	9%	10%
Automobile Racing (NASCAR, Formula 1, etc.)																		
Mentions	45	24	21	0	14	11	7	6	8	31	7	5	2	21	24	14	13	18
% Valid Cases	15%	15%	15%	0%	15%	20%	14%	12%	13%	16%	17%	13%	8%	15%	15%	13%	14%	17%
% Total Mentions	10%	11%	9%	0%	8%	12%	11%	10%	13%	12%	10%	6%	8%	10%	10%	9%	10%	12%
Golf																		
Mentions	38	18	21	0	3	4	10	9	13	29	2	3	3	16	22	11	11	16
% Valid Cases	13%	11%	14%	0%	3%	8%	19%	18%	22%	15%	6%	9%	12%	12%	14%	10%	12%	16%
% Total Mentions	9%	9%	9%	0%	1%	5%	15%	15%	22%	11%	3%	4%	12%	8%	9%	7%	8%	10%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BFGHIJKQ

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Tennis																		
Mentions	49	27	21	0	14	10	10	7	8	29	9	4	7	17	32	15	15	19
% Valid Cases	16%	18%	15%	0%	16%	19%	20%	14%	13%	15%	23%	9%	28%	12%	20%	14%	17%	18%
% Total Mentions	11%	13%	9%	0%	9%	11%	16%	12%	13%	11%	14%	4%	28%	8%	14%	10%	11%	12%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BFGHIJKQ**

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
I would be much more likely to support the team if it had an African American starting quarterback Count	35	19	16	0	**17**	**9**	**3**	**5**	**1**	**22**	**0**	**12**	**1**	18	17	14	9	11
Column %	12%	12%	11%	0%	19% GI	16% I	7%	10% I	1%	11% K	0%	31% JKM	4%	13%	11%	14%	10%	11%
I would be somewhat more likely to support the team if it had an African American starting quarterback Count	38	**27**	**11**	0	16	6	3	8	4	**13**	**4**	**14**	**6**	14	24	**23**	**5**	**10**
Column %	13%	17% C	8%	0%	18%	12%	7%	17%	6%	7%	11%	34% JK	24% J	10%	15%	22% QR	5%	9%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team Count	188	95	91	1	**46**	**26**	**37**	33	**46**	135	25	12	15	89	98	**57**	**68**	63
Column %	63%	62%	63%	100%	52%	49%	72% EF	66%	80% EF	69% L	66% L	31%	60% L	64%	61%	54%	75% PR	61%
I would be somewhat less likely to support the team if it had an African American starting quarterback Count	19	7	12	0	6	**7**	4	**0**	**2**	10	4	2	3	8	11	5	4	11
Column %	6%	5%	8%	0%	7%	14% HI	8%	0%	3%	5%	11%	4%	12%	6%	7%	5%	4%	11%
I would be much less likely to support the team if it had an African American starting quarterback Count	21	**6**	**14**	0	3	6	3	3	5	16	4	0	0	10	11	6	5	9
Column %	7%	4%	10% B	0%	4%	10%	7%	6%	9%	8%	11%	0%	0%	7%	7%	6%	6%	9%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCEFGHIJKLMPQR**

85

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team.Which of the following do you agree with most? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Steve Nash had a major advantage in getting this head coaching job because of his race																		
Count	51	29	21	1	25	8	9	2	7	29	8	12	2	28	23	21	18	12
Column %	17%	19%	15%	100%	28% HI	15%	18%	5%	12%	15%	20%	30% JM	8%	20%	14%	20%	20%	12%
Steve Nash had a minor advantage in getting this head coaching job because of his race																		
Count	45	20	25	0	12	9	10	7	8	30	4	5	6	17	29	14	12	19
Column %	15%	13%	18%	0%	13%	17%	19%	14%	13%	15%	11%	13%	24%	12%	18%	13%	13%	19%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race																		
Count	32	15	17	0	9	4	8	6	5	17	4	3	7	16	16	13	9	10
Column %	11%	10%	12%	0%	10%	7%	17%	12%	9%	9%	12%	9%	28% J	12%	10%	13%	10%	9%
Steve Nash had a major disadvantage in getting this head coaching job because of his race																		
Count	31	17	14	0	13	10	2	4	3	15	4	10	1	14	17	14	3	14
Column %	10%	11%	10%	0%	15% GI	17% GI	3%	8%	5%	8%	11%	26% JM	4%	10%	10%	13% Q	4%	13% Q
Race did not play a role in Steve Nash getting this head coaching job																		
Count	141	74	67	0	30	24	22	30	35	106	17	9	9	64	77	43	49	49
Column %	47%	48%	46%	0%	34%	44%	43%	61% E	61% E	54% L	46% L	22%	36%	46%	48%	41%	54%	47%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: EGHIJLMQ**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Noticed a Statement Count Column %	149 50%	64 41%	84 58% B	1 100%	50 57% G	31 56% G	17 33%	25 52%	26 46%	99 50%	14 37%	28 70% JKM	8 32%	56 41%	92 58% N	40 38%	44 49%	64 62% P
Did not notice a statement Count Column %	151 50%	91 59% C	60 42%	0 0%	38 43%	24 44%	34 67% EF	24 48%	31 54%	98 50% L	24 63% L	12 30%	17 68% L	83 59% O	68 42%	65 62% R	46 51%	39 38%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGJKLMNOPR**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non- College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	296	154	141	1	86	55	51	48	56	194	38	38	25	136	160	106	89	101
Noticed a Statement Count Column %	94 32%	**38** **25%** **B**	**56** **40%**	0 0%	28 33%	**23** **42%** **H**	13 25%	**10** **21%**	20 35%	**59** **31%**	9 23%	**21** **55%** **JKM**	5 20%	44 32%	50 32%	27 25%	33 37%	34 34%
Did not notice a statement Count Column %	202 68%	**116** **75%** **C**	**85** **60%**	1 100%	58 67%	**32** **58%**	38 75%	**38** **79%** **F**	36 65%	**135** **69%** **L**	29 77% **L**	**17** **45%**	20 80% **L**	92 68%	109 68%	79 75%	56 63%	67 66%

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	299	155	143	1	89	55	51	49	56	196	38	40	25	138	161	106	90	104
Noticed a Statement																		
Count	123	**51**	**71**	1	**48**	26	**16**	**14**	**20**	**79**	**12**	**28**	**4**	49	74	**35**	39	**50**
Column %	41%	**33%**	**50%**	100%	**54%**	47%	**31%**	**29%**	**35%**	**41%**	**31%**	**70%**	**16%**	35%	46%	**33%**	43%	**48%**
			B		**GHI**					**M**		**JKM**						**P**
Did not notice a statement																		
Count	176	**104**	**72**	0	**40**	29	**35**	**35**	**37**	**117**	**26**	**12**	**21**	89	86	**71**	51	**54**
Column %	59%	**67%**	**50%**	0%	**46%**	53%	**69%**	**71%**	**65%**	**59%**	**69%**	**30%**	**84%**	65%	54%	**67%**	57%	**52%**
			C				**E**	**E**	**E**	**L**	**L**		**JL**			**R**		

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEGHIJKLMPR**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non- Colleg e N	Colleg e O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	297	155	142	1	87	55	51	49	56	196	38	38	25	137	161	106	90	102
Noticed a Statement Count Column %	79 27%	**33** **21%**	**46** **33%** B	0 0%	**29** **34%** GHI	**26** **47%** GHI	6 13%	8 17%	9 17%	51 26%	9 23%	17 **46%** JKM	2 8%	37 27%	42 26%	24 23%	26 29%	29 28%
Did not notice a statement Count Column %	218 73%	**122** **79%** C	**95** **67%**	1 100%	**58** **66%**	29 53%	44 **87%** EF	40 **83%** EF	47 **83%** EF	145 74% L	29 77% L	21 54%	23 **92%** JL	99 73%	119 74%	82 77%	64 71%	73 72%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	297	155	142	1	87	55	51	49	56	196	38	38	25	137	161	106	90	102
Noticed a Statement																		
Count	61	27	35	0	32	16	6	4	3	34	4	21	2	30	31	20	20	21
Column %	21%	17%	24%	0%	37% GHI	29% GHI	13%	9%	5%	17%	11%	55% JKM	8%	22%	19%	19%	22%	21%
Did not notice a statement																		
Count	236	128	107	1	55	39	44	45	53	162	34	17	23	106	130	85	70	81
Column %	79%	83%	76%	100%	63%	71%	87% EF	91% EF	95% EF	83% L	89% L	45%	92% L	78%	81%	81%	78%	79%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	297	155	142	1	87	55	51	49	56	196	38	38	25	137	161	106	90	102
Noticed a Statement																		
Count	89	45	43	1	26	20	14	12	17	56	3	24	5	31	58	27	27	34
Column %	30%	29%	30%	100%	30%	37%	28%	24%	30%	29% K	8%	64% JKM	20%	23%	36% N	26%	30%	34%
Did not notice a statement																		
Count	208	109	99	0	60	35	37	37	39	140	35	14	20	105	103	78	63	68
Column %	70%	71%	70%	0%	70%	63%	72%	76%	70%	71% L	92% JL	36%	80% L	77% O	64%	74%	70%	66%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: JKLMNO**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	296	155	141	1	87	55	51	49	55	195	38	38	25	137	160	105	90	102
Noticed a Statement Count Column %	70 24%	35 23%	35 25%	0 0%	**32** **37%** **GHI**	**17** **32%** **GHI**	**7** **14%**	**6** **13%**	**7** **12%**	**38** **19%**	**7** **17%**	**24** **64%** **JKM**	**1** **4%**	32 23%	38 24%	27 26%	20 22%	23 22%
Did not notice a statement Count Column %	227 76%	120 77%	106 75%	1 100%	**55** **63%**	**37** **68%**	**44** **86%** **EF**	**43** **87%** **EF**	**48** **88%** **EF**	**157** **81%** **L**	**31** **83%** **L**	**14** **36%**	**24** **96%** **L**	105 77%	122 76%	77 74%	70 78%	79 78%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	297	152	144	1	89	55	48	49	57	196	36	40	25	139	158	105	91	101
Noticed a Statement Count Column %	63 21%	32 21%	31 22%	0 0%	32 36% GHI	20 37% GHI	5 11%	3 7%	3 4%	35 18%	6 18%	21 52% JKM	1 4%	29 21%	34 22%	20 19%	18 20%	25 25%
Did not notice a statement Count Column %	234 79%	120 79%	113 78%	1 100%	57 64%	34 63%	43 89% EF	46 93% EF	54 96% EF	161 82% L	30 82% L	19 48%	24 96% L	111 79%	123 78%	85 81%	73 80%	76 75%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKLM

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	298	155	143	1	89	55	50	49	56	195	38	40	25	138	161	105	90	104
Noticed a Statement																		
Count	59	26	33	0	31	15	8	3	3	30	4	21	3	30	29	22	18	19
Column %	20%	17%	23%	0%	35% GHI	28% HI	15%	5%	5%	16%	11%	52% JKM	12%	22%	18%	21%	20%	18%
Did not notice a statement																		
Count	239	129	110	1	58	39	43	46	54	165	34	19	22	108	132	83	72	85
Column %	80%	83%	77%	100%	65%	72%	85% E	95% EF	95% EF	84% L	89% L	48%	88% L	78%	82%	79%	80%	82%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　Significant difference within groups: EFGHIJKLM

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	298	154	143	1	88	55	51	49	56	195	38	40	25	138	161	106	89	104
Noticed a Statement Count Column %	81 27%	**33** **21%**	**47** **33%** **B**	1 100%	**33** **37%** **HI**	**20** **37%** **HI**	11 22%	**8** **16%**	**10** **17%**	**44** **23%**	**7** **20%**	**24** **61%** **JKM**	**5** **21%**	34 25%	47 29%	28 27%	22 24%	31 30%
Did not notice a statement Count Column %	217 73%	**121** **79%** **C**	**96** **67%**	0 0%	**55** **63%**	**34** **63%**	40 78%	**41** **84%** **EF**	**47** **83%** **EF**	**151** **77%** **L**	**31** **80%** **L**	**15** **39%**	**20** **79%** **L**	103 75%	114 71%	77 73%	67 76%	73 70%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFHIJKLM

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-Colleg e N	Colleg e O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	298	154	143	1	88	55	51	49	56	195	38	40	25	138	161	106	89	104
Noticed a Statement																		
Count	50	22	28	1	**22**	**15**	**8**	**2**	**3**	**29**	**3**	**17**	**1**	28	23	20	15	15
Column %	17%	14%	19%	100%	**25% HI**	**28% HI**	**16% HI**	**3%**	**4%**	**15%**	**8%**	**44% JKM**	**4%**	20%	14%	19%	17%	15%
Did not notice a statement																		
Count	248	132	116	0	**66**	**39**	**43**	**47**	**54**	**166**	**35**	**22**	**24**	110	138	85	74	88
Column %	83%	86%	81%	0%	**75%**	**72%**	**84%**	**97% EFG**	**96% EFG**	**85% L**	**92% L**	**56%**	**96% L**	80%	86%	81%	83%	85%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKLM

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	298	154	143	1	88	55	51	49	56	195	38	40	25	138	161	106	89	104
Noticed a Statement Count Column %	65 22%	33 21%	32 22%	1 100%	30 34% GHI	20 36% GHI	6 12%	3 7%	6 11%	34 17%	7 19%	21 52% JKM	3 12%	31 22%	35 22%	16 15%	20 22%	29 28% P
Did not notice a statement Count Column %	233 78%	121 79%	112 78%	0 0%	58 66%	35 64%	45 88% EF	46 93% EF	50 89% EF	161 83% L	31 81% L	19 48%	22 88% L	107 78%	126 78%	90 85% R	69 78%	74 72%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLMPR**

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Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	297	154	142	1	88	55	49	49	56	193	38	40	25	138	159	106	87	104
Noticed a Statement																		
Count	55	27	27	1	26	18	6	2	4	26	7	19	2	31	24	19	15	21
Column %	19%	18%	19%	100%	30% GHI	32% GHI	11%	3%	6%	14%	20%	48% JKM	8%	23%	15%	18%	17%	20%
Did not notice a statement																		
Count	242	127	115	0	61	37	44	47	53	167	31	21	23	106	135	86	73	83
Column %	81%	82%	81%	0%	70%	68%	89% EF	97% EF	94% EF	86% L	80% L	52%	92% L	77%	85%	82%	83%	80%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: EFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	61	34	27	0	26	17	8	4	6	29	9	21	3	27	34	23	10	27
Column %	20%	22%	18%	0%	29% HI	31% HI	16%	9%	11%	15%	23%	52% JKM	12%	19%	21%	22%	11%	27% Q
Somewhat more favorable impression																		
Count	41	23	18	0	17	10	4	3	7	19	4	16	2	19	22	15	15	12
Column %	14%	15%	13%	0%	19%	19%	9%	7%	12%	10%	11%	39% JKM	8%	14%	14%	14%	16%	11%
Less favorable impression																		
Count	20	10	9	0	6	2	1	7	3	13	2	0	4	9	10	6	5	8
Column %	7%	7%	6%	0%	7%	4%	2%	15% FG	6%	7%	6%	0%	16%	7%	6%	6%	6%	8%
Much less favorable impression																		
Count	35	9	26	0	6	3	5	11	9	27	4	0	3	11	24	5	13	17
Column %	12%	6%	18% B	0%	7%	5%	10%	23% EF	16%	14% L	12%	0%	12%	8%	15%	5%	14% P	16% P
No impact																		
Count	143	78	64	1	34	23	32	23	31	108	18	4	13	72	71	56	48	39
Column %	48%	50%	45%	100%	38%	42%	63% EF	47%	55% E	55% L	48% L	9%	52% L	52%	44%	53% R	53% R	38%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BEFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable Count Column %	39 13%	21 14%	17 12%	0 0%	11 12%	14 26% EGH	3 5%	4 9%	7 12%	19 10%	4 11%	14 35% JKM	1 4%	20 14%	19 12%	10 9%	10 11%	19 18%
Somewhat more favorable impression Count Column %	58 19%	31 20%	27 19%	0 0%	26 29% HI	14 25% I	9 17%	5 10%	4 7%	26 13%	7 17%	21 52% JKM	4 16%	23 16%	35 22%	24 23%	11 12%	23 22%
Less favorable impression Count Column %	21 7%	14 9%	6 4%	1 100%	11 13% FG	1 2%	0 0%	3 7%	5 9%	13 6%	5 14%	2 4%	1 4%	8 6%	12 8%	8 7%	4 5%	9 8%
Much less favorable impression Count Column %	29 10%	7 5% B	22 15% B	0 0%	7 8%	2 3%	7 13%	6 12%	8 14%	19 10% L	7 17% L	0 0%	4 16% L	13 9%	17 10%	8 7%	13 14%	9 9%
No impact Count Column %	154 51%	82 53%	72 50%	0 0%	34 38%	24 44%	33 64% EF	30 62% E	33 58% E	120 61% KL	15 41% L	4 9%	15 60% L	76 54%	78 49%	57 54%	52 57% R	45 43%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BEFGHIJKLMR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	55	29	26	0	23	16	6	3	7	28	6	19	2	25	30	15	16	24
Column %	18%	19%	18%	0%	26% GHI	29% GHI	12%	7%	12%	14%	17%	48% JKM	8%	18%	19%	14%	18%	23%
Somewhat more favorable impression																		
Count	40	24	14	1	19	7	4	3	7	19	5	12	3	21	19	19	10	12
Column %	13%	16%	10%	100%	21% GH	13%	7%	7%	12%	10%	14%	30% J	12%	15%	12%	18%	10%	11%
Less favorable impression																		
Count	26	15	11	0	13	6	3	2	2	11	7	5	3	13	13	14	3	10
Column %	9%	9%	8%	0%	15% HI	11%	6%	3%	3%	6%	17% J	13%	12%	9%	8%	13% Q	3%	9%
Much less favorable impression																		
Count	34	8	26	0	7	3	5	11	8	25	7	0	3	10	24	3	14	17
Column %	11%	5%	18% B	0%	8%	5%	10%	22% EF	15%	12% L	18% L	0%	12%	7%	15% N	3%	15% P	17% P
No impact																		
Count	145	78	66	0	26	23	33	30	33	114	13	4	14	70	75	55	49	41
Column %	48%	51%	46%	0%	30%	42%	64% EF	61% E	58% E	58% KL	34% L	9%	56% L	50%	46%	52%	54% R	39%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BEFGHIJKLMNPQR**

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* Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable Count Column %	33 11%	16 11%	17 11%	0 0%	12 14% GH	15 27% GHI	2 3%	2 3%	2 4%	20 10%	2 6%	11 26% JKM	0 0%	19 13%	14 9%	8 8%	11 12%	13 13%
Somewhat more favorable impression Count Column %	51 17%	27 18%	24 17%	0 0%	23 26% HI	12 21% H	8 16%	3 7%	5 9%	24 12%	11 28% J	14 35% JM	3 12%	19 13%	33 20%	23 22% Q	9 10%	19 18%
Less favorable impression Count Column %	22 7%	12 8%	10 7%	1 100%	10 11% G	6 12% G	1 2%	3 5%	3 4%	13 6%	3 8%	3 9%	3 12%	12 8%	11 7%	9 9%	4 5%	9 8%
Much less favorable impression Count Column %	19 6%	8 5%	12 8%	0 0%	5 6%	1 2%	3 7%	7 14% F	4 6%	14 7%	2 6%	2 4%	2 8%	7 5%	13 8%	3 3%	7 8%	9 9%
No impact Count Column %	174 58%	92 59%	82 57%	0 0%	38 43%	21 39%	37 72% EF	35 71% EF	43 76% EF	127 64% L	20 52% L	10 26%	17 68% L	83 60%	91 56%	62 58%	59 65%	53 52%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: EFGHIJKLMQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	35	20	16	0	13	14	4	1	3	19	4	10	2	20	15	11	9	15
Column %	12%	13%	11%	0%	15% HI	26% GHI	8%	2%	5%	9%	11%	26% JM	8%	14%	10%	10%	10%	15%
Somewhat more favorable impression																		
Count	36	20	16	0	20	9	1	3	3	18	4	14	0	14	22	9	12	15
Column %	12%	13%	11%	0%	23% GHI	16% G	2%	7%	4%	9%	11%	35% JKM	0%	10%	14%	8%	14%	14%
Less favorable impression																		
Count	21	11	9	1	9	5	0	4	3	9	5	2	5	11	10	8	2	11
Column %	7%	7%	6%	100%	10%	9%	0%	9%	5%	4%	14% J	4%	20% JL	8%	6%	8% Q	2%	10% Q
Much less favorable impression																		
Count	24	9	15	0	7	2	7	6	3	12	7	3	2	8	16	10	7	7
Column %	8%	6%	10%	0%	8%	3%	13%	12%	4%	6%	17% J	9%	8%	6%	10%	9%	8%	7%
No impact																		
Count	184	96	88	0	39	24	39	35	47	140	18	11	16	87	97	69	61	55
Column %	61%	62%	61%	0%	44%	45%	77% EF	71% EF	82% EF	71% KL	46%	26%	64% L	63%	60%	65%	67%	53%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJKLMQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	38	22	16	0	**11**	**17**	**5**	**3**	**2**	**19**	**2**	**14**	**3**	20	19	11	12	15
Column %	13%	15%	11%	0%	**13%**	**31%** EGHI	**11%**	**5%**	**4%**	**10%**	**6%**	**35%** JKM	**12%**	14%	12%	11%	13%	15%
Somewhat more favorable impression																		
Count	39	19	19	1	**19**	7	4	**3**	5	22	5	9	3	21	18	18	9	12
Column %	13%	12%	13%	100%	**21%** H	13%	8%	**7%**	9%	11%	14%	22%	12%	15%	11%	17%	10%	12%
Less favorable impression																		
Count	20	13	7	0	**8**	3	**0**	**6**	3	13	0	5	2	8	12	4	5	10
Column %	7%	8%	5%	0%	**9%** G	5%	**0%**	**12%** G	6%	6%	0%	13%	8%	5%	8%	4%	6%	10%
Much less favorable impression																		
Count	32	13	20	0	14	5	4	6	3	**17**	**9**	3	3	11	22	8	13	11
Column %	11%	8%	14%	0%	15%	9%	9%	12%	6%	**9%**	**23%** J	9%	12%	8%	13%	8%	14%	11%
No impact																		
Count	171	88	83	0	**37**	**23**	**37**	**31**	**43**	**126**	**22**	**9**	**14**	81	90	64	52	54
Column %	57%	57%	57%	0%	**42%**	**42%**	**72%** EF	**64%** EF	**75%** EF	**64%** L	**58%** L	**22%**	**56%** L	58%	56%	61%	58%	52%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	28	14	14	0	10	13	1	3	1	16	2	9	1	19	9	8	9	11
Column %	9%	9%	10%	0%	12% GI	25% EGHI	2%	5%	1%	8%	6%	22% JM	4%	13% O	6%	7%	10%	10%
Somewhat more favorable impression																		
Count	38	22	15	1	14	11	6	3	4	18	5	12	3	14	24	13	9	16
Column %	13%	14%	10%	100%	15%	20%	12%	7%	7%	9%	14%	30% J	12%	10%	15%	13%	10%	15%
Less favorable impression																		
Count	19	7	12	0	9	2	2	3	2	12	2	3	1	6	12	6	3	10
Column %	6%	4%	8%	0%	11%	3%	4%	7%	3%	6%	6%	9%	4%	5%	8%	5%	3%	10% Q
Much less favorable impression																		
Count	28	9	19	0	11	4	4	7	3	14	9	2	3	11	17	7	10	10
Column %	9%	6%	13% B	0%	12%	7%	7%	14%	6%	7%	23% JL	4%	12%	8%	11%	7%	11%	10%
No impact																		
Count	187	102	85	0	45	25	38	33	47	137	20	14	17	89	98	71	60	56
Column %	62%	66%	59%	0%	51%	45%	75% EF	67% F	82% EF	69% KL	52%	35%	68% L	64%	61%	68% R	66%	54%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BEFGHIJKLMOQR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable Count Column %	44 15%	24 15%	20 14%	0 0%	16 18% HI	18 32% EGHI	6 12%	3 5%	2 3%	20 10%	4 11%	17 43% JKM	2 8%	19 13%	25 16%	13 13%	10 11%	21 20%
Somewhat more favorable impression Count Column %	35 12%	15 10%	20 14%	0 0%	23 25% FGI	3 5%	2 3%	6 13% I	2 3%	16 8%	2 6%	16 39% JKM	1 4%	16 12%	19 12%	17 16%	7 7%	12 11%
Less favorable impression Count Column %	14 5%	8 5%	5 4%	0 0%	7 7%	5 9%	1 2%	2 4%	0 0%	8 4%	2 6%	0 0%	4 16% JL	6 4%	8 5%	6 5%	3 3%	5 5%
Much less favorable impression Count Column %	21 7%	8 5%	14 10%	0 0%	6 6%	4 7%	4 8%	4 9%	3 6%	12 6%	7 17% JL	0 0%	3 12%	9 6%	12 8%	6 5%	6 7%	10 9%
No impact Count Column %	186 62%	100 64%	85 59%	1 100%	38 43%	26 47%	38 75% EF	34 69% EF	50 88% EFH	141 72% L	23 60% L	7 17%	15 60% L	89 64%	96 60%	64 61%	66 72% R	56 54%

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	36	17	19	0	14	14	5	3	1	21	2	12	1	20	17	10	11	15
Column %	12%	11%	13%	0%	15% I	26% GHI	10% I	5%	1%	11%	6%	31% JKM	4%	14%	10%	10%	12%	15%
Somewhat more favorable impression																		
Count	39	17	22	0	23	3	4	6	3	16	7	14	2	18	21	16	8	15
Column %	13%	11%	15%	0%	26% FGHI	6%	8%	12%	4%	8%	17%	35% JM	8%	13%	13%	15%	9%	15%
Less favorable impression																		
Count	18	13	4	0	10	6	1	2	0	6	2	7	3	6	12	11	1	6
Column %	6%	9% C	3%	0%	11% GI	10% I	2%	4%	0%	3%	6%	17% J	12%	4%	7%	10% Q	1%	6% Q
Much less favorable impression																		
Count	21	9	12	0	6	3	2	5	4	14	4	0	3	9	12	3	7	10
Column %	7%	6%	9%	0%	7%	5%	4%	11%	8%	7%	11%	0%	12%	6%	8%	3%	8%	10% P
No impact																		
Count	186	99	86	1	36	28	39	34	49	140	23	7	16	88	98	65	64	57
Column %	62%	64%	60%	100%	40%	52%	77% EF	69% E	86% EFH	71% L	60% L	17%	64% L	63%	61%	62%	70% R	55%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CEFGHIJKLMPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable Count Column %	32 11%	20 13%	12 8%	0 0%	12 14% H	12 21% HI	4 9%	1 2%	2 4%	16 8%	4 11%	10 26% JM	1 4%	19 13%	13 8%	12 11%	7 7%	13 12%
Somewhat more favorable impression Count Column %	51 17%	28 18%	23 16%	0 0%	28 32% GHI	10 19% I	3 7%	5 10%	4 6%	21 11%	2 6%	23 57% JKM	5 20%	23 17%	28 17%	22 21%	11 13%	17 17%
Less favorable impression Count Column %	18 6%	5 3%	13 9% B	0 0%	7 8%	3 5%	4 8%	4 8%	1 1%	10 5%	4 12%	2 4%	2 8%	5 3%	14 8%	4 4%	4 5%	10 10% P
Much less favorable impression Count Column %	24 8%	8 5%	16 11%	0 0%	4 4%	5 9%	3 5%	5 11%	8 14% E	15 8%	4 11%	2 4%	3 12%	9 7%	15 9%	7 6%	8 9%	10 9%
No impact Count Column %	175 58%	93 60%	81 56%	1 100%	37 42%	25 45%	36 71% EF	34 69% EF	42 74% EF	134 68% L	23 60% L	4 9%	14 56% L	83 60%	91 57%	61 58%	60 66% R	53 51%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BEFGHIJKLMPR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	35	15	20	0	14	13	6	1	2	18	2	14	1	19	16	8	12	15
Column %	12%	10%	14%	0%	16% HI	24% HI	11%	2%	3%	9%	6%	35% JKM	4%	14%	10%	8%	13%	14%
Somewhat more favorable impression																		
Count	35	21	14	0	20	7	2	5	1	15	2	16	2	15	20	19	3	12
Column %	12%	13%	10%	0%	22% GI	13% I	4%	10% I	1%	8%	6%	39% JKM	8%	11%	12%	18% Q	4%	12%
Less favorable impression																		
Count	16	9	7	0	7	3	2	3	2	9	2	2	3	7	10	6	4	7
Column %	5%	6%	5%	0%	8%	5%	3%	5%	3%	5%	6%	4%	12%	5%	6%	5%	4%	7%
Much less favorable impression																		
Count	25	11	15	0	7	4	4	6	5	12	9	2	3	8	18	5	6	14
Column %	8%	7%	10%	0%	8%	7%	7%	12%	9%	6%	23% JL	4%	12%	5%	11%	5%	7%	14% P
No impact																		
Count	189	99	89	1	41	27	38	35	48	143	23	7	16	90	98	68	66	55
Column %	63%	64%	61%	100%	46%	50%	75% EF	71% EF	84% EF	72% L	60% L	17%	64% L	65%	61%	64%	72% R	53%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: EFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable																		
Count	33	21	12	0	12	14	3	2	2	17	4	12	0	20	14	10	11	12
Column %	11%	14%	8%	0%	14% HI	26% GHI	7%	3%	3%	9%	11%	30% JKM	0%	14%	9%	10%	12%	12%
Somewhat more favorable impression																		
Count	38	15	23	0	22	9	3	3	2	17	0	16	5	11	26	14	6	17
Column %	13%	9%	16%	0%	25% GHI	16% I	5%	5%	3%	9%	0%	39% JK	20% K	8%	16% N	14%	7%	17% Q
Less favorable impression																		
Count	20	12	8	0	8	1	4	4	3	8	4	5	2	11	9	8	3	10
Column %	7%	8%	6%	0%	9% F	2%	8%	9% F	4%	4%	11%	13% J	8%	8%	6%	7%	3%	9%
Much less favorable impression																		
Count	21	9	13	0	5	4	2	6	5	12	7	0	3	9	13	5	8	9
Column %	7%	6%	9%	0%	5%	7%	4%	12%	9%	6%	17% JL	0%	12%	6%	8%	4%	9%	8%
No impact																		
Count	188	99	88	1	42	27	39	35	46	143	23	7	15	89	98	69	63	56
Column %	63%	64%	61%	100%	47% EF	49% EF	76% EF	71% EF	80% EF	72% L	60% L	17%	60% L	64%	61%	65%	69% R	54%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKLMNQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	155	144	1	89	55	51	49	57	197	38	40	25	139	161	106	91	104
Much more favorable Count	32	18	14	0	9	15	4	1	3	18	2	12	0	15	17	8	7	17
Column %	11%	12%	10%	0%	10% H	28% EGHI	8%	2%	4%	9%	6%	30% JKM	0%	11%	10%	8%	8%	16%
Somewhat more favorable impression Count	43	20	23	0	28	5	5	4	0	14	4	21	3	22	21	23	9	11
Column %	14%	13%	16%	0%	32% FGHI	9% I	10% I	9% I	0%	7%	11%	52% JKM	12%	16%	13%	22% QR	9%	11%
Less favorable impression Count	15	6	8	0	5	2	2	5	1	9	2	0	3	4	11	2	3	9
Column %	5%	4%	6%	0%	6%	4%	3%	10% I	1%	5%	6%	0%	12%	3%	7%	2%	4%	9% P
Much less favorable impression Count	23	12	12	0	7	4	2	4	6	11	6	2	4	9	15	5	7	11
Column %	8%	7%	8%	0%	8%	7%	4%	9%	11%	6%	17% J	4%	16%	6%	9%	5%	8%	11%
No impact Count	188	99	88	1	39	28	38	35	47	144	23	5	15	90	97	68	65	55
Column %	63%	64%	61%	100%	44%	52%	75% EF	71% EF	83% EF	73% L	60% L	13%	60% L	65%	61%	64%	71% R	53%

Weight Variable = Atlantic Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKLMPQR**

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ASU National Sports Public Opinion Pulse
Great Lakes Topline and Crosstabs

OH PREDICTIVE INSIGHTS

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	154
Column %	51%
Male	
Count	145
Column %	48%
Intersex	
Count	1
Column %	0%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	90
Column %	30%
35 to 44 years old	
Count	58
Column %	19%
45 to 54 years old	
Count	46
Column %	15%
55 to 64 years old	
Count	48
Column %	16%
65 years old or more	
Count	59
Column %	20%

HHI

	Total
Sample Size	300
Under $50k	
Count	126
Column %	42%
$50k to $100k	
Count	96
Column %	32%
$100k+	
Count	78
Column %	26%

Ethnicity

	Total
Sample Size	300
White	
Count	229
Column %	76%
Hispanic	
Count	22
Column %	7%
AA	
Count	33
Column %	11%
Asain	
Count	11
Column %	4%
Other	
Count	5
Column %	2%

Education

	Total
Sample Size	300
HS or less	
Count	66
Column %	22%
Some College/Trade School	
Count	93
Column %	31%
College Grad	
Count	80
Column %	27%
Post-Grad	
Count	60
Column %	20%

Weight Variable = Great Lakes Weighting

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	87	**34**	**53**	0	**36**	15	**11**	**10**	15	**62**	7	**16**	**3**	48	39	35	27	25
Column %	29%	**22%**	**36%** B	0%	**41%** GH	26%	**23%**	**21%**	26%	**27%**	31%	**49%** JM	**18%**	30%	28%	28%	29%	32%
Somewhat Often																		
Count	59	**23**	**36**	0	21	13	8	6	11	43	7	6	3	26	33	22	18	19
Column %	20%	**15%**	**25%** B	0%	23%	23%	18%	12%	19%	19%	32%	17%	17%	16%	23%	17%	19%	25%
Not Very Often																		
Count	34	16	18	0	**12**	**11**	5	4	**3**	**23**	4	**2**	**5**	15	19	13	15	7
Column %	11%	10%	13%	0%	**14%** I	**19%** I	10%	8%	**5%**	**10%**	19%	**5%**	**32%** JL	9%	14%	10%	15%	9%
Not Often at All																		
Count	42	23	19	0	**6**	**4**	9	14	9	35	1	3	3	24	18	18	10	14
Column %	14%	15%	13%	0%	**6%**	**8%**	**19%** E	**29%** EF	16%	15%	7%	8%	17%	15%	13%	15%	10%	18%
I don't watch sports																		
Count	77	**57**	**19**	1	**14**	15	14	**15**	**20**	66	3	7	3	47	31	**38**	26	**14**
Column %	26%	**37%** C	**13%**	100%	**16%**	25%	30%	**31%** E	**34%** E	29%	12%	20%	16%	29%	22%	**30%** R	27%	**17%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJLMR**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often Count Column %	71 24%	**23** **15%**	**48** **33%** B	0 0%	24 27%	14 24%	10 21%	9 18%	14 24%	53 23%	3 13%	12 36%	3 17%	35 22%	36 25%	31 25%	22 23%	18 23%
Somewhat Often Count Column %	73 24%	35 23%	38 26%	0 0%	25 28%	**18** **32%** I	9 19%	12 26%	**9** **14%**	**51** **22%**	**9** **44%** J	8 26%	5 28%	39 24%	35 25%	26 20%	26 27%	22 28%
Not Very Often Count Column %	42 14%	18 12%	24 16%	0 0%	**17** **19%** I	6 11%	8 18%	7 14%	**4** **6%**	**26** **11%**	**7** **31%** J	**3** **9%**	**6** **39%** JL	24 15%	18 13%	19 15%	13 13%	11 14%
Not Often at All Count Column %	41 14%	23 15%	18 12%	0 0%	**8** **9%**	**4** **7%**	6 14%	8 17%	**14** **24%** EF	38 17%	0 0%	3 8%	0 0%	19 12%	22 16%	16 13%	9 10%	15 19%
I don't watch sports Count Column %	73 24%	**54** **35%** C	**18** **13%**	1 100%	15 17%	15 25%	13 28%	12 25%	18 31%	61 27%	3 12%	7 20%	3 16%	43 27%	30 21%	34 27%	26 27%	13 16%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCEFIJL**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	36	14	22	0	19	14	1	0	2	26	1	7	2	15	21	12	15	8
Column %	12%	9%	15%	0%	22% GHI	24% GHI	2%	0%	3%	11%	7%	22%	12%	9%	15%	10%	16%	11%
Somewhat Often																		
Count	40	20	20	0	26	5	5	5	0	21	4	13	2	20	20	15	13	13
Column %	13%	13%	14%	0%	29% FGHI	8%	11% I	10% I	0%	9%	19%	40% JM	12%	13%	14%	12%	14%	16%
Not Very Often																		
Count	38	18	20	0	15	10	6	2	5	25	5	4	4	23	14	17	15	6
Column %	13%	12%	14%	0%	17%	17%	12%	5%	8%	11%	24%	13%	21%	15%	10%	13%	16%	7%
Not Often at All																		
Count	91	41	51	0	15	14	16	19	27	76	7	3	5	47	44	37	24	30
Column %	30%	26%	35%	0%	17%	25%	34% E	41% E	45% EF	33% L	32%	9%	33% L	30%	31%	29%	26%	38%
I don't watch sports																		
Count	95	61	33	1	14	15	19	21	26	82	4	5	4	53	41	45	28	22
Column %	32%	40% C	22%	100%	16%	25%	41% E	45% EF	44% EF	36% L	18%	16%	22%	33%	29%	36%	29%	28%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CEFGHIJLM**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	29	12	17	0	**17**	**9**	**1**	**1**	**1**	**20**	1	**7**	1	11	19	**8**	**14**	7
Column %	10%	8%	12%	0%	**19% GHI**	**16% GHI**	**2%**	**2%**	**1%**	**9%**	7%	**22% J**	6%	7%	13%	**7%**	**15% P**	9%
Somewhat Often																		
Count	43	18	25	0	**26**	**9**	**5**	**0**	**3**	**25**	**7**	**10**	2	21	22	18	11	15
Column %	14%	12%	17%	0%	**29% GHI**	**16% HI**	**11% H**	**0%**	**5%**	**11%**	**31% J**	**31% J**	11%	13%	16%	14%	12%	19%
Not Very Often																		
Count	39	16	23	0	16	8	6	4	5	27	3	7	2	23	16	19	15	6
Column %	13%	10%	16%	0%	18%	13%	14%	9%	8%	12%	12%	22%	12%	14%	12%	15%	15%	7%
Not Often at All																		
Count	89	44	44	0	**14**	**15**	**14**	**21**	**25**	**73**	7	**3**	**6**	50	38	34	27	28
Column %	30%	29%	30%	0%	**16% E**	**26%**	**30% E**	**44% EF**	**42% E**	**32% L**	31%	**9%**	**39% L**	31%	27%	27%	28%	36%
I don't watch sports																		
Count	99	**63**	**36**	1	**16**	16	**20**	**21**	**26**	**85**	4	**5**	5	55	45	47	29	23
Column %	33%	**41% C**	**24%**	100%	**18% E**	28%	**43% E**	**45% E**	**44% E**	**37% L**	18%	**16%**	32%	34%	32%	38%	31%	29%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CEFGHIJLP**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-Colleg e N	Colleg e O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	33	14	19	0	19	12	1	0	1	21	4	6	2	19	14	12	12	9
Column %	11%	9%	13%	0%	21% GHI	21% GHI	2%	0%	1%	9%	19%	18%	11%	12%	10%	9%	12%	11%
Somewhat Often																		
Count	37	14	23	0	28	6	2	1	0	20	4	11	1	17	20	15	14	9
Column %	12%	9%	16%	0%	31% FGHI	10% I	4%	3%	0%	9%	20%	35% JM	6%	10%	14%	12%	14%	11%
Not Very Often																		
Count	35	16	19	0	14	5	9	3	5	23	4	6	2	18	17	16	13	7
Column %	12%	10%	13%	0%	16%	9%	19%	6%	8%	10%	18%	18%	12%	11%	12%	12%	14%	8%
Not Often at All																		
Count	99	47	52	0	13	20	18	22	26	81	6	4	8	52	47	36	31	33
Column %	33%	31%	36%	0%	15%	35% E	39% E	47% E	43% E	35% L	26%	13%	49% L	33%	34%	28%	32%	42% P
I don't watch sports																		
Count	96	63	32	1	16	15	16	21	28	84	4	5	4	54	42	48	27	21
Column %	32%	41% C	22%	100%	18%	25%	36% E	45% EF	47% EF	36% L	18%	16%	22%	34%	30%	38%	28%	27%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CEFGHIJLMP

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	33	14	18	0	**13**	**11**	**1**	4	**4**	24	1	6	1	14	18	13	**15**	**5**
Column %	11%	9%	13%	0%	**15%** G	**19%** GI	**2%**	9%	**6%**	11%	7%	18%	5%	9%	13%	10%	**16%** R	**6%**
Somewhat Often																		
Count	44	21	23	0	**24**	9	**5**	**4**	**3**	**27**	4	**11**	2	22	22	17	13	14
Column %	15%	13%	16%	0%	**26%** GHI	15%	**11%**	**8%**	**5%**	**12%**	18%	**35%** J	12%	14%	16%	13%	14%	17%
Not Very Often																		
Count	41	**15**	**26**	0	15	7	7	4	8	31	3	6	1	24	17	17	15	10
Column %	14%	**10%**	**18%** B	0%	17%	12%	16%	8%	13%	14%	12%	18%	6%	15%	12%	13%	15%	12%
Not Often at All																		
Count	86	39	47	0	20	15	14	16	21	**67**	**10**	**3**	**6**	47	39	35	24	27
Column %	29%	26%	32%	0%	22%	25%	31%	35%	35%	**29%** L	**44%** L	**9%**	**39%** L	30%	28%	28%	25%	34%
I don't watch sports																		
Count	97	**65**	**31**	1	**18**	16	**19**	**19**	**24**	80	4	7	6	52	44	44	29	24
Column %	32%	**42%** C	**21%**	100%	**20%**	28%	**41%** E	**41%** E	**40%** E	35%	18%	20%	38%	33%	31%	35%	30%	30%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: BCEGHIJLR**

12

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Often																		
Count	34	**12**	**22**	0	**17**	**13**	1	2	2	28	0	6	0	13	21	13	15	7
Column %	11%	**8%**	**15%** B	0%	**19%** GHI	**22%** GHI	2%	4%	3%	12%	0%	18%	0%	8%	15%	10%	15%	8%
Somewhat Often																		
Count	48	20	28	0	18	9	**11**	5	**6**	36	3	7	2	23	25	17	15	16
Column %	16%	13%	19%	0%	20%	15%	**24%** I	10%	**9%**	16%	13%	22%	11%	14%	18%	13%	16%	21%
Not Very Often																		
Count	66	30	36	0	24	12	8	10	11	**44**	8	**12**	2	32	33	**17**	**27**	**21**
Column %	22%	20%	24%	0%	27%	21%	18%	21%	18%	**19%**	37%	**35%** J	10%	20%	24%	**14%**	**29%** P	**26%** P
Not Often at All																		
Count	77	37	40	0	**16**	13	13	14	**21**	**58**	**8**	**3**	**8**	43	35	**40**	**16**	21
Column %	26%	24%	28%	0%	**18%**	22%	28%	30%	**35%** E	**25%** L	**38%** L	**8%**	**51%** JL	27%	25%	**32%** Q	**17%**	27%
I don't watch sports																		
Count	75	**55**	**19**	1	**14**	12	13	**16**	**20**	63	3	5	5	**49**	**26**	**39**	23	**14**
Column %	25%	**36%** C	**13%**	100%	**16%**	20%	28%	**34%** E	**34%** E	27%	12%	16%	28%	**31%** O	**19%**	**31%** R	24%	**17%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEGHIJLOPQR

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	97	43	54	0	36	18	15	11	17	71	7	16	3	47	50	40	31	27
Column %	32%	28%	37%	0%	40% H	31%	33%	22%	29%	31%	31%	49% JM	18%	29%	36%	32%	32%	34%
Somewhat Favorable																		
Count	60	25	35	0	18	11	8	9	14	49	6	3	3	29	31	18	20	22
Column %	20%	16%	24%	0%	20%	19%	17%	20%	23%	21%	26%	9%	17%	18%	22%	14%	21%	29% P
Neither Favorable nor Unfavorable																		
Count	75	44	30	1	23	18	12	7	15	54	8	8	5	42	33	42	22	12
Column %	25%	29%	21%	100%	26%	30%	26%	16%	25%	23%	37%	24%	33%	26%	24%	33% R	23%	15%
Somewhat Unfavorable																		
Count	30	18	12	0	6	4	5	8	7	25	0	3	3	15	16	9	10	11
Column %	10%	12%	9%	0%	7%	6%	11%	18% E	12%	11%	0%	9%	15%	9%	11%	8%	10%	14%
Very Unfavorable																		
Count	37	23	14	0	7	7	5	12	6	30	1	3	3	27	10	17	14	6
Column %	12%	15%	10%	0%	8%	13%	12%	25% EI	10%	13%	6%	9%	16%	17% O	7%	14%	15%	8%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EHIJMOPR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	79	**28**	**51**	0	19	17	13	9	20	65	3	6	5	36	42	28	26	24
Column %	26%	**18%**	**35% B**	0%	21%	30%	27%	20%	34%	28%	13%	17%	33%	23%	30%	22%	28%	31%
Somewhat Favorable																		
Count	72	**29**	**43**	0	22	15	11	10	15	56	8	6	3	32	41	25	24	24
Column %	24%	**19%**	**30% B**	0%	24%	25%	24%	22%	25%	24%	37%	19%	17%	20%	29%	20%	25%	30%
Neither Favorable nor Unfavorable																		
Count	101	**66**	**34**	1	34	17	17	16	18	**73**	8	**17**	**3**	**62**	**39**	47	29	24
Column %	34%	**43% C**	**23%**	100%	38%	29%	36%	34%	30%	**32%**	37%	**51% JM**	**18%**	**39% O**	**28%**	38%	31%	31%
Somewhat Unfavorable																		
Count	17	10	7	0	4	3	2	**6**	**1**	13	0	**0**	**4**	6	11	7	6	4
Column %	6%	6%	5%	0%	4%	6%	4%	**14% I**	**2%**	6%	0%	**0%**	**21% L**	3%	8%	5%	6%	5%
Very Unfavorable																		
Count	32	21	11	0	12	5	4	5	6	23	3	4	2	**24**	**8**	**19**	10	**3**
Column %	11%	14%	7%	0%	13%	9%	8%	11%	10%	10%	12%	13%	11%	**15% O**	**6%**	**15% R**	11%	**4%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BCIJLMOR**

15

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	67	**24**	**42**	0	**30**	14	10	**4**	**9**	**39**	**3**	**22**	**3**	35	31	27	22	17
Column %	22%	**16%**	**29%**	0%	**34%**	24%	21%	**9%**	**15%**	**17%**	**13%**	**67%**	**18%**	22%	22%	22%	23%	21%
			B		HI							JKM						
Somewhat Favorable																		
Count	60	29	31	0	19	**14**	11	9	**6**	47	5	**3**	**5**	28	32	26	19	16
Column %	20%	19%	21%	0%	22%	**25%**	24%	20%	**11%**	20%	25%	**9%**	**33%**	18%	23%	20%	19%	21%
						I							L					
Neither Favorable nor Unfavorable																		
Count	106	**66**	**39**	1	**27**	**16**	19	**14**	**30**	**87**	**11**	**5**	**3**	56	50	**50**	**25**	31
Column %	35%	**43%**	**27%**	100%	**30%**	**28%**	41%	**30%**	**50%**	**38%**	**50%**	**16%**	**16%**	35%	36%	**39%**	**27%**	40%
		C							EFH	L	LM					Q		
Somewhat Unfavorable																		
Count	25	12	12	0	9	6	2	6	3	19	3	1	2	14	10	9	9	7
Column %	8%	8%	8%	0%	10%	10%	4%	12%	5%	8%	12%	4%	11%	9%	7%	7%	10%	9%
Very Unfavorable																		
Count	42	22	21	0	**5**	**8**	**5**	**14**	**12**	37	0	1	4	26	17	15	**20**	**8**
Column %	14%	14%	14%	0%	**5%**	**13%**	**10%**	**29%**	**19%**	16%	0%	4%	22%	16%	12%	12%	**21%**	**10%**
								EFG	E								R	

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMQR**

16

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	66	**26**	**40**	0	22	13	11	9	11	53	1	7	5	37	30	24	22	21
Column %	22%	**17%**	**27%** B	0%	24%	23%	24%	20%	18%	23%	7%	22%	28%	23%	21%	19%	23%	26%
Somewhat Favorable																		
Count	67	**27**	**40**	0	17	14	10	13	13	55	4	4	4	**28**	**38**	24	20	23
Column %	22%	**18%**	**27%** B	0%	19%	24%	21%	27%	22%	24%	20%	13%	21%	**18%**	**27%** N	19%	20%	29%
Neither Favorable nor Unfavorable																		
Count	109	**66**	**42**	1	31	20	17	17	24	81	11	14	4	58	51	51	33	25
Column %	36%	**43%** C	**29%**	100%	35%	35%	36%	36%	40%	35%	50%	43%	24%	36%	36%	41%	34%	32%
Somewhat Unfavorable																		
Count	25	11	14	0	5	5	4	4	7	17	3	2	4	13	12	10	9	5
Column %	8%	7%	10%	0%	6%	8%	9%	8%	11%	7%	12%	5%	21%	8%	8%	8%	10%	7%
Very Unfavorable																		
Count	33	**23**	**10**	0	14	5	4	5	5	24	3	6	1	**23**	**10**	**17**	12	**4**
Column %	11%	**15%** C	**7%**	0%	16%	9%	9%	10%	8%	10%	12%	18%	5%	**15%** O	**7%**	**13%** R	13%	**5%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCNOR

17

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	39	**12**	**27**	0	14	12	5	4	5	26	3	7	3	18	21	12	14	13
Column %	13%	**8%**	**18% B**	0%	15%	21%	10%	8%	8%	11%	13%	22%	17%	11%	15%	9%	15%	16%
Somewhat Favorable																		
Count	49	26	23	0	20	6	6	6	10	37	5	4	2	23	26	**15**	16	**18**
Column %	16%	17%	16%	0%	22%	11%	13%	13%	17%	16%	25%	13%	11%	15%	18%	**12%**	17%	**22% P**
Neither Favorable nor Unfavorable																		
Count	130	72	58	1	36	24	23	21	27	95	11	17	8	69	61	58	42	31
Column %	43%	47%	40%	100%	40%	41%	51%	44%	45%	42%	50%	52%	46%	43%	44%	46%	43%	40%
Somewhat Unfavorable																		
Count	30	14	17	0	7	5	5	6	8	26	1	**0**	**4**	17	13	13	10	8
Column %	10%	9%	12%	0%	8%	9%	10%	12%	13%	11%	6%	**0%**	**21% L**	11%	9%	10%	10%	10%
Very Unfavorable																		
Count	52	30	22	0	14	10	7	11	10	**45**	1	4	**1**	32	20	29	14	9
Column %	17%	20%	15%	0%	15%	18%	16%	23%	16%	**20% M**	6%	14%	**5%**	20%	14%	23%	14%	12%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BLMP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	38	16	23	0	13	9	7	5	5	27	5	3	4	19	20	12	17	10
Column %	13%	10%	16%	0%	14%	16%	15%	10%	8%	12%	24%	9%	22%	12%	14%	9%	17%	13%
Somewhat Favorable																		
Count	65	32	33	0	19	12	13	12	9	55	1	7	1	35	29	26	22	17
Column %	22%	21%	22%	0%	21%	20%	28%	25%	16%	24% M	7%	22%	5%	22%	21%	21%	23%	22%
Neither Favorable nor Unfavorable																		
Count	108	66	41	1	31	22	14	16	25	79	9	13	8	66	42	49	32	27
Column %	36%	43% C	29%	100%	35%	39%	31%	34%	42%	34%	43%	38%	46%	41% O	30%	39%	34%	34%
Somewhat Unfavorable																		
Count	37	15	22	0	17	5	4	4	7	22	6	6	4	16	21	15	10	11
Column %	12%	10%	15%	0%	19%	9%	9%	8%	11%	10%	26% J	17%	21%	10%	15%	12%	11%	15%
Very Unfavorable																		
Count	52	25	27	0	10	9	8	11	13	47	0	4	1	24	28	24	15	13
Column %	17%	16%	18%	0%	12%	16%	17%	23%	23%	20% KM	0%	14%	5%	15%	20%	19%	16%	16%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: CJKMO**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	56	**17**	**39**	0	13	9	8	10	15	47	1	4	4	**22**	**34**	18	19	19
Column %	19%	**11%**	**27%** B	0%	15%	15%	18%	22%	26%	20%	7%	14%	22%	**14%**	**24%** N	14%	20%	24%
Somewhat Favorable																		
Count	64	30	34	0	25	11	10	9	9	46	4	10	4	28	36	22	19	23
Column %	21%	19%	23%	0%	28%	19%	21%	19%	16%	20%	19%	30%	23%	18%	25%	17%	20%	29%
Neither Favorable nor Unfavorable																		
Count	123	**77**	**45**	1	32	27	21	18	25	94	12	12	5	73	49	**60**	38	**24**
Column %	41%	**50%** C	**31%**	100%	36%	47%	45%	37%	42%	41%	56%	38%	28%	46%	35%	**48%** R	40%	**31%**
Somewhat Unfavorable																		
Count	22	9	12	0	6	5	1	6	4	14	3	2	4	12	9	9	6	6
Column %	7%	6%	9%	0%	7%	9%	2%	12%	7%	6%	12%	5%	21%	8%	7%	7%	7%	8%
Very Unfavorable																		
Count	35	20	15	0	13	5	6	5	6	29	1	4	1	23	12	17	13	6
Column %	12%	13%	11%	0%	15%	9%	13%	10%	10%	12%	7%	14%	5%	15%	9%	13%	13%	8%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCNR**

20

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	44	**13**	**31**	0	14	8	7	7	9	35	1	6	2	25	20	17	15	13
Column %	15%	**9%**	**21%** **B**	0%	16%	14%	14%	14%	14%	15%	7%	18%	11%	15%	14%	13%	16%	16%
Somewhat Favorable																		
Count	53	23	30	0	18	8	9	10	8	42	4	3	4	23	30	**14**	**21**	**18**
Column %	18%	15%	21%	0%	20%	15%	19%	21%	13%	19%	19%	8%	23%	15%	21%	**11%**	**22%** **P**	**23%** **P**
Neither Favorable nor Unfavorable																		
Count	126	**75**	**50**	1	37	22	20	17	30	**89**	**13**	18	5	71	55	**61**	**33**	31
Column %	42%	**49%** **C**	**34%**	100%	41%	38%	44%	36%	50%	**39%**	**61%** **J**	56%	30%	44%	39%	**49%** **Q**	**35%**	40%
Somewhat Unfavorable																		
Count	28	13	15	0	4	8	5	5	6	23	1	1	3	12	16	8	10	10
Column %	9%	8%	10%	0%	5%	14%	11%	10%	10%	10%	7%	4%	15%	7%	12%	7%	11%	12%
Very Unfavorable																		
Count	49	30	19	0	16	11	5	9	7	40	1	4	4	29	20	**26**	17	**6**
Column %	16%	20%	13%	0%	18%	19%	12%	19%	13%	17%	7%	13%	21%	18%	14%	**21%** **R**	17%	**8%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCJPQR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	35	**10**	**26**	0	14	8	5	4	5	24	3	6	3	15	21	11	14	10
Column %	12%	**6%**	**18% B**	0%	15%	14%	11%	8%	8%	10%	13%	18%	17%	9%	15%	9%	15%	13%
Somewhat Favorable																		
Count	46	20	26	0	**20**	8	**3**	5	9	33	4	6	3	21	24	**10**	**16**	**19**
Column %	15%	13%	18%	0%	**23% G**	15%	**6%**	10%	16%	14%	19%	17%	17%	13%	17%	**8%**	**17% P**	**24% P**
Neither Favorable nor Unfavorable																		
Count	135	77	57	1	35	28	22	22	29	103	11	17	4	80	55	**65**	41	**29**
Column %	45%	50%	39%	100%	39%	48%	48%	45%	49%	45%	49%	52%	24%	50%	39%	**52% R**	43%	**37%**
Somewhat Unfavorable																		
Count	35	17	17	0	**6**	5	**9**	7	9	**25**	3	**1**	**5**	**13**	**22**	11	10	13
Column %	12%	11%	12%	0%	**6%**	9%	**19% E**	14%	15%	**11%**	12%	**4%**	**31% JL**	**8%**	**15% N**	9%	11%	17%
Very Unfavorable																		
Count	49	30	20	0	15	8	7	11	7	43	1	3	2	31	19	**28**	14	**7**
Column %	16%	19%	14%	0%	17%	14%	16%	23%	13%	19%	7%	9%	11%	19%	13%	**22% R**	15%	**9%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BEGJLNPR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	26	12	14	0	9	9	3	3	3	15	1	7	3	12	14	9	10	7
Column %	9%	8%	10%	0%	10%	16%	6%	6%	5%	7% J	6%	22% J	17%	8%	10%	7%	10%	9%
Somewhat Favorable																		
Count	60	25	35	0	29	12	7	4	9	41	6	12	3	28	32	20	20	19
Column %	20%	16%	24%	0%	32% GHI	21% H	15%	8%	16%	18%	26%	36% J	15%	17%	23%	16%	21%	25%
Neither Favorable nor Unfavorable																		
Count	129	80	47	1	31	26	23	20	28	102	9	11	6	75	53	54	42	33
Column %	43%	52% C	33%	100%	34%	46%	50%	43%	47%	45%	43%	33%	39%	47%	38%	43%	44%	42%
Somewhat Unfavorable																		
Count	32	10	22	0	8	4	6	6	9	25	4	2	2	14	19	15	6	12
Column %	11%	7%	15% B	0%	9%	6%	13%	12%	15%	11%	19%	5%	11%	9%	13%	12%	6%	15% Q
Very Unfavorable																		
Count	52	26	27	0	13	7	7	15	11	47	1	2	3	31	22	27	18	7
Column %	17%	17%	18%	0%	15%	11%	16%	32% EF	18%	20% L	7%	5%	17%	19%	16%	22% R	19%	9%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEFGHIJLQR**

23

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	34	13	21	0	12	8	4	4	6	23	4	4	3	13	21	10	13	11
Column %	11%	8%	14%	0%	14%	15%	8%	8%	9%	10%	19%	13%	17%	8%	15%	8%	14%	14%
Somewhat Favorable																		
Count	44	17	27	0	**21**	**5**	6	6	7	30	4	**9**	**1**	25	19	15	13	16
Column %	15%	11%	18%	0%	**23%** F	**8%**	13%	12%	11%	13%	19%	**26%** M	**5%**	16%	14%	12%	13%	20%
Neither Favorable nor Unfavorable																		
Count	143	**85**	**57**	1	38	30	22	22	32	108	11	15	9	78	65	62	45	36
Column %	48%	**55%** C	**39%**	100%	42%	52%	48%	47%	54%	47%	49%	47%	55%	49%	46%	49%	47%	46%
Somewhat Unfavorable																		
Count	32	15	18	0	6	8	6	4	9	26	1	3	2	15	18	12	11	10
Column %	11%	10%	12%	0%	6%	14%	13%	8%	15%	11%	7%	9%	11%	9%	13%	9%	11%	13%
Very Unfavorable																		
Count	47	24	23	0	13	7	8	12	7	**42**	1	**2**	2	29	18	**26**	15	**6**
Column %	16%	16%	16%	0%	15%	11%	18%	26%	11%	**18%** L	7%	**5%**	11%	18%	13%	**21%** R	15%	**7%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: CFLMR**

24

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable Count	36	16	20	0	16	8	4	4	5	**23**	1	**10**	2	19	17	14	12	9
Column %	12%	11%	14%	0%	18%	13%	8%	8%	8%	**10%**	6%	**31% J**	11%	12%	12%	11%	13%	12%
Somewhat Favorable Count	40	**13**	**27**	0	16	6	5	5	8	31	4	1	3	16	24	**11**	13	**16**
Column %	13%	**8%**	**19% B**	0%	18%	10%	11%	10%	14%	14%	20%	4%	17%	10%	17%	**9%**	14%	**20% P**
Neither Favorable nor Unfavorable Count	129	**79**	**49**	1	30	29	20	21	29	99	10	13	7	71	58	55	43	30
Column %	43%	**51% C**	**34%**	100%	34%	50%	44%	43%	49%	43%	48%	38%	44%	44%	41%	44%	45%	39%
Somewhat Unfavorable Count	40	17	23	0	13	6	8	6	8	27	4	6	3	20	20	15	11	15
Column %	13%	11%	16%	0%	14%	11%	17%	12%	13%	12%	20%	18%	17%	13%	14%	12%	11%	19%
Very Unfavorable Count	55	29	27	0	14	9	9	13	10	49	1	3	2	34	22	**31**	16	**8**
Column %	18%	19%	18%	0%	16%	16%	20%	27%	16%	21%	7%	9%	11%	21%	15%	**24% R**	17%	**11%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCJPR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Favorable																		
Count	35	14	21	0	**16**	6	5	5	**4**	24	1	7	3	19	16	12	14	9
Column %	12%	9%	14%	0%	**18% I**	11%	10%	10%	**6%**	10%	6%	22%	16%	12%	11%	9%	14%	12%
Somewhat Favorable																		
Count	33	13	20	0	10	7	3	7	5	26	1	3	2	14	18	**7**	**12**	**14**
Column %	11%	8%	14%	0%	12%	12%	7%	15%	8%	12%	7%	9%	11%	9%	13%	**5% P**	**13% P**	**18% P**
Neither Favorable nor Unfavorable																		
Count	144	81	62	1	**34**	30	**26**	20	**35**	108	13	14	8	77	67	65	43	35
Column %	48%	53%	42%	100%	**37%**	52%	**56% E**	42%	**58% E**	47%	62%	42%	50%	48%	47%	52%	45%	45%
Somewhat Unfavorable																		
Count	33	16	16	0	12	5	6	3	8	23	3	6	1	15	18	14	8	11
Column %	11%	11%	11%	0%	13%	8%	13%	6%	13%	10%	12%	18%	5%	9%	13%	11%	8%	15%
Very Unfavorable																		
Count	56	29	27	0	18	10	6	13	9	47	3	3	3	34	21	**29**	18	**9**
Column %	19%	19%	19%	0%	20%	18%	14%	27%	14%	21%	13%	9%	17%	22%	15%	**23% R**	19%	**11%**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: EIPR

26

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	101	52	49	1	34	21	13	15	19	**82**	**3**	**14**	3	57	45	47	32	23
Column %	34%	34%	34%	100%	38%	36%	28%	32%	32%	**36% K**	**13%**	**43% K**	16%	36%	32%	37%	33%	29%
2 Count	63	32	31	0	23	11	**14**	7	**7**	**42**	**8**	7	6	29	34	27	16	19
Column %	21%	21%	21%	0%	26%	20%	**30% I**	16%	**13%**	**18%**	**37% J**	22%	35%	18%	24%	22%	17%	24%
3 Count	40	20	20	0	10	8	8	8	7	31	5	3	1	19	21	15	16	10
Column %	13%	13%	14%	0%	11%	13%	18%	16%	11%	13%	24%	9%	6%	12%	15%	12%	16%	12%
4 Count	20	11	9	0	5	4	2	**2**	**8**	18	1	1	0	9	12	9	5	6
Column %	7%	7%	6%	0%	5%	6%	4%	**4%**	**14% H**	8%	7%	4%	0%	5%	8%	7%	6%	7%
5 Count	9	4	5	0	2	2	1	2	3	7	0	2	1	6	3	5	2	2
Column %	3%	3%	3%	0%	2%	3%	2%	4%	5%	3%	0%	5%	5%	3%	2%	4%	2%	2%
6 Count	10	3	6	0	5	3	1	1	0	7	1	1	0	5	4	**1**	3	**5**
Column %	3%	2%	4%	0%	5%	5%	2%	2%	0%	3%	7%	4%	0%	3%	3%	**1%**	3%	**7% P**
7 Count	12	7	5	0	5	2	0	1	4	**6**	0	**4**	2	6	5	4	4	3
Column %	4%	5%	3%	0%	6%	3%	0%	2%	6%	**2%**	0%	**13% J**	10%	4%	4%	3%	5%	4%
8 Count	9	4	5	0	2	0	2	3	2	7	1	0	1	4	5	3	5	1
Column %	3%	2%	4%	0%	3%	0%	4%	6%	3%	3%	7%	0%	6%	3%	3%	2%	5%	1%
9 Count	8	5	3	0	2	2	0	2	3	8	0	0	0	5	4	3	5	1
Column %	3%	3%	2%	0%	2%	3%	0%	4%	4%	4%	0%	0%	0%	3%	3%	2%	5%	1%
10 Count	7	4	3	0	1	3	1	1	1	5	1	0	1	4	3	3	2	2
Column %	2%	3%	2%	0%	1%	5%	2%	2%	2%	2%	6%	0%	5%	3%	2%	2%	2%	2%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: EHIJKOP**

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	21	12	10	0	**2**	3	**5**	**6**	**6**	19	0	0	3	**16**	**5**	8	6	7
Column %	7%	7%	7%	0%	**2%**	5%	**10%** E	**13%** E	**10%** E	8%	0%	0%	16%	**10%** O	**3%**	6%	6%	9%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EHIJKOP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	42	22	21	0	13	6	5	7	11	**34**	**5**	**0**	**4**	21	22	16	13	13
Column %	14%	14%	14%	0%	14%	11%	12%	14%	19%	**15% L**	**25% L**	**0%**	**22% L**	13%	16%	12%	14%	17%
2 Count	59	31	28	0	21	8	10	10	10	46	3	6	5	28	32	23	20	16
Column %	20%	20%	19%	0%	23%	14%	22%	21%	17%	20%	12%	17%	32%	17%	22%	18%	21%	21%
3 Count	56	33	23	0	20	10	10	10	7	39	6	8	3	33	23	25	16	15
Column %	19%	21%	16%	0%	22%	17%	21%	20%	11%	17%	26%	26%	17%	21%	16%	20%	16%	19%
4 Count	44	20	24	0	16	8	7	6	7	33	3	**9**	**0**	22	22	22	16	7
Column %	15%	13%	17%	0%	18%	15%	16%	12%	11%	14%	12%	**27% M**	**0%**	14%	16%	17%	17%	8%
5 Count	23	11	11	1	8	5	4	2	5	18	1	4	0	11	12	9	5	9
Column %	8%	7%	8%	100%	9%	8%	8%	4%	8%	8%	6%	12%	0%	7%	9%	7%	5%	12%
6 Count	20	8	13	0	5	2	2	4	8	15	1	3	1	14	7	**12**	**8**	**1**
Column %	7%	5%	9%	0%	6%	3%	4%	8%	13%	7%	7%	9%	6%	9%	5%	**9% R**	**8% R**	**1%**
7 Count	14	4	10	0	4	3	2	1	5	13	0	0	1	10	5	7	3	5
Column %	5%	3%	7%	0%	4%	5%	4%	2%	8%	6%	0%	0%	6%	6%	3%	5%	3%	6%
8 Count	5	3	2	0	1	3	1	0	0	2	0	1	2	2	3	1	3	1
Column %	2%	2%	1%	0%	1%	6%	2%	0%	0%	1%	0%	4%	11%	1%	2%	1%	3%	1%
9 Count	11	7	4	0	**0**	**4**	**4**	3	1	7	3	2	0	6	5	4	4	4
Column %	4%	5%	3%	0%	**0%**	**7% E**	**8% E**	6%	1%	3%	12%	5%	0%	4%	4%	3%	4%	5%
10 Count	15	11	4	0	**1**	**5**	0	**4**	**5**	15	0	0	0	10	5	5	6	4
Column %	5%	7%	3%	0%	**1% E**	**8% E**	0%	**9% E**	**8% E**	6%	0%	0%	0%	6%	3%	4%	6%	6%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ELMR**

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Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11																		
Count	9	4	6	0	1	4	1	2	2	9	0	0	1	4	6	3	4	3
Column %	3%	2%	4%	0%	1%	7%	2%	4%	3%	4%	0%	0%	5%	2%	4%	2%	4%	4%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	56	28	27	0	**10**	10	**11**	**12**	12	44	4	4	4	28	27	24	17	14
Column %	19%	18%	19%	0%	**11%**	18%	**25% E**	**25% E**	21%	19%	18%	13%	22%	18%	20%	19%	18%	18%
2 Count	42	20	21	1	10	6	7	7	12	37	1	3	1	22	20	17	11	14
Column %	14%	13%	14%	100%	12%	10%	14%	16%	20%	16%	7%	8%	6%	14%	14%	13%	12%	18%
3 Count	56	31	25	0	21	12	8	7	7	42	3	8	4	29	28	23	**25**	**8**
Column %	19%	20%	17%	0%	23%	21%	18%	15%	12%	19%	12%	23%	21%	18%	20%	18%	**26% R**	**11%**
4 Count	43	22	21	0	10	10	7	8	8	35	1	6	0	24	18	21	12	10
Column %	14%	14%	14%	0%	11%	17%	16%	17%	13%	15%	7%	17%	0%	15%	13%	16%	13%	12%
5 Count	36	18	18	0	15	7	3	3	8	25	3	7	1	21	15	12	13	11
Column %	12%	12%	12%	0%	17%	13%	7%	6%	13%	11%	13%	21%	6%	13%	11%	10%	14%	14%
6 Count	18	12	6	0	**9**	3	3	3	**1**	11	4	3	0	10	8	**12**	**2**	4
Column %	6%	8%	4%	0%	**10% I**	5%	6%	6%	**1%**	5%	18%	9%	0%	6%	5%	**9% Q**	**3%**	5%
7 Count	8	**1**	**7**	0	1	3	0	1	3	7	0	0	1	**0**	**8**	2	2	4
Column %	3%	**1%**	**5% B**	0%	1%	5%	0%	2%	5%	3%	0%	0%	6%	**0%**	**6% N**	2%	2%	5%
8 Count	14	6	7	0	4	2	1	2	5	9	3	1	1	8	6	6	4	4
Column %	5%	4%	5%	0%	4%	4%	2%	4%	8%	4%	12%	4%	5%	5%	4%	5%	4%	5%
9 Count	14	8	6	0	4	3	4	2	2	13	0	0	1	9	5	7	2	6
Column %	5%	5%	4%	0%	4%	5%	8%	4%	3%	6%	0%	0%	5%	6%	3%	5%	2%	7%
10 Count	9	3	6	0	2	2	2	2	1	**3**	1	**0**	**5**	4	5	2	5	2
Column %	3%	2%	4%	0%	3%	3%	4%	4%	2%	**1%**	7%	**0%**	**28% JL**	3%	3%	1%	5%	3%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BEIJLNQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11																		
Count	5	4	1	0	4	0	0	1	1	3	1	1	0	4	1	1	2	2
Column %	2%	3%	1%	0%	4%	0%	0%	2%	1%	1%	6%	4%	0%	3%	1%	1%	2%	3%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BEIJLNQR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	4	2	3	0	3	0	1	0	0	3	0	2	0	3	2	3	0	1
Column %	1%	1%	2%	0%	4%	0%	2%	0%	0%	1%	0%	5%	0%	2%	1%	3%	0%	1%
2 Count	19	7	13	0	6	5	0	3	6	15	3	2	0	14	6	12	6	1
Column %	6%	4%	9%	0%	7%	8%	0%	6%	10%	7%	12%	5%	0%	9%	4%	10% R	6%	2%
3 Count	26	17	9	0	10	7	4	3	3	20	0	4	2	17	9	12	10	4
Column %	9%	11%	6%	0%	11%	13%	8%	6%	5%	9%	0%	13%	10%	10%	7%	10%	10%	5%
4 Count	47	25	20	1	21	6	8	6	6	33	3	7	4	25	22	23	15	9
Column %	16%	16%	14%	100%	24% FI	10%	17%	12%	11%	15%	12%	20%	24%	15%	16%	18%	16%	11%
5 Count	52	27	25	0	11	10	15	9	8	43	3	4	2	23	29	25	13	13
Column %	17%	17%	17%	0%	12%	17%	32% EI	18%	13%	19%	12%	14%	11%	14%	21%	20%	14%	17%
6 Count	39	20	19	0	6	14	4	5	10	31	3	3	3	17	22	12	14	12
Column %	13%	13%	13%	0%	7%	24% E	9%	10%	17% E	13%	13%	8%	16%	10%	16%	10%	15%	16%
7 Count	30	19	12	0	11	4	3	5	8	23	1	4	2	18	12	14	8	9
Column %	10%	12%	8%	0%	12%	6%	6%	10%	14%	10%	6%	13%	11%	11%	9%	11%	8%	11%
8 Count	24	10	14	0	1	2	6	7	8	22	0	2	1	16	9	7	7	10
Column %	8%	6%	10%	0%	1%	3%	14% EF	14% EF	14% EF	9%	0%	5%	6%	10%	6%	6%	7%	13%
9 Count	25	8	17	0	9	5	1	5	6	15	4	3	3	15	10	7	13	6
Column %	8%	6%	11%	0%	10%	9%	2%	10%	10%	7%	20%	9%	17%	10%	7%	5%	13% P	7%
10 Count	19	11	9	0	8	2	4	3	3	13	3	3	1	7	13	3	7	9
Column %	6%	7%	6%	0%	9%	3%	9%	6%	5%	6%	12%	9%	5%	4%	9%	3%	7%	12% P

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: EFIPR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count Column %	14 5%	8 5%	5 4%	0 0%	3 4%	4 7%	1 2%	**5 10% I**	**1 1%**	11 5%	3 12%	0 0%	0 0%	7 4%	7 5%	7 6%	3 3%	4 5%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: EFIPR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	25	11	13	0	**15**	3	4	**1**	**2**	**7**	**4**	**10**	3	**18**	**7**	10	9	5
Column %	8%	7%	9%	0%	**17%** HI	6%	8%	**2%**	**3%**	**3%**	**19%**	**31%** J	17%	**11%** O	**5%**	8%	9%	7%
2 Count	32	17	15	0	**12**	**10**	3	**7**	**1**	**23**	1	**7**	0	19	12	13	12	7
Column %	11%	11%	11%	0%	**13%** I	**17%** I	6%	**14%** I	**2%**	**10%**	7%	**22%** J	0%	12%	9%	11%	12%	9%
3 Count	27	9	17	0	4	7	2	5	9	23	1	1	1	11	15	**14**	**2**	**10**
Column %	9%	6%	12%	0%	5%	12%	4%	10%	14%	10%	7%	4%	6%	7%	11%	**11%** Q	**2%**	**13%** Q
4 Count	35	22	13	0	**7**	**11**	8	5	5	**27**	1	**2**	**5**	15	20	13	11	11
Column %	12%	14%	9%	0%	**7%**	**20%** E	16%	10%	8%	**12%**	7%	**5%**	**31%** JL	9%	14%	11%	11%	14%
5 Count	62	32	30	0	**25**	**8**	9	10	9	49	4	6	3	37	25	29	23	10
Column %	21%	21%	20%	0%	**28%** F	**14%**	21%	21%	16%	22%	18%	17%	18%	23%	18%	23%	24%	13%
6 Count	42	24	17	1	15	8	5	5	8	31	4	7	0	19	23	19	16	8
Column %	14%	16%	12%	100%	17%	15%	12%	11%	14%	14%	19%	20%	0%	12%	17%	15%	17%	10%
7 Count	28	18	10	0	**5**	**2**	**8**	6	7	25	3	0	1	18	11	16	6	7
Column %	9%	12%	7%	0%	**5%**	**4%**	**18%** EF	12%	12%	11%	12%	0%	5%	11%	8%	13%	6%	9%
8 Count	12	7	5	0	4	2	1	3	3	11	1	0	0	7	5	5	4	4
Column %	4%	5%	3%	0%	5%	3%	2%	6%	5%	5%	6%	0%	0%	5%	4%	4%	4%	5%
9 Count	18	**4**	**14**	0	**1**	**6**	2	2	**7**	16	1	0	0	6	12	**2**	6	**10**
Column %	6%	**3%**	**10%** B	0%	**1%**	**10%** E	4%	4%	**11%** E	7%	6%	0%	0%	4%	8%	**1%**	6%	**13%** P
10 Count	11	4	7	0	**1**	0	3	3	**5**	8	0	0	3	5	6	4	4	4
Column %	4%	3%	5%	0%	**1%**	0%	6%	6%	**8%** E	4%	0%	0%	16%	3%	4%	3%	4%	5%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BEFHIJLOPQ

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	8	4	4	0	1	0	1	3	4	7	0	0	1	4	5	1	5	3
Column %	3%	3%	3%	0%	1%	0%	2%	6%	6%	3%	0%	0%	6%	2%	3%	**1%**	**5%** **P**	4%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	7	4	3	0	1	2	1	1	3	7	0	0	0	**1**	**7**	3	2	3
Column %	2%	3%	2%	0%	1%	3%	2%	2%	5%	3%	0%	0%	0%	**1%**	**5%** N	2%	2%	4%
2 Count	22	14	8	0	4	5	**0**	5	**7**	**14**	0	**6**	3	9	13	7	7	8
Column %	7%	9%	5%	0%	5%	9%	**0%**	11%	**13%** G	**6%**	0%	**17%** J	15%	6%	9%	6%	7%	11%
3 Count	23	8	15	0	8	3	5	4	4	17	0	4	2	12	12	9	7	8
Column %	8%	5%	11%	0%	9%	5%	10%	8%	6%	7%	0%	13%	12%	7%	8%	7%	7%	10%
4 Count	29	15	13	0	10	4	5	4	7	22	4	1	1	15	14	10	10	8
Column %	10%	10%	9%	0%	11%	7%	11%	7%	11%	10%	18%	4%	6%	9%	10%	8%	11%	11%
5 Count	42	21	21	0	11	12	4	7	8	32	4	4	2	21	21	23	11	8
Column %	14%	14%	14%	0%	12%	20%	9%	16%	13%	14%	20%	13%	10%	13%	15%	18%	11%	10%
6 Count	77	38	39	0	29	11	14	10	13	63	3	7	4	45	32	34	24	19
Column %	26%	25%	27%	0%	32%	19%	30%	21%	23%	28%	12%	23%	24%	29%	23%	27%	25%	24%
7 Count	44	20	23	0	14	10	9	6	5	**27**	**10**	**4**	3	25	19	16	18	10
Column %	15%	13%	16%	0%	16%	17%	20%	12%	8%	**12%**	**44%** JL	**13%**	17%	16%	13%	13%	19%	12%
8 Count	29	16	11	1	7	5	4	7	6	22	1	3	3	18	11	14	7	8
Column %	10%	11%	8%	100%	8%	9%	8%	14%	11%	10%	6%	8%	16%	11%	8%	11%	8%	10%
9 Count	14	8	6	0	3	4	3	0	4	12	0	1	0	8	6	5	4	5
Column %	5%	5%	4%	0%	4%	7%	6%	0%	6%	5%	0%	4%	0%	5%	4%	4%	4%	6%
10 Count	9	6	3	0	**0**	2	1	**4**	3	9	0	0	0	6	4	4	4	2
Column %	3%	4%	2%	0%	**0%**	3%	2%	**7%** E	5%	4%	0%	0%	0%	3%	3%	3%	4%	2%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: EGJLN**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11																		
Count	4	2	3	0	3	0	1	1	0	3	0	2	0	1	3	2	3	0
Column %	1%	1%	2%	0%	3%	0%	2%	2%	0%	1%	0%	5%	0%	1%	2%	1%	3%	0%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	19	11	8	0	2	8	2	5	3	18	1	0	0	10	9	8	5	6
Column %	6%	7%	5%	0%	2%	13% E	4%	10%	5%	8%	6%	0%	0%	6%	7%	6%	5%	8%
2 Count	20	11	9	0	5	3	4	3	6	16	3	2	0	16	4	10	7	3
Column %	7%	7%	6%	0%	6%	5%	8%	6%	9%	7%	12%	5%	0%	10% O	3%	8%	7%	4%
3 Count	20	11	8	1	10	1	4	2	4	15	1	4	0	12	8	12	5	4
Column %	7%	7%	6%	100%	11% F	2%	8%	4%	6%	6%	6%	12%	0%	8%	6%	9%	5%	5%
4 Count	29	6	22	0	6	6	3	8	6	22	3	0	4	15	14	9	9	11
Column %	10%	4%	15% B	0%	6%	10%	6%	18% E	10%	10%	13%	0%	23% L	9%	10%	7%	10%	13%
5 Count	20	7	12	0	5	1	5	4	6	15	3	0	2	9	11	7	5	8
Column %	7%	5%	8%	0%	5%	2%	10% F	8%	10%	7%	12%	0%	11%	6%	8%	6%	5%	10%
6 Count	24	14	10	0	4	4	6	6	4	20	3	1	0	11	13	11	7	6
Column %	8%	9%	7%	0%	5%	7%	14%	13%	6%	9%	12%	4%	0%	7%	9%	9%	8%	7%
7 Count	75	39	36	0	29	14	11	12	10	56	4	10	5	36	39	31	26	18
Column %	25%	26%	25%	0%	32%	24%	24%	24%	17%	24%	18%	31%	33%	23%	28%	25%	28%	23%
8 Count	42	26	16	0	16	7	7	3	8	32	3	4	3	21	21	20	11	11
Column %	14%	17%	11%	0%	18% H	13%	15%	6%	14%	14%	13%	13%	16%	13%	15%	16%	11%	14%
9 Count	22	15	7	0	7	7	1	2	5	14	1	4	2	9	13	6	11	6
Column %	7%	10%	5%	0%	8%	12% G	2%	4%	9%	6%	7%	13%	11%	6%	9%	5%	11%	7%
10 Count	13	4	8	0	1	4	3	1	4	10	0	2	1	7	6	1	6	6
Column %	4%	3%	6%	0%	1%	7%	7% E	2%	6%	5%	0%	5%	5%	4%	4%	1%	6% P	8% P

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: BEFGHJLOPR

39

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	16	8	8	0	5	3	1	3	4	**10**	0	**6**	0	**13**	**3**	**11**	5	**0**
Column %	5%	5%	6%	0%	6%	6%	2%	6%	6%	**4%**	0%	**18%**	0%	**8%**	**2%**	**9%**	6%	**0%**
												J		**O**		**R**		

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	14	4	10	0	6	3	1	3	1	8	4	1	1	4	10	6	4	4
Column %	5%	3%	7%	0%	7%	5%	3%	6%	1%	3%	19% J	4%	6%	3%	7%	4%	4%	6%
2 Count	12	7	4	0	3	4	0	3	3	9	3	0	0	6	6	5	3	4
Column %	4%	5%	3%	0%	3%	6%	0%	6%	5%	4%	12%	0%	0%	4%	4%	4%	3%	5%
3 Count	16	6	10	0	2	3	1	4	6	12	1	0	3	8	9	5	6	6
Column %	5%	4%	7%	0%	3%	5%	2%	9%	9%	5%	7%	0%	16%	5%	6%	4%	6%	7%
4 Count	13	6	7	0	4	1	6	1	2	7	3	3	1	8	5	2	2	9
Column %	4%	4%	5%	0%	4%	2%	13% FH	2%	3%	3%	12%	9%	5%	5%	4%	2%	2%	11% PQ
5 Count	11	4	6	0	2	4	0	2	2	8	1	0	2	7	4	4	5	2
Column %	4%	3%	4%	0%	3%	8%	0%	4%	3%	3%	7%	0%	10%	4%	2%	3%	5%	3%
6 Count	16	9	8	0	7	3	3	3	1	10	0	4	2	8	9	7	2	8
Column %	5%	6%	5%	0%	7%	6%	6%	6%	1%	5%	0%	13%	12%	5%	6%	5%	2%	10%
7 Count	28	20	6	1	7	9	4	4	5	25	0	3	0	16	11	13	10	5
Column %	9%	13% C	4%	100%	7%	15%	8%	9%	8%	11%	0%	8%	0%	10%	8%	11%	10%	6%
8 Count	94	49	46	0	39	18	14	12	11	66	6	16	5	51	43	46	32	17
Column %	31%	32%	31%	0%	44% HI	31%	31%	24%	19%	29%	30%	49% J	33%	32%	31%	36% R	33%	21%
9 Count	43	28	15	0	8	6	7	9	12	38	1	3	1	25	17	17	15	11
Column %	14%	18%	10%	0%	9%	11%	16%	19%	21% E	16%	7%	8%	6%	16%	12%	14%	15%	14%
10 Count	29	10	20	0	8	2	6	4	10	26	1	2	1	15	15	12	8	9
Column %	10%	6%	14% B	0%	9%	3%	12%	8%	17% F	11%	7%	5%	6%	9%	10%	10%	9%	11%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFHIJPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11																		
Count	23	10	13	0	4	5	5	3	7	21	0	1	1	10	13	9	9	6
Column %	8%	7%	9%	0%	5%	8%	10%	6%	11%	9%	0%	4%	5%	6%	9%	7%	9%	7%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFHIJPQR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	13	9	4	0	**2**	**1**	**5**	**1**	4	13	0	0	0	**12**	**1**	6	5	2
Column %	4%	6%	3%	0%	**2%**	**2%**	**12% EFH**	**2%**	6%	6%	0%	0%	0%	**7% O**	**1%**	5%	5%	3%
2 Count	11	7	4	0	**1**	3	**4**	1	3	11	0	0	0	5	6	5	5	1
Column %	4%	5%	3%	0%	**1%**	5%	**8% E**	2%	5%	5%	0%	0%	0%	3%	4%	4%	5%	1%
3 Count	16	7	8	0	**1**	3	3	2	**7**	13	3	0	0	11	5	7	5	4
Column %	5%	5%	6%	0%	**2%**	5%	6%	4%	**11% E**	6%	12%	0%	0%	7%	3%	5%	5%	5%
4 Count	17	13	4	0	5	3	**0**	4	**6**	13	1	1	2	**14**	**4**	8	7	3
Column %	6%	8%	3%	0%	5%	5%	**0%**	8%	**11% G**	6%	7%	4%	11%	**8% O**	**3%**	6%	7%	3%
5 Count	18	9	9	0	5	3	2	6	3	**13**	1	**0**	**4**	11	7	5	6	7
Column %	6%	6%	6%	0%	6%	5%	4%	12%	4%	**6%**	6%	**0%**	**23% JL**	7%	5%	4%	7%	9%
6 Count	20	10	10	0	3	5	2	6	4	15	1	**0**	**3**	12	8	8	7	5
Column %	7%	6%	7%	0%	4%	10%	4%	12%	6%	7%	7%	**0%**	**21% L**	7%	6%	6%	7%	6%
7 Count	18	10	8	0	4	**6**	3	4	**1**	14	0	3	1	9	9	4	8	6
Column %	6%	6%	5%	0%	5%	**10% I**	6%	7%	**2%**	6%	0%	8%	6%	5%	6%	3%	8%	7%
8 Count	20	13	7	0	4	6	5	4	2	14	1	4	1	8	12	6	7	8
Column %	7%	8%	5%	0%	5%	10%	11%	8%	3%	6%	7%	13%	6%	5%	9%	4%	8%	10%
9 Count	97	46	49	1	**44**	**13**	15	**14**	**12**	**68**	9	**15**	5	54	43	**49**	**25**	24
Column %	32%	30%	34%	100%	**49% FHI**	**22%**	32%	**30%**	**20%**	**30%**	43%	**47% J**	28%	34%	30%	**39% Q**	**26%**	30%
10 Count	37	17	20	0	**13**	**12**	4	**2**	6	26	3	8	1	**13**	**24**	21	10	7
Column %	12%	11%	14%	0%	**15% H**	**20% H**	8%	**4%**	11%	11%	12%	23%	6%	**8%**	**17% N**	17%	10%	8%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJLNOPQ**

43

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	33	12	21	0	**7**	**4**	4	6	**12**	30	1	2	0	**10**	**23**	**8**	11	**14**
Column %	11%	8%	14%	0%	**8%**	**7%**	9%	12%	**20%** EF	13%	7%	5%	0%	**6%**	**16%** N	**6%**	12%	**18%** P

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: EFGHIJLNOPQ

44

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	7	4	3	0	2	3	0	3	0	7	0	0	1	4	4	2	4	2
Column %	2%	3%	2%	0%	2%	5%	0%	6%	0%	3%	0%	0%	5%	2%	3%	1%	4%	2%
2 Count	11	2	9	0	3	1	4	2	2	9	0	2	1	6	5	3	6	2
Column %	4%	1%	6% B	0%	3%	2%	8%	4%	3%	4%	0%	5%	6%	4%	4%	3%	6%	3%
3 Count	7	4	3	0	0	2	1	0	5	7	0	0	1	6	2	2	3	3
Column %	2%	3%	2%	0%	0%	3%	2%	0%	8% E	3%	0%	0%	5%	3%	1%	1%	3%	4%
4 Count	12	6	6	0	3	2	0	4	3	10	1	0	0	7	5	6	4	2
Column %	4%	4%	4%	0%	3%	4%	0%	8%	5%	5%	6%	0%	0%	4%	4%	5%	4%	3%
5 Count	13	8	5	0	3	2	2	1	5	9	0	3	1	6	7	2	7	4
Column %	4%	5%	4%	0%	4%	3%	5%	2%	8%	4%	0%	9%	5%	4%	5%	1%	7% P	5%
6 Count	16	8	8	0	4	2	3	2	6	15	1	0	0	8	8	6	6	5
Column %	5%	5%	5%	0%	4%	3%	6%	4%	10%	7%	6%	0%	0%	5%	6%	4%	6%	7%
7 Count	19	5	14	0	5	3	2	5	5	15	1	2	1	10	9	8	4	7
Column %	6%	3%	10% B	0%	5%	5%	4%	10%	8%	7%	7%	5%	6%	7%	6%	7%	5%	8%
8 Count	22	10	12	0	4	3	3	7	6	19	1	2	0	8	14	9	5	8
Column %	7%	6%	8%	0%	4%	5%	6%	14%	9%	8%	7%	5%	0%	5%	10%	7%	5%	11%
9 Count	34	19	15	0	10	8	6	6	3	23	1	4	5	18	17	20	9	6
Column %	11%	13%	10%	0%	12%	14%	14%	13%	5%	10%	6%	14%	33% J	11%	12%	16%	9%	7%
10 Count	115	63	51	1	45	25	17	15	12	85	11	15	5	68	47	54	34	27
Column %	38%	41%	35%	100%	51% HI	43% I	37%	32%	21%	37%	50%	46%	28%	42%	34%	43%	35%	35%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BEHIJP

45

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
11 Count Column %	43 14%	24 16%	19 13%	0 0%	11 12%	7 13%	8 17%	**4 8%**	**14 23% H**	32 14%	4 19%	6 17%	2 11%	20 13%	23 16%	15 12%	16 17%	13 16%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
1 Count	11	6	5	0	2	1	2	1	5	7	0	1	2	3	7	1	6	4
Column %	4%	4%	3%	0%	3%	2%	4%	2%	8%	3%	0%	4%	11%	2%	5%	1%	6%	5%
2 Count	8	5	3	0	2	3	2	0	2	7	0	0	1	5	3	2	4	3
Column %	3%	3%	2%	0%	2%	5%	4%	0%	3%	3%	0%	0%	5%	3%	2%	1%	4%	3%
3 Count	13	6	6	0	3	2	1	4	3	10	1	0	1	4	9	**2**	3	**7**
Column %	4%	4%	4%	0%	4%	3%	2%	8%	5%	4%	7%	0%	6%	2%	6%	**2%**	3%	**9% P**
4 Count	12	7	5	0	4	3	1	2	2	9	0	3	0	7	5	4	4	5
Column %	4%	5%	3%	0%	5%	6%	2%	4%	3%	4%	0%	8%	0%	5%	3%	3%	4%	6%
5 Count	15	11	4	0	3	4	1	3	5	11	1	3	0	8	7	6	6	4
Column %	5%	7%	2%	0%	3%	7%	2%	6%	8%	5%	6%	9%	0%	5%	5%	5%	6%	5%
6 Count	17	8	9	0	3	2	3	4	5	**10**	0	3	**4**	11	6	5	6	6
Column %	6%	5%	6%	0%	3%	4%	7%	8%	8%	**4%**	0%	9%	**22% J**	7%	4%	4%	6%	8%
7 Count	24	9	14	0	5	3	4	5	7	18	3	3	0	11	13	10	7	7
Column %	8%	6%	10%	0%	6%	5%	9%	10%	11%	8%	12%	9%	0%	7%	9%	8%	7%	8%
8 Count	29	**10**	**20**	0	7	10	3	3	8	27	3	0	0	16	13	9	13	8
Column %	10%	**6%**	**13% B**	0%	7%	17%	6%	6%	13%	12%	13%	0%	0%	10%	10%	7%	13%	10%
9 Count	14	4	10	0	**2**	0	4	3	**6**	14	0	0	0	**4**	**11**	7	5	2
Column %	5%	3%	7%	0%	**2%**	0%	8%	6%	**10% E**	6%	0%	0%	0%	**2%**	**8% N**	6%	5%	3%
10 Count	35	21	14	0	9	**2**	6	**9**	**9**	30	1	4	0	20	15	17	12	7
Column %	12%	14%	10%	0%	10%	**3%**	12%	**20% F**	**15% F**	13%	6%	13%	0%	13%	11%	13%	12%	8%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BEFHIJNPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
11 Count	122	65	56	1	49	28	20	15	10	85	12	15	9	70	52	62	32	27
Column %	41%	42%	39%	100%	55% HI	48% I	43% I	32% I	16%	37%	56%	47%	56%	44%	37%	50% QR	34%	35%

* Denotes variable with statistically significant findings

Significant difference within groups: BEFHIJNPQR

48

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	46	21	25	0	**24**	**13**	4	3	3	**30**	3	**9**	4	20	26	19	16	11
Column %	15%	14%	17%	0%	27% GHI	22% GHI	8%	6%	5%	13%	12%	27% J	27%	13%	19%	15%	17%	14%
Somewhat Likely																		
Count	45	**17**	**28**	0	**21**	**10**	**7**	4	2	29	6	**8**	2	26	19	16	17	12
Column %	15%	**11%**	**19% B**	0%	24% HI	18% I	16% I	8%	3%	12%	26%	26% J	12%	16%	13%	13%	17%	15%
Neither Likely nor Unlikely																		
Count	43	24	19	0	19	7	7	5	6	31	4	**9**	**0**	**30**	**14**	23	11	10
Column %	14%	16%	13%	0%	21%	12%	15%	11%	9%	13%	18%	26% M	0%	19% O	10%	18%	11%	12%
Somewhat Unlikely																		
Count	34	22	13	0	10	8	**10**	**3**	**4**	25	3	4	3	13	21	15	9	11
Column %	11%	14%	9%	0%	11%	15%	21% HI	6%	6%	11%	13%	13%	15%	8%	15%	12%	10%	14%
Very Unlikely																		
Count	132	70	61	1	**15**	**19**	**19**	**33**	**45**	**115**	7	**3**	**8**	71	61	53	43	35
Column %	44%	45%	42%	100%	17%	34% E	41% E	69% EFG	76% EFG	50% L	31%	8%	46% L	44%	43%	42%	45%	45%

49

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	38	**12**	**26**	0	**19**	**11**	2	2	4	**27**	1	**9**	**1**	**12**	**26**	11	16	11
Column %	13%	**8% B**	**18% B**	0%	**22% GHI**	**19% GHI**	4%	4%	7%	**12%**	7%	**27% JM**	**6%**	**7%**	**19% N**	9%	17%	13%
Somewhat Likely																		
Count	36	19	17	0	**15**	9	5	4	**3**	**23**	4	**7**	2	22	14	15	13	8
Column %	12%	13%	12%	0%	**17% I**	15%	12%	8%	**5%**	**10%**	18%	**22% J**	11%	14%	10%	12%	14%	11%
Neither Likely nor Unlikely																		
Count	55	27	28	0	20	8	**14**	7	**7**	37	6	7	5	34	21	28	13	14
Column %	18%	18%	19%	0%	22%	15%	**30% I**	15%	**11%**	16%	26%	22%	32%	21%	15%	22%	13%	18%
Somewhat Unlikely																		
Count	38	23	15	0	13	8	7	6	5	27	4	4	3	18	20	**11**	12	**15**
Column %	13%	15%	10%	0%	14%	13%	15%	12%	8%	12%	19%	13%	15%	11%	14%	**9% P**	13%	**19% P**
Very Unlikely																		
Count	133	72	60	1	**22**	**22**	**18**	**29**	**41**	**115**	7	**5**	6	74	59	60	42	31
Column %	44%	47%	41%	100%	**25%**	**38%**	**39%**	**62% EFG**	**69% EFG**	**50% L**	31%	**17%**	35%	46%	42%	48%	43%	39%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: BEFGHIJLMNP**

50

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	53	**20**	**33**	0	17	**18**	7	**7**	5	39	1	7	5	**21**	**32**	18	18	16
Column %	18%	**13%**	**23%** B	0%	19%	**30%** HI	15%	**14%**	**8%**	17%	7%	22%	33%	**13%**	**23%** N	14%	19%	21%
Somewhat Likely Count	51	**19**	**32**	0	20	9	6	7	10	38	4	7	2	31	20	19	18	14
Column %	17%	**12%**	**22%** B	0%	22%	16%	12%	14%	16%	17%	18%	22%	11%	19%	14%	15%	19%	18%
Neither Likely nor Unlikely Count	44	25	18	0	**21**	**6**	8	4	**6**	**27**	5	**9**	3	28	16	23	11	10
Column %	15%	16%	13%	0%	**23%** FI	**10%**	17%	8%	**9%**	**12%**	24%	**26%** J	18%	17%	11%	19%	11%	12%
Somewhat Unlikely Count	35	18	18	0	10	7	**10**	4	5	24	3	6	3	15	21	**10**	13	**13**
Column %	12%	12%	12%	0%	11%	12%	**23%** HI	8%	8%	11%	13%	18%	15%	9%	15%	**8%**	14%	**17%** P
Very Unlikely Count	117	**72**	**44**	1	**22**	**18**	**15**	**26**	**34**	**101**	**8**	**4**	4	65	52	56	35	25
Column %	39%	**47%** C	**30%**	100%	**25%**	**32%**	**33%**	**56%** EFG	**58%** EFG	**44%** L	**38%** L	**11%**	23%	41%	37%	45%	37%	32%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJLNP

51

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	29	9	20	0	18	10	0	0	1	15	3	7	4	14	15	10	13	7
Column %	10%	6%	14% B	0%	21% GHI	17% GHI	0%	0%	2%	6%	12%	23% J	27% J	9%	11%	8%	13%	9%
Somewhat Likely																		
Count	28	12	16	0	12	11	2	0	3	24	1	3	0	12	16	7	12	9
Column %	9%	8%	11%	0%	14% HI	19% GHI	4%	0%	5%	10%	7%	8%	0%	7%	11%	6%	12%	11%
Neither Likely nor Unlikely																		
Count	63	30	33	0	24	5	17	8	9	40	7	14	3	40	23	31	15	17
Column %	21%	20%	23%	0%	27% F	8%	36% FHI	17%	16%	17%	31%	44% J	17%	25%	16%	24%	16%	22%
Somewhat Unlikely																		
Count	31	19	12	0	7	9	7	5	3	22	3	3	3	13	18	14	8	10
Column %	10%	12%	8%	0%	8%	16% I	15%	10%	5%	10%	12%	8%	21%	8%	13%	11%	8%	12%
Very Unlikely																		
Count	149	84	64	1	27	23	21	35	43	129	8	5	6	80	68	64	49	35
Column %	50%	54%	44%	100%	30%	40%	45%	73% EFG	73% EFG	56% L	38%	17%	35%	50%	49%	51%	51%	45%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BEFGHIJL

52

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	38	15	23	0	**22**	**12**	**2**	**1**	**1**	**19**	**1**	**16**	**2**	17	21	15	15	7
Column %	13%	10%	16%	0%	**24% GHI**	**21% GHI**	**5%**	**2%**	**2%**	**8%**	**7%**	**49% JKM**	**11%**	11%	15%	12%	16%	9%
Somewhat Likely Count	30	15	16	0	**17**	5	4	**1**	**3**	19	4	3	4	15	15	9	11	10
Column %	10%	9%	11%	0%	**19% HI**	9%	8%	**2%**	**5%**	8%	19%	8%	27%	9%	11%	7%	11%	13%
Neither Likely nor Unlikely Count	51	27	24	0	**23**	9	**10**	**4**	**5**	39	4	7	1	32	19	25	15	11
Column %	17%	18%	16%	0%	**25% HI**	16%	**22% I**	**9%**	**8%**	17%	18%	22%	6%	20%	14%	20%	16%	13%
Somewhat Unlikely Count	33	16	18	0	7	9	9	4	5	24	3	4	3	15	18	13	9	11
Column %	11%	10%	12%	0%	8%	15%	19%	8%	8%	10%	13%	13%	15%	10%	13%	10%	9%	14%
Very Unlikely Count	147	81	65	1	**21**	**22**	**21**	**38**	**46**	**128**	**9**	**3**	**7**	80	67	63	45	39
Column %	49%	53%	45%	100%	**23%**	**38% E**	**45% E**	**79% EFG**	**78% EFG**	**56% L**	**44% L**	**8%**	**40% L**	50%	48%	50%	47%	50%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	28	**7**	**21**	0	**18**	**7**	**1**	**1**	**1**	21	1	6	0	15	13	10	11	8
Column %	9%	**5%**	**15%** B	0%	**21%** GHI	**12%** GHI	**2%**	**2%**	**2%**	9%	7%	18%	0%	10%	9%	8%	11%	11%
Somewhat Likely																		
Count	35	17	18	0	**15**	8	4	3	**4**	**18**	3	**9**	**5**	17	17	14	12	8
Column %	12%	11%	12%	0%	**17%** I	15%	9%	6%	**6%**	**8%**	12%	**27%** J	**33%** J	11%	12%	11%	12%	11%
Neither Likely nor Unlikely																		
Count	59	32	27	0	**25**	11	**11**	**6**	**6**	**38**	7	**11**	3	33	26	27	17	15
Column %	20%	21%	19%	0%	**27%** HI	20%	**25%** I	**13%**	**9%**	**17%**	31%	**34%** J	17%	21%	19%	21%	18%	20%
Somewhat Unlikely																		
Count	36	17	19	0	6	10	8	7	6	28	3	3	3	**13**	**23**	**11**	10	**16**
Column %	12%	11%	13%	0%	7%	17%	17%	14%	10%	12%	12%	8%	15%	**8%**	**16%** N	**9%**	10%	**20%** P
Very Unlikely																		
Count	141	80	60	1	**25**	**21**	**22**	**31**	**43**	**124**	8	**4**	6	80	61	64	47	31
Column %	47%	52%	41%	100%	**28%**	**37%**	**47%** E	**65%** EF	**73%** EFG	**54%** L	38%	**12%**	35%	50%	43%	51%	49%	39%

* Denotes variable with statistically significant findings

☐   **Significant difference within groups: BEFGHIJLNP**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	37	13	23	0	**18**	**10**	**2**	5	**2**	26	4	6	1	19	18	**12**	**18**	7
Column %	12%	9%	16%	0%	**20%** GI	**18%** GI	**4%**	10%	**3%**	11%	19%	17%	5%	12%	13%	**9%**	**18%** P	9%
Somewhat Likely																		
Count	36	**12**	**24**	0	**16**	**9**	3	5	**3**	25	**0**	**7**	4	21	15	14	9	12
Column %	12%	**8%**	**16%** B	0%	**18%** I	**16%** I	6%	10%	**5%**	11%	**0%**	**22%** K	23%	13%	10%	11%	10%	16%
Neither Likely nor Unlikely																		
Count	55	29	26	0	**23**	10	11	**4**	**7**	**36**	**8**	9	2	32	23	26	13	16
Column %	18%	19%	18%	0%	**25%** HI	18%	24%	**9%**	**11%**	**16%**	**37%** J	26%	11%	20%	16%	21%	13%	21%
Somewhat Unlikely																		
Count	34	20	14	0	10	7	6	5	5	22	1	6	4	14	19	11	13	10
Column %	11%	13%	10%	0%	12%	13%	14%	10%	8%	10%	7%	17%	25%	9%	14%	9%	13%	12%
Very Unlikely																		
Count	139	79	59	1	**23**	**20**	**24**	**29**	**43**	**120**	8	**5**	6	73	66	62	44	33
Column %	46%	52%	41%	100%	**25%**	**35%** E	**52%** E	**61%** EF	**73%** EFG	**52%** L	38%	**17%**	35%	46%	47%	50%	46%	42%

* Denotes variable with statistically significant findings

   Significant difference within groups: BEFGHIJKLP

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	27	10	17	0	9	15	1	1	1	16	1	7	2	8	19	7	13	7
Column %	9%	6%	12%	0%	10% I	25% EGHI	3%	2%	2%	7%	7%	22% J	10%	5%	13% N	5%	13% P	9%
Somewhat Likely																		
Count	31	13	18	0	22	5	1	3	1	16	7	3	6	19	12	12	10	9
Column %	10%	9%	12%	0%	25% FGHI	8%	2%	6%	2%	7%	31% J	9%	34% JL	12%	9%	10%	11%	11%
Neither Likely nor Unlikely																		
Count	48	27	21	0	20	8	11	3	5	30	4	13	1	31	16	29	13	6
Column %	16%	17%	14%	0%	23% HI	14%	25% HI	7%	8%	13%	18%	40% JM	6%	20%	12%	23% R	13%	7%
Somewhat Unlikely																		
Count	31	16	15	0	12	5	7	3	4	20	4	4	3	14	17	11	10	9
Column %	10%	10%	10%	0%	13%	9%	15%	6%	6%	9%	20%	13%	15%	9%	12%	9%	10%	12%
Very Unlikely																		
Count	164	88	75	1	27	25	25	38	49	147	5	5	6	88	76	67	50	47
Column %	55%	57%	52%	100%	30% E	44%	55% E	79% EFG	83% EFG	64% KLM	25%	17%	35%	55%	54%	53%	52%	60%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJKLMNPR**

56

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	32	14	18	0	16	10	3	1	2	23	3	6	1	15	17	15	12	5
Column %	11%	9%	13%	0%	18% GHI	18% HI	6%	2%	3%	10%	12%	17%	6%	10%	12%	12%	13%	6%
Somewhat Likely Count	28	10	18	0	14	9	3	0	1	16	3	7	2	15	13	9	11	8
Column %	9%	7%	12%	0%	16% HI	16% HI	7%	0%	2%	7%	13%	22% J	12%	9%	10%	7%	11%	10%
Neither Likely nor Unlikely Count	52	27	25	0	26	6	9	7	5	32	7	10	4	40	12	26	11	15
Column %	17%	18%	17%	0%	29% FI	10%	19%	15%	8%	14% J	31%	31% J	22%	25% O	9%	21%	11%	19%
Somewhat Unlikely Count	34	20	13	0	10	10	7	3	3	22	1	6	4	16	18	11	15	8
Column %	11%	13%	9%	0%	11%	18% I	16% I	6%	5%	10%	7%	17%	25%	10%	13%	8%	16%	10%
Very Unlikely Count	154	82	71	1	22	22	24	37	49	136	8	4	6	74	80	65	47	42
Column %	51%	54%	49%	100%	25% E	38% EFG	52% E	77% EFG	82% EFG	59% L	38%	12%	35%	46%	57%	51%	49%	54%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: EFGHIJLO**

57

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	20	6	14	0	**11**	**9**	**0**	**0**	**0**	14	1	4	0	**6**	**14**	**4**	**10**	6
Column %	7%	4%	10%	0%	**12%** GHI	**16%** GHI	**0%**	**0%**	**0%**	6%	7%	13%	0%	**4%**	**10%** N	**3%**	**11%** P	7%
Somewhat Likely																		
Count	31	16	14	0	**19**	**7**	**1**	**1**	**3**	**17**	4	**7**	3	21	10	13	8	10
Column %	10%	11%	10%	0%	**22%** GHI	**12%** GH	**2%**	**2%**	**5%**	**7%**	18%	**22%** J	18%	13%	7%	10%	8%	13%
Neither Likely nor Unlikely																		
Count	50	23	28	0	**20**	**11**	**12**	5	**3**	**32**	5	**10**	3	32	18	24	17	9
Column %	17%	15%	19%	0%	**22%** I	**18%** I	**26%** I	11%	**4%**	**14%**	25%	**32%** J	16%	20%	13%	19%	18%	12%
Somewhat Unlikely																		
Count	32	19	13	0	9	6	**9**	5	**3**	23	**0**	6	**4**	17	15	16	11	6
Column %	11%	13%	9%	0%	10%	11%	**20%** I	10%	**5%**	10%	**0%**	17%	**25%** K	11%	11%	13%	11%	7%
Very Unlikely																		
Count	167	89	77	1	**30**	**25**	**24**	**37**	**51**	**143**	**11**	**5**	7	84	82	69	49	48
Column %	56%	58%	53%	100%	**34%** E	**43%**	**52%** E	**77%** EFG	**86%** EFG	**63%** L	**51%** L	**17%**	41%	53%	59%	55%	52%	61%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJKLNP

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	26	14	12	0	14	12	0	0	0	14	1	10	1	14	12	11	9	7
Column %	9%	9%	8%	0%	16% GHI	21% GHI	0%	0%	0%	6%	6%	31% JM	5%	9%	9%	9%	9%	8%
Somewhat Likely																		
Count	28	7	21	0	20	5	3	0	0	18	6	0	4	12	16	5	11	12
Column %	9%	4%	14% B	0%	22% FGHI	8%	7%	0%	0%	8%	26% JL	0%	23% L	7%	11%	4%	12% P	15% P
Neither Likely nor Unlikely																		
Count	44	23	21	0	21	7	7	4	6	25	5	12	2	29	15	25	14	6
Column %	15%	15%	15%	0%	23% I	12%	15%	9%	9%	11%	24%	36% J	11%	18%	11%	20% R	14%	7%
Somewhat Unlikely																		
Count	37	20	16	0	9	8	8	3	7	25	1	6	4	17	19	12	15	9
Column %	12%	13%	11%	0%	10%	15%	18%	6%	13%	11%	7%	17%	25%	11%	14%	10%	16%	12%
Very Unlikely																		
Count	166	90	75	1	26	26	28	41	46	146	8	5	6	88	78	74	47	45
Column %	55%	58%	52%	100%	29%	44%	60% E	85% EFG	78% EFG	64% KLM	38%	17%	35%	55%	55%	59%	49%	57%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BEFGHIJKLMPR**

59

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Mean	2.48	2.81	2.12	5.00	2.10	2.40	2.62	2.78	2.79	2.55	1.93	2.33	2.53	2.61	2.34	2.52	2.56	2.34

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	81	**29**	**52**	0	22	15	11	15	18	65	4	6	6	**33**	**48**	28	29	25
Column %	27%	**19%**	**36% B**	0%	25%	25%	23%	32%	31%	29%	19%	18%	34%	**20%**	**34% N**	22%	30%	31%
Somewhat Likely																		
Count	62	32	30	0	**27**	12	10	**6**	**7**	**40**	**9**	**12**	**1**	34	28	21	19	22
Column %	21%	21%	21%	0%	**31% HI**	20%	21%	**12%**	**13%**	**17%**	**44% JM**	**35% JM**	**6%**	22%	20%	17%	20%	27%
Neither Likely nor Unlikely																		
Count	56	25	31	0	20	12	10	8	7	40	4	7	5	29	27	28	17	12
Column %	19%	16%	21%	0%	23%	21%	21%	16%	11%	17%	18%	22%	33%	18%	19%	22%	18%	15%
Somewhat Unlikely																		
Count	25	**18**	**7**	0	**9**	**7**	5	**1**	4	18	1	3	3	15	10	14	7	4
Column %	8%	**12% C**	**5%**	0%	**10% H**	**12% H**	10%	**2%**	6%	8%	7%	8%	15%	9%	7%	11%	7%	5%
Very Unlikely																		
Count	76	**50**	**25**	1	**11**	**12**	**11**	**18**	**23**	66	3	5	2	**48**	**27**	35	24	16
Column %	25%	**33% C**	**17%**	100%	**12%**	**22%**	**25% E**	**38% E**	**39% EF**	29%	12%	16%	11%	**30% O**	**19%**	28%	25%	21%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFHIJMNO**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	87	**31**	**57**	0	24	16	14	14	20	65	7	10	5	45	42	32	31	24
Column %	29%	**20%**	**39% B**	0%	27%	28%	30%	29%	34%	29%	32%	31%	28%	28%	30%	26%	32%	31%
Somewhat Likely																		
Count	45	21	24	0	15	10	5	7	9	**39**	3	**1**	2	19	26	20	11	15
Column %	15%	14%	17%	0%	17%	17%	10%	14%	16%	**17% L**	12%	**4%**	11%	12%	19%	15%	12%	19%
Neither Likely nor Unlikely																		
Count	55	29	26	0	**28**	**9**	**10**	**4**	**4**	**32**	**8**	**12**	4	34	21	25	17	13
Column %	18%	19%	18%	0%	**31% FHI**	**16%**	**22% HI**	**8%**	**6%**	**14%**	**37%**	**35% J**	22%	21%	15%	20%	18%	17%
Somewhat Unlikely																		
Count	28	16	12	0	8	9	5	3	4	19	0	6	4	11	17	11	9	8
Column %	9%	10%	8%	0%	9%	15%	10%	6%	6%	8%	0%	18%	21%	7%	12%	9%	10%	10%
Very Unlikely																		
Count	85	**57**	**27**	1	**15**	**14**	13	**21**	**22**	**74**	4	**4**	3	50	34	38	28	19
Column %	28%	**37% C**	**18%**	100%	**16%**	**24%**	28%	**44% EF**	**38% E**	**32% L**	19%	**11%**	17%	31%	25%	31%	29%	24%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFHIJL

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	33	**11**	**21**	0	**17**	**8**	3	2	2	**21**	1	**7**	3	17	16	14	13	6
Column %	11%	**7%**	**15%** B	0%	**19%** GHI	**15%** HI	6%	4%	3%	**9%**	7%	**22%** J	17%	10%	11%	11%	14%	7%
Somewhat Likely Count	50	**19**	**32**	0	**21**	11	**4**	**5**	10	38	5	4	3	22	29	**14**	15	**22**
Column %	17%	**12%**	**22%** B	0%	**24%** GH	20%	**8%**	**10%**	16%	17%	25%	13%	16%	14%	21%	**11%**	16%	**28%** P
Neither Likely nor Unlikely Count	64	33	32	0	22	**8**	**15**	9	10	44	7	10	4	39	25	31	17	17
Column %	21%	21%	22%	0%	24%	**15%**	**32%** F	19%	17%	19%	31%	31%	22%	25%	18%	25%	18%	21%
Somewhat Unlikely Count	40	22	19	0	9	**11**	9	**3**	9	31	3	4	3	**15**	**25**	17	12	11
Column %	13%	14%	13%	0%	10%	**20%** H	19%	**6%**	14%	13%	12%	13%	15%	**10%**	**18%** N	14%	13%	14%
Very Unlikely Count	112	**70**	**42**	1	**20**	**18**	**16**	**29**	**29**	**95**	6	**7**	5	67	46	51	38	24
Column %	37%	**45%** C	**29%**	100%	**23%**	**31%**	**35%**	**61%** EFG	**49%** E	**42%** L	26%	**21%**	29%	42%	33%	40%	40%	30%

* Denotes variable with statistically significant findings

■   **Significant difference within groups: BCEFGHIJLNP**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	**Female B**	**Male C**	**Intersex D**	**18-34 E**	**35-44 F**	**45-54 G**	**55-64 H**	**65+ I**	**White J**	**Hisp. K**	**AA L**	**Other M**	**Non-College N**	**College O**	**Under $50k P**	**$50k to $100k Q**	**$100k+ R**
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	69	**28**	**41**	0	**28**	**17**	10	**7**	**6**	**41**	**3**	**20**	**5**	38	30	29	24	16
Column %	23%	**18%**	**28%** B	0%	**31%** HI	**30%** I	23%	**15%**	**10%**	**18%**	**13%**	**62%** JKM	**29%**	24%	22%	23%	25%	20%
Somewhat Likely Count	43	**15**	**28**	0	**20**	7	5	**3**	8	**38**	3	**0**	2	18	25	**13**	13	**17**
Column %	14%	**9%**	**19%** B	0%	**22%** H	13%	10%	**6%**	13%	**17%** L	12%	**0%**	12%	11%	18%	**10%**	14%	**21%** P
Neither Likely nor Unlikely Count	51	27	25	0	**19**	9	**10**	3	11	**34**	**9**	**6**	3	29	22	24	15	12
Column %	17%	17%	17%	0%	**21%** H	15%	**22%** H	6%	18%	**15%**	**43%** JL	**17%**	16%	18%	16%	19%	16%	15%
Somewhat Unlikely Count	29	18	12	0	8	**7**	**7**	1	6	21	3	3	3	16	14	12	10	7
Column %	10%	12%	8%	0%	9%	**13%** H	**16%** H	2%	10%	9%	13%	8%	15%	10%	10%	10%	10%	9%
Very Unlikely Count	108	**67**	**40**	1	**15**	**17**	**14**	**34**	**29**	**96**	**4**	**4**	5	59	49	47	33	27
Column %	36%	**43%** C	**28%**	100%	**16%**	**29%**	**30%**	**71%** EFGI	**49%** EFG	**42%** KL	**18%**	**12%**	28%	37%	35%	38%	35%	35%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMP**

64

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely Count	71	**27**	**44**	0	26	12	7	10	15	53	4	12	2	33	38	24	29	17
Column %	24%	**17%**	**30%** B	0%	29%	21%	15%	21%	26%	23%	19%	35%	11%	21%	27%	19%	31%	22%
Somewhat Likely Count	45	19	26	0	17	12	4	5	8	**29**	4	6	**6**	**16**	**29**	9	14	**21**
Column %	15%	12%	18%	0%	19%	20%	9%	10%	13%	**13%**	19%	17%	**34%** J	**10%**	**21%** N	7%	15%	**27%** PQ
Neither Likely nor Unlikely Count	57	28	30	0	**22**	11	8	9	**7**	39	7	9	4	**38**	**20**	30	14	14
Column %	19%	18%	20%	0%	**25%** I	20%	18%	18%	**11%**	17%	31%	26%	22%	**24%** O	**14%**	24%	15%	17%
Somewhat Unlikely Count	26	15	11	0	**6**	**4**	**10**	**0**	**5**	20	1	1	4	12	14	13	8	5
Column %	9%	9%	8%	0%	**7%**	**8%**	**22%** EFHI	**0%**	**8%**	9%	7%	4%	21%	8%	10%	11%	8%	6%
Very Unlikely Count	101	**66**	**35**	1	**18**	**18**	16	**25**	**25**	**89**	5	**5**	**2**	61	41	49	31	21
Column %	34%	**43%** C	**24%**	100%	**20%**	**31%**	35%	**52%** EF	**42%** E	**39%** LM	25%	**17%**	**11%**	38%	29%	39%	32%	27%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFHIJLMNOPQ**

65

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	62	27	35	0	18	16	6	12	10	50	1	6	5	33	29	30	16	16
Column %	21%	17%	24%	0%	20%	27%	14%	26%	16%	22%	6%	17%	28%	20%	21%	24%	16%	20%
Somewhat Likely																		
Count	45	**14**	**31**	0	19	6	9	4	7	36	4	4	0	22	23	**9**	**17**	**19**
Column %	15%	**9%**	**21%**	0%	21%	10%	19%	9%	11%	16%	19%	13%	0%	14%	16%	**7%**	**18%**	**24%**
			B														**P**	**P**
Neither Likely nor Unlikely																		
Count	62	26	36	0	23	13	10	7	9	**41**	**8**	10	3	35	27	27	19	15
Column %	21%	17%	24%	0%	26%	22%	21%	14%	16%	**18%**	**37%**	31%	17%	22%	19%	21%	20%	20%
											J							
Somewhat Unlikely																		
Count	38	25	13	0	**16**	**8**	6	**2**	7	**19**	**6**	**9**	**5**	**13**	**25**	15	14	9
Column %	13%	16%	9%	0%	**18%**	**15%**	13%	**4%**	11%	**8%**	**26%**	**26%**	**31%**	**8%**	**18%**	12%	15%	11%
					H	**H**					**J**	**J**	**J**		**N**			
Very Unlikely																		
Count	94	**62**	**31**	1	**14**	**15**	**15**	**23**	**27**	**83**	**3**	**4**	4	57	37	45	30	19
Column %	31%	**40%**	**21%**	100%	**15%**	**26%**	**33%**	**48%**	**45%**	**36%**	**12%**	**12%**	23%	36%	26%	35%	31%	25%
		C					**E**	**EF**	**EF**	**KL**								

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFHJKLNP**

66

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	44	**13**	**30**	0	**18**	**16**	4	4	3	**25**	7	7	**5**	21	23	15	13	16
Column %	15%	**9%**	**21%** B	0%	**20%** I	**27%** GHI	8%	8%	5%	**11%**	**32%** J	22%	**28%** J	13%	16%	12%	14%	20%
Somewhat Likely																		
Count	32	16	16	0	**16**	6	4	3	**4**	23	3	4	3	12	20	9	13	10
Column %	11%	10%	11%	0%	**17%** I	11%	8%	6%	**6%**	10%	12%	13%	16%	7%	14%	7%	13%	13%
Neither Likely nor Unlikely																		
Count	62	29	32	0	**27**	10	8	8	9	**40**	9	10	**2**	37	25	31	16	14
Column %	21%	19%	22%	0%	**30%** I	17%	17%	17%	16%	**18%**	**44%** JM	31%	**12%**	23%	17%	25%	17%	18%
Somewhat Unlikely																		
Count	41	19	22	0	10	**9**	**9**	2	**11**	30	0	**9**	3	20	21	15	16	11
Column %	14%	12%	15%	0%	12%	**15%** H	**20%** H	4%	**19%** H	13%	0%	**27%** JK	15%	13%	15%	12%	17%	14%
Very Unlikely																		
Count	121	**76**	**44**	1	**19**	**17**	**22**	**31**	**32**	**111**	3	2	5	69	52	56	38	27
Column %	40%	**50%** C	**30%**	100%	**21%**	**30%**	**47%** E	**65%** EF	**54%** EF	**48%** KL	**12%**	**7%**	29%	43%	37%	44%	40%	35%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLM**

67

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	40	16	25	0	10	12	6	3	10	30	1	6	3	21	19	16	15	10
Column %	13%	10%	17%	0%	11%	21% H	13%	6%	16%	13%	7%	17%	16%	13%	14%	12%	16%	12%
Somewhat Likely																		
Count	56	26	30	0	25	8	9	8	6	38	7	7	4	38	18	23	21	13
Column %	19%	17%	21%	0%	28% FI	14%	20%	17%	9%	17%	31%	22%	23%	24% O	13%	18%	21%	16%
Neither Likely nor Unlikely																		
Count	59	31	29	0	25	11	7	8	8	41	8	9	2	35	25	28	15	16
Column %	20%	20%	20%	0%	28% I	20%	15%	18%	13%	18%	37% J	26%	10%	22%	18%	22%	16%	21%
Somewhat Unlikely																		
Count	31	13	18	0	9	9	6	4	3	20	1	6	4	11	19	12	13	6
Column %	10%	8%	12%	0%	10%	15%	13%	8%	5%	9%	7%	17%	21%	7%	14%	9%	13%	8%
Very Unlikely																		
Count	114	68	44	1	20	17	18	25	33	99	4	5	5	54	59	48	32	33
Column %	38%	44% C	31%	100%	23%	30%	39% E	52% EF	56% EF	43% KL	19%	17%	29%	34%	42%	38%	34%	42%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CEFHIJKLO**

68

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	46	**17**	**28**	0	19	10	4	6	7	33	4	6	3	25	21	17	17	12
Column %	15%	**11%**	**20%** B	0%	21%	17%	9%	14%	11%	14%	19%	18%	16%	16%	15%	14%	18%	15%
Somewhat Likely																		
Count	37	**11**	**27**	0	13	6	3	6	10	30	3	3	2	21	16	13	10	14
Column %	12%	**7%**	**18%** B	0%	15%	10%	6%	13%	16%	13%	12%	9%	12%	13%	12%	10%	11%	18%
Neither Likely nor Unlikely																		
Count	65	**24**	**40**	0	22	15	11	7	11	**44**	5	**12**	4	34	30	27	20	18
Column %	22%	**16%**	**28%** B	0%	24%	26%	23%	14%	18%	**19%**	24%	**36%** J	23%	22%	21%	21%	21%	22%
Somewhat Unlikely																		
Count	39	**27**	**11**	0	**15**	**10**	**8**	**2**	**4**	**22**	4	**8**	4	16	23	17	14	8
Column %	13%	**18%** C	**8%**	0%	**17%** HI	**17%** HI	**17%** H	**4%**	**6%**	**10%**	20%	**25%** J	25%	10%	16%	13%	14%	11%
Very Unlikely																		
Count	114	**74**	**39**	1	**21**	**17**	**21**	**26**	**29**	**101**	5	**4**	4	63	51	52	35	27
Column %	38%	**48%** C	**27%**	100%	**24%**	**29%**	**45%** E	**56%** EF	**49%** EF	**44%** L	25%	**12%**	23%	39%	36%	42%	36%	34%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEFHIJL**

69

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Very Likely																		
Count	34	13	21	0	13	**10**	2	4	**4**	**20**	3	**7**	4	16	17	13	7	13
Column %	11%	8%	14%	0%	15%	**18%** I	5%	8%	**6%**	**9%**	13%	**22%** J	22%	10%	12%	11%	8%	17%
Somewhat Likely																		
Count	47	20	27	0	18	12	5	4	9	38	4	3	3	20	28	**10**	**20**	**18**
Column %	16%	13%	19%	0%	20%	21%	10%	9%	14%	17%	18%	8%	17%	12%	20%	**8%**	**21%** P	**23%** P
Neither Likely nor Unlikely																		
Count	63	29	34	0	**29**	**6**	**12**	**5**	11	**38**	**8**	**15**	3	40	23	**35**	**15**	13
Column %	21%	19%	24%	0%	**32%** FH	**10%**	**27%** FH	**10%**	19%	**16%**	**37%** J	**45%** J	18%	25%	16%	**28%** Q	**16%**	17%
Somewhat Unlikely																		
Count	42	18	24	0	10	11	6	5	9	30	3	4	4	**15**	**27**	**13**	**19**	9
Column %	14%	12%	16%	0%	11%	20%	14%	10%	16%	13%	13%	13%	25%	**9%**	**19%** N	**10%**	**20%** P	12%
Very Unlikely																		
Count	114	**73**	**40**	1	**20**	**18**	**20**	**30**	**26**	**103**	**4**	**4**	**3**	68	46	56	34	25
Column %	38%	**48%** C	**27%**	100%	**22%**	**31%**	**44%** E	**64%** EFI	**44%** E	**45%** KLM	**19%**	**12%**	**17%**	43%	33%	44%	35%	32%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: CEFHIJKLMNPQ**

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Yes Count Column %	187 62%	**87** **57%**	**99** **68%** B	1 100%	60 67%	40 70%	26 57%	27 57%	33 55%	**133** **58%**	**18** **82%** J	24 73%	12 73%	**86** **54%**	**101** **72%** N	61 48%	**68** **71%** P	**58** **74%** P
No Count Column %	113 38%	**67** **43%** C	**47** **32%**	0 0%	29 33%	17 30%	20 43%	20 43%	27 45%	**96** **42%** K	**4** **18%**	9 27%	4 27%	**74** **46%** O	**40** **28%**	**65** **52%** QR	28 29%	20 26%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCJKNOPQR**

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	187	87	99	1	60	40	26	27	33	133	18	24	12	86	101	61	68	58
Valid Cases	187	87	99	1	60	40	26	27	33	133	18	24	12	86	101	61	68	58
Total Mentions	267	123	144	1	90	57	32	41	48	195	22	35	15	124	143	89	90	88
At home																		
Mentions	147	66	81	0	47	29	20	24	27	112	10	16	9	67	80	47	53	47
% Valid Cases	79%	76%	82%	0%	79%	73%	75%	87%	83%	84%	54%	67%	76%	78%	80%	78%	78%	81%
% Total Mentions	55%	54%	56%	0%	53%	52%	62%	58%	57%	58% KL	44%	46%	61%	54%	56%	53%	59%	53%
At a micro gym																		
Mentions	18	8	8	1	9	6	1	1	1	10	3	4	1	10	8	6	5	7
% Valid Cases	10%	10%	8%	100%	16%	14%	3%	4%	3%	8%	15%	16%	8%	12%	8%	9%	7%	13%
% Total Mentions	7%	7%	6%	100%	10%	10%	3%	2%	2%	5%	12%	11%	7%	8%	5%	6%	5%	8%
At a boutique fitness gym																		
Mentions	15	11	4	0	6	7	0	1	1	8	1	4	1	7	8	4	5	6
% Valid Cases	8%	12%	4%	0%	10%	17%	0%	3%	3%	6%	7%	17%	7%	8%	8%	6%	8%	10%
% Total Mentions	5%	9%	3%	0%	7%	12%	0%	2%	2%	4%	6%	12%	6%	5%	6%	4%	6%	6%
At a traditional gym																		
Mentions	50	22	28	0	16	10	7	8	9	35	6	7	3	23	28	17	17	16
% Valid Cases	27%	25%	29%	0%	27%	24%	28%	28%	29%	26%	31%	30%	25%	27%	27%	27%	25%	28%
% Total Mentions	19%	18%	20%	0%	18%	17%	23%	19%	19%	18%	25%	20%	20%	18%	19%	19%	19%	19%
At a public space such as a park																		
Mentions	37	15	22	0	11	5	4	8	10	29	3	4	1	18	20	16	10	12
% Valid Cases	20%	17%	22%	0%	19%	12%	14%	28%	30%	22%	15%	17%	8%	21%	19%	26%	14%	21%
% Total Mentions	14%	12%	15%	0%	12%	9%	12%	19%	20%	15%	12%	12%	7%	14%	14%	18%	11%	13%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: KL**

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	187	87	99	1	60	40	26	27	33	133	18	24	12	86	101	61	68	58
Valid Cases	187	87	99	1	60	40	26	27	33	133	18	24	12	86	101	61	68	58
Total Mentions	243	111	131	1	79	52	30	37	45	180	23	27	13	104	139	76	85	82
At a home																		
Mentions	157	69	87	1	48	33	23	24	28	114	14	18	10	70	87	51	56	49
% Valid Cases	84%	80%	88%	100%	80%	81%	90%	90%	86%	86%	78%	77%	84%	82%	86%	84%	83%	85%
% Total Mentions	64%	62%	66%	100%	61%	63%	77%	67%	62%	63%	60%	69%	78%	68%	62%	67%	67%	60%
At a micro gym																		
Mentions	18	11	7	0	13	4	1	0	0	8	4	6	1	8	10	5	7	5
% Valid Cases	10%	12%	7%	0%	22%	9%	3%	0%	0%	6%	22%	23%	8%	10%	10%	9%	11%	9%
% Total Mentions	7%	10%	6%	0%	17%	7%	3%	0%	0%	4%	17%	21% J	8%	8%	7%	7%	9%	7%
At a boutique fitness gym																		
Mentions	10	4	6	0	6	4	1	0	0	7	1	1	1	5	5	1	5	4
% Valid Cases	6%	5%	6%	0%	9%	10%	3%	0%	0%	5%	7%	6%	7%	6%	5%	2%	7%	7%
% Total Mentions	4%	4%	5%	0%	7%	7%	3%	0%	0%	4%	6%	5%	7%	5%	4%	2%	6%	5%
At a traditional gym																		
Mentions	18	10	8	0	6	5	0	4	3	17	1	0	0	5	13	2	8	8
% Valid Cases	10%	11%	8%	0%	10%	13%	0%	14%	8%	13%	8%	0%	0%	6%	13%	3%	12%	14%
% Total Mentions	7%	9%	6%	0%	8%	10%	0%	10%	6%	9%	6%	0%	0%	5%	9%	2%	9%	10%
At a public space such as a park																		
Mentions	40	17	23	0	5	7	5	8	14	35	3	1	1	15	25	17	8	15
% Valid Cases	21%	19%	23%	0%	9%	16%	20%	31%	44%	26%	15%	6%	8%	17%	25%	28%	12%	25%
% Total Mentions	16%	15%	18%	0%	7%	12%	17%	23% E	32% EFG	19%	12%	5%	8%	14%	18%	22% Q	10%	18%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGJQ**

73

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	187	87	99	1	60	40	26	27	33	133	18	24	12	86	101	61	68	58
Yes Count	71	33	38	0	38	20	3	6	5	40	9	14	7	37	34	20	30	21
Column %	38%	38%	38%	0%	63% GHI	49% GHI	10%	21%	14%	30%	54%	58% J	60% J	43%	34%	33%	44%	36%
No Count	116	54	61	1	23	21	23	21	28	93	8	10	5	49	67	41	38	37
Column %	62%	62%	62%	100%	37%	51%	90% EF	79% EF	86% EF	70% KLM	46%	42%	40%	57%	66%	67%	56%	64%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　Significant difference within groups: EFGHIJKLM

74

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Yes Count Column %	90 30%	44 28%	47 32%	0 0%	43 48% GHI	33 58% GHI	13 29% HI	1 2%	0 0%	59 26%	12 56% J	14 43% J	5 29%	39 24%	52 37% N	25 20%	33 34% P	33 42% P
No Count Column %	210 70%	110 72%	99 68%	1 100%	47 52%	24 42%	33 71% EF	47 98% EFG	59 100% EFG	170 74% KL	9 44%	19 57%	12 71%	121 76% O	89 63%	101 80% QR	63 66%	46 58%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　Significant difference within groups: EFGHIJKLNOPQR

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
Sample Size	90	44	47	-	43	33	13	1	-	59	12	14	5	39	52	25	33	33
Yes Count Column %	59 65%	24 55%	35 75%	- -	27 64%	21 63%	10 76%	1 100%	- -	41 69%	6 45%	10 71%	3 59%	21 53%	39 75% **N**	8 33%	25 77% **P**	26 79% **P**
No Count Column %	31 35%	19 45%	12 25%	- -	16 36%	12 37%	3 24%	0 0%	- -	18 31%	7 55%	4 29%	2 41%	18 47% **O**	13 25%	17 67% **QR**	7 23%	7 21%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: NOPQR

76

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	70	30	40	-	34	24	11	1	-	43	11	13	4	27	43	17	25	28
Valid Cases	70	30	40	-	34	24	11	1	-	43	11	13	4	27	43	17	25	28
Total Mentions	135	64	71	-	65	48	21	1	-	88	19	23	5	49	86	22	49	64
Football																		
Mentions	18	8	10	-	11	6	1	0	-	12	1	4	0	9	9	2	9	7
% Valid Cases	26%	27%	25%	-	34%	24%	8%	0%	-	29%	13%	34%	0%	32%	22%	14%	34%	25%
% Total Mentions	13%	13%	14%	-	18%	12%	4%	0%	-	14%	7%	19%	0%	17%	11%	10%	18%	11%
Baseball/Softball																		
Mentions	17	**12**	**5**	-	5	8	4	0	-	14	1	1	1	6	11	4	6	8
% Valid Cases	25%	**40%**	**13%**	-	15%	33%	38%	0%	-	32%	13%	11%	26%	22%	27%	24%	22%	28%
% Total Mentions	13%	**19%**	**8%**	-	8%	17%	20%	0%	-	15%	7%	6%	20%	12%	13%	18%	11%	12%
		C																
Basketball																		
Mentions	21	9	12	-	12	7	2	0	-	10	1	9	1	11	11	4	10	7
% Valid Cases	31%	30%	31%	-	37%	28%	21%	0%	-	25%	13%	68%	26%	39%	26%	22%	41%	27%
% Total Mentions	16%	14%	17%	-	19%	14%	11%	0%	-	12%	7%	38%	20%	21%	13%	17%	21%	12%
Hockey																		
Mentions	9	7	2	-	6	3	1	0	-	5	3	1	0	4	5	1	2	6
% Valid Cases	14%	23%	6%	-	17%	12%	8%	0%	-	13%	25%	11%	0%	15%	13%	8%	7%	22%
% Total Mentions	7%	11%	3%	-	9%	6%	4%	0%	-	6%	14%	6%	0%	8%	6%	6%	4%	10%
Soccer																		
Mentions	22	7	15	-	8	9	5	0	-	18	1	3	0	5	17	2	8	12
% Valid Cases	32%	24%	38%	-	24%	38%	46%	0%	-	43%	13%	22%	0%	19%	40%	14%	32%	43%
% Total Mentions	17%	11%	21%	-	13%	19%	24%	0%	-	21%	7%	12%	0%	10%	20%	10%	17%	19%
Golf																		
Mentions	3	2	1	-	1	2	0	0	-	2	0	1	0	1	2	1	1	1
% Valid Cases	5%	7%	2%	-	4%	8%	0%	0%	-	4%	0%	11%	0%	5%	4%	8%	4%	3%
% Total Mentions	2%	4%	1%	-	2%	4%	0%	0%	-	2%	0%	6%	0%	3%	2%	6%	2%	1%
Tennis																		
Mentions	11	2	9	-	7	1	2	1	-	9	1	0	1	2	9	0	5	6
% Valid Cases	16%	6%	23%	-	21%	4%	17%	100%	-	21%	13%	0%	23%	8%	21%	0%	19%	22%
% Total Mentions	8%	3%	13%	-	11%	2%	9%	100%	-	10%	7%	0%	18%	5%	10%	0%	10%	10%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: C**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Volleyball																		
Mentions	8	6	2	-	4	4	0	0	-	4	3	1	0	4	4	3	2	3
% Valid Cases	11%	19%	5%	-	11%	17%	0%	0%	-	9%	23%	11%	0%	14%	9%	16%	7%	11%
% Total Mentions	6%	9%	3%	-	6%	8%	0%	0%	-	4%	13%	6%	0%	8%	4%	12%	4%	5%
Track and Field																		
Mentions	4	3	1	-	1	2	1	0	-	3	1	0	0	2	2	2	2	0
% Valid Cases	6%	10%	2%	-	4%	8%	8%	0%	-	6%	12%	0%	0%	8%	4%	13%	7%	0%
% Total Mentions	3%	5%	1%	-	2%	4%	4%	0%	-	3%	7%	0%	0%	4%	2%	10%	4%	0%
Cross Country																		
Mentions	2	1	1	-	1	0	1	0	-	1	0	0	1	0	2	0	0	2
% Valid Cases	3%	3%	2%	-	3%	0%	9%	0%	-	2%	0%	0%	26%	0%	4%	0%	0%	7%
% Total Mentions	1%	1%	1%	-	1%	0%	5%	0%	-	1%	0%	0%	20%	0%	2%	0%	0%	3%
Swimming																		
Mentions	10	2	8	-	5	3	2	0	-	5	3	1	1	3	7	1	2	6
% Valid Cases	14%	7%	20%	-	14%	12%	21%	0%	-	11%	26%	11%	26%	10%	17%	8%	9%	22%
% Total Mentions	7%	4%	11%	-	7%	6%	11%	0%	-	5%	15%	6%	20%	6%	8%	6%	5%	10%
Wrestling																		
Mentions	5	3	2	-	1	4	0	0	-	4	1	0	0	2	3	0	2	3
% Valid Cases	7%	9%	6%	-	4%	15%	0%	0%	-	9%	13%	0%	0%	8%	6%	0%	9%	9%
% Total Mentions	4%	4%	3%	-	2%	8%	0%	0%	-	4%	7%	0%	0%	5%	3%	0%	5%	4%
Lacrosse																		
Mentions	1	1	0	-	0	1	0	0	-	1	0	0	0	0	1	0	0	1
% Valid Cases	1%	3%	0%	-	0%	4%	0%	0%	-	2%	0%	0%	0%	0%	2%	0%	0%	3%
% Total Mentions	1%	1%	0%	-	0%	2%	0%	0%	-	1%	0%	0%	0%	0%	1%	0%	0%	1%
Cheerleading																		
Mentions	2	1	1	-	1	0	1	0	-	1	1	0	0	0	2	1	0	1
% Valid Cases	3%	3%	4%	-	3%	0%	13%	0%	-	2%	13%	0%	0%	0%	5%	5%	0%	5%
% Total Mentions	2%	1%	2%	-	1%	0%	7%	0%	-	1%	7%	0%	0%	0%	3%	4%	0%	2%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: C**

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
Sample Size	90	44	47	-	43	33	13	1	-	59	12	14	5	39	52	25	33	33
I am significantly more concerned now than I was at the beginning of the pandemic																		
Count	33	14	19	-	16	13	4	0	-	24	4	4	1	10	22	**3**	**17**	**13**
Column %	37%	32%	41%	-	37%	39%	32%	0%	-	40%	34%	30%	20%	27%	44%	**13%**	**51% P**	**40% P**
I am somewhat more concerned now than I was at the beginning of the pandemic																		
Count	26	12	15	-	12	9	4	1	-	14	4	7	1	14	13	10	7	10
Column %	29%	27%	31%	-	29%	27%	32%	100%	-	24%	35%	50%	18%	35%	25%	41%	20%	30%
My concern is the same as it was at the start of the pandemic																		
Count	20	11	9	-	9	6	5	0	-	**13**	3	1	**3**	9	11	9	6	5
Column %	22%	25%	19%	-	22%	18%	36%	0%	-	**22%**	21%	10%	**61% J**	24%	21%	38%	18%	14%
I am somewhat less concerned now than I was at the beginning of the pandemic																		
Count	6	4	2	-	2	4	0	0	-	5	0	1	0	2	4	0	3	3
Column %	7%	9%	4%	-	6%	11%	0%	0%	-	8%	0%	10%	0%	6%	7%	0%	8%	10%
I am significantly less concerned now than I was at the beginning of the pandemic																		
Count	5	3	2	-	3	2	0	0	-	4	1	0	0	3	2	2	1	2
Column %	6%	7%	4%	-	7%	6%	0%	0%	-	6%	10%	0%	0%	8%	4%	9%	3%	6%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: JP**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Knowing this makes me much more comfortable with college football getting underway																		
Count	76	35	41	0	**28**	**21**	9	9	**9**	60	5	9	2	39	37	26	30	20
Column %	25%	23%	29%	0%	**32%** I	**36%** I	20%	19%	**15%**	26%	25%	26%	12%	24%	26%	21%	31%	25%
Knowing this makes me somewhat more comfortable with college football getting underway																		
Count	72	37	36	0	**33**	**11**	10	**8**	**10**	**44**	**8**	**16**	5	38	35	32	23	18
Column %	24%	24%	24%	0%	**37%** FHI	**19%**	21%	**17%**	**18%**	**19%**	**38%**	**48%** J	28%	24%	25%	25%	24%	23%
Knowing this does not affect my comfort level with college football getting underwat																		
Count	123	66	56	1	**23**	**19**	**22**	**25**	**34**	**103**	7	**7**	6	65	58	51	35	37
Column %	41%	43%	38%	100%	**25%**	**33%**	**47%** E	**52%** EF	**58%** EF	**45%** L	31%	**21%**	39%	41%	41%	40%	37%	47%
Knowing this makes me somewhat less comfortable with college football getting underway																		
Count	9	5	4	0	1	2	2	1	3	5	0	1	3	5	4	5	3	1
Column %	3%	3%	3%	0%	1%	3%	4%	3%	5%	2%	0%	4%	16%	3%	3%	4%	3%	1%
Knowing this makes me much less comfortable with college football getting underway																		
Count	20	11	9	0	4	6	4	4	3	18	1	0	1	13	7	12	5	3
Column %	7%	7%	6%	0%	4%	10%	8%	8%	5%	8%	6%	0%	5%	8%	5%	10%	5%	4%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFHIJL**

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Strongly Agree																		
Count	101	47	53	0	28	17	18	14	23	83	5	10	2	45	56	40	31	30
Column %	34%	31%	37%	0%	32%	30%	40%	30%	39%	36% M	24%	31%	12%	28%	40% N	32%	32%	39%
Somewhat Agree																		
Count	75	36	38	1	30	13	9	8	14	55	8	5	6	33	42	24	28	23
Column %	25%	24%	26%	100%	34% H	23%	20%	17%	23%	24%	38%	16%	39%	21%	30%	19%	29%	29%
Neither Agree nor Disagree																		
Count	106	62	44	0	25	23	17	21	20	76	7	17	7	71	35	55	28	23
Column %	35%	41%	30%	0%	28%	39%	36%	45% E	34%	33%	31%	53% J	40%	45% O	25%	44% QR	29%	29%
Somewhat Disagree																		
Count	7	3	4	0	4	2	0	1	0	6	1	0	0	4	3	2	4	1
Column %	2%	2%	3%	0%	5%	3%	0%	2%	0%	2%	7%	0%	0%	3%	2%	1%	4%	1%
Strongly Disagree																		
Count	11	5	6	0	2	3	2	3	2	9	0	0	2	6	5	6	4	1
Column %	4%	3%	4%	0%	2%	4%	4%	6%	3%	4%	0%	0%	10%	4%	4%	4%	5%	1%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EHJMNOQR

Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
I would attend the World Series if I were given a ticket Count	128	**56**	**72**	0	**51**	26	**16**	**18**	17	**89**	9	**22**	8	68	60	51	40	36
Column %	43%	**36%**	**50%** B	0%	**57%** GHI	45%	**34%**	**38%**	29%	**39%**	44%	**66%** J	46%	43%	42%	41%	42%	46%
I would not attend the World Series, even if I were given a ticket Count	172	**98**	**73**	1	**38**	32	**30**	**29**	42	**140**	12	**11**	9	91	81	75	55	42
Column %	57%	**64%** C	**50%**	100%	**43%**	55%	**66%** E	**62%** E	71% E	**61%** L	56%	**34%**	54%	57%	58%	59%	58%	54%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEGHIJL**

82

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Valid Cases	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Total Mentions	463	238	224	1	158	95	68	66	76	347	33	61	22	245	218	210	141	112
Football																		
Mentions	93	49	45	0	37	17	11	15	14	69	7	13	4	54	39	44	28	22
% Valid Cases	31%	32%	31%	0%	41%	30%	23%	31%	24%	30%	31%	41%	23%	34%	28%	35%	29%	28%
% Total Mentions	20%	20%	20%	0%	23% GI	18%	16%	22%	18%	20%	20%	22%	17%	22%	18%	21%	20%	19%
Baseball																		
Mentions	87	44	43	0	23	17	17	16	14	66	4	13	4	45	42	38	24	24
% Valid Cases	29%	28%	30%	0%	25%	30%	38%	34%	23%	29%	18%	40%	23%	28%	30%	30%	25%	31%
% Total Mentions	19%	18%	19%	0%	14%	18%	25%	25%	18%	19%	12%	21%	17%	18%	19%	18%	17%	22%
Basketball																		
Mentions	67	37	29	1	37	15	7	6	1	35	5	19	7	39	27	31	24	12
% Valid Cases	22%	24%	20%	100%	42%	26%	16%	12%	2%	15%	24%	59%	44%	25%	20%	25%	25%	15%
% Total Mentions	14%	16%	13%	100%	24% GH	16%	11%	9%	1%	10%	16%	32% JK	33% J	16%	13%	15%	17%	11%
Hockey																		
Mentions	43	23	19	0	16	12	5	7	3	35	5	3	0	25	17	24	8	11
% Valid Cases	14%	15%	13%	0%	18%	20%	12%	14%	5%	15%	24%	8%	0%	16%	12%	19%	8%	14%
% Total Mentions	9%	10%	9%	0%	10%	12%	8%	10%	4%	10%	16%	5%	0%	10%	8%	11% Q	5%	10%
Soccer																		
Mentions	41	18	23	0	16	13	3	4	6	30	4	6	1	15	26	17	13	11
% Valid Cases	14%	12%	16%	0%	18%	22%	6%	8%	9%	13%	19%	17%	6%	9%	19%	14%	14%	14%
% Total Mentions	9%	8%	10%	0%	10%	13%	4%	6%	7%	9%	12%	9%	4%	6%	12% N	8%	9%	10%
Automobile Racing (NASCAR, Formula 1, etc.)																		
Mentions	46	26	20	0	10	8	10	7	10	39	5	1	0	31	14	28	11	7
% Valid Cases	15%	17%	13%	0%	12%	13%	21%	16%	17%	17%	25%	4%	0%	20%	10%	22%	11%	9%
% Total Mentions	10%	11%	9%	0%	7%	8%	14%	11%	14%	11%	16%	2%	0%	13% O	7%	13% QR	8%	6%
Golf																		
Mentions	57	23	34	0	8	8	13	8	19	51	0	3	3	26	30	18	24	14
% Valid Cases	19%	15%	23%	0%	9%	14%	28%	18%	32%	22%	0%	9%	16%	17%	22%	14%	25%	18%
% Total Mentions	12%	10%	15%	0%	5% E	9%	19% E	13%	25% EF	15%	0%	5%	12%	11%	14%	9%	17% P	12%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJKNOPQR**

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Tennis																		
Mentions	30	18	12	0	10	6	3	3	9	21	3	3	4	**9**	**22**	10	9	11
% Valid Cases	10%	12%	8%	0%	11%	10%	6%	6%	16%	9%	12%	8%	21%	**5%**	**15%**	8%	9%	14%
% Total Mentions	7%	8%	5%	0%	6%	6%	4%	4%	12%	6%	8%	5%	16%	**3%**	**10% N**	5%	6%	10%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

◻ **Significant difference within groups: EFGHIJKNOPQR**

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
I would be much more likely to support the team if it had an African American starting quarterback Count Column %	35 12%	15 10%	20 14%	0 0%	21 23% FGHI	5 9%	3 6%	2 5%	4 6%	22 10%	4 19%	7 22% J	2 11%	23 14%	12 9%	14 11%	13 14%	8 10%
I would be somewhat more likely to support the team if it had an African American starting quarterback Count Column %	34 11%	20 13%	13 9%	1 100%	16 18% GH	9 15% H	3 6%	1 2%	6 9%	20 9%	1 6%	12 38% JKM	0 0%	16 10%	18 13%	18 14%	11 12%	5 6%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team Count Column %	208 69%	110 72%	98 68%	0 0%	46 51%	35 60%	38 82% EF	43 89% EF	48 81% EF	167 73% L	16 75% L	13 41%	12 73% L	111 69%	98 70%	84 67%	63 66%	62 79%
I would be somewhat less likely to support the team if it had an African American starting quarterback Count Column %	12 4%	3 2%	9 6%	0 0%	4 4%	6 11% GHI	1 2%	0 0%	1 2%	10 4%	0 0%	0 0%	3 16%	4 2%	8 6%	3 2%	6 7%	3 4%
I would be much less likely to support the team if it had an African American starting quarterback Count Column %	10 3%	5 3%	5 3%	0 0%	3 3%	3 5%	2 4%	2 4%	1 2%	10 4%	0 0%	0 0%	0 0%	7 4%	4 3%	7 6% R	2 2%	1 1%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: EFGHIJKLMR**

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team.Which of the following do you agree with most? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Steve Nash had a major advantage in getting this head coaching job because of his race																		
Count	34	16	18	0	18	6	2	1	7	25	3	6	1	14	20	13	11	10
Column %	11%	10%	13%	0%	20% GH	10%	4%	2%	13% H	11%	12%	17%	5%	9%	14%	11%	11%	13%
Steve Nash had a minor advantage in getting this head coaching job because of his race																		
Count	49	27	22	0	21	9	8	4	7	31	7	7	4	25	24	18	19	13
Column %	16%	18%	15%	0%	23% H	16%	17%	8%	12%	13%	31% J	22%	27%	16%	17%	14%	20%	16%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race																		
Count	31	13	17	1	13	9	2	3	4	18	3	8	2	15	16	14	9	7
Column %	10%	8%	12%	100%	15% G	16% G	4%	6%	6%	8%	13%	25% J	11%	9%	12%	11%	10%	9%
Steve Nash had a major disadvantage in getting this head coaching job because of his race																		
Count	31	17	14	0	12	15	2	2	1	23	1	6	2	16	15	12	11	8
Column %	10%	11%	10%	0%	13% I	25% GHI	4%	4%	2%	10%	6%	17%	10%	10%	11%	9%	12%	10%
Race did not play a role in Steve Nash getting this head coaching job																		
Count	155	81	74	0	26	19	32	38	40	133	8	6	8	90	65	69	46	41
Column %	52%	53%	51%	0%	29%	34%	71% EF	80% EF	67% EF	58% L	38%	18%	46% L	57%	46%	55%	48%	52%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Noticed a Statement																		
Count	142	53	88	1	52	23	18	17	32	106	10	20	6	65	77	49	50	43
Column %	47%	34%	61% B	100%	58% FGH	40%	40%	35%	54% H	46%	44%	61%	39%	41%	55% N	39%	53% P	55% P
Did not notice a statement																		
Count	158	101	57	0	38	35	28	31	27	123	12	13	10	94	64	77	45	35
Column %	53%	66% C	39%	0%	42%	60% E	60% E	65% EI	46%	54%	56%	39%	61%	59% O	45%	61% QR	47%	45%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHINOPQR**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k+ **R**
Sample Size	298	151	145	1	88	58	46	47	59	228	22	31	17	158	140	124	95	78
Noticed a Statement																		
Count	82	**24**	**58**	1	**30**	**10**	9	9	**24**	64	6	10	3	37	45	34	23	26
Column %	28%	**16%**	**40%** B	100%	**35%** FH	**17%**	20%	18%	**40%** FGH	28%	26%	31%	18%	24%	32%	27%	24%	33%
Did not notice a statement																		
Count	215	**128**	**88**	0	**58**	**48**	37	38	35	164	16	22	14	121	95	91	72	52
Column %	72%	**84%** C	**60%**	0%	**65%**	**83%** EI	80% I	82% EI	60%	72%	74%	69%	82%	76%	68%	73%	76%	67%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHI

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	298	154	143	1	90	58	45	48	58	227	22	33	17	159	140	125	96	77
Noticed a Statement																		
Count	122	**43**	**79**	1	**54**	**21**	**10**	**12**	**26**	**84**	12	**21**	**5**	62	61	47	40	35
Column %	41%	**28%**	**55%** B	100%	**60%** FGH	**36%**	**22%**	**26%**	**44%** GH	**37%**	57%	**66%** JM	**29%**	39%	43%	38%	41%	46%
Did not notice a statement																		
Count	176	**111**	**65**	0	**36**	**37**	**35**	**35**	**32**	**144**	9	**11**	**12**	97	79	78	56	42
Column %	59%	**72%** C	**45%**	0%	**40%**	**64%** E	**78%** EI	**74%** EI	**56%**	**63%** L	43%	**34%**	**71%** L	61%	57%	62%	59%	54%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJLM

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	298	152	145	1	89	58	46	47	59	227	22	33	17	160	139	125	95	78
Noticed a Statement																		
Count	62	17	44	1	34	8	4	5	11	43	4	11	3	34	27	25	18	19
Column %	21%	11%	30% B	100%	38% FGHI	15%	8%	10%	18%	19%	19%	34% J	17%	21%	20%	20%	19%	24%
Did not notice a statement																		
Count	237	135	101	0	55	49	42	42	48	184	18	22	14	125	111	100	77	60
Column %	79%	89% C	70%	0%	62%	85% E	92% E	90% E	82% E	81% L	81%	66%	83%	79%	80%	80%	81%	76%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJL

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	Intersex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	Non-College **N**	College **O**	Under $50k **P**	$50k to $100k **Q**	$100k + **R**
Sample Size	299	153	145	1	90	58	46	47	59	228	22	33	17	160	140	126	95	78
Noticed a Statement																		
Count	55	**20**	**34**	1	**30**	**10**	5	5	6	**35**	4	**14**	3	27	29	22	21	13
Column %	18%	**13%**	**23%** **B**	100%	**34%** **FGHI**	**17%**	**10%**	**10%**	**10%**	**15%**	19%	**43%** **J**	17%	17%	21%	17%	22%	16%
Did not notice a statement																		
Count	244	**133**	**111**	0	**59**	**48**	**41**	**42**	**54**	**194**	18	**19**	14	133	111	104	74	66
Column %	82%	**87%** **C**	**77%**	0%	**66%**	**83%** **E**	**90%** **E**	**90%** **E**	**90%** **E**	**85%** **L**	81%	**57%**	83%	83%	79%	83%	78%	84%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Noticed a Statement																		
Count	78	**27**	**50**	1	**29**	**9**	8	12	**19**	61	4	11	2	40	38	33	23	22
Column %	26%	**17%**	**35%** B	100%	**32%** F	**16%**	18%	26%	**32%** F	27%	19%	35%	11%	25%	27%	26%	24%	28%
Did not notice a statement																		
Count	222	**127**	**95**	0	**61**	**48**	38	35	**40**	168	18	21	15	119	103	93	73	56
Column %	74%	**83%** C	**65%**	0%	**68%**	**84%** EI	82%	74%	**68%**	73%	81%	65%	89%	75%	73%	74%	76%	72%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCEFI**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Noticed a Statement																		
Count	64	**24**	**39**	1	**34**	**11**	**5**	**4**	**11**	**38**	5	**17**	4	34	31	24	26	14
Column %	21%	**16%**	**27%** B	100%	**38%** FGHI	**20%**	**10%**	**8%**	**18%**	**17%**	25%	**51%** J	23%	21%	22%	19%	27%	18%
Did not notice a statement																		
Count	236	**129**	**106**	0	**56**	**46**	**41**	**44**	**49**	**191**	16	**16**	13	126	110	102	69	64
Column %	79%	**84%** C	**73%**	0%	**62%**	**80%** E	**90%** E	**92%** E	**82%** E	**83%** L	75%	**49%**	77%	79%	78%	81%	73%	82%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BCEFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	299	153	145	1	89	58	46	48	59	229	22	33	16	159	140	125	96	78
Noticed a Statement Count	51	20	31	0	**28**	**14**	**4**	**0**	**5**	**33**	5	7	**5**	25	27	**15**	**21**	15
Column %	17%	13%	21%	0%	**32% GHI**	**25% GHI**	**8%**	**0%**	**8%**	**15%**	25%	22%	**35% J**	16%	19%	**12%**	**22% P**	19%
Did not notice a statement Count	248	132	114	1	**60**	**43**	**42**	48 **54**		**196**	16	26	**10**	134	114	**110**	**74**	63
Column %	83%	87%	79%	100%	**68%**	**75%**	**92% EF**	**100% EF**	**92% EF**	**85% M**	75%	78%	**65%**	84%	81%	**88% Q**	**78%**	81%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: EFGHIJMPQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Noticed a Statement																		
Count	41	16	25	1	**26**	**8**	**3**	**1**	**4**	**24**	3	**11**	4	23	19	13	18	10
Column %	14%	10%	17%	100%	**29%** **FGHI**	**14%** **H**	**6%**	**2%**	**6%**	**10%**	12%	**34%** **J**	23%	14%	13%	11%	19%	13%
Did not notice a statement																		
Count	259	138	121	0	**64**	**50**	**43**	**47**	**55**	**205**	19	**22**	13	137	122	112	78	69
Column %	86%	90%	83%	0%	**71%** **E**	**86%** **E**	**94%** **E**	**98%** **EF**	**94%** **E**	**90%** **L**	88%	**66%**	77%	86%	87%	89%	81%	87%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: EFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	298	154	144	1	88	58	46	48	59	229	22	31	17	158	140	124	96	78
Noticed a Statement																		
Count	72	**22**	**48**	1	**36**	**12**	3	7	**15**	**50**	6	**13**	4	36	36	31	20	21
Column %	24%	**15%**	**34%** B	100%	**40%** FGHI	**21%** G	6%	14%	**24%** G	**22%**	26%	**40%** J	24%	23%	25%	25%	21%	27%
Did not notice a statement																		
Count	227	**131**	**95**	0	**52**	**46**	**43**	**41**	**45**	**179**	16	**19**	13	122	105	94	76	58
Column %	76%	**85%** C	**66%**	0%	**60%**	**79%** E	**94%** EFI	**86%** E	**76%** E	**78%** L	74%	**60%**	76%	77%	75%	75%	79%	73%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJL

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	299	154	144	1	89	58	46	48	59	228	22	33	17	160	140	126	96	77
Noticed a Statement																		
Count	43	**16**	**27**	1	**23**	**11**	4	2	4	**28**	4	5	**6**	19	25	14	18	11
Column %	15%	**10%**	**18%** B	100%	**26%** GHI	**19%** HI	8%	4%	6%	**12%**	19%	17%	**39%** J	12%	18%	11%	19%	15%
Did not notice a statement																		
Count	256	**138**	**118**	0	**65**	**47**	42	46	56	**201**	18	27	**10**	141	115	112	77	66
Column %	85%	**90%** C	**82%**	0%	**74%** E	**81%**	92% E	96% EF	94% EF	**88%** M	81%	83%	**61%**	88%	82%	89%	81%	85%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCEFGHIJM**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	299	154	144	1	90	57	46	48	59	228	22	33	17	160	140	126	95	78
Noticed a Statement Count Column %	42 14%	**15** **10%**	**26** **18%** **B**	1 100%	**26** **29%** **GHI**	**11** **19%** **GHI**	**2** **4%**	**0** **0%**	**4** **6%**	**27** **12%**	3 12%	**11** **34%** **J**	2 12%	20 13%	22 16%	17 13%	16 17%	10 13%
Did not notice a statement Count Column %	257 86%	**138** **90%** **C**	**118** **82%**	0 0%	**64** **71%**	**46** **81%**	**44** **96%** **EF**	48 **100%** **EF**	**55** **94%** **EF**	**201** **88%** **L**	19 88%	**22** **66%**	15 88%	139 87%	117 84%	109 87%	79 83%	69 87%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJL

98

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Noticed a Statement																		
Count	40	**13**	**26**	1	**29**	**7**	**1**	**1**	**2**	**23**	3	**10**	**5**	21	20	17	14	9
Column %	13%	**8%**	**18%** B	100%	**32%** FGHI	**13%** GHI	**2%**	**2%**	**3%**	**10%**	12%	**29%** J	**29%** J	13%	14%	14%	15%	11%
Did not notice a statement																		
Count	260	**141**	**119**	0	**61**	**50**	**45**	**47**	**57**	**206**	19	**23**	**12**	139	121	109	81	70
Column %	87%	**92%** C	**82%**	0%	**68%** E	**87%** E	**98%** EF	**98%** EF	**97%** EF	**90%** LM	88%	**71%**	**71%**	87%	86%	86%	85%	89%

* Denotes variable with statistically significant findings

██ **Significant difference within groups: BCEFGHIJLM**

99

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	69	**28**	**41**	0	**39**	**12**	**6**	**4**	**8**	**42**	**9**	**16**	**2**	36	33	27	26	16
Column %	23%	**18%**	**29%** B	0%	**44%** FGHI	**21%**	**12%**	**9%**	**13%**	**18%**	**44%**	**48%** JM	**12%**	23%	24%	21%	27%	21%
Somewhat more favorable impression																		
Count	43	19	23	0	**14**	**12**	**4**	**2**	**10**	35	0	4	4	21	21	18	15	10
Column %	14%	13%	16%	0%	**16%** H	**21%** GH	**8%**	**4%**	**17%** H	15%	0%	13%	21%	13%	15%	15%	15%	12%
Less favorable impression																		
Count	17	12	5	0	7	5	2	1	2	9	1	4	3	6	11	5	9	3
Column %	6%	8%	3%	0%	8%	9%	5%	2%	3%	4%	7%	13%	15%	4%	8%	4%	9%	4%
Much less favorable impression																		
Count	26	10	16	0	3	5	5	6	8	25	1	0	0	17	9	10	12	4
Column %	9%	7%	11%	0%	4%	8%	10%	12%	13%	11%	6%	0%	0%	11%	6%	8%	13%	5%
No impact																		
Count	145	**84**	**60**	1	**26**	**23**	**30**	**35**	**32**	**119**	9	**8**	9	79	66	**66**	**34**	**45**
Column %	48%	**55%** C	**41%**	100%	**29%**	**40%**	**65%** EF	**74%** EFI	**54%** E	**52%** L	44%	**25%**	52%	49%	47%	**52%** Q	**35%**	**58%** Q

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJLMQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	44	11	33	0	19	11	4	3	7	36	1	6	1	16	27	15	18	11
Column %	15%	7%	22% B	0%	22% GH	19% H	8%	6%	11%	16%	6%	18%	6%	10%	19% N	12%	19%	14%
Somewhat more favorable impression Count	42	21	20	0	17	9	5	2	8	29	4	9	0	24	18	22	9	11
Column %	14%	14%	14%	0%	19% H	16%	10%	5%	14%	13%	18%	26% JM	0%	15%	13%	17%	10%	13%
Less favorable impression Count	25	16	9	0	12	5	4	3	1	14	1	6	4	16	10	9	10	6
Column %	8%	11%	6%	0%	14% I	9% I	9% I	6%	1%	6%	7%	17% J	27% J	10%	7%	7%	11%	7%
Much less favorable impression Count	23	11	12	0	6	6	4	3	5	18	4	1	0	14	9	9	11	3
Column %	8%	7%	8%	0%	7%	10%	8%	6%	8%	8%	19%	4%	0%	9%	7%	7%	12%	4%
No impact Count	166	93	72	1	35	26	30	37	38	133	11	11	11	89	77	71	46	48
Column %	55%	61% C	49%	100%	39%	46%	65% E	78% EF	64% EF	58% L	50%	34%	67% L	56%	55%	57%	48%	62%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJLMN**

101

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	51	19	33	0	29	11	3	3	5	28	3	19	2	31	21	23	22	7
Column %	17%	12%	23%	0%	32%	20%	6%	7%	8%	12%	12%	57%	12%	19%	15%	18%	23%	9%
			B		GHI	G						JKM					R	
Somewhat more favorable impression																		
Count	41	16	25	0	20	8	5	1	7	28	4	7	1	24	17	15	11	15
Column %	14%	10%	17%	0%	22%	14%	11%	2%	11%	12%	19%	23%	5%	15%	12%	12%	12%	19%
					H	H	H		H									
Less favorable impression																		
Count	25	14	11	0	12	4	5	2	2	15	4	1	4	10	15	10	8	7
Column %	8%	9%	7%	0%	13%	8%	11%	4%	3%	6%	19%	4%	27%	6%	10%	8%	9%	9%
					I								JL					
Much less favorable impression																		
Count	30	14	16	0	4	7	5	6	9	30	0	0	0	18	12	11	14	5
Column %	10%	9%	11%	0%	4%	13%	10%	12%	15%	13%	0%	0%	0%	11%	9%	9%	15%	6%
									E	L							R	
No impact																		
Count	153	91	61	1	25	26	28	36	37	128	11	5	9	77	76	68	40	45
Column %	51%	59%	42%	100%	28%	46%	61%	76%	63%	56%	50%	16%	56%	48%	54%	54%	42%	57%
		C				E	E	EF	E	L	L		L					Q

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJKLMQR

102

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	29	9	20	0	13	7	5	2	3	27	0	1	1	12	17	10	10	9
Column %	10%	6%	14% B	0%	14% HI	11%	10%	4%	5%	12%	0%	4%	6%	7%	12%	8%	10%	12%
Somewhat more favorable impression Count	41	18	23	0	19	9	5	2	5	23	3	13	2	26	15	23	13	6
Column %	14%	12%	16%	0%	22% HI	16%	12%	5%	8%	10%	13%	40% JKM	12%	16%	11%	18% R	13%	7%
Less favorable impression Count	33	18	14	0	19	7	3	2	2	18	7	6	3	17	16	10	12	11
Column %	11%	12%	10%	0%	21% GHI	12%	7%	4%	3%	8%	31% J	17%	15%	11%	11%	8%	12%	14%
Much less favorable impression Count	19	8	11	0	1	5	3	3	7	16	1	0	2	8	11	8	10	1
Column %	6%	5%	7%	0%	1%	9% E	6%	6%	12% E	7%	6%	0%	10%	5%	8%	6% R	11% R	1%
No impact Count	178	99	78	1	37	29	30	39	43	145	11	13	9	96	82	75	52	51
Column %	59%	65%	53%	100%	41%	51% E	65%	81% EF	73% EF	63% L	50%	38%	57%	60%	58%	60%	54%	65%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BEFGHIJKLMR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	35	13	21	0	**19**	**10**	**1**	**2**	**2**	**21**	**5**	**7**	1	18	16	15	14	6
Column %	12%	9%	15%	0%	**22% GHI**	**18% GHI**	**2%**	**4%**	**3%**	**9%**	**25% J**	**22% J**	6%	11%	12%	12%	14%	8%
Somewhat more favorable impression Count	36	13	23	0	**16**	8	5	3	**4**	**24**	1	**9**	2	16	19	15	10	10
Column %	12%	8%	16%	0%	**18% I**	14%	10%	7%	**6%**	**10%**	7%	**27% J**	12%	10%	14%	12%	11%	13%
Less favorable impression Count	23	15	8	0	**11**	**5**	**4**	2	**1**	14	3	3	3	10	12	9	8	6
Column %	8%	10%	5%	0%	**12% I**	**9% I**	**9% I**	4%	**1%**	6%	12%	9%	21%	7%	9%	7%	8%	7%
Much less favorable impression Count	22	9	13	0	3	3	6	4	7	21	1	0	0	15	7	8	10	3
Column %	7%	6%	9%	0%	4%	5%	12%	7%	12%	9%	6%	0%	0%	10%	5%	7%	11%	4%
No impact Count	185	**103**	**81**	1	**40**	**31**	**31**	**37**	**46**	**150**	11	**14**	10	99	85	78	53	53
Column %	62%	**67% C**	**55%**	100%	**45%**	**54%**	**67% E**	**78% EF**	**77% EF**	**65% L**	50%	**43%**	61%	62%	61%	62%	56%	68%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: CEFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	34	**8**	**26**	0	**20**	**8**	2	3	1	**23**	1	**7**	2	19	15	16	13	5
Column %	11%	**5%**	**18%** B	0%	**23%** GHI	**13%** I	4%	6%	2%	**10%**	7%	**23%** J	11%	12%	11%	13%	13%	6%
Somewhat more favorable impression																		
Count	41	20	22	0	**18**	**9**	5	**1**	9	30	4	7	0	25	16	17	12	13
Column %	14%	13%	15%	0%	**20%** H	**16%** H	10%	**2%**	**14%** H	13%	19%	22%	0%	16%	12%	13%	12%	16%
Less favorable impression																		
Count	21	14	7	0	**9**	**7**	**4**	1	1	**10**	4	3	**4**	8	13	8	8	5
Column %	7%	9%	5%	0%	**10%** I	**12%** HI	**9%** I	2%	1%	**4%**	18%	8%	**27%** J	5%	10%	6%	9%	7%
Much less favorable impression																		
Count	24	14	10	0	4	5	6	3	6	20	0	1	2	12	11	9	11	3
Column %	8%	9%	7%	0%	5%	10%	12%	6%	10%	9%	0%	4%	10%	8%	8%	7%	12%	4%
No impact																		
Count	180	98	81	1	**38**	**28**	**30**	**40**	**43**	**145**	12	**14**	9	96	84	76	52	52
Column %	60%	64%	55%	100%	**43%** E	**49%**	**65%** E	**84%** EFG	**73%** EF	**63%** L	56%	**43%**	52%	60%	60%	60%	54%	66%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BEFGHIJL**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	32	**10**	**22**	0	**16**	9	2	1	4	20	1	**10**	**0**	16	15	15	11	7
Column %	11%	**6%**	**15%** B	0%	**18%** GHI	**16%** GH	4%	2%	7%	9%	7%	**31%** JKM	**0%**	10%	11%	12%	11%	8%
Somewhat more favorable impression																		
Count	38	**13**	**25**	0	**18**	8	5	**2**	6	26	3	6	3	19	19	17	13	9
Column %	13%	**9%**	**17%** B	0%	**20%** H	**15%** H	10%	**4%**	9%	12%	12%	18%	18%	12%	14%	13%	14%	11%
Less favorable impression																		
Count	26	18	8	0	**14**	6	4	**0**	2	15	5	3	3	13	13	10	11	6
Column %	9%	12%	6%	0%	**16%** HI	**11%** H	9%	**0%**	3%	6%	24% J	8%	21%	8%	9%	8%	11%	7%
Much less favorable impression																		
Count	22	9	12	0	4	6	3	4	6	19	1	1	0	14	8	**5**	**10**	7
Column %	7%	6%	8%	0%	4%	10%	6%	7%	10%	8%	7%	4%	0%	9%	6%	**4%**	**11%** P	8%
No impact																		
Count	182	**103**	**78**	1	**38**	28	33	41	42	149	11	**12**	10	97	85	80	51	51
Column %	61%	**67%** C	**54%**	100%	**43%**	**49%**	71% EF	86% EF	71% EF	65% L	50%	**38%**	61%	61%	61%	64%	53%	65%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCEFGHIJKLMP**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k+ R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	35	**10**	**25**	0	**21**	9	2	1	2	22	4	**7**	1	16	19	13	13	9
Column %	12%	**6%**	**17%** B	0%	23% GHI	16% GHI	4%	2%	3%	10%	18%	23% J	6%	10%	13%	10%	14%	11%
Somewhat more favorable impression Count	28	13	15	0	**12**	6	5	**0**	6	16	4	6	2	17	11	11	9	7
Column %	9%	8%	10%	0%	13% H	10%	10%	0%	10%	7%	19%	17%	12%	10%	8%	9%	10%	9%
Less favorable impression Count	29	19	10	0	**14**	**7**	**5**	2	1	18	3	4	3	14	15	12	10	7
Column %	10%	12%	7%	0%	15% HI	13% I	11% I	4%	1%	8%	12%	13%	21%	9%	10%	9%	11%	8%
Much less favorable impression Count	19	10	9	0	5	6	3	2	3	16	0	1	2	9	10	7	9	3
Column %	6%	7%	6%	0%	6%	11%	6%	4%	5%	7%	0%	4%	10%	6%	7%	6%	9%	4%
No impact Count	190	102	87	1	**38**	**29**	**32**	**43**	**48**	**157**	11	**14**	9	104	86	83	54	53
Column %	63%	66%	60%	100%	43%	51%	69% E	90% EFG	81% EF	68% L	50%	43%	52%	65%	61%	66%	56%	68%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BEFGHIJL**

107

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	30	11	18	0	16	9	1	1	3	21	3	4	2	16	14	11	12	7
Column %	10%	7%	13%	0%	18% GHI	16% GHI	2%	2%	5%	9%	12%	13%	11%	10%	10%	9%	13%	9%
Somewhat more favorable impression																		
Count	35	13	22	0	19	8	5	0	4	22	3	9	2	17	19	15	10	10
Column %	12%	9%	15%	0%	21% HI	14% H	10%	0%	6%	10%	12%	27% J	12%	10%	13%	12%	11%	12%
Less favorable impression																		
Count	28	17	12	0	15	6	4	2	2	13	6	6	4	14	14	9	14	5
Column %	9%	11%	8%	0%	16% HI	10%	9%	4%	3%	6%	26% J	17% J	25% J	9%	10%	7%	15% R	6%
Much less favorable impression																		
Count	18	10	8	0	3	6	5	2	3	17	0	1	0	10	8	8	6	4
Column %	6%	7%	5%	0%	4%	10%	10%	4%	5%	7%	0%	4%	0%	7%	5%	7%	6%	5%
No impact																		
Count	188	102	86	1	37	28	32	43	48	157	11	13	9	102	86	82	53	53
Column %	63%	66%	59%	100%	42%	49%	69% EF	90% EFG	81% EF	68% L	50%	38%	52%	64%	61%	65%	56%	68%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJLR**

108

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	35	**11**	**23**	0	**20**	9	2	1	3	22	1	10	1	17	18	12	16	7
Column %	12%	**7%**	**16% B**	0%	**22% GHI**	**16% GHI**	4%	2%	5%	10%	7%	**32% JKM**	6%	10%	13%	9%	16%	9%
Somewhat more favorable impression Count	40	18	22	0	**19**	7	6	1	8	29	1	8	2	21	19	18	13	9
Column %	13%	12%	15%	0%	**21% H**	**12% H**	**12% H**	2%	**13% H**	12%	6%	**26% J**	12%	13%	13%	14%	14%	12%
Less favorable impression Count	25	15	9	0	**12**	6	3	1	2	13	5	3	3	11	13	8	11	6
Column %	8%	10%	6%	0%	**14% HI**	**11% H**	7%	2%	3%	6%	**24% J**	8%	21%	7%	9%	7%	11%	7%
Much less favorable impression Count	22	10	12	0	6	5	4	3	4	16	3	2	2	13	9	10	8	4
Column %	7%	6%	8%	0%	7%	9%	8%	6%	7%	7%	13%	5%	10%	8%	6%	8%	8%	5%
No impact Count	179	100	78	1	**33**	**29**	**32**	**42**	**43**	**150**	11	**10**	9	97	81	78	**49**	**52**
Column %	60%	65%	54%	100%	**36%**	**51%**	**69% E**	**88% EFGI**	**73% EF**	**65% L**	50%	**29%**	52%	61%	58%	62%	**51%**	**66% Q**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable																		
Count	30	9	21	0	17	6	3	1	3	23	0	6	1	15	15	9	14	7
Column %	10%	6%	14% B	0%	19% GHI	11% H	6%	2%	5%	10%	0%	18%	6%	9%	10%	7%	14%	8%
Somewhat more favorable impression																		
Count	36	17	19	0	17	12	4	0	4	21	4	9	3	18	19	13	15	8
Column %	12%	11%	13%	0%	19% HI	21% HI	8%	0%	6%	9%	19%	26% J	15%	11%	13%	11%	16%	10%
Less favorable impression																		
Count	21	12	9	0	10	4	4	1	2	9	5	3	4	11	10	7	7	7
Column %	7%	8%	6%	0%	11% H	8%	9%	2%	3%	4%	25% J	9%	21% J	7%	7%	6%	7%	9%
Much less favorable impression																		
Count	24	14	10	0	8	7	5	2	3	18	1	4	1	13	11	14	7	3
Column %	8%	9%	7%	0%	9%	11%	10%	4%	5%	8%	6%	13%	6%	8%	8%	11%	7%	4%
No impact																		
Count	189	101	87	1	38	28	31	44	48	158	11	11	9	103	86	82	53	54
Column %	63%	66%	60%	100%	43% E	49% E	67% E	92% EFG	81% EF	69% L	50%	34%	52%	64%	61%	65%	55%	69%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

◻ **Significant difference within groups: BEFGHIJL**

110

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count	27	12	15	0	**14**	**6**	4	**1**	**2**	**17**	3	**7**	0	17	9	13	10	4
Column %	9%	8%	10%	0%	**16% HI**	**11% H**	8%	**2%**	**3%**	**7%**	12%	**22% J**	0%	11%	7%	10%	11%	5%
Somewhat more favorable impression Count	35	15	19	0	**15**	**11**	**3**	**1**	5	23	3	6	4	15	20	12	14	9
Column %	12%	10%	13%	0%	**17% H**	**19% GH**	**6%**	**2%**	8%	10%	12%	18%	21%	10%	14%	9%	15%	11%
Less favorable impression Count	24	12	12	0	**12**	**6**	2	**2**	1	13	3	4	4	10	14	6	10	8
Column %	8%	8%	8%	0%	**14% HI**	**11% I**	5%	**4%**	2%	6%	12%	13%	21%	6%	10%	5%	10%	10%
Much less favorable impression Count	26	11	15	0	10	3	6	2	5	19	1	4	1	16	9	13	9	3
Column %	9%	7%	10%	0%	12%	5%	12%	4%	8%	8%	7%	13%	6%	10%	7%	10%	9%	4%
No impact Count	189	104	85	1	**37**	**31**	**32**	**42**	**47**	**157**	12	**11**	9	101	88	82	**52**	**55**
Column %	63%	67%	58%	100%	**42% E**	**54% E**	**69% E**	**88% EFG**	**79% EF**	**69% L**	56%	**34%**	52%	63%	63%	65%	**55% Q**	**70% Q**

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: EFGHIJLQ

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* Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	Non-College N	College O	Under $50k P	$50k to $100k Q	$100k + R
Sample Size	300	154	145	1	90	58	46	48	59	229	22	33	17	160	140	126	96	78
Much more favorable Count Column %	28 9%	10 7%	18 12%	0 0%	16 18% GHI	8 13% HI	2 4%	1 2%	2 3%	18 8%	3 12%	7 22% J	0 0%	14 9%	14 10%	10 8%	12 13%	6 8%
Somewhat more favorable impression Count Column %	31 10%	13 9%	17 12%	0 0%	17 19% GH	6 10% H	3 6%	0 0%	5 8%	16 7%	3 12%	10 32% J	2 12%	20 12%	11 8%	14 11%	8 9%	8 10%
Less favorable impression Count Column %	25 8%	14 9%	11 7%	0 0%	10 11% H	8 14% HI	4 9%	1 2%	2 3%	15 6%	3 13%	3 8%	4 27% J	10 6%	15 11%	5 4%	11 11% P	9 11%
Much less favorable impression Count Column %	25 8%	12 8%	13 9%	0 0%	9 10%	6 10%	6 12%	2 4%	3 5%	21 9%	3 12%	1 4%	0 0%	14 9%	11 8%	14 11% R	9 9% R	2 2%
No impact Count Column %	191 64%	104 68%	87 60%	1 100%	38 42%	30 52%	32 69% E	44 92% EFG	48 81% EF	159 70% L	11 50%	11 34%	10 61%	103 64%	89 63%	82 65%	56 58%	54 69%

Weight Variable = Great Lakes Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: EFGHIJLPR

ASU National Sports Public Opinion Pulse
National Topline and Crosstabs

Survey conducted on Sep 16th - Sep 20th, 2020
n=1800 with a MoE +/- 2.31%
Sample collected via Online Opt-in Survey

Area

	Total
Sample Size	1,800
Atlantic	
Count	356
Column %	20%
Great Lakes	
Count	288
Column %	16%
Pacific	
Count	293
Column %	16%
Plains	
Count	292
Column %	16%
Southern	
Count	427
Column %	24%
Western	144
Count	8%
Column %	

Sex

	Total
Sample Size	1,800
Female	923
Count	51%
Column %	
Male	874
Count	49%
Column %	
Intersex	3
Count	0%
Column %	

Education

	Total
Sample Size	1,800
HS or less	
Count	370
Column %	21%
Some College/Trade School	
Count	556
Column %	31%
College Grad	
Count	532
Column %	30%
Post Grad or higher	
Count	343
Column %	19%

Weight Variable = National Weighting

Age

	Total
Sample Size	1,800
18 to 34 years old	
Count	583
Column %	32%
35 to 44 years old	
Count	315
Column %	17%
45 to 54 years old	
Count	276
Column %	15%
55 to 64 years old	
Count	277
Column %	15%
65 years old or more	
Count	349
Column %	19%

Ethnicity

	Total
Sample Size	1,800
White	
Count	1,132
Column %	63%
Hispanic	
Count	295
Column %	16%
AA	
Count	220
Column %	12%
Asian	
Count	108
Column %	6%
Other	
Count	45
Column %	2%

HHI

	Total
Sample Size	1,800
Under $35k	
Count	450
Column %	25%
$35k to $50k	
Count	270
Column %	15%
$50k to $100k	
Count	597
Column %	33%
Over $100k	
Count	483
Column %	27%

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often Count	543	192	349	2	221	121	76	59	66	302	94	112	36	247	296	168	201	174
Column %	30%	21%	40% B	75% B	38% GHI	38% GHI	27% I	21%	19%	27%	32%	51% JKM	23%	27%	34% N	23%	34% P	36% P
Somewhat Often Count	361	166	195	0	136	57	47	47	74	224	79	30	28	184	178	132	133	96
Column %	20%	18%	22% B	0%	23% GH	18%	17%	17%	21%	20% L	27% JLM	14%	18%	20%	20%	18%	22%	20%
Not Very Often Count	204	113	90	0	65	36	27	34	42	129	36	22	17	103	100	85	65	54
Column %	11%	12%	10%	0%	11%	11%	10%	12%	12%	11%	12%	10%	11%	11%	11%	12%	11%	11%
Not Often at All Count	246	153	93	0	61	32	45	56	52	158	35	25	29	136	110	108	73	64
Column %	14%	17% C	11%	0%	10%	10%	16% EF	20% EF	15% E	14%	12%	11%	19% KL	15%	13%	15%	12%	13%
I don't watch sports Count	446	299	147	1	100	69	81	81	115	319	51	31	44	256	190	227	125	94
Column %	25%	32% C	17%	25%	17%	22%	29% EF	29% EF	33% EF	28% KL	17%	14%	29% KL	28% O	22%	32% QR	21%	20%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often Count	431	**137**	**292**	1	**159**	**94**	**60**	**61**	**56**	**250**	**65**	**87**	**28**	**187**	**244**	158	143	129
Column %	24%	**15%**	**33%** B	46%	**27%** I	**30%** GHI	**22%**	**22%**	**16%**	**22%**	**22%**	**40%** JKM	**18%**	**20%**	**28%** N	22%	24%	27%
Somewhat Often Count	413	**186**	**227**	0	**158**	77	**58**	**54**	**65**	**244**	**86**	50	32	**194**	**219**	130	155	127
Column %	23%	**20%**	**26%** B	0%	**27%** GHI	25%	**21%**	**19%**	**19%**	**22%**	**29%** J	23%	21%	**21%**	**25%** N	18%	26% P	26% P
Not Very Often Count	256	**151**	**104**	1	92	36	37	41	50	**147**	**60**	**27**	22	146	111	108	88	61
Column %	14%	**16%** C	**12%**	29%	16%	11%	13%	15%	14%	**13%**	**20%** JL	**12%**	14%	16%	13%	15%	15%	13%
Not Often at All Count	270	**160**	**110**	0	**68**	**40**	44	**47**	**72**	**185**	**32**	27	27	151	120	110	84	77
Column %	15%	**17%** C	**13%**	0%	**12%**	**13%**	16%	**17%** E	**21%** EF	**16%** K	**11%**	12%	17%	16%	14%	15%	14%	16%
I don't watch sports Count	430	**289**	**140**	1	**106**	**68**	**77**	**73**	**106**	**306**	**52**	**28**	**44**	**249**	**181**	**214**	**127**	**89**
Column %	24%	**31%** C	**16%**	25%	**18%**	**21%**	**28%** E	**27%** E	**30%** EF	**27%** KL	**17%**	**13%**	**29%** KL	**27%** O	**21%**	**30%** QR	**21%**	**18%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢　**Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often																		
Count	269	107	162	0	140	84	25	9	11	141	54	55	18	114	154	82	99	87
Column %	15%	12%	19%	0%	24%	27%	9%	3%	3%	12%	18%	25%	12%	12%	18%	11%	17%	18%
			B		GHI	GHI	HI				J	JM			N		P	P
Somewhat Often																		
Count	229	94	134	0	138	39	31	14	7	100	66	49	13	122	107	82	83	64
Column %	13%	10%	15%	0%	24%	12%	11%	5%	2%	9%	22%	22%	9%	13%	12%	11%	14%	13%
			B		FGHI	HI	HI	I			JM	JM						
Not Very Often																		
Count	227	106	118	2	92	50	41	18	25	125	46	32	24	114	112	92	77	58
Column %	13%	12%	13%	75%	16%	16%	15%	7%	7%	11%	16%	14%	16%	12%	13%	13%	13%	12%
				BC	HI	HI	HI				J							
Not Often at All																		
Count	496	243	253	0	106	58	72	119	141	348	59	46	43	252	244	191	165	140
Column %	28%	26%	29%	0%	18%	18%	26%	43%	40%	31%	20%	21%	28%	27%	28%	27%	28%	29%
							EF	EFG	EFG	KL								
I don't watch sports																		
Count	580	373	207	1	107	85	107	115	166	419	70	37	55	323	257	273	174	133
Column %	32%	40%	24%	25%	18%	27%	39%	42%	48%	37%	24%	17%	36%	35%	29%	38%	29%	28%
		C				E	EF	EF	EFG	KL			KL	O		QR		

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often Count	209	75	134	0	111	60	18	10	9	107	46	44	13	82	127	63	76	70
Column %	12%	8%	15% B	0%	19% GHI	19% GHI	6% I	4%	3%	9%	16% JM	20% JM	8%	9%	15% N	9%	13% P	14% P
Somewhat Often Count	262	107	154	1	148	63	37	6	8	128	62	48	25	124	138	84	100	79
Column %	15%	12% B	18% B	46% B	25% GHI	20% GHI	13% HI	2%	2%	11%	21% J	22% J	16%	13%	16%	12%	17% P	16% P
Not Very Often Count	219	110	109	0	89	41	35	29	25	121	48	35	16	124	95	95	65	59
Column %	12%	12%	12%	0%	15% I	13% I	13% I	10%	7%	11%	16% J	16% J	10%	13%	11%	13%	11%	12%
Not Often at All Count	520	255	265	0	123	66	76	118	137	351	72	55	43	270	250	205	176	138
Column %	29%	28%	30%	0%	21%	21%	28% E	43% EFG	39% EFG	31% K	24%	25%	28%	29%	29%	29%	30%	29%
I don't watch sports Count	589	376	212	2	111	85	111	113	170	426	67	39	57	326	263	272	180	138
Column %	33%	41% C	24%	54%	19%	27% E	40% EF	41% EF	49% EFG	38% KL	23%	18%	37% KL	35% O	30%	38% QR	30%	28%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLMNOPQR**

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Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often Count	236	**88**	**148**	0	**134**	**69**	**18**	**7**	**8**	**127**	**46**	**49**	**14**	**104**	**132**	**69**	**80**	**87**
Column %	13%	**10%**	**17%** B	0%	**23%** GHI	**22%** GHI	**6%** HI	**2%**	**2%**	**11%**	**16%** J	**22%** JKM	**9%**	**11%**	**15%** N	**10%**	**13%** P	**18%** PQ
Somewhat Often Count	253	**110**	**141**	**1**	**145**	**53**	**37**	**12**	**6**	**110**	**69**	**55**	**19**	134	119	101	90	62
Column %	14%	**12%**	**16%** B	**46%** B	**25%** FGHI	**17%** HI	**14%** HI	**4%** I	**2%**	**10%**	**23%** JM	**25%** JM	**13%**	14%	14%	14%	15%	13%
Not Very Often Count	185	85	100	0	**80**	**43**	**35**	**13**	**15**	**102**	**46**	26	**12**	96	89	72	64	50
Column %	10%	9%	11%	0%	**14%** HI	**14%** HI	**13%** HI	**5%**	**4%**	**9%**	**15%** JM	12%	**8%**	10%	10%	10%	11%	10%
Not Often at All Count	507	253	253	1	**95**	**68**	**77**	**124**	**143**	**349**	**65**	**46**	**48**	248	259	191	179	137
Column %	28%	27%	29%	29%	**16%**	**21%**	**28%** E	**45%** EFG	**41%** EFG	**31%** KL	**22%**	**21%**	**31%** KL	27%	30%	27%	30%	28%
I don't watch sports Count	619	**387**	**231**	**1**	**129**	**83**	**109**	**121**	**177**	**445**	**70**	**44**	**60**	**343**	**275**	**287**	**184**	**148**
Column %	34%	**42%** C	**26%**	**25%**	**22%**	**26%**	**39%** EF	**44%** EF	**51%** EFG	**39%** KL	**24%**	**20%**	**39%** KL	**37%** O	**31%**	**40%** QR	**31%**	**31%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

* Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often																		
Count	237	96	140	1	110	62	24	17	23	136	36	53	11	93	144	66	83	88
Column %	13%	10%	16% B	29%	19% GHI	20% GHI	9%	6%	7%	12%	12%	24% JKM	7%	10%	16% N	9%	14% P	18% P
Somewhat Often																		
Count	245	93	151	1	127	52	32	18	17	130	59	38	18	119	126	75	93	77
Column %	14%	10%	17% B	46% B	22% GHI	16% HI	12% HI	6%	5%	11%	20% JM	17% J	12%	13%	14%	10%	16% P	16% P
Not Very Often																		
Count	232	108	125	0	94	45	34	31	29	134	51	29	18	123	109	89	78	65
Column %	13%	12%	14%	0%	16% I	14% I	12%	11%	8%	12%	17% J	13%	12%	13%	13%	12%	13%	13%
Not Often at All																		
Count	473	233	240	0	126	65	78	95	110	300	74	58	41	249	224	207	158	108
Column %	26%	25%	28%	0%	22%	20%	28% EF	34% EF	31% EF	27%	25%	27%	27%	27%	26%	29% R	26%	22%
I don't watch sports																		
Count	612	394	217	1	126	91	108	116	170	431	74	41	65	341	270	282	185	145
Column %	34%	43% C	25%	25%	22%	29% E	39% EF	42% EF	49% EFG	38% KL	25%	19%	43% KL	37% O	31%	39% QR	31%	30%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Often Count	221	78	141	1	119	64	13	13	12	135	36	41	9	92	128	67	75	79
Column %	12%	8%	16% B	46% B	20% GHI	20% GHI	5%	5%	3%	12%	12% M	19% JKM	6%	10%	15% N	9%	13%	16% P
Somewhat Often Count	303	133	170	0	139	62	54	21	26	160	74	55	14	140	163	100	107	96
Column %	17%	14%	19% B	0%	24% HI	20% HI	20% HI	8%	8%	14%	25% JM	25% JM	9%	15%	19% N	14%	18% P	20% P
Not Very Often Count	365	165	200	0	112	65	52	67	69	215	69	42	40	160	205	102	149	114
Column %	20%	18%	23% B	0%	19%	21%	19%	24%	20%	19%	23%	19%	26% J	17%	23% N	14%	25% P	24% P
Not Often at All Count	401	215	186	0	107	50	63	76	105	270	53	43	34	229	171	195	120	85
Column %	22%	23%	21%	0%	18%	16%	23% F	28% EF	30% EFG	24% K	18%	20%	22%	25% O	20%	27% QR	20%	18%
I don't watch sports Count	511	333	177	2	106	74	94	99	137	353	63	38	57	304	207	256	147	109
Column %	28%	36% C	20%	54%	18%	24%	34% EF	36% EF	39% EF	31% KL	21%	17%	37% KL	33% O	24%	36% QR	25%	23%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🔲 **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	591	**246**	**342**	**2**	**225**	**127**	**82**	**69**	**88**	**353**	**85**	**109**	**44**	**283**	**307**	**217**	201	**172**
Column %	33%	**27%**	**39%** B	**75%** B	**39%** GHI	**40%** GHI	**30%**	**25%**	**25%**	**31%**	**29%**	**50%** JKM	**29%**	**31%**	**35%** N	**30%**	34%	**36%** P
Somewhat Favorable																		
Count	412	208	204	0	148	69	65	58	73	**239**	**87**	50	36	211	201	157	140	115
Column %	23%	23%	23%	0%	25%	22%	23%	21%	21%	**21%**	**30%** J	23%	23%	23%	23%	22%	23%	24%
Neither Favorable nor Unfavorable																		
Count	372	**235**	**137**	1	126	69	52	54	72	230	**70**	**35**	**38**	**213**	**160**	**176**	119	**78**
Column %	21%	**25%** C	**16%**	25%	22%	22%	19%	19%	21%	20%	**24%** L	**16%**	**25%** L	**23%** O	**18%**	**24%** R	20%	**16%**
Somewhat Unfavorable																		
Count	133	**80**	**53**	0	**34**	**13**	**22**	**30**	**35**	**100**	**14**	**7**	**13**	**57**	**76**	**45**	42	**46**
Column %	7%	**9%** C	**6%**	0%	**6%**	**4%**	**8%** F	**11%** EF	**10%** EF	**9%** KL	**5%**	**3%**	**8%** L	**6%**	**9%** N	**6%**	7%	**9%** P
Very Unfavorable																		
Count	292	154	137	0	**51**	**38**	**56**	**67**	**81**	**210**	**40**	**19**	**23**	162	130	125	95	72
Column %	16%	17%	16%	0%	**9%**	**12%**	**20%** EF	**24%** EF	**23%** EF	**19%** KL	**13%**	**8%**	**15%** L	17%	15%	17%	16%	15%

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable Count	434	**175**	**258**	1	141	88	60	60	85	285	**78**	44	**28**	186	247	137	152	145
Column %	24%	**19%**	**30%** B	29%	24%	28%	22%	22%	24%	25%	**26%** M	20%	**18%**	20%	28% N	19%	25% P	30% P
Somewhat Favorable Count	520	252	268	0	167	**105**	83	**68**	97	322	87	70	41	250	270	188	182	149
Column %	29%	27%	31%	0%	29%	**33%** H	30%	**24%**	28%	28%	29%	32%	27%	27%	31%	26%	30%	31%
Neither Favorable nor Unfavorable Count	509	**311**	**195**	**2**	171	79	78	85	95	**306**	89	59	**55**	**298**	211	232	159	118
Column %	28%	**34%** C	**22%**	**71%** BC	29%	25%	28%	31%	27%	**27%**	30%	27%	**36%** J	**32%** O	24%	32% QR	27%	24%
Somewhat Unfavorable Count	125	69	57	0	43	17	15	25	26	81	**13**	16	**15**	61	64	47	48	31
Column %	7%	7%	6%	0%	7%	5%	6%	9%	7%	7%	**4%**	7%	**10%** K	7%	7%	6%	8%	6%
Very Unfavorable Count	212	117	95	0	61	**26**	**39**	**40**	46	138	29	30	15	**130**	82	115	57	40
Column %	12%	13%	11%	0%	10%	**8%**	**14%** F	**14%** F	13%	12%	10%	14%	9%	**14%** O	9%	16% QR	9%	8%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCFHJKMNOPQR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	447	181	265	1	213	103	50	39	42	218	85	118	27	212	235	170	154	122
Column %	25%	20%	30% B	46%	36% GHI	33% GHI	18% I	14%	12%	19%	29% JM	54% JKM	17%	23%	27%	24%	26%	25%
Somewhat Favorable																		
Count	391	206	184	1	141	71	75	44	60	212	81	50	49	202	190	156	130	106
Column %	22%	22%	21%	29%	24% HI	23% H	27% HI	16%	17%	19%	27% J	23%	32% JL	22%	22%	22%	22%	22%
Neither Favorable nor Unfavorable																		
Count	507	316	191	1	143	84	74	86	119	351	87	29	40	270	237	216	163	128
Column %	28%	34% C	22%	25%	25%	27%	27%	31% E	34% EFG	31% L	29% L	13%	26% L	29%	27%	30%	27%	26%
Somewhat Unfavorable																		
Count	129	62	67	0	34	14	13	25	42	99	14	4	12	64	65	40	45	44
Column %	7%	7%	8%	0%	6%	5%	5%	9% FG	12% EFG	9% KL	5%	2%	8% L	7%	7%	6%	8%	9% P
Very Unfavorable																		
Count	325	158	167	0	51	43	63	82	85	253	29	19	25	179	147	138	105	82
Column %	18%	17%	19%	0%	9%	14% E	23% EF	30% EF	24% EF	22% KL	10%	8%	16% KL	19%	17%	19%	18%	17%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	342	**126**	**216**	0	**129**	**79**	**37**	**42**	**56**	**230**	51	42	**19**	**159**	**183**	**103**	**119**	**120**
Column %	19%	**14%**	**25%** B	0%	**22%** GHI	**25%** GHI	**13%**	**15%**	**16%**	**20%** M	17%	19%	**13%**	**17%**	**21%** N	**14%**	**20%** P	**25%** PQ
Somewhat Favorable																		
Count	390	**178**	**212**	0	**133**	**73**	**69**	57	**58**	256	54	45	35	**166**	**224**	**137**	**122**	**131**
Column %	22%	**19%**	**24%** B	0%	**23%** I	**23%** I	**25%** I	21%	**17%**	23%	18%	21%	23%	**18%**	**26%** N	19%	20%	**27%** PQ
Neither Favorable nor Unfavorable																		
Count	650	**386**	**262**	2	**189**	110	106	96	**147**	**394**	**127**	**63**	**65**	354	296	**275**	**230**	**145**
Column %	36%	**42%** C	**30%**	54%	**32%**	35%	39%	35%	**42%** E	**35%**	**43%** JL	**29%**	**43%** L	38%	34%	**38%** R	**39%** R	**30%**
Somewhat Unfavorable																		
Count	163	**83**	**79**	**1**	**54**	**15**	**19**	**29**	**46**	103	28	23	9	85	79	65	56	42
Column %	9%	**9%**	**9%**	**46%** BC	**9%** F	**5%**	**7%**	**11%** F	**13%** FG	9%	10%	11%	6%	9%	9%	9%	9%	9%
Very Unfavorable																		
Count	255	**150**	**105**	0	**78**	**38**	44	**52**	**42**	150	**35**	**46**	25	**162**	**92**	**140**	**70**	**45**
Column %	14%	**16%** C	**12%**	0%	**13%**	**12%**	16%	**19%** EFI	**12%**	**13%**	**12%**	**21%** JK	16%	**18%** O	**11%**	**19%** QR	**12%**	**9%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCEFGHIJKLMNOPQR**

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Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable Count	258	**105**	**153**	0	**113**	**67**	**28**	**18**	**31**	**145**	**51**	**46**	**16**	**114**	**143**	**76**	**94**	**87**
Column %	14%	**11%**	**18%** B	0%	**19%** GHI	**21%** GHI	**10%**	**7%**	**9%**	**13%**	**17%** JM	**21%** JM	**10%**	**12%**	**16%** N	**11%**	**16%** P	**18%** P
Somewhat Favorable Count	311	145	166	1	**133**	**55**	**50**	**34**	**40**	**180**	59	38	**35**	**130**	**181**	**94**	**116**	**101**
Column %	17%	16%	19%	29%	**23%** HI	**17%** I	**18%** I	**12%**	**11%**	**16%**	20%	17%	**23%** J	**14%**	**21%** N	**13%**	**19%** P	**21%** P
Neither Favorable nor Unfavorable Count	747	**423**	**321**	2	**212**	**121**	**113**	**125**	**175**	480	118	80	69	400	346	317	237	193
Column %	41%	**46%** C	**37%**	71%	**36%**	**38%**	**41%**	**45%** E	**50%** EFG	42%	40%	36%	45%	43%	40%	44%	40%	40%
Somewhat Unfavorable Count	175	85	90	0	**44**	**26**	**25**	30	**49**	120	21	18	15	88	87	67	61	46
Column %	10%	9%	10%	0%	**8%**	**8%**	**9%**	11%	**14%** EFG	11%	7%	8%	10%	9%	10%	9%	10%	10%
Very Unfavorable Count	310	166	144	0	**81**	**46**	**60**	**69**	**54**	208	46	38	19	**193**	**117**	**165**	**89**	**56**
Column %	17%	18%	16%	0%	**14%**	**15%**	**22%** EFI	**25%** EFI	**15%**	18%	15%	17%	12%	**21%** O	**13%**	**23%** QR	**15%**	**12%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJMNOPQR**

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* Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	**F** **B**	**M** **C**	**Inters ex** **D**	**18-34** **E**	**35-44** **F**	**45-54** **G**	**55-64** **H**	**65+** **I**	**White** **J**	**Hisp.** **K**	**AA** **L**	**Other** **M**	**non-Colleg e** **N**	**Colleg e** **O**	**Under $50k** **P**	**$50k-$100k** **Q**	**$100k +** **R**
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable Count Column %	283 16%	**117** **13%** **B**	**166** **19%**	0 0%	**103** **18%** **HI**	**72** **23%** **GHI**	**38** **14%**	**32** **12%**	**37** **11%**	**178** **16%** **M**	45 15%	**45** **20%** **M**	15 10%	133 14%	150 17%	**93** **13%**	97 16%	**93** **19%** **P**
Somewhat Favorable Count Column %	353 20%	172 19%	180 21%	1 29%	**146** **25%** **FHI**	**59** **19%** **I**	**61** **22%** **I**	**44** **16%**	44 13%	199 18%	**71** **24%** **J**	50 23%	33 22%	194 21%	159 18%	144 20%	114 19%	95 20%
Neither Favorable nor Unfavorable Count Column %	594 33%	**346** **37%** **C**	**246** **28%**	**2** **71%** **C**	**163** **28%**	**100** **32%**	**90** **33%**	**98** **35%** **E**	**142** **41%** **EFG**	**386** **34%** **L**	**95** **32%** **L**	**53** **24%**	**60** **39%** **L**	313 34%	280 32%	243 34%	202 34%	149 31%
Somewhat Unfavorable Count Column %	234 13%	112 12%	121 14%	0 0%	**75** **13%** **G**	**29** **9%**	**23** **8%**	**40** **15%** **FG**	**66** **19%** **EFG**	160 14%	30 10%	25 11%	19 12%	**101** **11%**	**133** **15%** **N**	**80** **11%**	82 14%	**72** **15%** **P**
Very Unfavorable Count Column %	337 19%	176 19%	161 18%	0 0%	**95** **16%**	56 18%	**64** **23%** **EI**	**62** **23%** **E**	**59** **17%**	209 18%	54 18%	47 21%	26 17%	184 20%	153 17%	**160** **22%** **QR**	**102** **17%**	**74** **15%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJLMNPQR

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable Count	383	**136**	**247**	0	**122**	**87**	**52**	**53**	69	**247**	**45**	**72**	20	156	**227**	128	126	**129**
Column %	21%	**15%**	**28%** B	0%	21% **EGHI**	**28%**	**19%**	**19%**	20%	22% **KM**	15%	33% **JKM**	13%	17%	26% **N**	18%	21%	27% **PQ**
Somewhat Favorable Count	376	**173**	**203**	0	**137**	**55**	57	51	76	233	60	44	39	**166**	**209**	121	**139**	**115**
Column %	21%	**19%**	**23%** B	0%	**24%** F	**17%**	20%	18%	22%	21%	20%	20%	25%	**18%**	24% **N**	17%	23% **P**	24% **P**
Neither Favorable nor Unfavorable Count	639	**396**	**240**	**3**	**186**	113	97	104	**139**	**410**	**108**	53	**68**	**362**	277	**283**	208	**148**
Column %	35%	**43%** C	**27%**	**100%** C	**32%**	36%	35%	37%	**40%** E	**36%** L	**37%** L	24%	**44%** JL	**39%** O	32%	**39%** R	35%	**31%**
Somewhat Unfavorable Count	130	65	65	0	41	**18**	18	**28**	26	83	23	14	10	70	60	50	40	40
Column %	7%	7%	7%	0%	7%	**6%**	6%	**10%** F	7%	7%	8%	6%	7%	8%	7%	7%	7%	8%
Very Unfavorable Count	273	155	118	0	**96**	43	**52**	41	**40**	160	59	37	**17**	172	101	137	84	52
Column %	15%	17%	14%	0%	**17%** I	14%	**19%** I	15%	**11%**	14%	20% **JM**	17%	**11%**	19% **O**	12%	19% **QR**	14%	11%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCEFGHIJKLMNOPQR**

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Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	270	**96**	**174**	0	**87**	**66**	**28**	**38**	**52**	179	40	35	16	**105**	**165**	**67**	**95**	**108**
Column %	15%	**10%**	**20%** B	0%	**15%** G	**21%** EGHI	**10%**	**14%**	**15%**	16%	14%	16%	10%	**11%**	**19%** N	**9%**	**16%** P	**22%** PQ
Somewhat Favorable																		
Count	353	**164**	**190**	0	119	54	55	50	75	224	**46**	46	**37**	**147**	**207**	120	116	**117**
Column %	20%	**18%**	**22%** B	0%	20%	17%	20%	18%	22%	20%	**16%**	21%	**24%** K	**16%**	**24%** N	17%	19%	**24%** P
Neither Favorable nor Unfavorable																		
Count	691	**394**	**294**	**3**	211	115	110	119	136	429	121	77	64	375	317	**299**	230	**162**
Column %	38%	**43%** C	**34%**	**100%** C	36%	37%	40%	43%	39%	38%	41%	35%	42%	40%	36%	**42%** R	38%	**34%**
Somewhat Unfavorable																		
Count	156	**67**	**89**	0	55	24	22	19	36	91	23	24	17	88	68	57	54	44
Column %	9%	**7%**	**10%** B	0%	9%	8%	8%	7%	10%	8%	8%	11%	11%	9%	8%	8%	9%	9%
Very Unfavorable																		
Count	330	**202**	**128**	0	112	55	**62**	51	**50**	209	**65**	37	**19**	**212**	**118**	**176**	**102**	**52**
Column %	18%	**22%** C	**15%**	0%	19%	17%	**22%** I	18%	**14%**	18%	**22%** M	17%	**12%**	**23%** O	**13%**	**24%** QR	**17%** R	**11%**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	238	99	139	0	95	61	29	21	32	142	39	36	21	85	152	69	80	89
Column %	13%	11%	16% B	0%	16% GHI	19% GHI	11%	7%	9%	13%	13%	16%	14%	9%	17% N	10%	13% P	18% PQ
Somewhat Favorable																		
Count	305	138	165	1	108	63	41	38	54	176	39	61	30	138	167	99	103	103
Column %	17%	15%	19% B	46%	19%	20% H	15%	14%	16%	16%	13%	28% JK	20%	15%	19% N	14%	17%	21% P
Neither Favorable nor Unfavorable																		
Count	763	428	333	2	223	122	118	132	169	502	125	69	68	405	359	320	252	192
Column %	42%	46% C	38%	54%	38%	39%	43%	48% EF	48% EF	44% L	42% L	31%	44% L	44%	41%	44%	42%	40%
Somewhat Unfavorable																		
Count	180	82	97	0	53	23	32	28	44	111	32	21	15	98	82	68	69	43
Column %	10%	9%	11%	0%	9%	7% F	12%	10%	13% F	10%	11%	10%	10%	11%	9%	9%	12%	9%
Very Unfavorable																		
Count	314	175	138	0	103	47	55	58	50	201	60	33	19	199	115	163	94	56
Column %	17%	19%	16%	0%	18%	15% F	20%	21% FI	14%	18%	20% M	15%	12%	22% O	13%	23% QR	16%	12%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	255	124	130	1	119	60	27	17	31	122	43	68	21	117	138	93	85	76
Column %	14%	13%	15%	29%	20% GHI	19% GHI	10%	6%	9%	11%	15%	31% JKM	14%	13%	16%	13%	14%	16%
Somewhat Favorable																		
Count	323	155	168	0	126	62	49	33	53	188	63	50	22	138	184	101	123	99
Column %	18%	17%	19%	0%	22% HI	20% H	18%	12%	15%	17%	21%	23% JM	14%	15%	21% N	14%	21% P	21% P
Neither Favorable nor Unfavorable																		
Count	684	411	270	2	197	121	99	120	146	449	112	55	67	379	305	287	221	176
Column %	38%	45% C	31%	71% C	34%	38%	36%	43% E	42% E	40% L	38% L	25%	44% L	41% O	35%	40%	37%	36%
Somewhat Unfavorable																		
Count	179	60	120	0	50	26	25	33	45	116	23	19	22	87	92	67	50	62
Column %	10%	6%	14% B	0%	9%	8%	9%	12%	13% EF	10%	8%	8%	14% K	9%	11%	9%	8%	13% PQ
Very Unfavorable																		
Count	360	174	186	0	91	46	75	74	73	258	54	27	21	204	156	172	119	69
Column %	20%	19%	21%	0%	16%	15%	27% EF	27% EF	21% EF	23% LM	18%	12%	14%	22% O	18%	24% R	20% R	14%

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	245	116	130	0	100	65	31	21	29	146	41	34	24	92	153	78	77	90
Column %	14%	13%	15%	0%	17% GHI	21% GHI	11%	8%	8%	13%	14%	16%	15%	10%	17% N	11%	13%	19% PQ
Somewhat Favorable																		
Count	306	135	169	1	121	47	51	34	52	167	53	62	24	136	169	107	104	94
Column %	17%	15%	19% B	46%	21% FHI	15%	18%	12%	15%	15%	18%	28% JKM	16%	15%	19% N	15%	17%	20% P
Neither Favorable nor Unfavorable																		
Count	772	442	329	1	223	131	112	135	170	500	125	73	74	417	355	313	256	202
Column %	43%	48% C	38%	25%	38%	42%	41%	49% E	49% EG	44% L	42% L	33%	48% L	45%	41%	44%	43%	42%
Somewhat Unfavorable																		
Count	154	64	89	1	41	25	22	25	41	106	20	19	10	81	73	58	51	45
Column %	9%	7%	10% B	29%	7%	8%	8%	9%	12% E	9%	7%	9%	6%	9%	8%	8%	9%	9%
Very Unfavorable																		
Count	323	166	158	0	99	47	59	61	56	213	56	32	21	200	124	164	108	51
Column %	18%	18%	18%	0%	17%	15%	22% F	22% F	16%	19%	19%	15%	14%	22% O	14%	23% QR	18% R	11%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	233	**104**	**129**	0	**101**	**66**	**20**	**16**	**30**	**131**	45	**41**	15	**98**	**134**	**69**	**80**	**83**
Column %	13%	**11%**	**15%** B	0%	**17%** GHI	**21%** GHI	**7%**	**6%**	**9%**	**12%**	15%	**19%** JM	10%	**11%**	**15%** N	**10%**	**13%** P	**17%** P
Somewhat Favorable																		
Count	287	**131**	**155**	1	**126**	**42**	**49**	**29**	**40**	**154**	**65**	40	29	**124**	**163**	**93**	**111**	**84**
Column %	16%	**14%**	**18%** B	46%	**22%** FHI	**13%**	**18%** HI	**11%**	**12%**	**14%**	**22%** J	18%	19%	**13%**	**19%** N	**13%**	**19%** P	**17%** P
Neither Favorable nor Unfavorable																		
Count	718	**432**	**285**	1	**198**	**130**	110	**123**	**158**	**476**	107	**71**	65	380	338	299	231	189
Column %	40%	**47%** C	**33%**	25%	**34%**	**41%** E	40%	**44%** E	**45%** E	**42%** L	36%	**32%**	42%	41%	39%	42%	39%	39%
Somewhat Unfavorable																		
Count	191	**69**	**122**	0	**57**	**26**	**20**	**36**	**51**	119	29	27	16	96	95	71	57	62
Column %	11%	**7%**	**14%** B	0%	**10%**	**8%**	**7%**	**13%** G	**15%** EFG	10%	10%	12%	11%	10%	11%	10%	10%	13%
Very Unfavorable																		
Count	371	188	182	1	**101**	**51**	**76**	**73**	**70**	**252**	**49**	41	28	**228**	**143**	**188**	**118**	**65**
Column %	21%	20%	21%	29%	**17%**	**16%**	**28%** EFI	**26%** EF	**20%**	**22%** K	**17%**	19%	18%	**25%** O	**16%**	**26%** QR	**20%** R	**13%**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Favorable																		
Count	234	**98**	**136**	0	**104**	**56**	**25**	**21**	**28**	**143**	**34**	**40**	17	**96**	**138**	**71**	**71**	**93**
Column %	13%	**11%**	**16%**	0%	**18%**	**18%**	**9%**	**7%**	**8%**	**13%**	**12%**	**18%**	11%	**10%**	**16%**	**10%**	**12%**	**19%**
			B		GHI	GHI						JK			N			PQ
Somewhat Favorable																		
Count	264	**116**	**146**	**2**	91	46	40	35	52	157	42	39	25	**117**	**147**	**76**	**100**	**88**
Column %	15%	**13%**	**17%**	**75%**	16%	15%	14%	13%	15%	14%	14%	18%	17%	**13%**	**17%**	**11%**	**17%**	**18%**
			B	BC											N		P	P
Neither Favorable nor Unfavorable																		
Count	782	**435**	**346**	1	**220**	**133**	120	**140**	**169**	**509**	124	**74**	**75**	402	380	325	260	197
Column %	43%	**47%**	**40%**	25%	**38%**	**42%**	44%	**50%**	**49%**	**45%**	42%	**34%**	**49%**	43%	43%	45%	44%	41%
		C						EF	E	L			L					
Somewhat Unfavorable																		
Count	156	74	82	0	50	24	20	22	39	94	30	18	13	84	71	58	52	46
Column %	9%	8%	9%	0%	9%	8%	7%	8%	11%	8%	10%	8%	8%	9%	8%	8%	9%	10%
Very Unfavorable																		
Count	364	201	163	0	118	**56**	**71**	60	**60**	229	64	48	23	**226**	**139**	**191**	**115**	**59**
Column %	20%	22%	19%	0%	20%	**18%**	**26%**	22%	**17%**	20%	22%	22%	15%	**24%**	**16%**	**26%**	**19%**	**12%**
							FI							O		QR	R	

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLNOPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inter sex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	649	319	328	2	**223**	**128**	90	100	**108**	402	116	71	60	**360**	**289**	272	213	164
Column %	36%	35%	38%	54%	**38% I**	**41% I**	33%	36%	31%	35%	39%	32%	39%	**39% O**	**33%**	38%	36%	34%
2 Count	366	180	186	0	129	66	57	46	67	**221**	**58**	**61**	**26**	184	182	153	115	98
Column %	20%	19%	21%	0%	22%	21%	21%	17%	19%	**20%**	**20%**	**28% JKM**	**17%**	20%	21%	21%	19%	20%
3 Count	202	100	102	0	65	35	31	35	35	129	**27**	**33**	14	102	100	83	71	48
Column %	11%	11%	12%	0%	11%	11%	11%	13%	10%	11%	**9%**	**15% K**	9%	11%	11%	12%	12%	10%
4 Count	113	**58**	**54**	**1**	35	22	19	14	23	66	22	17	9	52	62	**34**	38	**41**
Column %	6%	**6%**	**6%**	**46% BC**	6%	7%	7%	5%	7%	6%	7%	8%	6%	6%	7%	**5%**	6%	**8% P**
5 Count	62	**40**	**22**	0	16	9	12	9	16	34	11	7	9	34	28	20	24	18
Column %	3%	**4% C**	**2%**	0%	3%	3%	4%	3%	5%	3%	4%	3%	6%	4%	3%	3%	4%	4%
6 Count	64	30	35	0	20	**14**	**14**	10	**6**	38	13	8	5	31	33	28	**13**	**23**
Column %	4%	3%	4%	0%	4%	**5% I**	**5% I**	4%	**2%**	3%	4%	4%	3%	3%	4%	4%	**2%**	**5% Q**
7 Count	48	29	19	0	**20**	7	**1**	7	**12**	**23**	10	6	**10**	23	25	15	20	14
Column %	3%	3%	2%	0%	**3% G**	2%	**0%**	3%	**4% G**	**2%**	3%	3%	**6% J**	2%	3%	2%	3%	3%
8 Count	43	26	17	0	**22**	8	**4**	4	6	23	9	7	4	22	22	17	17	9
Column %	2%	3%	2%	0%	**4% G**	2%	**1%**	1%	2%	2%	3%	3%	3%	2%	2%	2%	3%	2%
9 Count	46	28	19	0	10	8	8	7	**14**	**38**	5	**0**	3	**17**	**30**	19	14	14
Column %	3%	3%	2%	0%	**2%**	2%	3%	3%	**4% E**	**3% L**	2%	**0%**	2%	**2%**	**3% N**	3%	2%	3%
10 Count	64	37	26	0	10	8	13	19	14	44	10	4	6	**24**	**40**	27	20	17
Column %	4%	4%	3%	0%	**2%**	**3%**	**5% E**	**7% EF**	**4% E**	4%	3%	2%	4%	**3%**	**5% N**	4%	3%	4%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEFGIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
11																		
Count	142	75	66	0	33	9	27	24	48	113	15	6	7	78	64	52	53	37
Column %	8%	8%	8%	0%	6%	3%	10%	9%	14%	10%	5%	3%	4%	8%	7%	7%	9%	8%
							EF	F	EF	KLM								

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCEFGIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	273	141	132	0	91	51	32	40	59	174	40	**43**	**16**	**120**	**154**	102	89	83
Column %	15%	15%	15%	0%	16%	16%	12%	15%	17%	15%	13%	**20% M**	**11%**	**13%**	**18% N**	14%	15%	17%
2 Count	431	217	213	1	137	**92**	62	**73**	**67**	264	75	49	43	216	216	178	137	117
Column %	24%	24%	24%	46%	23%	**29% I**	22%	**26% I**	**19%**	23%	25%	23%	28%	23%	25%	25%	23%	24%
3 Count	307	151	156	0	116	52	44	41	55	190	49	35	32	159	148	**100**	**122**	85
Column %	17%	16%	18%	0%	20%	16%	16%	15%	16%	17%	17%	16%	21%	17%	17%	**14%**	**20% P**	18%
4 Count	233	123	111	0	80	35	37	33	49	**148**	**41**	**35**	**9**	131	103	**114**	**77**	**42**
Column %	13%	13%	13%	0%	14%	11%	13%	12%	14%	**13% M**	**14% M**	**16% M**	**6%**	14%	12%	**16% R**	**13% R**	**9%**
5 Count	126	**54**	**71**	1	42	22	**22**	**11**	**29**	84	23	13	6	62	64	41	44	41
Column %	7%	**6%**	**8% B**	25%	7%	7%	**8% H**	**4%**	**8% H**	7%	8%	6%	4%	7%	7%	6%	7%	8%
6 Count	96	47	49	0	**27**	**7**	**16**	**16**	**29**	61	13	13	8	**59**	**36**	41	34	21
Column %	5%	5%	6%	0%	**5%**	**2%**	**6% F**	**6% F**	**8% EF**	5%	4%	6%	5%	**6% O**	**4%**	6%	6%	4%
7 Count	76	42	34	0	**20**	10	12	14	**21**	**54**	11	**3**	8	37	39	**21**	29	**27**
Column %	4%	5%	4%	0%	**3%**	3%	4%	5%	**6% E**	**5% L**	4%	**1%**	6%	4%	4%	**3%**	5%	**6% P**
8 Count	58	31	27	0	17	10	**12**	**13**	**6**	35	8	8	6	34	24	**32**	**10**	15
Column %	3%	3%	3%	0%	3%	3%	**4% I**	**5% I**	**2%**	3%	3%	4%	4%	4%	3%	**4% Q**	**2%**	3%
9 Count	69	43	26	0	**9**	**11**	**17**	**17**	**15**	**37**	13	8	**11**	29	40	26	**17**	**26**
Column %	4%	5%	3%	0%	**2%**	**4% E**	**6% E**	**6% E**	**4% E**	**3%**	4%	4%	**7% J**	3%	5%	4%	**3%**	**5% Q**
10 Count	82	45	36	1	31	13	13	10	15	53	**20**	**5**	5	49	33	35	28	18
Column %	5%	5%	4%	29%	5%	4%	5%	4%	4%	5%	**7% L**	**2%**	3%	5%	4%	5%	5%	4%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BEFHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
11 Count Column %	48 3%	29 3%	19 2%	0 0%	14 2%	**12 4% I**	9 3%	8 3%	**5 1%**	**32 3% K**	**3 1%**	7 3%	**7 4% K**	30 3%	18 2%	**29 4% QR**	**11 2%**	**8 2%**

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BEFHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	254	136	117	1	**66**	44	**46**	42	**56**	**172**	**48**	**17**	17	138	116	108	76	71
Column %	14%	15%	13%	46%	**11%**	14%	**17%** E	15%	**16%** E	**15%** L	**16%** L	**8%**	11%	15%	13%	15%	13%	15%
2 Count	254	139	**114**	**2**	77	38	46	41	52	161	43	29	21	**151**	**104**	102	86	66
Column %	14%	15%	**13%**	**54%** C	13%	12%	17%	15%	15%	14%	15%	13%	14%	**16%** O	**12%**	14%	14%	14%
3 Count	407	207	200	0	140	**91**	**55**	**56**	**66**	252	68	57	30	203	205	165	134	108
Column %	23%	22%	23%	0%	24%	**29%** GHI	**20%**	**20%**	**19%**	22%	23%	26%	20%	22%	23%	23%	22%	22%
4 Count	248	**112**	**136**	0	82	49	33	39	44	158	34	29	27	121	126	**86**	**96**	65
Column %	14%	**12%**	**16%** B	0%	14%	16%	12%	14%	13%	14%	11%	13%	18%	13%	14%	**12%**	**16%** P	14%
5 Count	190	95	94	0	61	31	34	27	37	**111**	32	**32**	15	95	95	71	61	58
Column %	11%	10%	11%	0%	11%	10%	12%	10%	11%	**10%**	11%	**14%** J	10%	10%	11%	10%	10%	12%
6 Count	128	70	58	0	52	23	14	19	20	**68**	26	**24**	10	63	65	58	34	36
Column %	7%	8%	7%	0%	9%	7%	5%	7%	6%	**6%**	9%	**11%** J	7%	7%	7%	8%	6%	7%
7 Count	104	52	52	0	36	16	14	18	20	66	19	11	8	48	56	36	40	28
Column %	6%	6%	6%	0%	6%	5%	5%	6%	6%	6%	6%	5%	5%	5%	6%	5%	7%	6%
8 Count	74	37	36	0	**29**	**6**	9	12	**17**	43	14	12	5	38	36	**39**	20	**15**
Column %	4%	4%	4%	0%	**5%** F	**2%**	3%	4%	**5%** F	4%	5%	5%	3%	4%	4%	**5%** R	3%	**3%**
9 Count	76	42	33	0	**19**	**8**	13	13	**24**	**57**	**5**	7	7	37	39	31	24	21
Column %	4%	5%	4%	0%	**3%**	**2%**	5%	5%	**7%** EF	**5%** K	**2%**	3%	5%	4%	4%	4%	4%	4%
10 Count	45	21	24	0	12	7	9	5	11	**32**	4	**2**	**7**	19	26	17	17	11
Column %	3%	2%	3%	0%	2%	2%	3%	2%	3%	**3%** L	1%	**1%**	**5%** L	2%	3%	2%	3%	2%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLOPR

31

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
11																		
Count	21	11	10	0	9	2	3	5	2	13	2	1	4	13	8	6	10	5
Column %	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

		Total	Sex			Age					Ethnicity				Education		HHI		
		Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size		1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count		34	20	14	0	12	**10**	5	**2**	5	**19**	1	**10**	**4**	16	18	12	14	8
Column %		2%	2%	2%	0%	2%	**3%** H	2%	**1%**	1%	**2%** K	0%	**5%** JK	**2%** K	2%	2%	2%	2%	2%
2 Count		104	61	43	0	33	21	**9**	14	**26**	73	18	8	5	**67**	**37**	50	33	21
Column %		6%	7%	5%	0%	6%	7%	**3%**	5%	**7%** G	6%	6%	4%	3%	**7%** O	**4%**	7%	6%	4%
3 Count		184	**109**	**74**	1	53	35	32	25	39	126	21	23	14	104	80	87	54	43
Column %		10%	**12%** C	**8%**	29%	9%	11%	11%	9%	11%	11%	7%	10%	9%	11%	9%	12%	9%	9%
4 Count		368	186	181	1	**143**	**79**	**48**	**46**	**52**	**218**	**76**	43	31	198	170	156	127	85
Column %		20%	20%	21%	25%	**25%** GHI	**25%** GHI	**17%**	**16%**	**15%**	**19%**	**26%** J	20%	20%	21%	20%	22%	21%	18%
5 Count		276	149	127	0	92	48	47	39	50	**189**	**35**	30	23	140	137	**128**	**80**	69
Column %		15%	16%	15%	0%	16%	15%	17%	14%	14%	**17%** K	**12%**	13%	15%	15%	16%	**18%** Q	**13%**	14%
6 Count		243	**116**	126	**1**	**65**	45	42	37	**55**	148	48	32	15	119	124	**84**	**93**	66
Column %		14%	**13%**	14%	**46%** B	**11%**	14%	15%	13%	**16%** E	13%	16%	15%	10%	13%	14%	**12%**	**16%** P	14%
7 Count		189	97	93	0	65	30	25	38	32	122	26	25	16	102	87	67	64	58
Column %		11%	10%	11%	0%	11%	10%	9%	14%	9%	11%	9%	11%	11%	11%	10%	9%	11%	12%
8 Count		154	79	75	0	**40**	**13**	**25**	**33**	**44**	**96**	25	**12**	**22**	**67**	**87**	**44**	**54**	**57**
Column %		9%	9%	9%	0%	**7%**	**4%**	**9%** F	**12%** EF	**13%** EF	**8%**	8%	**5%**	**14%** JL	**7%**	**10%** N	**6%**	**9%** P	**12%** P
9 Count		118	50	67	0	39	**14**	17	18	**30**	73	17	18	9	56	62	45	40	34
Column %		7%	5%	8%	0%	7%	**5%**	6%	6%	**8%** F	6%	6%	8%	6%	6%	7%	6%	7%	7%
10 Count		69	35	34	0	20	10	16	12	10	**36**	13	**15**	5	29	40	21	26	23
Column %		4%	4%	4%	0%	3%	3%	6%	4%	3%	**3%**	5%	**7%** J	3%	3%	5%	3%	4%	5%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLNOPQ**

33

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
11 Count Column %	60 3%	**21** **2%**	**39** **4%** **B**	0 0%	20 3%	10 3%	9 3%	13 5%	7 2%	32 3%	14 5%	4 2%	9 6%	29 3%	31 4%	27 4%	13 2%	20 4%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
		F	M	Intersex	18-34	35-44	45-54	55-64	65+	White	Hisp.	AA	Other	non-College	College	Under $50k	$50k-$100k	$100k+
	Total A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	146	77	68	0	**78**	**22**	**20**	**14**	**11**	**42**	**36**	**53**	**14**	75	70	60	54	32
Column %	8%	8%	8%	0%	13% FGHI	7% I	7% I	5%	3%	4%	12% J	24% JKM	9% J	8%	8%	8%	9%	7%
2 Count	177	87	90	0	**75**	**34**	24	**21**	**23**	98	34	27	18	86	91	73	52	51
Column %	10%	9%	10%	0%	13% HI	11% I	9%	8%	7%	9%	11%	12%	12%	9%	10%	10%	9%	11%
3 Count	184	**93**	**90**	**1**	56	33	37	24	34	107	39	18	20	92	92	81	54	49
Column %	10%	10%	10%	46% BC	10%	10%	13%	9%	10%	9%	13%	8%	13%	10%	11%	11%	9%	10%
4 Count	196	102	92	1	**54**	**53**	31	**27**	**30**	115	36	24	21	92	104	77	58	61
Column %	11%	11%	11%	29%	9%	17% EHI	11%	10%	9%	10%	12%	11%	14%	10%	12%	11%	10%	13%
5 Count	403	209	194	0	**145**	**84**	60	58	**56**	248	72	50	32	**237**	**166**	**171**	**143**	**89**
Column %	22%	23%	22%	0%	25% I	27% I	22%	21%	16%	22%	24%	23%	21%	26% O	19%	24% R	24% R	19%
6 Count	215	**125**	**89**	1	72	40	34	30	40	145	35	22	13	114	101	98	67	51
Column %	12%	14% C	10%	25%	12%	13%	12%	11%	11%	13%	12%	10%	8%	12%	12%	14%	11%	10%
7 Count	137	70	67	0	**39**	**18**	20	22	**38**	**103**	**12**	12	10	72	65	58	38	41
Column %	8%	8%	8%	0%	7%	6%	7%	8%	11% EF	9% K	4%	6%	7%	8%	7%	8%	6%	8%
8 Count	81	45	36	0	**16**	**10**	14	**17**	**25**	**64**	**7**	**2**	**8**	39	43	31	27	24
Column %	5%	5%	4%	0%	3% E	3% E	5%	6% EF	7% EF	6% KL	2%	1%	5% L	4%	5%	4%	4%	5%
9 Count	76	34	42	0	**14**	**11**	9	**17**	**25**	**62**	**6**	**1**	**7**	36	41	**19**	**33**	**25**
Column %	4%	4%	5%	0%	2% E	4%	3%	6% E	7% EFG	5% KL	2%	1%	4% L	4%	5%	3%	5% P	5% P
10 Count	99	50	49	0	**18**	**6**	**11**	**23**	**41**	**78**	**8**	**5**	8	49	49	31	37	30
Column %	5%	5%	6%	0%	3% EFG	2%	4%	8% EFG	12% EFG	7% KL	3%	2%	5%	5%	6%	4%	6%	6%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
11 Count Column %	87 5%	**30** **3%** **B**	**57** **6%**	0 0%	**16** **3%**	**4** **1%**	**15** **6%** **EF**	**24** **9%** **EF**	**27** **8%** **EF**	**70** **6%** **LM**	10 3%	**4** **2%**	**3** **2%**	**34** **4%**	**53** **6%** **N**	**21** **3%**	**35** **6%** **P**	**31** **6%** **P**

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	60	37	23	0	20	11	10	7	12	44	8	5	3	27	33	26	19	15
Column %	3%	4%	3%	0%	3%	3%	4%	3%	4%	4%	3%	2%	2%	3%	4%	4%	3%	3%
2 Count	109	52	57	0	31	13	13	26	25	67	8	21	14	45	64	38	38	34
Column %	6%	6%	7%	0%	5%	4%	5%	9% EFG	7%	6% K	3%	9% K	9% K	5%	7% N	5%	6%	7%
3 Count	137	68	69	0	41	24	17	21	34	88	20	21	8	65	72	57	42	38
Column %	8%	7%	8%	0%	7%	8%	6%	8%	10%	8%	7%	10%	5%	7%	8%	8%	7%	8%
4 Count	191	106	85	0	62	24	31	28	47	126	25	24	16	101	91	84	49	58
Column %	11%	11%	10%	0%	11%	8%	11%	10%	13% F	11%	9%	11%	11%	11%	10%	12% Q	8%	12% Q
5 Count	258	121	135	2	89	54	24	42	49	145	52	41	21	118	139	113	77	68
Column %	14%	13%	15%	75% BC	15% G	17% G	9%	15% G	14% G	13%	17% J	19% J	14%	13%	16%	16%	13%	14%
6 Count	472	243	228	0	171	102	69	59	71	291	77	55	49	263	209	188	167	117
Column %	26%	26%	26%	0%	29% HI	32% HI	25%	21%	20%	26%	26%	25%	32%	28% O	24%	26%	28%	24%
7 Count	239	138	101	0	78	37	47	38	38	145	53	28	13	132	107	99	82	58
Column %	13%	15% C	12%	0%	13%	12%	17% I	14%	11%	13%	18% JM	13%	9%	14%	12%	14%	14%	12%
8 Count	150	70	79	1	38	26	32	26	28	105	23	12	10	82	68	54	49	47
Column %	8%	8%	9%	25%	7%	8%	11% E	10%	8%	9%	8%	5%	7%	9%	8%	8%	8%	10%
9 Count	71	33	37	0	25	12	13	2	18	48	15	4	3	37	34	22	27	21
Column %	4%	4%	4%	0%	4% H	4% H	5% H	1%	5% H	4%	5%	2%	2%	4%	4%	3%	5%	4%
10 Count	74	29	45	0	15	9	12	20	17	52	10	1	10	38	36	25	34	15
Column %	4%	3%	5% B	0%	3%	3%	4%	7% EF	5%	5% L	3% L	1%	7% L	4%	4%	4%	6% R	3%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▓ **Significant difference within groups: BCEFGHIJKLMNOQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
11																		
Count	39	25	14	0	12	3	7	9	8	21	4	8	6	18	21	13	13	12
Column %	2%	3%	2%	0%	2%	1%	2%	3%	2%	2%	1%	3%	4%	2%	2%	2%	2%	3%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	87	39	48	0	**14**	**19**	14	**18**	**22**	**73**	**2**	**5**	**7**	48	39	30	35	22
Column %	5%	4%	6%	0%	**2%**	**6%** E	5%	**7%** E	**6%** E	**6%** KL	**1%**	**2%**	**5%** K	5%	4%	4%	6%	5%
2 Count	113	52	60	0	40	15	20	14	23	**79**	**22**	9	**2**	59	54	**36**	**48**	29
Column %	6%	6%	7%	0%	7%	5%	7%	5%	7%	**7%** M	**8%** M	4%	**1%**	6%	6%	**5%**	**8%** P	6%
3 Count	86	44	42	1	34	11	13	12	15	52	19	7	8	50	36	**25**	30	**31**
Column %	5%	5%	5%	25%	6%	4%	5%	5%	4%	5%	6%	3%	5%	5%	4%	**3%**	5%	**6%** P
4 Count	131	61	70	0	44	**16**	22	**27**	23	89	22	12	8	68	63	58	40	32
Column %	7%	7%	8%	0%	7%	**5%**	8%	**10%** F	7%	8%	8%	5%	5%	7%	7%	8%	7%	7%
5 Count	123	61	62	0	37	**14**	**25**	22	25	**90**	**19**	**5**	8	66	57	42	41	39
Column %	7%	7%	7%	0%	6%	**5%**	**9%** F	8%	7%	**8%** L	**7%** L	**2%**	5%	7%	6%	6%	7%	8%
6 Count	201	92	108	1	60	**44**	31	**38**	27	131	37	18	14	93	109	**77**	**55**	**70**
Column %	11%	10%	12%	29%	10%	**14%** I	11%	**14%** I	8%	12%	13%	8%	9%	10%	12%	**11%**	**9%**	**14%** PQ
7 Count	478	249	227	1	**187**	**100**	65	53	72	**275**	**90**	**74**	39	242	236	**217**	156	**105**
Column %	27%	27%	26%	46%	**32%** GHI	**32%** GHI	24%	19%	20%	**24%**	**31%** J	**34%** J	25%	26%	27%	**30%** R	26%	**22%**
8 Count	240	**141**	**99**	0	84	34	35	32	55	144	41	27	28	127	113	104	71	64
Column %	13%	**15%** C	**11%**	0%	14%	11%	13%	11%	16%	13%	14%	12%	18%	14%	13%	14%	12%	13%
9 Count	147	84	63	0	42	28	**16**	24	**37**	86	24	24	13	77	70	56	53	38
Column %	8%	9%	7%	0%	7%	9%	**6%**	9%	**11%** G	8%	8%	11%	9%	8%	8%	8%	9%	8%
10 Count	103	51	51	0	**22**	**14**	16	18	**33**	**64**	**6**	**19**	**14**	49	54	36	36	31
Column %	6%	6%	6%	0%	**4%**	**5%**	6%	7%	**9%** EF	**6%** K	**2%**	**9%** K	**9%** K	5%	6%	5%	6%	6%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: CEFGHIJKLMPQR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
11 Count	92	50	42	0	**18**	**19**	**18**	**18**	19	**48**	**13**	**19**	11	48	44	40	32	20
Column %	5%	5%	5%	0%	**3%**	**6%**	**7%**	**6%**	6%	**4%**	**4%**	**9%**	7%	5%	5%	6%	5%	4%
						E	**E**	**E**				**JK**						

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: CEFGHIJKLMPQR

40

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	81	35	46	0	34	13	14	9	10	38	27	6	9	33	48	36	25	20
Column %	5%	4%	5%	0%	6% I	4%	5%	3%	3%	3%	9% JL	3%	6%	4%	5%	5%	4%	4%
2 Count	63	32	31	0	26	11	6	8	11	31	20	5	7	28	35	24	27	13
Column %	4%	3%	4%	0%	4%	4%	2%	3%	3%	3%	7% JL	2%	4%	3%	4%	3%	4%	3%
3 Count	99	48	51	0	30	13	21	17	19	62	22	5	10	46	54	40	29	31
Column %	6%	5%	6%	0%	5%	4%	7%	6%	5%	5% L	8% L	2%	7% L	5%	6%	6%	5%	6%
4 Count	95	59	36	0	38	5	16	19	16	57	20	10	8	44	51	19	42	34
Column %	5%	6% C	4%	0%	7% F	2%	6% F	7% F	5% F	5%	7%	4%	5%	5%	6%	3%	7% P	7% P
5 Count	103	58	45	0	33	18	19	14	19	61	21	12	10	55	48	34	44	25
Column %	6%	6%	5%	0%	6%	6%	7%	5%	6%	5%	7%	6%	6%	6%	6%	5%	7%	5%
6 Count	96	48	48	0	36	9	13	18	20	60	11	14	10	50	46	44	28	23
Column %	5%	5%	5%	0%	6% F	3%	5%	6% F	6%	5%	4%	7%	7%	5%	5%	6%	5%	5%
7 Count	215	118	95	2	59	49	29	29	49	135	31	26	23	113	102	89	65	61
Column %	12%	13%	11%	54% BC	10%	16% E	10%	11%	14%	12%	10%	12%	15%	12%	12%	12%	11%	13%
8 Count	587	308	278	1	228	122	85	74	79	340	113	90	45	322	265	256	195	135
Column %	33%	33%	32%	46%	39% GHI	39% GHI	31% I	27%	23%	30% J	38%	41% JM	29%	35% O	30%	36% R	33%	28%
9 Count	224	116	109	0	48	38	40	42	56	159	15	31	19	116	108	91	67	66
Column %	12%	13%	12%	0%	8%	12%	14% E	15% E	16% E	14% K	5%	14% K	13% K	13%	12%	13%	11%	14%
10 Count	146	65	81	0	32	21	18	29	46	117	5	15	8	71	75	55	44	47
Column %	8%	7%	9%	0%	5%	7%	7%	10% E	13% EFG	10% K	2%	7% K	5% K	8%	9%	8%	7%	10%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEFGHIJKLMOPR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
11 Count Column %	90 5%	**36** **4%** **B**	**54** **6%**	0 0%	**19** **3%**	16 5%	15 5%	**17** **6%** **E**	23 7% E	72 6% KLM	9 3%	5 2%	4 2%	47 5%	43 5%	30 4%	32 5%	28 6%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMOPR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	80	47	33	0	13	5	20	19	23	63	9	1	6	50	30	28	31	21
Column %	4%	5%	4%	0%	2%	2%	7% EF	7% EF	7% EF	6% L	3% L	1%	4%	5% O	3%	4%	5%	4%
2 Count	53	29	23	0	12	4	9	13	15	42	5	3	3	30	22	24	19	9
Column %	3%	3%	3%	0%	2%	1%	3%	5% EF	4% F	4% L	2%	1%	2%	3%	3%	3%	3%	2%
3 Count	83	43	39	0	22	8	12	15	25	55	15	7	5	56	27	43	25	14
Column %	5%	5%	4%	0%	4%	2%	4%	5%	7% EF	5%	5%	3%	3%	6% O	3%	6% R	4%	3%
4 Count	90	47	43	0	21	18	11	15	26	62	10	8	10	55	36	36	25	29
Column %	5%	5%	5%	0%	4%	6%	4%	5%	8% E	5%	3%	4%	7%	6%	4%	5%	4%	6%
5 Count	98	53	45	0	28	17	14	19	21	66	14	6	13	58	41	44	30	24
Column %	5%	6%	5%	0%	5%	5%	5%	7%	6%	6% L	5%	3%	8% L	6%	5%	6%	5%	5%
6 Count	94	54	40	0	33	9	13	16	23	64	11	10	9	45	50	35	33	27
Column %	5%	6%	5%	0%	6%	3%	5%	6%	7% F	6%	4%	5%	6%	5%	6%	5%	5%	6%
7 Count	105	46	59	0	32	13	28	18	14	60	19	15	11	58	47	45	30	30
Column %	6%	5%	7%	0%	6%	4%	10% EFI	6%	4%	5%	6%	7%	7%	6%	5%	6%	5%	6%
8 Count	141	73	67	1	37	40	24	18	23	91	18	24	8	67	73	58	48	35
Column %	8%	8%	8%	29%	6%	13% EHI	9%	6%	6%	8%	6%	11%	5%	7%	8%	8%	8%	7%
9 Count	615	306	307	2	257	130	85	75	69	343	136	87	48	340	275	258	200	157
Column %	34%	33%	35%	71% BC	44% GHI	41% GHI	31% I	27% I	20%	30%	46% JM	40% J	31%	37% O	31%	36%	33%	32%
10 Count	215	107	108	0	67	45	35	29	39	132	34	31	19	96	119	87	71	57
Column %	12%	12%	12%	0%	11%	14%	13%	10%	11%	12%	11%	14%	12%	10%	14% N	12%	12%	12%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
11 Count Column %	226 13%	119 13%	107 12%	0 0%	**61** **10%**	**26** **8%**	**25** **9%**	**42** **15%** **EFG**	**72** **21%** **EFG**	**152** **13%** **K**	**24** **8%**	27 12%	**22** **15%** **K**	**71** **8%**	**156** **18%** **N**	**62** **9%**	**86** **14%** **P**	**79** **16%** **P**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	50	22	28	0	10	5	8	11	15	40	4	1	4	27	23	18	12	20
Column %	3%	2%	3%	0%	2%	2%	3%	4%	4% EF	4% L	1%	1%	3%	3%	3%	2%	2%	4% Q
2 Count	65	34	32	0	12	11	15	8	19	49	7	5	4	29	36	19	23	24
Column %	4%	4%	4%	0%	2%	3%	5% E	3%	5% E	4%	2%	2%	2%	3%	4%	3%	4%	5% P
3 Count	57	24	33	0	8	2	6	20	21	41	2	6	8	24	33	15	23	19
Column %	3%	3%	4%	0%	1%	1%	2%	7% EFG	6% EFG	4% K	1%	3% K	5% K	3%	4%	2%	4% P	4% P
4 Count	69	34	35	0	10	8	15	15	20	52	6	5	6	38	31	30	23	17
Column %	4%	4%	4%	0%	2%	3%	6% E	6% E	6% EF	5%	2%	2%	4%	4%	4%	4%	4%	3%
5 Count	83	35	48	0	15	5	12	22	29	60	6	8	9	26	57	25	26	32
Column %	5%	4%	5%	0%	3%	2%	4%	8% EF	8% EFG	5% K	2%	4%	6% K	3%	7% N	3%	4%	7% P
6 Count	93	49	44	0	25	11	13	15	29	66	15	7	6	38	55	35	37	21
Column %	5%	5%	5%	0%	4%	4%	5%	5%	8% EF	6%	5%	3%	4%	4%	6% N	5%	6%	4%
7 Count	101	41	60	0	24	19	15	21	22	74	11	10	5	52	49	33	38	30
Column %	6%	4%	7% B	0%	4%	6%	5%	7% E	6%	7%	4%	5%	4%	6%	6%	5%	6%	6%
8 Count	132	63	68	0	41	22	14	23	32	87	18	17	9	65	67	41	51	40
Column %	7%	7%	8%	0%	7%	7%	5%	8%	9%	8%	6%	8%	6%	7%	8%	6%	8% P	8%
9 Count	189	106	82	1	70	33	32	30	25	114	25	28	22	97	92	84	67	38
Column %	10%	12%	9%	29%	12% I	10%	12%	11%	7%	10%	8%	13%	14%	10%	11%	12% R	11%	8%
10 Count	691	364	325	2	274	156	104	78	79	386	150	99	57	382	309	308	209	174
Column %	38%	39%	37%	71%	47% GHI	50% GHI	38% HI	28%	23%	34%	51% JM	45% J	37%	41% O	35%	43% QR	35%	36%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
11																		
Count	269	150	119	0	94	42	42	35	57	163	52	32	23	147	122	113	88	68
Column %	15%	16%	14%	0%	16%	13%	15%	13%	16%	14%	18%	14%	15%	16%	14%	16%	15%	14%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

   Significant difference within groups: BEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
1 Count	86	50	36	0	21	8	16	14	27	64	4	5	13	32	54	28	31	27
Column %	5%	5%	4%	0%	4%	3%	6%	5%	8%	6%	1%	2%	8%	3%	6%	4%	5%	6%
							F		EF	KL			KL		N			
2 Count	65	40	25	0	12	8	13	12	21	48	5	3	10	32	33	24	20	21
Column %	4%	4%	3%	0%	2%	2%	5%	4%	6%	4%	2%	1%	7%	3%	4%	3%	3%	4%
							E	E	EF	KL			KL					
3 Count	54	35	18	0	17	11	8	11	7	31	12	7	3	26	28	24	13	17
Column %	3%	4%	2%	0%	3%	4%	3%	4%	2%	3%	4%	3%	2%	3%	3%	3%	2%	3%
		C																
4 Count	65	35	29	0	14	7	11	14	18	40	4	14	7	27	37	24	22	19
Column %	4%	4%	3%	0%	2%	2%	4%	5%	5%	4%	1%	6%	5%	3%	4%	3%	4%	4%
								EF	EF			K						
5 Count	78	47	31	0	24	13	8	14	19	43	11	16	8	34	44	31	27	21
Column %	4%	5%	4%	0%	4%	4%	3%	5%	5%	4%	4%	7%	5%	4%	5%	4%	4%	4%
												J						
6 Count	97	48	49	0	21	9	17	20	30	60	9	15	13	51	46	31	37	29
Column %	5%	5%	6%	0%	4%	3%	6%	7%	8%	5%	3%	7%	9%	6%	5%	4%	6%	6%
								EF	EF			K	K					
7 Count	107	41	66	0	22	15	20	19	30	75	13	10	9	46	61	41	34	32
Column %	6%	4%	8%	0%	4%	5%	7%	7%	9%	7%	4%	4%	6%	5%	7%	6%	6%	7%
			B				E		EF									
8 Count	139	49	90	0	31	25	22	26	36	103	19	9	8	63	76	43	56	41
Column %	8%	5%	10%	0%	5%	8%	8%	9%	10%	9%	7%	4%	5%	7%	9%	6%	9%	8%
			B					E	E	L							P	
9 Count	169	80	89	0	51	22	26	32	38	115	33	11	10	85	85	69	57	43
Column %	9%	9%	10%	0%	9%	7%	9%	12%	11%	10%	11%	5%	7%	9%	10%	10%	10%	9%
										L	L							
10 Count	212	118	93	0	82	24	28	33	44	138	36	25	13	118	94	79	74	59
Column %	12%	13%	11%	0%	14%	8%	10%	12%	13%	12%	12%	11%	9%	13%	11%	11%	12%	12%
					F				F									

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMNOPQR**

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
11 Count Column %	727 40%	378 41%	347 40%	3 100%	288 49% GHI	173 55% GHI	106 38% HI	81 29%	79 23%	414 37%	149 50% JM	106 48% JM	58 38%	412 44% O	316 36%	327 45% QR	226 38%	174 36%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely																		
Count	339	**132**	**205**	1	**156**	**94**	**45**	**27**	**17**	**200**	**54**	**62**	**23**	**155**	**184**	**115**	113	**110**
Column %	19%	**14%**	**23%** B	46%	**27%** GHI	**30%** GHI	**16%** HI	**10%** I	**5%**	**18%**	**18%**	**28%** JKM	**15%**	**17%**	**21%** N	**16%**	19%	**23%** P
Somewhat Likely																		
Count	262	**103**	**159**	0	**137**	**43**	**38**	**19**	**25**	**113**	**69**	**58**	**22**	149	113	96	100	65
Column %	15%	**11%**	**18%** B	0%	**23%** FGHI	**14%** HI	**14%** HI	**7%**	**7%**	**10%**	**23%** JM	**26%** JM	**14%**	16%	13%	13%	17%	14%
Neither Likely nor Unlikely																		
Count	219	**137**	**82**	0	**103**	**38**	**29**	**26**	**23**	**112**	**54**	31	22	**132**	**87**	**110**	**58**	**51**
Column %	12%	**15%** C	**9%**	0%	**18%** FGHI	**12%** I	**11%**	**9%**	**7%**	**10%**	**18%** J	14%	14%	**14%** O	**10%**	**15%** QR	**10%**	**11%**
Somewhat Unlikely																		
Count	163	88	74	1	**45**	33	**33**	25	27	96	29	22	15	75	88	67	54	43
Column %	9%	9%	8%	29%	**8%**	10%	**12%** E	9%	8%	8%	10%	10%	10%	8%	10%	9%	9%	9%
Very Unlikely																		
Count	818	**464**	**353**	1	**142**	**107**	**131**	**180**	**257**	**611**	**88**	**47**	**71**	415	403	332	273	213
Column %	45%	**50%** C	**40%**	25%	**24%**	**34%** E	**47%** EF	**65%** EFG	**74%** EFGH	**54%** KL	**30%** L	**21%**	**46%** KL	45%	46%	46%	46%	44%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	274	**108**	**166**	0	**129**	**69**	**35**	**23**	**18**	**153**	**41**	**66**	**13**	**124**	**150**	95	100	79
Column %	15%	**12%** B	**19%** B	0%	**22%** GHI	**22%** GHI	**13%** I	**8%**	**5%**	**14%**	**14%**	**30%** JKM	**9%**	**13%**	**17%** N	13%	17%	16%
Somewhat Likely Count	268	**118**	**149**	**1**	**129**	**55**	**32**	29	23	**141**	**62**	**44**	21	125	143	**88**	90	**90**
Column %	15%	**13%** B	**17%** B	**46%** B	**22%** GHI	**18%** GHI	**12%** I	10%	7%	**12%**	**21%** J	**20%** J	14%	14%	16%	**12%**	15%	**19%** P
Neither Likely nor Unlikely Count	274	143	130	1	**108**	50	**47**	30	39	**145**	**69**	**31**	**29**	149	125	122	81	71
Column %	15%	16%	15%	29%	**19%** HI	16%	**17%** HI	11%	11%	**13%**	**23%** JL	**14%**	**19%** J	16%	14%	17%	14%	15%
Somewhat Unlikely Count	184	98	86	0	57	**25**	31	26	**45**	115	27	27	15	99	85	71	69	44
Column %	10%	11%	10%	0%	10%	**8%**	11%	9%	**13%** F	10%	9%	12%	10%	11%	10%	10%	12%	9%
Very Unlikely Count	800	**456**	**343**	1	**161**	**116**	**131**	**168**	**224**	**577**	**97**	**51**	**74**	429	371	**343**	258	**199**
Column %	44%	**49%** C	**39%**	25%	**28%** E	**37%** E	**47%** EF	**61%** EFG	**64%** EFG	**51%** KL	**33%** L	**23%**	**48%** KL	46%	42%	**48%** R	43%	**41%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNPR**

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Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	316	**116**	**200**	1	**129**	**83**	**42**	**36**	**26**	**178**	**66**	**50**	**22**	**136**	**180**	**90**	**123**	**104**
Column %	18%	**13%**	**23%** B	29%	**22%** GHI	**26%** GHI	**15%** I	**13%** I	**7%**	**16%**	**22%** JM	**23%** JM	**14%**	**15%**	**21%** N	**12%**	**21%** P	**22%** P
Somewhat Likely Count	285	**128**	**157**	0	**135**	**58**	**38**	**25**	**30**	**163**	**59**	38	24	144	141	**84**	**101**	**100**
Column %	16%	**14%**	**18%** B	0%	**23%** GHI	**18%** HI	**14%** I	**9%**	**9%**	**14%**	**20%** J	17%	16%	16%	16%	**12%**	**17%** P	**21%** P
Neither Likely nor Unlikely Count	256	140	**114**	**1**	**106**	42	42	**30**	**36**	**131**	**56**	**39**	**29**	**153**	**103**	**134**	**66**	**56**
Column %	14%	15%	**13%**	**46%** C	**18%** HI	13%	15%	**11%**	**10%**	**12%**	**19%** J	**18%** J	**19%** J	**16%** O	**12%**	**19%** QR	**11%**	**12%**
Somewhat Unlikely Count	182	95	86	0	62	25	28	25	42	**102**	34	**30**	16	**81**	**101**	70	59	52
Column %	10%	10%	10%	0%	11%	8%	10%	9%	12%	**9%**	11%	**14%** J	10%	**9%**	**12%** N	10%	10%	11%
Very Unlikely Count	761	**444**	**316**	1	**151**	**107**	**126**	**161**	**216**	**557**	**80**	**62**	**62**	**412**	**349**	**341**	**248**	**171**
Column %	42%	**48%** C	**36%**	25%	**26%**	**34%** E	**46%** EF	**58%** EFG	**62%** EFG	**49%** KLM	**27%**	**28%**	**41%** KL	**44%** O	**40%**	**47%** QR	**42%** R	**35%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BCEFGHIJKLMNOPQR**

51

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	200	69	131	0	97	61	17	16	9	117	35	33	16	80	121	49	79	72
Column %	11%	7% B	15% B	0%	17% GHI	19% GHI	6% I	6% I	3%	10%	12%	15% J	10%	9%	14% N	7%	13% P	15% P
Somewhat Likely Count	218	86	132	0	111	53	23	14	17	119	37	44	18	100	118	72	74	72
Column %	12%	9% B	15% B	0%	19% GHI	17% GHI	8%	5%	5%	11%	13%	20% JKM	12%	11%	13%	10%	12%	15% P
Neither Likely nor Unlikely Count	296	160	134	1	129	48	50	29	40	140	77	49	29	176	120	139	88	68
Column %	16%	17%	15%	29%	22% FHI	15%	18% HI	11%	11%	12%	26% J	22% J	19% J	19% O	14%	19% QR	15%	14%
Somewhat Unlikely Count	181	90	90	1	54	29	32	28	37	102	40	23	15	91	89	76	57	48
Column %	10%	10%	10%	46% BC	9%	9%	12%	10%	11%	9%	14% J	10%	10%	10%	10%	11%	10%	10%
Very Unlikely Count	905	518	386	1	191	124	154	189	247	654	105	71	75	479	426	384	298	222
Column %	50%	56% C	44%	25%	33%	39%	56% EF	68% EFG	71% EFG	58% KLM	36%	32%	49% KL	52%	49%	53% R	50%	46%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count Column %	271 15%	**111** **12%** **B**	**159** **18%**	1 29%	**133** **23%** **GHI**	**79** **25%** **GHI**	**28** **10%** **I**	**20** **7%** **I**	**11** **3%**	**125** **11%**	**57** **19%** **J**	**70** **32%** **JKM**	**19** **13%**	**121** **13%**	**151** **17%** **N**	**88** **12%**	**106** **18%** **P**	78 16%
Somewhat Likely Count Column %	239 13%	109 12%	130 15%	0 0%	**137** **24%** **FGHI**	**42** **13%** **HI**	**35** **13%** **HI**	13 5%	12 4%	103 9%	**65** **22%** **J**	**43** **20%** **J**	**28** **18%** **J**	117 13%	122 14%	**83** **12%**	78 13%	**78** **16%** **P**
Neither Likely nor Unlikely Count Column %	244 14%	133 14%	111 13%	0 0%	**116** **20%** **GHI**	**49** **16%** **HI**	**34** **13%** **HI**	21 7%	24 7%	120 11%	**65** **22%** **J**	**34** **15%** **J**	**26** **17%** **J**	**141** **15%** **O**	103 12%	**117** **16%** **Q**	59 10%	**69** **14%** **Q**
Somewhat Unlikely Count Column %	158 9%	**78** **8%**	**79** **9%**	**1** **46%** **BC**	52 9%	23 7%	30 11%	22 8%	33 9%	101 9%	22 7%	24 11%	12 8%	92 10%	67 8%	65 9%	**62** **10%** **R**	**31** **6%**
Very Unlikely Count Column %	887 49%	**492** **53%** **C**	**394** **45%**	1 25%	**145** **25%**	**122** **39%** **E**	**149** **54%** **EF**	**203** **73%** **EFG**	**269** **77%** **EFG**	**685** **60%** **KLM**	**86** **29%**	**49** **22%**	**68** **45%** **KL**	456 49%	432 49%	366 51%	293 49%	228 47%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count Column %	230 13%	**84** **9%** B	**146** **17%**	0 0%	122 21% GHI	55 17% GHI	22 8% I	18 7%	13 4%	130 11%	39 13%	50 23% JKM	11 7%	97 11%	132 15% N	75 10%	83 14%	72 15% P
Somewhat Likely Count Column %	256 14%	**110** **12%** B	**145** **17%**	1 29%	115 20% GHI	64 20% GHI	34 12% I	22 8%	22 6%	123 11%	57 19% J	50 23% J	27 18% J	128 14%	128 15%	92 13%	84 14%	80 17%
Neither Likely nor Unlikely Count Column %	266 15%	144 16%	123 14%	0 0%	120 21% FGHI	47 15% HI	41 15% HI	26 9%	33 9%	129 11%	70 24% J	38 18% J	28 18% J	132 14%	134 15%	113 16%	76 13%	77 16%
Somewhat Unlikely Count Column %	196 11%	**100** **11%**	**95** **11%**	1 46% BC	60 10%	31 10%	33 12%	32 12%	40 11%	121 11%	34 11%	28 13%	14 9%	109 12%	87 10%	73 10%	69 12%	53 11%
Very Unlikely Count Column %	852 47%	**486** **53%** C	**365** **42%**	1 25%	167 29%	119 38% E	146 53% EF	179 65% EFG	241 69% EFG	630 56% KL	95 32%	54 24%	73 48% KL	459 50%	393 45%	366 51% R	286 48% R	200 41%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNPR**

54

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count Column %	242 13%	**85** **9%**	**157** **18%** **B**	0 0%	**117** **20%** **GHI**	**70** **22%** **GHI**	**22** **8%** **I**	**22** **8%** **I**	**10** **3%**	146 13%	**50** **17%** **M**	**35** **16%** **M**	12 8%	**106** **11%**	**135** **15%** **N**	68 9%	**79** **13%** **P**	**95** **20%** **PQ**
Somewhat Likely Count Column %	234 13%	**99** **11%**	**135** **15%** **B**	0 0%	**114** **20%** **FGHI**	**43** **14%** **HI**	**34** **12%** **I**	23 8%	19 6%	125 11%	40 13%	**45** **21%** **JK**	25 16%	110 12%	124 14%	**67** **9%**	**89** **15%** **P**	**79** **16%** **P**
Neither Likely nor Unlikely Count Column %	260 14%	**138** **15%**	**120** **14%**	**2** **75%** **BC**	**115** **20%** **GHI**	**50** **16%** **HI**	**39** **14%** **I**	29 10%	27 8%	132 12%	**66** **22%** **JL**	33 15%	**30** **19%** **J**	**152** **16%** **O**	**109** **12%**	**124** **17%** **Q**	**68** **11%**	67 14%
Somewhat Unlikely Count Column %	161 9%	87 9%	74 8%	0 0%	44 8%	30 10%	29 11%	19 7%	39 11%	98 9%	24 8%	23 10%	17 11%	77 8%	84 10%	64 9%	59 10%	39 8%
Very Unlikely Count Column %	902 50%	**514** **56%** **C**	**388** **44%**	1 25%	**193** **33%**	**121** **38%**	**151** **55%** **EF**	**183** **66%** **EFG**	**254** **73%** **EFG**	**632** **56%** **KLM**	**116** **39%**	**84** **38%**	**70** **46%**	481 52%	422 48%	**398** **55%** **R**	**302** **51%** **R**	**203** **42%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	213	77	136	0	111	65	19	9	9	104	49	48	13	96	117	59	85	70
Column %	12%	8%	16% B	0%	19% GHI	21% GHI	7% I	3%	3%	9%	16% JM	22% JM	8%	10%	13% N	8%	14% P	14% P
Somewhat Likely Count	223	95	128	0	122	42	34	16	9	104	58	39	22	102	122	63	78	82
Column %	12%	10%	15% B	0%	21% FGHI	13% HI	12% HI	6% I	3%	9%	20% J	18% J	14% J	11%	14%	9%	13% P	17% P
Neither Likely nor Unlikely Count	250	135	115	0	111	54	37	21	26	127	60	37	26	142	108	113	78	58
Column %	14%	15%	13%	0%	19% GHI	17% HI	14% HI	8%	7%	11%	20% J	17% J	17% J	15%	12%	16%	13%	12%
Somewhat Unlikely Count	171	87	83	1	54	25	33	25	34	98	36	20	17	85	86	69	54	48
Column %	10%	9%	9%	29%	9%	8%	12%	9%	10%	9%	12%	9%	11%	9%	10%	10%	9%	10%
Very Unlikely Count	942	529	411	2	185	129	153	206	270	699	92	76	76	501	441	415	302	225
Column %	52%	57% C	47%	71%	32% E	41% E	55% EF	74% EFG	77% EFG	62% KLM	31%	35%	49% KL	54%	50%	58% QR	51%	47%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely																		
Count	236	**98**	**138**	0	**117**	**66**	**24**	**21**	**8**	**135**	**46**	**44**	**12**	115	120	**78**	85	**73**
Column %	13%	**11%**	**16%** B	0%	**20%** GHI	**21%** GHI	**9%** I	**8%** I	**2%**	**12%**	**15%** M	**20%** JM	**8%**	12%	14%	**11%**	14%	**15%** P
Somewhat Likely																		
Count	201	**77**	**122**	1	**103**	**41**	**34**	**6**	**17**	**105**	**34**	**42**	20	98	103	70	74	57
Column %	11%	**8%**	**14%** B	**46%** B	**18%** GHI	**13%** HI	**12%** HI	**2%**	**5%**	**9%**	**11%**	**19%** JK	13%	11%	12%	10%	12%	12%
Neither Likely nor Unlikely																		
Count	260	140	119	1	**112**	**46**	**43**	**32**	**26**	**125**	**74**	**35**	**26**	**160**	**99**	**120**	**63**	**76**
Column %	14%	15%	14%	29%	**19%** HI	**15%** I	**15%** I	**12%**	**7%**	**11%**	**25%** JL	**16%** J	**17%** J	**17%** O	**11%**	**17%** Q	**11%**	**16%** Q
Somewhat Unlikely																		
Count	167	80	88	0	**58**	30	**32**	**28**	**20**	93	32	24	18	82	86	61	**69**	**38**
Column %	9%	9%	10%	0%	**10%** I	10%	**11%** I	**10%** I	**6%**	8%	11%	11%	12%	9%	10%	8%	**12%** R	**8%**
Very Unlikely																		
Count	936	**529**	**406**	1	**193**	**131**	**144**	**190**	**278**	**675**	**110**	**74**	**77**	470	466	391	306	239
Column %	52%	**57%** C	**47%**	25%	**33%**	**42%** E	**52%** EF	**69%** EFG	**80%** EFGH	**60%** KLM	**37%**	**34%**	**51%** KL	51%	53%	54%	51%	49%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMOPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	167	**61**	**106**	0	**73**	**54**	**23**	**11**	**6**	109	**18**	**29**	10	**60**	**107**	**35**	**65**	**67**
Column %	9%	**7%**	**12%** B	0%	**12%** HI	**17%** GHI	**8%** HI	**4%**	**2%**	10%	**6%**	**13%** K	7%	**6%**	**12%** N	**5%**	**11%** P	**14%** P
Somewhat Likely Count	210	**73**	**137**	0	**112**	**50**	**20**	**12**	**17**	100	**53**	**41**	**16**	100	110	**69**	**65**	**77**
Column %	12%	**8%**	**16%** B	0%	**19%** GHI	**16%** GHI	**7%**	**4%**	**5%**	9%	**18%** JM	**19%** JM	**10%**	11%	13%	**10%**	**11%**	**16%** PQ
Neither Likely nor Unlikely Count	235	122	112	1	**100**	48	41	22	23	112	54	38	31	135	100	107	70	58
Column %	13%	13%	13%	29%	**17%** HI	15% HI	15% HI	8%	7%	10%	18% J	17% J	20% J	15% O	11%	15%	12%	12%
Somewhat Unlikely Count	175	92	83	0	60	**24**	**34**	30	**27**	100	30	28	16	90	85	77	60	37
Column %	10%	10%	9%	0%	10%	**8%**	**12%** FI	11%	**8%**	9%	10%	13%	11%	10%	10%	11%	10%	8%
Very Unlikely Count	1,013	**575**	**437**	2	**238**	**139**	**158**	**202**	**277**	**710**	**140**	**83**	**80**	541	472	**432**	**338**	**244**
Column %	56%	**62%** C	**50%**	71%	**41%**	**44%**	**57%** EF	**73%** EFG	**79%** EFG	**63%** KLM	**47%** L	**38%**	**52%** L	58%	54%	**60%** R	**57%** R	**50%**

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count Column %	185 10%	**68** **7%**	**117** **13%** **B**	0 0%	**94** **16%** **GHI**	**58** **18%** **GHI**	**20** **7%** **HI**	**8** **3%**	**5** **2%**	**106** **9%**	**30** **10%**	**39** **18%** **JKM**	**10** **6%**	**77** **8%**	**108** **12%** **N**	**49** **7%**	**64** **11%** **P**	**72** **15%** **PQ**
Somewhat Likely Count Column %	182 10%	**69** **8%**	**111** **13%** **B**	1 46% **BC**	**101** **17%** **GHI**	**39** **13%** **HI**	**27** **10%** **HI**	**7** **3%**	**8** **2%**	**84** **7%**	**44** **15%** **J**	**32** **15%** **J**	**21** **14%** **J**	**77** **8%**	**105** **12%** **N**	**48** **7%**	**60** **10%** **P**	**75** **15%** **PQ**
Neither Likely nor Unlikely Count Column %	257 14%	144 16%	113 13%	0 0%	**121** **21%** **FGHI**	**44** **14%** **I**	**38** **14%** **I**	29 11%	24 7%	125 11%	**70** **24%** **JM**	40 18%	**22** **14%** **J**	138 15%	119 14%	**123** **17%** **QR**	76 13%	58 12%
Somewhat Unlikely Count Column %	184 10%	102 11%	83 9%	0 0%	61 11%	33 10%	33 12%	23 8%	34 10%	**101** **9%**	35 12%	26 12%	**22** **15%** **J**	104 11%	80 9%	79 11%	66 11%	39 8%
Very Unlikely Count Column %	992 55%	**540** **58%** **C**	**450** **52%**	2 54%	**206** **35%** **E**	**141** **45%** **EF**	**157** **57%** **EF**	**210** **76%** **EFG**	**278** **79%** **EFG**	**715** **63%** **KLM**	**117** **40%**	**82** **37%**	**77** **51%** **KL**	530 57%	461 53%	**420** **58%** **R**	**332** **56%** **R**	**239** **49%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNPQR**

59

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	725	**297**	**429**	0	**229**	**152**	**109**	**106**	**129**	**466**	**98**	**112**	**49**	**338**	**388**	**250**	**244**	**231**
Column %	40%	**32%**	**49%** B	0%	**39%** EGHI	**48%**	**40%**	**38%**	**37%**	**41%** KM	**33%**	**51%** JKM	**32%**	**36%**	**44%** N	**35%**	**41%** P	**48%** PQ
Somewhat Likely Count	301	153	146	1	**142**	**51**	**37**	**34**	**38**	**155**	**75**	41	**30**	160	141	120	106	76
Column %	17%	17%	17%	46%	**24%** FGHI	**16%** I	**13%**	**12%**	**11%**	**14%**	**26%** J	19%	**20%** J	17%	16%	17%	18%	16%
Neither Likely nor Unlikely Count	209	114	95	0	**92**	**34**	**29**	**25**	**29**	**110**	**46**	**32**	21	**129**	**80**	**106**	**55**	**48**
Column %	12%	12%	11%	0%	**16%** FGHI	**11%**	**10%**	**9%**	**8%**	**10%**	**16%** J	**15%** J	13%	**14%** O	**9%**	**15%** QR	**9%**	**10%**
Somewhat Unlikely Count	98	**66**	**31**	1	33	19	12	12	23	62	17	11	9	43	55	41	32	25
Column %	5%	**7%** C	**4%**	29%	6%	6%	4%	4%	7%	5%	6%	5%	6%	5%	6%	6%	5%	5%
Very Unlikely Count	466	**293**	**172**	1	**87**	**60**	**89**	**99**	**130**	**339**	**59**	**25**	**44**	256	211	**203**	**160**	**103**
Column %	26%	**32%** C	**20%**	25%	**15%**	**19%**	**32%** EF	**36%** EF	**37%** EF	**30%** KL	**20%** L	**11%**	**29%** KL	28%	24%	**28%** R	**27%** R	**21%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	F **B**	M **C**	Inters ex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	non-Colleg e **N**	Colleg e **O**	Under $50k **P**	$50k-$100k **Q**	$100k + **R**
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	530	**185**	**345**	0	**158**	**107**	68	88	109	**359**	68	**72**	31	222	308	179	189	162
Column %	29%	**20%**	**39%** **B**	0%	**27%**	**34%** **EG**	25%	32%	31%	**32%** **KM**	23%	**33%** **KM**	20%	24%	35% **N**	25%	32% **P**	33% **P**
Somewhat Likely Count	355	**176**	**177**	**2**	**148**	57	62	37	51	198	67	58	32	176	180	108	129	118
Column %	20%	**19%**	**20%**	**75%** **BC**	**25%** **FHI**	18%	**22%** **HI**	13%	15%	18%	23% **J**	26% **J**	21%	19%	21%	15%	22% **P**	24% **P**
Neither Likely nor Unlikely Count	269	145	123	0	**109**	55	33	33	39	144	58	36	**30**	153	115	127	83	**59**
Column %	15%	16%	14%	0%	**19%** **GHI**	17% **I**	12%	12%	11%	13%	20% **J**	17%	19% **J**	17% **O**	13%	18% **R**	14%	12%
Somewhat Unlikely Count	146	**91**	**54**	0	56	25	15	19	30	**82**	**32**	16	16	79	67	69	43	34
Column %	8%	**10%** **C**	**6%**	0%	10%	8%	6%	7%	9%	**7%**	**11%** **J**	7%	10%	8%	8%	10%	7%	7%
Very Unlikely Count	501	**326**	**174**	1	**112**	71	97	99	121	349	70	37	45	297	204	237	153	110
Column %	28%	**35%** **C**	**20%**	25%	**19%**	**23%**	**35%** **EF**	**36%** **EF**	**35%** **EF**	31% **KL**	24%	17%	29% **L**	32% **O**	23%	33% **QR**	26%	23%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	506	**194**	**312**	0	**152**	**106**	73	83	93	**325**	**83**	**71**	**27**	**224**	**282**	**161**	**183**	**162**
Column %	28%	**21%**	**36%** B	0%	**26%**	**34%** E	26%	30%	27%	**29%** M	**28%** M	**32%** M	**18%**	**24%**	**32%** N	**22%**	**31%** P	**34%** P
Somewhat Likely Count	329	161	168	0	**124**	60	47	45	**54**	207	53	36	34	159	171	**113**	114	**102**
Column %	18%	17%	19%	0%	**21%** I	19%	17%	16%	**15%**	18%	18%	16%	22%	17%	20%	**16%**	19%	**21%** P
Neither Likely nor Unlikely Count	286	**149**	**135**	**2**	**128**	**46**	**43**	**28**	**41**	**141**	**81**	**34**	**30**	155	131	124	94	68
Column %	16%	**16%**	**15%**	**75%** BC	**22%** FGHI	**15%**	**15%**	**10%**	**12%**	**12%**	**27%** JL	**16%**	**20%** J	17%	15%	17%	16%	14%
Somewhat Unlikely Count	166	95	71	0	**58**	27	**16**	25	**39**	93	21	**34**	18	91	74	70	48	47
Column %	9%	10%	8%	0%	**10%** G	9%	**6%**	9%	**11%** G	**8%**	**7%**	**16%** JK	12%	10%	8%	10%	8%	10%
Very Unlikely Count	513	**325**	**188**	1	**121**	**76**	**96**	**97**	**123**	**367**	**57**	**45**	**45**	**297**	**216**	**252**	**157**	**104**
Column %	29%	**35%** C	**22%**	25%	**21%**	**24%**	**35%** EF	**35%** EF	**35%** EF	**32%** KL	**19%**	**20%**	**29%** KL	**32%** O	**25%**	**35%** QR	**26%**	**22%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	284	99	184	1	121	77	30	30	25	164	51	48	21	121	164	87	100	98
Column %	16%	11%	21% B	29%	21% GHI	25% GHI	11%	11%	7%	14%	17%	22% JM	14%	13%	19% N	12%	17% P	20% P
Somewhat Likely Count	274	121	152	1	108	63	33	31	39	168	43	43	20	127	147	94	90	90
Column %	15%	13%	17% B	46% B	19% GHI	20% GHI	12%	11%	11%	15%	15%	20%	13%	14%	17%	13%	15%	19% P
Neither Likely nor Unlikely Count	329	168	161	0	113	50	50	52	65	185	68	40	37	186	143	141	110	79
Column %	18%	18%	18%	0%	19%	16%	18%	19%	19%	16%	23% J	18%	24% J	20% O	16%	20%	18%	16%
Somewhat Unlikely Count	240	122	118	0	77	36	39	27	60	154	47	21	18	108	132	89	90	60
Column %	13%	13%	14%	0%	13%	11%	14%	10%	17% FH	14%	16% L	9%	12%	12%	15% N	12%	15%	12%
Very Unlikely Count	672	414	258	1	163	88	123	137	160	462	86	67	57	384	288	309	208	155
Column %	37%	45% C	29%	25%	28%	28%	45% EF	50% EF	46% EF	41% KL	29%	31%	37%	42% O	33%	43% QR	35%	32%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPQR

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Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	462	190	272	0	188	106	69	50	50	229	85	113	35	215	247	165	149	148
Column %	26%	21%	31% B	0%	32% GHI	34% GHI	25% HI	18%	14%	20%	29% J	52% JKM	23%	23%	28% N	23%	25%	31% PQ
Somewhat Likely Count	293	130	162	1	138	47	39	27	40	168	55	41	30	147	146	99	103	91
Column %	16%	14%	19% B	46%	24% FGHI	15%	14%	10%	12%	15%	18%	19%	20%	16%	17%	14%	17%	19% P
Neither Likely nor Unlikely Count	242	133	109	0	97	48	32	24	42	140	60	22	20	131	111	107	79	55
Column %	13%	14%	12%	0%	17% GH	15% H	11%	9%	12%	12%	20% JL	10%	13%	14%	13%	15%	13%	11%
Somewhat Unlikely Count	148	95	53	0	48	26	21	20	34	97	34	8	9	81	67	59	56	33
Column %	8%	10% C	6%	0%	8%	8%	8%	7%	10%	9% L	11% L	4%	6%	9%	8%	8%	9%	7%
Very Unlikely Count	655	376	278	2	113	88	115	156	184	499	62	35	59	352	303	290	210	156
Column %	36%	41% C	32%	54%	19% E	28% E	42% EF	56% EFG	53% EFG	44% KL	21%	16%	39% KL	38%	35%	40% R	35%	32%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMNPQR**

64

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count Column %	414 23%	**160** **17%**	**255** **29%** B	0 0%	**155** **27%** GHI	**83** **27%** G	**50** 18%	**55** 20%	**71** 20%	**253** 22%	**53** 18%	**84** **38%** JKM	**24** 16%	**176** **19%**	**238** **27%** N	**140** 20%	**147** **25%** P	**127** **26%** P
Somewhat Likely Count Column %	332 18%	**135** **15%**	**198** **23%** B	0 0%	**128** **22%** HI	**67** **21%** HI	51 18%	**40** **14%**	**47** **13%**	**180** 16%	**72** **24%** J	**47** **21%** J	34 22%	**154** **17%**	**178** **20%** N	**104** 15%	**117** **20%** P	**111** **23%** P
Neither Likely nor Unlikely Count Column %	302 17%	162 18%	139 16%	1 29%	**124** **21%** GHI	55 17%	**34** **12%**	**36** **13%**	**54** **16%**	**161** **14%**	**70** **24%** JL	**36** 16%	**35** **23%** J	169 18%	133 15%	136 19%	92 15%	74 15%
Somewhat Unlikely Count Column %	159 9%	**100** **11%** C	**57** **7%**	**1** **46%** BC	46 8%	29 9%	30 11%	22 8%	33 9%	105 9%	30 10%	14 6%	10 6%	82 9%	77 9%	63 9%	53 9%	42 9%
Very Unlikely Count Column %	593 33%	**367** **40%** C	**225** **26%**	1 25%	**131** **22%**	**82** **26%**	**112** **41%** EF	**124** **45%** EF	**144** **41%** EF	**434** **38%** KL	**70** **24%**	**39** **18%**	**50** **33%** KL	**345** **37%** O	**248** **28%**	**276** **38%** QR	**189** **32%**	**128** **27%**

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	350	**115**	**235**	0	**126**	**91**	**37**	**49**	**46**	**243**	**51**	**41**	**15**	**149**	**201**	**110**	**112**	**128**
Column %	19%	**12%**	**27%** B	0%	**22%** GI	**29%** EGHI	**14%**	**18%**	**13%**	**21%** M	**17%** M	**19%** M	**10%**	**16%**	**23%** N	**15%**	**19%**	**27%** PQ
Somewhat Likely Count	278	**126**	**152**	0	**113**	**52**	**52**	**24**	**38**	169	48	34	28	139	139	**80**	**107**	**92**
Column %	15%	**14%**	**17%** B	0%	**19%** HI	**16%** HI	**19%** HI	**9%**	**11%**	15%	16%	15%	18%	15%	16%	**11%**	**18%** P	**19%** P
Neither Likely nor Unlikely Count	278	132	145	1	**112**	52	40	**35**	**39**	**149**	**64**	35	29	148	129	124	85	69
Column %	15%	14%	17%	46%	**19%** HI	16%	14%	**13%**	**11%**	**13%**	**22%** J	16%	19%	16%	15%	17%	14%	14%
Somewhat Unlikely Count	212	**127**	**84**	1	77	30	28	32	45	**108**	**56**	**32**	**16**	105	106	90	75	47
Column %	12%	**14%** C	**10%**	29%	13%	9%	10%	12%	13%	**10%**	**19%** JM	**15%** J	**10%**	11%	12%	12%	13%	10%
Very Unlikely Count	682	**424**	**257**	1	**155**	**90**	**119**	**137**	**181**	**464**	**77**	**77**	**65**	**384**	**299**	**317**	**219**	**147**
Column %	38%	**46%** C	**29%**	25%	**27%**	**29%**	**43%** EF	**49%** EF	**52%** EFG	**41%** K	**26%**	**35%** K	**42%** K	**41%** O	**34%**	**44%** QR	**37%** R	**30%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKMNOPQR**

66

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	292	**108**	**183**	1	**135**	**81**	**35**	**17**	**25**	**146**	**80**	**46**	**19**	**124**	**168**	**88**	**106**	**98**
Column %	16%	**12%**	**21%** B	29%	**23%** GHI	**26%** GHI	**13%** HI	**6%**	**7%**	**13%**	**27%** JM	**21%** JM	**13%**	**13%**	**19%** N	**12%**	**18%** P	**20%** P
Somewhat Likely Count	261	**113**	**147**	**1**	**118**	**50**	**39**	**32**	**22**	**144**	**51**	37	**29**	**113**	**148**	**78**	**93**	**90**
Column %	15%	**12%**	**17%** B	**46%** B	**20%** GHI	**16%** I	**14%** I	**11%** I	**6%**	**13%**	**17%** J	17%	**19%** J	**12%**	**17%** N	**11%**	**16%** P	**19%** P
Neither Likely nor Unlikely Count	302	156	146	0	**118**	53	**40**	42	**49**	**157**	**68**	**45**	**31**	166	136	135	89	78
Column %	17%	17%	17%	0%	**20%** GI	17%	**14%**	15%	**14%**	**14%**	**23%** J	**21%** J	**20%** J	18%	16%	19%	15%	16%
Somewhat Unlikely Count	228	116	112	0	**61**	**36**	37	34	**59**	149	31	34	14	124	104	88	82	57
Column %	13%	13%	13%	0%	**11%**	**11%**	14%	12%	**17%** EF	13%	10%	15%	9%	13%	12%	12%	14%	12%
Very Unlikely Count	717	**431**	**285**	1	**151**	**95**	**125**	**152**	**194**	**536**	**65**	**57**	**59**	**399**	**318**	**331**	**227**	**160**
Column %	40%	**47%** C	**33%**	25%	**26%**	**30%**	**45%** EF	**55%** EFG	**56%** EFG	**47%** KLM	**22%**	**26%**	**39%** KL	**43%** O	**36%**	**46%** QR	**38%**	**33%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely Count	323	**131**	**192**	0	**128**	**81**	**44**	**30**	**39**	**195**	56	**52**	**19**	**150**	**173**	**112**	**102**	**110**
Column %	18%	**14%**	**22%** B	0%	**22%** GHI	**26%** GHI	**16%**	**11%**	**11%**	**17%**	19%	**24%** JM	**13%**	**16%**	**20%** N	**15%**	**17%**	**23%** PQ
Somewhat Likely Count	287	**127**	**159**	1	**122**	**52**	**47**	**34**	32	**161**	**56**	**49**	**20**	**168**	**119**	111	108	68
Column %	16%	**14%**	**18%** B	46%	**21%** HI	**16%** I	**17%** I	**12%**	9%	**14%**	**19%** J	**23%** JM	**13%**	**18%** O	**14%**	15%	18%	14%
Neither Likely nor Unlikely Count	280	149	130	1	**107**	54	41	**34**	**43**	**153**	**69**	**27**	**31**	152	127	**125**	**79**	76
Column %	16%	16%	15%	29%	**18%** HI	17%	15%	**12%**	**12%**	**13%**	**23%** JL	**12%**	**21%** JL	16%	15%	**17%** Q	**13%**	16%
Somewhat Unlikely Count	172	86	85	0	59	31	24	24	34	112	23	23	14	84	88	**61**	**71**	**40**
Column %	10%	9%	10%	0%	10%	10%	9%	9%	10%	10%	8%	10%	9%	9%	10%	**8%**	**12%** PR	**8%**
Very Unlikely Count	739	**430**	**308**	1	**166**	**97**	**120**	**154**	**201**	**512**	**91**	**68**	**68**	372	367	312	237	190
Column %	41%	**47%** C	**35%**	25%	**28%**	**31%**	**44%** EF	**56%** EFG	**58%** EFG	**45%** KL	**31%**	**31%**	**44%** KL	40%	42%	43%	40%	39%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely																		
Count	295	**95**	**200**	0	**105**	**77**	**32**	**38**	**43**	194	44	39	19	**117**	**178**	**88**	**95**	**112**
Column %	16%	**10%**	**23%** B	0%	**18%** GI	**24%** EGHI	**12%**	**14%**	**12%**	17%	15%	18%	12%	**13%**	**20%** N	**12%** P	**16%** P	**23%** PQ
Somewhat Likely																		
Count	274	**111**	**160**	**2**	**113**	50	39	**32**	**41**	**142**	**53**	**53**	26	135	139	**82**	**92**	**100**
Column %	15%	**12%**	**18%** B	**75%** BC	**19%** HI	16%	14%	**11%**	**12%**	**13%**	**18%** J	**24%** J	17%	15%	16%	**11%** P	**15%** P	**21%** PQ
Neither Likely nor Unlikely																		
Count	273	133	140	0	97	52	38	40	47	164	45	34	31	136	137	**126**	**81**	66
Column %	15%	14%	16%	0%	17%	17%	14%	14%	13%	14%	15%	15%	20%	15%	16%	**18%** Q	**13%**	14%
Somewhat Unlikely																		
Count	197	107	90	0	68	29	31	27	41	**107**	**41**	**31**	17	99	97	73	**81**	**43**
Column %	11%	12%	10%	0%	12%	9%	11%	10%	12%	**9%**	**14%** J	**14%** J	11%	11%	11%	10%	**14%** R	**9%**
Very Unlikely																		
Count	761	**477**	**284**	1	**200**	**108**	**135**	**140**	**178**	526	112	62	61	439	322	351	248	162
Column %	42%	**52%** C	**32%**	25%	**34%**	**34%**	**49%** EF	**51%** EF	**51%** EF	**46%** KL	**38%** L	**28%**	**40%** L	**47%** O	**37%**	**49%** QR	**42%** R	**33%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLNOPQR**

69

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Very Likely																		
Count	282	111	171	0	117	72	40	26	27	161	48	49	25	117	166	90	83	108
Column %	16%	12%	20% B	0%	20% GHI	23% GHI	14% I	9%	8%	14%	16%	22% J	16%	13%	19% N	13%	14%	22% PQ
Somewhat Likely																		
Count	255	105	150	0	105	51	37	33	30	148	41	45	22	113	142	80	100	76
Column %	14%	11%	17% B	0%	18% HI	16% I	13%	12%	9%	13%	14%	21% JK	14%	12%	16% N	11%	17% P	16% P
Neither Likely nor Unlikely																		
Count	324	159	165	1	129	52	42	39	62	171	69	48	36	163	162	150	83	91
Column %	18%	17%	19%	29%	22% FGH	16%	15%	14%	18%	15%	23% J	22% J	23% J	18%	18%	21% Q	14%	19% Q
Somewhat Unlikely																		
Count	204	110	93	1	54	33	30	38	49	131	37	24	13	102	102	73	78	53
Column %	11%	12%	11%	46% BC	9%	10%	11%	14% E	14% E	12%	12%	11%	8%	11%	12%	10%	13%	11%
Very Unlikely																		
Count	734	438	295	1	178	107	128	141	181	522	101	53	58	431	303	326	254	154
Column %	41%	47% C	34%	25%	30%	34%	46% EF	51% EF	52% EF	46% KL	34% L	24%	38% L	47% O	35%	45% R	42% R	32%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLNOPQR**

70

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Yes Count Column %	1,194 66%	581 63%	611 70% B	2 71%	437 75% GHI	221 70% GI	172 62% I	177 64% I	188 54%	710 63%	219 74% JM	167 76% JM	98 64%	539 58%	655 75% N	405 56%	412 69% P	377 78% PQ
No Count Column %	606 34%	343 37% C	263 30%	1 29%	146 25%	94 30%	104 38% EF	100 36% E	161 46% EFGH	422 37% KL	77 26%	53 24%	55 36% KL	387 42% O	219 25%	315 44% QR	186 31% R	106 22%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,194	581	611	2	437	221	172	177	188	710	219	167	98	539	655	405	412	377
Valid Cases	1,194	581	611	2	437	221	172	177	188	710	219	167	98	539	655	405	412	377
Total Mentions	1,829	885	941	2	735	345	234	240	275	1,067	333	291	138	801	1,028	594	635	600
At home																		
Mentions	940	470	469	0	350	177	124	140	148	572	167	131	69	439	501	337	320	283
% Valid Cases	79%	81%	77%	0%	80%	80%	72%	79%	79%	81%	76%	78%	71%	81%	76%	83%	78%	75%
% Total Mentions	51%	53%	50%	0%	48% G	51%	53%	58%	54%	54% M	50%	45%	50%	55% O	49%	57% R	50%	47%
At a micro gym																		
Mentions	172	81	90	1	100	40	20	3	10	72	42	45	13	75	96	52	57	63
% Valid Cases	14%	14%	15%	35%	23%	18%	11%	2%	5%	10%	19%	27%	13%	14%	15%	13%	14%	17%
% Total Mentions	9%	9%	10%	35%	14% GI	12% I	8% I	1%	4%	7%	12% J	16% JM	9%	9%	9%	9%	9%	11%
At a boutique fitness gym																		
Mentions	108	48	59	1	59	30	6	5	9	62	11	29	7	40	69	24	32	52
% Valid Cases	9%	8%	10%	65%	13%	14%	4%	3%	5%	9%	5%	17%	7%	7%	10%	6%	8%	14%
% Total Mentions	6%	5%	6%	65%	8% GI	9% GI	3%	2%	3%	6%	3%	10% JKM	5%	5%	7%	4%	5%	9% PQ
At a traditional gym																		
Mentions	346	156	190	0	142	63	45	40	56	194	72	51	29	133	213	90	137	120
% Valid Cases	29%	27%	31%	0%	32%	29%	26%	22%	30%	27%	33%	30%	29%	25%	33%	22%	33%	32%
% Total Mentions	19%	18%	20%	0%	19% H	18%	19%	17%	20%	18%	22%	18%	21%	17%	21% N	15%	22% P	20% P
At a public space such as a park																		
Mentions	263	131	132	0	85	34	39	53	52	166	42	35	20	114	149	92	89	82
% Valid Cases	22%	23%	22%	0%	19%	16%	23%	30%	28%	23%	19%	21%	21%	21%	23%	23%	22%	22%
% Total Mentions	14%	15%	14%	0%	12%	10%	17%	22% EF	19% EF	16%	13%	12%	15%	14%	15%	15%	14%	14%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: EFGHIJKMNOPQR

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,194	581	611	2	437	221	172	177	188	710	219	167	98	539	655	405	412	377
Valid Cases	1,194	581	611	2	437	221	172	177	188	710	219	167	98	539	655	405	412	377
Total Mentions	1,556	734	820	2	598	287	204	221	247	934	278	224	120	674	883	493	550	513
At a home																		
Mentions	963	**485**	**477**	1	**333**	**173**	140	**152**	**166**	**591**	**168**	**128**	76	**448**	**515**	338	330	295
% Valid Cases	81%	**83%**	**78%**	35%	**76%**	**78%**	81%	**86%**	**88%**	**83%**	**77%**	**77%**	77%	**83%**	**79%**	83%	80%	78%
% Total Mentions	62%	**66%** C	**58%**	35%	**56%**	**60%**	69%	**69%** EF	**67%** EF	**63%** KL	**60%**	**57%**	64%	**67%** O	**58%**	69%	60%	58%
At a micro gym																		
Mentions	145	64	81	0	**91**	**38**	10	1	5	**65**	**36**	**33**	11	58	87	45	56	45
% Valid Cases	12%	11%	13%	0%	**21%**	**17%**	6%	0%	3%	**9%**	**16%**	**20%**	12%	11%	13%	11%	14%	12%
% Total Mentions	9%	9%	10%	0%	**15%** G	**13%** G	5%	0%	2%	**7%**	**13%** J	**15%** J	9%	9%	10%	9%	10%	9%
At a boutique fitness gym																		
Mentions	87	**27**	**58**	1	**52**	**24**	9	0	1	43	18	17	8	32	55	**12**	**32**	**43**
% Valid Cases	7%	**5%**	**10%**	65%	**12%**	**11%**	5%	0%	1%	6%	8%	10%	8%	6%	8%	**3%**	**8%**	**11%**
% Total Mentions	6%	**4%**	**7%** B	65%	**9%** G	**8%** G	4%	0%	1%	5%	7%	8%	6%	5%	6%	**2%**	**6%** P	**8%** P
At a traditional gym																		
Mentions	118	54	64	0	**60**	**25**	10	**13**	10	73	21	19	5	**42**	**76**	**24**	**49**	**45**
% Valid Cases	10%	9%	10%	0%	**14%**	**11%**	6%	**7%**	6%	10%	10%	11%	5%	**8%**	**12%**	**6%**	**12%**	**12%**
% Total Mentions	8%	7%	8%	0%	**10%** GHI	**9%** I	5%	**6%**	4%	8%	8%	9%	4%	**6%**	**9%** N	**5%**	**9%** P	**9%** P
At a public space such as a park																		
Mentions	243	**104**	**139**	0	**62**	**27**	35	55	64	163	35	26	19	**93**	**151**	75	83	85
% Valid Cases	20%	**18%**	**23%**	0%	**14%**	**12%**	20%	31%	34%	23%	16%	16%	20%	**17%**	**23%**	18%	20%	23%
% Total Mentions	16%	**14%**	**17%** B	0%	**10%**	**10%**	17%	25% F	26% EFG	17% KL	13%	12%	16%	**14%**	**17%** N	15%	15%	17%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLNOP**

73

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,194	581	611	2	437	221	172	177	188	710	219	167	98	539	655	405	412	377
Yes Count Column %	519 43%	236 41%	283 46%	0 0%	276 63% GHI	127 57% GHI	55 32% HI	30 17%	31 16%	253 36%	132 60% JM	96 57% JM	38 39%	239 44%	280 43%	158 39%	196 48% P	165 44%
No Count Column %	675 57%	344 59%	328 54%	2 100%	161 37%	94 43%	116 68% EF	147 83% EFG	157 84% EFG	457 64% KL	87 40%	71 43%	60 61% KL	300 56%	375 57%	247 61% Q	215 52%	213 56%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: EFGHIJKLMPQ**

74

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Yes Count Column %	586 33%	289 31%	296 34%	1 29%	290 50% GHI	168 53% GHI	92 33% HI	23 8% I	13 4%	298 26%	169 57% JLM	83 38% JM	36 24%	283 31%	303 35%	185 26% 	198 33% P	203 42% PQ
No Count Column %	1,214 67%	634 69%	578 66%	2 71%	293 50%	147 47%	184 67% EF	254 92% EFG	336 96% EFGH	834 74% KL	126 43%	137 62% K	117 76% KL	643 69%	571 65%	535 74% QR	399 67% R	280 58%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: EFGHIJKLMPQR**

75

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	586	289	296	1	290	168	92	23	13	298	169	83	36	283	303	185	198	203
Yes Count Column %	386 66%	**168** **58%**	**218** **74%** B	1 100%	187 64%	116 69%	57 62%	16 71%	10 77%	**205** **69%** K	**94** **56%**	**64** **77%** K	23 63%	**159** **56%**	**227** **75%** N	96 52%	**134** **68%** P	**156** **77%** PQ
No Count Column %	200 34%	**121** **42%** C	**78** **26%**	0 0%	103 36%	51 31%	35 38%	7 29%	3 23%	**92** **31%**	**75** **44%** JL	**19** **23%**	13 37%	**124** **44%** O	**76** **25%**	**89** **48%** QR	**64** **32%** R	47 23%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: BCJKLNOPQR**

76

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	476	206	269	1	235	136	78	17	10	230	140	76	29	216	260	132	166	178
Valid Cases	476	206	269	1	235	136	78	17	10	230	140	76	29	216	260	132	166	178
Total Mentions	1,040	427	612	1	523	327	144	32	14	541	260	176	63	426	613	248	353	439
Football																		
Mentions	152	**55**	**97**	0	72	**52**	**17**	5	6	**102**	**23**	**21**	**6**	61	91	37	50	65
% Valid Cases	32%	**27%**	**36%**	0%	31%	**38%**	**22%**	28%	61%	**44%**	**17%**	**28%**	**19%**	28%	35%	28%	30%	37%
% Total Mentions	15%	**13%**	**16%**	0%	14%	**16%**	**12%**	14%	45%	**19%**	**9%**	**12%**	**9%**	14%	15%	15%	14%	15%
			B			G				KLM								
Baseball/Softball																		
Mentions	109	54	55	0	60	31	15	3	0	54	34	19	2	44	65	24	46	38
% Valid Cases	23%	26%	20%	0%	25%	23%	19%	18%	0%	23%	25%	25%	7%	20%	25%	18%	28%	22%
% Total Mentions	10%	13%	9%	0%	11%	10%	10%	10%	0%	10%	13%	11%	3%	10%	11%	10%	13%	9%
Basketball																		
Mentions	167	**59**	**107**	0	86	51	27	3	0	**76**	**32**	**47**	**11**	72	94	46	53	68
% Valid Cases	35%	**29%**	**40%**	0%	36%	38%	34%	19%	0%	**33%**	**23%**	**62%**	**38%**	33%	36%	35%	32%	38%
% Total Mentions	16%	**14%**	**18%**	0%	16%	16%	19%	10%	0%	**14%**	**12%**	**27%**	**18%**	17%	15%	19%	15%	15%
			B							K		JKM						
Hockey																		
Mentions	54	17	36	0	24	21	7	1	1	30	11	10	2	25	29	12	**13**	**29**
% Valid Cases	11%	8%	14%	0%	10%	15%	9%	7%	13%	13%	8%	13%	8%	12%	11%	9%	**8%**	**16%**
% Total Mentions	5%	4%	6%	0%	5%	6%	5%	4%	9%	5%	4%	6%	4%	6%	5%	5%	**4%**	**7%**
																		Q
Soccer																		
Mentions	166	68	98	1	87	49	26	1	2	81	50	27	8	**65**	**101**	38	59	69
% Valid Cases	35%	33%	36%	100%	37%	36%	34%	6%	24%	35%	36%	35%	28%	**30%**	**39%**	29%	35%	39%
% Total Mentions	16%	16%	16%	100%	17%	15%	18%	3%	18%	15%	19%	15%	13%	**15%**	**16%**	15%	17%	16%
															N			
Golf																		
Mentions	52	**16**	**36**	0	26	21	4	1	0	32	11	6	3	19	33	**8**	17	**27**
% Valid Cases	11%	**8%**	**13%**	0%	11%	16%	5%	5%	0%	14%	8%	8%	10%	9%	13%	**6%**	10%	**15%**
% Total Mentions	5%	**4%**	**6%**	0%	5%	6%	3%	3%	0%	6%	4%	3%	5%	4%	5%	**3%**	5%	**6%**
			B															P
Tennis																		
Mentions	60	**16**	**44**	0	29	16	13	2	0	**37**	**10**	8	**6**	22	39	**10**	21	**29**
% Valid Cases	13%	**8%**	**16%**	0%	12%	12%	17%	12%	0%	**16%**	**7%**	11%	**20%**	10%	15%	**8%**	12%	**17%**
% Total Mentions	6%	**4%**	**7%**	0%	5%	5%	9%	6%	0%	**7%**	**4%**	5%	**9%**	5%	6%	**4%**	6%	**7%**
			B							K			K					P

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGJKLMNOPQR**

77

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Volleyball																		
Mentions	55	27	28	0	33	19	3	1	0	**27**	**13**	**8**	**8**	29	26	17	18	21
% Valid Cases	12%	13%	11%	0%	14%	14%	3%	5%	0%	**12%**	**9%**	**10%**	**26%**	13%	10%	13%	11%	12%
% Total Mentions	5%	6%	5%	0%	6%	6%	2%	3%	0%	**5%**	**5%**	**4%**	**12%** **JKL**	7%	4%	7%	5%	5%
Track and Field																		
Mentions	33	**25**	**8**	0	18	8	6	1	0	18	8	6	1	18	15	12	12	9
% Valid Cases	7%	**12%**	**3%**	0%	8%	6%	8%	7%	0%	8%	6%	8%	3%	8%	6%	9%	7%	5%
% Total Mentions	3%	**6%** **C**	**1%**	0%	3%	2%	4%	4%	0%	3%	3%	3%	1%	4%	2%	5%	3%	2%
Cross Country																		
Mentions	21	12	9	0	11	7	3	1	0	13	3	4	2	**5**	**16**	2	7	13
% Valid Cases	4%	6%	3%	0%	5%	5%	4%	5%	0%	5%	2%	5%	6%	**2%**	**6%**	1%	4%	7%
% Total Mentions	2%	3%	2%	0%	2%	2%	2%	3%	0%	2%	1%	2%	3%	**1%**	**3%** **N**	1%	2%	3%
Swimming																		
Mentions	97	34	63	0	42	32	16	5	2	**41**	**35**	**8**	**12**	29	68	16	33	**48**
% Valid Cases	20%	16%	23%	0%	18%	23%	20%	27%	24%	**18%**	**25%**	**11%**	**41%**	13%	26%	12%	20%	**27%**
% Total Mentions	9%	8%	10%	0%	8%	10%	11%	14%	17%	**8%** **L**	**13%**	**5%**	**19%** **JL**	7%	11% **N**	6%	9%	**11%** **P**
Wrestling																		
Mentions	26	10	16	0	15	7	0	2	0	12	11	2	1	11	15	5	9	11
% Valid Cases	5%	5%	6%	0%	7%	6%	1%	14%	0%	5%	8%	3%	3%	5%	6%	4%	6%	6%
% Total Mentions	2%	2%	3%	0%	3%	2%	0%	7%	0%	2%	4%	1%	1%	3%	2%	2%	3%	3%
Lacrosse																		
Mentions	10	7	2	0	7	2	0	1	0	5	2	3	1	4	6	3	6	1
% Valid Cases	2%	4%	1%	0%	3%	1%	0%	7%	0%	2%	1%	3%	2%	2%	2%	2%	4%	0%
% Total Mentions	1%	2%	0%	0%	1%	0%	0%	4%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%
Cheerleading																		
Mentions	39	**27**	**12**	0	**14**	**11**	**7**	**5**	1	16	16	7	1	**24**	**15**	**18**	10	11
% Valid Cases	8%	**13%**	**4%**	0%	**6%**	**8%**	**9%**	**32%**	13%	7%	11%	9%	3%	**11%**	**6%**	**14%**	6%	6%
% Total Mentions	4%	**6%** **C**	**2%**	0%	**3%**	**3%**	**5%**	**17%** **EFG**	10%	3%	6%	4%	1%	**6%** **O**	**2%**	**7%** **QR**	3%	2%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGJKLMNOPQR**

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	586	289	296	1	290	168	92	23	13	298	169	83	36	283	303	185	198	203
I am significantly more concerned now than I was at the beginning of the pandemic Count	253	**109**	**143**	1	121	**84**	35	11	**2**	142	63	33	14	**95**	**157**	62	87	104
Column %	43%	**38%**	**48%** B	100%	42%	**50%** I	38%	46%	**17%**	**48%** K	**38%**	40%	38%	**34%**	**52%** N	34%	**44%** P	**51%** P
I am somewhat more concerned now than I was at the beginning of the pandemic Count	136	65	71	0	66	33	28	6	4	**53**	**47**	**27**	9	**77**	**59**	46	51	39
Column %	23%	22%	24%	0%	23%	19%	30%	25%	31%	**18%**	**28%** J	**32%** J	25%	**27%** O	**19%**	25%	26%	19%
My concern is the same as it was at the start of the pandemic Count	139	**80**	**59**	0	70	39	23	4	3	65	47	15	12	73	66	53	45	42
Column %	24%	**28%** C	**20%**	0%	24%	23%	25%	17%	26%	22%	28%	18%	33%	26%	22%	28%	23%	20%
I am somewhat less concerned now than I was at the beginning of the pandemic Count	31	18	13	0	18	8	3	2	0	**22**	**5**	4	0	20	11	8	10	13
Column %	5%	6%	5%	0%	6%	5%	4%	8%	0%	**7%** K	**3%**	5%	0%	7%	4%	4%	5%	6%
I am significantly less concerned now than I was at the beginning of the pandemic Count	27	18	10	0	**15**	**5**	**3**	**1**	**3**	15	7	4	2	18	9	**17**	6	5
Column %	5%	6%	3%	0%	**5%**	**3%**	**3%**	**4%**	**26%** EFGH	5%	4%	5%	5%	6%	3%	**9%** QR	**3%**	**2%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BCEFGHIJKNOPQR**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Knowing this makes me much more comfortable with college football getting underway Count	490	211	279	0	192	108	71	59	59	296	87	81	25	242	248	174	172	143
Column %	27%	23% B	32%	0%	33% GHI	34% GHI	26% I	21%	17%	26% M	30% M	37% JM	17%	26%	28%	24%	29%	30% P
Knowing this makes me somewhat more comfortable with college football getting underway Count	424	200	221	2	179	61	58	59	67	222	86	69	47	219	204	163	141	119
Column %	24%	22%	25%	75% BC	31% FGHI	19%	21%	21%	19%	20%	29% J	31% J	31% J	24%	23%	23%	24%	25%
Knowing this does not affect my comfort level with college football getting underwat Count	697	395	301	1	159	110	110	140	177	508	83	45	61	349	347	278	240	179
Column %	39%	43% C	34%	25%	27%	35% E	40% E	51% EFG	51% EFG	45% KL	28%	21%	40% KL	38%	40%	39%	40%	37%
Knowing this makes me somewhat less comfortable with college football getting underway Count	48	29	19	0	12	9	10	6	11	27	8	5	7	32	15	26	17	5
Column %	3%	3%	2%	0%	2%	3%	4%	2%	3%	2%	3%	2%	5%	3% O	2%	4% R	3% R	1%
Knowing this makes me much less comfortable with college football getting underway Count	142	89	53	0	41	27	26	13	34	78	31	20	13	83	59	78	27	36
Column %	8%	10% C	6%	0%	7%	9%	9% H	5%	10% H	7% J	10%	9%	9%	9%	7%	11% Q	5%	8% Q

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BCEFGHIJKLMOPQR**

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Strongly Agree Count	641	**302**	**340**	0	200	123	97	98	123	**409**	**92**	**107**	34	304	337	228	217	196
Column %	36%	**33%**	**39%** B	0%	34%	39%	35%	35%	35%	**36%** M	**31%** M	**49%** JKM	22%	33%	**39%** N	32%	36%	**41%** P
Somewhat Agree Count	472	234	237	1	**186**	**76**	**59**	71	**81**	290	93	45	44	213	259	170	158	144
Column %	26%	25%	27%	25%	**32%** FGI	**24%**	**21%**	26%	**23%**	26%	**31%** JL	20%	29%	23%	30% N	24%	26%	30% P
Neither Agree nor Disagree Count	577	**337**	238	1	**158**	100	**101**	95	123	359	89	61	68	344	233	269	188	120
Column %	32%	**37%** C	27%	29%	**27%**	32%	**37%** E	**34%** E	**35%** E	32%	30%	28%	45% JKL	37% O	27%	37% QR	31% R	25%
Somewhat Disagree Count	63	**28**	**33**	1	**30**	10	9	7	**8**	37	**17**	**5**	4	39	23	**31**	22	**10**
Column %	3%	**3%**	**4%**	**46%** BC	**5%** I	3%	3%	3%	**2%**	3%	**6%** L	**2%**	3%	4%	3%	**4%** R	4%	**2%**
Strongly Disagree Count	48	22	26	0	**9**	6	**11**	6	**15**	38	4	2	3	25	22	22	12	13
Column %	3%	2%	3%	0%	**2%**	2%	**4%** E	2%	**4%** E	3%	1%	1%	2%	3%	3%	3%	2%	3%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
I would attend the World Series if I were given a ticket																		
Count	880	**391**	**488**	1	**358**	**171**	**128**	**106**	**116**	**520**	**156**	**136**	**68**	444	435	**312**	**292**	**276**
Column %	49%	**42%**	**56%**	29%	**61%**	**54%**	**47%**	**38%**	**33%**	**46%**	**53%**	**62%**	**44%**	48%	50%	**43%**	**49%**	**57%**
			B		**FGHI**	**HI**	**HI**				**J**	**JKM**					**P**	**PQ**
I would not attend the World Series, even if I were given a ticket																		
Count	920	**533**	**386**	2	**224**	**144**	**147**	**171**	**233**	**612**	**139**	**84**	**85**	481	439	**408**	**305**	**207**
Column %	51%	**58%**	**44%**	71%	**39%**	**46%**	**53%**	**62%**	**67%**	**54%**	**47%**	**38%**	**56%**	52%	50%	**57%**	**51%**	**43%**
		C				**E**	**E**	**EFG**	**EFG**	**KL**	**L**		**L**			**QR**	**R**	

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEFGHIJKLMPQR**

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Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Valid Cases	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Total Mentions	2,820	1,334	1,483	3	1,049	544	441	368	419	1,725	481	409	205	1,450	1,370	1,088	920	812
Football																		
Mentions	637	**298**	**338**	0	**243**	**134**	**96**	80	83	388	93	114	42	348	288	258	202	176
% Valid Cases	35%	**32%**	**39%**	0%	**42%**	**43%**	**35%**	29%	24%	34%	31%	52%	28%	**38%**	33%	36%	34%	37%
% Total Mentions	23%	**22%**	**23%**	0%	23%	25%	22%	22%	20%	22%	19%	28%	21%	24%	21%	24%	22%	22%
			B		HI	HI	I					JKM		O				
Baseball																		
Mentions	482	**224**	**258**	0	**164**	**89**	**84**	74	71	305	90	57	30	247	235	**173**	164	**145**
% Valid Cases	27%	**24%**	**30%**	0%	**28%**	**28%**	**30%**	27%	20%	27%	31%	26%	19%	27%	27%	**24%**	27%	**30%**
% Total Mentions	17%	**17%**	**17%**	0%	16%	16%	19%	20%	17%	18%	19%	14%	14%	17%	17%	**16%**	18%	**18%**
			B		I	I	I			M	M							P
Basketball																		
Mentions	435	**203**	**229**	3	**251**	**90**	**48**	29	17	192	91	123	30	240	195	177	149	109
% Valid Cases	24%	**22%**	**26%**	100%	**43%**	**29%**	**17%**	10%	5%	17%	31%	56%	20%	26%	22%	25%	25%	23%
% Total Mentions	15%	**15%**	**15%**	100%	**24%**	**17%**	**11%**	8%	4%	11%	19%	30%	15%	17%	14%	16%	16%	13%
			B		FGHI	GHI	HI	I			JM	JKM						
Hockey																		
Mentions	214	**90**	**124**	0	**89**	**42**	33	23	27	148	34	21	**11**	122	92	88	66	60
% Valid Cases	12%	**10%**	**14%**	0%	**15%**	**13%**	12%	8%	8%	13%	11%	9%	**7%**	13%	11%	12%	11%	12%
% Total Mentions	8%	**7%**	**8%**	0%	**8%**	**8%**	7%	6%	6%	9%	7%	5%	**5%**	8%	7%	8%	7%	7%
			B		HI	I				M								
Soccer																		
Mentions	267	**118**	**149**	0	**125**	**58**	**44**	19	22	135	75	35	22	120	147	96	96	75
% Valid Cases	15%	**13%**	**17%**	0%	**22%**	**18%**	**16%**	7%	6%	12%	25%	16%	15%	13%	17%	13%	16%	16%
% Total Mentions	9%	**9%**	**10%**	0%	**12%**	**11%**	**10%**	5%	5%	8%	16%	9%	11%	8%	11%	9%	10%	9%
			B		GHI	HI	HI				JLM				N			
Automobile Racing (NASCAR, Formula 1, etc.)																		
Mentions	262	147	114	0	**72**	39	45	**49**	56	184	40	**20**	18	154	108	118	79	64
% Valid Cases	15%	16%	13%	0%	**12%**	12%	16%	**18%**	16%	16%	13%	**9%**	11%	17%	12%	16%	13%	13%
% Total Mentions	9%	11%	8%	0%	**7%**	7%	10%	**13%**	13%	11%	8%	**5%**	9%	11%	8%	11%	9%	8%
								E		L				O				
Golf																		
Mentions	310	**130**	**180**	0	39	49	53	66	103	244	22	13	31	130	180	98	99	113
% Valid Cases	17%	**14%**	**21%**	0%	7%	16%	19%	24%	29%	22%	8%	6%	20%	14%	21%	14%	16%	24%
% Total Mentions	11%	**10%**	**12%**	0%	4%	9%	12%	18%	25%	14%	5%	3%	15%	9%	13%	9%	11%	14%
			B			E	E	EF	EFG	KL			KL		N			PQ

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPQ

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Tennis																		
Mentions	213	**123**	**90**	0	65	42	38	28	40	130	36	26	21	**88**	**125**	81	65	67
% Valid Cases	12%	**13%**	**10%**	0%	11%	13%	14%	10%	11%	11%	12%	12%	14%	**9%**	**14%**	11%	11%	14%
% Total Mentions	8%	**9%**	**6%**	0%	6%	8%	9%	8%	10%	8%	7%	6%	10%	**6%**	**9%**	7%	7%	8%
		C													**N**			

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
I would be much more likely to support the team if it had an African American starting quarterback Count	215	108	107	0	108	53	23	13	19	116	33	48	18	100	116	72	77	66
Column %	12%	12%	12%	0%	18% GHI	17% GHI	8%	5%	5%	10%	11%	22% JKM	12%	11%	13%	10%	13%	14%
I would be somewhat more likely to support the team if it had an African American starting quarterback Count	206	112	94	1	111	35	25	22	13	91	46	52	17	93	113	99	59	48
Column %	11%	12%	11%	25%	19% FGHI	11% I	9% I	8% I	4%	8%	16% J	24% JKM	11%	10%	13%	14% QR	10%	10%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team Count	1,171	610	558	2	285	177	196	223	289	806	177	87	100	622	548	467	399	305
Column %	65%	66%	64%	75%	49% E	56% E	71% EF	81% EFG	83% EFG	71% KL	60% L	40%	66% L	67% O	63%	65%	67%	63%
I would be somewhat less likely to support the team if it had an African American starting quarterback Count	114	46	68	0	54	28	17	6	10	58	24	20	13	58	56	37	43	35
Column %	6%	5%	8% B	0%	9% HI	9% HI	6% HI	2%	3%	5%	8%	9% J	9%	6%	6%	5%	7%	7%
I would be much less likely to support the team if it had an African American starting quarterback Count	94	48	46	0	27	22	15	12	19	61	15	12	5	52	41	45	20	29
Column %	5%	5%	5%	0%	5%	7%	5%	4%	5%	5%	5%	5%	3%	6%	5%	6% Q	3%	6%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BEFGHIJKLMOQR**

85

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team.Which of the following do you agree with most? *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Steve Nash had a major advantage in getting this head coaching job because of his race																		
Count	294	139	153	1	124	75	40	23	31	161	64	51	17	147	146	107	104	83
Column %	16%	15%	18%	46%	21% GHI	24% GHI	15% HI	8%	9%	14%	22% JM	23% JM	11%	16%	17%	15%	17%	17%
Steve Nash had a minor advantage in getting this head coaching job because of his race																		
Count	279	139	139	1	122	46	41	30	39	152	54	40	32	132	147	123	86	69
Column %	15%	15%	16%	29%	21% FGHI	14%	15%	11%	11%	13%	18% J	18%	21% J	14%	17%	17%	14%	14%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race																		
Count	163	67	95	1	67	35	22	21	18	77	37	29	20	84	79	63	54	46
Column %	9%	7%	11% B	25%	11% I	11% I	8%	8%	5%	7%	12% J	13% J	13% J	9%	9%	9%	9%	10%
Steve Nash had a major disadvantage in getting this head coaching job because of his race																		
Count	168	79	90	0	77	48	14	16	13	90	37	29	13	75	93	58	59	52
Column %	9%	9%	10%	0%	13% GHI	15% GHI	5%	6%	4%	8%	13% J	13% J	8%	8%	11%	8%	10%	11%
Race did not play a role in Steve Nash getting this head coaching job																		
Count	897	500	397	0	193	111	158	187	248	653	103	71	70	487	409	369	295	232
Column %	50%	54% C	45%	0%	33%	35%	57% EF	67% EFG	71% EFG	58% KLM	35%	32%	46% KL	53% O	47%	51%	49%	48%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLMO**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,793	918	873	3	580	312	276	276	349	1,130	291	220	152	920	873	714	596	483
Noticed a Statement																		
Count	942	402	537	2	340	169	123	137	173	596	137	139	69	407	535	305	328	308
Column %	53%	44%	62% B	71%	59% GHI	54% G	44%	49%	50%	53%	47%	64% JKM	45%	44%	61% N	43%	55% P	64% PQ
Did not notice a statement																		
Count	852	515	335	1	239	144	153	140	176	534	154	80	83	513	339	409	268	175
Column %	47%	56% C	38%	29%	41%	46%	56% EF	51% E	50% E	47% L	53% L	36%	55% L	56% O	39%	57% QR	45% R	36%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inter-sex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,781	915	863	3	570	314	276	274	346	1,126	290	213	152	911	869	711	590	480
Noticed a Statement																		
Count	562	**215**	**346**	1	**199**	**110**	**74**	**68**	110	358	93	69	42	**247**	**316**	**161**	**215**	**186**
Column %	32%	**24%**	**40%** B	25%	**35%** GH	**35%** GH	**27%**	**25%**	32%	32%	32%	32%	28%	**27%**	**36%** N	**23%**	**36%** P	**39%** P
Did not notice a statement																		
Count	1,218	**699**	**517**	2	**371**	**204**	**202**	**206**	236	768	197	144	110	**665**	**554**	**550**	**375**	**294**
Column %	68%	**76%** C	**60%**	75%	**65%**	**65%**	**73%** EF	**75%** EF	68%	68%	68%	68%	72%	**73%** O	**64%**	**77%** QR	**64%**	**61%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

 Significant difference within groups: BCEFGHNOPQR

88

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,787	916	868	3	578	313	272	277	347	1,125	290	220	152	918	869	713	593	481
Noticed a Statement Count Column %	819 46%	338 37%	478 55% B	3 100%	331 57% FGHI	147 47% GH	97 36%	103 37%	142 41%	490 44%	136 47%	135 61% JKM	57 38%	367 40%	452 52% N	270 38%	289 49% P	259 54% P
Did not notice a statement Count Column %	968 54%	578 63% C	390 45%	0 0%	247 43%	166 53% E	176 64% EF	174 63% EF	205 59% E	635 56% L	154 53% L	85 39%	95 62% L	551 60% O	417 48%	443 62% QR	304 51%	222 46%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMNOPQR**

89

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,786	917	866	3	575	313	275	276	347	1,124	292	218	151	918	868	714	590	481
Noticed a Statement																		
Count	407	149	258	1	174	88	44	45	55	258	59	61	30	166	241	118	146	144
Column %	23%	16%	30% B	25%	30% GHI	28% GHI	16%	16%	16%	23%	20%	28% K	20%	18%	28% N	16%	25% P	30% P
Did not notice a statement																		
Count	1,378	768	608	2	401	225	230	231	292	867	233	157	121	752	627	597	444	337
Column %	77%	84% C	70%	75%	70%	72%	84% EF	84% EF	84% EF	77%	80% L	72%	80%	82% O	72%	84% QR	75%	70%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEFGHIKLNOPQR**

90

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	F **B**	M **C**	Inters ex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	non- Colleg e **N**	Colleg e **O**	Under $50k **P**	$50k- $100k **Q**	$100k + **R**
Sample Size	1,782	914	864	3	573	314	274	275	346	1,126	286	218	152	913	868	711	590	481
Noticed a Statement Count Column %	411 23%	**152** **17%**	**258** **30%** **B**	2 54%	**206** **36%** **FGHI**	**87** **28%** **GHI**	**51** **19%** **HI**	**33** **12%**	**34** **10%**	**225** **20%**	**81** **28%**	**74** **34%** **J**	**31** **21%** **JM**	**169** **19%**	**242** **28%** **N**	**115** **16%**	**160** **27%** **P**	**137** **28%** **P**
Did not notice a statement Count Column %	1,370 77%	**762** **83%** **C**	**607** **70%**	1 46%	**367** **64%**	**226** **72%** **E**	**223** **81%** **EF**	**242** **88%** **EFG**	**312** **90%** **EFG**	**901** **80%** **KL**	**206** **72%**	**143** **66%**	**121** **79%** **L**	**744** **81%** **O**	**626** **72%**	**596** **84%** **QR**	**430** **73%**	**344** **72%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	F **B**	M **C**	Inters ex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	non-Colleg e **N**	Colleg e **O**	Under $50k **P**	$50k-$100k **Q**	$100k + **R**
Sample Size	1,791	921	867	3	579	312	276	276	348	1,126	294	218	153	919	872	718	594	480
Noticed a Statement				**3**														
Count	566	**237**	**326**		**199**	98	80	**76**	113	**355**	71	**96**	45	242	324	184	202	180
Column %	32%	**26%**	**38%**	**100%**	**34%**	31%	29%	**28%**	32%	**32%**	24%	**44%**	29%	26%	37%	26%	34%	38%
			B	**B**	**H**					**K**		**JKM**			**N**		**P**	**P**
Did not notice a statement																		
Count	1,225	**684**	**541**	**0**	**380**	214	195	**200**	235	**771**	**223**	**122**	**108**	**678**	547	**533**	392	299
Column %	68%	**74%**	**62%**	**0%**	**66%**	69%	71%	**72%**	68%	**68%**	**76%**	**56%**	**71%**	**74%**	63%	**74%**	66%	62%
		CD						**E**		**L**	**JL**		**L**	**O**		**QR**		

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEHJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,786	918	865	3	576	314	275	276	346	1,125	290	218	153	916	870	714	593	479
Noticed a Statement																		
Count	448	180	267	1	191	103	46	46	61	257	77	84	30	191	257	139	157	152
Column %	25%	20%	31% B	25%	33% GHI	33% GHI	17%	17%	18%	23%	27%	39% JKM	19%	21%	29% N	19%	27% P	32% P
Did not notice a statement																		
Count	1,338	738	598	2	384	210	229	230	284	868	213	134	123	725	613	575	436	327
Column %	75%	80% C	69%	75%	67%	67%	83% EF	83% EF	82% EF	77% L	73% L	61%	81% L	79% O	71%	81% QR	73%	68%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCEFGHIJKLMNOPQR**

93

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,794	918	873	3	581	314	272	277	349	1,130	293	220	151	924	870	717	596	480
Noticed a Statement Count Column %	374 21%	**150** **16%**	**224** **26%** B	0 0%	**189** **33%** GHI	**102** **32%** GHI	**35** **13%** H	**17** **6%**	**31** **9%**	**219** **19%**	65 22%	**62** **28%** JM	**28** **18%**	**150** **16%**	**224** **26%** N	**99** **14%**	**138** **23%** P	**136** **28%** PQ
Did not notice a statement Count Column %	1,420 79%	**768** **84%** C	**649** **74%**	3 100%	**392** **67%**	**212** **68%**	**237** **87%** EF	**260** **94%** EFG	**319** **91%** EF	**912** **81%** L	228 78%	**157** **72%**	**123** **82%** L	**774** **84%** O	**646** **74%**	**618** **86%** QR	**459** **77%** R	**344** **72%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJLMNOPQR

94

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,793	922	869	3	581	314	274	277	347	1,127	295	220	152	923	871	717	595	481
Noticed a Statement Count Column %	312 17%	**118** **13%**	**193** **22%** **B**	**2** **54%** **B**	**153** **26%** **GHI**	**75** **24%** **GHI**	**43** **16%** **HI**	**17** **6%**	**25** **7%**	**178** **16%**	**40** **13%**	**63** **29%** **JK**	31 20%	**124** **13%**	**188** **22%** **N**	**86** **12%**	**119** **20%** **P**	**107** **22%** **P**
Did not notice a statement Count Column %	1,481 83%	**804** **87%** **CD**	**676** **78%**	**1** **46%**	**428** **74%**	**239** **76%**	**231** **84%** **EF**	**260** **94%** **EFG**	**322** **93%** **EFG**	**948** **84%** **L**	**255** **87%** **L**	**156** **71%**	121 80%	**798** **87%** **O**	**682** **78%**	**630** **88%** **QR**	**476** **80%**	**374** **78%**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,790	917	869	3	577	312	276	277	347	1,128	293	216	152	918	871	715	592	483
Noticed a Statement Count Column %	512 29%	**190 21%**	**319 37% B**	**2 71% B**	**217 38% GHI**	**105 34% GHI**	**60 22%**	**61 22%**	**69 20%**	**285 25%**	**88 30%**	**98 45% JKM**	**42 27%**	**211 23%**	**301 35% N**	**169 24%**	**172 29% P**	**171 35% PQ**
Did not notice a statement Count Column %	1,278 71%	**727 79% CD**	**550 63%**	**1 29%**	**361 62%**	**207 66%**	**216 78% EF**	**216 78% EF**	**278 80% EF**	**843 75% L**	**206 70% L**	**119 55%**	**110 73% L**	**708 77% O**	**570 65%**	**547 76% QR**	**419 71% R**	**312 65%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDEFGHIJKLMNOPQR**

96

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,794	920	871	3	579	314	276	277	348	1,128	295	220	151	922	872	718	594	482
Noticed a Statement Count	330	129	199	2	167	75	41	21	27	177	64	63	26	140	190	105	114	111
Column %	18%	14%	23% B	71% BC	29% GHI	24% GHI	15% HI	7%	8%	16%	22% J	29% JM	17%	15%	22% N	15%	19% P	23% P
Did not notice a statement Count	1,463	791	671	1	412	239	235	257	321	951	231	156	125	781	682	613	480	370
Column %	82%	86% CD	77% D	29%	71%	76%	85% EF	93% EFG	92% EFG	84% KL	78%	71%	83% L	85% O	78%	85% QR	81%	77%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,791	919	868	3	578	313	276	277	347	1,126	292	220	153	921	870	717	592	482
Noticed a Statement Count Column %	357 20%	149 16%	206 24% B	2 71% BC	167 29% GHI	89 28% GHI	38 14%	29 10%	34 10%	195 17%	55 19%	75 34% JKM	31 20%	149 16%	208 24% N	103 14%	127 21% P	127 26% P
Did not notice a statement Count Column %	1,434 80%	771 84% CD	662 76% D	1 29%	411 71%	224 72%	238 86% EF	248 90% EF	313 90% EF	931 83% L	237 81% L	144 66%	122 80% L	772 84% O	662 76%	614 86% QR	465 79%	355 74%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BCDEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,791	921	867	3	582	315	274	274	346	1,123	295	220	153	919	871	715	593	483
Noticed a Statement				3														
Count	306	118	184		158	75	34	17	21	160	53	64	28	132	173	91	106	109
Column %	17%	13%	21% B	100% BC	27% GHI	24% GHI	12% HI	6%	6%	14%	18%	29% JKM	18%	14%	20% N	13%	18% P	23% PQ
Did not notice a statement																		
Count	1,485	802	683	0	423	240	240	257	325	963	242	155	125	787	698	624	488	374
Column %	83%	87% CD	79% D	0%	73%	76%	88% EF	94% EFG	94% EFG	86% L	82% L	71%	82% L	86% O	80%	87% QR	82% R	77%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: BCDEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable																		
Count	406	174	230	1	197	98	49	30	32	210	78	90	27	194	211	151	130	124
Column %	23%	19%	26% B	29%	34% GHI	31% GHI	18% HI	11%	9%	19%	26% JM	41% JKM	18%	21%	24%	21%	22%	26%
Somewhat more favorable impression																		
Count	251	108	143	0	118	52	30	18	34	121	63	42	25	125	126	87	98	66
Column %	14%	12%	16% B	0%	20% GHI	16% HI	11%	6%	10%	11%	21% J	19% J	16% J	14%	14%	12%	16% P	14%
Less favorable impression																		
Count	126	73	52	0	42	19	17	23	25	75	22	14	15	61	65	34	50	41
Column %	7%	8%	6%	0%	7%	6%	6%	8%	7%	7%	7%	6%	10%	7%	7%	5%	8% P	9% P
Much less favorable impression																		
Count	227	99	128	0	37	26	37	63	64	175	24	12	16	106	121	77	80	69
Column %	13%	11%	15% B	0%	6%	8%	14% EF	23% EFG	18% EF	15% KL	8%	5%	11%	11%	14%	11%	13%	14%
No impact																		
Count	791	469	320	2	189	120	142	144	195	551	109	61	70	440	351	369	239	182
Column %	44%	51% C	37%	71% C	32%	38%	52% EF	52% EF	56% EF	49% KL	37% L	28%	46% L	47% O	40%	51% QR	40%	38%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: BCEFGHIJKLMOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-Colleg e N	Colleg e O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	273	111	162	0	122	69	30	25	28	148	52	52	21	127	146	85	97	91
Column %	15%	12%	19% B	0%	21% GHI	22% GHI	11%	9%	8%	13%	17%	24% JM	14%	14%	17%	12%	16% P	19% P
Somewhat more favorable impression Count	289	127	161	1	133	63	46	21	27	139	59	61	29	134	155	100	97	91
Column %	16%	14%	18% B	29%	23% GHI	20% HI	17% HI	7%	8%	12%	20% J	28% JK	19% J	14%	18%	14%	16%	19% P
Less favorable impression Count	146	76	68	1	59	29	14	21	22	84	34	19	9	69	77	51	54	41
Column %	8%	8%	8%	46% BC	10% GI	9%	5%	8%	6%	7%	11% J	9%	6%	7%	9%	7%	9%	9%
Much less favorable impression Count	168	74	94	0	41	18	32	37	41	121	23	12	12	86	82	62	63	43
Column %	9%	8%	11% B	0%	7%	6%	12% EF	13% EF	12% EF	11% L	8%	5%	8%	9%	9%	9%	11%	9%
No impact Count	925	535	389	1	228	137	154	173	232	639	129	75	82	510	415	422	286	217
Column %	51%	58% C	45%	25%	39%	43%	56% EF	62% EF	67% EFG	56% KL	44% L	34%	54% KL	55% O	47%	59% QR	48%	45%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGHIJKLMOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	348	149	200	0	177	81	38	24	28	167	74	86	21	160	189	112	133	103
Column %	19%	16%	23% B	0%	30% GHI	26% GHI	14% I	9%	8%	15%	25% JM	39% JKM	14%	17%	22% N	16%	22% P	21% P
Somewhat more favorable impression Count	254	111	141	1	128	52	25	17	32	120	59	48	27	144	110	93	86	75
Column %	14%	12%	16% B	46% B	22% FGHI	16% GHI	9%	6%	9%	11%	20% J	22% J	18% J	16%	13%	13%	14%	15%
Less favorable impression Count	148	77	70	1	63	27	30	17	12	78	39	13	17	69	79	60	44	44
Column %	8%	8%	8%	29%	11% HI	8% I	11% HI	6%	3%	7%	13% JL	6%	11% J	7%	9%	8%	7%	9%
Much less favorable impression Count	215	87	128	0	34	22	37	60	62	174	17	9	15	97	118	61	85	69
Column %	12%	9%	15% B	0%	6%	7%	13% EF	22% EFG	18% EF	15% KL	6%	4%	10% L	11%	13%	8%	14% P	14% P
No impact Count	835	500	335	1	182	133	146	159	215	593	106	64	73	457	379	394	250	191
Column %	46%	54% C	38%	25%	31% E	42% E	53% EF	57% EF	62% EFG	52% KL	36%	29%	48% KL	49% O	43%	55% QR	42%	40%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	213	75	138	0	97	60	23	15	19	131	28	40	15	92	120	61	73	78
Column %	12%	8%	16% B	0%	17% GHI	19% GHI	8%	5%	5%	12%	9%	18% JKM	10%	10%	14% N	9%	12% P	16% P
Somewhat more favorable impression Count	269	120	148	1	137	60	36	16	21	112	76	53	28	121	148	97	98	73
Column %	15%	13%	17% B	29%	23% GHI	19% GHI	13% HI	6%	6%	10%	26% J	24% J	18% J	13%	17% N	14%	16%	15%
Less favorable impression Count	143	71	70	1	61	31	18	18	14	75	34	17	17	74	69	49	45	49
Column %	8%	8%	8%	46% BC	10% I	10% I	7%	6%	4%	7%	12% J	8%	11% J	8%	8%	7%	8%	10% P
Much less favorable impression Count	149	65	84	0	39	18	26	30	36	105	16	18	9	71	77	55	57	36
Column %	8%	7%	10% B	0%	7%	6%	10%	11% EF	10% EF	9% K	5%	8%	6%	8%	9%	8%	10%	8%
No impact Count	1,027	593	433	1	250	146	173	199	260	709	141	93	84	566	461	458	323	246
Column %	57%	64% CD	50%	25%	43%	46%	63% EF	72% EFG	74% EFG	63% KL	48%	42%	55% L	61% O	53%	64% QR	54%	51%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k+ R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	244	96	148	0	123	71	18	17	15	120	69	42	13	114	130	74	84	86
Column %	14%	10%	17% B	0%	21% GHI	23% GHI	6%	6%	4%	11%	23% JM	19% JM	9%	12%	15%	10%	14% P	18% P
Somewhat more favorable impression Count	225	86	138	1	110	40	36	16	22	109	38	48	29	103	122	63	93	69
Column %	12%	9%	16% B	29%	19% FGHI	13% HI	13% HI	6%	6%	10%	13%	22% JK	19% J	11%	14%	9%	16% P	14% P
Less favorable impression Count	122	67	53	1	44	36	14	15	12	60	32	15	15	50	72	45	37	40
Column %	7%	7%	6%	46% BC	8% I	12% EGHI	5%	6%	4%	5%	11% J	7%	10% J	5%	8% N	6%	6%	8%
Much less favorable impression Count	152	72	80	0	40	15	34	31	32	108	19	16	8	77	75	58	54	39
Column %	8%	8%	9%	0%	7%	5%	12% EF	11% EF	9% F	10%	6%	7%	6%	8%	9%	8%	9%	8%
No impact Count	1,057	602	454	1	266	152	174	197	268	735	137	97	87	582	475	479	329	248
Column %	59%	65% CD	52%	25%	46%	48%	63% EF	71% EFG	77% EFG	65% KL	46%	44%	57% KL	63% O	54%	67% QR	55%	51%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨　**Significant difference within groups: BCDEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	239	97	142	0	111	61	28	20	19	128	39	49	23	107	132	75	83	81
Column %	13%	10%	16% B	0%	19% GHI	19% GHI	10% I	7%	6%	11%	13%	22% JK	15%	12%	15% N	10%	14% P	17% P
Somewhat more favorable impression Count	267	113	153	1	125	63	34	16	29	133	55	54	25	130	137	96	88	83
Column %	15%	12%	18% B	46% B	21% GHI	20% GHI	12% H	6%	8%	12%	19% J	25% J	16%	14%	16%	13%	15%	17%
Less favorable impression Count	126	65	61	0	42	24	18	23	20	70	27	16	13	57	69	38	50	39
Column %	7%	7%	7%	0%	7%	7%	6%	8%	6%	6%	9%	7%	9%	6%	8%	5%	8% P	8%
Much less favorable impression Count	180	90	89	1	52	26	37	32	32	121	30	16	12	91	89	67	72	40
Column %	10%	10%	10%	29%	9%	8%	13% F	12%	9%	11%	10%	7%	8%	10%	10%	9%	12% R	8%
No impact Count	988	559	428	1	253	141	159	186	249	679	144	85	80	540	448	444	304	240
Column %	55%	61% C	49%	25%	43%	45%	58% EF	67% EFG	71% EFG	60% KL	49% L	39%	52% L	58% O	51%	62% QR	51%	50%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Intersex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	221	85	136	0	93	76	21	15	17	119	33	53	15	101	120	70	79	72
Column %	12%	9%	16% B	0%	16% GHI	24% EGHI	7%	5%	5%	11%	11%	24% JKM	10%	11%	14%	10% P	13% P	15% P
Somewhat more favorable impression Count	231	96	133	2	107	48	40	14	23	115	51	42	23	101	131	73	79	79
Column %	13%	10%	15% B	75% BC	18% HI	15% HI	14% HI	5%	7%	10%	17% J	19% J	15%	11% N	15%	10%	13%	16% P
Less favorable impression Count	144	69	75	0	68	24	19	16	17	72	39	20	13	70	73	49	54	40
Column %	8%	7%	9%	0%	12% GHI	8%	7%	6%	5%	6%	13% J	9%	8%	8%	8%	7%	9%	8%
Much less favorable impression Count	155	65	90	0	45	17	26	35	33	108	18	18	11	82	73	55	56	44
Column %	9%	7%	10% B	0%	8%	5%	9%	13% EF	9% F	10%	6%	8%	7%	9%	8%	8%	9%	9%
No impact Count	1,049	609	439	1	271	151	171	197	260	718	154	87	91	573	477	473	329	248
Column %	58%	66% CD	50%	25%	46%	48%	62% EF	71% EFG	74% EFG	63% KL	52% L	39%	60% L	62% O	55%	66% QR	55%	51%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count Column %	245 14%	93 10%	152 17% B	0 0%	117 20% GHI	77 24% GHI	29 10% HI	13 5%	11 3%	139 12%	41 14%	47 22% JKM	19 12%	100 11%	145 17% N	65 9%	77 13% P	103 21% PQ
Somewhat more favorable impression Count Column %	214 12%	84 9%	129 15% B	1 29%	109 19% FGHI	37 12% HI	25 9%	19 7%	23 7%	88 8%	51 17% J	51 23% J	24 15% J	104 11%	110 13%	78 11%	85 14%	51 11%
Less favorable impression Count Column %	111 6%	58 6%	53 6%	0 0%	47 8% I	23 7% I	18 6% I	14 5%	9 3%	60 5%	22 7%	13 6%	17 11% J	56 6%	55 6%	41 6%	38 6%	33 7%
Much less favorable impression Count Column %	108 6%	51 6%	57 6%	0 0%	28 5%	15 5%	21 8%	18 7%	25 7%	80 7% L	14 5%	5 2% L	9 6%	52 6%	55 6%	38 5%	38 6%	32 7%
No impact Count Column %	1,122 62%	637 69% C	483 55%	2 71%	282 48%	163 52%	183 66% EF	213 77% EFG	281 80% EFG	766 68% KLM	168 57% L	103 47%	85 55%	614 66% O	508 58%	498 69% QR	360 60%	265 55%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count Column %	189 10%	68 7% B	121 14% B	0 0%	85 15% GHI	57 18% GHI	24 9% HI	11 4%	12 3%	114 10%	29 10%	34 15% JM	11 7%	83 9%	105 12% N	57 8%	60 10%	72 15% PQ
Somewhat more favorable impression Count Column %	236 13%	93 10%	143 16% B	0 0%	120 21% FGHI	47 15% HI	30 11% I	18 6%	22 6%	108 10%	52 18% J	46 21% J	30 20% J	105 11%	132 15% N	78 11%	79 13%	80 17% P
Less favorable impression Count Column %	144 8%	84 9%	60 7%	0 0%	71 12% GHI	30 10% HI	20 7% I	13 5%	9 3%	54 5%	40 14% J	33 15% J	17 11% J	72 8%	72 8%	50 7%	59 10%	36 7%
Much less favorable impression Count Column %	127 7%	55 6%	71 8%	1 29%	38 7%	16 5%	23 8%	23 8%	28 8%	93 8%	14 5%	11 5%	9 6%	62 7%	65 7%	45 6%	48 8%	34 7%
No impact Count Column %	1,104 61%	624 68% C	478 55%	2 71%	269 46%	166 53%	179 65% EF	212 77% EFG	278 80% EFG	763 67% KLM	160 54% L	96 44%	85 56% L	604 65% O	500 57%	490 68% QR	352 59%	262 54%

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	222	96	125	1	114	57	21	12	18	117	36	57	11	99	123	71	77	74
Column %	12%	10%	14% B	29%	20% GHI	18% GHI	8%	4%	5%	10%	12%	26% JKM	7%	11%	14% N	10%	13%	15% P
Somewhat more favorable impression Count	249	116	132	0	121	54	30	19	25	110	50	56	33	123	126	89	87	72
Column %	14%	13%	15%	0%	21% GHI	17% GHI	11%	7%	7%	10%	17% J	26% JK	21% J	13%	14%	12%	15%	15%
Less favorable impression Count	130	53	78	0	51	27	28	12	11	64	41	12	14	54	76	31	53	46
Column %	7%	6%	9% B	0%	9% HI	9% HI	10% HI	4%	3%	6%	14% JL	5%	9%	6%	9% N	4%	9% P	10% P
Much less favorable impression Count	163	63	100	0	41	21	27	36	39	115	21	14	13	74	89	67	52	44
Column %	9%	7%	11% B	0%	7%	7%	10%	13% EF	11% E	10%	7%	7%	9%	8%	10%	9%	9%	9%
No impact Count	1,036	595	439	2	256	155	170	198	257	726	148	80	82	575	461	461	328	247
Column %	58%	64% C	50%	71%	44%	49%	62% EF	71% EFG	74% EFG	64% KLM	50% L	37%	53% L	62% O	53%	64% QR	55%	51%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non- Colleg e N	Colleg e O	Under $50k P	$50k- $100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count Column %	183 10%	**68** **7%**	**114** **13%** B	1 29%	**88** **15%** GHI	**49** **16%** GHI	**20** **7%**	**13** **5%**	**13** **4%**	**104** **9%**	**21** **7%**	**45** **20%** JKM	**14** **9%**	**79** **9%**	**104** **12%** N	**50** **7%**	**66** **11%** P	**67** **14%** P
Somewhat more favorable impression Count Column %	241 13%	**106** **11%**	**135** **15%** B	0 0%	**119** **20%** GHI	**56** **18%** GHI	**28** **10%** I	**18** **6%**	**20** **6%**	**108** **10%**	**62** **21%** J	**41** **19%** J	**30** **19%** J	**109** **12%**	**132** **15%** N	**79** **11%**	**89** **15%** P	**73** **15%** P
Less favorable impression Count Column %	118 7%	58 6%	60 7%	0 0%	**51** **9%** HI	**24** **8%** I	**21** **8%** I	**11** **4%**	**12** **3%**	**55** **5%**	**30** **10%** J	**19** **8%** J	**14** **9%** J	58 6%	61 7%	**37** **5%**	40 7%	**41** **8%** P
Much less favorable impression Count Column %	145 8%	**62** **7%**	**84** **10%** B	0 0%	46 8%	20 6%	27 10%	25 9%	27 8%	97 9%	19 6%	19 9%	10 7%	65 7%	81 9%	60 8%	45 7%	40 8%
No impact Count Column %	1,112 62%	**629** **68%** C	**481** **55%**	2 71%	**279** **48%**	**166** **53%**	**180** **65%** EF	**212** **76%** EFG	**276** **79%** EFG	**767** **68%** KLM	**164** **55%** L	**97** **44%**	**85** **56%** L	**616** **67%** O	**497** **57%**	**494** **69%** QR	**357** **60%**	**261** **54%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BCEFGHIJKLMNOPQR**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total **A**	F **B**	M **C**	Inters ex **D**	18-34 **E**	35-44 **F**	45-54 **G**	55-64 **H**	65+ **I**	White **J**	Hisp. **K**	AA **L**	Other **M**	non-Colleg e **N**	Colleg e **O**	Under $50k **P**	$50k-$100k **Q**	$100k + **R**
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	200	**80**	**119**	1	**93**	**63**	21	11	13	113	39	**32**	15	**85**	**114**	55	**74**	**70**
Column %	11%	**9%**	**14%** **B**	29%	**16%** **GHI**	**20%** **GHI**	**8%** **I**	4%	4%	10%	13%	**15%** **J**	10%	**9%**	**13%** **N**	8%	**12%** **P**	**15%** **P**
Somewhat more favorable impression Count	229	**96**	**133**	0	**120**	**48**	22	18	21	102	45	**54**	28	102	127	72	83	74
Column %	13%	**10%**	**15%** **B**	0%	**21%** **FGHI**	**15%** **GHI**	**8%**	7%	6%	9%	15% **J**	**24%** **JK**	18% **J**	11%	14% **N**	10%	14% **P**	15% **P**
Less favorable impression Count	121	54	67	0	**47**	**24**	**25**	13	13	62	27	19	14	58	64	**37**	43	**41**
Column %	7%	6%	8%	0%	**8%** **I**	**8%** **I**	**9%** **HI**	5%	4%	5%	**9%** **J**	9%	9%	6%	7%	**5%**	7%	**9%** **P**
Much less favorable impression Count	151	**66**	**85**	0	46	**15**	**26**	**31**	**34**	98	21	19	14	80	72	66	48	37
Column %	8%	**7%**	**10%** **B**	0%	8%	**5%**	**9%** **F**	**11%** **F**	**10%** **F**	9%	7%	8%	9%	9%	8%	9%	8%	8%
No impact Count	1,099	**627**	**469**	2	**277**	**165**	**182**	**204**	**270**	**758**	**163**	**96**	**82**	**601**	**498**	**489**	**350**	**260**
Column %	61%	**68%** **C**	**54%**	71%	**48%**	**53%**	**66%** **EF**	**74%** **EFG**	**77%** **EFG**	**67%** **KLM**	**55%** **L**	**44%**	**54%**	**65%** **O**	**57%**	**68%** **QR**	**59%**	**54%**

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEFGHIJKLMNOPQR

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex			Age					Ethnicity				Education		HHI		
	Total A	F B	M C	Inters ex D	18-34 E	35-44 F	45-54 G	55-64 H	65+ I	White J	Hisp. K	AA L	Other M	non-College N	College O	Under $50k P	$50k-$100k Q	$100k + R
Sample Size	1,800	923	874	3	583	315	276	277	349	1,132	295	220	153	926	874	720	597	483
Much more favorable Count	196	85	111	0	82	63	24	11	15	116	22	45	14	78	118	52	68	76
Column %	11%	9%	13% B	0%	14% GHI	20% EGHI	9% HI	4%	4%	10%	7%	20% JKM	9%	8%	13% N	7%	11% P	16% PQ
Somewhat more favorable impression Count	224	83	140	1	125	37	27	16	19	94	54	49	27	111	113	78	80	66
Column %	12%	9%	16% B	29%	22% FGHI	12% HI	10% I	6%	5%	8%	18% J	22% J	18% J	12%	13%	11%	13%	14%
Less favorable impression Count	123	58	66	0	50	30	19	14	10	62	30	17	14	51	72	34	45	44
Column %	7%	6%	8%	0%	9% I	10% HI	7% I	5%	3%	6%	10% J	8%	9%	6%	8% N	5%	8% P	9% P
Much less favorable impression Count	136	66	70	0	50	16	23	20	28	89	25	14	8	68	68	53	48	34
Column %	8%	7%	8%	0%	9%	5%	8%	7%	8%	8%	9%	6%	6%	7%	8%	7%	8%	7%
No impact Count	1,120	632	486	2	276	168	183	217	277	771	164	95	90	617	503	502	355	262
Column %	62%	68% C	56%	71%	47%	53%	66% EF	78% EFG	79% EFG	68% KLM	56% L	43%	59% L	67% O	58%	70% QR	59%	54%

Weight Variable = National Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCEFGHIJKLMNOPQR**

ASU National Sports Public Opinion Pulse
Pacific Topline and Crosstabs

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	152
Column %	51%
Male	
Count	148
Column %	49%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	120
Column %	40%
35 to 44 years old	
Count	54
Column %	18%
45 to 54 years old	
Count	35
Column %	12%
55 to 64 years old	
Count	42
Column %	14%
65 years old or more	
Count	49
Column %	16%

HHI

	Total
Sample Size	300
Under $50k	
Count	113
Column %	38%
$50k to $100k	
Count	102
Column %	34%
$100k+	
Count	85
Column %	28%

Ethnicity

	Total
Sample Size	300
White	
Count	141
Column %	47%
Hispanic	
Count	87
Column %	29%
AA	
Count	15
Column %	5%
Asain	
Count	44
Column %	15%
Other	
Count	13
Column %	4%

Education

	Total
Sample Size	300
HS or less	
Count	39
Column %	13%
Some College/Trade School	
Count	104
Column %	35%
College Grad	
Count	98
Column %	33%
Post Grad or higher	
Count	60
Column %	20%

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	94	**26**	**68**	**46**	**21**	8	**9**	**10**	45	**32**	6	**11**	37	56	**18**	**49**	**26**
Column %	31%	**17%**	**46%** B	**38%** GH	**39%** H	23%	**21%**	**20%**	32%	**36%** L	40%	**19%**	26%	36%	**16%**	**48%** OQ	**31%** O
Somewhat Often																	
Count	58	26	31	31	10	5	5	7	22	22	2	11	33	24	28	16	14
Column %	19%	17%	21%	26%	18%	13%	13%	14%	16%	25%	13%	20%	23%	15%	25%	15%	17%
Not Very Often																	
Count	34	21	12	14	4	6	3	6	12	12	4	6	18	16	13	9	12
Column %	11%	14%	8%	11%	8%	18%	8%	12%	8%	14%	27%	10%	12%	10%	11%	9%	14%
Not Often at All																	
Count	35	23	12	**11**	5	4	**9**	6	14	10	1	11	13	22	17	7	12
Column %	12%	15%	8%	**9%**	8%	11%	**22%** D	13%	10%	11%	7%	19%	9%	14%	15%	7%	14%
I don't watch sports																	
Count	80	**55**	**25**	**18**	14	**12**	**15**	**20**	**48**	**12**	2	**18**	41	39	**37**	**21**	21
Column %	27%	**36%** C	**17%**	**15%**	26%	**35%** D	**36%** D	**41%** D	**34%** J	**14%**	14%	**32%** J	29%	25%	**33%** P	**21%**	25%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDGHJLOPQ

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	70	24	46	36	16	5	9	5	30	27	4	9	24	45	19	33	18
Column %	23%	16% B	31% B	30% FH	29% H	13%	21%	11%	21%	31% L	27%	16%	17%	29% M	17%	32% O	21%
Somewhat Often																	
Count	67	21	46	24	15	8	10	10	29	17	5	16	31	36	25	21	21
Column %	22%	14% B	31% B	20%	28%	23%	24%	20%	21%	20%	34%	28%	22%	23%	22%	20%	25%
Not Very Often																	
Count	52	37	15	29	6	5	6	5	21	24	3	3	27	25	21	14	16
Column %	17%	24% C	10%	24% EH	11%	15%	14%	11%	15%	28% IL	20%	6%	19%	16%	19%	14%	19%
Not Often at All																	
Count	32	15	17	11	4	5	2	10	15	7	1	9	21	11	12	12	8
Column %	11%	10%	12%	9%	7%	16%	4%	20% DEG	11%	8%	7%	16%	15% N	7%	10%	12%	10%
I don't watch sports																	
Count	79	56	23	20	13	11	16	19	46	12	2	20	40	40	36	22	21
Column %	26%	37% C	16%	17%	25%	33% D	38% D	38% D	32% J	14%	14%	35% J	28%	25%	32%	22%	25%

* Denotes variable with statistically significant findings

   Significant difference within groups: BCDEFGHIJLMNO

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	60	26	33	36	19	2	2	1	22	29	4	5	25	34	14	32	13
Column %	20%	17%	22%	30% FGH	36% FGH	4%	4%	1%	15%	33% IL	26%	9%	18%	22%	13%	32% OQ	15%
Somewhat Often																	
Count	45	13	32	32	8	2	2	2	17	20	3	6	28	17	23	13	8
Column %	15%	8% B	22% B	26% FGH	14%	6%	4%	3%	12%	22% I	20%	10%	19% N	11%	21% Q	13%	9%
Not Very Often																	
Count	35	14	21	14	4	8	4	5	10	12	3	10	14	21	11	11	13
Column %	12%	9%	14%	11%	8%	23%	10%	9%	7%	14%	20%	17% I	10%	13%	10%	11%	15%
Not Often at All																	
Count	70	37	33	22	7	7	15	19	36	14	3	16	30	41	26	20	25
Column %	23%	24%	23%	19%	13%	20%	36% DE	38% DE	26%	17%	20%	29%	21%	26%	23%	19%	30%
I don't watch sports																	
Count	90	62	29	16	16	16	20	23	57	12	2	19	46	44	38	26	26
Column %	30%	41% C	19%	13%	29% D	47% D	46% D	47% D	40% J	14%	14%	35% J	32%	28%	34%	25%	31%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCDEFGHIJLNOQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	41	16	25	28	11	2	0	1	14	22	2	3	10	31	14	18	10
Column %	14%	11%	17%	23% FGH	21% FGH	4%	0%	1%	10%	25% IL	13%	6%	7%	20% M	12%	17%	12%
Somewhat Often																	
Count	53	20	34	35	12	5	2	0	19	22	3	9	32	21	18	25	10
Column %	18%	13%	23% B	29% FGH	23% GH	14% H	4%	0%	14%	25% I	20%	16%	22% N	14%	16%	24% Q	12%
Not Very Often																	
Count	48	25	23	25	9	5	4	5	14	19	5	9	28	20	18	16	14
Column %	16%	16%	16%	20%	16%	15%	10%	9%	10%	22% I	33% I	16%	19%	13%	16%	15%	17%
Not Often at All																	
Count	68	31	37	18	6	5	17	21	35	14	3	16	29	39	26	18	24
Column %	23%	21%	25%	15%	12%	15%	41% DEF	42% DEF	25%	17%	20%	28%	20%	25%	23%	18%	28%
I don't watch sports																	
Count	89	60	29	14	16	18	19	23	58	10	2	19	44	46	37	26	27
Column %	30%	40% C	20%	12%	29% D	51% DE	45% D	47% D	41% JK	11%	14%	35% J	31%	29%	33%	25%	31%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLMNQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often Count	42	20	22	**27**	**12**	2	1	1	15	**22**	3	**2**	16	26	**11**	**20**	11
Column %	14%	13%	15%	**23%** FGH	**22%** FGH	4%	2%	1%	11%	**25%** IL	20%	**4%**	11%	17%	**10%**	**20%** O	13%
Somewhat Often Count	51	20	31	**34**	**11**	4	2	0	16	19	6	9	30	21	20	20	10
Column %	17%	13%	21%	**28%** GH	**21%** GH	12% H	4%	0%	12%	22% I	40% IL	16%	21%	13%	18%	20%	12%
Not Very Often Count	37	**12**	**26**	18	8	6	3	2	**14**	**17**	2	4	20	17	14	13	11
Column %	12%	**8%**	**17%** B	15%	15%	18%	8%	5%	**10%**	**20%** I	13%	7%	14%	11%	12%	12%	13%
Not Often at All Count	71	34	37	**17**	8	5	**18**	**23**	36	**15**	2	**18**	27	44	24	22	24
Column %	24%	22%	25%	**14%**	**14%**	15%	**43%** DEF	**46%** DEF	26%	**17%**	13%	**32%** J	19%	28%	22%	22%	29%
I don't watch sports Count	98	**67**	**32**	**24**	15	**18**	**18**	**23**	**59**	14	**2**	**23**	50	49	43	27	28
Column %	33%	**44%** C	**21%**	**20%**	28%	**51%** DE	**43%** D	**47%** DE	**42%** JK	16%	**14%**	**40%** J	35%	31%	38%	26%	33%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLO**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	46	21	24	26	10	5	2	2	20	19	2	4	20	25	12	19	15
Column %	15%	14%	16%	22% GH	19%	14%	5%	5%	14%	22% L	13%	7%	14%	16%	10%	19%	18%
Somewhat Often																	
Count	47	11	36	27	9	4	4	2	17	20	4	7	23	24	14	20	13
Column %	16%	7%	24% B	23% H	18%	11%	10%	5%	12%	22% I	27%	12%	16%	15%	13%	20%	15%
Not Very Often																	
Count	39	19	20	20	8	3	6	2	17	12	2	7	19	20	16	13	9
Column %	13%	12%	13%	17% H	14%	9%	13%	5%	12%	14%	13%	13%	13%	12%	14%	13%	11%
Not Often at All																	
Count	73	35	38	27	10	8	11	18	30	22	6	16	34	39	30	23	19
Column %	24%	23%	26%	22%	18%	23%	25%	37% DE	21%	25%	40%	28%	24%	25%	27%	23%	23%
I don't watch sports																	
Count	96	66	30	19	17	15	20	24	58	14	1	23	47	49	40	27	29
Column %	32%	43% C	20%	16%	32% D	44% D	47% D	49% D	41% JK	16%	7%	40% JK	33%	31%	36%	26%	34%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

 Significant difference within groups: BCDEGHIJKL

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Often																	
Count	47	16	31	29	12	2	1	2	23	19	3	1	21	26	10	22	15
Column %	16%	10% B	21%	24% FGH	23% FGH	6%	2%	4%	16% L	22% L	20% L	1%	15%	16%	9%	21% O	18% O
Somewhat Often																	
Count	49	18	30	33	5	4	3	4	16	24	6	2	23	25	22	17	9
Column %	16%	12%	20%	27% EFGH	10%	11%	8%	8%	12% L	28% IL	40% IL	3%	16%	16%	20%	17%	11%
Not Very Often																	
Count	63	29	34	21	15	10	11	6	25	17	1	21	23	40	16	23	24
Column %	21%	19%	23%	17%	28% H	27%	27%	12%	17%	19%	7%	36% IJK	16%	25%	14%	23%	28% O
Not Often at All																	
Count	52	30	22	15	8	5	9	15	26	12	2	12	27	25	25	16	11
Column %	17%	20%	15%	13%	14%	13%	22%	31% DE	18%	14%	13%	22%	19%	16%	22%	16%	13%
I don't watch sports																	
Count	90	58	31	22	13	15	17	22	51	14	3	21	48	42	40	24	26
Column %	30%	38% C	21%	19%	25%	42% D	41% D	44% DE	36% J	17%	20%	38% J	33%	27%	35%	23%	31%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKLO**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	95	**40**	**56**	**45**	**23**	**7**	12	**9**	45	31	5	14	38	57	**24**	**45**	27
Column %	32%	**26%**	**38%** B	**37%** H	**42%** FH	**20%**	28%	**18%**	32%	36%	33%	25%	27%	36%	**21%**	**44%** O	31%
Somewhat Favorable																	
Count	80	36	44	39	11	8	10	11	**28**	24	6	**21**	**47**	33	**38**	**20**	22
Column %	27%	24%	30%	33%	20%	23%	25%	23%	**20%**	28%	40%	**38%** I	**33%** N	21%	**33%** P	**20%**	26%
Neither Favorable nor Unfavorable																	
Count	58	35	23	19	10	8	9	13	27	17	4	11	28	30	23	20	15
Column %	19%	23%	16%	16%	18%	22%	20%	27%	19%	19%	27%	19%	20%	19%	21%	19%	18%
Somewhat Unfavorable																	
Count	25	17	8	**12**	**1**	3	4	**5**	13	7	0	4	8	16	12	5	7
Column %	8%	11%	5%	**10%** E	**1%**	9%	9%	**11%** E	9%	8%	0%	7%	6%	10%	11%	5%	8%
Very Unfavorable																	
Count	42	25	17	**5**	**10**	**9**	**7**	**10**	**28**	**7**	0	6	21	21	16	11	15
Column %	14%	16%	12%	**4%**	**19%** D	**26%** D	**18%** D	**21%** D	**20%** J	**8%**	0%	12%	15%	13%	14%	11%	17%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFHIJNOP**

14

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	77	**30**	**47**	**37**	16	6	**6**	12	**34**	**32**	4	**8**	32	45	26	33	19
Column %	26%	**20%**	**32%** B	**31%** G	30%	18%	**14%**	24%	**24%**	**36%** IL	27%	**14%**	23%	29%	23%	32%	23%
Somewhat Favorable																	
Count	84	35	48	27	17	12	16	12	**46**	**15**	4	**19**	38	46	31	28	25
Column %	28%	23%	33%	23%	32%	36%	37%	23%	**33%** J	**17%**	26%	**34%** J	27%	29%	28%	28%	29%
Neither Favorable nor Unfavorable																	
Count	94	**61**	**33**	40	**10**	11	15	**18**	39	29	6	20	**53**	**41**	37	30	28
Column %	31%	**40%** C	**22%**	33%	**19%**	32%	35%	**37%** E	28%	33%	40%	36%	**37%** N	**26%**	33%	29%	33%
Somewhat Unfavorable																	
Count	18	11	7	9	1	2	2	5	7	7	0	3	8	10	9	4	5
Column %	6%	7%	5%	7%	1%	7%	4%	9%	5%	8%	0%	6%	5%	6%	8%	4%	6%
Very Unfavorable																	
Count	26	14	13	**7**	**9**	3	5	3	15	5	1	6	12	15	10	8	8
Column %	9%	9%	8%	**5%**	**17%** D	9%	11%	6%	11%	6%	7%	10%	8%	10%	9%	8%	10%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDEGIJLN**

* Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	80	34	46	44	19	2	9	6	31	32	7	10	30	50	24	36	20
Column %	27%	22%	31%	37% FH	35% FH	6%	21%	12%	22%	36% IL	46% IL	17%	21%	32% M	22%	35% O	23%
Somewhat Favorable																	
Count	87	38	49	40	16	10	12	10	32	29	3	23	43	45	31	32	24
Column %	29%	25%	33%	33%	29%	28%	28%	21%	23%	33%	20%	41% I	30%	28%	28%	32%	28%
Neither Favorable nor Unfavorable																	
Count	75	45	31	23	9	12	11	21	43	15	4	14	38	37	28	26	21
Column %	25%	29%	21%	19%	17%	33%	26%	43% DE	30% J	17%	27%	25%	27%	24%	25%	25%	25%
Somewhat Unfavorable																	
Count	16	8	9	7	1	2	3	5	8	5	1	2	9	8	9	2	6
Column %	5%	5%	6%	5%	1%	4%	7%	9%	6%	5%	7%	4%	6%	5%	8% P	1%	7% P
Very Unfavorable																	
Count	41	27	14	7	9	10	7	7	27	7	0	7	23	18	20	7	15
Column %	14%	18% C	9%	6%	17% D	28% D	18% D	15%	19% J	8%	0%	13%	16%	12%	18% P	7%	17% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFHIJLMOP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	44	16	27	**25**	9	2	**2**	5	23	15	2	4	20	24	13	16	15
Column %	15%	11%	19%	**21%** G	17%	6%	**6%**	11%	16%	17%	13%	7%	14%	15%	11%	16%	18%
Somewhat Favorable																	
Count	65	**19**	**47**	22	**17**	**11**	**11**	4	30	17	5	13	**22**	**43**	20	27	19
Column %	22%	**12%**	**32%** B	19%	**32%** H	**31%** H	**25%** H	9%	21%	20%	34%	24%	**16%**	**28%** M	17%	27%	22%
Neither Favorable nor Unfavorable																	
Count	126	**80**	**46**	**47**	**15**	17	**15**	33	57	36	7	26	68	58	53	40	33
Column %	42%	**53%** C	**31%**	**39%**	**28%**	47%	**37%**	66% DEG	40%	41%	47%	46%	47%	37%	47%	39%	39%
Somewhat Unfavorable																	
Count	30	15	15	**17**	**1**	2	**6**	5	12	14	0	4	16	15	13	8	9
Column %	10%	10%	10%	**15%** E	**1%**	4%	**15%** E	9%	8%	17%	0%	7%	11%	9%	11%	8%	11%
Very Unfavorable																	
Count	34	21	13	**9**	**12**	4	8	**2**	**19**	**5**	1	9	17	17	15	10	9
Column %	11%	14%	9%	**7%**	**22%** DH	11%	18%	**4%**	**14%** J	**6%**	7%	16%	12%	11%	13%	10%	10%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEGHJM**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	40	18	23	**24**	9	3	**2**	2	22	12	3	3	**12**	**29**	13	17	11
Column %	13%	12%	15%	**20% GH**	16%	9%	**6%**	5%	15%	14%	20%	6%	**8%**	**18% M**	11%	16%	13%
Somewhat Favorable																	
Count	65	27	38	29	14	7	8	8	**21**	**27**	3	15	30	36	**21**	**31**	**13**
Column %	22%	18%	26%	24%	26%	21%	18%	15%	**15%**	**31% I**	20%	26%	21%	23%	**19%**	**31% OQ**	**15%**
Neither Favorable nor Unfavorable																	
Count	140	78	62	**53**	**19**	19	20	**31**	68	39	8	25	**75**	**65**	55	42	44
Column %	47%	51%	42%	**44%**	**35%**	53%	47%	**62% DE**	48%	44%	54%	45%	**53% N**	**41%**	48%	41%	51%
Somewhat Unfavorable																	
Count	19	9	10	**4**	3	2	5	**6**	10	5	0	5	6	13	7	6	7
Column %	6%	6%	7%	**3%**	6%	4%	11%	**12% D**	7%	6%	0%	9%	4%	8%	6%	5%	8%
Very Unfavorable																	
Count	35	20	15	10	9	5	8	3	**21**	**5**	1	8	20	15	**18**	**7**	10
Column %	12%	13%	10%	9%	17%	13%	18%	6%	**15% J**	**6%**	7%	14%	14%	9%	**16% P**	**7%**	12%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DEGHIJMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	38	19	19	20	8	2	3	5	19	10	5	4	12	26	11	19	9
Column %	13%	12%	13%	17%	15%	6%	8%	9%	14%	11%	33% IJL	7%	8%	17% M	9%	19%	10%
Somewhat Favorable																	
Count	60	19	42	31	13	5	6	6	23	27	3	7	35	26	22	27	11
Column %	20%	12%	28% B	26% H	25%	13%	13%	12%	16%	31% IL	20%	13%	24%	16%	19%	27% Q	13%
Neither Favorable nor Unfavorable																	
Count	105	59	46	30	16	17	18	24	51	22	5	27	52	52	41	28	35
Column %	35%	39%	31%	25%	30%	50% D	42% D	48% D	36%	25%	34%	48% J	37%	33%	37%	28%	41% P
Somewhat Unfavorable																	
Count	35	16	19	13	4	2	7	8	17	10	0	8	16	19	11	11	13
Column %	12%	11%	13%	11%	7%	7%	17%	17%	12%	11%	0%	15%	11%	12%	10%	10%	16%
Very Unfavorable																	
Count	62	39	23	25	12	8	9	7	30	19	2	10	28	34	28	17	17
Column %	21%	26% C	15%	21%	23%	24%	20%	14%	22%	22%	13%	17%	20%	21%	25%	17%	20%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDHIJLMPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	45	19	26	17	13	2	8	5	26	10	4	5	13	32	10	19	15
Column %	15%	12%	18%	14%	25% FH	6%	19%	9%	18% L	11%	27%	9%	9%	20% M	9%	19% O	18%
Somewhat Favorable																	
Count	69	27	42	30	15	12	3	9	28	24	3	14	35	34	24	26	19
Column %	23%	18%	28% B	25% G	27% G	34% G	8%	18%	20%	28%	20%	25%	25%	22%	21%	26%	22%
Neither Favorable nor Unfavorable																	
Count	110	64	46	33	14	13	20	30	57	22	6	25	55	55	44	36	30
Column %	37%	42% C	31%	27%	26%	36%	48% DE	62% DEF	40% J	25%	40%	45% J	39%	35%	39%	35%	35%
Somewhat Unfavorable																	
Count	22	9	13	13	1	4	3	2	10	10	0	2	11	11	7	5	10
Column %	7%	6%	9%	11% E	1%	11%	7%	3%	7%	11%	0%	4%	8%	7%	6%	5%	12%
Very Unfavorable																	
Count	54	33	21	28	11	4	8	4	21	22	2	10	28	26	27	16	11
Column %	18%	22%	14%	23% H	20%	13%	18%	8%	15%	25% I	13%	17%	20%	17%	24% Q	15%	13%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJLMOQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	42	**14**	**28**	21	10	4	2	5	16	17	2	7	15	27	**5**	**19**	**17**
Column %	14%	**9%**	**19%** B	17%	19%	12%	6%	9%	12%	20%	13%	12%	10%	17%	**5%**	**19%** O	**20%** O
Somewhat Favorable																	
Count	62	27	35	20	12	8	9	13	33	14	5	10	23	39	23	21	18
Column %	21%	18%	24%	17%	22%	22%	21%	27%	23%	17%	34%	17%	16%	25%	20%	21%	21%
Neither Favorable nor Unfavorable																	
Count	114	**66**	**48**	**40**	**17**	13	**22**	22	54	27	7	26	59	55	48	39	28
Column %	38%	**43%** C	**32%**	**33%**	**32%**	36%	**52%** DE	45%	38%	31%	47%	46%	41%	35%	42%	38%	32%
Somewhat Unfavorable																	
Count	22	8	14	9	2	3	2	5	9	7	0	6	11	11	9	6	6
Column %	7%	6%	9%	7%	4%	9%	6%	11%	6%	8%	0%	10%	8%	7%	8%	6%	7%
Very Unfavorable																	
Count	60	36	24	**29**	**12**	8	7	**4**	29	**22**	**1**	8	35	25	27	17	16
Column %	20%	24%	16%	**25%** H	**23%** H	21%	16%	**8%**	20%	**25%** K	**7%**	14%	25%	16%	24%	17%	19%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEHKO

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	32	16	17	17	7	3	2	3	16	10	3	4	**9**	**23**	10	10	12
Column %	11%	10%	11%	14%	13%	9%	6%	6%	11%	11%	20%	7%	**7%**	**15% M**	9%	10%	14%
Somewhat Favorable																	
Count	47	22	25	**13**	**15**	5	6	8	21	12	3	11	20	28	**10**	**25**	12
Column %	16%	15%	17%	**11%**	**28% D**	15%	14%	15%	15%	14%	20%	20%	14%	18%	**9%**	**24% O**	14%
Neither Favorable nor Unfavorable																	
Count	143	73	69	**52**	**17**	**19**	21	**33**	72	34	7	29	73	70	53	45	45
Column %	48%	48%	47%	**44%**	**32%**	**54% E**	51%	**66% DE**	51%	39%	47%	52%	51%	44%	47%	44%	52%
Somewhat Unfavorable																	
Count	26	12	14	**15**	**1**	3	**5**	2	11	12	0	2	11	15	**15**	7	**4**
Column %	9%	8%	9%	**13% E**	**1%**	9%	**11% E**	5%	8%	14%	0%	4%	8%	9%	**13% Q**	7%	**5%**
Very Unfavorable																	
Count	52	29	23	22	**14**	5	8	**4**	21	20	2	9	30	22	25	15	12
Column %	17%	19%	16%	18%	**26% H**	13%	18%	**8%**	15%	22%	13%	16%	21%	14%	22%	15%	14%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEHMOQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable Count	38	23	16	24	9	1	3	1	13	17	4	4	15	23	10	20	9
Column %	13%	15%	11%	**20% FGH**	**17% FH**	2%	6%	3%	**9%**	**19% I**	27%	7%	11%	15%	**8%**	**19% O**	11%
Somewhat Favorable Count	56	**21**	**35**	17	10	8	9	11	28	**12**	**6**	10	24	32	16	23	17
Column %	19%	**14%**	**24% B**	14%	19%	23%	21%	23%	20%	**14%**	**40% J**	18%	17%	20%	14%	22%	20%
Neither Favorable nor Unfavorable Count	119	67	51	**45**	20	12	16	**27**	61	29	3	26	62	57	50	35	34
Column %	40%	44%	35%	**37%**	38%	33%	37%	**54% D**	43%	33%	20%	46%	43%	36%	44%	34%	39%
Somewhat Unfavorable Count	28	10	18	**11**	**1**	**5**	**6**	5	12	7	1	7	9	19	10	6	11
Column %	9%	6%	12%	**9% E**	**2%**	**13% E**	**15% E**	9%	9%	8%	7%	13%	6%	12%	9%	6%	13%
Very Unfavorable Count	59	32	28	23	13	**10**	8	**5**	27	**22**	**1**	9	33	26	27	18	14
Column %	20%	21%	19%	19%	25%	**28% H**	20%	**11%**	19%	**25% K**	**7%**	16%	23%	17%	24%	18%	17%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGHIJKO**

23

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	38	20	18	**20**	**11**	2	3	**1**	16	14	3	4	13	25	**9**	**20**	10
Column %	13%	13%	12%	**17% H**	**20% H**	7%	8%	**3%**	12%	16%	20%	7%	9%	16%	**8%**	**19% O**	12%
Somewhat Favorable																	
Count	55	21	34	20	8	9	6	12	25	12	5	12	21	34	18	18	19
Column %	18%	14%	23%	17%	15%	25%	14%	24%	18%	14%	33%	22%	15%	22%	16%	18%	22%
Neither Favorable nor Unfavorable																	
Count	128	70	58	**45**	**19**	14	21	**29**	64	31	6	27	67	62	48	43	37
Column %	43%	46%	39%	**38%**	**36%**	40%	49%	**59% DE**	45%	36%	40%	48%	47%	39%	43%	42%	43%
Somewhat Unfavorable																	
Count	24	11	13	11	1	4	5	2	13	7	0	3	10	14	11	6	7
Column %	8%	7%	9%	9%	3%	11%	13%	5%	10%	8%	0%	6%	7%	9%	10%	6%	8%
Very Unfavorable																	
Count	55	29	26	23	**14**	6	7	**5**	22	**22**	**1**	10	32	23	27	15	13
Column %	18%	19%	17%	20%	**26% H**	17%	16%	**9%**	16%	**25% K**	**7%**	17%	23%	15%	24%	15%	15%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEHKO**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	40	21	19	24	10	2	2	1	15	17	3	5	15	25	11	21	8
Column %	13%	14%	13%	20% FGH	19% FH	4%	6%	3%	11%	19%	20%	9%	10%	16%	10%	20% OQ	9%
Somewhat Favorable																	
Count	59	28	31	25	10	9	8	8	23	17	5	14	23	36	21	21	17
Column %	20%	18%	21%	21%	18%	25%	18%	17%	16%	19%	33%	25%	16%	23%	19%	20%	20%
Neither Favorable nor Unfavorable																	
Count	116	64	52	38	19	12	18	29	64	24	6	22	62	54	38	42	36
Column %	39%	42%	35%	31%	35%	35%	44%	59% DEF	45% J	28%	40%	39%	43%	35%	34%	41%	42%
Somewhat Unfavorable																	
Count	29	8	21	13	3	2	5	6	12	12	0	5	11	18	14	4	12
Column %	10%	6%	14% B	11%	6%	7%	11%	12%	9%	14%	0%	9%	8%	11%	12% P	4%	14% P
Very Unfavorable																	
Count	56	31	25	20	12	10	9	4	27	17	1	11	32	24	29	15	13
Column %	19%	20%	17%	17%	23%	29% H	22%	9%	19%	20%	7%	19%	22%	15%	25% P	14%	15%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGHJOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Favorable																	
Count	37	18	19	26	7	1	2	2	16	17	2	2	15	22	13	13	12
Column %	12%	12%	13%	22% FGH	13%	2%	4%	4%	11%	19% L	13%	4%	10%	14%	11%	13%	14%
Somewhat Favorable																	
Count	47	23	24	10	12	7	6	12	25	10	3	9	19	28	12	23	12
Column %	16%	15%	16%	8%	22% D	20% D	15%	24% D	18%	11%	20%	16%	13%	18%	11%	22% O	14%
Neither Favorable nor Unfavorable																	
Count	132	69	63	47	19	17	21	28	64	29	9	30	65	67	49	45	39
Column %	44%	46%	42%	40%	35%	50%	50%	56% E	45%	33%	61% J	54% J	46%	43%	43%	44%	45%
Somewhat Unfavorable																	
Count	27	9	17	10	4	2	6	4	11	10	0	6	13	14	9	7	10
Column %	9%	6%	12%	9%	8%	7%	15%	8%	8%	11%	0%	10%	9%	9%	8%	7%	12%
Very Unfavorable																	
Count	57	32	25	27	12	8	7	4	25	22	1	9	31	26	30	15	13
Column %	19%	21%	17%	22% H	23% H	22%	16%	8%	18%	25% K	7%	16%	22%	16%	26% P	14%	15%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFGHJKLOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	119	**48**	**72**	52	25	11	16	15	49	41	4	25	60	59	46	46	28
Column %	40%	**31%**	**48% B**	44%	46%	31%	39%	31%	35%	48%	27%	44%	42%	38%	41%	45%	32%
2 Count	51	28	23	18	11	5	9	9	**26**	**7**	4	**14**	24	27	18	14	20
Column %	17%	18%	16%	15%	20%	14%	20%	18%	**18% J**	**8%**	27%	**24% J**	17%	17%	16%	13%	23%
3 Count	32	16	16	14	5	5	4	5	16	10	1	5	19	13	14	9	9
Column %	11%	11%	11%	11%	10%	13%	9%	10%	12%	11%	7%	9%	13%	8%	13%	9%	11%
4 Count	21	11	10	**13**	4	**0**	3	**1**	**7**	7	**3**	4	8	13	6	7	8
Column %	7%	7%	7%	**11% FH**	7%	**0%**	8%	**1%**	**5%**	8%	**20% I**	7%	6%	8%	5%	7%	9%
5 Count	12	9	2	2	1	4	0	4	3	5	0	4	5	7	**1**	**8**	2
Column %	4%	6%	2%	2%	3%	11%	0%	8%	2%	5%	0%	7%	3%	5%	**1%**	**8% O**	3%
6 Count	7	4	3	3	1	1	2	1	4	2	1	0	4	3	3	3	1
Column %	2%	3%	2%	3%	1%	2%	4%	1%	3%	3%	7%	0%	3%	2%	3%	3%	1%
7 Count	8	5	3	4	1	0	2	1	5	2	0	1	4	4	**0**	2	**6**
Column %	3%	3%	2%	3%	1%	0%	5%	3%	4%	3%	0%	1%	3%	3%	**0%**	2%	**7% O**
8 Count	6	4	2	3	0	1	1	1	3	2	0	1	1	5	3	2	1
Column %	2%	3%	2%	3%	0%	2%	2%	3%	2%	3%	0%	1%	1%	3%	3%	2%	1%
9 Count	8	5	3	**1**	**3**	2	1	1	5	2	0	1	2	6	5	2	1
Column %	3%	3%	2%	**1%**	**6% D**	7%	2%	3%	4%	3%	0%	1%	2%	4%	4%	2%	2%
10 Count	14	10	4	3	1	4	3	2	8	5	1	0	5	9	8	5	2
Column %	5%	7%	3%	3%	3%	11%	7%	4%	6%	5%	7%	0%	3%	6%	7%	5%	2%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGHIJO**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	21	11	9	**6**	**2**	3	**1**	**8**	**15**	**2**	1	2	11	9	9	4	8
Column %	7%	7%	6%	**5%**	**3%**	9%	**3%**	**17%** DEG	**11%** J	**3%**	7%	4%	8%	6%	8%	4%	9%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BDEFGHIJO

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	28	14	14	12	**10**	**0**	3	3	15	7	1	5	15	13	**5**	12	**11**
Column %	9%	9%	10%	10%	**19% F**	**0%**	7%	6%	11%	8%	7%	9%	11%	8%	**5%**	12%	**13% O**
2 Count	72	35	37	31	17	8	8	8	32	22	5	13	34	38	**21**	**33**	18
Column %	24%	23%	25%	26%	32%	22%	18%	17%	23%	25%	33%	23%	24%	24%	**19%**	**32% O**	21%
3 Count	54	31	22	25	7	3	8	11	**22**	**12**	3	**17**	20	33	19	21	14
Column %	18%	21%	15%	21%	13%	9%	18%	22%	**15%**	**14%**	20%	**30% IJ**	14%	21%	17%	20%	17%
4 Count	34	15	18	13	**1**	3	**9**	7	19	10	1	4	15	18	18	8	7
Column %	11%	10%	12%	11%	**3%**	9%	**21% E**	13%	13%	11%	7%	7%	11%	11%	16%	8%	8%
5 Count	30	**10**	**20**	17	3	4	2	4	**11**	**15**	0	4	15	15	13	**5**	**12**
Column %	10%	**6%**	**14% B**	14%	6%	12%	5%	7%	**8%**	**17% I**	0%	7%	11%	9%	11%	**5%**	**14% P**
6 Count	13	7	7	3	3	3	2	2	7	2	1	3	8	5	7	3	3
Column %	4%	4%	4%	3%	6%	10%	4%	5%	5%	3%	7%	6%	6%	3%	6%	3%	4%
7 Count	16	8	8	**2**	**1**	3	**6**	4	9	2	2	2	7	9	2	7	7
Column %	5%	5%	5%	**2%**	**1%**	9%	**13% DE**	8%	6%	3%	13%	4%	5%	6%	2%	6%	8%
8 Count	11	9	2	3	1	4	1	2	7	5	0	0	7	5	8	1	2
Column %	4%	6%	2%	3%	1%	11%	3%	4%	5%	5%	0%	0%	5%	3%	7%	1%	3%
9 Count	9	6	3	2	1	2	2	3	6	0	0	3	4	5	2	3	4
Column %	3%	4%	2%	1%	3%	4%	4%	6%	4%	0%	0%	6%	3%	3%	2%	3%	5%
10 Count	22	9	13	8	7	2	2	3	10	10	1	2	9	13	9	6	7
Column %	7%	6%	9%	7%	13%	6%	4%	6%	7%	11%	7%	3%	7%	8%	8%	6%	8%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BDEFIJOPQ

29

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	11 4%	8 5%	3 2%	3 3%	2 3%	3 9%	1 2%	2 4%	5 4%	2 3%	1 7%	2 4%	9 6%	2 1%	**8** **7%** **Q**	3 2%	**1** **1%**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count Column %	36 12%	**26 17% C**	**10 7%**	11 9%	6 12%	5 13%	5 11%	10 20%	18 13%	12 14%	1 7%	5 9%	20 14%	16 10%	17 15%	11 11%	8 10%
2 Count Column %	48 16%	26 17%	22 15%	23 19%	8 14%	5 13%	5 12%	8 16%	22 15%	17 19%	3 20%	6 11%	26 18%	22 14%	24 21%	14 14%	10 12%
3 Count Column %	70 23%	29 19%	41 28%	**26 22%**	**20 38% DH**	7 20%	11 26%	**5 11%**	33 23%	19 22%	5 33%	12 22%	35 24%	35 22%	**18 16%**	**36 35% OQ**	**16 19%**
4 Count Column %	50 17%	27 18%	23 15%	20 16%	9 17%	7 19%	7 18%	7 14%	21 15%	12 14%	2 13%	15 26%	25 17%	25 16%	16 15%	17 17%	16 19%
5 Count Column %	29 10%	15 10%	15 10%	15 13%	4 7%	3 9%	5 12%	2 4%	10 7%	12 14%	2 14%	5 9%	9 6%	20 13%	9 8%	**7 6%**	**14 17% P**
6 Count Column %	19 6%	11 7%	8 6%	6 5%	2 4%	5 13%	2 6%	4 8%	10 7%	5 5%	1 7%	3 6%	5 4%	14 9%	5 5%	5 4%	9 11%
7 Count Column %	11 4%	5 3%	6 4%	4 3%	1 1%	2 7%	2 5%	2 5%	**9 6% J**	**0 0%**	0 0%	2 4%	6 4%	5 3%	8 7%	2 2%	2 2%
8 Count Column %	14 5%	**2 1%**	**11 8% B**	8 7%	1 3%	0 0%	2 4%	2 5%	4 3%	7 8%	0 0%	2 3%	8 6%	6 4%	**8 7% Q**	5 5%	**1 1%**
9 Count Column %	14 5%	9 6%	6 4%	5 4%	**1 1%**	2 4%	**1 2%**	**6 13% EG**	7 5%	2 3%	1 7%	3 6%	5 3%	10 6%	5 5%	5 5%	4 5%
10 Count Column %	5 2%	1 1%	4 3%	1 1%	0 0%	1 2%	2 4%	2 5%	4 3%	0 0%	0 0%	2 3%	2 2%	3 2%	2 2%	0 0%	3 4%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEGHJOPQ**

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count	3	2	2	0	1	0	1	1	2	0	0	1	2	2	1	1	1
Column %	1%	1%	1%	0%	3%	0%	2%	2%	2%	0%	0%	1%	1%	1%	1%	1%	2%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: BCDEGHJOPQ

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	6	2	5	3	2	0	1	1	5	0	0	2	3	3	2	4	1
Column %	2%	1%	3%	3%	3%	0%	2%	2%	3%	0%	0%	3%	2%	2%	1%	4%	1%
2 Count	17	**13**	**4**	6	5	1	4	1	9	5	1	2	8	9	7	8	2
Column %	6%	**9% C**	**3%**	5%	10%	2%	9%	1%	6%	5%	7%	4%	5%	6%	6%	7%	3%
3 Count	27	**20**	**7**	11	5	4	1	5	12	10	1	5	15	12	12	7	8
Column %	9%	**13% C**	**5%**	9%	10%	11%	3%	11%	8%	11%	7%	9%	11%	7%	11%	7%	9%
4 Count	58	26	32	**29**	**16**	**1**	**4**	7	29	19	1	8	**35**	**23**	20	25	12
Column %	19%	17%	21%	**25% F**	**29% FG**	**4%**	**11%**	14%	21%	22%	7%	14%	**24% N**	**15%**	18%	25%	14%
5 Count	46	28	18	19	**6**	**10**	5	6	21	12	4	9	20	25	**24**	**9**	13
Column %	15%	18%	12%	16%	**10%**	**29% E**	11%	12%	15%	14%	26%	16%	14%	16%	**21% P**	**9%**	15%
6 Count	33	16	17	11	5	3	7	6	16	12	1	3	13	19	11	13	9
Column %	11%	11%	11%	9%	10%	9%	16%	13%	12%	14%	7%	6%	9%	12%	10%	12%	11%
7 Count	44	17	27	15	8	6	9	6	18	12	3	10	18	26	16	18	10
Column %	15%	11%	18%	13%	14%	16%	22%	12%	13%	14%	20%	18%	13%	16%	14%	18%	12%
8 Count	31	19	12	**11**	**3**	2	4	**11**	15	7	1	7	12	19	**6**	**9**	**16**
Column %	10%	12%	8%	**9%**	**6%**	7%	9%	**22% DE**	11%	8%	7%	13%	8%	12%	**5%**	**9%**	**18% OP**
9 Count	11	6	5	2	1	2	2	4	7	2	0	2	4	7	6	3	2
Column %	4%	4%	4%	2%	3%	7%	4%	8%	5%	3%	0%	3%	3%	4%	5%	3%	3%
10 Count	10	3	7	2	2	2	2	1	4	**0**	**2**	3	4	5	4	2	4
Column %	3%	2%	5%	1%	3%	7%	6%	3%	3%	**0%**	**14% J**	6%	3%	3%	4%	2%	4%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGJNOP

33

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	18 6%	3 2%	15 10% B	9 8%	1 1%	3 9%	3 7%	2 3%	5 3%	7 8%	1 7%	5 9%	10 7%	8 5%	5 4%	5 5%	8 10%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGJNOP**

34

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	34	21	12	18	3	4	6	3	**13**	**10**	**5**	**6**	14	19	16	10	8
Column %	11%	14%	8%	15%	5%	12%	13%	7%	**9%**	**11%**	**33% IJL**	**10%**	10%	12%	14%	10%	9%
2 Count	41	17	24	**20**	**2**	6	**8**	5	16	17	1	7	21	20	14	10	16
Column %	14%	11%	16%	**17% E**	**5%**	16%	**18% E**	11%	11%	20%	7%	13%	15%	13%	13%	10%	19%
3 Count	41	16	25	17	7	4	6	8	16	15	1	9	17	24	18	9	13
Column %	14%	11%	17%	14%	13%	11%	13%	15%	12%	17%	7%	16%	12%	15%	16%	9%	16%
4 Count	39	21	18	15	**12**	5	**3**	**4**	13	15	2	10	**11**	**28**	14	14	10
Column %	13%	14%	12%	13%	**22% GH**	16%	**6%**	**8%**	9%	17%	13%	17%	**8%**	**18% M**	13%	14%	12%
5 Count	60	28	32	25	**18**	**2**	7	**8**	31	17	1	11	35	25	**16**	**33**	**11**
Column %	20%	19%	21%	21%	**33% FH**	**6%**	18%	**15%**	22%	20%	7%	19%	25%	16%	**14%**	**32% OQ**	**13%**
6 Count	31	**22**	**9**	13	5	**6**	5	**1**	16	7	3	5	19	12	**17**	**5**	9
Column %	10%	**14% C**	**6%**	11%	10%	**18% H**	11%	**3%**	11%	8%	20%	9%	13%	8%	**15% P**	**5%**	11%
7 Count	15	8	7	5	2	**0**	1	**6**	8	2	2	2	6	9	4	6	5
Column %	5%	5%	5%	4%	4%	**0%**	4%	**13% F**	6%	3%	14%	4%	4%	6%	4%	6%	6%
8 Count	11	4	7	**2**	2	3	**4**	**1**	6	**0**	0	**5**	2	9	4	3	4
Column %	4%	3%	4%	**1%**	3%	8%	**10% DH**	**1%**	4%	**0%**	0%	**9% J**	2%	6%	4%	3%	4%
9 Count	8	4	5	2	2	1	0	4	6	2	0	0	5	3	1	5	1
Column %	3%	2%	3%	2%	3%	2%	0%	7%	4%	3%	0%	0%	4%	2%	1%	5%	2%
10 Count	11	7	5	**2**	**1**	**0**	**1**	**8**	**10**	**0**	0	1	7	5	4	2	5
Column %	4%	4%	3%	**2%**	**1%**	**0%**	**2%**	**15% DEFG**	**7% J**	**0%**	0%	1%	5%	3%	3%	2%	6%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGHIJLMOPQ**

35

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	9 3%	5 3%	5 3%	**1** **1%**	0 0%	**4** **11%** **D**	2 5%	2 5%	6 4%	2 3%	0 0%	1 1%	5 3%	5 3%	4 3%	3 3%	2 3%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGHIJLMOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	4	1	3	1	1	2	1	0	4	0	0	0	2	2	0	2	2
Column %	1%	1%	2%	1%	1%	4%	4%	0%	3%	0%	0%	0%	2%	1%	0%	2%	3%
2 Count	16	7	9	7	2	2	2	2	7	5	0	3	5	10	8	4	4
Column %	5%	4%	6%	6%	4%	7%	4%	5%	5%	6%	0%	6%	4%	6%	7%	4%	4%
3 Count	16	6	10	3	5	2	4	3	**12**	2	**2**	**0**	5	11	**2**	5	**9**
Column %	5%	4%	7%	3%	8%	5%	10%	6%	**8%** L	3%	**14%** L	**0%**	4%	7%	**2%**	5%	**10%** O
4 Count	30	17	13	9	5	4	6	7	16	7	1	7	12	18	11	**5**	**14**
Column %	10%	11%	9%	7%	9%	11%	14%	14%	11%	8%	7%	12%	9%	11%	10%	**5%**	**16%** P
5 Count	44	21	23	**18**	**8**	**1**	**10**	**7**	**18**	**10**	**5**	12	22	22	18	13	13
Column %	15%	14%	15%	**15%** F	**16%** F	**2%**	**23%** F	**14%** F	**13%**	**11%**	**33%** IJ	21%	15%	14%	16%	13%	15%
6 Count	90	46	44	**45**	**17**	**4**	**8**	**15**	39	29	2	20	46	44	36	32	22
Column %	30%	31%	29%	**38%** FG	**32%** F	**11%**	**20%**	**31%** F	27%	33%	13%	36%	32%	28%	32%	32%	25%
7 Count	41	**31**	**11**	16	6	8	7	4	17	17	2	6	22	19	19	15	8
Column %	14%	**20%** C	**7%**	13%	12%	22%	17%	9%	12%	19%	13%	10%	16%	12%	16%	15%	9%
8 Count	27	10	17	9	8	3	2	4	14	7	2	3	12	15	9	11	7
Column %	9%	6%	12%	8%	15%	9%	5%	9%	10%	8%	14%	6%	8%	9%	8%	11%	8%
9 Count	14	5	9	**5**	**1**	**7**	**0**	**1**	5	5	1	3	5	8	4	6	4
Column %	5%	3%	6%	**4%**	**1%**	**21%** DEGH	**0%**	**2%**	4%	6%	7%	5%	4%	5%	3%	6%	5%
10 Count	14	5	9	6	1	3	0	4	7	5	0	2	9	5	5	7	2
Column %	5%	3%	6%	5%	1%	9%	0%	9%	5%	6%	0%	3%	7%	3%	4%	7%	3%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: CDEFGHIJLOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count	3	2	1	1	0	0	2	1	1	0	0	2	0	3	1	1	2
Column %	1%	2%	1%	1%	0%	0%	4%	2%	1%	0%	0%	3%	0%	2%	1%	1%	2%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	15	7	8	3	3	5	2	2	10	0	2	2	4	10	5	3	6
Column %	5%	5%	5%	3%	6%	13% D	4%	4%	7% J	0%	13% J	4%	3%	7%	5%	3%	7%
2 Count	13	4	9	6	2	2	1	2	8	5	0	0	8	5	3	6	4
Column %	4%	2%	6%	5%	4%	4%	2%	4%	6%	6%	0%	0%	5%	3%	3%	6%	4%
3 Count	11	7	3	2	1	3	2	1	7	2	0	1	7	4	5	3	3
Column %	4%	5%	2%	2%	3%	9%	5%	3%	5%	3%	0%	1%	5%	2%	4%	3%	4%
4 Count	13	7	7	6	2	4	1	1	7	5	1	0	10	3	9	3	1
Column %	4%	4%	4%	5%	5%	11%	2%	1%	5%	6%	7%	0%	7% N	2%	8%	3%	2%
5 Count	19	11	9	8	2	1	2	5	10	5	1	3	7	13	9	5	6
Column %	6%	7%	6%	7%	4%	4%	5%	11%	7%	5%	7%	6%	5%	8%	8%	5%	7%
6 Count	45	21	25	16	11	5	9	4	19	17	0	9	20	25	9	20	17
Column %	15%	14%	17%	13%	20%	16%	21%	9%	14%	20%	0%	16%	14%	16%	8%	19% O	20% O
7 Count	89	43	46	50	23	1	8	6	31	39	4	15	44	44	39	34	17
Column %	30%	28%	31%	42% FGH	43% FGH	4%	20% F	13%	22%	44% IL	26%	26%	31%	28%	34% Q	33% Q	20%
8 Count	32	19	13	11	3	5	5	8	19	5	0	8	12	20	11	8	13
Column %	11%	12%	9%	9%	6%	15%	11%	17%	14% J	5%	0%	14%	9%	13%	9%	8%	16%
9 Count	23	14	9	14	2	1	3	3	9	10	1	3	14	8	16	4	3
Column %	8%	9%	6%	11% F	4%	2%	7%	6%	6%	11%	7%	6%	10%	5%	14% PQ	4%	3%
10 Count	22	11	11	2	1	5	4	10	10	0	3	8	8	14	2	10	9
Column %	7%	7%	7%	2%	1%	15% DE	9%	19% DE	7% J	0%	20% J	15% J	6%	9%	2%	10% O	11% O

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: DEFGHIJLNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	18 6%	9 6%	8 6%	**1** **1%**	2 4%	2 7%	**6** **14%** D	**6** **12%** D	**8** **6%** J	**0** **0%**	**3** **20%** J	**6** **11%** J	7 5%	10 7%	7 6%	5 5%	6 7%

* Denotes variable with statistically significant findings

Significant difference within groups: DEFGHIJLNOPQ

40

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	15	7	8	10	2	1	0	1	4	10	0	1	3	12	6	5	4
Column %	5%	5%	5%	9%	4%	2%	0%	3%	3%	11% IL	0%	1%	2%	8%	6%	5%	5%
2 Count	13	5	7	4	2	1	5	1	5	2	0	5	5	8	6	5	2
Column %	4%	3%	5%	3%	4%	2%	12% H	2%	4%	3%	0%	9%	3%	5%	5%	5%	2%
3 Count	24	9	15	13	0	5	2	4	7	12	1	3	15	9	14	5	5
Column %	8%	6%	10%	11% E	0%	14% E	6%	8%	5%	14% I	7%	6%	11%	6%	13% P	5%	6%
4 Count	20	15	5	8	0	3	5	4	8	5	1	6	5	15	6	7	6
Column %	7%	10% C	3%	7%	0%	9%	11% E	8%	6%	5%	7%	10%	3%	10% M	6%	7%	8%
5 Count	14	7	7	7	3	0	2	2	8	2	2	2	8	6	4	8	1
Column %	5%	5%	5%	5%	6%	0%	5%	4%	6%	3%	13%	3%	5%	4%	4%	8% Q	2%
6 Count	11	4	7	3	1	1	1	5	10	0	0	1	4	7	3	5	2
Column %	4%	2%	5%	3%	1%	2%	3%	9%	7% J	0%	0%	1%	3%	4%	3%	5%	3%
7 Count	37	20	17	11	7	9	1	9	20	7	0	10	15	22	12	9	16
Column %	12%	13%	11%	9% G	13% DG	27% DG	2%	18% G	14%	8%	0%	17%	11%	14%	10%	9%	19% P
8 Count	110	57	53	52	24	9	16	8	41	39	8	22	67	42	44	43	23
Column %	37%	37%	36%	44% H	45% H	27%	38% H	16%	29%	45% I	53%	39%	47% N	27%	39%	42% Q	27%
9 Count	29	14	15	5	8	4	4	8	18	5	2	4	8	21	5	12	11
Column %	10%	9%	10%	5%	14% D	11%	10%	16% D	13%	6%	13%	7%	5%	13% M	5%	12% O	13% O
10 Count	13	8	5	1	2	1	5	4	12	0	0	2	5	8	5	1	8
Column %	4%	5%	4%	1%	4%	2%	11% D	9% D	8% J	0%	0%	3%	4%	5%	4%	1%	10% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: CDEGHIJLMNOPQ**

41

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count	15	7	8	5	4	2	1	4	7	5	1	2	8	7	7	1	6
Column %	5%	4%	5%	4%	7%	4%	2%	8%	5%	6%	7%	3%	6%	4%	7%	1%	7% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: CDEGHIJLMNOPQ

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	13	10	3	**2**	**1**	**3**	2	**5**	7	2	1	2	8	5	6	3	4
Column %	4%	7%	2%	**1%**	**1%**	**9%** D	5%	**11%** DE	5%	3%	7%	4%	6%	3%	5%	3%	5%
2 Count	6	5	1	2	0	1	1	2	4	2	0	0	5	1	5	1	1
Column %	2%	3%	1%	2%	0%	2%	2%	4%	3%	3%	0%	0%	3%	1%	4%	1%	1%
3 Count	7	6	2	2	1	2	0	2	6	0	0	2	2	5	2	4	2
Column %	2%	4%	1%	2%	3%	4%	0%	4%	4%	0%	0%	3%	2%	3%	2%	4%	2%
4 Count	13	3	10	4	3	2	1	4	8	2	1	2	**10**	**3**	5	5	3
Column %	4%	2%	7%	3%	6%	4%	2%	9%	6%	3%	7%	3%	**7%** N	**2%**	5%	5%	4%
5 Count	22	12	10	6	5	5	2	5	12	7	0	3	12	11	8	6	8
Column %	7%	8%	7%	5%	9%	13%	5%	9%	8%	8%	0%	6%	8%	7%	7%	6%	9%
6 Count	13	4	8	3	2	3	3	2	7	**0**	1	**5**	5	8	3	5	5
Column %	4%	3%	6%	3%	3%	7%	7%	4%	5%	**0%**	7%	**9%** J	3%	5%	3%	5%	6%
7 Count	14	4	11	7	0	1	2	4	7	5	1	2	**10**	**4**	8	2	4
Column %	5%	2%	7%	6%	0%	4%	4%	8%	5%	6%	7%	3%	**7%** N	**2%**	7%	2%	4%
8 Count	15	8	7	4	7	1	2	2	**7**	5	**3**	**1**	**2**	**14**	2	7	6
Column %	5%	5%	5%	3%	13%	2%	4%	4%	**5%**	5%	**20%** IL	**1%**	**1%**	**9%** M	2%	7%	7%
9 Count	118	58	59	**57**	**27**	**8**	**17**	**8**	**46**	**44**	5	23	**66**	**52**	43	44	31
Column %	39%	38%	40%	**48%** FH	**51%** FH	**23%**	**40%** H	**17%**	**33%**	**50%** I	33%	40%	**46%** N	**33%**	38%	43%	36%
10 Count	40	20	20	**21**	4	6	6	**3**	18	12	2	8	17	23	18	12	10
Column %	13%	13%	13%	**17%** H	7%	17%	15%	**6%**	13%	14%	13%	14%	12%	15%	16%	11%	12%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: DEFHIJLMN**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	37 12%	21 14%	17 11%	**11** **9%**	**4** **7%**	5 13%	7 16%	**11** **23%** **DE**	20 14%	7 8%	1 7%	9 16%	**7** **5%**	**30** **19%** **M**	11 10%	14 13%	12 15%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DEFHIJLMN

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	13	5	7	6	1	2	2	3	4	5	1	2	9	4	6	1	6
Column %	4%	4%	5%	5%	1%	4%	4%	6%	3%	6%	7%	4%	6%	2%	6% P	1%	7% P
2 Count	10	4	5	0	3	1	1	4	7	2	0	0	2	8	4	2	4
Column %	3%	3%	4%	0%	6% D	4%	2%	9% D	5%	3%	0%	0%	2%	5%	3%	2%	4%
3 Count	9	2	6	1	1	2	2	3	5	0	1	2	2	6	1	4	4
Column %	3%	1%	4%	1%	1%	5%	6%	6%	4%	0%	7%	4%	2%	4%	1%	4%	5% O
4 Count	12	7	5	1	1	4	2	4	9	2	0	1	7	5	5	2	5
Column %	4%	5%	3%	1%	1%	11% D	5%	9% D	6%	3%	0%	1%	5%	3%	5%	2%	5%
5 Count	10	4	5	0	1	2	2	4	8	0	0	2	6	4	4	2	3
Column %	3%	3%	4%	0%	1%	7%	6%	9% D	6% J	0%	0%	3%	4%	2%	4%	2%	4%
6 Count	17	10	7	7	4	2	1	3	7	7	1	2	5	13	9	5	3
Column %	6%	7%	5%	6%	7%	7%	2%	6%	5%	8%	7%	4%	3%	8%	8%	5%	4%
7 Count	12	6	6	2	2	2	3	3	9	0	1	2	6	5	3	4	5
Column %	4%	4%	4%	2%	3%	4%	7%	6%	6% J	0%	7%	3%	4%	3%	3%	4%	5%
8 Count	22	9	13	9	4	3	1	5	12	5	0	5	10	12	8	5	9
Column %	7%	6%	9%	7%	8%	9%	2%	9%	8%	6%	0%	9%	7%	7%	7%	5%	10%
9 Count	27	15	12	10	2	4	7	4	12	5	4	7	10	17	11	9	8
Column %	9%	10%	8%	8%	4%	11%	18% E	8%	8%	5%	27% J	12%	7%	11%	9%	8%	9%
10 Count	117	57	60	60	29	6	14	8	41	46	5	25	63	55	47	46	25
Column %	39%	38%	41%	50% FH	54% FGH	18%	33%	17%	29%	53% I	33%	45% I	44%	35%	41%	45% Q	29%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DEFGHIJOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	51	31	21	24	6	7	7	7	27	15	2	8	23	28	15	21	16
Column %	17%	20%	14%	20%	11%	20%	16%	15%	19%	17%	13%	14%	16%	18%	13%	20%	18%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
1 Count	16	10	6	2	1	4	5	5	10	0	0	7	3	13	4	4	8
Column %	5%	7%	4%	1% D	2%	11% D	11% DE	11% DE	7% J	0%	0%	12% J	2%	8% M	3%	4%	9%
2 Count	14	8	6	2	0	5	1	6	5	2	1	5	5	9	4	5	5
Column %	5%	5%	4%	1%	0%	13% DEG	2%	13% DEG	4%	3%	7%	9%	3%	6%	3%	5%	6%
3 Count	9	9	0	5	1	0	1	2	4	5	0	0	5	5	7	0	2
Column %	3%	6% C	0%	4%	1%	0%	3%	4%	3%	5%	0%	0%	3%	3%	6% P	0%	3%
4 Count	11	3	7	2	1	3	1	4	5	2	2	1	4	6	1	6	3
Column %	4%	2%	5%	2%	1%	7%	2%	8%	4%	3%	13% L	1%	3%	4%	1%	6% O	4%
5 Count	13	7	6	2	2	2	4	2	8	2	0	2	4	9	5	5	3
Column %	4%	4%	4%	2%	4%	6%	9%	4%	6%	3%	0%	4%	3%	5%	5%	5%	4%
6 Count	21	7	14	8	2	2	3	5	7	5	4	4	14	7	10	6	5
Column %	7%	4%	9%	7%	4%	7%	6%	11%	5%	6%	27% IJ	7%	10%	4%	9%	6%	5%
7 Count	12	6	6	2	4	3	1	3	7	0	0	5	3	9	3	3	6
Column %	4%	4%	4%	2%	7%	7%	2%	6%	5% J	0%	0%	9% J	2%	6%	3%	3%	7%
8 Count	22	11	11	8	0	3	5	5	13	5	1	2	10	12	10	7	5
Column %	7%	7%	7%	7%	0%	9%	12% E	11% E	10%	5%	7%	4%	7%	7%	9%	7%	5%
9 Count	38	17	22	16	5	3	6	8	19	10	1	8	20	19	14	9	15
Column %	13%	11%	15%	14%	9%	9%	15%	15%	14%	11%	7%	15%	14%	12%	12%	9%	17%
10 Count	31	20	11	13	6	5	4	3	16	10	1	4	14	17	9	11	11
Column %	10%	13%	7%	11%	11%	13%	9%	6%	12%	11%	7%	7%	10%	11%	8%	11%	13%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🔲 **Significant difference within groups: CDEFGHIJLMOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
11 Count Column %	114 38%	54 36%	60 40%	**58** **49%** **FGH**	**32** **60%** **FGH**	**6** **18%**	**12** **28%**	**5** **11%**	**45** **32%**	**46** **53%** **IL**	5 33%	**18** **32%**	62 43%	52 33%	**45** **40%** **Q**	**46** **45%** **Q**	**23** **27%**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	62	16	46	39	13	4	4	2	32	22	4	4	26	35	17	28	16
Column %	21%	10% **B**	31%	32% **FGH**	24% **H**	11%	9%	5%	22% **L**	25% **L**	26%	7%	18%	23%	15%	28% **O**	19%
Somewhat Likely Count	52	20	32	32	9	6	3	2	16	22	2	11	32	19	22	20	10
Column %	17%	13%	21%	27% **GH**	18% **H**	16%	8%	3%	12%	25% **I**	14%	20%	23% **N**	12%	20%	19%	12%
Neither Likely nor Unlikely Count	34	21	13	16	9	4	3	2	9	12	4	9	14	20	14	9	11
Column %	11%	14%	9%	14% **H**	16% **H**	11%	8%	3%	6%	14%	27% **I**	16% **I**	10%	13%	13%	9%	12%
Somewhat Unlikely Count	21	14	8	7	4	2	6	4	6	7	1	7	11	10	10	8	3
Column %	7%	9%	5%	5%	7%	5%	14%	8%	4%	8%	7%	13% **I**	8%	7%	9%	8%	4%
Very Unlikely Count	131	81	50	26	19	20	26	40	78	24	4	24	59	72	49	37	45
Column %	44%	53% **C**	34%	22%	35%	58% **DE**	62% **DE**	82% **DEFG**	56% **J**	28%	26%	43%	42%	46%	44%	36%	53% **P**

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJLNOP

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	41	**13**	**29**	**27**	**6**	**6**	**3**	**0**	**18**	15	**5**	**3**	16	25	10	18	13
Column %	14%	**8%**	**19%** B	**23%** GH	**11%** H	**16%** H	**6%**	**0%**	**13%**	17%	**34%** IL	**6%**	11%	16%	9%	17%	16%
Somewhat Likely																	
Count	41	**14**	**28**	21	11	3	4	3	21	12	1	7	19	23	15	17	9
Column %	14%	**9%**	**19%** B	17%	20%	9%	9%	6%	15%	14%	7%	13%	13%	14%	13%	17%	11%
Neither Likely nor Unlikely																	
Count	52	28	24	**29**	**11**	5	4	**3**	**16**	**24**	4	8	26	26	21	19	12
Column %	17%	19%	16%	**24%** H	**21%** H	13%	10%	**6%**	**11%**	**28%** I	27%	14%	18%	16%	19%	19%	14%
Somewhat Unlikely																	
Count	24	14	10	8	4	**1**	5	**6**	**8**	7	0	**8**	11	13	10	**11**	**2**
Column %	8%	9%	6%	6%	7%	**2%**	12%	**13%** F	**6%**	8%	0%	**15%** I	8%	8%	9%	**11%** Q	**3%**
Very Unlikely																	
Count	142	**83**	**59**	**35**	**22**	**21**	**27**	**37**	**78**	**29**	5	**29**	71	71	**56**	**37**	**49**
Column %	47%	**55%** C	**40%**	**29%**	**41%**	**60%** D	**64%** DE	**75%** DE	**56%** J	**33%**	33%	**52%** J	50%	45%	**50%** P	**36%**	**57%** P

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJLPQ**

50

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	53	15	38	28	12	4	4	4	25	25	1	2	24	29	16	24	13
Column %	18%	10%	26%	24%	23%	11%	9%	9%	18%	28%	7%	4%	17%	18%	14%	23%	15%
			B	GH						L		KL					
Somewhat Likely																	
Count	55	20	36	30	11	6	6	2	23	12	4	16	25	30	10	24	20
Column %	18%	13%	24%	25%	20%	18%	13%	5%	16%	14%	27%	28%	17%	19%	9%	24%	24%
			B	H	H							J				O	O
Neither Likely nor Unlikely																	
Count	44	25	19	21	9	5	6	3	16	14	4	10	21	23	23	13	7
Column %	15%	16%	13%	17%	17%	13%	14%	6%	11%	16%	27%	18%	14%	15%	21%	13%	9%
															Q		
Somewhat Unlikely																	
Count	30	19	11	15	3	2	5	5	9	14	1	6	14	16	14	7	9
Column %	10%	13%	7%	13%	6%	5%	11%	11%	6%	16%	7%	10%	10%	10%	12%	7%	11%
										I							
Very Unlikely																	
Count	118	73	45	25	18	19	22	34	69	22	5	23	59	59	50	33	35
Column %	39%	48%	30%	21%	33%	53%	52%	69%	49%	25%	33%	40%	42%	37%	44%	33%	41%
		C				D	D	DE	J								

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	27	9	18	18	8	0	2	0	15	7	4	1	7	20	5	13	9
Column %	9%	6%	12% B	15% FGH	14% FH	0%	4%	0%	11% L	8% L	27% L	1%	5%	13% M	5%	13% O	10%
Somewhat Likely																	
Count	38	12	25	18	12	5	3	0	18	12	1	6	15	23	5	22	11
Column %	13%	8%	17% B	15% H	22% GH	13% H	7%	0%	13%	14%	7%	11%	10%	14%	4%	22% O	13% O
Neither Likely nor Unlikely																	
Count	57	28	29	36	6	7	3	5	16	29	4	8	32	25	32	12	13
Column %	19%	18%	20%	30% EGH	12%	20%	6%	9%	11%	33% IL	27%	15%	22%	16%	28% PQ	12%	15%
Somewhat Unlikely																	
Count	27	12	15	10	6	1	7	3	9	10	1	7	13	14	12	9	5
Column %	9%	8%	10%	8%	12%	2%	17% F	6%	6%	11%	7%	13%	9%	9%	11%	9%	6%
Very Unlikely																	
Count	151	91	60	37	22	23	28	42	84	29	5	33	76	75	59	45	47
Column %	50%	60% C	40%	31%	41%	64% DE	66% DE	85% DEFG	59% JK	33%	33%	59% J	53%	48%	52%	44%	56%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKLMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	48	20	28	31	12	2	3	0	16	24	3	4	18	30	13	22	13
Column %	16%	13%	19%	26% **FGH**	21% **FH**	4%	8%	0%	12%	28% **IL**	20%	7%	13%	19%	12%	21%	15%
Somewhat Likely																	
Count	40	11	29	24	9	3	2	2	17	15	1	7	19	21	12	20	9
Column %	13%	7%	20% **B**	20% **GH**	17% **G**	9%	4%	5%	12%	17%	7%	13%	14%	13%	11%	19%	10%
Neither Likely nor Unlikely																	
Count	61	31	29	36	9	7	7	2	16	27	6	12	30	31	27	17	17
Column %	20%	21%	20%	30% **H**	18% **H**	21% **H**	16% **H**	3%	11%	30% **I**	40% **I**	22% **I**	21%	20%	24%	16%	20%
Somewhat Unlikely																	
Count	23	11	11	7	5	2	5	4	10	7	0	6	12	11	10	9	3
Column %	8%	8%	8%	6%	9%	5%	11%	9%	7%	8%	0%	10%	8%	7%	9%	9%	4%
Very Unlikely																	
Count	129	78	50	21	19	22	26	41	82	14	5	27	64	65	50	35	44
Column %	43%	52% **C**	34%	18%	35% **D**	62% **DE**	61% **DE**	83% **DEFG**	58% **J**	17%	33%	48% **J**	45%	41%	44%	34%	51% **P**

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJLP

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	26	6	20	14	7	2	2	1	17	7	2	0	5	21	5	12	9
Column %	9%	4%	14% B	12% H	13% H	6%	4%	2%	12% L	8% L	13% L	0%	3%	14% M	4%	12%	11%
Somewhat Likely Count	48	16	32	30	8	5	2	2	16	19	4	8	30	18	17	19	11
Column %	16%	10%	21% B	25% GH	14%	14%	5%	5%	11%	22% I	27%	15%	21% N	11%	15%	19%	13%
Neither Likely nor Unlikely Count	53	28	25	31	11	5	3	3	17	24	4	8	21	32	22	16	15
Column %	18%	18%	17%	26% GH	21% H	15%	8%	6%	12%	28% I	27%	14%	15%	20%	19%	16%	18%
Somewhat Unlikely Count	27	15	12	11	6	1	7	2	9	10	1	7	14	13	11	12	4
Column %	9%	10%	8%	9%	12%	2%	17% FH	3%	6%	11%	7%	13%	10%	8%	10%	12%	5%
Very Unlikely Count	146	88	58	33	22	22	27	42	83	27	4	33	73	73	58	43	45
Column %	49%	58% C	39%	28%	41%	62% D	65% DE	85% DEFG	59% JK	31%	26%	58% JK	51%	47%	51%	42%	53%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDEFGHIJKLMN**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	35	**10**	**25**	**23**	**8**	3	**1**	**0**	18	**12**	2	**2**	13	21	8	15	12
Column %	12%	**6%**	**17%** B	**19%** GH	**14%** H	9%	**4%**	**0%**	13%	**14%** L	13%	**4%**	9%	14%	7%	15%	14%
Somewhat Likely																	
Count	38	**11**	**27**	**22**	**9**	3	**1**	**2**	15	15	1	7	13	26	**7**	**22**	9
Column %	13%	**7%**	**18%** B	**18%** GH	**18%** G	9%	**3%**	**5%**	11%	17%	7%	13%	9%	16%	**6%**	**21%** O	11%
Neither Likely nor Unlikely																	
Count	63	33	30	**36**	11	8	**4**	**4**	**19**	**29**	**6**	**8**	**39**	**24**	**33**	**16**	**14**
Column %	21%	22%	20%	**30%** GH	20%	22%	**10%**	**8%**	**14%**	**33%** IL	**40%** IL	**14%**	**27%** N	**15%**	**29%** PQ	**16%**	**16%**
Somewhat Unlikely																	
Count	24	11	12	7	6	2	6	2	9	7	1	7	9	15	11	8	5
Column %	8%	8%	8%	6%	12%	7%	13%	4%	6%	8%	7%	12%	6%	10%	10%	8%	5%
Very Unlikely																	
Count	141	**87**	**53**	**33**	**19**	**19**	**29**	**41**	**80**	**24**	5	**32**	69	71	54	41	46
Column %	47%	**58%** C	**36%**	**27%**	**36%**	**53%** D	**69%** DE	**83%** DEF	**57%** J	**28%**	33%	**56%** J	49%	45%	48%	40%	54%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🔲 **Significant difference within groups: BCDEFGHIJLNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	41	10	31	29	9	3	0	1	14	22	2	3	18	23	8	22	10
Column %	14%	6%	21% B	24% FGH	17% GH	7%	0%	2%	10%	25% IL	13%	6%	12%	15%	7%	22% O	12%
Somewhat Likely																	
Count	42	15	27	26	7	5	2	2	17	17	4	5	16	26	13	17	12
Column %	14%	10%	19% B	22% GH	13%	15%	4%	5%	12%	19%	27%	9%	11%	17%	12%	17%	15%
Neither Likely nor Unlikely																	
Count	53	31	22	32	10	4	3	5	18	22	4	10	32	22	23	17	13
Column %	18%	20%	15%	27% FGH	18%	11%	8%	9%	13%	25% I	27%	17%	22%	14%	21%	17%	15%
Somewhat Unlikely																	
Count	22	8	14	5	8	2	6	1	9	7	0	6	9	13	10	7	4
Column %	7%	6%	9%	4%	15% D	4%	15% DH	3%	6%	8%	0%	10%	7%	8%	9%	7%	5%
Very Unlikely																	
Count	141	88	53	28	20	22	31	40	84	19	5	33	68	73	58	38	45
Column %	47%	58% C	36%	24%	38%	62% DE	73% DE	82% DEF	60% JK	22%	33%	58% J	47%	47%	51% P	38%	53% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDEFGHIJKLOP**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	38	12	26	25	8	2	2	1	20	12	4	2	17	21	11	15	12
Column %	13%	8%	17% B	21% GH	15% H	6%	5%	1%	14% L	14% L	27% L	3%	12%	14%	10%	15%	14%
Somewhat Likely Count	43	11	32	26	9	5	1	3	16	20	1	7	18	25	9	25	9
Column %	14%	7%	22% B	21% GH	16% G	14% G	2%	6%	11%	22% I	7%	12%	13%	16%	8%	24% OQ	10%
Neither Likely nor Unlikely Count	46	25	21	24	8	7	3	5	15	19	4	8	27	19	22	13	11
Column %	15%	16%	14%	20% G	15%	20%	6%	9%	11%	22% I	27%	14%	19%	12%	19%	13%	13%
Somewhat Unlikely Count	26	13	13	7	5	2	9	4	9	7	1	9	11	15	12	11	4
Column %	9%	9%	9%	6%	9%	5%	21% DF	8%	6%	8%	7%	16% I	8%	10%	10%	10%	4%
Very Unlikely Count	146	90	56	38	24	19	28	37	81	29	5	31	70	77	59	38	50
Column %	49%	60% C	38%	32%	45%	55% D	66% DE	75% DE	58% J	33%	33%	55% J	49%	49%	52% P	37%	58% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: BCDEFGHIJLOPQ

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	21	7	14	10	6	5	0	1	14	5	1	1	1	19	3	10	8
Column %	7%	5%	9%	8%	11% GH	13% GH	0%	1%	10% L	6%	7%	1%	1%	12% M	3%	10% O	9%
Somewhat Likely																	
Count	38	7	30	24	10	1	1	1	14	15	2	7	22	16	13	15	9
Column %	13%	5%	20% B	20% FGH	19% FGH	2%	4%	3%	10%	17%	14%	12%	15%	10%	12%	15%	11%
Neither Likely nor Unlikely																	
Count	54	31	22	26	12	7	5	4	19	17	6	11	27	27	19	16	18
Column %	18%	21%	15%	22% H	22% H	21%	12%	8%	14%	19%	40% I	20%	19%	17%	17%	16%	22%
Somewhat Unlikely																	
Count	22	11	12	9	3	0	8	2	7	10	1	4	10	13	11	9	2
Column %	7%	7%	8%	7%	6%	0%	19% DFH	5%	5%	11%	7%	7%	7%	8%	10% Q	9%	3%
Very Unlikely																	
Count	166	95	70	52	23	23	27	41	86	41	5	33	83	83	67	52	47
Column %	55%	63% C	48%	43%	42%	64% DE	65% DE	83% DEF	61% JK	47%	33%	59%	58%	53%	59%	50%	56%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDEFGHIJKLMOQ**

58

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	29	8	21	20	5	2	1	0	15	10	3	1	8	20	6	13	9
Column %	10%	5%	14% B	17% GH	10%	6%	2%	0%	11% L	11% L	20% L	1%	6%	13% M	6%	13%	11%
Somewhat Likely																	
Count	29	9	19	13	7	6	1	2	11	7	1	9	12	16	6	11	12
Column %	10%	6%	13% B	11% G	13% G	16% G	2%	5%	8%	8%	7%	16%	9%	10%	5%	11%	14% O
Neither Likely nor Unlikely																	
Count	50	30	19	30	7	6	4	2	16	22	5	7	26	24	25	15	9
Column %	17%	20%	13%	25% H	13%	18%	11%	5%	11%	25% I	34% I	13%	18%	15%	22% Q	15%	11%
Somewhat Unlikely																	
Count	33	15	19	13	8	1	7	4	13	12	1	7	17	16	13	14	7
Column %	11%	10%	12%	11%	14% F	2%	17% F	9%	10%	14%	7%	12%	12%	10%	11%	13%	8%
Very Unlikely																	
Count	160	90	70	44	27	20	29	40	86	36	5	33	80	80	63	49	48
Column %	53%	59% C	47%	37%	50% D	57% D	69% D	82% DEF	61% JK	42%	33%	58%	56%	51%	55%	48%	56%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJKLMOQ

* Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Mean	2.61	3.03	2.19	2.29	2.40	3.09	2.90	3.05	2.68	2.49	2.20	2.76	2.73	2.51	2.79	2.35	2.69

Weight Variable = Pacific Weighting, Confidence Level = 95%

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	81	29	52	33	20	9	8	11	42	27	2	10	27	53	20	38	23
Column %	27%	19%	35% B	27%	36%	27%	20%	22%	30%	31%	13%	18%	19%	34% M	18%	37% O	26%
Somewhat Likely																	
Count	66	31	35	34	8	8	8	8	24	22	5	16	32	34	26	21	19
Column %	22%	20%	24%	29% E	14%	22%	19%	17%	17%	25%	34%	28%	23%	22%	23%	21%	23%
Neither Likely nor Unlikely																	
Count	38	18	20	19	10	2	4	3	16	10	5	7	18	20	18	11	9
Column %	13%	12%	14%	16%	19% H	7%	10%	6%	12%	11%	33% IJ	13%	13%	13%	16%	11%	11%
Somewhat Unlikely																	
Count	18	12	6	10	1	1	3	3	5	10	0	3	8	10	7	3	8
Column %	6%	8%	4%	9% E	2%	2%	7%	6%	4%	11% I	0%	6%	5%	7%	6%	3%	9%
Very Unlikely																	
Count	97	63	34	24	16	15	18	24	54	19	3	20	57	39	42	29	26
Column %	32%	41% C	23%	20%	29%	42% D	43% D	49% DE	38% J	22%	20%	36%	40% N	25%	37%	28%	31%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🔲 **Significant difference within groups: BCDEHIJMNO**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	78	**30**	**48**	29	18	5	12	14	**43**	**24**	3	**7**	29	49	21	33	24
Column %	26%	**20%**	**33%** B	24%	33%	15%	28%	29%	**31%** L	**28%** L	20%	**13%**	20%	**31%** M	19%	**32%** O	28%
Somewhat Likely Count	70	34	37	32	13	10	7	8	28	22	3	17	36	35	**17**	**31**	22
Column %	23%	22%	25%	27%	24%	29%	17%	16%	20%	25%	20%	31%	25%	22%	**16%**	**30%** O	26%
Neither Likely nor Unlikely Count	49	27	23	**29**	10	**3**	6	**2**	**14**	**19**	**6**	10	22	27	**26**	14	**9**
Column %	16%	17%	15%	**24%** FH	18%	**7%**	14%	**5%**	**10%**	**22%** I	**40%** I	17%	16%	17%	**23%** Q	13%	**11%**
Somewhat Unlikely Count	21	11	10	9	2	3	1	6	9	5	1	7	10	11	10	4	8
Column %	7%	8%	7%	7%	3%	9%	3%	12%	6%	5%	7%	12%	7%	7%	8%	4%	9%
Very Unlikely Count	81	**50**	**31**	**21**	12	**14**	**16**	**19**	**47**	**17**	**2**	15	45	36	**38**	**21**	22
Column %	27%	**33%** C	**21%**	**17%**	22%	**39%** D	**38%** D	**38%** D	**33%** JK	**20%**	**13%**	27%	32%	23%	**34%** P	**20%**	26%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDFHIJKLMOPQ

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	48	18	30	24	15	3	2	4	22	17	4	4	15	33	10	25	12
Column %	16%	12%	20% B	20% GH	28% GH	9%	6%	8%	16%	20%	26%	7%	10%	21% M	9%	24% O	15%
Somewhat Likely Count	43	14	28	19	9	5	6	4	17	15	1	10	22	20	16	17	9
Column %	14%	10%	19% B	16%	17%	13%	15%	8%	12%	17%	7%	18%	16%	13%	14%	17%	11%
Neither Likely nor Unlikely Count	56	28	28	29	11	5	6	5	17	22	5	12	27	29	26	12	18
Column %	19%	18%	19%	24% H	20%	14%	14%	11%	12%	25% I	34% I	22%	19%	19%	23% P	12%	21%
Somewhat Unlikely Count	35	18	17	16	4	2	5	7	19	10	1	6	10	25	10	13	11
Column %	12%	12%	12%	13%	7%	7%	13%	15%	13%	11%	7%	10%	7%	16% M	9%	13%	13%
Very Unlikely Count	118	74	44	33	15	20	22	29	66	24	4	24	68	50	50	34	34
Column %	39%	49% C	30%	27%	27%	58% DE	53% DE	59% DE	47% J	28%	26%	43%	48% N	32%	44%	33%	40%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEGHIJMNOP**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	85	38	48	38	19	6	12	11	37	**31**	6	**11**	**32**	**54**	28	34	24
Column %	28%	25%	32%	32%	35%	16%	28%	22%	26%	**36%** L	40%	**19%**	**22%**	**34%** M	24%	34%	28%
Somewhat Likely																	
Count	62	**19**	**42**	29	9	10	6	7	**22**	20	3	**16**	28	33	20	21	20
Column %	21%	**13%**	**28%** B	24%	17%	29%	15%	14%	**16%**	22%	20%	**29%** I	20%	21%	18%	21%	23%
Neither Likely nor Unlikely																	
Count	47	26	20	**24**	10	4	5	**4**	19	17	4	6	22	24	21	13	13
Column %	16%	17%	14%	**20%** H	19%	11%	12%	**8%**	14%	19%	27%	11%	16%	16%	19%	13%	15%
Somewhat Unlikely																	
Count	17	11	6	7	2	2	1	5	8	5	1	3	9	9	4	10	4
Column %	6%	7%	4%	6%	4%	5%	3%	10%	6%	6%	7%	6%	6%	5%	3%	9%	4%
Very Unlikely																	
Count	89	**57**	**32**	**22**	**13**	**14**	**17**	**23**	**54**	**14**	**1**	**20**	**52**	**37**	40	24	25
Column %	30%	**38%** C	**21%**	**18%**	**25%**	**39%** D	**42%** D	**46%** DE	**38%** JK	**17%**	**7%**	**35%** JK	**37%** N	**23%**	35%	23%	30%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEHIJKLMN

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely Count	66	23	43	28	20	5	6	8	35	19	5	7	18	48	14	27	26
Column %	22%	15%	29% B	24%	36% FGH	13%	15%	15%	24%	22%	33%	13%	13%	30% M	12%	26% O	30% O
Somewhat Likely Count	70	30	40	34	8	12	7	9	25	27	3	16	37	33	29	28	13
Column %	23%	20%	27%	28% E	14%	34% E	17%	19%	17%	31% I	20%	28%	26%	21%	26%	28% Q	15%
Neither Likely nor Unlikely Count	48	26	22	24	11	2	5	5	16	19	4	8	24	24	21	11	15
Column %	16%	17%	15%	20%	21%	7%	12%	11%	12%	22% I	27%	14%	17%	15%	19%	11%	18%
Somewhat Unlikely Count	16	11	6	6	2	1	5	3	10	2	1	3	4	12	7	4	5
Column %	5%	7%	4%	5%	4%	2%	11%	6%	7%	3%	7%	6%	3%	8%	6%	4%	6%
Very Unlikely Count	100	62	38	28	13	15	19	24	56	19	2	22	60	40	41	32	26
Column %	33%	41% C	25%	23%	25%	44% D	45% DE	49% DE	40% JK	22%	13%	39% JK	42% N	26%	37%	31%	31%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: BCDEFGHIJKMNOQ

65

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	50	15	35	29	12	3	3	3	24	22	3	1	19	31	12	25	13
Column %	17%	10%	24% B	24% GH	22% GH	9%	7%	6%	17% L	25% L	20% L	1%	13%	20%	11%	24% O	15%
Somewhat Likely																	
Count	45	22	24	17	15	6	4	3	21	12	1	11	19	27	15	18	12
Column %	15%	14%	16%	14%	29% DGH	18%	10%	6%	15%	14%	7%	20%	13%	17%	13%	18%	14%
Neither Likely nor Unlikely																	
Count	54	21	33	28	10	6	3	7	19	19	5	11	27	27	24	15	15
Column %	18%	14%	22%	23% G	19%	16%	8%	14%	13%	22%	34% I	19%	19%	17%	21%	14%	18%
Somewhat Unlikely																	
Count	33	17	16	15	3	2	8	5	12	12	2	7	13	20	12	11	10
Column %	11%	11%	11%	13%	6%	4%	19%	11%	8%	14%	14%	13%	9%	13%	11%	11%	12%
Very Unlikely																	
Count	118	77	40	31	13	19	24	31	66	22	4	26	64	53	50	33	35
Column %	39%	51% C	27%	26%	25%	54% DE	56% DE	63% DE	47% J	25%	26%	46% J	45%	34%	44%	32%	40%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEGHIJLO**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	57	23	34	39	11	3	1	4	21	29	3	4	19	38	19	27	11
Column %	19%	15%	23%	32% FGH	20% G	9%	2%	8%	15%	33% IL	20%	7%	13%	24% M	17%	27% Q	13%
Somewhat Likely																	
Count	52	19	33	23	11	8	6	5	21	17	2	12	22	31	15	20	17
Column %	17%	13%	22% B	19%	20%	23%	15%	9%	15%	19%	14%	22%	15%	19%	13%	20%	20%
Neither Likely nor Unlikely																	
Count	56	27	30	28	12	6	5	6	20	19	6	11	31	25	21	16	20
Column %	19%	18%	20%	23%	22%	16%	12%	13%	14%	22%	40% I	19%	22%	16%	18%	16%	23%
Somewhat Unlikely																	
Count	27	12	15	11	4	2	5	5	15	7	1	4	15	12	13	10	4
Column %	9%	8%	10%	9%	7%	7%	11%	11%	10%	8%	7%	7%	11%	8%	11%	10%	5%
Very Unlikely																	
Count	107	71	36	20	16	16	25	30	64	14	3	25	55	52	45	28	33
Column %	36%	47% C	24%	17%	30% D	46% D	60% DE	60% DE	46% JK	17%	20%	45% JK	39%	33%	40%	28%	39%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░　**Significant difference within groups: BCDEFGHIJKLMQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	52	18	34	29	12	4	2	5	25	20	4	3	16	36	14	24	15
Column %	17%	12%	23% B	24% GH	22% G	12%	5%	10%	18% L	22% L	26% L	6%	11%	23% M	12%	23% O	17%
Somewhat Likely																	
Count	49	18	30	27	9	6	2	5	21	19	2	7	27	22	15	24	10
Column %	16%	12%	21% B	22% GH	17%	17%	5%	9%	15%	22%	14%	12%	19%	14%	13%	23% Q	12%
Neither Likely nor Unlikely																	
Count	42	19	23	19	9	3	6	5	15	12	3	11	23	19	18	12	11
Column %	14%	12%	16%	15%	17%	9%	14%	9%	11%	14%	20%	20%	16%	12%	16%	12%	13%
Somewhat Unlikely																	
Count	30	17	12	14	5	1	6	4	13	10	2	6	13	17	13	7	10
Column %	10%	12%	8%	11% F	10%	2%	15% F	8%	9%	11%	14%	10%	9%	11%	11%	7%	12%
Very Unlikely																	
Count	127	79	48	32	18	21	25	31	67	26	4	29	63	64	53	35	39
Column %	42%	52% C	32%	27%	33%	60% DE	60% DE	63% DE	48% J	30%	26%	52% J	44%	41%	47%	35%	46%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDEFGHJLMOQ**

68

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	38	12	27	13	13	2	2	8	22	10	1	6	7	31	7	17	15
Column %	13%	8%	18% B	11%	25% DFG	7%	4%	15%	15%	11%	7%	10%	5%	20% M	6%	17% O	17% O
Somewhat Likely																	
Count	57	24	32	31	8	9	3	6	23	22	5	7	26	31	16	25	16
Column %	19%	16%	22%	26% GH	14%	25%	7%	12%	16%	25%	33% L	12%	18%	20%	14%	24%	18%
Neither Likely nor Unlikely																	
Count	51	22	29	17	13	3	11	6	22	12	3	14	24	28	25	12	14
Column %	17%	15%	20%	15%	25%	9%	27%	13%	16%	14%	20%	25%	17%	18%	22%	12%	17%
Somewhat Unlikely																	
Count	26	15	11	12	3	1	6	5	10	7	2	6	10	16	11	7	8
Column %	9%	10%	7%	10%	6%	2%	13%	9%	7%	8%	14%	11%	7%	10%	10%	7%	9%
Very Unlikely																	
Count	128	78	49	46	16	20	20	25	64	36	4	24	76	51	54	41	33
Column %	43%	52% C	33%	38%	30%	58% DE	49%	51% E	45%	42%	26%	42%	53% N	33%	48%	40%	39%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHLMNO**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Very Likely																	
Count	45	16	28	22	9	5	4	5	24	12	3	6	9	35	9	19	16
Column %	15%	11%	19% B	18%	17%	13%	9%	11%	17%	14%	20%	10%	7%	23% M	8%	19% O	19% O
Somewhat Likely																	
Count	51	20	32	25	10	6	3	6	18	19	5	9	26	25	15	25	12
Column %	17%	13%	22% B	21%	19%	18%	8%	12%	13%	22%	34% I	16%	18%	16%	13%	24% O	14%
Neither Likely nor Unlikely																	
Count	53	24	29	21	11	4	9	8	21	12	4	15	22	30	23	13	17
Column %	18%	16%	19%	17%	21%	12%	21%	15%	15%	14%	27%	26%	15%	19%	20%	13%	20%
Somewhat Unlikely																	
Count	32	22	11	17	4	2	5	4	15	14	0	3	15	18	16	8	8
Column %	11%	14%	7%	15%	7%	7%	12%	8%	11%	16%	0%	6%	10%	11%	14%	8%	10%
Very Unlikely																	
Count	119	71	48	34	19	18	20	27	63	29	3	24	70	48	50	37	32
Column %	40%	46% C	32%	29%	36%	50% D	49% D	54% D	45% K	33%	20%	42%	49% N	31%	44%	36%	37%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDIKMNO**

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Yes Count Column %	214 71%	**93** **62%**	**120** **81%** B	**98** **82%** EFH	**34** **64%**	**20** **57%**	29 68%	**33** **66%**	101 72%	63 72%	13 87%	36 64%	**91** **64%**	**123** **78%** M	**69** **61%**	**83** **81%** O	62 73%
No Count Column %	86 29%	**58** **38%** C	**28** **19%**	**22** **18%**	**19** **36%** D	**15** **43%** D	13 32%	**17** **34%** D	40 28%	24 28%	2 13%	20 36%	**52** **36%** N	**35** **22%**	**44** **39%** P	**19** **19%**	23 27%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCDEFHMNOP**

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	214	93	120	98	34	20	29	33	101	63	13	36	91	123	69	83	62
Valid Cases	214	93	120	98	34	20	29	33	101	63	13	36	91	123	69	83	62
Total Mentions	314	137	176	149	54	30	37	44	147	97	21	48	130	184	103	118	93
At home																	
Mentions	164	77	87	**82**	27	**11**	19	25	**77**	**53**	13	**20**	**76**	**87**	**58**	63	**42**
% Valid Cases	77%	82%	72%	**84%**	78%	**53%**	67%	77%	**76%**	**84%**	100%	**57%**	**84%**	**71%**	**84%**	77%	**68%**
% Total Mentions	52%	56%	49%	**55%** F	50%	**36%**	52%	57%	**52%** L	**55%** L	62%	**42%**	**59%** N	**48%**	**56%** Q	54%	**46%**
At a micro gym																	
Mentions	26	9	16	15	4	6	1	1	10	10	2	4	9	16	7	8	10
% Valid Cases	12%	10%	14%	15%	11%	28%	3%	2%	10%	15%	16%	12%	10%	13%	11%	10%	16%
% Total Mentions	8%	7%	9%	10%	7%	19%	2%	2%	7%	10%	10%	9%	7%	9%	7%	7%	11%
At a boutique fitness gym																	
Mentions	12	3	9	7	3	1	0	1	10	0	2	0	3	9	2	4	6
% Valid Cases	6%	3%	7%	7%	9%	4%	0%	2%	10%	0%	15%	0%	3%	8%	3%	5%	9%
% Total Mentions	4%	2%	5%	5%	6%	3%	0%	2%	7%	0%	10%	0%	2%	5%	2%	3%	6%
At a traditional gym																	
Mentions	59	23	36	27	10	5	10	8	22	20	3	14	24	35	17	27	14
% Valid Cases	28%	25%	30%	27%	28%	23%	34%	25%	22%	31%	23%	39%	27%	28%	25%	33%	23%
% Total Mentions	19%	17%	20%	18%	18%	15%	26%	19%	15%	20%	14%	29%	19%	19%	17%	23%	15%
At a public space such as a park																	
Mentions	54	25	29	**18**	11	**8**	8	9	28	14	1	10	17	36	18	**15**	**21**
% Valid Cases	25%	26%	24%	**18%**	32%	**41%**	26%	27%	28%	23%	8%	27%	19%	30%	26%	**18%**	**34%**
% Total Mentions	17%	18%	16%	**12%**	20%	**28%** D	20%	20%	19%	15%	5%	20%	13%	20%	18%	**12%**	**22%** P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DFLNPQ**

72

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	214	93	120	98	34	20	29	33	101	63	13	36	91	123	69	83	62
Valid Cases	214	93	120	98	34	20	29	33	101	63	13	36	91	123	69	83	62
Total Mentions	266	109	156	118	42	28	34	44	132	78	14	42	111	154	83	99	83
At a home																	
Mentions	168	**83**	**85**	76	22	13	26	31	77	51	11	29	73	95	**61**	**63**	**44**
% Valid Cases	79%	**89%**	**70%**	78%	65%	65%	92%	93%	76%	81%	85%	79%	80%	78%	**89%**	**76%**	**71%**
% Total Mentions	63%	**76%** C	**54%**	64%	53%	47%	78%	69%	59%	65%	79%	69%	65%	62%	**73%** PQ	**63%**	**53%**
At a micro gym																	
Mentions	25	**6**	**18**	14	6	5	0	0	12	7	1	4	11	14	5	10	9
% Valid Cases	11%	**7%**	**15%**	14%	18%	24%	0%	0%	12%	12%	8%	12%	12%	11%	8%	13%	14%
% Total Mentions	9%	**6%**	**12%** B	12%	15%	18%	0%	0%	9%	9%	7%	10%	10%	9%	7%	11%	10%
At a boutique fitness gym																	
Mentions	12	2	10	6	4	1	0	0	8	2	1	0	4	8	0	6	6
% Valid Cases	6%	2%	8%	7%	11%	7%	0%	0%	8%	4%	8%	0%	4%	6%	0%	7%	10%
% Total Mentions	4%	2%	6%	6%	9%	5%	0%	0%	6%	3%	7%	0%	4%	5%	0%	6%	7%
At a traditional gym																	
Mentions	13	3	9	7	4	0	1	1	6	5	1	1	7	6	3	6	3
% Valid Cases	6%	3%	8%	7%	11%	0%	3%	5%	6%	8%	8%	2%	8%	5%	5%	8%	5%
% Total Mentions	5%	3%	6%	6%	9%	0%	2%	3%	5%	6%	7%	2%	6%	4%	4%	6%	4%
At a public space such as a park																	
Mentions	49	**15**	**34**	**15**	6	**8**	7	**12**	28	12	0	8	17	32	14	**14**	**21**
% Valid Cases	23%	**16%**	**28%**	**16%**	18%	**42%**	24%	**37%**	28%	19%	0%	23%	19%	26%	20%	**17%**	**33%**
% Total Mentions	18%	**14%**	**22%** B	**13%**	14%	**30%** D	20%	**27%** D	22%	16%	0%	20%	15%	21%	17%	**14%**	**25%** P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BCDPQ**

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	214	93	120	98	34	20	29	33	101	63	13	36	91	123	69	83	62
Yes Count Column %	87 41%	34 36%	53 44%	54 56% FGH	20 59% FGH	6 28%	5 17%	2 7%	34 33%	36 58% IL	6 46%	11 30%	37 40%	50 41%	22 33%	47 56% OQ	18 29%
No Count Column %	127 59%	60 64%	67 56%	43 44%	14 41%	14 72% DE	24 83% DE	31 93% DE	68 67% J	27 42%	7 54%	25 70% J	54 60%	72 59%	46 67% P	36 44%	44 71% P

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Yes Count Column %	97 32%	44 29%	53 36%	56 47% GH	26 49% GH	11 32% GH	2 5%	1 3%	37 26% L	48 56% IL	6 40% L	5 9%	46 32%	51 33%	33 29%	42 42% Q	21 25%
No Count Column %	203 68%	108 71%	95 64%	64 53%	28 51%	24 68%	40 95% DEF	48 97% DEF	104 74% J	39 44%	9 60%	51 91% IJK	97 68%	106 67%	80 71%	60 58%	64 75% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: DEFGHIJKLPQ

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	97	44	53	56	26	11	2	1	37	48	6	5	46	51	33	42	21
Yes Count Column %	69 72%	**27** **61%**	**43** **80%** **B**	42 75%	20 76%	5 48%	1 67%	1 49%	27 72%	34 70%	5 83%	3 66%	36 79%	33 65%	23 70%	29 69%	17 80%
No Count Column %	27 28%	**17** **39%** **C**	**10** **20%**	14 25%	6 24%	6 52%	1 33%	1 51%	10 28%	14 30%	1 17%	2 34%	9 21%	18 35%	10 30%	13 31%	4 20%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BC**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	84	34	50	49	24	9	1	1	31	44	5	4	39	45	26	39	19
Valid Cases	84	34	50	49	24	9	1	1	31	44	5	4	39	45	26	39	19
Total Mentions	193	78	115	127	48	14	3	1	75	95	13	11	79	114	68	76	49
Football																	
Mentions	27	10	16	16	7	3	0	1	**14**	**10**	1	2	9	18	6	12	8
% Valid Cases	32%	30%	33%	33%	28%	35%	0%	100%	**46%**	**22%**	20%	40%	22%	40%	25%	32%	40%
% Total Mentions	14%	13%	14%	13%	14%	22%	0%	100%	**19% J**	**10%**	8%	15%	11%	16%	9%	16%	16%
Baseball/Softball																	
Mentions	19	**11**	**7**	12	5	2	0	0	6	10	3	0	5	13	5	8	5
% Valid Cases	22%	**34%**	**15%**	24%	20%	28%	0%	0%	19%	22%	59%	0%	14%	29%	21%	22%	25%
% Total Mentions	10%	**15% C**	**6%**	9%	10%	17%	0%	0%	8%	10%	23%	0%	7%	12%	8%	11%	10%
Basketball																	
Mentions	28	7	21	17	7	3	1	0	**14**	**10**	2	2	9	19	7	11	10
% Valid Cases	33%	21%	41%	35%	28%	36%	49%	0%	**46%**	**22%**	40%	40%	23%	42%	26%	28%	52%
% Total Mentions	14%	9%	18%	13%	14%	22%	24%	0%	**19% J**	**10%**	15%	15%	11%	16%	10%	14%	21%
Hockey																	
Mentions	4	0	4	4	0	0	0	0	0	2	1	0	4	0	1	2	0
% Valid Cases	4%	0%	7%	7%	0%	0%	0%	0%	0%	6%	20%	0%	9%	0%	4%	6%	0%
% Total Mentions	2%	0%	3%	3%	0%	0%	0%	0%	0%	3%	8%	0%	4%	0%	2%	3%	0%
Soccer																	
Mentions	37	13	24	27	10	1	0	0	11	22	1	3	19	18	13	18	7
% Valid Cases	45%	39%	49%	54%	42%	9%	0%	0%	37%	50%	20%	80%	50%	40%	51%	46%	35%
% Total Mentions	19%	17%	21%	21%	21%	5%	0%	0%	15%	23%	8%	31%	25%	16%	19%	23%	14%
Golf																	
Mentions	11	1	11	8	2	1	0	0	5	5	1	0	5	6	3	3	5
% Valid Cases	13%	2%	21%	17%	9%	9%	0%	0%	17%	11%	20%	0%	13%	14%	12%	9%	24%
% Total Mentions	6%	1%	9%	6%	5%	5%	0%	0%	7%	5%	8%	0%	6%	6%	5%	4%	10%
Tennis																	
Mentions	13	5	8	7	5	1	0	0	5	5	1	2	3	10	2	6	4
% Valid Cases	15%	15%	16%	15%	19%	9%	0%	0%	17%	11%	20%	40%	8%	21%	10%	17%	20%
% Total Mentions	7%	6%	7%	6%	9%	5%	0%	0%	7%	5%	8%	15%	4%	8%	4%	8%	8%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CJ**

77

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Volleyball																	
Mentions	7	2	4	4	2	0	0	0	2	2	1	1	3	3	4	2	1
% Valid Cases	8%	7%	9%	9%	10%	0%	0%	0%	7%	6%	20%	20%	8%	7%	15%	5%	4%
% Total Mentions	3%	3%	4%	3%	5%	0%	0%	0%	3%	3%	8%	8%	4%	3%	6%	2%	2%
Track and Field																	
Mentions	9	5	4	8	2	0	0	0	2	7	0	0	5	5	6	3	1
% Valid Cases	11%	16%	8%	16%	6%	0%	0%	0%	7%	17%	0%	0%	13%	10%	22%	8%	4%
% Total Mentions	5%	7%	3%	6%	3%	0%	0%	0%	3%	8%	0%	0%	6%	4%	8%	4%	2%
Cross Country																	
Mentions	3	1	2	1	1	0	1	0	3	0	0	0	0	3	1	1	1
% Valid Cases	4%	4%	3%	3%	3%	0%	51%	0%	10%	0%	0%	0%	0%	7%	6%	2%	4%
% Total Mentions	2%	2%	1%	1%	2%	0%	25%	0%	4%	0%	0%	0%	0%	3%	2%	1%	2%
Swimming																	
Mentions	15	8	7	10	4	1	1	0	6	7	0	2	6	9	6	2	6
% Valid Cases	18%	23%	14%	19%	16%	9%	51%	0%	19%	17%	0%	40%	14%	21%	25%	6%	32%
% Total Mentions	8%	10%	6%	7%	8%	5%	25%	0%	8%	8%	0%	15%	7%	8%	9%	3%	13%
Wrestling																	
Mentions	7	2	5	6	2	0	0	0	2	5	1	0	5	3	5	1	2
% Valid Cases	9%	7%	10%	12%	6%	0%	0%	0%	5%	11%	20%	0%	13%	6%	19%	3%	8%
% Total Mentions	4%	3%	4%	5%	3%	0%	0%	0%	2%	5%	8%	0%	6%	2%	7%	1%	3%
Lacrosse																	
Mentions	4	3	1	4	0	0	0	0	1	2	1	0	1	3	1	3	0
% Valid Cases	5%	9%	2%	8%	0%	0%	0%	0%	2%	5%	20%	0%	3%	7%	3%	9%	0%
% Total Mentions	2%	4%	1%	3%	0%	0%	0%	0%	1%	3%	8%	0%	1%	3%	1%	4%	0%
Cheerleading																	
Mentions	10	8	2	4	3	2	1	0	3	7	0	0	5	5	7	2	1
% Valid Cases	12%	23%	5%	8%	13%	28%	51%	0%	10%	16%	0%	0%	14%	10%	28%	6%	4%
% Total Mentions	5%	10%	2%	3%	6%	17%	25%	0%	4%	8%	0%	0%	7%	4%	10%	3%	2%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CJ**

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	97	44	53	56	26	11	2	1	37	48	6	5	46	51	33	42	21
I am significantly more concerned now than I was at the beginning of the pandemic																	
Count	39	**13**	**27**	**25**	11	**2**	2	0	**22**	**12**	3	2	**14**	**26**	9	18	12
Column %	41%	**29%**	**50%** B	**45%** F	41%	**14%**	100%	0%	**58%** J	**25%**	49%	50%	**30%**	**51%** M	28%	44%	55%
I am somewhat more concerned now than I was at the beginning of the pandemic																	
Count	20	12	8	10	6	3	0	1	5	12	2	1	10	10	7	**13**	**1**
Column %	21%	27%	16%	18%	24%	28%	0%	49%	14%	25%	34%	17%	21%	20%	20%	**30%** Q	**3%**
My concern is the same as it was at the start of the pandemic																	
Count	33	19	14	17	9	6	0	1	**8**	**22**	1	2	19	13	14	10	8
Column %	34%	42%	26%	31%	33%	51%	0%	51%	**22%**	**45%** I	17%	33%	42%	26%	42%	24%	38%
I am somewhat less concerned now than I was at the beginning of the pandemic																	
Count	1	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	1
Column %	1%	0%	1%	0%	3%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	4%
I am significantly less concerned now than I was at the beginning of the pandemic																	
Count	4	1	3	3	0	1	0	0	1	2	0	0	3	1	3	1	0
Column %	4%	2%	6%	6%	0%	7%	0%	0%	4%	5%	0%	0%	7%	1%	10%	2%	0%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BFIJMQ

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Knowing this makes me much more comfortable with college football getting underway Count	69	30	39	**32**	**15**	**9**	9	**3**	29	22	6	12	**23**	**46**	**19**	**34**	**15**
Column %	23%	19%	26%	**27% H**	**28% H**	**27% H**	21%	**6%**	21%	25%	39%	20%	**16%**	**29% M**	**17%**	**34% OQ**	**18%**
Knowing this makes me somewhat more comfortable with college football getting underway Count	68	**25**	**43**	36	10	6	8	8	27	24	4	13	**40**	**28**	27	21	20
Column %	23%	**17%**	**29% B**	30%	19%	16%	19%	17%	19%	28%	27%	23%	**28% N**	**18%**	24%	21%	24%
Knowing this does not affect my comfort level with college football getting underwat Count	127	**80**	**47**	**37**	22	16	**22**	**30**	**71**	**27**	4	25	59	68	48	38	40
Column %	42%	**52% C**	**32%**	**31%**	42%	46%	**53% D**	**60% D**	**50% J**	**30%**	27%	45%	41%	43%	43%	38%	47%
Knowing this makes me somewhat less comfortable with college football getting underway Count	7	**1**	**7**	3	2	2	0	1	3	2	1	1	5	2	3	3	1
Column %	2%	**0%**	**4% B**	3%	3%	4%	0%	2%	2%	3%	7%	1%	4%	1%	3%	3%	1%
Knowing this makes me much less comfortable with college football getting underway Count	29	17	12	11	5	2	3	8	11	12	0	6	16	13	**15**	**5**	9
Column %	10%	11%	8%	9%	9%	6%	7%	15%	8%	14%	0%	10%	11%	8%	**14% P**	**5%**	10%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDHJMNOPQ**

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Strongly Agree Count	103	46	56	43	17	11	16	15	46	36	7	13	43	60	29	46	28
Column %	34%	31%	38%	36%	32%	33%	37%	31%	33%	42% L	46%	23%	30%	38%	26%	45% O	33%
Somewhat Agree Count	79	36	43	33	14	8	11	13	37	22	3	17	32	47	27	25	28
Column %	26%	24%	29%	28%	26%	24%	26%	26%	26%	25%	20%	31%	23%	30%	24%	24%	33%
Neither Agree nor Disagree Count	94	62	32	32	16	13	14	18	47	17	5	24	50	44	44	26	24
Column %	31%	41% C	21%	27%	30%	38%	33%	37%	33% J	19%	34%	43% J	35%	28%	39% P	25%	28%
Somewhat Disagree Count	16	5	11	11	3	1	1	1	4	10	0	2	13	3	10	5	2
Column %	5%	3%	8%	9%	6%	2%	2%	2%	3%	11% I	0%	3%	9% N	2%	8% Q	5%	2%
Strongly Disagree Count	8	3	5	1	3	1	1	2	6	2	0	0	5	3	3	2	4
Column %	3%	2%	4%	1%	6% D	4%	2%	5%	4%	3%	0%	0%	4%	2%	3%	1%	5%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CDIJLNOPQ

Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
I would attend the World Series if I were given a ticket																	
Count	152	**60**	**92**	**72**	**28**	**19**	20	**14**	67	51	7	27	72	80	50	59	43
Column %	51%	**40%**	**62%** B	**60%** H	**53%** H	**53%** H	47%	**27%**	48%	59%	47%	48%	51%	51%	45%	58%	51%
I would not attend the World Series, even if I were given a ticket																	
Count	148	**92**	**56**	**48**	**25**	**16**	22	**36**	74	36	8	29	71	77	62	43	42
Column %	49%	**60%** C	**38%**	**40%**	**47%**	**47%**	53%	**73%** DEF	52%	41%	53%	52%	49%	49%	55%	42%	49%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BCDEFH**

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Valid Cases	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Total Mentions	474	208	266	204	97	58	54	60	222	148	31	73	229	244	163	164	147
Football																	
Mentions	101	**43**	**58**	45	**24**	**9**	12	**11**	44	32	6	19	49	52	**29**	**41**	31
% Valid Cases	34%	**28%**	**39%**	37%	**45%**	**25%**	28%	**23%**	31%	36%	40%	34%	34%	33%	**25%**	**40%**	37%
% Total Mentions	21%	**21%**	**22%** B	22%	**25%** FH	**15%**	21%	**19%**	20%	21%	20%	26%	21%	21%	**18%**	**25%** O	21%
Baseball																	
Mentions	83	35	49	36	15	11	13	8	**45**	22	6	**10**	40	43	26	28	29
% Valid Cases	28%	23%	33%	30%	29%	30%	32%	17%	**32%**	25%	40%	**17%**	28%	28%	23%	28%	34%
% Total Mentions	18%	17%	18%	17%	16%	18%	25%	14%	**20%** L	15%	20%	**13%**	17%	18%	16%	17%	20%
Basketball																	
Mentions	81	**29**	**51**	51	19	3	5	3	**28**	**34**	**9**	**9**	43	38	30	31	19
% Valid Cases	27%	**19%**	**35%**	42%	35%	9%	11%	7%	**20%**	**39%**	**60%**	**16%**	30%	24%	27%	30%	22%
% Total Mentions	17%	**14%**	**19%** B	25%	19%	5%	9%	6%	**13%** IL	**23%** IL	**30%** IL	**12%**	19%	15%	19%	19%	13%
Hockey																	
Mentions	30	17	14	15	4	6	1	4	16	10	2	2	19	11	15	9	7
% Valid Cases	10%	11%	9%	13%	7%	18%	4%	7%	12%	11%	14%	4%	13%	7%	13%	9%	8%
% Total Mentions	6%	8%	5%	8%	4%	11%	3%	6%	7%	6%	7%	3%	8%	5%	9%	5%	5%
Soccer																	
Mentions	51	**17**	**34**	31	9	6	2	3	**17**	**22**	4	8	20	31	18	18	16
% Valid Cases	17%	**11%**	**23%**	26%	17%	16%	5%	6%	**12%**	**25%**	27%	15%	14%	20%	16%	17%	19%
% Total Mentions	11%	**8%**	**13%** B	15%	9%	10%	4%	5%	**8%**	**15%** I	13%	11%	9%	13%	11%	11%	11%
Automobile Racing (NASCAR, Formula 1, etc.)																	
Mentions	37	23	14	**7**	6	**6**	4	**13**	21	7	1	7	20	17	14	14	9
% Valid Cases	12%	15%	9%	**6%**	12%	**18%**	11%	**26%**	15%	8%	7%	13%	14%	11%	12%	14%	10%
% Total Mentions	8%	11%	5%	**4%**	7%	**11%** D	8%	**21%** D	10%	5%	3%	10%	9%	7%	8%	9%	6%
Golf																	
Mentions	42	16	27	4	8	8	10	12	25	5	0	12	18	24	**11**	**11**	**21**
% Valid Cases	14%	10%	18%	3%	14%	24%	24%	25%	18%	6%	0%	22%	13%	15%	**9%**	**11%**	**25%**
% Total Mentions	9%	8%	10%	2%	8%	14%	19%	20%	11%	3%	0%	17%	8%	10%	**7%**	**7%**	**14%** OP

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BDFHILOP**

83

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Tennis																	
Mentions	47	28	19	**15**	12	**9**	6	5	24	17	2	5	20	27	20	12	15
% Valid Cases	16%	19%	13%	**13%**	21%	**27%**	15%	11%	17%	19%	14%	9%	14%	17%	18%	12%	18%
% Total Mentions	10%	14%	7%	**7%**	12%	**16%** **D**	11%	9%	11%	11%	7%	7%	9%	11%	12%	8%	10%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BDFHILOP**

84

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
I would be much more likely to support the team if it had an African American starting quarterback																	
Count	32	14	17	15	8	5	2	2	15	10	3	4	11	20	9	11	12
Column %	11%	9%	12%	13%	14%	14%	4%	5%	11%	11%	20%	7%	8%	13%	8%	11%	14%
I would be somewhat more likely to support the team if it had an African American starting quarterback																	
Count	47	22	25	32	5	5	4	0	11	22	7	7	21	26	22	17	8
Column %	16%	14%	17%	27% EGH	9%	14% H	10% H	0%	8%	25% I	47% IL	12%	15%	16%	19%	16%	10%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team																	
Count	185	100	85	55	29	23	34	44	101	39	4	41	92	92	69	62	54
Column %	62%	66%	57%	46%	53%	65% D	82% DE	89% DEF	71% JK	44%	27%	72% JK	65%	59%	61%	60%	63%
I would be somewhat less likely to support the team if it had an African American starting quarterback																	
Count	20	8	12	14	4	2	0	1	8	10	1	2	9	11	6	9	5
Column %	7%	5%	8%	11% GH	7%	5%	0%	2%	5%	11%	7%	3%	6%	7%	6%	8%	6%
I would be much less likely to support the team if it had an African American starting quarterback																	
Count	17	8	9	4	9	1	2	2	7	7	0	3	9	8	7	4	6
Column %	6%	6%	6%	3%	16% DF	2%	4%	5%	5%	8%	0%	6%	7%	5%	6%	4%	7%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DEFGHIJKL**

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team. Which of the following do you agree with most? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Steve Nash had a major advantage in getting this head coaching job because of his race																	
Count	36	15	21	**18**	**11**	4	2	**1**	20	12	0	3	17	18	10	15	10
Column %	12%	10%	14%	**15% H**	**20% H**	11%	5%	**2%**	14%	14%	0%	6%	12%	12%	9%	15%	12%
Steve Nash had a minor advantage in getting this head coaching job because of his race																	
Count	50	26	24	23	8	5	6	8	19	15	4	12	20	30	19	21	11
Column %	17%	17%	16%	19%	14%	14%	15%	17%	14%	17%	27%	22%	14%	19%	17%	20%	12%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race																	
Count	37	15	22	**21**	**10**	**2**	**2**	**2**	**9**	**19**	2	6	19	18	15	13	9
Column %	12%	10%	15%	**18% FGH**	**20% FGH**	**5%**	**4%**	**5%**	**6%**	**22% I**	13%	11%	13%	12%	13%	13%	10%
Steve Nash had a major disadvantage in getting this head coaching job because of his race																	
Count	29	**9**	**20**	**18**	5	**5**	**1**	**1**	**8**	**15**	3	3	9	20	9	13	7
Column %	10%	**6%**	**13% B**	**15% GH**	9%	**14% GH**	**2%**	**2%**	**6%**	**17% I**	20%	6%	7%	13%	8%	13%	8%
Race did not play a role in Steve Nash getting this head coaching job																	
Count	148	**87**	**61**	40	20	20	**31**	**37**	**84**	**27**	6	**31**	77	71	**60**	**39**	**49**
Column %	49%	**57% C**	**41%**	33%	38%	57%	**75% DE**	**75% DE**	**60% J**	**30%**	40%	**55% J**	54%	45%	**53% P**	**39%**	**58% P**

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJP**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	149	148	117	54	35	42	49	141	85	15	56	141	157	110	102	85
Noticed a Statement Count Column %	173 58%	**69** **46%**	**104** **70%** **B**	78 66%	28 52%	18 51%	23 56%	26 53%	84 60%	51 60%	10 67%	27 48%	77 54%	96 61%	62 56%	60 59%	51 60%
Did not notice a statement Count Column %	125 42%	**81** **54%** **C**	**44** **30%**	40 34%	26 48%	17 49%	19 44%	23 47%	57 40%	34 40%	5 33%	29 52%	64 46%	61 39%	48 44%	42 41%	35 40%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BC**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	151	146	117	54	35	41	49	140	85	15	56	140	156	112	100	85
Noticed a Statement																	
Count	103	**44**	**60**	45	22	11	10	16	51	31	4	16	44	59	34	36	34
Column %	35%	**29%**	**41%** **B**	38%	40%	32%	24%	32%	37%	37%	27%	29%	32%	38%	30%	36%	40%
Did not notice a statement																	
Count	193	**107**	**86**	73	32	24	31	33	89	53	11	40	96	97	78	64	52
Column %	65%	**71%** **C**	**59%**	62%	60%	68%	76%	68%	63%	63%	73%	71%	68%	62%	70%	64%	60%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BC**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	149	148	117	54	35	42	49	141	85	15	56	141	157	110	102	85
Noticed a Statement Count Column %	145 49%	**60** **40%**	**86** **58%** B	64 54%	26 49%	13 38%	22 52%	20 41%	72 51%	39 46%	7 47%	27 48%	**58** **41%**	**88** **56%** M	53 48%	46 45%	47 55%
Did not notice a statement Count Column %	152 51%	**90** **60%** C	**63** **42%**	53 46%	27 51%	22 62%	20 48%	29 59%	69 49%	46 54%	8 53%	29 52%	**83** **59%** N	**69** **44%**	58 52%	56 55%	39 45%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	296	151	145	117	53	35	41	49	140	85	15	56	140	156	112	99	85
Noticed a Statement Count Column %	60 20%	**21** **14%**	**39** **27%** B	**29** **25%** H	11 20%	**9** **27%** H	6 15%	**5** **9%**	28 20%	15 17%	5 33%	12 21%	**21** **15%**	**39** **25%** M	20 18%	18 18%	22 26%
Did not notice a statement Count Column %	236 80%	**130** **86%** C	**106** **73%**	**89** **75%**	42 80%	**26** **73%**	35 85%	**45** **91%** DF	111 80%	70 83%	10 67%	45 79%	**119** **85%** N	**117** **75%**	92 82%	81 82%	63 74%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDFHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	295	149	146	115	54	35	42	49	141	82	15	56	138	157	110	100	85
Noticed a Statement																	
Count	83	**23**	**60**	**44**	**13**	**14**	8	4	37	27	5	14	**30**	**53**	**23**	**33**	27
Column %	28%	**15%**	**41%**	**38%**	**24%**	**40%**	**20%**	**8%**	26%	33%	34%	25%	**22%**	**33%**	**21%**	**33%**	31%
		B		GH	H	GH								M		O	
Did not notice a statement																	
Count	212	**126**	**86**	**71**	**41**	**21**	**34**	**46**	104	56	10	42	**108**	**105**	**87**	**67**	59
Column %	72%	**85%**	**59%**	**62%**	**76%**	**60%**	**80%**	**92%**	74%	67%	66%	75%	**78%**	**67%**	**79%**	**67%**	69%
		C					DF	DEF					N		P		

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHMNOP**

91

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Noticed a Statement																	
Count	94	**31**	**64**	39	14	14	11	16	49	22	7	17	37	57	29	34	32
Column %	31%	**20%**	**43%** B	32%	27%	40%	26%	32%	34%	25%	47%	29%	26%	36%	25%	33%	37%
Did not notice a statement																	
Count	206	**121**	**85**	81	39	21	31	33	93	65	8	40	106	100	84	68	53
Column %	69%	**80%** C	**57%**	68%	73%	60%	74%	68%	66%	75%	53%	71%	74%	64%	75%	67%	63%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BC**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	294	149	146	115	54	35	42	49	140	82	15	56	137	157	110	100	85
Noticed a Statement Count Column %	77 26%	**25** **17%**	**52** **36%** **B**	**37** **32%** **H**	**17** **32%** **H**	8 24%	7 17%	**7** **14%**	38 27%	22 26%	5 34%	11 20%	**28** **20%**	**49** **31%** **M**	23 21%	27 27%	27 32%
Did not notice a statement Count Column %	218 74%	**124** **83%** **C**	**94** **64%**	**78** **68%**	**37** **68%**	27 76%	35 83%	**42** **86%** **DE**	102 73%	61 74%	10 66%	45 80%	**110** **80%** **N**	**108** **69%**	87 79%	73 73%	58 68%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEHMN**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Noticed a Statement Count Column %	67 22%	**23** **15%**	**44** **30%** **B**	**35** **29%** **GH**	**16** **30%** **GH**	**9** **27%** **H**	**5** **11%**	**1** **3%**	34 24%	19 22%	5 33%	8 15%	**22** **15%**	**44** **28%** **M**	19 16%	27 26%	21 25%
Did not notice a statement Count Column %	233 78%	**129** **85%** **C**	**104** **70%**	**85** **71%**	**38** **70%**	**26** **73%**	**37** **89%** **DE**	**48** **97%** **DEF**	107 76%	68 78%	10 67%	48 85%	**121** **85%** **N**	**113** **72%**	94 84%	75 74%	64 75%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	152	147	120	54	34	42	49	140	87	15	56	143	156	113	102	84
Noticed a Statement																	
Count	55	24	31	**26**	**14**	8	**3**	**4**	26	14	5	10	**16**	**39**	17	21	18
Column %	19%	16%	21%	**22%** **H**	**27%** **GH**	22%	**8%**	**8%**	19%	17%	33%	17%	**11%**	**25%** **M**	15%	20%	21%
Did not notice a statement																	
Count	244	127	116	**94**	**39**	27	**39**	**45**	114	73	10	47	**127**	**117**	96	81	66
Column %	81%	84%	79%	**78%**	**73%**	78%	**92%** **E**	**92%** **DE**	81%	83%	67%	83%	**89%** **N**	**75%**	85%	80%	79%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢   **Significant difference within groups: DEGHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Noticed a Statement Count Column %	96 32%	38 25%	57 39% B	43 36% H	19 35% H	13 36% H	14 35% H	6 12%	47 33%	27 31%	6 40%	16 28%	32 22%	64 41% M	32 28%	35 34%	29 34%
Did not notice a statement Count Column %	204 68%	113 75% C	91 61%	77 64%	35 65%	22 64%	27 65%	43 88% DEFG	94 67%	61 69%	9 60%	41 72%	111 78% N	93 59%	81 72%	67 66%	56 66%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEFGHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Noticed a Statement Count Column %	67 22%	28 19%	38 26%	**38** **32%** **GH**	10 18%	**9** **25%** **H**	**6** **14%**	**4** **8%**	**26** **18%**	24 28%	**7** **47%** **IL**	**9** **16%**	28 20%	39 25%	26 23%	21 20%	20 23%
Did not notice a statement Count Column %	233 78%	124 81%	110 74%	**81** **68%**	44 82%	**26** **75%**	**36** **86%** **D**	**46** **92%** **DF**	**115** **82%** **K**	63 72%	**8** **53%**	**47** **84%** **K**	115 80%	119 75%	87 77%	81 80%	65 77%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DFGHIKL**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	149	147	117	53	35	42	49	140	85	15	56	141	156	110	102	84
Noticed a Statement Count Column %	70 24%	32 21%	39 26%	**32 28% H**	**15 29% H**	**9 26% H**	10 24%	**4 8%**	34 24%	17 20%	6 40%	13 23%	**22 15%**	**49 31% M**	25 22%	25 24%	21 25%
Did not notice a statement Count Column %	226 76%	118 79%	109 74%	**85 72%**	**38 71%**	**26 74%**	32 76%	**46 92% DEF**	106 76%	68 80%	9 60%	43 77%	**119 85% N**	**107 69%**	86 78%	78 76%	63 75%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DEFHMN**

98

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	152	147	120	54	35	41	49	140	87	15	56	142	157	112	102	85
Noticed a Statement																	
Count	57	21	37	29	12	9	4	2	25	17	5	10	19	38	17	19	22
Column %	19%	14%	25% B	25% H	23% H	27% H	10%	5%	18%	20%	33%	18%	13%	24% M	15%	18%	26%
Did not notice a statement																	
Count	242	131	111	90	42	26	37	47	115	70	10	46	123	119	95	83	63
Column %	81%	86% C	75%	75%	77%	73%	90%	95% DEF	82%	80%	67%	82%	87% N	76%	85%	82%	74%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFHMN

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count	72	27	45	40	19	5	7	2	28	32	5	7	31	40	21	33	17
Column %	24%	18%	30% B	33% FH	34% FH	14%	17% H	3%	20%	36% IL	33%	13%	22%	26%	19%	32% O	20%
Somewhat more favorable impression Count	49	15	34	25	8	5	8	3	15	15	4	15	27	21	19	17	13
Column %	16%	10%	23% B	21% H	15%	14%	19%	6%	11% I	17%	27%	27% I	19%	14%	17%	17%	15%
Less favorable impression Count	21	13	8	6	4	5	4	2	10	5	2	4	8	13	5	5	10
Column %	7%	8%	5%	5%	7%	13%	9%	3%	7%	5%	13%	7%	6%	8%	5%	5%	12%
Much less favorable impression Count	30	14	16	10	2	5	4	8	18	7	0	5	12	18	15	8	8
Column %	10%	10%	10%	8%	4%	15%	11%	17% E	13%	8%	0%	9%	8%	11%	13%	8%	9%
No impact Count	129	83	46	40	21	15	18	35	71	29	4	25	64	65	53	39	37
Column %	43%	55% C	31%	33%	39%	44%	44%	71% DEFG	50% J	33%	26%	45%	45%	41%	47%	38%	44%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJLO**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count Column %	46 15%	19 13%	27 18%	21 18% H	12 22% H	5 15%	6 15% H	2 3%	14 10%	22 25% I	2 14%	8 15%	17 12%	30 19%	10 9%	23 22% O	14 16%
Somewhat more favorable impression Count Column %	55 18%	20 13%	35 24% B	31 26% FH	14 26% H	3 9%	6 15% H	0 0%	20 14%	15 17%	6 40% IJ	14 25%	26 18%	29 18%	21 19%	18 18%	16 18%
Less favorable impression Count Column %	28 9%	11 7%	17 11%	11 9%	5 9%	5 13%	4 9%	3 6%	14 10%	10 11%	2 13%	2 3%	16 11%	12 8%	10 9%	10 9%	8 9%
Much less favorable impression Count Column %	20 7%	9 6%	10 7%	9 7%	1 3%	4 11%	2 4%	4 8%	8 6%	7 8%	0 0%	4 7%	8 5%	12 7%	8 8%	7 7%	4 4%
No impact Count Column %	152 51%	92 61% C	59 40%	47 39%	22 40%	18 52%	24 56%	41 83% DEFG	84 60% JK	34 39%	5 33%	29 51%	77 54%	75 48%	63 56%	45 44%	44 52%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKO**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count	63	23	40	37	13	4	6	2	20	32	5	7	25	38	19	29	16
Column %	21%	15% B	27% B	31% FGH	25% H	12%	15%	5%	14%	36% IL	34% L	12%	18%	24%	17%	28% O	18%
Somewhat more favorable impression Count	46	19	27	23	13	2	6	2	16	12	3	14	23	22	16	16	14
Column %	15%	12%	18%	19% FH	24% FH	4%	15%	5%	12%	14%	20%	25% I	16%	14%	14%	16%	16%
Less favorable impression Count	36	19	17	14	6	8	6	1	14	12	2	7	17	19	15	9	11
Column %	12%	12%	11%	12% H	11% H	23% H	15% H	2%	10%	14%	13%	13%	12%	12%	13%	9%	13%
Much less favorable impression Count	23	8	15	6	1	5	4	7	16	2	1	3	11	12	8	7	8
Column %	8%	6%	10%	5%	3%	15% DE	9%	14% D	12% J	3%	7%	6%	7%	8%	7%	7%	10%
No impact Count	132	82	50	40	20	16	19	37	74	29	4	25	67	65	55	41	36
Column %	44%	54% C	34%	33%	38%	46%	45%	75% DEFG	52% J	33%	26%	45%	47%	41%	49%	40%	43%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJLO**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	41	10	31	20	11	4	4	2	14	20	4	4	16	26	9	21	12
Column %	14%	7%	21% B	17% H	20% H	11%	10%	5%	10%	22% IL	27%	7%	11%	16%	8%	21% O	14%
Somewhat more favorable impression																	
Count	46	14	32	25	12	4	5	0	14	15	3	15	18	28	12	20	14
Column %	15%	9%	21% B	21% H	22% H	12% H	12% H	0%	10%	17%	20%	26% I	13%	18%	11%	19%	17%
Less favorable impression																	
Count	25	14	11	12	4	5	3	2	12	7	2	4	10	15	12	8	6
Column %	8%	9%	7%	10%	7%	13%	8%	3%	8%	8%	13%	7%	7%	10%	10%	8%	7%
Much less favorable impression																	
Count	19	7	13	7	5	4	1	3	10	5	0	4	11	8	8	7	4
Column %	6%	4%	8%	6%	8%	11%	2%	6%	7%	6%	0%	7%	8%	5%	8%	7%	4%
No impact																	
Count	168	106	62	56	22	19	29	43	92	41	6	29	88	80	72	46	50
Column %	56%	70% C	42%	46%	42%	53%	69% DE	86% DEFG	65% J	47%	40%	52%	62%	51%	64% P	45%	58%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJLOP**

103

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count Column %	50 17%	20 13%	30 20%	29 25% H	12 22% H	3 9%	4 10%	2 3%	14 10%	27 31% IL	4 27%	5 9%	16 11%	34 21% M	12 11%	26 25% OQ	12 14%
Somewhat more favorable impression Count Column %	42 14%	9 6%	33 22% B	21 18% H	11 21% H	4 12%	3 8%	2 5%	14 10%	12 14%	2 14%	14 25% I	21 15%	21 13%	12 11%	19 18%	11 13%
Less favorable impression Count Column %	25 8%	12 8%	13 8%	9 7%	5 10%	5 15% H	4 10% H	1 2%	11 8%	7 8%	2 13%	4 7%	8 5%	17 11%	7 6%	8 8%	9 11%
Much less favorable impression Count Column %	16 5%	8 5%	8 5%	5 5%	1 3%	4 11%	2 4%	4 8%	10 7%	2 3%	0 0%	4 7%	9 6%	8 5%	8 7%	6 5%	3 4%
No impact Count Column %	167 56%	102 67% C	65 44%	55 46%	24 45%	19 53%	29 69% DE	41 83% DEF	92 66% J	39 44%	7 46%	29 52%	89 63% N	78 50%	74 66% P	44 43%	50 58% P

* Denotes variable with statistically significant findings

　Significant difference within groups: BCDEFHIJLMNOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	44	**14**	**30**	21	10	5	5	4	17	17	4	6	16	28	11	19	15
Column %	15%	**9%**	**20% B**	17%	19%	14%	12%	8%	12%	20%	27%	10%	11%	18%	9%	18%	18%
Somewhat more favorable impression																	
Count	49	**16**	**33**	**23**	**16**	5	**4**	**2**	17	15	4	13	22	27	14	21	14
Column %	16%	**11%**	**22% B**	**19% H**	**29% GH**	14%	**10%**	**3%**	12%	17%	27%	23%	16%	17%	12%	21%	17%
Less favorable impression																	
Count	27	14	12	11	4	5	5	2	13	7	1	6	10	17	11	8	7
Column %	9%	9%	8%	9%	7%	13%	12%	5%	9%	8%	7%	10%	7%	11%	10%	8%	8%
Much less favorable impression																	
Count	17	8	10	10	1	3	1	2	7	7	0	2	9	8	8	7	2
Column %	6%	5%	6%	8%	3%	9%	2%	4%	5%	8%	0%	4%	7%	5%	7%	7%	3%
No impact																	
Count	163	**100**	**63**	**56**	**23**	**18**	**27**	**39**	**87**	**41**	6	29	85	78	**70**	**47**	47
Column %	54%	**66% C**	**43%**	**47%**	**42%**	**50%**	**65% DE**	**80% DEF**	**61% J**	**47%**	39%	52%	60%	50%	**62% P**	**46%**	55%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHJP

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count Column %	34 11%	13 8%	21 14%	14 12%	**12** **22%** **H**	3 10%	3 8%	**2** **3%**	**14** **10%**	12 14%	**5** **33%** **IL**	**3** **6%**	**7** **5%**	**26** **17%** **M**	**5** **4%**	**17** **17%** **O**	**12** **14%** **O**
Somewhat more favorable impression Count Column %	38 13%	**11** **7%**	**27** **18%** **B**	**21** **17%** **H**	**9** **17%** **H**	4 12%	2 6%	**2** **3%**	12 8%	15 17%	1 7%	10 18%	19 14%	18 12%	11 10%	15 14%	12 14%
Less favorable impression Count Column %	33 11%	17 11%	17 11%	**16** **14%** **H**	7 13%	5 16%	3 8%	**2** **3%**	14 10%	12 14%	3 20%	5 9%	17 12%	17 11%	15 13%	10 10%	9 10%
Much less favorable impression Count Column %	19 6%	7 5%	11 8%	8 7%	1 3%	4 11%	2 6%	3 6%	11 8%	2 3%	1 7%	4 7%	10 7%	8 5%	8 7%	8 8%	3 4%
No impact Count Column %	176 59%	**104** **68%** **C**	**72** **49%**	**61** **51%**	**25** **46%**	**18** **52%**	**31** **73%** **DE**	**42** **85%** **DEF**	**91** **64%** **K**	46 53%	**5** **33%**	34 61%	89 62%	87 56%	**74** **66%** **P**	**53** **52%**	50 58%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFHIKLMOP

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count	43	17	26	23	12	6	2	2	20	14	3	6	11	32	8	19	16
Column %	14%	11%	18%	19% GH	22% GH	16%	4%	3%	14%	17%	20%	10%	8%	20% M	7%	19% O	18% O
Somewhat more favorable impression Count	37	12	26	21	11	2	2	2	10	15	3	10	20	17	14	19	5
Column %	12%	8%	17% B	18% FGH	21% FGH	4%	4%	3%	7%	17% I	20%	17% I	14%	11%	12%	18% Q	6%
Less favorable impression Count	27	12	16	12	4	3	7	2	7	12	2	7	15	12	13	10	5
Column %	9%	8%	11%	10%	7%	9%	16% H	3%	5%	14% I	13%	12%	11%	8%	11%	9%	6%
Much less favorable impression Count	12	5	7	4	2	3	0	3	7	2	0	2	6	6	3	5	5
Column %	4%	3%	5%	3%	4%	9%	0%	6%	5%	3%	0%	4%	4%	4%	3%	5%	5%
No impact Count	180	106	74	60	25	22	32	42	98	44	7	32	90	90	75	50	55
Column %	60%	70% C	50%	50%	46%	62%	76% DE	85% DEF	69% J	50%	46%	56%	63%	57%	67% P	49%	65% P

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHIJMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable Count Column %	32 11%	10 7% B	22 15% B	20 17% GH	5 10%	4 12% G	1 2%	2 3%	11 7%	17 20% IL	2 13%	2 4%	13 9%	19 12%	11 9%	13 13%	8 10%
Somewhat more favorable impression Count Column %	43 14%	15 10%	28 19% B	22 18% H	11 20% H	4 12%	4 10%	2 3%	17 12%	10 11%	4 27%	12 21%	20 14%	23 15%	11 10%	16 16%	15 18%
Less favorable impression Count Column %	30 10%	15 10%	15 10%	15 12%	5 9%	3 9%	6 14%	2 3%	7 5%	12 14% I	3 20% I	8 15% I	12 8%	18 12%	12 11%	10 10%	8 10%
Much less favorable impression Count Column %	16 5%	6 4%	10 7%	5 5%	5 9%	3 9%	0 0%	3 6%	8 6%	5 6%	0 0%	3 6%	7 5%	9 6%	5 4%	10 9%	2 3%
No impact Count Column %	179 60%	105 69% C	74 50%	57 48%	28 52%	21 59%	31 74% DE	42 85% DEF	98 70% JKL	44 50%	6 40%	31 55%	91 64%	88 56%	74 66% P	53 52%	52 61%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKLP

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	46	20	26	30	7	4	3	2	16	22	5	3	17	29	14	17	14
Column %	15%	13%	18%	25% GH	13%	12%	8%	3%	11%	25% IL	34% IL	6%	12%	18%	13%	17%	17%
Somewhat more favorable impression																	
Count	37	15	22	19	10	1	6	2	13	12	1	12	18	20	16	13	8
Column %	12%	10%	15%	15% FH	19% FH	2%	15% FH	3%	9%	14%	7%	20% I	12%	13%	14%	13%	9%
Less favorable impression																	
Count	35	12	23	16	6	7	3	2	13	15	1	7	18	17	10	13	11
Column %	12%	8%	16% B	13%	11%	21% H	8%	5%	9%	17%	7%	12%	13%	11%	9%	13%	13%
Much less favorable impression																	
Count	16	6	10	2	5	5	2	3	10	2	0	4	5	11	5	7	4
Column %	5%	4%	7%	2%	9%	13% D	4%	6%	7%	3%	0%	7%	4%	7%	5%	7%	4%
No impact																	
Count	166	100	66	53	26	18	27	41	90	36	8	31	85	81	67	51	48
Column %	55%	66% C	45%	44%	48%	52%	65% D	83% DEFG	64% J	42%	53%	55%	59%	52%	59%	50%	56%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJL**

109

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	24	9	15	14	4	2	2	2	6	10	4	4	6	18	7	8	9
Column %	8%	6%	10%	12%	7%	7%	4%	3%	4%	11% I	27% I	7%	4%	11% M	6%	8%	10%
Somewhat more favorable impression																	
Count	51	20	31	29	11	4	6	1	19	17	1	13	22	29	17	20	14
Column %	17%	13%	21%	24% H	20% H	12% H	15% H	2%	14%	20%	7%	24%	16%	18%	15%	19%	17%
Less favorable impression																	
Count	22	11	11	7	6	5	2	2	9	7	2	4	11	11	7	10	5
Column %	7%	7%	7%	5%	12%	13%	6%	5%	6%	8%	13%	7%	8%	7%	6%	10%	6%
Much less favorable impression																	
Count	20	5	15	9	3	4	1	3	8	7	0	4	9	11	8	9	3
Column %	7%	3%	10% B	7%	6%	11%	2%	6%	6%	8%	0%	7%	6%	7%	7%	9%	4%
No impact																	
Count	183	108	76	62	30	20	30	42	98	46	8	31	95	88	74	55	54
Column %	61%	71% C	51%	51%	55%	57%	72% D	85% DEF	70% JL	53%	53%	55%	66%	56%	66%	54%	64%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDEFHIJLM**

110

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	39	**14**	**25**	**23**	**11**	3	**2**	**2**	19	15	2	4	14	26	12	15	12
Column %	13%	**9%**	**17%** B	**19%** GH	**20%** GH	9%	**4%**	**3%**	13%	17%	13%	7%	10%	16%	11%	15%	15%
Somewhat more favorable impression																	
Count	33	**11**	**22**	**15**	**7**	**4**	**7**	**1**	**9**	10	2	**13**	13	21	**6**	**17**	10
Column %	11%	**7%**	**15%** B	**12%** H	**13%** H	**12%** H	**16%** H	**2%**	**6%**	11%	14%	**22%** I	9%	13%	**6%**	**17%** O	11%
Less favorable impression																	
Count	21	6	14	8	4	5	3	2	9	5	2	5	9	12	7	8	6
Column %	7%	4%	10%	7%	7%	13%	6%	3%	6%	6%	13%	9%	6%	8%	6%	8%	8%
Much less favorable impression																	
Count	28	13	15	14	4	4	2	4	9	12	2	5	17	11	**15**	10	**3**
Column %	9%	9%	10%	12%	7%	11%	6%	8%	6%	14%	13%	9%	12%	7%	**13%** Q	10%	**4%**
No impact																	
Count	179	**107**	**72**	**61**	**28**	**19**	**29**	**42**	**95**	**46**	7	30	91	88	**73**	**52**	54
Column %	60%	**70%** C	**48%**	**51%**	**52%**	**55%**	**69%** D	**85%** DEF	**68%** J	**53%**	46%	53%	64%	56%	**65%** P	**51%**	63%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJOPQ**

* Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	152	148	120	54	35	42	49	141	87	15	56	143	157	113	102	85
Much more favorable																	
Count	34	13	21	**18**	8	5	**2**	**2**	**13**	**10**	**5**	**7**	**8**	**26**	**7**	14	**13**
Column %	11%	9%	14%	**15% GH**	14%	14%	**4%**	**3%**	**9%**	**11%**	**33% IJL**	**12%**	**6%**	**16% M**	**6%**	14%	**15% O**
Somewhat more favorable impression																	
Count	37	**13**	**24**	**23**	**8**	2	3	**1**	15	12	2	8	18	19	12	17	9
Column %	12%	**9%**	**16% B**	**19% H**	**15% H**	6%	7%	**2%**	11%	14%	14%	15%	13%	12%	11%	16%	10%
Less favorable impression																	
Count	27	12	15	13	5	4	3	2	9	12	1	5	16	11	8	13	6
Column %	9%	8%	10%	11%	10%	11%	8%	3%	6%	14%	7%	9%	11%	7%	8%	13%	7%
Much less favorable impression																	
Count	14	6	8	4	4	3	0	3	7	5	0	2	3	11	2	6	5
Column %	5%	4%	5%	3%	7%	9%	0%	6%	5%	6%	0%	3%	2%	7%	2%	6%	6%
No impact																	
Count	188	**108**	**80**	**62**	**29**	**21**	**34**	**43**	**97**	**48**	7	35	97	90	**83**	**52**	53
Column %	63%	**71% C**	**54%**	**51%**	**54%**	**59%**	**80% DEF**	**86% DEF**	**69% J**	**56%**	46%	62%	68%	57%	**73% P**	**51%**	62%

Weight Variable = Pacific Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJLMOP

ASU National Sports Public Opinion Pulse
Plains Topline and Crosstabs

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	153
Column %	51%
Male	
Count	146
Column %	49%
Intersex	
Count	1
Column %	0%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	101
Column %	34%
35 to 44 years old	
Count	50
Column %	17%
45 to 54 years old	
Count	46
Column %	15%
55 to 64 years old	
Count	40
Column %	13%
65 years old or more	
Count	63
Column %	21%

HHI

	Total
Sample Size	300
Under $50k	
Count	125
Column %	42%
$50k to $100k	
Count	108
Column %	36%
$100k+	
Count	67
Column %	22%

Ethnicity

	Total
Sample Size	300
White	
Count	178
Column %	59%
Hispanic	
Count	66
Column %	22%
AA	
Count	37
Column %	12%
Asain	
Count	12
Column %	4%
Other	
Count	7
Column %	2%

Education

	Total
Sample Size	300
HS or less	
Count	59
Column %	20%
Some College/Trade School	
Count	102
Column %	34%
College Grad	
Count	96
Column %	32%
Post Grad or higher	
Count	43
Column %	14%

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often																	
Count	97	36	59	33	21	20	8	14	51	20	21	4	48	49	26	44	27
Column %	32%	24%	41% B	33%	42% GH	44% GH	20%	22%	29%	31%	57% IJL	22%	29%	35%	21%	40% O	40% O
Somewhat Often																	
Count	75	34	41	36	9	7	8	16	40	24	6	5	35	41	27	31	18
Column %	25%	23%	28%	35% EF	18%	15%	21%	25%	23%	36% IK	16%	29%	21%	29%	21%	29%	27%
Not Very Often																	
Count	18	12	6	6	2	3	4	3	13	3	1	0	9	9	7	7	4
Column %	6%	8%	4%	5%	3%	7%	10%	5%	7%	5%	4%	0%	5%	7%	6%	6%	6%
Not Often at All																	
Count	41	20	21	9	7	4	9	12	27	7	0	8	25	16	24	11	6
Column %	14%	13%	14%	9%	14%	9%	22% D	20% D	15% K	10%	0%	42% IJK	16%	12%	19%	10%	9%
I don't watch sports																	
Count	69	50	19	17	11	12	11	18	47	12	9	2	46	23	41	16	12
Column %	23%	33% C	13%	17%	21%	26%	27%	28%	26% L	18%	23%	8%	28% N	17%	33% PQ	15%	18%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLNOPQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often																	
Count	91	**29**	**61**	29	17	17	10	19	**49**	**14**	**18**	**11**	47	44	34	35	22
Column %	30%	**19%**	**42%** B	28%	34%	36%	24%	30%	**27%**	**21%**	**49%** IJ	**55%** IJ	29%	32%	27%	33%	33%
Somewhat Often																	
Count	66	29	37	30	10	8	6	13	39	19	7	2	29	37	20	28	18
Column %	22%	19%	25%	29%	20%	16%	14%	21%	22%	29%	20%	8%	18%	27%	16%	26%	27%
Not Very Often																	
Count	32	**22**	**9**	10	5	7	6	4	**15**	**12**	1	3	19	13	13	15	3
Column %	11%	**14%** C	**6%**	9%	10%	15%	16%	6%	**9%**	**18%** I	4%	17%	12%	9%	11%	14%	5%
Not Often at All																	
Count	45	27	19	14	8	5	10	9	**32**	10	**2**	2	22	24	19	15	11
Column %	15%	18%	13%	14%	16%	11%	24%	14%	**18%** K	15%	**4%**	12%	13%	17%	16%	14%	16%
I don't watch sports																	
Count	66	**45**	**21**	19	10	10	9	18	44	12	9	2	**45**	**21**	**39**	**15**	12
Column %	22%	**30%** C	**14%**	19%	20%	22%	21%	29%	25%	18%	23%	8%	**28%** N	**15%**	**31%** P	**14%**	18%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: BCIJKNP**

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Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often Count	42	14	28	20	12	7	1	3	19	16	6	2	22	20	15	17	10
Column %	14%	9%	19% B	20% GH	23% GH	16% GH	2%	4%	11%	24% I	16%	8%	14%	14%	12%	16%	16%
Somewhat Often Count	42	23	19	25	10	5	0	2	16	12	12	2	18	24	17	16	10
Column %	14%	15%	13%	25% GH	19% GH	12%	0%	3%	9%	18%	32% I	12%	11%	17%	13%	15%	14%
Not Very Often Count	37	17	19	16	9	7	2	3	19	7	6	6	15	22	12	17	8
Column %	12%	11%	13%	16% GH	18% G	16%	4%	5%	11%	10%	16%	30% IJ	9%	16%	10%	15%	13%
Not Often at All Count	83	34	49	19	3	9	23	29	63	10	3	6	43	40	28	34	21
Column %	28%	22%	34% B	18%	7%	20%	57% DEF	46% DEF	35% JK	15%	8%	34% K	26%	29%	22%	31%	32%
I don't watch sports Count	96	65	31	21	16	17	15	27	61	22	10	3	64	32	54	25	17
Column %	32%	43% C	21%	21%	33%	36% D	37% D	43% D	34%	33%	27%	16%	39% N	23%	43% PQ	23%	26%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKNPQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often Count	36	14	22	24	5	5	1	2	15	10	11	1	17	19	13	13	10
Column %	12%	9%	15%	24% EFGH	10%	10%	2%	3%	8%	16%	28% IL	4%	11%	14%	11%	12%	15%
Somewhat Often Count	45	18	27	20	14	10	0	2	22	13	6	4	17	28	12	21	13
Column %	15%	12%	18%	20% GH	27% GH	21% GH	0%	2%	12%	20%	16%	21%	10%	20% M	9%	19% O	19%
Not Very Often Count	35	21	14	13	6	4	1	11	15	7	4	9	24	11	21	9	5
Column %	12%	14%	10%	13% G	12%	8%	2%	18% G	9%	10%	11%	46% IJK	15%	8%	17% P	8%	8%
Not Often at All Count	84	35	49	22	10	10	21	21	61	15	6	2	39	46	26	36	22
Column %	28%	23%	34% B	22%	19%	21%	53% DEF	34%	34% KL	23%	16%	8%	24%	33%	21%	34% O	33%
I don't watch sports Count	99	65	33	22	16	18	17	27	65	20	10	4	65	35	53	29	17
Column %	33%	43% C	23%	22%	31%	39% D	43% D	43% D	36%	31%	27%	21%	40% N	25%	42% PQ	27%	26%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often																	
Count	37	13	24	24	7	4	0	2	21	7	7	1	14	22	12	14	11
Column %	12%	8%	16%	24%	14%	8%	0%	3%	12%	11%	20%	4%	9%	16%	9%	13%	17%
			B	FGH	GH									M			
Somewhat Often																	
Count	46	22	24	24	13	7	0	1	16	15	12	3	26	20	19	19	8
Column %	15%	14%	16%	24%	27%	16%	0%	1%	9%	23%	33%	17%	16%	14%	15%	18%	11%
				GH	GH	GH				I	I						
Not Very Often																	
Count	19	11	8	9	6	2	0	2	8	5	3	3	8	11	7	6	6
Column %	6%	7%	5%	9%	12%	5%	0%	3%	5%	8%	8%	16%	5%	8%	6%	6%	9%
Not Often at All																	
Count	101	44	56	20	9	17	24	30	69	19	4	9	53	47	38	39	24
Column %	34%	29%	38%	20%	18%	38%	59%	48%	39%	28%	12%	47%	33%	34%	30%	36%	36%
						DE	DEF	DE	K			K					
I don't watch sports																	
Count	98	63	35	23	15	15	16	28	64	20	10	3	61	37	50	30	18
Column %	33%	41%	24%	23%	30%	33%	41%	45%	36%	31%	27%	16%	37%	27%	40%	28%	27%
		C					D	D									

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCDEFGHIKM**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often																	
Count	42	20	21	19	7	6	3	6	23	7	10	2	19	23	15	13	14
Column %	14%	13%	14%	19% G	15%	14%	6%	9%	13%	10%	28% IJ	9%	12%	17%	12%	12%	21%
Somewhat Often																	
Count	43	16	27	26	5	5	1	7	23	12	6	2	16	28	11	23	9
Column %	14%	11%	18%	25% EFGH	9%	11%	2%	12% G	13%	18%	16%	13%	10%	20% M	9%	21% O	14%
Not Very Often																	
Count	35	16	19	13	8	7	3	3	18	12	3	2	16	19	10	15	11
Column %	12%	10%	13%	13%	17%	16%	8%	5%	10%	18%	8%	12%	10%	14%	8%	13%	17%
Not Often at All																	
Count	78	32	46	18	12	10	18	20	50	12	7	9	45	33	34	28	16
Column %	26%	21%	32% B	18%	24%	21%	45% DEF	31%	28%	18%	20%	46% JK	28%	24%	27%	26%	24%
I don't watch sports																	
Count	102	69	32	24	17	18	16	27	64	24	10	4	66	35	55	30	16
Column %	34%	45% C	22%	24%	35%	38%	39%	43% D	36%	36%	27%	20%	41% N	26%	44% PQ	28%	24%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: BCDEFGHIJKMNOPQ**

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Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Often Count	33	8	25	21	7	2	1	2	18	5	9	1	18	16	14	13	7
Column %	11%	6%	17% B	21% FGH	15% GH	5%	2%	3%	10%	8%	25% IJL	4%	11%	11%	11%	12%	10%
Somewhat Often Count	53	27	26	20	10	11	2	11	25	13	4	10	25	28	18	19	15
Column %	18%	17%	18%	20% G	19% G	23% G	4%	17% G	14%	20%	12%	50% IJK	15%	20%	15%	18%	22%
Not Very Often Count	62	26	36	18	11	7	10	16	35	15	7	4	24	38	14	32	17
Column %	21%	17%	25%	18%	23%	16%	24%	25%	20%	23%	20%	20%	15%	28% M	11%	29% O	25% O
Not Often at All Count	66	35	32	22	6	8	16	14	47	12	6	2	38	28	30	21	16
Column %	22%	23%	22%	22%	12%	18%	41% DEFH	22%	27% L	18%	16%	8%	24%	20%	24%	19%	24%
I don't watch sports Count	86	57	27	19	16	18	12	21	52	20	10	3	57	28	50	23	12
Column %	29%	37% C	19%	19%	31%	39% D	29%	34% D	29%	31%	27%	17%	35% N	20%	40% PQ	22%	18%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🔲 **Significant difference within groups: BCDEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	111	**42**	**67**	**43**	20	16	**9**	23	**59**	**17**	**24**	**11**	62	49	43	44	24
Column %	37%	**28%**	**46%** B	**42%** G	40%	35%	**22%**	36%	**33%**	**26%**	**65%** IJ	**56%** IJ	38%	35%	34%	41%	36%
Somewhat Favorable																	
Count	73	42	31	27	12	10	9	14	**40**	**23**	7	**2**	36	37	31	25	16
Column %	24%	28%	21%	27%	25%	22%	22%	22%	**22%**	**35%** IL	20%	**12%**	22%	26%	25%	24%	24%
Neither Favorable nor Unfavorable																	
Count	44	**30**	**14**	15	11	6	6	8	26	12	**1**	**5**	26	19	21	19	5
Column %	15%	**20%** C	**9%**	15%	21%	12%	14%	12%	15%	18%	**4%**	**25%** K	16%	13%	17%	17%	7%
Somewhat Unfavorable																	
Count	21	9	11	4	3	6	4	3	16	3	0	1	7	13	**4**	9	**8**
Column %	7%	6%	8%	4%	7%	13%	10%	5%	9%	5%	0%	4%	4%	10%	**3%**	8%	**11%** O
Very Unfavorable																	
Count	52	28	23	**12**	**3**	8	**13**	**15**	**36**	10	4	**1**	30	21	**27**	**11**	**14**
Column %	17%	19%	16%	**12%**	**7%**	18%	**32%** DE	**24%** DE	**20%** L	16%	11%	**4%**	19%	15%	**21%** P	**10%**	**21%** P

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEGIJKLOP

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	79	41	37	23	15	17	8	16	50	19	7	3	**33**	**46**	25	33	21
Column %	26%	27%	26%	23%	31%	37%	20%	25%	28%	28%	20%	13%	**20%**	**33% M**	20%	30%	31%
Somewhat Favorable																	
Count	92	41	51	34	15	10	11	22	**45**	**25**	12	**10**	49	43	32	40	20
Column %	31%	27%	35%	34%	31%	21%	26%	35%	**25%**	**38% I**	32%	**50% I**	30%	31%	26%	37%	30%
Neither Favorable nor Unfavorable																	
Count	63	**42**	**21**	23	11	8	9	12	42	12	4	5	40	23	32	20	12
Column %	21%	**27% C**	**14%**	23%	23%	18%	22%	19%	24%	18%	12%	29%	25%	17%	25%	18%	18%
Somewhat Unfavorable																	
Count	20	**4**	**17**	7	4	2	4	3	13	2	5	1	8	12	6	8	6
Column %	7%	**3%**	**11% B**	7%	8%	5%	10%	4%	7%	3%	13%	4%	5%	9%	5%	8%	9%
Very Unfavorable																	
Count	45	26	20	13	3	9	9	11	28	9	**9**	**1**	**32**	**14**	**29**	**8**	8
Column %	15%	17%	13%	13%	7%	19%	22%	17%	15%	13%	**23% L**	**4%**	**20% N**	**10%**	**23% P**	**7%**	12%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢   **Significant difference within groups: BCILMNP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	79	**30**	**49**	**39**	**17**	11	**5**	8	31	19	**25**	**4**	45	35	29	37	14
Column %	26%	**20%**	**34%** B	**39%** GH	**34%** GH	23%	**12%**	13%	17%	29%	**69%** IJL	**21%**	28%	25%	23%	34%	21%
Somewhat Favorable																	
Count	56	33	22	**25**	6	**12**	**3**	9	29	18	4	4	27	29	22	20	14
Column %	19%	22%	15%	**25%** G	13%	**27%** G	**8%**	14%	16%	28% I	12%	21%	17%	21%	18%	18%	21%
Neither Favorable nor Unfavorable																	
Count	78	**49**	**29**	**17**	**18**	9	12	**22**	**51**	**17**	**1**	**9**	42	36	40	25	13
Column %	26%	**32%** C	**20%**	**17%**	**36%** D	19%	30%	**36%** D	**29%** K	**25%** K	**4%**	**46%** K	26%	26%	32%	23%	20%
Somewhat Unfavorable																	
Count	26	10	15	9	3	5	2	7	**21**	3	**0**	1	12	13	**5**	11	**10**
Column %	9%	7%	11%	9%	5%	11%	4%	12%	**12%** K	5%	**0%**	4%	7%	10%	**4%**	10%	**15%** O
Very Unfavorable																	
Count	61	30	31	**10**	**6**	**10**	**19**	**16**	**45**	**9**	6	2	36	25	30	16	15
Column %	20%	20%	21%	**10%**	**12%**	**21%**	**47%** DEFH	**26%** D	**25%** J	**13%**	15%	8%	22%	18%	24%	15%	22%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJKLO

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	45	18	27	16	9	7	6	7	29	9	6	1	23	22	17	17	11
Column %	15%	12%	19%	15%	18%	16%	16%	11%	16%	13%	16%	4%	14%	16%	14%	16%	16%
Somewhat Favorable																	
Count	68	34	35	27	12	10	6	13	40	17	9	2	**29**	**39**	**26**	**18**	**24**
Column %	23%	22%	24%	27%	23%	22%	15%	21%	23%	25%	24%	12%	**18%**	**28%** **M**	**21%**	**17%**	**36%** **OP**
Neither Favorable nor Unfavorable																	
Count	114	**67**	**46**	34	18	19	16	27	**65**	**27**	**7**	**14**	65	49	44	49	21
Column %	38%	**44%** **C**	**31%**	34%	36%	41%	39%	43%	**37%** **K**	**41%** **K**	**20%**	**75%** **IJK**	40%	35%	35%	45%	31%
Somewhat Unfavorable																	
Count	23	8	15	7	3	3	2	7	12	3	6	1	10	13	9	11	3
Column %	8%	5%	10%	7%	7%	7%	6%	10%	7%	5%	16%	4%	6%	9%	7%	10%	4%
Very Unfavorable																	
Count	51	27	24	17	8	7	10	9	31	10	**9**	**1**	**34**	**17**	**29**	**14**	8
Column %	17%	18%	16%	17%	16%	14%	24%	15%	17%	16%	**24%** **L**	**4%**	**21%** **N**	**12%**	**23%** **P**	**13%**	12%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

 Significant difference within groups: CIJKLMNOP

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable Count	50	23	27	24	9	8	2	6	23	15	11	1	26	24	15	20	15
Column %	17%	15%	18%	24% GH	18%	17%	6%	10%	13%	23% L	28% IL	4%	16%	17%	12%	18%	22%
Somewhat Favorable Count	51	26	24	23	10	10	1	7	26	15	4	5	17	34	16	24	11
Column %	17%	17%	16%	23% G	20% G	21% G	2%	11% G	15%	23%	12%	25%	10%	25% M	13%	22%	16%
Neither Favorable nor Unfavorable Count	101	58	43	27	17	13	18	26	69	20	6	5	57	44	43	34	24
Column %	34%	38%	29%	26%	34%	28%	46% D	41%	39% K	31%	16%	28%	36%	32%	34%	32%	36%
Somewhat Unfavorable Count	33	11	22	8	4	5	4	12	18	2	6	7	20	13	17	13	3
Column %	11%	7% B	15% B	8%	8%	10%	10%	20% D	10% J	2%	16% J	38% IJ	12%	10%	13%	12%	5%
Very Unfavorable Count	65	35	30	19	10	10	15	11	41	13	10	1	41	24	35	17	13
Column %	22%	23%	21%	19%	20%	23%	36% DH	17%	23% L	20% L	28% L	4%	26%	17%	28% P	16%	20%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDGHIJKLMP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	56	**19**	**37**	**17**	**14**	**7**	**1**	**16**	**28**	14	**6**	**8**	30	26	21	19	15
Column %	19%	**12%**	**25%** B	**17%** G	**28%** G	**16%** G	**2%**	**26%** G	**16%**	21%	**16%**	**42%** IK	18%	19%	17%	18%	23%
Somewhat Favorable																	
Count	61	28	32	25	10	11	6	8	34	13	11	3	31	30	27	18	16
Column %	20%	18%	22%	25%	21%	25%	14%	13%	19%	20%	28%	17%	19%	22%	21%	17%	24%
Neither Favorable nor Unfavorable																	
Count	88	**58**	**31**	28	11	13	16	20	**59**	19	**6**	5	46	42	32	37	19
Column %	29%	**38%** C	**21%**	28%	23%	28%	39%	32%	**33%** K	28%	**16%**	29%	29%	30%	25%	35%	28%
Somewhat Unfavorable																	
Count	33	18	15	11	3	**3**	**8**	8	25	5	3	1	**12**	**21**	13	12	9
Column %	11%	12%	11%	11%	6%	**6%**	**20%** F	13%	14%	8%	8%	4%	**8%**	**15%** M	10%	11%	13%
Very Unfavorable																	
Count	62	31	31	20	11	11	10	10	34	15	**12**	**2**	**42**	**20**	**33**	21	**8**
Column %	21%	20%	21%	20%	21%	25%	24%	16%	19%	23%	**32%** L	**8%**	**26%**	**14%** N	**26%** Q	20%	**12%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCFGIKLMNQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	77	22	55	22	13	9	9	24	42	12	15	8	37	40	23	31	22
Column %	26%	15%	38%	22%	27%	19%	22%	38%	24%	18%	41%	42%	23%	29%	19%	29%	34%
			B					DF			IJ	J					O
Somewhat Favorable																	
Count	68	35	33	27	9	7	8	18	46	13	6	3	28	40	26	24	17
Column %	23%	23%	22%	26%	18%	14%	20%	28%	26%	20%	16%	17%	17%	29%	21%	22%	26%
														M			
Neither Favorable nor Unfavorable																	
Count	83	54	27	31	19	10	12	12	48	22	6	7	53	30	34	37	12
Column %	28%	36%	19%	30%	37%	21%	30%	19%	27%	33%	16%	37%	33%	21%	27%	34%	17%
		C			H								N			Q	
Somewhat Unfavorable																	
Count	16	6	9	3	2	7	3	1	12	2	1	0	6	9	6	4	5
Column %	5%	4%	6%	3%	3%	15%	8%	1%	7%	2%	4%	0%	4%	7%	5%	4%	8%
						DEH											
Very Unfavorable																	
Count	56	35	22	19	7	14	8	8	30	17	9	1	37	19	35	11	10
Column %	19%	23%	15%	18%	15%	30%	20%	13%	17%	26%	23%	4%	23%	14%	28%	10%	15%
						H				L	L		N		PQ		

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFHIJLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	50	20	30	16	9	6	7	11	35	12	3	1	18	32	11	20	19
Column %	17%	13%	21%	16%	19%	14%	18%	17%	19% L	18%	8%	4%	11%	23% M	9%	18% O	29% O
Somewhat Favorable																	
Count	51	25	27	21	8	5	3	15	30	13	6	2	16	35	18	19	15
Column %	17%	16%	18%	21% G	16%	10%	6%	23% G	17%	20%	17%	8%	10%	26% M	14%	17%	22%
Neither Favorable nor Unfavorable																	
Count	103	58	44	30	19	17	19	19	65	20	10	7	62	41	42	40	20
Column %	34%	38%	30%	29%	39%	36%	48% D	29%	37%	31%	28%	38%	39%	30%	34%	37%	31%
Somewhat Unfavorable																	
Count	27	6	21	10	4	4	1	8	9	5	4	8	14	12	12	10	5
Column %	9%	4%	14% B	10%	8%	8%	2%	13% G	5%	8%	12%	42% IJK	9%	9%	10%	9%	8%
Very Unfavorable																	
Count	68	44	24	24	9	14	10	11	39	15	13	2	50	18	42	20	6
Column %	23%	29% C	17%	24%	18%	31%	25%	17%	22%	23%	35% L	8%	31% N	13%	33% PQ	18%	10%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDGIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	40	15	26	20	12	5	2	3	22	12	4	2	15	25	11	17	13
Column %	13%	10%	18% B	19% GH	24% GH	11%	4%	4%	13%	18%	12%	8%	10%	18% M	9%	16%	19% O
Somewhat Favorable																	
Count	48	27	21	14	11	7	3	13	28	10	8	2	20	28	19	16	13
Column %	16%	17%	15%	14%	22%	15%	8%	21%	16%	15%	21%	12%	13%	20%	15%	15%	20%
Neither Favorable nor Unfavorable																	
Count	120	64	55	38	16	18	21	28	81	25	7	6	61	60	43	47	30
Column %	40%	42%	38%	38%	31%	39%	52% E	44%	46% K	38%	20%	34%	38%	43%	35%	44%	45%
Somewhat Unfavorable																	
Count	26	8	18	7	4	3	3	9	10	3	4	8	15	11	11	12	3
Column %	9%	5%	12% B	7%	8%	7%	6%	14%	6%	5%	12%	42% IJK	9%	8%	9%	11%	4%
Very Unfavorable																	
Count	65	40	25	22	7	13	12	11	36	15	13	1	50	16	41	16	8
Column %	22%	26%	17%	22%	15%	27%	30%	17%	20% L	23% L	35% IL	4%	31% N	11%	33% PQ	15%	12%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BEGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	43	17	25	21	8	6	2	6	17	9	13	3	26	17	19	18	6
Column %	14%	11%	17%	21% G	16%	13%	4%	10%	10%	13%	36% IJ	17%	16%	12%	15%	16%	9%
Somewhat Favorable																	
Count	51	29	21	23	12	8	1	6	23	16	9	2	17	33	13	26	11
Column %	17%	19%	15%	23% GH	24% GH	17% G	2%	10%	13%	25% I	25%	12%	11%	24% M	11%	24% O	16%
Neither Favorable nor Unfavorable																	
Count	107	64	43	30	19	13	17	28	66	26	3	12	62	44	44	39	24
Column %	36%	42% C	29%	30%	38%	28%	41%	45%	37% K	39% K	8%	62% IK	39%	32%	35%	36%	36%
Somewhat Unfavorable																	
Count	31	7	24	8	6	5	4	8	25	3	1	1	10	20	8	10	13
Column %	10%	5%	16% B	8%	12%	10%	10%	13%	14% J	5%	4%	4%	6%	15% M	6%	9%	19% O
Very Unfavorable																	
Count	69	36	33	19	5	15	17	14	46	12	10	1	45	24	41	15	13
Column %	23%	24%	23%	19%	10%	31% E	42% DEH	22%	26% L	18%	27% L	4%	28% N	17%	32% P	14%	20%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEGHIJKLMNOP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	33	12	20	15	10	4	2	3	18	9	4	2	14	19	10	14	9
Column %	11%	8%	14%	14% H	20% GH	9%	4%	4%	10%	13%	12%	8%	8%	14%	8%	13%	13%
Somewhat Favorable																	
Count	51	28	23	18	10	12	3	8	27	15	8	2	20	30	17	23	12
Column %	17%	18%	16%	18%	20%	26% G	8%	13%	15%	22%	21%	8%	13%	22% M	13%	21%	18%
Neither Favorable nor Unfavorable																	
Count	129	69	60	39	19	14	21	36	82	26	7	13	70	58	52	43	34
Column %	43%	45%	41%	39%	39%	30%	52% F	56% DF	46% K	39% K	19%	70% IJK	44%	42%	42%	40%	51%
Somewhat Unfavorable																	
Count	23	8	15	9	2	4	3	6	14	5	3	1	13	10	9	9	6
Column %	8%	5%	10%	9%	3%	9%	6%	9%	8%	8%	8%	5%	8%	7%	7%	8%	9%
Very Unfavorable																	
Count	64	36	28	21	9	12	12	11	36	12	15	2	44	20	37	21	6
Column %	21%	24%	19%	20%	18%	26%	30%	17%	20%	18%	40% IJL	8%	27% N	15%	30% Q	19%	10%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: DFGHIJKLMNQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	33	14	19	15	7	4	2	6	19	9	6	0	19	15	12	13	9
Column %	11%	9%	13%	14%	14%	9%	6%	9%	11%	13%	16%	0%	12%	11%	9%	12%	14%
Somewhat Favorable																	
Count	53	30	23	26	9	11	1	6	22	20	8	4	22	31	18	25	10
Column %	18%	20%	16%	26% GH	18% G	25% GH	2%	10%	12%	30% I	21%	20%	14%	22% M	15%	23%	15%
Neither Favorable nor Unfavorable																	
Count	109	62	46	30	21	15	18	25	74	24	6	5	56	53	41	38	30
Column %	36%	41%	32%	30%	43%	32%	43%	40%	42% K	36% K	16%	24%	35%	38%	33%	35%	45%
Somewhat Unfavorable																	
Count	33	8	26	11	3	3	4	12	17	3	4	9	18	15	14	12	8
Column %	11%	5%	18% B	11%	7%	6%	10%	20% F	9%	5%	12%	47% IJK	11%	11%	11%	11%	11%
Very Unfavorable																	
Count	71	39	31	19	10	13	15	14	46	10	13	2	47	25	41	20	10
Column %	24%	26%	21%	19%	19%	28%	38% DE	22%	26% L	15%	35% JL	9%	29% N	18%	33% PQ	19%	15%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BDEFGHIJKLMNPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Favorable																	
Count	31	14	17	13	5	4	3	5	21	5	4	0	12	19	**8**	10	**12**
Column %	10%	9%	12%	13%	10%	9%	8%	8%	12%	8%	12%	0%	7%	14%	**7%**	10%	**19% O**
Somewhat Favorable																	
Count	48	20	28	**21**	7	8	**2**	9	26	13	6	3	**18**	**30**	20	18	10
Column %	16%	13%	19%	**21% G**	15%	18%	**6%**	14%	14%	20%	17%	17%	**11%**	**22% M**	16%	17%	15%
Neither Favorable nor Unfavorable																	
Count	121	68	53	**35**	23	**15**	**22**	27	**81**	**27**	**7**	5	65	56	45	45	31
Column %	40%	44%	36%	**35%**	46%	**32%**	**54% DF**	42%	**45% K**	**41% K**	**20%**	29%	40%	41%	36%	42%	46%
Somewhat Unfavorable																	
Count	26	9	17	**6**	**2**	4	2	**12**	**12**	**5**	**1**	**8**	17	9	13	9	4
Column %	9%	6%	11%	**6%**	**3%**	8%	6%	**18% DE**	**7%**	**7%**	**4%**	**42% IJK**	10%	7%	10%	8%	6%
Very Unfavorable																	
Count	74	42	32	25	13	15	10	11	**39**	**15**	**18**	**2**	**50**	**24**	**40**	25	**9**
Column %	25%	28%	22%	24%	26%	33%	25%	17%	**22%**	**23%**	**48% IJL**	**12%**	**31% N**	**18%**	**32% Q**	23%	**14%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFGIJKLMNOQ

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	97	49	47	36	19	15	14	13	58	23	12	3	56	41	41	31	25
Column %	32%	32%	32%	36%	38%	32%	34%	21%	33%	35%	32%	18%	35%	29%	33%	28%	38%
2 Count	67	30	37	23	9	8	6	21	35	15	9	8	37	30	28	28	12
Column %	22%	20%	25%	23%	18%	17%	14%	34% FG	20%	23%	24%	42% I	23%	22%	22%	26%	17%
3 Count	40	19	21	16	9	3	6	6	25	7	7	2	17	23	14	16	10
Column %	13%	12%	15%	16%	18%	6%	16%	9%	14%	10%	19%	8%	11%	17%	11%	15%	15%
4 Count	20	7	13	4	5	5	2	4	11	5	3	1	11	9	7	7	5
Column %	7%	5%	9%	4%	10%	11%	4%	7%	6%	8%	8%	4%	7%	6%	6%	7%	8%
5 Count	13	10	3	5	2	2	2	2	9	2	1	1	8	4	5	6	1
Column %	4%	7% C	2%	5%	3%	5%	6%	2%	5%	2%	4%	4%	5%	3%	4%	6%	1%
6 Count	8	5	4	3	1	3	0	1	2	5	0	2	3	5	4	4	0
Column %	3%	3%	2%	3%	2%	7%	0%	1%	1%	8% I	0%	8%	2%	4%	3%	4%	0%
7 Count	2	2	0	0	0	1	0	2	2	0	0	1	0	2	2	0	1
Column %	1%	2%	0%	0%	0%	2%	0%	2%	1%	0%	0%	4%	0%	2%	1%	0%	1%
8 Count	6	3	3	1	5	0	1	0	2	2	2	1	4	2	6	1	0
Column %	2%	2%	2%	1%	10% DH	0%	2%	0%	1%	2%	4%	4%	2%	2%	4%	1%	0%
9 Count	5	4	1	2	0	2	1	1	4	0	0	1	2	3	2	1	2
Column %	2%	3%	1%	2%	0%	4%	2%	1%	2%	0%	0%	4%	1%	2%	1%	1%	4%
10 Count	15	9	6	2	0	5	5	2	11	3	0	1	6	9	4	6	5
Column %	5%	6%	4%	2%	0%	10%	12% DE	4%	6%	5%	0%	4%	3%	7%	3%	5%	8%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CDEFGHI**

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Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	27 9%	15 10%	12 8%	8 8%	**1** **2%**	3 7%	4 10%	**11** **18%** **E**	21 12%	4 5%	3 8%	0 0%	17 11%	10 7%	14 11%	8 7%	6 9%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CDEFGHI

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	64	29	35	**16**	10	9	7	**21**	35	13	9	6	28	36	24	27	12
Column %	21%	19%	24%	**16%**	21%	19%	18%	**33% D**	20%	20%	24%	34%	17%	26%	19%	25%	19%
2 Count	75	36	39	23	17	9	12	13	**43**	**20**	**10**	**1**	41	34	**36**	**17**	**22**
Column %	25%	23%	27%	23%	33%	20%	30%	21%	**24% L**	**31% L**	**28% L**	**4%**	25%	24%	**29% P**	**16%**	**33% P**
3 Count	56	30	26	24	**5**	**12**	5	11	33	15	4	3	35	21	23	24	9
Column %	19%	19%	18%	23%	**10%**	**26% E**	12%	17%	19%	23%	12%	17%	22%	15%	19%	22%	14%
4 Count	36	18	18	**17**	5	**2**	4	8	21	7	4	3	21	15	13	12	10
Column %	12%	12%	12%	**17% F**	10%	**4%**	10%	13%	12%	10%	12%	16%	13%	11%	11%	11%	15%
5 Count	22	11	11	8	**7**	2	3	**2**	12	3	6	1	11	12	**5**	**12**	6
Column %	7%	7%	8%	8%	**14% H**	5%	8%	**3%**	7%	5%	16%	4%	7%	8%	**4%**	**11% O**	9%
6 Count	9	7	2	2	1	1	2	3	9	0	0	0	5	4	4	4	1
Column %	3%	5%	1%	2%	2%	2%	6%	5%	5%	0%	0%	0%	3%	3%	3%	4%	1%
7 Count	7	**6**	**1**	2	2	3	0	0	3	2	0	2	4	3	2	6	0
Column %	2%	**4% C**	**1%**	2%	5%	7%	0%	0%	2%	2%	0%	12%	2%	2%	1%	5%	0%
8 Count	6	2	4	2	0	1	3	1	5	0	0	1	3	2	3	0	2
Column %	2%	1%	3%	2%	0%	2%	6%	1%	3%	0%	0%	4%	2%	2%	3%	0%	4%
9 Count	10	6	3	0	2	2	2	2	6	2	2	0	4	6	3	4	2
Column %	3%	4%	2%	0%	5%	5%	6%	4%	4%	2%	4%	0%	2%	4%	2%	4%	4%
10 Count	12	5	6	7	0	3	1	2	6	4	1	1	7	5	8	3	2
Column %	4%	3%	4%	7%	0%	8%	2%	2%	4%	5%	4%	5%	5%	4%	6%	2%	3%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CDEFHLOP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	4 1%	3 2%	1 1%	2 2%	0 0%	2 3%	1 2%	0 0%	3 2%	0 0%	0 0%	1 4%	3 2%	1 1%	4 3%	0 0%	0 0%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	47	26	21	15	7	7	8	10	33	9	3	2	25	22	21	14	12
Column %	16%	17%	15%	15%	15%	14%	20%	16%	19%	13%	8%	12%	15%	16%	17%	13%	18%
2 Count	35	16	18	13	3	9	6	4	22	8	3	2	16	19	7	21	7
Column %	12%	11%	12%	13%	7%	20%	14%	7%	12%	13%	8%	9%	10%	14%	5%	20% O	11%
3 Count	63	35	27	25	14	9	5	10	34	22	6	1	31	31	29	17	17
Column %	21%	23%	19%	25%	28%	19%	12%	16%	19% L	33% IL	16%	4%	19%	23%	23%	16%	25%
4 Count	37	19	18	15	8	5	4	5	20	10	6	1	21	16	12	17	8
Column %	12%	12%	13%	15%	17%	10%	10%	8%	11%	16%	16%	4%	13%	12%	10%	16%	11%
5 Count	37	19	19	11	4	6	7	8	20	8	6	3	22	15	18	10	8
Column %	12%	12%	13%	11%	8%	14%	18%	13%	11%	13%	16%	16%	14%	11%	15%	10%	12%
6 Count	25	11	14	6	5	2	2	11	10	0	7	8	19	6	15	6	4
Column %	8%	7%	9%	6%	9%	4%	4%	18% DFG	5%	0%	20% IJ	42% IJ	11% N	5%	12%	5%	6%
7 Count	23	12	11	7	6	2	4	3	15	5	2	2	13	10	10	9	3
Column %	8%	8%	8%	7%	12%	5%	10%	5%	8%	8%	4%	8%	8%	7%	8%	8%	5%
8 Count	10	3	6	2	1	2	1	4	6	0	3	1	5	4	3	5	1
Column %	3%	2%	4%	2%	2%	3%	2%	7%	3%	0% J	8% J	4%	3%	3%	3%	5%	1%
9 Count	17	8	9	3	1	3	3	6	14	2	1	0	8	9	6	6	5
Column %	6%	6%	6%	3%	2%	7%	8%	10% E	8%	2%	4%	0%	5%	7%	5%	5%	8%
10 Count	6	4	2	2	1	1	1	1	4	2	0	0	1	5	2	2	1
Column %	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	0%	0%	1%	3% M	2%	2%	1%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGIJLMNO**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	1	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	1
Column %	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	4	3	1	2	0	1	0	1	2	0	1	1	3	1	2	2	0
Column %	1%	2%	1%	2%	0%	2%	0%	1%	1%	0%	4%	4%	2%	1%	2%	1%	0%
2 Count	15	9	5	2	6	2	0	5	11	3	0	0	8	7	6	3	5
Column %	5%	6%	3%	2%	11% D	5%	0%	8%	6%	5%	0%	0%	5%	5%	5%	3%	8%
3 Count	30	19	10	5	3	7	9	6	26	2	1	1	14	16	14	10	6
Column %	10%	12%	7%	5%	7%	14%	22% D	10%	14% J	2%	4%	5%	9%	11%	11%	10%	9%
4 Count	68	31	36	29	12	10	6	11	35	22	9	2	33	35	29	26	13
Column %	23%	20%	25%	29%	23%	21%	16%	17%	20%	34% IL	24%	8%	20%	25%	23%	24%	20%
5 Count	51	20	30	13	9	7	6	15	28	10	3	9	32	19	28	13	9
Column %	17%	13%	21%	13%	18%	15%	16%	23%	16%	16%	8%	46% IJK	20%	14%	23% P	12%	14%
6 Count	51	23	28	20	9	8	6	8	28	10	12	1	30	21	22	19	10
Column %	17%	15%	19%	20%	18%	17%	15%	12%	16%	15%	32% IJL	4%	19%	15%	17%	18%	15%
7 Count	32	20	12	10	6	3	7	6	23	3	4	2	20	12	10	11	11
Column %	11%	13%	8%	10%	11%	7%	18%	9%	13%	5%	11%	8%	12%	9%	8%	10%	16%
8 Count	20	12	8	7	2	2	2	6	10	5	3	2	9	11	6	11	3
Column %	7%	8%	6%	7%	5%	5%	4%	10%	5%	8%	8%	12%	5%	8%	5%	10%	5%
9 Count	19	12	7	7	1	6	2	3	11	7	0	2	6	12	5	7	7
Column %	6%	8%	5%	7%	2%	13% E	4%	5%	6%	10%	0%	8%	4%	9%	4%	7%	10%
10 Count	7	3	4	3	2	0	2	2	2	3	2	0	5	3	2	3	2
Column %	2%	2%	3%	3%	3%	0%	4%	2%	1%	5%	4%	0%	3%	2%	2%	3%	3%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEIJKLP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	5	1	4	2	1	0	1	1	3	0	2	1	3	2	2	2	1
Column %	2%	0%	3%	2%	2%	0%	2%	1%	1%	0%	4%	4%	2%	1%	1%	2%	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	26	14	12	**14**	6	3	**0**	3	**6**	**9**	**9**	2	15	11	11	12	3
Column %	9%	9%	8%	**14%** G	11%	7%	**0%**	5%	**4%**	**13%** I	**24%** I	12%	9%	8%	8%	11%	5%
2 Count	28	15	13	**15**	**5**	**5**	2	**1**	14	8	3	2	16	12	11	13	4
Column %	9%	10%	9%	**15%** H	**11%** H	**11%** H	4%	**1%**	8%	13%	8%	12%	10%	8%	8%	12%	6%
3 Count	24	9	15	7	4	7	3	3	13	5	6	0	13	12	7	12	5
Column %	8%	6%	10%	7%	8%	14%	8%	5%	7%	8%	17%	0%	8%	8%	6%	11%	8%
4 Count	31	19	11	7	6	7	4	6	20	5	3	3	19	12	11	13	7
Column %	10%	12%	7%	7%	13%	14%	10%	10%	11%	7%	8%	13%	12%	8%	9%	12%	10%
5 Count	65	35	31	**35**	10	**7**	**5**	**8**	**33**	**24**	7	**1**	39	26	30	25	11
Column %	22%	23%	21%	**35%** FGH	20%	**16%**	**12%**	**13%**	**19%** L	**36%** IL	20%	**4%**	24%	19%	24%	23%	16%
6 Count	32	18	15	9	8	4	6	7	18	10	3	2	17	15	17	8	7
Column %	11%	12%	10%	9%	15%	9%	14%	11%	10%	16%	8%	8%	11%	11%	14%	7%	11%
7 Count	31	12	18	**5**	**2**	5	5	**14**	**20**	**0**	**3**	**7**	16	15	**19**	**4**	8
Column %	10%	8%	13%	**5%**	**3%**	10%	12%	**22%** DE	**11%** J	**0%**	**8%**	**38%** IJK	10%	11%	**15%** P	**4%**	11%
8 Count	15	12	3	2	3	5	2	3	13	2	0	1	7	8	5	5	6
Column %	5%	8%	2%	2%	7%	10%	4%	5%	7%	2%	0%	4%	4%	6%	4%	4%	9%
9 Count	11	5	6	3	2	0	2	3	7	2	1	1	6	6	4	5	2
Column %	4%	3%	4%	3%	4%	0%	6%	5%	4%	3%	4%	4%	4%	4%	3%	4%	4%
10 Count	18	9	9	**1**	2	2	**5**	**9**	**16**	**0**	1	1	9	9	7	6	5
Column %	6%	6%	6%	**1%**	3%	3%	**12%** D	**14%** D	**9%** J	**0%**	4%	4%	5%	7%	6%	5%	8%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BDEFGHIJKLMOP**

35

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	19 6%	5 3%	15 10% B	2 2%	2 3%	2 5%	8 19% DE	6 9% D	17 10% J	2 3%	0 0%	0 0%	6 4%	14 10% M	4 3%	7 6%	9 13% O

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	14	7	7	6	2	2	2	3	9	3	0	2	5	9	6	4	4
Column %	5%	5%	5%	6%	3%	4%	4%	5%	5%	5%	0%	8%	3%	6%	5%	4%	6%
2 Count	22	15	7	7	4	2	5	5	14	2	4	2	12	10	12	6	3
Column %	7%	10%	5%	7%	8%	3%	12%	8%	8%	2%	12%	12%	7%	8%	10%	6%	5%
3 Count	34	13	21	8	3	5	2	16	16	7	3	9	23	11	19	8	7
Column %	11%	9%	14%	8%	7%	10%	4%	26% DEFG	9%	10%	8%	46% IJK	14%	8%	16%	7%	10%
4 Count	37	19	18	12	3	5	7	9	29	2	4	2	18	19	15	12	10
Column %	12%	12%	12%	12%	6%	11%	18%	15%	17% J	2%	11%	8%	11%	14%	12%	11%	15%
5 Count	45	17	27	15	9	6	5	10	23	15	6	1	18	27	12	23	11
Column %	15%	11%	18%	15%	18%	13%	12%	17%	13%	23% IL	17%	5%	11%	19%	9%	21% O	17%
6 Count	77	44	33	32	16	10	10	8	42	24	9	2	47	30	29	35	13
Column %	26%	29%	23%	32% H	33% H	22%	24%	13%	24%	36% L	24%	12%	29%	22%	23%	32%	19%
7 Count	35	19	16	13	7	6	5	6	19	10	6	0	21	15	16	13	6
Column %	12%	13%	11%	13%	13%	12%	12%	9%	11%	16%	16%	0%	13%	11%	13%	12%	10%
8 Count	21	14	8	5	2	8	2	4	17	2	3	0	11	11	9	5	7
Column %	7%	9%	5%	5%	3%	17% DE	6%	7%	10% J	2%	8%	0%	7%	8%	7%	4%	11%
9 Count	3	2	2	0	2	2	0	0	2	2	0	0	2	2	1	1	2
Column %	1%	1%	1%	0%	4%	3%	0%	0%	1%	3%	0%	0%	1%	1%	1%	1%	3%
10 Count	6	2	5	2	2	1	2	0	4	0	2	1	4	3	4	0	3
Column %	2%	1%	3%	2%	3%	2%	4%	0%	2%	0%	4%	4%	2%	2%	3%	0%	4%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DEFGHIJKLO**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	4	2	3	0	1	1	2	1	3	0	0	1	2	2	2	2	1
Column %	1%	1%	2%	0%	2%	2%	4%	1%	2%	0%	0%	4%	1%	2%	1%	1%	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	6	5	1	2	1	2	1	1	4	0	1	1	5	1	2	4	0
Column %	2%	3%	1%	2%	3%	3%	2%	1%	2%	0%	4%	4%	3%	1%	2%	4%	0%
2 Count	19	7	11	6	3	2	3	5	11	4	4	0	11	8	9	5	4
Column %	6%	5%	8%	6%	5%	5%	8%	8%	6%	5%	11%	0%	7%	6%	7%	5%	7%
3 Count	10	5	5	3	2	1	2	2	7	0	3	0	6	4	2	5	3
Column %	3%	3%	3%	3%	5%	2%	6%	3%	4%	0%	8%	0%	4%	3%	1%	5%	5%
4 Count	22	13	9	6	3	3	5	5	16	3	2	1	8	14	12	7	3
Column %	7%	8%	6%	6%	6%	7%	12%	8%	9%	5%	4%	4%	5%	10%	9%	6%	5%
5 Count	18	10	9	5	3	6	2	2	**16**	**0**	1	1	14	5	8	5	6
Column %	6%	7%	6%	5%	7%	12%	6%	4%	**9% J**	**0%**	4%	4%	8%	4%	6%	5%	9%
6 Count	37	14	21	15	4	8	6	4	23	10	2	2	16	20	16	9	11
Column %	12%	9%	15%	15%	9%	16%	14%	7%	13%	15%	4%	9%	10%	15%	13%	9%	16%
7 Count	82	41	41	**37**	14	12	**7**	**13**	45	**22**	**14**	**2**	45	38	40	27	15
Column %	27%	27%	28%	**36% GH**	28%	26%	**18%**	**20%**	26%	**33% L**	**37% L**	**8%**	28%	27%	32%	25%	22%
8 Count	47	28	19	17	5	**5**	6	**15**	**21**	**13**	**4**	**9**	**32**	**16**	21	15	11
Column %	16%	18%	13%	16%	10%	**11%**	14%	**24% F**	**12%**	**20%**	**11%**	**46% IJK**	**20% N**	**11%**	16%	14%	17%
9 Count	27	16	11	**4**	4	6	3	**10**	18	3	4	2	13	14	8	13	6
Column %	9%	11%	7%	**4%**	8%	12%	8%	**17% D**	10%	5%	12%	8%	8%	10%	6%	12%	9%
10 Count	12	4	9	**2**	**5**	0	2	3	8	2	0	2	3	9	3	5	4
Column %	4%	3%	6%	**2%**	**10% D**	0%	4%	5%	5%	3%	0%	12%	2%	7%	3%	4%	6%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DFGHIJKLNO**

39

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	19	9	10	6	5	3	3	2	**8**	**9**	2	1	9	10	**4**	**12**	3
Column %	6%	6%	7%	6%	10%	6%	8%	4%	**4%**	**13%** **I**	4%	4%	6%	7%	**3%**	**11%** **O**	4%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DFGHIJKLNO

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	16	7	9	6	2	5	1	2	6	7	2	2	8	7	6	7	2
Column %	5%	5%	6%	6%	4%	11%	2%	4%	3%	10% I	4%	8%	5%	5%	5%	7%	4%
2 Count	6	4	3	4	0	2	0	1	6	0	0	1	2	4	4	2	0
Column %	2%	3%	2%	4%	0%	4%	0%	1%	3%	0%	0%	4%	1%	3%	3%	2%	0%
3 Count	11	6	4	2	4	2	1	2	8	2	0	1	4	7	2	6	3
Column %	4%	4%	3%	2%	9%	3%	2%	2%	4%	3%	0%	4%	2%	5%	1%	5%	5%
4 Count	15	12	3	7	0	5	2	1	6	7	3	0	12	3	7	7	2
Column %	5%	8%	2%	7% H	0%	10% H	6%	1%	3%	10% I	8%	0%	7%	2%	5%	6%	3%
5 Count	12	8	4	2	3	3	2	2	6	3	2	1	5	7	6	4	2
Column %	4%	5%	3%	2%	7%	7%	4%	2%	4%	5%	4%	4%	3%	5%	4%	4%	4%
6 Count	19	9	10	5	2	3	4	6	11	3	2	2	10	9	8	5	6
Column %	6%	6%	7%	5%	3%	6%	10%	9%	6%	5%	4%	12%	6%	7%	6%	4%	9%
7 Count	36	20	15	13	5	7	2	10	19	12	3	3	19	17	9	18	9
Column %	12%	13%	10%	13%	10%	15%	4%	15%	11%	18%	8%	14%	12%	12%	7% O	16% O	14%
8 Count	100	54	46	43	18	13	14	12	54	27	16	2	53	47	46	36	18
Column %	33%	35%	32%	43% H	36% H	29%	34%	19%	30%	41%	44% L	12% L	33%	34%	36%	33%	28%
9 Count	44	15	28	10	9	2	9	13	25	3	7	8	30	13	24	11	8
Column %	15%	10%	19% B	10%	18%	5% F	22% F	20% F	14%	5%	20% J	42% IJ	19% N	10%	19%	10%	13%
10 Count	31	12	19	5	4	4	6	12	26	2	3	0	14	17	12	9	10
Column %	10%	8%	13%	5%	8%	9%	14%	19% D	15% J	3%	8%	0%	8%	12%	10%	8%	15%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▣ **Significant difference within groups: BDFHIJLNO**

41

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	11 4%	6 4%	5 3%	2 2%	3 6%	1 2%	1 2%	4 7%	**11** **6%** **J**	**0** **0%**	0 0%	0 0%	4 2%	7 5%	2 2%	4 4%	5 7%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BDFHIJLNO**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	8	5	3	1	0	1	2	5	8	0	0	0	5	3	4	1	3
Column %	3%	3%	2%	1%	0%	2%	4%	8% D	5%	0%	0%	0%	3%	2%	3%	1%	5%
2 Count	10	6	4	4	1	2	3	2	7	2	1	0	8	2	5	4	2
Column %	3%	4%	3%	4%	2%	4%	6%	3%	4%	2%	4%	0%	5%	2%	4%	4%	3%
3 Count	13	5	8	4	1	0	4	4	7	3	2	2	9	4	7	5	1
Column %	4%	4%	5%	4%	2%	0%	10% EF	6%	4%	5%	4%	8%	6%	3%	6%	4%	1%
4 Count	16	7	9	0	4	2	1	9	6	2	1	7	11	5	12	2	2
Column %	5%	5%	6%	0% D	8% D	5%	2%	14% DG	3%	2%	4%	38% IJK	7%	4%	10% PQ	2%	2%
5 Count	13	8	4	3	2	2	2	4	10	0	1	1	5	8	4	5	4
Column %	4%	5%	3%	3%	3%	3%	6%	7%	6%	0%	4%	4%	3%	6%	3%	4%	6%
6 Count	20	10	10	8	2	4	2	5	15	3	2	0	6	14	3	7	10
Column %	7%	7%	7%	8%	3%	9%	4%	8%	9%	5%	4%	0%	4%	10% M	3%	7%	15% O
7 Count	15	7	8	9	0	2	3	0	7	7	0	1	9	6	9	5	1
Column %	5%	5%	5%	9% EH	0%	5%	8%	0%	4%	10%	0%	4%	6%	4%	7% Q	5%	1%
8 Count	29	13	15	8	6	6	4	5	18	5	4	2	18	12	12	13	4
Column %	10%	9%	10%	8%	11%	13%	10%	9%	10%	8%	12%	9%	11%	8%	9%	12%	6%
9 Count	107	54	52	48	21	16	10	13	57	31	16	3	60	47	46	39	22
Column %	36%	36%	36%	48% GH	42% H	34%	24%	20%	32%	46% IL	44%	17%	37%	34%	37%	36%	33%
10 Count	30	17	13	8	8	4	3	8	17	5	6	2	18	12	11	12	8
Column %	10%	11%	9%	7%	16%	9%	8%	12%	10%	8%	16%	12%	11%	9%	9%	11%	11%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKLMOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	38 13%	20 13%	19 13%	8 8%	7 14%	7 16%	7 18%	9 14%	25 14%	8 13%	3 8%	2 8%	**14** **8%**	**25** **18%** **M**	12 9%	15 14%	11 17%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	7	2	5	**1**	2	0	**3**	1	7	0	0	0	2	5	**1**	2	**3**
Column %	2%	1%	3%	**1%**	3%	0%	**8%** D	1%	4%	0%	0%	0%	1%	4%	**1%**	2%	**5%** O
2 Count	12	7	5	3	1	3	2	3	10	2	0	1	7	5	4	5	3
Column %	4%	5%	4%	3%	2%	7%	6%	5%	5%	3%	0%	4%	4%	4%	3%	4%	5%
3 Count	11	6	5	4	0	1	3	3	7	2	1	1	4	7	2	5	4
Column %	4%	4%	3%	4%	0%	2%	8%	5%	4%	2%	4%	4%	2%	5%	2%	4%	6%
4 Count	7	2	4	2	2	1	1	2	5	2	0	0	3	3	4	0	3
Column %	2%	2%	3%	2%	3%	2%	2%	3%	3%	3%	0%	0%	2%	2%	3%	0%	4%
5 Count	17	9	9	**1**	**1**	**3**	**5**	**7**	**16**	**0**	0	2	**3**	**14**	6	**3**	**7**
Column %	6%	6%	6%	**1%**	**2%**	**7%** D	**12%** DE	**12%** DE	**9%** J	**0%**	0%	8%	**2%**	**10%** M	5%	**3%**	**11%** P
6 Count	11	6	5	**0**	2	**1**	2	**6**	10	0	1	0	5	7	4	6	2
Column %	4%	4%	3%	**0%**	3%	**2%**	6%	**10%** DF	5%	0%	4%	0%	3%	5%	3%	5%	3%
7 Count	18	6	12	**2**	4	**5**	2	5	10	3	5	0	9	9	5	7	6
Column %	6%	4%	8%	**2%**	8%	**11%** D	6%	8%	6%	5%	13%	0%	5%	7%	4%	7%	9%
8 Count	19	7	12	8	2	**0**	**4**	4	15	3	0	1	10	9	7	8	4
Column %	6%	5%	8%	8%	5%	**0%**	**10%** F	7%	8%	5%	0%	4%	6%	7%	6%	7%	6%
9 Count	27	15	11	12	6	3	2	4	15	7	3	3	14	13	10	12	4
Column %	9%	10%	8%	12%	11%	7%	4%	7%	8%	10%	8%	13%	8%	10%	8%	11%	6%
10 Count	126	67	60	**53**	**23**	**22**	**11**	**17**	**62**	**34**	19	**11**	73	53	60	43	23
Column %	42%	44%	41%	**52%** GH	**46%** H	**48%** GH	**27%**	**28%**	**35%**	**51%** I	52%	**59%** I	45%	39%	48%	40%	35%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DEFGHIJMNOP**

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	45 15%	27 18%	18 12%	16 16%	8 16%	7 14%	4 10%	10 15%	22 13%	13 20%	7 20%	2 8%	**33 20% N**	**12 9%**	22 17%	17 15%	7 10%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
1 Count	12	7	5	2	1	3	3	3	10	2	0	0	10	2	7	4	1
Column %	4%	5%	4%	2%	2%	7%	8%	4%	6%	3%	0%	0%	6%	2%	6%	4%	1%
2 Count	11	7	4	2	2	2	2	3	6	2	1	2	4	7	4	3	4
Column %	4%	4%	3%	2%	4%	5%	6%	5%	3%	3%	4%	12%	2%	5%	3%	3%	6%
3 Count	8	5	3	2	4	2	0	0	2	2	3	1	5	2	**6**	**0**	2
Column %	3%	3%	2%	2%	8%	4%	0%	0%	1%	2%	8%	4%	3%	2%	**5% P**	**0%**	3%
4 Count	13	7	6	**2**	2	2	**4**	3	9	2	2	1	6	7	3	5	5
Column %	4%	5%	4%	**2%**	3%	5%	**10% D**	5%	5%	2%	4%	4%	3%	5%	3%	4%	7%
5 Count	7	6	1	3	0	1	0	3	4	0	3	0	4	2	4	2	1
Column %	2%	4%	1%	3%	0%	2%	0%	5%	2%	0%	8%	0%	3%	2%	3%	2%	1%
6 Count	11	6	5	**1**	2	**3**	2	**4**	10	0	0	1	4	7	2	6	3
Column %	4%	4%	3%	**1%**	3%	**7% D**	4%	**7% D**	6%	0%	0%	4%	2%	5%	2%	5%	5%
7 Count	19	7	12	3	5	**0**	**5**	6	15	2	2	1	7	12	3	9	7
Column %	6%	5%	8%	3%	10%	**0%**	**12% F**	9%	8%	3%	4%	4%	4%	8%	3%	8%	10%
8 Count	26	**6**	**20**	5	6	4	3	8	17	7	2	0	10	16	8	10	9
Column %	9%	**4%**	**13% B**	5%	12%	9%	8%	12%	10%	11%	4%	0%	6%	11%	6%	9%	13%
9 Count	31	15	16	11	2	4	7	7	20	9	1	1	19	13	16	9	6
Column %	10%	10%	11%	11%	5%	9%	16%	11%	11%	13%	4%	4%	12%	9%	13%	8%	9%
10 Count	36	21	14	16	4	4	4	8	21	12	3	0	22	13	**11**	**20**	**5**
Column %	12%	14%	10%	15%	8%	9%	10%	13%	12%	18%	8%	0%	14%	10%	**9%**	**18% OQ**	**7%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BDFGHIOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	126 42%	66 43%	59 41%	**54** **54%** **GH**	**23** **46%** **G**	20 43%	**10** **26%**	**19** **31%**	**62** **35%**	30 46%	**21** **56%** **I**	**13** **68%** **I**	71 44%	56 40%	61 48%	41 38%	24 37%

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count	59	28	32	33	11	11	2	3	31	12	13	3	31	29	16	27	16
Column %	20%	18%	22%	32% GH	22% GH	25% GH	4%	4%	17%	18%	36% IJ	17%	19%	21%	13%	25% O	24%
Somewhat Likely Count	43	19	24	21	5	5	2	10	16	15	3	9	23	20	21	14	9
Column %	14%	12%	17%	21% G	10%	11%	4%	16% G	9%	23% I	8%	46% IJK	14%	14%	17%	13%	13%
Neither Likely nor Unlikely Count	38	25	13	15	10	6	3	3	18	12	6	2	25	12	23	10	5
Column %	13%	16%	9%	15%	20% H	13%	8%	5%	10%	18%	16%	12%	16%	9%	18% PQ	9%	7%
Somewhat Unlikely Count	27	8	19	5	10	4	5	3	15	7	3	3	10	17	8	12	8
Column %	9%	5%	13% B	5%	20% DH	10%	12%	5%	8%	11%	8%	13%	6%	12%	6%	11%	12%
Very Unlikely Count	132	74	59	27	14	19	29	44	98	20	12	2	72	60	57	45	30
Column %	44%	48%	40%	26%	28%	42%	72% DEF	69% DEF	55% JKL	31%	32%	12%	44%	44%	46%	42%	45%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BDEFGHIJKLOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	53	25	27	23	16	7	2	5	26	8	13	5	26	26	19	25	9
Column %	18%	17%	19%	23% GH	32% GH	16%	4%	8%	15%	13%	36% IJ	25%	16%	19%	15%	23%	14%
Somewhat Likely																	
Count	50	23	28	24	6	5	4	11	22	15	6	7	27	23	20	16	14
Column %	17%	15%	19%	24% F	12%	11%	10%	18%	12%	23% I	16%	38% I	17%	17%	16%	15%	21%
Neither Likely nor Unlikely																	
Count	41	19	21	15	7	9	4	6	24	12	2	3	25	17	21	13	7
Column %	14%	12%	15%	15%	14%	20%	10%	9%	14%	18% K	4%	17%	15%	12%	17%	12%	10%
Somewhat Unlikely																	
Count	34	14	20	11	6	4	6	7	22	7	3	2	12	22	10	13	10
Column %	11%	9%	13%	11%	13%	8%	14%	11%	12%	10%	8%	8%	7%	16% M	8%	12%	15%
Very Unlikely																	
Count	122	72	50	27	15	21	25	35	83	24	13	2	72	51	55	41	26
Column %	41%	47% C	34%	27%	30%	45% D	62% DE	55% DE	47% L	36% L	35%	12%	44%	37%	44%	38%	40%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CDEFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	51	24	26	17	11	16	2	6	27	12	7	5	24	28	13	26	13
Column %	17%	16%	18%	17% G	22% G	34% DGH	4%	9%	15%	18%	20%	26%	15%	20%	10%	24% O	19%
Somewhat Likely																	
Count	51	29	22	29	8	6	4	5	24	20	6	2	24	27	18	20	12
Column %	17%	19%	15%	29% FGH	15%	12%	10%	8%	13%	30% IL	16%	8%	15%	19%	15%	19%	19%
Neither Likely nor Unlikely																	
Count	42	19	23	16	6	6	5	8	19	12	3	8	25	16	25	10	7
Column %	14%	12%	16%	16%	12%	14%	12%	13%	10%	18%	8%	42% IJK	16%	12%	20% P	9%	10%
Somewhat Unlikely																	
Count	29	16	14	10	7	2	6	6	21	5	1	2	14	15	11	11	7
Column %	10%	10%	9%	10%	13%	4%	14%	9%	12%	8%	4%	8%	9%	11%	9%	11%	10%
Very Unlikely																	
Count	127	65	62	29	19	17	24	38	88	17	19	3	74	53	58	41	28
Column %	42%	43%	42%	28%	37%	37%	61% DEF	61% DEF	49% JL	26%	52% JL	16%	46%	38%	46%	38%	42%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▊ **Significant difference within groups: DEFGHIJKLOP**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count Column %	38 13%	17 11%	21 15%	19 18% GH	11 21% GH	6 12%	1 2%	3 4%	19 11%	12 18%	6 16%	2 8%	17 10%	21 15%	12 10%	16 15%	10 15%
Somewhat Likely Count Column %	45 15%	17 11%	28 19% B	17 17%	10 19%	7 14%	2 6%	10 15%	22 12%	5 8%	7 20%	10 54% IJK	22 14%	23 17%	19 15%	13 12%	13 20%
Neither Likely nor Unlikely Count Column %	38 13%	23 15%	14 10%	18 17%	6 12%	5 11%	5 12%	5 8%	19 11%	12 18%	4 12%	3 13%	23 14%	15 11%	18 14%	17 16% Q	3 5%
Somewhat Unlikely Count Column %	34 11%	15 10%	19 13%	13 12%	6 12%	5 11%	6 14%	5 8%	20 11%	10 16%	1 4%	2 8%	15 9%	19 14%	13 10%	9 8%	12 18%
Very Unlikely Count Column %	145 48%	81 53%	63 43%	35 35%	18 36%	24 52%	27 66% DE	41 65% DE	97 55% L	27 41%	18 48% L	3 16%	85 53%	60 43%	64 51%	53 49%	28 42%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BDEGHIJKLQ

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	41	22	18	20	8	10	0	3	19	10	7	4	23	18	10	26	5
Column %	14%	15%	12%	20% GH	16% G	21% GH	0%	5%	11%	15%	20%	22%	14%	13%	8%	24% OQ	7%
Somewhat Likely																	
Count	48	23	25	30	9	5	2	2	17	17	11	4	21	27	17	13	18
Column %	16%	15%	17%	30% FGH	17% H	11%	6%	4%	10%	25% I	28% I	20%	13%	20%	13%	12%	27% OP
Neither Likely nor Unlikely																	
Count	37	13	24	14	9	6	1	7	15	12	3	7	25	12	26	8	3
Column %	12%	9%	16%	14% G	18% G	12%	2%	12% G	8%	18% I	8%	38% IK	16%	8%	21% PQ	7%	5%
Somewhat Unlikely																	
Count	27	14	14	9	4	5	6	4	19	3	3	2	13	14	9	13	6
Column %	9%	9%	9%	9%	8%	10%	14%	7%	11%	5%	8%	8%	8%	10%	7%	12%	9%
Very Unlikely																	
Count	146	80	66	28	20	21	32	46	107	24	13	2	79	67	64	48	34
Column %	49%	52%	45%	27%	41%	45% D	78% DEF	73% DEF	60% JKL	36% L	35%	12%	49%	49%	51%	45%	51%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFGHIJKLOPQ

53

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	47	23	24	29	10	6	0	3	22	12	10	3	24	24	18	19	11
Column %	16%	15%	17%	28% FGH	19% GH	12%	0%	5%	12%	18%	28% I	16%	15%	17%	15%	17%	16%
Somewhat Likely																	
Count	51	20	31	18	10	9	3	11	22	12	8	10	26	25	20	18	13
Column %	17%	13%	21%	18%	20%	20%	8%	18%	12%	18%	21%	52% IJK	16%	18%	16%	17%	19%
Neither Likely nor Unlikely																	
Count	37	19	19	16	8	4	5	5	19	12	4	2	21	17	18	12	8
Column %	12%	12%	13%	16%	15%	9%	12%	8%	10%	18%	12%	12%	13%	12%	14%	11%	12%
Somewhat Unlikely																	
Count	22	10	12	7	3	3	4	4	16	3	1	2	11	11	9	7	6
Column %	7%	7%	8%	7%	7%	7%	10%	7%	9%	5%	4%	8%	7%	8%	7%	6%	9%
Very Unlikely																	
Count	142	81	60	31	20	24	28	39	100	27	13	2	80	62	60	52	30
Column %	47%	53% C	41%	30%	39%	52% D	70% DE	63% DE	56% JKL	41% L	35%	12%	49%	45%	48%	48%	45%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CDEFGHIJKL

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	37	15	22	21	9	5	1	2	17	14	4	2	17	20	13	11	13
Column %	12%	10%	15%	21% GH	18% GH	10%	2%	3%	10%	21% I	12%	8%	10%	15%	10%	11%	19%
Somewhat Likely																	
Count	39	24	15	21	6	8	3	2	21	10	6	2	15	24	12	16	11
Column %	13%	16%	10%	21% H	12%	17% H	8%	3%	12%	15%	16%	12%	10%	17% M	10%	15%	16%
Neither Likely nor Unlikely																	
Count	41	16	23	12	8	7	5	9	19	7	4	10	25	16	24	12	5
Column %	14%	11%	16%	12%	17%	14%	12%	14%	11%	10%	12%	51% IJK	16%	11%	19% Q	11%	7%
Somewhat Unlikely																	
Count	23	13	10	10	3	3	2	5	15	3	2	3	13	11	8	11	5
Column %	8%	9%	7%	10%	6%	7%	6%	8%	9%	5%	4%	17%	8%	8%	6%	10%	7%
Very Unlikely																	
Count	160	85	75	38	23	24	29	46	105	32	21	2	92	68	68	58	33
Column %	53%	55%	51%	37%	47%	52%	72% DE	73% DEF	59% L	49% L	56% L	12%	57%	49%	55%	54%	50%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKLMQ**

55

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	37	17	20	22	7	6	0	2	17	13	6	2	17	21	11	18	9
Column %	12%	11%	14%	22% GH	15% GH	14% GH	0%	3%	9%	20% I	16%	8%	10%	15%	9%	16%	13%
Somewhat Likely																	
Count	34	19	15	15	5	10	3	1	18	10	3	3	12	22	9	14	11
Column %	11%	12%	10%	14% H	10% H	23% H	8%	1%	10%	15%	8%	16%	7%	16% M	8%	13%	17%
Neither Likely nor Unlikely																	
Count	42	21	21	21	11	4	3	3	20	15	5	2	24	19	19	17	7
Column %	14%	14%	14%	21% H	22% H	9%	8%	5%	11%	23% I	13%	12%	15%	13%	15%	16%	10%
Somewhat Unlikely																	
Count	33	14	18	11	5	6	1	11	12	8	3	10	23	10	17	10	6
Column %	11%	9%	13%	11% G	10%	13%	2%	17% G	7%	13%	8%	51% IJK	14%	8%	14%	9%	9%
Very Unlikely																	
Count	153	82	71	31	22	19	33	47	111	19	20	2	86	67	69	50	34
Column %	51%	53%	49%	31%	44%	42%	83% DEF	74% DEF	63% JL	28%	55% JL	12%	53%	48%	55%	46%	51%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKLM**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	34	15	19	19	7	6	1	3	17	10	4	3	17	17	12	16	7
Column %	11%	10%	13%	18% GH	13% G	12%	2%	4%	9%	15%	12%	17%	10%	13%	10%	14%	10%
Somewhat Likely																	
Count	42	15	26	15	9	7	2	10	17	7	11	7	24	18	19	12	11
Column %	14%	10%	18% B	15% G	17% G	14%	4%	15%	10%	10%	28% IJ	38% IJ	15%	13%	16%	11%	16%
Neither Likely nor Unlikely																	
Count	37	22	14	14	10	6	4	3	19	12	1	4	20	17	17	12	8
Column %	12%	14%	9%	14%	20% H	13%	10%	5%	11%	18%	4%	21% K	12%	12%	14%	11%	11%
Somewhat Unlikely																	
Count	31	12	20	17	5	6	3	1	15	11	3	2	14	18	9	12	10
Column %	10%	8%	14%	17% H	10% H	12% H	8%	1%	9%	16%	8%	13%	8%	13%	8%	11%	16%
Very Unlikely																	
Count	156	89	67	37	19	22	31	47	109	27	18	2	87	69	68	57	31
Column %	52%	58% C	46%	36%	39%	49%	76% DEF	75% DEF	62% JL	40% L	48% L	12%	54%	50%	54%	53%	47%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: BCDEFGHIJKL**

57

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp. **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	28	11	16	**14**	6	5	2	**2**	16	5	4	2	10	17	**6**	**13**	**9**
Column %	9%	7%	11%	**13%** H	11%	11%	4%	**3%**	9%	8%	12%	12%	6%	12%	**5%**	**12%** O	**13%** O
Somewhat Likely																	
Count	38	**14**	**24**	**23**	7	**3**	**2**	**3**	**18**	**15**	5	**1**	**13**	**25**	12	14	**13**
Column %	13%	**9%**	**17%** B	**23%** FGH	13%	**7%**	**4%**	**5%**	**10%**	**23%** IL	13%	**4%**	**8%**	**18%** M	9%	13%	**19%** O
Neither Likely nor Unlikely																	
Count	29	14	14	10	8	5	4	2	15	8	3	3	16	14	14	11	4
Column %	10%	9%	10%	10%	15%	11%	10%	4%	8%	13%	8%	17%	10%	10%	11%	11%	6%
Somewhat Unlikely																	
Count	42	20	22	15	7	7	3	10	**19**	**10**	**3**	**10**	25	17	21	12	9
Column %	14%	13%	15%	15%	15%	14%	8%	15%	**10%**	**16%**	**8%**	**54%** IJK	16%	12%	17%	11%	13%
Very Unlikely																	
Count	163	**93**	**69**	**38**	**23**	**26**	**30**	**46**	**112**	**27**	**22**	**2**	**97**	**65**	73	58	32
Column %	54%	**61%** C	**47%**	**38%**	**45%**	**57%** D	**74%** DE	**73%** DE	**63%** JL	**41%** L	**59%** L	**12%**	**60%** N	**47%**	58%	53%	48%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKLMNO**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count	30	11	19	20	4	5	0	2	14	9	4	3	16	14	10	15	5
Column %	10%	7%	13%	19% GH	8%	11%	0%	3%	8%	13%	12%	17%	10%	10%	8%	14%	8%
Somewhat Likely Count	33	17	16	16	11	5	0	1	15	12	4	2	9	24	8	10	15
Column %	11%	11%	11%	16% GH	22% GH	11% H	0%	1%	8%	18% I	12%	8%	5%	17% M	6%	9%	22% OP
Neither Likely nor Unlikely Count	40	21	19	16	8	7	6	2	21	14	3	2	19	21	20	13	7
Column %	13%	14%	13%	16% H	15%	16% H	16%	4%	12%	21%	8%	12%	12%	15%	16%	12%	10%
Somewhat Unlikely Count	32	16	16	10	5	5	3	9	15	7	1	9	24	8	15	11	5
Column %	11%	10%	11%	10%	10%	10%	8%	14%	8%	10%	4%	47% IJK	15% N	6%	12%	11%	8%
Very Unlikely Count	166	89	76	39	23	24	31	49	114	25	23	3	94	71	72	59	35
Column %	55%	58%	52%	39%	45%	53%	76% DEF	78% DEF	64% JL	38%	64% JL	17%	58%	52%	58%	54%	52%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DEFGHIJKLMNOP**

* Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Mean	2.54	2.87 C	2.18	2.32	2.33	2.60	3.02	2.69	2.67	2.56	2.01	2.20	2.60	2.46	2.71	2.49	2.27

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: C**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	114	**38**	**76**	**31**	20	**12**	17	**33**	**71**	**14**	**18**	**11**	56	58	39	44	30
Column %	38%	**25%**	**52% B**	**31%**	41%	**26%**	43%	**53% DF**	**40% J**	**21%**	**49% J**	**55% J**	35%	42%	31%	41%	45%
Somewhat Likely																	
Count	53	30	22	24	7	**11**	**3**	7	29	15	6	3	23	30	**15**	22	**16**
Column %	18%	19%	15%	24%	15%	**24% G**	**8%**	11%	17%	23%	16%	13%	14%	21%	**12%**	20%	**24% O**
Neither Likely nor Unlikely																	
Count	41	22	19	**16**	**11**	4	**7**	**2**	**22**	**15**	**2**	2	25	16	**24**	**9**	8
Column %	14%	14%	13%	**16% H**	**22% H**	9%	**18% H**	**4%**	**12%**	**23% IK**	**4%**	12%	15%	12%	**19% P**	**8%**	12%
Somewhat Unlikely																	
Count	30	18	12	**13**	6	6	2	**2**	**12**	**10**	6	2	17	12	14	12	3
Column %	10%	12%	8%	**13% H**	11%	13%	6%	**4%**	**7%**	**15% I**	16%	8%	11%	9%	11%	11%	5%
Very Unlikely																	
Count	63	**46**	**17**	16	**6**	**13**	10	**17**	43	12	6	2	40	23	32	21	10
Column %	21%	**30% C**	**12%**	16%	**11%**	**28% E**	26%	**28% E**	24%	18%	15%	12%	25%	16%	26%	19%	14%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKOP**

61

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	94	**37**	**57**	**24**	19	**19**	10	22	55	22	9	8	51	43	35	34	25
Column %	31%	**24%**	**39%** B	**24%**	37%	**42%** D	24%	35%	31%	33%	24%	42%	31%	31%	28%	31%	38%
Somewhat Likely																	
Count	51	30	20	**23**	8	6	8	**6**	29	13	3	5	**19**	**32**	17	21	13
Column %	17%	20%	14%	**22%** H	16%	12%	20%	**10%**	16%	20%	8%	29%	**12%**	**23%** M	13%	19%	20%
Neither Likely nor Unlikely																	
Count	47	19	27	**24**	8	6	4	**6**	**24**	**17**	5	2	23	24	22	18	7
Column %	16%	12%	19%	**24%** H	15%	13%	10%	**9%**	**13%**	**26%** I	13%	9%	14%	18%	18%	17%	10%
Somewhat Unlikely																	
Count	27	19	8	6	7	3	5	6	16	5	4	2	18	9	11	10	6
Column %	9%	12%	6%	6%	14%	7%	12%	9%	9%	7%	12%	8%	11%	6%	9%	10%	9%
Very Unlikely																	
Count	81	48	33	24	**8**	12	14	**23**	**54**	**8**	**16**	**2**	51	30	41	25	16
Column %	27%	31%	22%	24%	**16%**	26%	34%	**36%** E	**30%** J	**13%**	**43%** JL	**12%**	31%	22%	32%	23%	23%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEHIJLM**

62

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	65	**24**	**40**	20	13	11	7	14	**32**	**15**	9	**9**	32	33	27	**19**	**20**
Column %	22%	**16%**	**28%**	20%	27%	23%	18%	22%	**18%**	**23%**	24%	**47%**	20%	24%	21%	**17%**	**30%**
			B									IJ					P
Somewhat Likely																	
Count	47	23	24	18	**14**	6	**3**	**7**	31	10	4	2	22	26	**13**	**22**	12
Column %	16%	15%	17%	18%	**27%**	12%	**8%**	**11%**	18%	15%	12%	8%	13%	18%	**10%**	**21%**	18%
					GH											O	
Neither Likely nor Unlikely																	
Count	48	23	26	17	6	5	7	13	28	12	4	3	29	19	26	14	8
Column %	16%	15%	18%	17%	12%	11%	18%	20%	16%	18%	12%	16%	18%	14%	21%	13%	13%
Somewhat Unlikely																	
Count	46	23	22	15	9	6	7	8	26	14	3	3	21	25	14	21	10
Column %	15%	15%	15%	15%	18%	14%	18%	13%	15%	21%	8%	17%	13%	18%	11%	20%	15%
Very Unlikely																	
Count	94	**60**	**34**	31	**8**	**18**	**15**	**21**	**60**	**15**	**16**	**2**	58	36	46	32	16
Column %	31%	**39%**	**23%**	30%	**16%**	**40%**	**38%**	**34%**	**34%**	**23%**	**43%**	**12%**	36%	26%	36%	29%	25%
		C				E	E	E	L		JL						

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCEGHIJLOP**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	80	31	49	28	14	15	4	20	37	17	16	10	47	33	26	36	18
Column %	27%	20%	34% B	28% G	28% G	32% G	10%	31% G	21%	26%	44% I	50% IJ	29%	24%	21% O	33% O	26%
Somewhat Likely																	
Count	52	23	29	28	11	8	2	2	22	17	7	5	24	28	18	18	16
Column %	17%	15%	20%	28% GH	23% GH	18% H	6%	3%	12%	26% I	20%	29%	15%	20%	15%	16%	24%
Neither Likely nor Unlikely																	
Count	36	20	16	15	7	2	6	6	22	12	2	0	18	18	20	11	5
Column %	12%	13%	11%	15%	14%	5%	16%	9%	13%	18% K	4%	0%	11%	13%	16%	10%	8%
Somewhat Unlikely																	
Count	33	23	10	14	7	5	2	6	18	11	3	1	18	15	14	10	8
Column %	11%	15% C	7%	14%	13%	10%	6%	9%	10%	17%	8%	4%	11%	11%	11%	10%	12%
Very Unlikely																	
Count	99	56	42	16	11	16	25	30	79	8	9	3	55	44	46	33	20
Column %	33%	37%	29%	16%	23%	35% D	62% DEF	48% DE	44% JKL	13%	23%	17%	34%	32%	37%	31%	30%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKLO

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	84	32	51	29	12	9	9	25	48	8	18	9	44	39	29	33	21
Column %	28%	21%	35% B	29%	23%	19%	22%	40% F	27% J	13%	49% IJ	47% J	27%	28%	23%	30%	32%
Somewhat Likely																	
Count	54	20	34	20	11	9	6	7	31	19	3	2	24	30	18	18	18
Column %	18%	13%	24% B	20%	23%	20%	14%	12%	17%	29% IK	8%	9%	15%	21%	14%	17%	27% O
Neither Likely nor Unlikely																	
Count	52	27	24	24	10	5	6	7	24	15	6	6	27	25	30	19	3
Column %	17%	18%	16%	23%	20%	11%	16%	11%	14%	23%	16%	33% I	17%	18%	24% Q	18% Q	5%
Somewhat Unlikely																	
Count	26	18	8	9	6	6	3	2	13	12	1	0	14	12	9	9	8
Column %	9%	12% C	5%	9%	12%	12%	8%	4%	7%	18% I	4%	0%	9%	8%	8%	8%	11%
Very Unlikely																	
Count	85	56	29	19	11	17	16	21	62	12	9	2	51	33	39	29	16
Column %	28%	36% C	20%	19%	23%	38% D	40% D	33% D	35% JL	18%	23%	12%	32%	24%	31%	27%	24%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDFIJKLOQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	59	**17**	**42**	20	15	7	7	10	**37**	**14**	7	**1**	**23**	**36**	**19**	21	**20**
Column %	20%	**11%**	**29%** B	20%	30%	16%	16%	16%	**21%** L	**21%** L	20%	**4%**	**15%**	**26%** M	**15%**	19%	**30%** O
Somewhat Likely																	
Count	50	26	24	19	6	9	3	12	**25**	**8**	**6**	**10**	28	22	20	17	13
Column %	17%	17%	16%	19%	13%	19%	8%	19%	**14%**	**13%**	**16%**	**54%** IJK	17%	16%	16%	15%	20%
Neither Likely nor Unlikely																	
Count	41	16	25	13	8	6	8	6	23	14	3	2	24	17	21	11	9
Column %	14%	11%	17%	13%	15%	14%	20%	9%	13%	21%	8%	8%	15%	13%	17%	10%	14%
Somewhat Unlikely																	
Count	34	**24**	**9**	**18**	3	5	4	**4**	18	12	1	3	17	16	14	16	4
Column %	11%	**16%** C	**6%**	**18%** H	6%	11%	10%	**6%**	10%	18%	4%	17%	11%	12%	11%	14%	6%
Very Unlikely																	
Count	116	**69**	**46**	**30**	18	19	19	**31**	**75**	**18**	**19**	**3**	69	46	51	45	20
Column %	39%	**45%** C	**32%**	**30%**	35%	41%	46%	**49%** D	**42%** JL	**28%**	**51%** JL	**16%**	43%	33%	41%	41%	30%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCDHIJKLMO**

66

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count	49	22	26	**22**	**11**	**10**	**0**	6	19	20	9	1	26	23	16	23	10
Column %	16%	14%	18%	22% GH	23% GH	21% G	0%	9%	11%	31% IL	25% IL	5%	16%	16%	13%	21%	15%
Somewhat Likely Count	41	19	22	**20**	**7**	**8**	5	**2**	26	9	1	5	**10**	**30**	**11**	15	**16**
Column %	14%	12%	15%	19% H	13% H	18% H	12%	2%	15%	13%	4%	25% K	6%	22% M	8%	13%	24% O
Neither Likely nor Unlikely Count	49	23	26	15	10	7	6	11	**23**	**12**	**4**	**9**	31	18	27	14	7
Column %	16%	15%	18%	15%	20%	14%	14%	18%	13%	18%	12%	46% IJK	19%	13%	21%	13%	11%
Somewhat Unlikely Count	42	20	21	12	6	5	7	11	24	12	4	2	23	18	12	18	12
Column %	14%	13%	15%	12%	13%	10%	18%	18%	13%	18%	12%	8%	14%	13%	10%	16%	18%
Very Unlikely Count	120	69	50	**32**	**15**	17	**23**	**33**	**86**	**13**	**17**	**3**	71	49	**60**	39	**21**
Column %	40%	45%	35%	32%	31%	36%	56% DE	52% DE	48% JL	20%	47% JL	16%	44%	35%	48% Q	36%	32%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: DEGHIJKLMOQ**

* Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely																	
Count	52	**14**	**38**	14	10	9	**3**	**16**	**27**	**10**	8	**7**	31	21	23	16	13
Column %	17%	**9%**	**26%** B	14%	20%	20%	**6%**	**26%** G	**15%**	**16%**	21%	**38%** IJ	19%	15%	18%	15%	19%
Somewhat Likely																	
Count	48	26	22	**24**	**10**	**4**	5	**5**	28	12	6	2	25	23	18	18	12
Column %	16%	17%	15%	**24%** FH	**21%** H	**9%**	12%	**8%**	16%	18%	16%	8%	15%	17%	14%	16%	19%
Neither Likely nor Unlikely																	
Count	59	30	28	23	12	11	6	8	**27**	**21**	**4**	**6**	**25**	**34**	23	20	15
Column %	20%	19%	19%	23%	23%	24%	14%	13%	**15%**	**31%** IK	**12%**	**34%** I	**15%**	**25%** M	19%	19%	23%
Somewhat Unlikely																	
Count	30	15	14	7	4	5	7	6	23	3	3	1	15	15	9	10	11
Column %	10%	10%	10%	7%	8%	12%	18%	9%	13%	5%	8%	4%	9%	11%	8%	9%	16%
Very Unlikely																	
Count	112	**68**	**44**	33	**14**	17	**20**	28	**73**	20	16	**3**	66	45	**52**	**44**	**16**
Column %	37%	**45%** C	**30%**	33%	**28%**	36%	**50%** E	44%	**41%** L	30%	43%	**16%**	41%	33%	**42%** Q	**41%** Q	**23%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCEFGHIJKLMQ

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count	57	**19**	**38**	19	12	6	8	13	**39**	**14**	4	**0**	19	38	15	21	22
Column %	19%	**13%**	**26%** B	19%	23%	12%	19%	20%	**22%** L	**21%** L	12%	**0%**	12%	28% M	12%	19%	33% OP
Somewhat Likely Count	38	13	23	**17**	**11**	**8**	**0**	2	15	12	6	5	16	22	14	12	12
Column %	13%	9%	16%	17% GH	21% GH	18% GH	0%	3%	8%	18% I	17%	26% I	10%	16%	11%	11%	18%
Neither Likely nor Unlikely Count	39	16	23	11	6	4	6	12	18	10	3	8	21	18	24	9	6
Column %	13%	10%	16%	11%	12%	9%	14%	19%	10%	16%	8%	42% IJK	13%	13%	19% P	8%	9%
Somewhat Unlikely Count	40	23	16	15	3	6	7	8	24	10	3	3	22	17	9	21	9
Column %	13%	15%	11%	15%	6%	13%	16%	13%	13%	15%	8%	16%	14%	12%	7%	19% O	14%
Very Unlikely Count	126	**81**	**45**	37	18	22	21	28	**83**	**20**	**20**	3	**84**	43	63	45	18
Column %	42%	**53%** C	**31%**	37%	37%	47%	51%	45%	**47%** JL	**30%**	**55%** JL	16%	52% N	31%	50% Q	42% Q	27%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Very Likely Count Column %	43 14%	16 11%	26 18%	19 19% GH	11 21% GH	7 14%	2 4%	4 7%	23 13%	12 18%	6 16%	2 8%	19 12%	23 17%	13 10%	16 15%	14 20%
Somewhat Likely Count Column %	34 11%	15 10%	19 13%	14 14% H	7 15%	8 18% H	2 6%	2 4%	20 11%	8 13%	3 8%	3 16%	14 8%	21 15%	13 10%	13 12%	8 13%
Neither Likely nor Unlikely Count Column %	56 19%	24 16%	31 21%	19 18%	9 19%	7 14%	8 20%	14 22%	23 13%	17 26% I	6 16%	10 51% IJK	31 19%	25 18%	29 23%	16 15%	12 17%
Somewhat Unlikely Count Column %	39 13%	18 12%	21 15%	10 10%	6 13%	4 8%	7 17%	12 20%	26 15%	8 13%	3 8%	2 8%	20 12%	19 14%	13 10%	15 14%	12 18%
Very Unlikely Count Column %	127 42%	79 52% C	48 33%	39 38%	16 32%	21 45%	22 54% E	30 48%	86 48% JL	20 30%	19 51% JL	3 16%	78 48% N	49 36%	58 47%	48 44%	21 32%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CEGHIJKLN**

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Yes Count Column %	200 67%	104 68%	97 66%	71 70%	37 73%	29 63%	27 68%	37 59%	115 65%	46 69%	22 60%	17 91% IJK	95 59%	105 76% M	71 57%	76 70% O	53 80% O
No Count Column %	100 33%	49 32%	49 34%	30 30%	13 27%	17 37%	13 32%	26 41%	63 35% L	20 31% L	15 40% L	2 9%	67 41% N	33 24%	54 43% PQ	33 30%	13 20%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: IJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	104	97	71	37	29	27	37	115	46	22	17	95	105	71	76	53
Valid Cases	200	104	97	71	37	29	27	37	115	46	22	17	95	105	71	76	53
Total Mentions	310	160	150	119	62	41	36	53	173	71	44	22	131	179	98	126	86
At home																	
Mentions	160	80	80	56	28	21	23	32	91	36	19	14	78	82	59	59	42
% Valid Cases	80%	77%	83%	79%	76%	72%	85%	87%	79%	78%	86%	82%	82%	78%	83%	78%	78%
% Total Mentions	52%	50%	53%	47%	45%	51%	64%	61%	53%	50%	44%	65%	59%	46%	61%	47%	48%
At a micro gym																	
Mentions	27	13	14	17	4	3	0	2	13	7	4	2	**8**	**19**	8	11	7
% Valid Cases	13%	13%	14%	24%	12%	11%	0%	7%	12%	15%	20%	14%	**8%**	**18%**	11%	15%	14%
% Total Mentions	9%	8%	9%	14%	7%	8%	0%	5%	8%	9%	10%	11%	**6%**	**11% M**	8%	9%	8%
At a boutique fitness gym																	
Mentions	18	8	10	10	3	1	0	3	10	3	3	2	4	14	3	6	9
% Valid Cases	9%	7%	10%	15%	9%	3%	0%	9%	9%	7%	13%	9%	4%	13%	4%	8%	17%
% Total Mentions	6%	5%	7%	9%	5%	2%	0%	6%	6%	5%	7%	7%	3%	8%	3%	5%	11%
At a traditional gym																	
Mentions	66	35	31	**22**	**19**	9	5	11	41	14	9	3	**22**	**45**	**15**	**33**	18
% Valid Cases	33%	33%	32%	**31%**	**51%**	32%	18%	30%	35%	30%	39%	18%	**23%**	**42%**	**21%**	**44%**	34%
% Total Mentions	21%	22%	21%	**19%**	**30% D**	23%	14%	21%	23%	19%	20%	14%	**16%**	**25% M**	**15%**	**26% O**	21%
At a public space such as a park																	
Mentions	40	25	15	14	8	6	8	4	**18**	12	**9**	1	20	19	13	17	10
% Valid Cases	20%	24%	16%	19%	22%	22%	29%	10%	**16%**	26%	**40%**	4%	21%	18%	18%	23%	18%
% Total Mentions	13%	15%	10%	12%	13%	16%	22%	7%	**11%**	17%	**20% I**	3%	16%	11%	13%	14%	11%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: DIMO**

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	104	97	71	37	29	27	37	115	46	22	17	95	105	71	76	53
Valid Cases	200	104	97	71	37	29	27	37	115	46	22	17	95	105	71	76	53
Total Mentions	268	136	131	100	52	36	35	44	155	56	38	18	116	151	88	103	76
At a home																	
Mentions	163	86	77	50	34	23	23	34	96	32	21	14	82	81	60	60	43
% Valid Cases	82%	83%	80%	70%	93%	78%	85%	91%	84%	70%	93%	82%	86%	77%	84%	80%	81%
% Total Mentions	61%	63%	59%	50%	65%	63%	66%	77%	62%	57%	54%	78%	71%	54%	68%	58%	57%
At a micro gym																	
Mentions	20	10	10	15	3	0	0	2	11	8	0	0	5	15	7	8	5
% Valid Cases	10%	10%	10%	21%	7%	0%	0%	7%	10%	19%	0%	0%	5%	14%	9%	11%	9%
% Total Mentions	7%	8%	7%	15%	5%	0%	0%	5%	7%	15%	0%	0%	4%	10%	8%	8%	6%
At a boutique fitness gym																	
Mentions	18	4	14	11	3	4	0	0	7	4	4	3	5	13	2	7	8
% Valid Cases	9%	4%	15%	16%	7%	14%	0%	0%	6%	8%	20%	18%	6%	12%	3%	10%	16%
% Total Mentions	7%	3%	11%	11%	5%	11%	0%	0%	4%	6%	12%	17%	5%	8%	3%	7%	11%
At a traditional gym																	
Mentions	32	16	16	15	7	3	4	2	22	3	6	1	**8**	**24**	8	14	11
% Valid Cases	16%	16%	16%	21%	20%	11%	15%	7%	19%	7%	26%	5%	**9%**	**22%**	11%	18%	20%
% Total Mentions	12%	12%	12%	15%	14%	9%	11%	6%	14%	6%	15%	5%	**7%**	**16% M**	9%	13%	14%
At a public space such as a park																	
Mentions	34	20	14	9	6	6	8	5	19	8	7	0	16	19	12	14	9
% Valid Cases	17%	19%	15%	13%	17%	20%	29%	15%	16%	19%	33%	0%	16%	18%	16%	18%	17%
% Total Mentions	13%	15%	11%	9%	12%	16%	23%	12%	12%	15%	19%	0%	13%	12%	13%	13%	12%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: M**

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	104	97	71	37	29	27	37	115	46	22	17	95	105	71	76	53
Yes Count Column %	89 44%	47 45%	42 43%	49 69% EFGH	18 48% GH	11 38% G	4 15%	7 20%	40 35%	28 62% IL	15 67% IL	6 32%	37 39%	52 49%	30 42%	38 51%	21 39%
No Count Column %	112 56%	57 55%	55 57%	22 31%	19 52% D	18 62% D	23 85% DEF	30 80% DE	75 65% JK	17 38%	7 33%	12 68% JK	58 61%	54 51%	41 58%	37 49%	33 61%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DEFGHIJKL

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Yes Count Column %	99 33%	54 35%	44 30%	55 54% FGH	21 42% GH	16 34% GH	2 6%	5 8%	41 23%	42 64% IKL	10 28%	5 26%	49 31%	49 36%	32 25%	39 36%	28 42% O
No Count Column %	201 67%	99 65%	102 70%	46 46%	29 58%	30 66% D	38 94% DEF	58 92% DEF	136 77% J	24 36%	27 72% J	14 74% J	112 69%	89 64%	94 75% Q	69 64%	38 58%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: DEFGHIJKLOQ**

75

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	99	54	44	55	21	16	2	5	41	42	10	5	49	49	32	39	28
Yes Count Column %	61 62%	30 55%	30 70%	33 61%	13 61%	11 68%	1 35%	3 70%	**29** **70%** J	**20** 48%	**9** **86%** J	3 68%	**25** 51%	**36** **73%** M	**15** **47%**	25 64%	**21** **76%** O
No Count Column %	38 38%	24 45%	13 30%	21 39%	8 39%	5 32%	2 65%	1 30%	**13** **30%**	**22** **52%** IK	**1** 14%	2 32%	**24** **49%** N	**14** 27%	**17** **53%** Q	14 36%	**7** **24%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: IJKMNOQ**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	76	36	39	41	17	14	1	3	31	32	9	4	34	42	19	32	26
Valid Cases	76	36	39	41	17	14	1	3	31	32	9	4	34	42	19	32	26
Total Mentions	172	82	89	94	50	23	2	3	75	57	31	9	71	100	37	70	65
Football																	
Mentions	29	15	14	16	7	5	0	2	**16**	**8**	4	1	14	15	9	12	8
% Valid Cases	38%	41%	37%	39%	39%	34%	0%	54%	**50%**	**26%**	49%	18%	42%	35%	47%	38%	32%
% Total Mentions	17%	18%	16%	17%	13%	21%	0%	54%	**21%** J	**15%**	14%	9%	20%	15%	24%	17%	13%
Baseball/Softball																	
Mentions	16	10	6	9	5	2	0	0	5	7	4	0	7	9	2	8	6
% Valid Cases	21%	28%	15%	22%	32%	11%	0%	0%	16%	21%	49%	0%	20%	21%	9%	25%	25%
% Total Mentions	9%	12%	7%	10%	11%	7%	0%	0%	6%	12%	14%	0%	10%	9%	4%	11%	10%
Basketball																	
Mentions	23	11	12	11	8	3	1	0	10	7	4	2	11	12	4	9	9
% Valid Cases	30%	30%	30%	26%	47%	23%	100%	0%	32%	20%	51%	38%	32%	28%	22%	29%	36%
% Total Mentions	13%	13%	13%	11%	16%	14%	50%	0%	13%	11%	15%	18%	15%	12%	11%	13%	14%
Hockey																	
Mentions	11	5	6	6	4	1	0	0	5	3	1	1	5	6	4	3	3
% Valid Cases	14%	13%	15%	14%	24%	6%	0%	0%	16%	11%	16%	20%	14%	14%	21%	11%	13%
% Total Mentions	6%	6%	7%	6%	8%	4%	0%	0%	7%	6%	5%	9%	7%	6%	11%	5%	5%
Soccer																	
Mentions	29	14	13	15	7	6	0	0	10	13	4	1	10	18	5	12	11
% Valid Cases	38%	39%	34%	37%	44%	42%	0%	0%	32%	42%	51%	23%	30%	44%	26%	39%	44%
% Total Mentions	17%	17%	15%	16%	15%	26%	0%	0%	13%	23%	15%	11%	15%	18%	14%	18%	18%
Golf																	
Mentions	11	3	8	6	3	1	1	0	7	3	0	1	2	9	2	3	5
% Valid Cases	14%	9%	20%	14%	20%	6%	100%	0%	22%	11%	0%	18%	5%	22%	13%	10%	20%
% Total Mentions	6%	4%	9%	6%	7%	4%	50%	0%	9%	6%	0%	9%	2%	9%	7%	5%	8%
Tennis																	
Mentions	12	2	10	8	1	2	0	0	8	2	2	1	4	8	2	3	6
% Valid Cases	15%	4%	26%	20%	5%	17%	0%	0%	24%	6%	17%	20%	12%	18%	13%	10%	23%
% Total Mentions	7%	2%	11%	9%	2%	11%	0%	0%	10%	3%	5%	9%	6%	8%	7%	5%	9%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

🟦 **Significant difference within groups: J**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Volleyball																	
Mentions	14	6	8	7	5	2	0	0	7	3	3	1	6	8	2	5	6
% Valid Cases	18%	17%	19%	16%	28%	17%	0%	0%	21%	11%	33%	18%	18%	18%	13%	17%	22%
% Total Mentions	8%	7%	9%	7%	9%	10%	0%	0%	9%	6%	10%	9%	9%	8%	7%	8%	9%
Track and Field																	
Mentions	4	4	0	1	2	1	0	0	2	0	3	0	2	2	0	2	2
% Valid Cases	6%	12%	0%	3%	13%	5%	0%	0%	5%	0%	32%	0%	6%	5%	0%	7%	9%
% Total Mentions	3%	5%	0%	2%	4%	3%	0%	0%	2%	0%	9%	0%	3%	2%	0%	3%	3%
Cross Country																	
Mentions	2	2	0	2	1	0	0	0	1	2	0	0	1	2	0	2	0
% Valid Cases	3%	7%	0%	4%	5%	0%	0%	0%	2%	5%	0%	0%	2%	4%	0%	8%	0%
% Total Mentions	1%	3%	0%	2%	2%	0%	0%	0%	1%	3%	0%	0%	1%	2%	0%	3%	0%
Swimming																	
Mentions	13	4	9	8	5	0	0	0	6	5	0	2	3	9	3	4	6
% Valid Cases	16%	11%	22%	19%	29%	0%	0%	0%	19%	16%	0%	38%	10%	22%	14%	13%	23%
% Total Mentions	7%	5%	10%	8%	10%	0%	0%	0%	8%	9%	0%	18%	5%	9%	7%	6%	9%
Wrestling																	
Mentions	2	0	2	2	0	0	0	0	0	2	0	0	0	2	0	0	2
% Valid Cases	2%	0%	5%	4%	0%	0%	0%	0%	0%	6%	0%	0%	0%	4%	0%	0%	7%
% Total Mentions	1%	0%	2%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	2%	0%	0%	3%
Lacrosse																	
Mentions	3	3	0	2	1	0	0	0	1	0	1	1	1	2	1	2	0
% Valid Cases	4%	8%	0%	5%	5%	0%	0%	0%	2%	0%	16%	18%	4%	4%	7%	5%	0%
% Total Mentions	2%	4%	0%	2%	2%	0%	0%	0%	1%	0%	5%	9%	2%	2%	4%	2%	0%
Cheerleading																	
Mentions	5	3	2	2	1	0	0	2	0	2	3	0	5	0	2	3	0
% Valid Cases	6%	8%	4%	4%	8%	0%	0%	46%	0%	5%	33%	0%	13%	0%	9%	9%	0%
% Total Mentions	3%	4%	2%	2%	3%	0%	0%	46%	0%	3%	10%	0%	6%	0%	4%	4%	0%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: J**

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	99	54	44	55	21	16	2	5	41	42	10	5	49	49	32	39	28
I am significantly more concerned now than I was at the beginning of the pandemic																	
Count	46	24	21	29	9	6	2	0	20	20	4	2	19	27	17	15	14
Column %	47%	44%	49%	53%	44%	38%	65%	0%	48%	48%	42%	36%	37%	56%	54%	38%	49%
I am somewhat more concerned now than I was at the beginning of the pandemic																	
Count	21	13	9	11	3	5	0	2	8	10	2	2	13	8	7	8	6
Column %	21%	23%	20%	21%	15%	31%	0%	38%	19%	24%	15%	32%	26%	17%	23%	20%	21%
My concern is the same as it was at the start of the pandemic																	
Count	22	11	11	10	6	4	0	2	8	10	3	1	11	11	2	12	7
Column %	22%	20%	25%	18%	30%	26%	0%	33%	20%	24%	29%	17%	23%	22%	8%	31% O	26%
I am somewhat less concerned now than I was at the beginning of the pandemic																	
Count	7	5	3	4	2	1	1	0	6	2	0	0	5	3	3	3	1
Column %	7%	9%	6%	7%	8%	5%	35%	0%	14%	4%	0%	0%	10%	5%	10%	8%	3%
I am significantly less concerned now than I was at the beginning of the pandemic																	
Count	2	2	0	0	1	0	0	1	0	0	1	1	2	0	1	1	0
Column %	2%	4%	0%	0%	4%	0%	0%	30%	0%	0%	14%	15%	4%	0%	4%	2%	0%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: O**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Knowing this makes me much more comfortable with college football getting underway																	
Count	93	**38**	**55**	35	17	15	12	13	54	18	17	3	47	46	35	32	26
Column %	31%	**25%**	**38% B**	35%	34%	33%	30%	21%	30%	28%	45%	17%	29%	33%	28%	29%	40%
Knowing this makes me somewhat more comfortable with college football getting underway																	
Count	78	38	39	27	13	11	7	20	**38**	**20**	**7**	**12**	40	38	34	28	16
Column %	26%	25%	26%	26%	27%	23%	18%	32%	**22%**	**30%**	**20%**	**63% IJK**	25%	27%	27%	26%	24%
Knowing this does not affect my comfort level with college football getting underwat																	
Count	96	55	41	31	15	**11**	**19**	20	**68**	19	**7**	**2**	55	41	39	39	18
Column %	32%	36%	28%	31%	30%	**25%**	**48% F**	31%	**38% KL**	29%	**19%**	**8%**	34%	30%	31%	36%	28%
Knowing this makes me somewhat less comfortable with college football getting underway																	
Count	8	6	2	**1**	1	**4**	0	2	5	3	0	0	3	5	4	4	0
Column %	3%	4%	1%	**1%**	2%	**9% D**	0%	4%	3%	5%	0%	0%	2%	4%	3%	4%	0%
Knowing this makes me much less comfortable with college football getting underway																	
Count	25	16	10	7	4	5	2	7	12	5	6	2	16	9	14	5	6
Column %	8%	10%	7%	7%	8%	11%	4%	12%	7%	8%	15%	12%	10%	6%	11%	5%	9%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BDFIJKL**

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Strongly Agree																	
Count	113	**47**	**66**	35	23	16	14	25	**63**	**20**	**25**	**4**	57	56	**34**	**45**	**34**
Column %	38%	**31%**	**45%** B	35%	45%	34%	34%	40%	**35%**	**31%**	**69%** IJL	**21%**	35%	41%	**27%**	**41%** O	**52%** O
Somewhat Agree																	
Count	69	38	32	**33**	12	**6**	10	**10**	**46**	**19**	**3**	**2**	31	38	23	28	18
Column %	23%	25%	22%	**32%** FH	23%	**12%**	24%	**15%**	**26%** KL	**28%** K	**8%**	**8%**	19%	28%	18%	26%	28%
Neither Agree nor Disagree																	
Count	99	58	40	**27**	14	**21**	16	21	**58**	**22**	**6**	**13**	**65**	**33**	**59**	**30**	**10**
Column %	33%	38%	27%	**26%**	28%	**46%** D	39%	33%	**32%** K	**33%**	**16%**	**67%** IJK	**40%** N	**24%**	**47%** PQ	**28%** Q	**15%**
Somewhat Disagree																	
Count	11	5	6	5	1	1	1	3	7	3	0	1	3	8	5	5	1
Column %	4%	3%	4%	5%	2%	2%	2%	5%	4%	5%	0%	4%	2%	5%	4%	5%	1%
Strongly Disagree																	
Count	9	6	3	1	1	3	0	4	4	2	3	0	6	3	6	0	3
Column %	3%	4%	2%	1%	2%	6%	0%	6%	2%	3%	8%	0%	3%	2%	4%	0%	5%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDFHIJKLNOPQ**

* Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
I would attend the World Series if I were given a ticket Count	153	**69**	**84**	**61**	**30**	23	**15**	**24**	**87**	**30**	21	**15**	79	74	**55**	**62**	36
Column %	51%	**45%**	**57%** B	**61%** GH	**61%** GH	49%	**38%**	**38%**	**49%**	**46%**	57%	**79%** IJ	49%	53%	**44%**	**58%** O	54%
I would not attend the World Series, even if I were given a ticket Count	147	**84**	**62**	**40**	**20**	24	**25**	**39**	**91**	**36**	16	**4**	82	64	**71**	**46**	30
Column %	49%	**55%** C	**43%**	**39%**	**39%**	51%	**62%** DE	**62%** DE	**51%** L	**54%** L	43%	**21%**	51%	47%	**56%** P	**42%**	46%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▩ **Significant difference within groups: BCDEGHIJLOP**

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Valid Cases	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Total Mentions	471	231	239	185	95	72	49	69	267	108	73	23	246	225	183	164	124
Football																	
Mentions	122	58	63	45	25	21	11	20	63	24	25	10	76	46	56	41	25
% Valid Cases	41%	38%	43%	45%	50%	45%	28%	31%	35%	36%	68%	54%	47%	33%	44%	38%	37%
% Total Mentions	26%	25%	27%	24%	26% GH	29%	23%	28%	23%	22%	35% IJ	45%	31% N	20%	31%	25%	20%
Baseball																	
Mentions	81	42	39	30	19	14	8	10	48	22	9	2	38	43	27	29	25
% Valid Cases	27%	27%	27%	30%	38%	31%	20%	16%	27%	33%	24%	12%	24%	31%	22%	27%	37%
% Total Mentions	17%	18%	16%	16% H	20% H	20% H	16%	14%	18%	20%	12%	10%	16%	19%	15%	18%	20% O
Basketball																	
Mentions	72	32	38	42	14	10	2	3	33	17	18	4	41	30	26	29	16
% Valid Cases	24%	21%	26%	42%	29%	22%	4%	5%	18%	25%	48%	22%	25%	22%	21%	27%	24%
% Total Mentions	15%	14%	16%	23% F	15%	14%	3%	5%	12%	15%	25% IJ	18%	17%	14%	14%	18%	13%
Hockey																	
Mentions	34	13	21	15	8	5	5	2	21	5	6	2	16	19	12	11	12
% Valid Cases	11%	8%	14%	15%	16%	10%	12%	3%	12%	8%	16%	8%	10%	13%	9%	10%	18%
% Total Mentions	7%	6%	9%	8%	9%	6%	10%	2%	8%	5%	8%	7%	6%	8%	6%	6%	9%
Soccer																	
Mentions	44	31	13	20	11	10	1	2	14	25	3	2	17	27	12	20	11
% Valid Cases	15%	20%	9%	20%	23%	21%	2%	3%	8%	38%	8%	12%	11%	19%	10%	19%	17%
% Total Mentions	9%	13% C	5%	11%	12%	13%	2%	2%	5%	23% I	4%	10%	7%	12% M	7%	12%	9%
Automobile Racing (NASCAR, Formula 1, etc.)																	
Mentions	39	22	18	13	3	2	9	12	27	7	4	1	27	12	20	12	7
% Valid Cases	13%	14%	12%	13%	6%	5%	22%	19%	15%	10%	12%	4%	17%	9%	16%	11%	11%
% Total Mentions	8%	9%	7%	7%	3%	3%	18%	17%	10%	6%	6%	3%	11% N	6%	11%	7%	6%
Golf																	
Mentions	57	22	35	11	9	7	11	19	45	9	3	0	22	35	19	16	21
% Valid Cases	19%	14%	24%	11%	19%	16%	27%	29%	25%	13%	8%	0%	13%	25%	15%	15%	32%
% Total Mentions	12%	9%	15% B	6%	10%	10%	22% D	27% D	17% J	8%	4%	0%	9%	16% M	11%	10%	17% OP

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDFGHIJMNOP

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Tennis																	
Mentions	22	11	12	9	5	2	3	3	16	0	4	2	9	13	10	6	6
% Valid Cases	7%	7%	8%	9%	10%	5%	8%	5%	9%	0%	12%	8%	6%	9%	8%	5%	10%
% Total Mentions	5%	5%	5%	5%	5%	3%	6%	4%	6%	0%	6%	7%	4%	6%	6%	3%	5%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDFGHIJMNOP**

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
I would be much more likely to support the team if it had an African American starting quarterback Count	35	19	16	20	8	3	1	3	16	8	7	3	16	19	11	19	6
Column %	12%	13%	11%	20% GH	16% G	7%	2%	5%	9%	13%	20%	17%	10%	14%	9%	17% O	9%
I would be somewhat more likely to support the team if it had an African American starting quarterback Count	34	20	13	22	4	6	2	0	15	10	6	2	13	21	12	14	7
Column %	11%	13%	9%	22% EGH	8% H	12% H	4%	0%	9%	15%	16%	12%	8%	15% M	10%	13%	11%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team Count	195	97	97	43	35	29	37	51	130	39	15	11	113	82	85	66	44
Column %	65%	64%	66%	42%	70% D	64%	92% DEF	81% DF	73% JK	59%	40%	59%	70%	59%	68%	61%	67%
I would be somewhat less likely to support the team if it had an African American starting quarterback Count	20	7	14	13	0	3	1	3	7	5	6	2	10	10	11	5	5
Column %	7%	4%	9%	13% EG	0%	6%	2%	5%	4%	8%	16% I	8%	6%	7%	8%	4%	7%
I would be much less likely to support the team if it had an African American starting quarterback Count	16	9	7	3	2	5	0	6	9	3	3	1	10	6	7	5	4
Column %	5%	6%	5%	3%	5%	11%	0%	9%	5%	5%	8%	4%	6%	5%	6%	4%	6%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DEFGHIJKMO**

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team. Which of the following do you agree with most? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Steve Nash had a major advantage in getting this head coaching job because of his race Count	62	30	32	**30**	**15**	9	**4**	**4**	**26**	**18**	**15**	3	31	31	**22**	**30**	**10**
Column %	21%	20%	22%	**30% GH**	**29% GH**	20%	**10%**	**6%**	**14%**	**28% I**	**40% I**	16%	19%	22%	**17%**	**28% OQ**	**15%**
Steve Nash had a minor advantage in getting this head coaching job because of his race Count	33	13	19	**20**	5	5	**2**	**2**	16	10	3	4	**12**	**21**	12	11	10
Column %	11%	9%	13%	**20% GH**	10%	11%	**4%**	**3%**	9%	16%	8%	22%	**7%**	**15% M**	9%	10%	15%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race Count	23	11	13	**10**	3	**5**	**5**	**1**	12	5	4	2	10	13	11	6	7
Column %	8%	7%	9%	**9% H**	7%	**10% H**	**12% H**	**1%**	7%	8%	12%	8%	6%	10%	9%	5%	10%
Steve Nash had a major disadvantage in getting this head coaching job because of his race Count	25	10	15	12	7	2	2	3	13	8	3	1	15	11	12	10	4
Column %	8%	7%	10%	11%	15%	3%	4%	5%	7%	13%	8%	4%	9%	8%	9%	9%	6%
Race did not play a role in Steve Nash getting this head coaching job Count	156	**88**	**68**	**30**	**20**	**26**	**28**	**53**	**111**	**24**	**12**	10	**93**	**63**	69	52	35
Column %	52%	**58% C**	**46%**	**30%**	**39%**	**56% D**	**70% DE**	**84% DEF**	**63% JK**	**36%**	**32%**	50%	**58% N**	**45%**	55%	48%	53%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: CDEFGHIJKMNOQ**

86

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	146	101	48	46	40	63	178	64	37	19	160	138	124	108	67
Noticed a Statement																	
Count	170	78	91	65	30	20	24	31	103	37	24	5	76	93	54	68	47
Column %	57%	52%	62%	64% FH	63%	44%	58%	49%	58% L	58% L	65% L	29%	48%	67% M	44%	63% O	70% O
Did not notice a statement																	
Count	129	73	55	36	18	26	17	32	75	27	13	14	84	45	70	40	20
Column %	43%	48%	38%	36%	37%	56% D	42%	51% D	42%	42%	35%	71% IJK	52% N	33%	56% PQ	37%	30%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DFHIJKLMNOPQ

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	153	144	101	50	46	40	61	178	64	37	19	160	138	124	108	67
Noticed a Statement Count Column %	107 36%	47 31%	60 42%	42 41%	20 41%	12 26%	15 36%	19 31%	65 37%	24 37%	13 36%	5 29%	44 27%	64 46% M	32 26%	45 42% O	30 45% O
Did not notice a statement Count Column %	191 64%	106 69%	84 58%	59 59%	29 59%	34 74%	26 64%	42 69%	113 63%	41 63%	24 64%	14 71%	116 73% N	75 54%	91 74% PQ	63 58%	36 55%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: MNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	151	145	101	49	44	40	63	176	64	37	19	159	138	123	108	66
Noticed a Statement Count Column %	151 51%	63 42%	87 60% B	61 61% FH	28 56% F	15 34%	22 54%	25 39%	83 47%	36 56%	24 65%	8 42%	72 45%	79 57% M	48 39%	60 56% O	43 65% O
Did not notice a statement Count Column %	146 49%	88 58% C	58 40%	39 39%	21 44%	29 66% DE	18 46%	38 61% D	93 53%	29 44%	13 35%	11 58%	88 55% N	59 43%	75 61% PQ	48 44%	23 35%

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	152	146	100	50	46	40	63	178	66	37	18	161	138	125	108	67
Noticed a Statement Count Column %	68 23%	**28** **18%**	**41** **28%** **B**	**34** **34%** **FGH**	12 25%	**7** **16%**	**7** **17%**	**8** **13%**	38 21%	15 23%	10 28%	5 26%	**22** **14%**	**46** **33%** **M**	**21** **17%**	26 24%	**22** **32%** **O**
Did not notice a statement Count Column %	231 77%	**125** **82%** **C**	**105** **72%**	**66** **66%**	37 75%	**39** **84%** **D**	**34** **83%** **D**	**55** **87%** **D**	140 79%	51 77%	27 72%	14 74%	**139** **86%** **N**	**92** **67%**	**104** **83%** **Q**	82 76%	**45** **68%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　 Significant difference within groups: BCDFGHMNOQ

90

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	296	151	144	99	50	45	40	61	177	63	37	19	159	137	121	108	67
Noticed a Statement Count Column %	79 27%	34 23%	44 31%	42 43% FGH	15 31% H	10 22%	6 14%	5 9%	38 21%	25 41% I	12 32%	4 21%	27 17%	52 38% M	25 21%	33 30%	22 33%
Did not notice a statement Count Column %	217 73%	116 77%	100 69%	57 57%	34 69%	35 78% D	35 86% D	56 91% DE	139 79%	37 59% J	25 68%	15 79%	132 83% N	85 62%	96 79%	75 70%	45 67%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DEFGHIJMN**

91

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Noticed a Statement Count Column %	116 39%	58 38%	56 39%	**51** **50%** **FGH**	19 37%	**15** **32%**	**12** **30%**	**19** **31%**	62 35%	28 43%	19 52%	6 30%	**50** **31%**	**65** **47%** **M**	41 32%	45 42%	30 45%
Did not notice a statement Count Column %	184 61%	95 62%	90 61%	**50** **50%**	31 63%	**31** **68%** **D**	**28** **70%** **D**	**44** **69%** **D**	116 65%	38 57%	18 48%	13 70%	**111** **69%** **N**	**73** **53%**	85 68%	63 58%	37 55%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DFGHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	146	101	50	45	40	62	176	66	37	19	161	138	125	108	66
Noticed a Statement																	
Count	97	**41**	**56**	**42**	**20**	9	9	18	**49**	26	**18**	5	**40**	**58**	**32**	35	**30**
Column %	33%	**27%**	**39%**	**42%**	**39%**	20%	22%	29%	**28%**	39%	**48%**	25%	**25%**	**42%**	**26%**	32%	**46%**
			B	FG	F						I			M			O
Did not notice a statement																	
Count	201	**111**	**90**	**59**	**30**	**36**	**31**	44	**127**	40	**19**	14	**121**	**80**	**92**	73	**35**
Column %	67%	**73%**	**61%**	**58%**	**61%**	**80%**	**78%**	71%	**72%**	61%	**52%**	75%	**75%**	**58%**	**74%**	68%	**54%**
			C			DE	D		K				N		Q		

▢ **Significant difference within groups: BCDEFGIKMNOQ**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Noticed a Statement Count Column %	72 24%	30 20%	42 29%	**36** **36%** FGH	**16** **31%** FGH	7 **14%**	3 **8%**	10 **16%**	39 22%	19 29%	10 28%	4 20%	**24** **15%**	**48** **35%** M	**21** **17%**	27 25%	**24** **36%** O
Did not notice a statement Count Column %	228 76%	123 80%	104 71%	**64** **64%**	**34** **69%**	40 **86%** DE	37 **92%** DE	53 **84%** DE	139 78%	47 71%	27 72%	15 80%	**138** **85%** N	**90** **65%**	**104** **83%** Q	82 75%	**42** **64%**

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHMNOQ**

94

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	152	145	100	50	46	40	62	176	66	37	19	162	137	125	108	66
Noticed a Statement Count Column %	62 21%	25 16%	36 25%	34 34% FGH	12 23% H	8 18%	3 8%	5 8%	33 19%	8 13%	15 40% IJ	6 30%	21 13%	41 30% M	21 17%	24 22%	17 25%
Did not notice a statement Count Column %	236 79%	127 84%	109 75%	66 66%	38 77%	38 82% D	37 92% D	57 92% DE	143 81% K	58 87% K	22 60%	13 70%	141 87% N	96 70%	103 83%	84 78%	49 75%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFGHIJKMN

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	145	99	50	46	40	62	177	64	37	19	161	137	125	106	67
Noticed a Statement																	
Count	91	35	56	42	19	10	8	12	39	26	21	6	40	51	34	30	27
Column %	31%	23%	39% B	42% FGH	39% GH	21%	19%	19%	22%	40% I	57% I	29%	25%	37% M	27%	29%	41% O
Did not notice a statement																	
Count	207	117	89	57	30	36	33	50	138	39	16	14	121	86	92	75	40
Column %	69%	77% C	61%	58%	61%	79% D	81% DE	81% DE	78% JK	60%	43%	71%	75% N	63%	73% Q	71%	59%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDEFGHIJKMNOQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Noticed a Statement Count Column %	63 21%	26 17%	37 25%	**34** **34%** **FGH**	12 23%	**7** **14%**	**3** **8%**	**7** **11%**	31 18%	19 28%	10 28%	2 13%	**22** **13%**	**41** **30%** **M**	21 17%	23 21%	19 29%
Did not notice a statement Count Column %	237 79%	127 83%	109 75%	**67** **66%**	38 77%	**40** **86%** **D**	**37** **92%** **D**	**56** **89%** **D**	147 82%	47 72%	27 72%	17 87%	**140** **87%** **N**	**97** **70%**	104 83%	85 79%	47 71%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: DFGHMN**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Noticed a Statement																	
Count	60	25	35	**33**	10	**6**	**4**	**7**	30	17	10	3	**21**	**39**	22	19	19
Column %	20%	17%	24%	**33%** **FGH**	20%	**13%**	**10%**	**11%**	17%	26%	28%	16%	**13%**	**28%** **M**	18%	17%	29%
Did not notice a statement																	
Count	240	128	111	**68**	40	**40**	**36**	**56**	148	49	27	16	**140**	**100**	103	90	47
Column %	80%	83%	76%	**67%**	80%	**87%** **D**	**90%** **D**	**89%** **D**	83%	74%	72%	84%	**87%** **N**	**72%**	82%	83%	71%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DFGHMN

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	152	146	101	50	46	40	62	177	66	37	19	162	138	125	108	67
Noticed a Statement																	
Count	53	22	30	**29**	8	7	**2**	**6**	29	12	9	3	**21**	**32**	20	15	17
Column %	18%	15%	20%	**29%** **GH**	17%	15%	**6%**	**10%**	16%	18%	24%	17%	**13%**	**23%** **M**	16%	14%	26%
Did not notice a statement																	
Count	246	130	116	**72**	42	39	**38**	**56**	148	54	28	16	**141**	**105**	104	93	49
Column %	82%	85%	80%	**71%**	83%	85%	**94%** **D**	**90%** **D**	84%	82%	76%	83%	**87%** **N**	**77%**	84%	86%	74%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DGHMN**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	69	25	42	35	14	11	4	5	30	16	19	3	37	32	26	26	17
Column %	23%	17%	29% B	35% GH	28% GH	23% H	10%	8%	17%	24%	53% IJL	18%	23%	23%	21%	24%	25%
Somewhat more favorable impression																	
Count	38	19	19	25	4	6	0	3	16	18	2	2	15	23	15	16	8
Column %	13%	13%	13%	24% EGH	9%	13%	0%	5%	9%	28% IK	4%	12%	9%	17%	12%	15%	11%
Less favorable impression																	
Count	21	14	7	8	2	3	3	5	14	5	0	2	9	12	5	12	4
Column %	7%	9%	5%	8%	3%	7%	8%	8%	8%	7%	0%	12%	5%	9%	4%	11% O	6%
Much less favorable impression																	
Count	37	19	18	5	7	4	12	10	31	5	1	0	19	18	12	10	15
Column %	12%	13%	12%	5%	13%	9%	31% DEF	15% D	17% K	8%	4%	0%	12%	13%	10%	10%	23% OP
No impact																	
Count	135	75	60	28	24	22	21	40	87	22	14	11	82	53	68	44	23
Column %	45%	49%	41%	28%	47% D	49% D	52% D	64% D	49% J	33%	39%	58%	51% N	38%	54% PQ	41%	35%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BDEFGHIJKLNOPQ**

100

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	50	20	29	28	7	10	3	2	24	14	9	3	27	23	18	20	12
Column %	17%	13%	20%	28% GH	15% H	21% H	8%	3%	13%	21%	24%	17%	17%	16%	15%	18%	18%
Somewhat more favorable impression																	
Count	43	23	19	22	8	8	1	4	16	18	4	4	15	28	12	19	12
Column %	14%	15%	13%	22% GH	16% G	18% G	2%	7%	9%	28% I	12%	21%	10%	20% M	10%	17%	19%
Less favorable impression																	
Count	23	10	13	8	5	1	4	5	14	7	2	1	9	14	6	9	8
Column %	8%	7%	9%	8%	10%	2%	10% F	8%	8%	10%	4%	4%	5%	10%	5%	8%	13% O
Much less favorable impression																	
Count	27	12	14	7	2	1	8	8	22	2	3	0	15	12	10	8	8
Column %	9%	8%	10%	7%	5%	2%	20% DEF	13% F	12% J	2%	8%	0%	9%	8%	8%	7%	13%
No impact																	
Count	157	87	70	36	27	26	24	44	102	26	19	11	95	62	79	53	26
Column %	52%	57%	48%	36%	54% D	57% D	60% D	70% D	57% J	39%	51%	58%	59% N	45%	63% PQ	49%	38%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DEFGHIJMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	62	26	36	33	13	11	2	2	26	19	14	3	28	34	22	28	12
Column %	21%	17%	24%	33% GH	26% GH	23% GH	6%	4%	15%	28% I	37% I	17%	17%	25%	18%	26%	18%
Somewhat more favorable impression																	
Count	42	19	24	28	4	5	1	5	13	19	7	3	23	20	13	18	12
Column %	14%	12%	16%	27% EFGH	8%	11%	2%	8%	7%	29% I	20% I	17%	14%	14%	10%	16%	18%
Less favorable impression																	
Count	23	14	8	10	4	3	2	4	15	5	0	3	11	12	10	7	7
Column %	8%	9%	5%	10%	8%	7%	4%	6%	9%	7%	0%	13%	7%	9%	8%	6%	10%
Much less favorable impression																	
Count	39	17	22	7	5	4	14	10	33	5	1	0	18	21	10	14	15
Column %	13%	11%	15%	7%	10%	9%	35% DEFH	15%	18% JKL	8%	4%	0%	11%	15%	8%	13%	23% O
No impact																	
Count	134	77	57	24	23	23	22	42	90	19	14	10	82	52	70	42	22
Column %	45%	50% C	39%	23%	47% D	50% D	54% D	66% DE	51% J	28%	39%	54% J	51% N	37%	56% PQ	39%	32%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: CDEFGHIJKLNOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	32	12	20	18	8	4	2	1	16	5	9	2	16	16	12	9	12
Column %	11%	8%	14%	18% GH	15% H	9%	4%	1%	9%	8%	24% IJ	8%	10%	12%	9%	8%	17%
Somewhat more favorable impression																	
Count	45	23	21	27	7	7	0	5	14	22	4	5	17	28	17	20	9
Column %	15%	15%	15%	26% GH	13% G	15% G	0%	8%	8%	33% IK	12%	25%	11%	20% M	14%	18%	13%
Less favorable impression																	
Count	18	7	11	9	3	2	2	2	12	3	2	2	7	11	7	6	5
Column %	6%	5%	7%	9%	6%	4%	4%	4%	6%	5%	4%	9%	4%	8%	6%	5%	7%
Much less favorable impression																	
Count	26	12	14	9	2	2	7	5	17	5	3	1	12	14	9	9	9
Column %	9%	8%	10%	9%	5%	5%	16%	9%	10%	8%	8%	4%	7%	10%	7%	8%	13%
No impact																	
Count	179	99	79	38	30	31	31	49	119	30	19	10	110	68	81	65	33
Column %	60%	65%	54%	37%	60% D	68% D	76% D	78% DE	67% J	46%	52%	54%	68% N	49%	64% Q	60%	50%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: DEGHIJKMNQ

103

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable Count	42	18	24	25	8	7	2	1	19	15	6	2	22	20	18	10	14
Column %	14%	12%	16%	24% GH	17% GH	14% H	4%	1%	11%	23% I	16%	8%	13%	15%	14%	9%	22% P
Somewhat more favorable impression Count	34	13	20	19	2	8	0	5	12	12	7	3	12	22	10	16	9
Column %	11%	9%	14%	19% EG	4%	18% EG	0%	8%	7%	18% I	20% I	13%	7%	16% M	8%	14%	14%
Less favorable impression Count	17	12	5	6	7	0	1	2	7	7	2	2	5	12	6	9	2
Column %	6%	8%	3%	6%	14% FG	0%	2%	4%	4%	10%	4%	8%	3%	9% M	5%	8%	4%
Much less favorable impression Count	29	13	16	9	4	3	8	5	23	3	3	0	13	17	11	9	9
Column %	10%	9%	11%	9%	8%	6%	20% F	9%	13%	5%	8%	0%	8%	12%	9%	8%	14%
No impact Count	178	97	81	42	28	29	30	49	116	29	19	13	111	67	81	65	31
Column %	59%	63%	55%	41%	57%	62% D	74% D	78% DE	65% J	44%	52%	70% J	69% N	48%	65% Q	60%	47%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DEFGHIJMNPQ**

104

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable Count Column %	46 15%	17 11%	28 19%	26 26% GH	8 15%	7 16%	2 4%	3 5%	19 11%	10 16%	13 36% IJ	3 17%	20 13%	26 19%	16 12%	13 12%	17 25% OP
Somewhat more favorable impression Count Column %	36 12%	18 12%	18 12%	20 20% GH	7 14% G	7 14% G	0 0%	2 4%	18 10%	15 23% IK	2 4%	2 8%	12 8%	24 17% M	14 11%	14 13%	9 13%
Less favorable impression Count Column %	17 6%	7 5%	10 7%	4 4%	4 8%	1 2%	4 10% F	4 7%	9 5%	5 8%	3 8%	0 0%	10 6%	7 5%	7 6%	6 6%	3 5%
Much less favorable impression Count Column %	33 11%	16 11%	15 11%	12 12%	3 7%	5 11%	7 16%	6 10%	21 12%	8 13%	1 4%	2 9%	13 8%	19 14%	8 6%	18 17% O	7 10%
No impact Count Column %	168 56%	94 61%	74 51%	39 38%	28 57% D	26 57% D	28 70% D	47 74% DE	111 62% J	27 41%	18 48%	13 66%	106 66% N	62 45%	81 64% Q	56 52%	31 47%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▩ **Significant difference within groups: DEFGHIJKMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable Count	46	15	31	27	11	5	2	2	19	12	12	3	22	24	18	16	12
Column %	15%	10%	21% B	27% FGH	22% GH	10%	4%	4%	11%	18%	33% I	17%	14%	18%	15%	15%	18%
Somewhat more favorable impression Count	38	17	20	20	6	7	0	5	17	13	6	2	11	27	10	16	12
Column %	13%	11%	14%	20% GH	11%	15% G	0%	8%	9%	20% I	16%	9%	7%	19% M	8%	15%	17% O
Less favorable impression Count	18	8	10	3	2	4	3	6	11	5	0	2	8	10	7	6	6
Column %	6%	5%	7%	3%	3%	9%	8%	9%	6%	8%	0%	12%	5%	7%	5%	5%	9%
Much less favorable impression Count	22	10	12	6	2	1	7	6	19	0	3	0	10	12	9	6	7
Column %	7%	7%	8%	6%	5%	2%	16% DF	10% F	11% J	0%	8%	0%	6%	8%	7%	5%	10%
No impact Count	176	103	73	45	29	30	29	43	113	36	16	12	110	66	81	64	30
Column %	59%	67% C	50%	45%	59%	64% D	72% D	69% D	63% K	54%	43%	62%	68% N	48%	65% Q	60%	46%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDFGHIJKMNOQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	41	15	26	23	9	6	2	1	17	12	9	2	17	23	12	15	14
Column %	14%	10%	18% B	23% GH	18% H	12% H	6%	1%	10%	18%	24% I	13%	11%	17%	10%	13%	21% O
Somewhat more favorable impression																	
Count	36	18	17	19	5	7	1	5	16	13	3	3	13	23	16	13	8
Column %	12%	12%	12%	18% G	10%	15% G	2%	8%	9%	20% I	8%	17%	8%	17% M	12%	12%	11%
Less favorable impression																	
Count	12	4	9	7	1	1	1	3	8	2	1	1	5	8	5	2	6
Column %	4%	2%	6%	6%	2%	2%	2%	5%	5%	3%	4%	4%	3%	6%	4%	2%	9% P
Much less favorable impression																	
Count	13	8	4	3	1	0	3	5	10	0	1	1	6	6	5	4	3
Column %	4%	5%	3%	3%	2%	0%	8%	9%	6%	0%	4%	4%	4%	5%	4%	4%	5%
No impact																	
Count	198	108	90	50	34	33	33	48	125	39	22	12	120	78	88	75	36
Column %	66%	71%	62%	49%	68% D	71% D	82% D	77% D	71%	59%	60%	62%	74% N	56%	70% Q	69% Q	53%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDGHIMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	33	12	21	18	8	5	2	1	21	7	3	2	12	21	11	12	9
Column %	11%	8%	15%	18% GH	15% H	11% H	4%	1%	12%	11%	8%	9%	7%	15% M	9%	11%	14%
Somewhat more favorable impression																	
Count	41	19	22	22	6	6	1	5	12	17	9	2	19	22	17	12	12
Column %	14%	12%	15%	22% GH	12%	14% G	2%	8%	7%	25% I	25% I	12%	11%	16%	14%	11%	17%
Less favorable impression																	
Count	17	11	6	6	3	4	2	2	9	3	3	2	8	9	7	5	5
Column %	6%	7%	4%	5%	6%	8%	4%	4%	5%	5%	8%	8%	5%	7%	5%	4%	7%
Much less favorable impression																	
Count	20	9	10	9	1	1	4	5	12	3	3	2	8	13	8	7	5
Column %	7%	6%	7%	9% E	2%	2%	10% EF	9%	7%	5%	8%	9%	5%	9%	6%	7%	8%
No impact																	
Count	190	102	87	46	32	30	32	49	123	36	19	12	116	74	82	72	36
Column %	63%	67%	60%	45%	65% D	65% D	80% D	78% D	69% JK	54%	52%	62%	72% N	53%	66%	66%	53%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: DEFGHIJKMN**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable Count Column %	42 14%	18 11%	23 16%	26 26% FGH	9 18% GH	3 5%	2 4%	2 4%	16 9%	9 13%	13 36% IJ	3 17%	18 11%	24 17%	12 10%	19 17%	11 16%
Somewhat more favorable impression Count Column %	42 14%	18 12%	24 16%	17 17% G	7 14% G	12 26% GH	1 2%	5 8%	14 8%	17 25% I	7 20% I	3 17%	19 12%	23 16%	18 14%	15 13%	10 14%
Less favorable impression Count Column %	9 3%	4 3%	5 3%	2 2%	2 5%	2 4%	0 0%	2 4%	7 4%	2 2%	0 0%	0 0%	3 2%	6 4%	2 2%	3 3%	3 5%
Much less favorable impression Count Column %	32 11%	15 10%	17 12%	11 10%	2 5%	2 4%	10 25% DEF	7 11%	25 14%	5 7%	1 4%	1 4%	12 7%	20 14% M	15 12% P	5 4%	12 18% P
No impact Count Column %	176 59%	99 64% C	77 53%	45 44%	29 58%	28 61%	28 69% D	46 73% D	115 65% K	34 52%	15 40%	12 62%	110 68% N	66 48%	78 62% Q	67 62%	31 47%

* Denotes variable with statistically significant findings

Significant difference within groups: CDEFGHIJKMNPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	34	14	19	22	6	4	2	1	18	9	6	2	17	18	13	12	9
Column %	11%	9%	13%	22% GH	12% H	9% H	4%	1%	10%	13%	16%	9%	10%	13%	10%	11%	13%
Somewhat more favorable impression																	
Count	36	18	18	17	6	7	1	5	11	15	6	3	15	20	14	12	9
Column %	12%	12%	12%	17% G	12%	16% G	2%	8%	6%	23% I	16% I	17%	9%	15%	11%	11%	14%
Less favorable impression																	
Count	20	8	12	7	4	4	3	2	10	5	3	2	6	13	6	6	8
Column %	7%	5%	8%	7%	8%	8%	6%	4%	6%	8%	8%	8%	4%	10% M	5%	5%	12%
Much less favorable impression																	
Count	23	9	13	7	3	2	5	5	19	0	3	1	8	14	8	7	8
Column %	8%	6%	9%	7%	7%	4%	12%	9%	11% J	0%	8%	4%	5%	10%	6%	7%	11%
No impact																	
Count	188	104	84	48	31	29	30	49	120	37	19	12	115	73	84	71	33
Column %	63%	68%	57%	48%	62%	63%	76% D	78% D	67%	56%	52%	62%	71% N	53%	67% Q	66% Q	50%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DGHIJMNQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	33	12	21	19	7	5	2	1	16	11	3	4	14	19	11	14	9
Column %	11%	8%	14%	19% GH	13% H	11% H	4%	1%	9%	16%	8%	22%	9%	14%	9%	13%	13%
Somewhat more favorable impression																	
Count	45	21	24	25	8	6	1	6	17	17	11	1	19	26	17	15	13
Column %	15%	14%	17%	24% GH	17% G	12%	2%	9%	10%	25% IL	28% IL	4%	12%	19%	13%	14%	20%
Less favorable impression																	
Count	15	6	9	6	3	2	2	2	10	3	1	0	4	11	6	2	7
Column %	5%	4%	6%	6%	5%	4%	4%	4%	6%	5%	4%	0%	2%	8% M	5%	2%	10% P
Much less favorable impression																	
Count	23	9	13	6	1	2	7	6	17	0	3	2	12	11	10	6	7
Column %	8%	6%	9%	6%	2%	5%	16% E	10% E	10% J	0%	8%	13% J	7%	8%	8%	5%	10%
No impact																	
Count	184	105	79	44	32	31	30	48	118	35	19	12	113	71	81	72	31
Column %	61%	69% C	54%	44%	63% D	68% D	73% D	76% D	66%	54%	52%	62%	70% N	51%	65% Q	66% Q	47%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▓ **Significant difference within groups: CDEGHIJLMNPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp. J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	153	146	101	50	46	40	63	178	66	37	19	162	138	125	108	67
Much more favorable																	
Count	29	15	15	17	7	3	2	1	17	3	7	2	12	18	8	12	10
Column %	10%	10%	10%	16% H	13% H	7%	6%	1%	10%	5%	20% J	8%	7%	13%	6%	11%	15%
Somewhat more favorable impression																	
Count	44	15	28	23	7	8	1	6	14	20	5	5	17	27	16	15	13
Column %	15%	10%	19% B	23% GH	13% G	16% G	2%	9%	8%	31% IK	13%	26% I	11%	19% M	13%	14%	19%
Less favorable impression																	
Count	16	7	9	6	5	3	1	2	12	3	1	0	5	12	6	3	7
Column %	5%	5%	6%	5%	10%	6%	2%	4%	6%	5%	4%	0%	3%	8% M	5%	3%	10%
Much less favorable impression																	
Count	19	11	8	9	1	1	3	5	12	3	3	1	9	10	9	6	4
Column %	6%	7%	6%	9%	2%	2%	8%	9%	7%	5%	8%	4%	6%	7%	7%	5%	6%
No impact																	
Count	191	105	85	47	31	32	33	48	123	36	20	12	119	72	85	72	33
Column %	64%	69%	58%	46% D	62%	70% D	82% DE	77% D	69% J	54%	56%	62%	73% N	52%	68% Q	67% Q	50%

Weight Variable = Plains Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEGHIJKMNQ**

ASU National Sports Public Opinion Pulse SouthernTopline and Crosstabs

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	155
Column %	52%
Male	
Count	145
Column %	48%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	85
Column %	28%
35 to 44 years old	
Count	53
Column %	18%
45 to 54 years old	
Count	49
Column %	16%
55 to 64 years old	
Count	49
Column %	16%
65 years old or more	
Count	63
Column %	21%

HHI

	Total
Sample Size	300
Under $50k	
Count	129
Column %	43%
$50k to $100k	
Count	101
Column %	34%
$100k+	
Count	70
Column %	23%

Ethnicity

	Total
Sample Size	300
White	
Count	191
Column %	64%
Hispanic	
Count	35
Column %	12%
AA	
Count	59
Column %	20%
Asain	
Count	10
Column %	3%
Other	
Count	5
Column %	2%

Education

	Total
Sample Size	300
HS or less	
Count	75
Column %	25%
Some College/Trade School	
Count	92
Column %	31%
College Grad	
Count	72
Column %	24%
Post Grad or higher	
Count	61
Column %	20%

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	106	34	71	38	26	16	15	10	60	14	28	4	51	54	37	34	35
Column %	35%	22%	49% B	45% H	49% GH	33% H	30%	16%	31%	39%	47% I	29%	30%	41%	29%	34%	50% OP
Somewhat Often																	
Count	45	28	17	12	6	5	8	13	32	5	6	2	28	17	18	18	9
Column %	15%	18%	12%	15%	11%	11%	16%	21%	16%	15%	11%	12%	17%	13%	14%	17%	13%
Not Very Often																	
Count	36	20	15	9	6	6	4	10	28	0	8	1	19	16	20	12	4
Column %	12%	13%	11%	11%	12%	12%	9%	16%	14% J	0%	13% J	4%	11%	12%	15%	12%	6%
Not Often at All																	
Count	48	31	17	11	7	12	7	11	26	8	10	4	29	19	18	19	11
Column %	16%	20%	12%	13%	13%	25%	15%	17%	14%	23%	17%	27%	17%	15%	14%	19%	16%
I don't watch sports																	
Count	66	42	23	15	8	9	15	19	46	8	8	4	41	25	37	18	11
Column %	22%	27% C	16%	17%	15%	19%	30%	30%	24%	23%	13%	28%	24%	19%	28% Q	18%	16%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCGHIJOPQ

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	78	23	55	30	18	8	15	9	49	5	23	2	35	44	32	22	24
Column %	26%	15% B	38%	35% FH	33% FH	16%	30% H	14%	25%	15%	38% J	12%	21%	33% M	25%	22%	35%
Somewhat Often																	
Count	58	28	29	19	9	12	9	9	34	9	12	3	37	21	17	24	17
Column %	19%	18%	20%	23%	17%	24%	18%	14%	18%	25%	20%	21%	22%	16%	13%	24% O	25% O
Not Very Often																	
Count	39	25	14	11	4	8	6	11	25	5	9	1	22	17	19	16	4
Column %	13%	16%	10%	13%	8%	16%	11%	18%	13%	14%	15%	4%	13%	13%	15%	16%	6%
Not Often at All																	
Count	60	37	23	11	15	11	7	17	38	8	9	5	34	26	27	19	14
Column %	20%	24%	16%	13%	27% D	22%	15%	26% D	20%	23%	15%	35%	20%	20%	21%	19%	20%
I don't watch sports																	
Count	65	42	23	15	8	11	13	18	45	8	8	4	40	25	35	20	10
Column %	22%	27% C	16%	17%	15%	22%	26%	28%	24%	23%	13%	28%	24%	19%	27% Q	20%	14%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDFHJMOQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	49	17	32	21	16	7	3	2	29	3	14	4	19	30	13	15	22
Column %	16%	11%	22% B	24% GH	30% GH	14% H	7%	4%	15%	8%	23% J	25%	11%	23% M	10%	15%	31% OP
Somewhat Often																	
Count	37	14	23	21	5	8	3	0	13	14	10	1	29	8	12	17	8
Column %	12%	9%	16%	25% EGH	9% H	16% H	7%	0%	7%	39% IKL	16% I	8%	17% N	6%	10%	17%	11%
Not Very Often																	
Count	36	19	17	12	9	8	3	4	27	2	7	1	22	15	15	14	7
Column %	12%	12%	12%	14%	18%	17%	5%	7%	14%	7%	11%	4%	13%	11%	12%	14%	11%
Not Often at All																	
Count	83	46	37	16	12	13	17	25	55	5	19	3	46	37	42	26	15
Column %	28%	29%	26%	18%	22%	27%	36% D	39% D	29%	15%	33%	21%	27%	28%	32%	26%	21%
I don't watch sports																	
Count	94	59	35	16	12	12	22	32	67	10	10	6	53	41	47	29	18
Column %	31%	38% C	24%	18%	22%	26%	45% DEF	51% DEF	35% K	30%	17%	42% K	31%	31%	36%	28%	26%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDEFGHIJKLMNOP**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	44	12	32	17	14	7	3	2	25	9	6	4	19	25	8	17	19
Column %	15%	7%	22% B	20% GH	26% GH	14%	7%	4%	13%	25%	10%	26%	11%	19%	6%	17% O	27% O
Somewhat Often																	
Count	40	16	24	20	9	7	3	1	20	5	12	3	23	17	12	14	14
Column %	13%	10%	16%	23% GH	17% H	15% H	5%	1%	10%	15%	20% I	20%	13%	13%	9%	14%	19% O
Not Very Often																	
Count	32	15	17	8	7	7	8	2	22	0	9	0	22	10	16	9	7
Column %	11%	10%	12%	10%	12%	14%	15% H	4%	12%	0%	16% J	0%	13%	8%	12%	8%	10%
Not Often at All																	
Count	90	53	38	23	12	15	15	25	58	10	21	2	52	39	48	32	10
Column %	30%	34%	26%	27%	23%	31%	31%	39%	30%	30%	35%	12%	31%	29%	37% Q	32% Q	14%
I don't watch sports																	
Count	94	60	34	17	12	12	20	33	67	10	11	6	53	41	45	29	20
Column %	31%	39% C	24%	20%	22%	26%	42% DE	52% DEF	35% K	30%	19%	42%	32%	31%	35%	28%	29%

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	52	17	36	25	15	7	2	2	30	8	12	2	27	25	17	12	23
Column %	17%	11%	25%	30%	29%	15%	4%	4%	16%	24%	20%	17%	16%	19%	13%	12%	33%
			B	GH	GH	GH											OP
Somewhat Often																	
Count	42	19	22	15	9	12	4	2	21	8	9	4	26	16	16	16	9
Column %	14%	13%	15%	18%	17%	24%	8%	3%	11%	24%	15%	25%	15%	12%	12%	16%	14%
				H	H	H				I							
Not Very Often																	
Count	28	16	12	13	6	4	2	2	17	2	8	0	20	8	13	11	4
Column %	9%	10%	8%	16%	12%	9%	4%	3%	9%	7%	13%	0%	12%	6%	10%	11%	6%
				GH	H												
Not Often at All																	
Count	78	43	35	14	11	11	18	24	51	5	19	2	39	39	35	31	12
Column %	26%	28%	24%	16%	20%	23%	37%	37%	27%	15%	33%	16%	23%	29%	27%	31%	18%
							D	DE									
I don't watch sports																	
Count	101	61	40	18	12	14	23	34	73	10	11	6	57	44	49	30	21
Column %	34%	39%	28%	21%	22%	29%	47%	54%	38%	30%	19%	42%	34%	33%	38%	30%	30%
			C				DE	DEF	K								

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIKOP

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often																	
Count	43	14	29	18	11	5	3	5	28	3	10	2	16	27	9	16	18
Column %	14%	9%	20% B	21% GH	21% GH	11%	7%	8%	15%	8%	18%	12%	9%	21% M	7%	15% O	26% O
Somewhat Often																	
Count	43	15	28	14	14	10	3	1	23	11	7	2	25	18	8	17	17
Column %	14%	10%	20% B	17% H	27% GH	21% GH	6%	1%	12%	32% IK	11%	17%	15%	14%	6%	17% O	25% O
Not Very Often																	
Count	37	20	16	17	6	4	5	3	22	2	9	2	26	11	17	14	5
Column %	12%	13%	11%	20% H	12%	8%	11%	5%	12%	7%	16%	17%	15%	8%	13%	14%	8%
Not Often at All																	
Count	80	45	35	18	10	16	15	21	48	8	22	2	46	33	47	24	9
Column %	27%	29%	24%	21%	19%	32%	30%	34%	25%	23%	36%	13%	28%	25%	36% PQ	23%	13%
I don't watch sports																	
Count	98	62	36	18	12	13	22	33	70	10	11	6	56	42	49	30	19
Column %	33%	40% C	25%	21%	22%	27%	45% DE	52% DEF	37% K	30%	19%	42%	33%	32%	38%	29%	28%

* Denotes variable with statistically significant findings

　Significant difference within groups: BCDEFGHIKMOPQ

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Often Count	42	14	28	18	14	3	5	2	26	5	9	2	17	25	12	13	18
Column %	14%	9%	19% B	21% FH	27% FGH	6%	11%	4%	14%	15%	15%	12%	10%	19% M	9%	13%	25% OP
Somewhat Often Count	54	23	31	23	10	11	5	5	26	11	14	2	30	24	14	21	19
Column %	18%	15%	21%	27% GH	19% H	23% H	10%	7%	14%	31% I	24%	16%	18%	18%	11%	21% O	27% O
Not Very Often Count	47	21	26	6	9	10	9	13	31	3	9	4	24	23	20	18	10
Column %	16%	13%	18%	8%	16%	20% D	18%	21% D	16%	8%	15%	26%	15%	17%	15%	17%	14%
Not Often at All Count	77	45	32	25	9	15	11	18	50	8	17	2	50	27	43	26	9
Column %	26%	29%	22%	29%	16%	31%	21%	28%	26%	23%	28%	13%	30%	20%	33% Q	25% Q	12%
I don't watch sports Count	80	52	27	13	12	10	20	25	57	8	10	5	46	33	41	24	15
Column %	27%	34% C	19%	15%	22%	20%	40% DEF	40% DEF	30%	23%	17%	32%	28%	25%	32%	23%	21%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIMOPQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	108	**45**	**63**	**35**	**28**	18	**12**	**15**	68	**8**	**27**	5	57	51	49	30	30
Column %	36%	**29%**	**44%**	**41%**	**53%**	37%	**24%**	**24%**	36%	**23%**	**46%**	33%	34%	38%	38%	30%	42%
			B	GH	GH						J						
Somewhat Favorable																	
Count	68	35	33	21	12	12	9	13	**36**	**14**	16	2	34	33	**22**	23	**22**
Column %	23%	23%	22%	25%	23%	24%	19%	20%	**19%**	**40%**	26%	16%	20%	25%	**17%**	23%	**31%**
										I							O
Neither Favorable nor Unfavorable																	
Count	56	34	22	**21**	8	**4**	11	12	34	10	9	3	**38**	**17**	**26**	**24**	**6**
Column %	19%	22%	15%	**24%**	15%	**8%**	22%	19%	18%	29%	15%	20%	**23%**	**13%**	**20%**	**23%**	**9%**
				F									N		Q	Q	
Somewhat Unfavorable																	
Count	13	8	5	**1**	2	3	3	**5**	12	0	0	1	8	5	6	3	4
Column %	4%	5%	3%	**1%**	3%	5%	6%	**8%**	6%	0%	0%	8%	5%	4%	5%	3%	5%
								D									
Very Unfavorable																	
Count	55	33	23	**7**	**3**	**12**	**14**	**19**	**42**	**3**	7	3	30	25	26	21	8
Column %	18%	21%	16%	**9%**	**6%**	**25%**	**29%**	**29%**	**22%**	**8%**	12%	22%	18%	19%	20%	21%	12%
						DE	DE	DE	J								

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGHIJNOQ**

14

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable Count	74	**27**	**47**	23	14	10	15	12	56	6	10	2	37	37	**25**	24	**25**
Column %	25%	**18%**	**32%** B	27%	26%	21%	30%	19%	29%	17%	18%	17%	22%	28%	**19%**	24%	**36%** O
Somewhat Favorable Count	86	41	45	**19**	17	**21**	**11**	18	51	11	17	7	43	43	32	29	24
Column %	29%	26%	31%	**22%**	32%	**43%** DG	**21%**	29%	27%	31%	29%	45%	26%	32%	25%	29%	34%
Neither Favorable nor Unfavorable Count	82	45	37	27	16	8	14	17	**45**	**16**	18	3	49	33	**40**	**31**	**11**
Column %	27%	29%	26%	31%	30%	16%	29%	26%	**23%**	**45%** I	31%	20%	29%	25%	**31%** Q	**31%** Q	**16%**
Somewhat Unfavorable Count	24	**19**	**6**	9	3	3	4	6	15	2	5	2	18	7	10	9	5
Column %	8%	**12%** C	**4%**	10%	6%	7%	8%	9%	8%	7%	8%	14%	11%	5%	8%	9%	7%
Very Unfavorable Count	34	**24**	**10**	8	3	7	6	11	**25**	**0**	**9**	1	21	13	**22**	**7**	5
Column %	11%	**15%** C	**7%**	9%	5%	14%	12%	17%	**13%** J	**0%**	**15%** J	4%	13%	10%	**17%** P	**7%**	7%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDGIJOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	85	**34**	**51**	**36**	**21**	12	**9**	**8**	**45**	11	**26**	4	43	42	34	25	26
Column %	28%	**22%**	**35% B**	**42% GH**	**39% GH**	25%	**17%**	**12%**	**23%**	31%	**44% I**	25%	26%	32%	26%	25%	37%
Somewhat Favorable																	
Count	68	36	32	19	14	15	8	12	**34**	**11**	**18**	5	43	25	28	23	17
Column %	23%	23%	22%	22%	26%	32%	16%	18%	**18%**	**32% I**	**31% I**	37%	26%	19%	21%	23%	24%
Neither Favorable nor Unfavorable																	
Count	68	39	29	19	13	8	15	14	45	**13**	8	2	39	28	**32**	**27**	**9**
Column %	23%	25%	20%	22%	24%	15%	30%	22%	23%	**37% K**	13%	16%	23%	22%	**25% Q**	**26% Q**	**13%**
Somewhat Unfavorable																	
Count	20	14	6	**3**	3	**1**	4	**10**	**19**	0	**0**	2	12	9	7	7	6
Column %	7%	9%	4%	**4%**	5%	**2%**	8%	**16% DF**	**10% K**	0%	**0%**	12%	7%	6%	6%	7%	9%
Very Unfavorable																	
Count	59	32	27	**8**	**3**	**13**	**14**	**20**	**50**	**0**	8	1	31	28	28	19	12
Column %	20%	21%	19%	**10%**	**6%**	**26% DE**	**29% DE**	**32% DE**	**26% JK**	**0%**	**13% J**	10%	18%	21%	22%	19%	17%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BDEFGHIJKQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	65	**19**	**46**	20	**16**	**6**	10	13	48	5	8	4	**27**	**38**	**17**	**26**	**22**
Column %	22%	**12%**	**32%** B	24%	**30%** F	**13%**	19%	21%	25%	15%	13%	25%	**16%**	**29%** M	**13%**	**26%** O	**32%** O
Somewhat Favorable																	
Count	54	28	27	16	10	12	9	7	35	3	12	4	29	25	23	**11**	**20**
Column %	18%	18%	18%	19%	18%	25%	18%	12%	18%	8%	20%	28%	17%	19%	18%	**11%**	**29%** P
Neither Favorable nor Unfavorable																	
Count	100	54	45	25	21	17	15	22	**57**	**18**	**18**	6	59	40	**47**	**37**	**15**
Column %	33%	35%	31%	29%	39%	34%	31%	34%	**30%**	**54%** IK	**30%**	43%	35%	31%	**36%** Q	**37%** Q	**21%**
Somewhat Unfavorable																	
Count	35	**24**	**11**	**11**	**2**	3	7	**12**	24	2	9	0	21	14	14	13	8
Column %	12%	**16%** C	**7%**	**13%** E	**3%**	7%	14%	**19%** E	12%	7%	15%	0%	13%	11%	11%	13%	12%
Very Unfavorable																	
Count	46	**30**	**16**	13	5	10	8	9	27	5	13	1	31	15	**28**	13	**4**
Column %	15%	**19%** C	**11%**	16%	9%	21%	17%	14%	14%	15%	21%	4%	18%	11%	**22%** Q	13%	**6%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　　Significant difference within groups: BCEFIKMOPQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	48	15	33	15	15	7	5	7	34	6	5	4	22	26	15	15	18
Column %	16%	10% B	23% B	17%	27% GH	13%	11%	12%	18%	17%	9%	24%	13%	20%	12%	15%	26% O
Somewhat Favorable																	
Count	46	20	26	18	8	10	4	5	28	0	15	3	21	25	16	13	17
Column %	15%	13%	18%	21% H	16%	21% H	9%	7%	15% J	0%	25% J	20% J	13%	19%	12%	13%	24% O
Neither Favorable nor Unfavorable																	
Count	118	67	51	30	22	14	23	29	75	16	21	7	67	51	57	41	20
Column %	39%	43%	36%	35%	41%	28%	48% F	46% F	39%	45%	35%	47%	40%	38%	44% Q	41%	29%
Somewhat Unfavorable																	
Count	36	22	14	12	3	5	4	12	22	5	8	1	23	13	14	14	8
Column %	12%	14%	10%	14%	7%	11%	8%	19%	12%	15%	13%	8%	14%	10%	11%	14%	11%
Very Unfavorable																	
Count	52	31	20	12	5	13	12	10	33	8	11	0	34	18	28	17	7
Column %	17%	20%	14%	14%	10%	26% E	24%	16%	17%	23%	19%	0%	20%	13%	21% Q	17%	10%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BEFGHJOQ

18

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	65	**25**	**40**	**21**	**15**	12	10	**7**	**48**	**3**	**13**	1	34	30	**24**	**16**	**25**
Column %	22%	**16%**	**28%** B	**24%** H	**29%** H	24%	20%	**11%**	**25%** J	**8%**	**22%** J	8%	20%	23%	**19%**	**15%**	**36%** OP
Somewhat Favorable																	
Count	56	32	24	21	8	13	6	8	**29**	**11**	11	**6**	34	22	24	17	15
Column %	19%	21%	16%	25%	16%	26%	13%	12%	**15%**	**31%** I	18%	**41%** I	20%	17%	19%	17%	21%
Neither Favorable nor Unfavorable																	
Count	87	49	38	23	**17**	**7**	**18**	**24**	**54**	**16**	**14**	3	43	45	39	**36**	**12**
Column %	29%	32%	26%	26%	**31%** F	**14%**	**36%** F	**38%** F	**28%**	**45%** IK	**24%**	22%	25%	34%	30%	**36%** Q	**17%**
Somewhat Unfavorable																	
Count	42	20	22	12	6	5	5	15	**31**	**0**	**9**	2	25	17	15	18	9
Column %	14%	13%	15%	13%	11%	10%	11%	23%	**16%** J	**0%**	**15%** J	13%	15%	13%	12%	18%	13%
Very Unfavorable																	
Count	50	29	20	**9**	7	**13**	10	10	29	5	13	2	32	18	27	14	9
Column %	17%	19%	14%	**11%**	13%	**26%** D	21%	16%	15%	15%	21%	16%	19%	14%	21%	13%	13%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDFHIJKOPQ**

19

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	97	**34**	**63**	28	23	16	15	16	63	8	23	3	**40**	**57**	42	**24**	**31**
Column %	32%	**22%**	**44%** B	32%	42%	33%	30%	25%	33%	23%	38%	21%	**24%**	**43%** M	32%	**24%**	**44%** P
Somewhat Favorable																	
Count	54	27	27	17	5	8	10	13	33	6	12	4	27	27	**17**	**23**	15
Column %	18%	18%	18%	20%	10%	17%	21%	20%	17%	17%	20%	29%	16%	21%	**13%**	**23%** O	21%
Neither Favorable nor Unfavorable																	
Count	89	52	37	20	16	14	17	21	**59**	**13**	**9**	**7**	56	32	40	32	16
Column %	30%	33%	25%	23%	31%	29%	34%	33%	**31%** K	**38%** K	**15%**	**51%** K	34%	24%	31%	32%	23%
Somewhat Unfavorable																	
Count	21	**15**	**6**	7	3	2	2	8	14	2	5	0	**18**	**3**	**13**	6	**2**
Column %	7%	**10%** C	**4%**	8%	5%	3%	4%	12%	7%	7%	8%	0%	**10%** N	**3%**	**10%** Q	6%	**2%**
Very Unfavorable																	
Count	39	**27**	**13**	13	7	9	5	6	23	5	11	0	28	12	18	16	6
Column %	13%	**17%** C	**9%**	16%	12%	18%	10%	9%	12%	15%	19%	0%	17%	9%	14%	16%	9%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCKMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	52	15	37	10	15	4	11	12	43	0	7	2	17	35	16	15	21
Column %	17%	10%	25% B	12%	28% DF	7%	21%	20%	22% J	0%	11%	17%	10%	26% M	12%	15%	29% OP
Somewhat Favorable																	
Count	62	29	33	20	8	13	8	12	34	6	14	8	31	31	23	16	23
Column %	21%	19%	23%	24%	15%	27%	17%	19%	18%	17%	24%	53% IJK	18%	23%	18%	16%	33% OP
Neither Favorable nor Unfavorable																	
Count	107	59	47	29	19	17	20	22	68	16	20	4	61	46	48	41	18
Column %	36%	38%	33%	34%	36%	35%	40%	34%	35%	45%	33%	26%	36%	35%	37%	41% Q	26%
Somewhat Unfavorable																	
Count	25	13	12	9	3	3	3	7	15	3	8	0	21	4	10	11	4
Column %	8%	8%	8%	11%	6%	7%	5%	11%	8%	8%	13%	0%	13% N	3%	7%	11%	6%
Very Unfavorable																	
Count	54	38	16	16	8	12	8	10	32	10	11	1	38	16	32	18	4
Column %	18%	25% C	11%	19%	16%	24%	16%	16%	17%	30% L	19%	4%	23% N	12%	25% Q	17% Q	6%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDFIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	53	**20**	**33**	16	**15**	7	**5**	10	38	3	8	4	**19**	**34**	**15**	**14**	**24**
Column %	18%	**13%**	**23%** B	18%	**28%** G	14%	**11%**	16%	20%	8%	13%	29%	**11%**	**26%** M	**12%**	**14%**	**35%** OP
Somewhat Favorable																	
Count	56	25	31	17	9	11	11	8	**28**	5	**17**	**5**	29	27	25	15	16
Column %	19%	16%	22%	20%	17%	22%	23%	13%	**15%**	15%	**29%** I	**37%** I	18%	20%	19%	15%	23%
Neither Favorable nor Unfavorable																	
Count	112	64	47	30	20	16	20	24	74	16	18	4	68	44	**55**	**40**	**16**
Column %	37%	41%	33%	36%	38%	34%	41%	38%	39%	45%	30%	30%	40%	33%	**43%** Q	**40%** Q	**23%**
Somewhat Unfavorable																	
Count	33	16	17	9	5	5	4	11	20	5	8	0	21	12	**8**	**17**	7
Column %	11%	10%	12%	10%	9%	10%	8%	17%	10%	15%	13%	0%	13%	9%	**7%**	**17%** O	10%
Very Unfavorable																	
Count	46	**30**	**16**	13	5	10	8	10	32	5	9	1	31	15	**26**	14	**6**
Column %	15%	**19%** C	**11%**	15%	9%	20%	17%	17%	16%	15%	15%	4%	18%	12%	**20%** Q	14%	**9%**

* Denotes variable with statistically significant findings

   Significant difference within groups: BCGIMOPQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	54	22	32	22	13	8	4	7	31	3	15	4	21	32	21	15	18
Column %	18%	14%	22%	26% GH	24% G	17%	7%	12%	16%	8%	26% J	29%	13%	25% M	16%	15%	26%
Somewhat Favorable																	
Count	50	22	28	17	11	7	7	7	31	8	8	2	26	24	16	15	19
Column %	17%	14%	19%	20%	21%	14%	15%	11%	16%	24%	14%	16%	15%	18%	12%	15%	26% O
Neither Favorable nor Unfavorable																	
Count	107	65	42	28	19	15	22	23	67	16	19	4	65	41	50	38	19
Column %	36%	42% C	29%	33%	35%	30%	44%	36%	35%	45%	33%	28%	39%	31%	38%	38%	27%
Somewhat Unfavorable																	
Count	32	17	15	8	5	5	4	10	16	5	8	3	22	10	15	11	6
Column %	11%	11%	11%	9%	10%	10%	8%	16%	9%	14%	13%	18%	13%	8%	12%	11%	9%
Very Unfavorable																	
Count	58	30	28	10	5	14	12	16	45	3	9	1	34	24	28	21	8
Column %	19%	19%	19%	12%	10%	29% DE	25% DE	25% DE	24% J	8%	15%	8%	20%	18%	22%	21%	12%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: CDEGHJMO**

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Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	53	23	31	16	**15**	9	**4**	9	**41**	**0**	**8**	**5**	**20**	**33**	**20**	**9**	**24**
Column %	18%	15%	21%	19%	**27%** G	19%	**9%**	14%	**21%** J	**0%**	**13%** J	**33%** J	**12%**	**25%** M	**15%**	**9%**	**35%** OP
Somewhat Favorable																	
Count	55	22	33	21	8	10	9	8	**26**	6	**20**	4	**24**	**31**	23	16	17
Column %	18%	14%	23%	24%	15%	20%	18%	12%	**14%**	17%	**34%** I	24%	**14%**	**24%** M	17%	16%	24%
Neither Favorable nor Unfavorable																	
Count	115	**68**	**47**	33	20	16	23	24	**73**	**21**	**17**	5	**75**	**40**	**51**	**49**	**15**
Column %	38%	**44%** C	**33%**	38%	38%	32%	46%	37%	**38%**	**61%** IK	**28%**	34%	**45%** N	**30%**	**40%** Q	**49%** Q	**22%**
Somewhat Unfavorable																	
Count	27	13	14	**4**	6	3	4	**10**	17	2	7	1	15	12	10	9	8
Column %	9%	8%	10%	**5%**	12%	7%	8%	**15%** D	9%	7%	11%	4%	9%	9%	8%	9%	11%
Very Unfavorable																	
Count	49	29	20	12	**4**	**11**	9	**13**	34	5	9	1	33	16	**26**	**18**	**5**
Column %	16%	19%	14%	14%	**7%**	**22%** E	19%	**21%** E	18%	15%	15%	4%	20%	12%	**20%** Q	**18%** Q	**7%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨   **Significant difference within groups: CDEGIJKMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	49	**15**	**34**	17	**15**	**5**	**4**	8	33	6	6	4	**17**	**32**	**12**	**11**	**26**
Column %	16%	**10%**	**23%** B	20%	**28%** FGH	**11%**	**7%**	13%	17%	17%	11%	25%	**10%**	**24%** M	**9%**	**11%**	**36%** OP
Somewhat Favorable																	
Count	37	17	19	**16**	7	7	**3**	4	21	5	9	1	18	19	**10**	14	**12**
Column %	12%	11%	13%	**19%** GH	13%	14%	**5%**	**7%**	11%	14%	16%	8%	10%	14%	**8%**	14%	**18%** O
Neither Favorable nor Unfavorable																	
Count	117	**71**	**45**	28	22	19	24	24	73	16	22	7	71	45	**61**	**39**	16
Column %	39%	**46%** C	**31%**	32%	41%	39%	48%	38%	38%	45%	37%	45%	43%	34%	**48%** Q	**38%** Q	24%
Somewhat Unfavorable																	
Count	36	16	19	9	6	3	7	10	22	3	9	1	21	14	14	13	9
Column %	12%	11%	13%	11%	11%	7%	14%	16%	12%	8%	16%	8%	13%	11%	11%	13%	12%
Very Unfavorable																	
Count	62	35	27	15	**4**	**14**	**12**	**17**	42	5	12	2	40	22	**32**	**23**	**7**
Column %	21%	23%	19%	18%	**7%**	**29%** E	**24%** E	**26%** E	22%	15%	21%	13%	24%	16%	**25%** Q	**23%** Q	**10%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▩ **Significant difference within groups: BCEFGHMOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Favorable																	
Count	51	15	36	16	15	7	6	6	37	3	8	4	20	32	15	10	26
Column %	17%	10%	25% B	19%	29% GH	14%	13%	10%	19%	8%	13%	25%	12%	24% M	12%	10%	37% OP
Somewhat Favorable																	
Count	47	20	26	17	7	7	6	10	28	5	9	4	23	24	12	18	17
Column %	16%	13%	18%	20%	13%	14%	11%	16%	15%	15%	16%	29%	14%	18%	9%	18%	24% O
Neither Favorable nor Unfavorable																	
Count	118	66	52	30	18	17	25	27	75	14	23	6	68	50	58	46	14
Column %	39%	42%	36%	36%	34%	36%	52%	42%	39%	39%	39%	42%	41%	38%	45% Q	45% Q	20%
Somewhat Unfavorable																	
Count	27	18	9	7	7	3	3	6	13	7	7	0	18	9	9	10	8
Column %	9%	12%	6%	8%	13%	7%	6%	9%	7%	22% I	11%	0%	11%	7%	7%	10%	12%
Very Unfavorable																	
Count	57	36	20	14	6	14	9	14	39	5	12	1	38	18	35	17	5
Column %	19%	23% C	14%	16%	11%	29% E	17%	22%	20%	15%	21%	4%	23% N	14%	27% Q	17%	7%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCEGHIMNOPQ

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count Column %	100 33%	56 36%	45 31%	29 34%	**24 45% H**	15 31%	17 35%	**15 23%**	**58 30%**	**18 51% I**	19 31%	6 41%	62 37%	38 29%	46 36%	30 30%	24 34%
2 Count Column %	72 24%	33 21%	39 27%	**29 33% FG**	13 24%	**6 12%**	**8 16%**	17 27%	45 23%	6 17%	21 35%	1 8%	39 23%	33 25%	34 26%	18 18%	20 28%
3 Count Column %	29 10%	13 8%	16 11%	6 7%	4 7%	7 14%	5 11%	7 11%	19 10%	**0 0%**	**10 18% J**	0 0%	16 10%	13 10%	12 9%	11 11%	6 8%
4 Count Column %	16 5%	11 7%	6 4%	2 2%	2 3%	6 13%	2 4%	4 7%	11 6%	3 8%	2 4%	0 0%	12 7%	4 3%	5 4%	8 8%	2 3%
5 Count Column %	6 2%	5 3%	1 1%	0 0%	1 2%	1 2%	2 5%	2 4%	6 3%	0 0%	0 0%	1 4%	3 2%	3 2%	2 2%	2 2%	2 3%
6 Count Column %	17 6%	8 5%	10 7%	2 3%	5 9%	5 11%	3 5%	3 4%	12 6%	0 0%	4 6%	1 9%	10 6%	8 6%	**10 8% P**	**2 2%**	6 8%
7 Count Column %	7 2%	3 2%	4 3%	5 6%	1 2%	0 0%	0 0%	1 2%	**2 1%**	3 8%	**0 0%**	**3 17% IK**	4 2%	3 3%	3 2%	4 4%	0 0%
8 Count Column %	9 3%	7 4%	3 2%	**7 9% FGH**	2 3%	**0 0%**	**0 0%**	**0 0%**	3 2%	2 7%	2 4%	1 4%	6 4%	3 2%	2 2%	5 5%	2 2%
9 Count Column %	8 3%	4 2%	5 3%	1 1%	1 1%	2 4%	2 5%	3 4%	8 4%	0 0%	0 0%	1 4%	**2 1%**	**7 5% M**	3 3%	3 3%	2 3%
10 Count Column %	7 2%	3 2%	5 3%	0 0%	2 3%	1 2%	3 6%	2 3%	6 3%	0 0%	0 0%	1 8%	2 1%	6 4%	4 3%	2 2%	2 3%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKMOP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	27 9%	15 9%	12 8%	**4** **4%**	**1** **2%**	**6** **12%** E	**7** **14%** E	**9** **15%** DE	**22** **12%** K	3 8%	**1** **2%**	1 4%	13 7%	14 11%	**7** **6%**	**15** **15%** O	5 7%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKMOP**

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Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	66	33	33	20	8	8	15	15	**46**	**0**	**18**	2	30	36	31	18	17
Column %	22%	21%	23%	24%	15%	16%	30%	24%	**24%** J	**0%**	**30%** J	12%	18%	27%	24%	18%	24%
2 Count	75	40	35	21	**19**	11	13	**11**	44	13	14	4	38	37	35	23	17
Column %	25%	26%	24%	24%	**36%** H	23%	27%	**17%**	23%	37%	24%	25%	23%	28%	27%	23%	25%
3 Count	38	16	21	12	**11**	**3**	5	7	25	2	9	1	21	17	**8**	**18**	**12**
Column %	13%	10%	15%	14%	**21%** F	**7%**	9%	11%	13%	7%	16%	8%	12%	13%	**6%**	**18%** O	**17%** O
4 Count	42	**30**	**12**	**10**	6	**12**	**3**	11	25	8	8	1	28	14	**22**	**15**	**4**
Column %	14%	**19%** C	**8%**	**12%**	10%	**25%** DG	**7%**	17%	13%	23%	13%	8%	17%	10%	**17%** Q	**15%** Q	**6%**
5 Count	16	6	10	2	**1**	5	**1**	**7**	12	3	0	1	9	7	4	7	4
Column %	5%	4%	7%	3%	**2%**	9% E	**2%**	**11%** EG	6%	8%	0%	4%	5%	5%	3%	7%	6%
6 Count	21	8	13	**8**	**1**	3	3	**6**	**11**	**6**	2	1	15	6	8	10	3
Column %	7%	5%	9%	**9%** E	**2%**	7%	5%	**10%** E	**6%**	**17%** I	4%	10%	9%	5%	6%	10%	4%
7 Count	11	5	6	5	2	1	1	2	7	3	0	1	8	3	2	4	5
Column %	4%	3%	4%	5%	3%	2%	3%	4%	4%	8%	0%	8%	5%	2%	1%	4%	7%
8 Count	8	4	5	3	1	3	2	0	5	0	3	1	6	3	6	0	3
Column %	3%	2%	3%	3%	3%	5%	4%	0%	3%	0%	4%	4%	4%	2%	5%	0%	4%
9 Count	9	6	3	**0**	**1**	2	**4**	2	5	0	1	2	4	5	5	1	3
Column %	3%	4%	2%	**0%**	**2%**	3%	**9%** DE	3%	3%	0%	2%	17%	2%	4%	4%	1%	4%
10 Count	9	5	4	3	1	2	2	1	7	0	1	1	7	2	4	4	1
Column %	3%	3%	3%	3%	2%	4%	3%	2%	4%	0%	2%	4%	4%	1%	3%	4%	1%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGHIJOQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	6	3	3	2	3	0	1	0	4	0	2	0	3	3	4	1	1
Column %	2%	2%	2%	3%	6%	0%	2%	0%	2%	0%	4%	0%	2%	2%	3%	1%	1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	33	**12**	**22**	9	5	7	5	7	**22**	**9**	**3**	1	19	14	11	13	9
Column %	11%	**8%**	**15%** B	11%	10%	15%	10%	11%	**11%**	**25%** IK	**4%**	4%	11%	11%	9%	13%	13%
2 Count	38	23	15	**7**	5	**12**	8	7	25	3	8	2	**32**	**7**	19	10	9
Column %	13%	15%	11%	**8%**	10%	**24%** D	16%	11%	13%	8%	13%	16%	**19%** N	**5%**	15%	10%	13%
3 Count	65	37	28	22	11	7	11	14	40	**2**	**19**	3	34	30	**36**	**14**	14
Column %	22%	24%	19%	26%	20%	15%	23%	21%	21%	**7%**	**32%** J	21%	20%	23%	**28%** P	**14%**	20%
4 Count	40	**11**	**29**	11	8	5	7	9	28	3	7	3	18	22	**11**	**20**	9
Column %	13%	**7%**	**20%** B	13%	16%	9%	14%	14%	14%	8%	11%	17%	11%	17%	**8%**	**19%** O	13%
5 Count	32	14	19	**4**	**10**	5	5	9	19	3	9	1	15	17	11	13	8
Column %	11%	9%	13%	**5%**	**18%** D	10%	10%	14%	10%	8%	15%	8%	9%	13%	9%	13%	11%
6 Count	31	20	11	**13**	8	**2**	4	5	**15**	**10**	**4**	2	18	13	14	11	6
Column %	10%	13%	8%	**15%** F	14%	**3%**	8%	8%	**8%**	**29%** IK	**7%**	13%	11%	10%	11%	11%	8%
7 Count	25	14	11	7	4	3	6	5	14	5	5	1	11	14	**7**	8	**9**
Column %	8%	9%	7%	8%	7%	5%	12%	8%	7%	14%	9%	4%	7%	10%	**5%**	8%	**13%** O
8 Count	11	**9**	**2**	4	0	4	1	1	7	0	2	1	6	5	**7**	**1**	3
Column %	4%	**6%** C	**1%**	5%	0%	8%	3%	2%	4%	0%	4%	8%	3%	4%	**6%** P	**1%**	4%
9 Count	10	**8**	**2**	2	1	2	1	5	8	0	1	1	8	3	7	3	0
Column %	3%	**5%** C	**1%**	3%	2%	3%	2%	7%	4%	0%	2%	4%	5%	2%	5%	3%	0%
10 Count	11	5	5	3	2	3	1	3	9	0	1	1	4	7	4	4	3
Column %	4%	3%	4%	3%	3%	5%	2%	4%	5%	0%	2%	4%	2%	5%	3%	4%	4%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDFIJKNOP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	3	2	2	2	0	1	1	0	3	0	0	0	3	0	2	2	0
Column %	1%	1%	1%	2%	0%	2%	2%	0%	2%	0%	0%	0%	2%	0%	1%	2%	0%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDFIJKNOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	8	5	3	2	4	1	0	1	4	0	4	0	3	5	2	4	2
Column %	3%	3%	2%	2%	8% H	2%	0%	1%	2%	0%	6%	0%	2%	4%	2%	4%	3%
2 Count	25	18	7	10	3	3	4	6	16	5	4	0	20	5	15	8	3
Column %	8%	11%	5%	11%	6%	5%	8%	9%	9%	14%	6%	0%	12% N	4%	11%	8%	4%
3 Count	38	15	23	7	7	6	6	11	31	0	4	3	23	15	18	13	7
Column %	13%	10%	16%	9%	14%	13%	12%	17%	16% J	0%	7%	21% J	14%	11%	14%	13%	10%
4 Count	65	33	32	22	15	8	10	10	36	11	14	4	34	31	27	23	16
Column %	22%	21%	22%	26%	27%	15%	20%	16%	19%	31%	24%	25%	20%	23%	21%	22%	23%
5 Count	47	25	22	15	8	8	6	9	34	2	9	1	24	22	24	13	10
Column %	16%	16%	15%	18%	16%	16%	12%	15%	18%	7%	15%	8%	15%	17%	18%	13%	14%
6 Count	43	20	23	6	9	14	6	8	26	9	8	1	24	19	13	16	14
Column %	14%	13%	16%	7%	16%	29% DH	13%	12%	13%	25%	13%	8%	14%	15%	10%	16%	21% O
7 Count	25	16	9	12	1	2	7	3	14	5	6	0	18	8	12	10	3
Column %	8%	10%	6%	15% EF	2%	3%	14% E	5%	7%	15%	11%	0%	10%	6%	10%	10%	5%
8 Count	23	11	12	5	0	4	7	7	15	0	4	4	10	13	7	8	8
Column %	8%	7%	8%	6%	0% E	9% E	14% E	11% E	8%	0%	6%	29% IJK	6%	10%	5%	8%	12%
9 Count	15	7	8	4	1	2	3	6	9	0	5	1	8	7	9	3	3
Column %	5%	5%	6%	5%	2%	3%	5%	10% E	5%	0%	9%	4%	5%	5%	7%	3%	5%
10 Count	6	4	2	1	3	1	0	0	2	2	1	0	2	4	1	2	2
Column %	2%	2%	1%	1%	6%	3%	0%	0%	1%	7%	2%	0%	1%	3%	1%	2%	4%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DEFHIJKNO**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	5	1	4	0	2	1	1	2	5	0	0	1	3	3	2	2	2
Column %	2%	1%	3%	0%	3%	2%	2%	3%	2%	0%	0%	4%	2%	2%	1%	2%	2%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	19	9	10	9	4	3	2	1	3	3	12	2	11	8	7	8	4
Column %	6%	6%	7%	11% H	7%	5%	4%	2%	1%	8%	20% I	13%	7%	6%	6%	8%	5%
2 Count	16	7	9	4	4	2	0	6	12	0	2	2	8	8	6	5	5
Column %	5%	4%	6%	4%	8%	4%	0%	9%	6%	0%	4%	13%	5%	6%	5%	5%	7%
3 Count	37	21	16	11	6	11	3	5	21	8	5	2	23	14	17	13	7
Column %	12%	13%	11%	13%	11%	23% GH	7%	8%	11%	24% IK	9%	17%	14%	11%	13%	13%	10%
4 Count	37	18	20	10	10	4	8	7	21	5	10	1	20	17	18	7	12
Column %	12%	11%	14%	11%	18%	7%	16%	10%	11%	15%	18%	4%	12%	13%	14%	6% P	18% P
5 Count	69	39	30	22	15	12	13	7	41	8	18	2	46	23	33	22	14
Column %	23%	25%	21%	26% H	28% H	24%	27% H	10%	21%	23%	31%	15%	28% N	17%	26%	22%	19%
6 Count	31	19	13	11	5	4	2	9	23	2	5	1	17	15	16	10	5
Column %	10%	12%	9%	13%	9%	9%	5%	14%	12%	7%	9%	4%	10%	11%	13%	10%	8%
7 Count	25	12	13	7	6	2	2	6	21	0	2	1	12	13	10	6	8
Column %	8%	8%	9%	9%	12%	5%	5%	9%	11% J	0%	4%	8%	7%	10%	8%	6%	12%
8 Count	14	4	9	1	1	3	3	6	10	3	1	0	7	7	5	6	3
Column %	5%	3%	6%	1%	2%	6%	5%	10% DE	5%	8%	2%	0%	4%	5%	4%	6%	4%
9 Count	15	8	7	1	1	3	6	5	13	0	0	2	6	9	3	6	5
Column %	5%	5%	5%	1%	2%	5%	12% DE	7% D	7%	0%	0%	13%	3%	7%	3%	6%	7%
10 Count	22	13	9	4	2	2	6	8	17	2	1	1	12	10	7	11	5
Column %	7%	9%	6%	5%	3%	5%	11%	13% E	9%	7%	2%	8%	7%	8%	5%	11%	7%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEGHIJKNP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count	15	6	9	4	0	3	3	5	11	2	1	1	7	8	5	7	3
Column %	5%	4%	6%	5%	0%	5%	7%	7%	6%	7%	2%	4%	4%	6%	4%	7%	4%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	15	**12**	**3**	7	3	2	1	2	10	2	2	0	9	6	8	5	2
Column %	5%	**8% C**	**2%**	8%	6%	5%	2%	3%	5%	7%	4%	0%	5%	5%	6%	5%	2%
2 Count	21	7	13	**2**	**1**	**5**	**8**	5	13	0	5	2	8	12	7	9	5
Column %	7%	5%	9%	**3%**	**2%**	**10% E**	**15% DE**	8%	7%	0%	9%	14%	5%	9%	5%	9%	7%
3 Count	24	17	8	6	6	1	5	6	14	5	5	1	13	11	14	7	3
Column %	8%	11%	5%	7%	12%	3%	9%	9%	7%	14%	9%	4%	8%	8%	11%	7%	5%
4 Count	34	20	14	12	6	6	3	7	21	2	9	2	19	15	18	9	7
Column %	11%	13%	10%	14%	12%	12%	6%	12%	11%	7%	15%	12%	11%	12%	14%	9%	11%
5 Count	41	22	19	15	7	4	4	11	**26**	**0**	**13**	2	24	17	**24**	**6**	10
Column %	14%	14%	13%	17%	13%	9%	8%	17%	**14% J**	**0%**	**22% J**	13%	14%	13%	**19% P**	**6%**	15%
6 Count	67	29	38	19	15	11	12	9	41	5	17	4	39	28	25	26	16
Column %	22%	19%	27%	22%	29%	23%	25%	14%	22%	15%	29%	24%	23%	21%	19%	26%	23%
7 Count	37	21	16	9	4	10	6	8	25	6	5	1	20	16	13	14	10
Column %	12%	13%	11%	10%	8%	20%	12%	13%	13%	17%	9%	4%	12%	12%	10%	14%	14%
8 Count	24	8	16	8	4	3	4	4	16	**6**	**1**	1	14	10	9	10	5
Column %	8%	5%	11%	9%	8%	7%	8%	7%	8%	**17% K**	**2%**	8%	8%	8%	7%	10%	7%
9 Count	12	6	6	**1**	3	**0**	**1**	**6**	9	2	0	1	7	5	3	4	5
Column %	4%	4%	4%	**2%**	6%	**0%**	**2%**	**10% DFG**	5%	7%	0%	4%	4%	4%	3%	4%	7%
10 Count	13	5	8	2	**1**	4	**4**	3	9	3	0	1	8	5	4	7	2
Column %	4%	3%	6%	2%	**2%**	8%	**8% E**	4%	5%	8%	0%	4%	5%	4%	3%	7%	2%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: CDEFGJKP

37

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	12	9	4	5	1	3	2	2	7	2	1	2	8	5	3	5	5
Column %	4%	6%	3%	5%	2%	5%	4%	4%	4%	7%	2%	12%	5%	4%	2%	4%	7%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGJKP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	12	4	8	**2**	**1**	**1**	2	**7**	11	0	0	1	**10**	**2**	5	6	1
Column %	4%	3%	5%	**2%**	**2%**	**2%**	4%	**11%** DEF	5%	0%	0%	10%	**6%** N	**1%**	4%	6%	1%
2 Count	15	8	6	4	1	5	2	3	12	0	1	1	4	10	**2**	**10**	3
Column %	5%	5%	4%	5%	3%	9%	3%	4%	6%	0%	2%	8%	3%	8%	**2%**	**9%** O	4%
3 Count	19	6	13	**10**	4	**1**	2	3	**5**	**11**	**0**	**3**	11	8	**2**	**8**	**9**
Column %	6%	4%	9%	**11%** F	7%	**2%**	4%	4%	**3%**	**32%** IK	**0%**	**17%** K	7%	6%	**1%**	**8%** O	**13%** O
4 Count	17	9	8	5	**1**	3	**4**	3	12	0	4	1	10	6	10	4	3
Column %	6%	6%	5%	6%	**2%**	7%	**9%** E	4%	6%	0%	7%	4%	6%	5%	8%	4%	4%
5 Count	20	10	9	7	2	3	5	2	**17**	2	**0**	1	12	8	4	10	6
Column %	7%	7%	6%	8%	3%	7%	11%	4%	**9%** K	7%	**0%**	4%	7%	6%	3%	10%	8%
6 Count	31	16	15	7	9	3	9	3	23	**0**	**7**	1	16	14	**17**	**5**	**9**
Column %	10%	10%	10%	8%	17%	6%	18%	5%	12%	**0%**	**12%** J	4%	10%	11%	**13%** P	**5%**	**13%** P
7 Count	80	40	40	24	19	14	9	15	**43**	10	**22**	5	45	35	35	30	15
Column %	27%	26%	28%	28%	35%	29%	18%	23%	**22%**	30%	**38%** I	33%	27%	27%	27%	30%	22%
8 Count	40	25	15	10	**3**	8	6	**14**	**29**	**0**	**11**	0	22	18	22	11	7
Column %	13%	16%	10%	12%	**5%**	16%	12%	**22%** E	**15%** J	**0%**	**18%** J	0%	13%	13%	17%	11%	11%
9 Count	34	18	16	9	7	4	6	8	**17**	**8**	6	2	20	13	15	9	9
Column %	11%	11%	11%	10%	13%	9%	12%	12%	**9%**	**24%** I	11%	13%	12%	10%	12%	9%	13%
10 Count	23	13	10	7	3	3	4	5	16	0	6	0	13	10	**13**	8	**2**
Column %	8%	8%	7%	9%	6%	7%	7%	8%	9%	0%	11%	0%	8%	8%	**10%** Q	8%	**3%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DEFIJKNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	11 4%	6 4%	5 4%	**1** **1%**	**4** **8%** **D**	3 6%	1 3%	2 3%	6 3%	2 7%	1 2%	1 8%	3 2%	8 6%	4 3%	**1** **1%**	6 9% P

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFIJKNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	11	6	6	3	2	3	2	2	9	0	1	1	5	7	5	4	3
Column %	4%	4%	4%	3%	3%	5%	4%	3%	5%	0%	2%	8%	3%	5%	4%	4%	4%
2 Count	10	2	8	3	1	3	0	3	**3**	**6**	**1**	0	5	5	**2**	**7**	**0**
Column %	3%	1%	5%	3%	2%	6%	0%	4%	**1%**	**17%** IK	**2%**	0%	3%	4%	**2%**	**7%** OQ	**0%**
3 Count	18	12	6	5	4	**6**	**1**	3	13	2	1	1	7	11	8	3	6
Column %	6%	8%	4%	5%	8%	**11%** G	**2%**	4%	7%	7%	2%	9%	4%	8%	6%	3%	9%
4 Count	13	7	6	5	2	1	3	2	10	2	0	0	7	6	**1**	**7**	**5**
Column %	4%	5%	4%	6%	3%	2%	7%	3%	5%	7%	0%	0%	4%	5%	**1%**	**7%** O	**7%** O
5 Count	23	12	11	7	**2**	**8**	2	4	**10**	**8**	**4**	1	16	7	7	11	5
Column %	8%	8%	8%	9%	**3%**	**15%** E	5%	6%	**5%**	**24%** IK	**6%**	4%	9%	5%	5%	11%	7%
6 Count	14	7	7	5	1	2	2	4	8	0	4	2	7	7	7	5	2
Column %	5%	4%	5%	6%	1%	3%	4%	7%	4%	0%	7%	12%	4%	5%	5%	5%	3%
7 Count	38	23	15	8	8	3	10	10	**25**	**0**	**11**	2	21	18	**23**	**6**	9
Column %	13%	15%	10%	9%	15%	5%	19%	16%	**13%** J	**0%**	**19%** J	12%	12%	13%	**18%** P	**6%**	13%
8 Count	104	50	54	34	23	15	14	19	60	16	24	5	62	42	46	34	25
Column %	35%	32%	37%	40%	43%	31%	28%	29%	31%	45%	40%	34%	37%	32%	35%	34%	36%
9 Count	31	17	14	9	5	6	7	5	22	**0**	**8**	2	14	17	17	7	7
Column %	10%	11%	10%	10%	8%	12%	14%	8%	11%	**0%**	**13%** J	12%	9%	13%	13%	7%	10%
10 Count	27	15	13	6	4	**2**	5	**10**	22	0	4	1	16	12	11	10	7
Column %	9%	10%	9%	7%	8%	**4%**	10%	**16%** F	12%	0%	7%	8%	9%	9%	8%	10%	10%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGIJKNOPQ**

41

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	11 4%	4 3%	7 5%	**0** **0%**	3 5%	3 5%	**4** **7%** **D**	2 4%	10 5%	0 0%	1 2%	0 0%	**9** **6%** **N**	**2** **1%**	4 3%	7 7%	1 1%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	14	8	6	**1**	**1**	**5**	**4**	3	10	3	0	1	10	4	5	8	1
Column %	5%	5%	4%	**1%**	**2%**	**11%** DE	**8%** DE	5%	5%	8%	0%	8%	6%	3%	4%	8%	2%
2 Count	6	2	4	**1**	0	0	**3**	2	5	0	0	1	3	3	2	4	1
Column %	2%	1%	3%	**1%**	0%	0%	**7%** D	3%	3%	0%	0%	4%	2%	3%	1%	4%	1%
3 Count	15	8	7	3	**0**	3	**4**	4	12	0	3	0	10	4	8	4	3
Column %	5%	5%	5%	4%	**0%**	7%	**8%** E	6%	6%	0%	5%	0%	6%	3%	6%	4%	4%
4 Count	17	7	10	4	4	1	3	5	12	0	3	2	8	9	**6**	**3**	**9**
Column %	6%	5%	7%	5%	7%	2%	6%	8%	6%	0%	4%	12%	5%	7%	**4%**	**3%**	**12%** OP
5 Count	16	9	7	3	3	1	4	4	11	2	0	2	9	7	9	5	2
Column %	5%	6%	5%	4%	6%	2%	9%	6%	6%	7%	0%	13%	5%	5%	7%	4%	2%
6 Count	16	**13**	**3**	**8**	**0**	2	2	4	11	2	2	0	10	5	8	7	1
Column %	5%	**8%** C	**2%**	**10%** E	**0%**	3%	4%	7%	6%	7%	4%	0%	6%	4%	6%	7%	1%
7 Count	21	9	11	**5**	3	**8**	**1**	3	12	2	5	1	14	7	12	3	5
Column %	7%	6%	8%	**5%**	6%	**17%** DG	**2%**	5%	7%	7%	9%	4%	8%	5%	9%	3%	7%
8 Count	31	17	14	7	10	5	4	5	21	5	5	0	18	14	17	8	6
Column %	10%	11%	10%	9%	19%	9%	8%	8%	11%	15%	8%	0%	10%	10%	13%	8%	9%
9 Count	103	45	57	**34**	**25**	17	**12**	**15**	59	16	25	3	60	43	40	36	27
Column %	34%	29%	40%	**40%** H	**48%** GH	35%	**24%**	**23%**	31%	46%	42%	20%	36%	32%	31%	36%	39%
10 Count	29	13	15	11	3	6	4	6	16	3	8	3	13	16	8	13	7
Column %	10%	9%	11%	12%	5%	11%	8%	9%	8%	8%	13%	17%	8%	12%	7%	13%	11%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: CDEFGHJMOP

43

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	34 11%	23 15%	11 8%	8 9%	4 8%	**2** **4%**	8 16%	**13** **20%** **F**	22 12%	**0** **0%**	**9** **15%** **J**	**3** **21%** **J**	**13** **8%**	**21** **16%** **M**	15 11%	11 11%	8 12%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	9	5	4	**0**	0	3	1	**5**	9	0	0	0	4	5	3	2	3
Column %	3%	3%	3%	**0%**	0%	5%	2%	**8% D**	4%	0%	0%	0%	2%	3%	3%	2%	5%
2 Count	14	10	4	4	4	2	2	2	9	2	2	1	7	8	3	5	6
Column %	5%	6%	3%	5%	8%	5%	3%	3%	4%	7%	4%	4%	4%	6%	3%	5%	8%
3 Count	9	5	4	**0**	**0**	0	**4**	**4**	7	0	1	1	3	5	3	3	2
Column %	3%	3%	3%	**0%**	**0%**	0%	**9% DE**	**7% D**	4%	0%	2%	4%	2%	4%	2%	3%	3%
4 Count	13	5	8	2	**1**	3	**4**	3	10	0	1	1	9	4	6	6	1
Column %	4%	3%	6%	2%	**2%**	7%	**8% E**	5%	5%	0%	2%	9%	5%	3%	5%	6%	2%
5 Count	13	5	8	1	**0**	2	**4**	6	8	0	3	2	**4**	**9**	4	5	4
Column %	4%	3%	5%	1%	**0%**	4%	**9% E**	9%	4%	0%	4%	17%	**2%**	**7% M**	3%	5%	6%
6 Count	13	6	7	3	2	2	2	5	11	0	1	1	4	9	5	5	3
Column %	4%	4%	5%	3%	3%	4%	4%	8%	6%	0%	2%	4%	3%	7%	4%	4%	5%
7 Count	16	6	9	3	5	3	4	2	**16**	0	**0**	0	10	6	4	**9**	**2**
Column %	5%	4%	6%	3%	8%	5%	9%	3%	**8% K**	0%	**0%**	0%	6%	5%	3%	**9% Q**	**3%**
8 Count	22	13	9	4	6	2	5	5	14	2	4	2	12	10	6	11	5
Column %	7%	8%	6%	5%	11%	4%	10%	8%	7%	7%	7%	12%	7%	7%	4%	11%	7%
9 Count	35	20	16	**16**	6	8	**2**	**3**	20	5	9	1	25	10	15	15	5
Column %	12%	13%	11%	**19% GH**	11%	16%	**5%**	**5%**	10%	15%	15%	8%	15%	8%	11%	15%	7%
10 Count	117	58	59	34	**29**	20	**16**	**17**	**66**	**18**	27	5	67	50	**58**	**26**	**33**
Column %	39%	37%	41%	40%	**54% GH**	42%	**33%**	**27%**	**34%**	**54% I**	46%	32%	40%	38%	**45% P**	**26%**	**47% P**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: DEGHIKMPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count	39	22	17	**18**	**2**	5	4	**10**	22	6	10	1	22	17	**21**	13	**4**
Column %	13%	14%	12%	**22% E**	**3%**	9%	9%	**16% E**	12%	17%	17%	10%	13%	13%	**17% Q**	13%	**6%**

* Denotes variable with statistically significant findings

░ **Significant difference within groups: DEGHIKMPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
1 Count	12	6	6	3	1	2	1	5	11	0	1	1	5	8	5	4	4
Column %	4%	4%	4%	4%	2%	3%	3%	8%	5%	0%	2%	4%	3%	6%	4%	4%	6%
2 Count	9	6	3	1	1	1	3	4	8	0	0	1	6	3	4	3	2
Column %	3%	4%	2%	1%	2%	2%	5%	6%	4%	0%	0%	8%	3%	2%	3%	3%	3%
3 Count	10	6	4	3	1	3	3	1	6	3	1	0	7	3	3	6	1
Column %	3%	4%	3%	3%	2%	6%	5%	1%	3%	8%	2%	0%	4%	3%	2%	6%	1%
4 Count	7	6	1	1	0	1	2	3	4	0	1	1	3	4	5	1	1
Column %	2%	4%	1%	1%	0%	2%	3%	4%	2%	0%	2%	8%	2%	3%	4%	1%	1%
5 Count	18	9	9	8	5	1	2	3	8	5	4	1	6	13	6	7	6
Column %	6%	6%	6%	9% F	9%	2%	4%	4%	4%	15% I	6%	8%	3%	10% M	4%	7%	8%
6 Count	15	9	6	3	0	1	4	7	9	0	4	2	8	7	6	5	5
Column %	5%	6%	4%	3%	0%	2%	9% E	11% EF	5%	0%	7%	13%	5%	6%	4%	5%	6%
7 Count	16	5	10	1	1	4	3	7	13	0	1	1	6	10	8	5	3
Column %	5%	3%	7%	2%	2%	8% E	5%	11% DE	7%	0%	2%	8%	3%	8%	6%	5%	4%
8 Count	13	6	7	1	3	3	4	2	10	0	3	0	5	8	3	6	3
Column %	4%	4%	5%	1%	6%	5%	8%	3%	5%	0%	4%	0%	3%	6%	3%	6%	5%
9 Count	28	16	12	8	3	5	5	6	22	2	4	0	14	13	12	12	4
Column %	9%	10%	8%	9%	6%	10%	11%	10%	11%	7%	6%	0%	9%	10%	9%	12%	5%
10 Count	37	21	16	14	4	5	5	8	21	5	9	2	26	11	16	14	7
Column %	12%	13%	11%	17%	7%	10%	11%	13%	11%	15%	15%	13%	15%	8%	12%	14%	9%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DEFGHIM**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	136 45%	65 42%	71 49%	**42** **49%** **H**	**34** **64%** **GH**	**24** **49%** **H**	**17** **35%**	**19** **30%**	80 42%	18 54%	32 53%	5 37%	84 50%	52 39%	62 48%	38 38%	35 50%

* Denotes variable with statistically significant findings

   Significant difference within groups: DEFGHIM

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	66	23	43	17	24	12	7	5	45	2	14	4	32	34	26	15	25
Column %	22%	15%	30% **B**	20% **H**	46% **DFGH**	25% **H**	15%	7%	23% **J**	7%	24% **J**	29%	19%	26%	20%	15%	36% **OP**
Somewhat Likely Count	48	16	31	21	7	10	3	7	17	11	19	1	30	18	15	20	13
Column %	16%	10%	22% **B**	25% **GH**	13%	20%	7%	10%	9%	33% **I**	31% **I**	8%	18%	14%	12%	19%	18%
Neither Likely nor Unlikely Count	29	21	8	17	3	4	1	3	15	10	2	1	23	6	13	11	5
Column %	10%	13% **C**	6%	20% **EFGH**	6%	8%	3%	5%	8%	30% **IK**	4%	8%	14% **N**	5%	10%	11%	7%
Somewhat Unlikely Count	28	18	10	9	4	5	5	5	17	2	8	1	16	12	13	9	5
Column %	9%	12%	7%	11%	7%	10%	10%	8%	9%	7%	13%	4%	9%	9%	10%	9%	8%
Very Unlikely Count	129	77	52	20	15	18	32	44	98	8	16	7	68	61	61	46	22
Column %	43%	50% **C**	36%	24%	28%	37%	65% **DEF**	69% **DEF**	51% **JK**	23%	28%	51%	40%	46%	47% **Q**	46% **Q**	31%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGHIJKNOPQ

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	59	**23**	**36**	**22**	**15**	**10**	7	**4**	37	5	16	2	30	29	23	17	20
Column %	20%	**15%**	**25%** B	**26%** H	**29%** H	**21%** H	15%	**7%**	19%	15%	26%	12%	18%	22%	18%	17%	28%
Somewhat Likely Count	57	27	30	**23**	**15**	10	**5**	**5**	**28**	**13**	13	3	27	30	**18**	21	**19**
Column %	19%	17%	21%	**27%** GH	**28%** GH	20%	**10%**	**7%**	**15%**	**38%** I	22%	20%	16%	23%	**14%**	21%	**27%** O
Neither Likely nor Unlikely Count	38	22	16	15	6	3	4	9	23	5	7	3	18	19	14	14	10
Column %	13%	14%	11%	18%	11%	7%	9%	14%	12%	14%	11%	20%	11%	15%	11%	14%	15%
Somewhat Unlikely Count	36	18	18	9	**3**	8	5	**12**	21	3	12	1	**27**	**9**	19	13	4
Column %	12%	12%	12%	10%	**5%**	16%	10%	**18%** E	11%	8%	20%	4%	**16%** N	**7%**	15%	12%	6%
Very Unlikely Count	110	**66**	**44**	**16**	**14**	**18**	**28**	**34**	**83**	**8**	**12**	6	65	44	**56**	37	**17**
Column %	37%	**42%** C	**31%**	**19%**	**27%**	**37%** D	**56%** DE	**54%** DE	**43%** JK	**24%**	**21%**	43%	39%	34%	**43%** Q	36%	**24%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEGHIJKNOQ**

50

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	61	17	45	26	16	7	9	3	36	11	12	2	28	33	13	25	24
Column %	20%	11% B	31% B	30% H	30% H	15%	18%	5%	19%	32%	20%	16%	17%	25%	10%	25% O	34% O
Somewhat Likely																	
Count	38	18	20	12	10	9	2	4	22	5	9	2	21	17	11	13	14
Column %	13%	12%	14%	15% G	19% GH	19% G	4%	6%	11%	14%	16%	12%	13%	12%	8%	13%	20% O
Neither Likely nor Unlikely																	
Count	46	24	23	13	10	9	6	8	25	11	8	3	30	17	23	14	10
Column %	15%	15%	16%	15%	19%	18%	13%	13%	13%	31% IK	13%	21%	18%	13%	18%	13%	14%
Somewhat Unlikely																	
Count	31	15	16	9	3	4	4	11	17	3	10	1	14	16	15	10	6
Column %	10%	10%	11%	10%	6%	9%	8%	17%	9%	8%	17%	8%	9%	12%	11%	10%	9%
Very Unlikely																	
Count	123	81	42	25	14	19	28	37	92	5	20	6	74	49	68	39	16
Column %	41%	52% C	29%	29%	26%	38%	58% DE	58% DEF	48% J	14%	34% J	43% J	44%	37%	52% PQ	39% Q	24%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	40	10	30	12	15	6	4	1	30	3	4	3	15	25	7	13	20
Column %	13%	6%	21%	14%	28%	13%	9%	2%	16%	8%	7%	21%	9%	19%	5%	13%	28%
			B	H	DGH	H			K					M		O	OP
Somewhat Likely																	
Count	42	16	26	22	9	4	4	3	21	8	12	1	23	19	15	14	13
Column %	14%	10%	18%	26%	17%	7%	9%	4%	11%	24%	21%	8%	14%	14%	12%	14%	19%
				FGH	H					I							
Neither Likely nor Unlikely																	
Count	49	27	22	17	12	8	4	8	19	16	10	4	30	19	22	17	10
Column %	16%	17%	15%	20%	23%	15%	8%	13%	10%	45%	17%	26%	18%	14%	17%	17%	14%
				G	G					IK							
Somewhat Unlikely																	
Count	32	14	17	8	2	7	4	11	20	0	11	1	21	11	14	13	4
Column %	11%	9%	12%	10%	3%	14%	8%	17%	10%	0%	18%	8%	12%	8%	11%	13%	6%
						E		E			J						
Very Unlikely																	
Count	137	88	49	25	15	24	33	40	101	8	23	6	79	58	72	43	23
Column %	46%	57%	34%	30%	28%	49%	66%	63%	53%	23%	38%	38%	47%	44%	55%	43%	33%
		C				DE	DE	DE	JK						Q		

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKMOPQ**

52

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	59	16	43	24	19	7	5	4	29	8	17	4	28	31	17	19	23
Column %	20%	10% B	30%	28% GH	36% FGH	14%	10%	6%	15%	24%	29% I	29%	17%	23%	13%	19%	33% OP
Somewhat Likely																	
Count	38	19	19	18	7	11	2	1	15	11	12	1	20	18	12	15	11
Column %	13%	12%	13%	21% GH	14% H	22% GH	4%	1%	8%	31% I	20% I	8%	12%	14%	9%	15%	16%
Neither Likely nor Unlikely																	
Count	34	26	8	13	9	4	1	6	17	8	6	3	22	11	17	6	11
Column %	11%	16% C	6%	15% G	18% G	9%	3%	9%	9%	23% I	10%	20%	13%	9%	13%	6%	15% P
Somewhat Unlikely																	
Count	27	12	15	10	2	4	5	7	17	2	8	0	22	5	13	12	2
Column %	9%	8%	10%	12%	3%	7%	9%	11%	9%	7%	14%	0%	13% N	4%	10%	12%	3%
Very Unlikely																	
Count	142	82	60	21	16	23	36	46	114	5	16	6	75	67	71	49	22
Column %	47%	53% C	41%	24%	29%	47% D	74% DEF	73% DEF	60% JK	15%	28%	42% J	45%	50%	55% Q	49% Q	32%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKNOPQ**

53

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	47	**14**	**33**	**18**	**14**	**7**	**5**	**2**	28	5	12	2	21	26	**15**	15	**17**
Column %	16%	**9%**	**23%** B	**21%** H	**27%** GH	**15%** H	**11%**	**4%**	15%	15%	20%	13%	12%	20%	**11%**	15%	**25%** O
Somewhat Likely																	
Count	52	29	23	**21**	**15**	7	**5**	**4**	**24**	**10**	**14**	4	26	25	18	17	17
Column %	17%	19%	16%	**25%** GH	**29%** GH	14%	**10%**	**6%**	**12%** I	**30%** I	**24%** I	24%	16%	19%	14%	17%	24%
Neither Likely nor Unlikely																	
Count	36	18	18	14	6	6	2	7	**19**	**8**	**5**	4	16	20	14	11	11
Column %	12%	11%	13%	16%	12%	13%	4%	11%	**10%**	**24%** IK	**9%**	24%	9%	15%	11%	11%	15%
Somewhat Unlikely																	
Count	42	21	21	12	5	9	6	11	25	5	12	0	**33**	**9**	18	18	6
Column %	14%	14%	15%	14%	9%	18%	13%	17%	13%	15%	20%	0%	**20%** N	**7%**	14%	18%	9%
Very Unlikely																	
Count	123	**73**	**50**	**21**	**13**	**20**	**30**	**39**	**96**	**5**	**16**	6	72	52	**66**	39	**19**
Column %	41%	**47%** C	**34%**	**25%**	**24%**	**41%**	**62%** DEF	**62%** DEF	**50%** JK	**15%**	**27%**	38%	43%	39%	**51%** Q	39%	**27%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKNOQ**

54

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	**Female B**	**Male C**	**18-34 D**	**35-44 E**	**45-54 F**	**55-64 G**	**65+ H**	**White I**	**Hisp J**	**AA K**	**Other L**	**Non-College M**	**College N**	**Under $50k O**	**$50k to $100k P**	**$100k+ Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count Column %	44 15%	**14** **9%**	**30** **21%** **B**	**15** **17%** **H**	**15** **29%** **FGH**	5 9%	6 12%	3 5%	30 16%	3 8%	9 15%	2 17%	21 13%	23 17%	**12** **9%**	**13** **13%**	**20** **28%** **OP**
Somewhat Likely Count Column %	48 16%	**15** **10%**	**33** **23%** **B**	18 22%	7 13%	**12** **25%** **H**	5 11%	**6** **10%**	**26** **13%**	8 24%	10 16%	**5** **35%** **I**	26 15%	23 17%	**11** **8%**	**21** **21%** **O**	**17** **24%** **O**
Neither Likely nor Unlikely Count Column %	27 9%	18 12%	9 6%	11 13%	**9** **16%** **H**	2 5%	3 6%	**3** **4%**	**15** **8%**	**8** **23%** **IK**	**3** **4%**	2 12%	17 10%	10 8%	10 8%	8 8%	9 12%
Somewhat Unlikely Count Column %	29 10%	14 9%	15 10%	**3** **4%**	6 11%	6 13%	3 6%	**11** **17%** **D**	18 10%	2 7%	8 13%	1 4%	15 9%	14 11%	14 11%	10 10%	5 7%
Very Unlikely Count Column %	151 50%	**93** **60%** **C**	**58** **40%**	**38** **45%**	**17** **32%**	24 48%	**32** **65%** **DE**	**40** **64%** **DE**	102 54%	13 38%	30 51%	5 33%	88 53%	63 47%	**82** **64%** **PQ**	**48** **48%** **Q**	**20** **29%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIKOPQ

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	40	13	27	18	11	5	4	1	24	3	11	2	19	21	10	14	16
Column %	13%	8%	19% B	22% H	21% H	9%	9%	2%	13%	8%	18%	16%	12%	16%	8%	14%	23% O
Somewhat Likely Count	46	17	29	19	12	9	4	2	21	11	12	2	26	20	10	15	21
Column %	15%	11%	20% B	22% GH	23% GH	19% H	8%	3%	11%	31% I	20%	13%	16%	15%	7%	15%	30% OP
Neither Likely nor Unlikely Count	35	17	18	10	11	6	1	6	17	8	7	3	18	17	12	13	9
Column %	12%	11%	12%	12%	20% G	13%	3%	9%	9%	24% I	11%	20%	11%	13%	10%	13%	13%
Somewhat Unlikely Count	26	17	9	5	3	6	5	6	18	2	5	1	14	12	14	9	4
Column %	9%	11%	7%	6%	6%	12%	10%	10%	9%	7%	9%	4%	9%	9%	11%	9%	6%
Very Unlikely Count	153	92	62	32	16	23	35	48	111	10	25	7	90	64	84	49	20
Column %	51%	59% C	43%	38%	30%	46%	71% DEF	75% DEF	58% JK	30%	42%	47%	53%	48%	65% PQ	49% Q	29%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKOPQ

56

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	54	19	35	22	16	8	8	1	34	8	10	1	27	27	13	18	22
Column %	18%	12%	24% B	26% H	30% H	16% H	16% H	1%	18%	24%	17%	8%	16%	20%	10%	18%	32% OP
Somewhat Likely																	
Count	35	18	17	15	6	9	2	4	21	0	12	2	19	16	16	10	9
Column %	12%	11%	12%	18% GH	11%	17% G	4%	6%	11% J	0%	20% J	16%	12%	12%	12%	10%	13%
Neither Likely nor Unlikely																	
Count	43	20	24	12	11	10	5	5	18	16	5	4	27	16	16	14	13
Column %	14%	13%	16%	14%	21% H	21% H	9%	8%	10%	47% IK	9%	24%	16%	12%	13%	14%	19%
Somewhat Unlikely																	
Count	25	13	12	6	5	6	3	5	15	2	7	0	14	11	8	15	2
Column %	8%	8%	8%	7%	9%	11%	6%	8%	8%	7%	12%	0%	8%	8%	6%	15% OQ	3%
Very Unlikely																	
Count	143	87	56	29	16	17	32	49	103	7	25	8	81	63	76	44	23
Column %	48%	56% C	39%	34%	30%	34%	66% DEF	77% DEF	54% J	22%	42% J	51% J	48%	47%	59% PQ	44%	33%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: BCDEFGHIJKOPQ

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	39	**13**	**26**	**12**	**13**	**8**	5	**1**	**30**	**0**	**8**	2	17	22	**9**	**12**	**19**
Column %	13%	**8%**	**18%** B	**14%** H	**25%** H	**16%** H	11%	**2%**	**15%** J	**0%**	**13%** J	12%	10%	17%	**7%**	**12%**	**27%** OP
Somewhat Likely Count	42	**14**	**29**	**16**	**13**	6	**3**	**4**	**20**	**11**	9	3	19	24	**10**	**14**	**18**
Column %	14%	**9%**	**20%** B	**19%** H	**24%** GH	13%	**6%**	**6%**	**10%**	**32%** I	15%	17%	11%	18%	**8%**	**14%**	**26%** OP
Neither Likely nor Unlikely Count	31	17	14	**13**	**6**	**6**	**1**	5	**14**	**8**	7	2	18	13	14	8	9
Column %	10%	11%	10%	**15%** G	**12%** G	**12%** G	**1%**	8%	**7%**	**24%** I	11%	16%	11%	10%	11%	8%	12%
Somewhat Unlikely Count	28	12	16	4	4	8	6	6	19	**0**	**8**	1	18	9	12	10	5
Column %	9%	8%	11%	5%	8%	16%	11%	10%	10%	**0%**	**14%** J	4%	11%	7%	10%	10%	7%
Very Unlikely Count	160	**100**	**60**	**41**	**17**	**21**	**35**	**47**	110	15	28	7	96	64	**84**	**57**	**20**
Column %	53%	**64%** C	**42%**	**48%**	**31%**	**44%**	**71%** DEF	**74%** DEF	57%	44%	47%	51%	57%	49%	**65%** Q	**56%** Q	**28%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: BCDEFGHIJOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	40	10	30	15	14	7	3	1	27	3	8	2	15	25	8	13	20
Column %	13%	6%	21% B	17% H	27% GH	14% H	7%	2%	14%	8%	13%	17%	9%	19% M	6%	13%	29% OP
Somewhat Likely																	
Count	33	15	18	16	7	5	2	3	15	5	10	2	16	17	8	8	16
Column %	11%	10%	12%	18% GH	13%	10%	5%	4%	8%	15%	18% I	13%	9%	13%	6%	8%	23% OP
Neither Likely nor Unlikely																	
Count	42	24	18	14	11	8	4	5	21	13	7	1	23	19	17	15	10
Column %	14%	15%	13%	17%	21% GH	16%	8%	8%	11%	38% IKL	11%	8%	14%	14%	13%	15%	14%
Somewhat Unlikely																	
Count	25	14	10	5	3	9	3	5	15	0	7	3	17	8	15	6	3
Column %	8%	9%	7%	6%	6%	18% D	6%	8%	8%	0%	11%	20%	10%	6%	12%	6%	5%
Very Unlikely																	
Count	160	92	68	36	17	21	36	49	113	13	28	6	97	63	81	59	21
Column %	53%	59% C	47%	42%	33%	43%	74% DEF	78% DEF	59% J	38%	47%	43%	58%	48%	62% Q	58% Q	29%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLMOPQ**

59

* Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Mean	2.52	2.79	2.23	2.36	1.91	2.42	2.98	2.98	2.67	2.38	2.09	2.64	2.61	2.40	2.66	2.73	1.95

Weight Variable = Southern Weighting, Confidence Level = 95%

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	116	**44**	**72**	31	22	16	23	24	**82**	**8**	23	**2**	**54**	**62**	51	**32**	**34**
Column %	39%	**28%**	**50%** **B**	37%	42%	32%	46%	38%	**43%** **JL**	**24%**	39%	**17%**	**32%**	**47%** **M**	39%	**32%**	**48%** **P**
Somewhat Likely																	
Count	57	27	30	**19**	**11**	**15**	**4**	**8**	31	8	15	3	29	28	**13**	**28**	**15**
Column %	19%	17%	21%	**22%** **G**	**21%** **G**	**31%** **GH**	**8%**	**12%**	16%	24%	25%	20%	17%	21%	**10%**	**28%** **O**	**22%** **O**
Neither Likely nor Unlikely																	
Count	40	**27**	**14**	**18**	6	**3**	4	9	**19**	**10**	8	4	24	16	16	15	9
Column %	13%	**17%** **C**	**9%**	**21%** **F**	11%	**5%**	9%	14%	**10%**	**29%** **I**	13%	25%	14%	12%	12%	15%	14%
Somewhat Unlikely																	
Count	17	11	6	**2**	3	**1**	3	**7**	12	0	2	3	**14**	**3**	12	3	2
Column %	6%	7%	4%	**3%**	6%	**2%**	6%	**12%** **DF**	6%	0%	4%	18%	**9%** **N**	**2%**	9%	3%	3%
Very Unlikely																	
Count	70	**47**	**23**	14	10	15	15	15	47	8	11	3	**47**	**23**	**38**	23	**9**
Column %	23%	**30%** **C**	**16%**	17%	19%	30%	31%	24%	25%	24%	19%	21%	**28%** **N**	**17%**	**29%** **Q**	23%	**13%**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	90	**30**	**60**	26	**20**	13	**19**	**12**	66	3	19	3	**36**	**54**	**29**	32	**28**
Column %	30%	**19%**	**41%** B	30%	**38%** H	26%	**39%** H	**19%**	**34%** J	**8%**	**31%** J	21%	**21%**	**41%** M	**23%**	32%	**41%** O
Somewhat Likely Count	54	26	28	15	11	11	8	9	31	8	12	3	33	21	19	18	17
Column %	18%	17%	20%	18%	20%	23%	17%	14%	16%	24%	20%	20%	20%	16%	15%	18%	24%
Neither Likely nor Unlikely Count	41	22	19	13	5	**9**	**2**	**11**	**20**	**13**	**5**	2	24	17	15	17	9
Column %	14%	14%	13%	15%	9%	**19%** G	**4%**	**17%** G	**10%**	**38%** IK	**9%**	17%	14%	13%	11%	17%	13%
Somewhat Unlikely Count	32	17	15	11	4	**2**	4	**12**	18	5	8	2	22	11	16	13	4
Column %	11%	11%	11%	13%	8%	**4%**	8%	**19%** F	9%	14%	13%	13%	13%	8%	12%	13%	6%
Very Unlikely Count	83	**61**	**22**	21	13	14	16	19	57	5	16	4	53	30	**51**	**21**	**11**
Column %	28%	**39%** C	**15%**	24%	25%	28%	32%	31%	30%	15%	27%	29%	32%	22%	**39%** PQ	**21%**	**16%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

⬜ **Significant difference within groups: BCFGHIJKMOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	62	**19**	**43**	**25**	**18**	**7**	8	**4**	41	6	12	3	28	34	**17**	**18**	**26**
Column %	21%	**12%**	**30%** B	**29%** FH	**33%** FH	**13%**	17%	**6%**	21%	17%	21%	21%	17%	26%	**13%**	**18%**	**38%** OP
Somewhat Likely Count	46	22	23	9	12	8	8	8	32	2	10	1	20	25	21	12	12
Column %	15%	14%	16%	11%	23%	17%	16%	12%	17%	7%	17%	8%	12%	19%	17%	12%	17%
Neither Likely nor Unlikely Count	59	31	27	14	8	12	11	13	33	10	11	5	32	27	**18**	**27**	13
Column %	20%	20%	19%	17%	15%	24%	23%	21%	17%	30%	18%	34%	19%	20%	**14%**	**27%** O	19%
Somewhat Unlikely Count	37	19	19	**13**	**2**	**5**	**2**	**16**	25	5	5	2	24	13	16	**18**	**4**
Column %	12%	12%	13%	**15%** E	**3%**	**10%**	**5%**	**25%** EFG	13%	15%	9%	13%	15%	10%	12%	**17%** Q	**5%**
Very Unlikely Count	97	**64**	**33**	24	13	17	19	23	61	11	21	4	**64**	**33**	**57**	26	14
Column %	32%	**41%** C	**22%**	28%	25%	36%	39%	36%	32%	31%	36%	25%	**38%** N	**25%**	**44%** PQ	26%	20%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCEFGHNOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	92	**35**	**57**	**34**	**21**	**18**	12	**7**	**48**	**8**	**31**	4	47	45	**39**	**23**	**31**
Column %	31%	**23%**	**39%** B	**40%** H	**39%** H	**36%** H	24%	**11%**	**25%**	**24%**	**53%** IJ	29%	28%	34%	**30%**	**22%**	**44%** OP
Somewhat Likely Count	41	22	19	12	10	5	4	10	22	5	12	2	25	16	13	18	10
Column %	14%	14%	13%	15%	18%	10%	8%	16%	12%	15%	20%	12%	15%	12%	10%	18%	14%
Neither Likely nor Unlikely Count	29	**20**	**9**	**13**	7	4	**1**	3	**16**	**7**	**3**	2	16	12	10	12	6
Column %	10%	**13%** C	**6%**	**15%** G	14%	8%	**3%**	5%	**8%**	**22%** IK	**4%**	16%	10%	9%	8%	12%	9%
Somewhat Unlikely Count	21	14	7	7	2	2	4	6	**16**	**5**	**0**	0	14	7	9	10	3
Column %	7%	9%	5%	8%	5%	4%	9%	9%	**8%** K	**15%** K	**0%**	0%	9%	5%	7%	10%	4%
Very Unlikely Count	117	64	53	**19**	**13**	**21**	**27**	**37**	**89**	**8**	**14**	6	65	51	**58**	38	**20**
Column %	39%	41%	36%	**22%**	**25%**	**42%** D	**56%** DE	**58%** DE	**46%** JK	**24%**	**23%**	42%	39%	39%	**45%** Q	38%	**29%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEGHIJKOPQ

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	79	31	48	23	17	13	15	11	49	5	22	3	34	46	36	23	21
Column %	26%	20%	33% B	27%	32%	28%	30%	18%	25%	15%	37% J	21%	20%	34% M	28%	22%	30%
Somewhat Likely																	
Count	58	25	33	23	14	6	6	9	30	11	14	3	33	25	18	21	18
Column %	19%	16%	23%	27% G	26%	13%	12%	14%	16%	31% I	24%	20%	20%	19%	14%	21%	26% O
Neither Likely nor Unlikely																	
Count	50	28	22	14	7	9	6	14	30	8	8	4	28	22	18	19	13
Column %	17%	18%	15%	17%	14%	17%	12%	22%	16%	23%	13%	30%	17%	16%	14%	19%	19%
Somewhat Unlikely																	
Count	24	16	8	6	3	4	2	8	18	2	4	0	16	8	10	11	4
Column %	8%	10%	5%	7%	6%	9%	5%	12%	9%	7%	7%	0%	10%	6%	8%	11%	5%
Very Unlikely																	
Count	88	54	34	18	12	16	20	21	65	8	11	4	57	32	48	27	14
Column %	29%	35% C	24%	22%	22%	33%	41% DE	34%	34% K	24%	19%	29%	34%	24%	37% Q	27%	19%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEGIJKMOQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	57	**14**	**43**	17	15	7	9	9	**46**	**0**	**10**	2	26	31	**18**	**15**	**24**
Column %	19%	**9%**	**30%** **B**	20%	28%	15%	19%	14%	**24%** **J**	**0%**	**16%** **J**	12%	16%	23%	**14%**	**15%**	**34%** **OP**
Somewhat Likely																	
Count	49	23	26	**19**	11	**10**	**3**	**6**	**24**	**11**	9	**5**	29	20	**15**	**21**	13
Column %	16%	15%	18%	**22%** **GH**	20%	**21%** **G**	**7%**	**9%**	**13%**	**32%** **I**	15%	**35%** **I**	17%	15%	**11%**	**21%** **O**	19%
Neither Likely nor Unlikely																	
Count	39	23	16	12	8	8	7	5	23	5	8	3	19	20	18	11	10
Column %	13%	15%	11%	14%	14%	16%	13%	8%	12%	14%	14%	20%	11%	15%	14%	11%	15%
Somewhat Unlikely																	
Count	38	22	16	**7**	6	6	7	**12**	21	8	9	0	24	14	17	17	4
Column %	13%	14%	11%	**8%**	11%	13%	15%	**19%** **D**	11%	23%	15%	0%	14%	11%	13%	17%	6%
Very Unlikely																	
Count	116	**73**	**43**	31	**14**	17	**23**	**31**	77	11	24	5	70	47	**62**	36	**18**
Column %	39%	**47%** **C**	**30%**	36%	**26%**	36%	**47%** **E**	**49%** **E**	40%	31%	40%	33%	41%	35%	**48%** **Q**	36%	**26%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCDEGHIJOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	55	**13**	**41**	**17**	**19**	**7**	**6**	5	38	6	8	3	**22**	**33**	**13**	**18**	**24**
Column %	18%	**8%**	**29%** B	**20%** H	**35%** FGH	**15%**	**12%**	**8%**	20%	17%	14%	21%	**13%**	**25%** M	**10%**	**18%**	**34%** OP
Somewhat Likely																	
Count	48	23	25	**21**	7	9	7	**5**	**21**	**11**	**13**	4	31	18	17	17	13
Column %	16%	15%	17%	**24%** H	13%	19%	14%	**7%**	**11%** I	**31%** I	**22%** I	25%	18%	13%	14%	17%	19%
Neither Likely nor Unlikely																	
Count	43	27	16	11	7	8	6	10	23	5	10	4	21	21	20	13	10
Column %	14%	17%	11%	13%	14%	17%	12%	16%	12%	14%	18%	28%	13%	16%	16%	12%	14%
Somewhat Unlikely																	
Count	38	23	15	7	6	7	8	10	**26**	**0**	**11**	1	23	15	18	15	6
Column %	13%	15%	11%	9%	11%	15%	16%	16%	**14%** J	**0%**	**18%** J	10%	14%	12%	14%	14%	8%
Very Unlikely																	
Count	116	**70**	**47**	**29**	**15**	17	22	**33**	**83**	13	17	**2**	71	45	**61**	**38**	**17**
Column %	39%	**45%** C	**32%**	**34%**	**27%**	35%	45%	**52%** DE	**44%** L	38%	29%	**16%**	42%	34%	**47%** Q	**38%** Q	**24%**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	72	**28**	**43**	**28**	**17**	**12**	**10**	4	47	8	14	2	37	35	**26**	**18**	**27**
Column %	24%	**18%**	**30%** B	**33%** H	**32%** H	**24%** H	**21%** H	6%	24%	24%	24%	16%	22%	27%	**20%**	18%	**39%** OP
Somewhat Likely Count	51	22	29	**11**	10	**15**	8	**8**	26	8	14	2	31	20	21	20	10
Column %	17%	14%	20%	**12%**	20%	**30%** DH	16%	**12%**	14%	24%	24%	17%	19%	15%	16%	20%	15%
Neither Likely nor Unlikely Count	35	23	13	11	7	6	3	9	**19**	**8**	**4**	**4**	22	14	18	10	7
Column %	12%	15%	9%	13%	12%	13%	6%	14%	**10%**	**23%** IK	**7%**	**30%** K	13%	11%	14%	10%	11%
Somewhat Unlikely Count	28	16	12	**12**	5	3	**1**	**8**	20	2	5	1	18	10	**10**	**17**	**2**
Column %	9%	10%	8%	**14%** G	9%	6%	**2%**	**12%** G	10%	7%	9%	4%	11%	8%	**8%**	**17%** OQ	**2%**
Very Unlikely Count	113	66	47	**24**	**14**	**13**	**27**	**35**	**79**	**8**	21	5	61	53	55	36	23
Column %	38%	42%	33%	**28%**	**27%**	**27%**	**55%** DEF	**56%** DEF	**41%** J	**23%**	36%	33%	36%	40%	42%	35%	33%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDEFGHIJKOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely Count	59	**15**	**44**	16	**16**	9	11	**7**	**46**	**3**	8	2	**25**	**34**	**20**	**17**	**22**
Column %	20%	**10%**	**30%** B	19%	**30%** H	18%	23%	**11%**	**24%** J	**8%**	13%	17%	**15%**	**26%** M	**15%**	**17%**	**32%** OP
Somewhat Likely Count	57	27	30	18	12	9	9	8	**23**	**11**	**18**	**5**	31	26	**14**	**19**	**24**
Column %	19%	17%	21%	22%	23%	18%	19%	12%	**12%** I	**31%** I	**31%** I	**34%** I	18%	20%	**11%**	**19%**	**34%** OP
Neither Likely nor Unlikely Count	38	23	15	11	5	7	5	10	28	2	6	2	19	19	18	13	7
Column %	13%	15%	11%	13%	10%	14%	10%	16%	14%	7%	11%	12%	11%	15%	14%	13%	9%
Somewhat Unlikely Count	27	12	15	7	3	7	2	8	15	3	8	1	18	9	12	**13**	**3**
Column %	9%	8%	10%	9%	6%	14%	4%	12%	8%	8%	14%	4%	11%	7%	9%	**13%** Q	**4%**
Very Unlikely Count	119	**79**	**41**	32	17	18	21	31	80	16	19	5	**76**	**43**	**66**	**39**	**15**
Column %	40%	**51%** C	**28%**	38%	32%	37%	44%	48%	42%	45%	31%	34%	**45%** N	**33%**	**51%** Q	**39%** Q	**21%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCHIJMNOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Very Likely																	
Count	66	**23**	**43**	**24**	**16**	11	9	**6**	43	8	12	4	**29**	**38**	**21**	**17**	**28**
Column %	22%	**15%**	**30%** B	**29%** H	**30%** H	23%	18%	**10%**	22%	24%	20%	25%	**17%**	**28%** M	**16%**	**17%**	**41%** OP
Somewhat Likely																	
Count	46	20	26	16	9	6	9	6	**25**	**3**	**16**	2	24	21	18	16	12
Column %	15%	13%	18%	18%	18%	12%	19%	9%	**13%**	**8%**	**26%** IJ	13%	15%	16%	14%	16%	17%
Neither Likely nor Unlikely																	
Count	40	22	19	11	6	7	4	13	25	2	9	3	19	21	19	10	12
Column %	13%	14%	13%	13%	11%	14%	8%	20%	13%	7%	15%	24%	11%	16%	14%	10%	17%
Somewhat Unlikely																	
Count	34	20	15	**4**	6	7	**8**	9	21	5	7	1	20	14	13	16	5
Column %	11%	13%	10%	**5%**	11%	15%	**17%** D	14%	11%	15%	11%	8%	12%	11%	10%	16%	8%
Very Unlikely																	
Count	113	**72**	**42**	30	17	18	19	30	77	16	16	4	**75**	**38**	**59**	**42**	**12**
Column %	38%	**46%** C	**29%**	35%	31%	37%	39%	48%	40%	45%	27%	30%	**45%** N	**28%**	**46%** Q	**41%** Q	**17%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDHIJMNOPQ**

70

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Yes Count Column %	198 66%	99 64%	100 69%	**65 76% H**	**38 71% H**	32 66%	32 65%	**32 50%**	**115 60%**	27 77%	**46 78% I**	10 70%	103 62%	95 72%	**74 57%**	**64 63%**	**61 87% OP**
No Count Column %	102 34%	57 36%	45 31%	**20 24%**	**15 29%**	17 34%	17 35%	**32 50% DE**	**76 40% K**	8 23%	**13 22%**	4 30%	64 38%	37 28%	**55 43% Q**	**37 37% Q**	**9 13%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEHIKOPQ**

71

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	198	99	100	65	38	32	32	32	115	27	46	10	103	95	74	64	61
Valid Cases	198	99	100	65	38	32	32	32	115	27	46	10	103	95	74	64	61
Total Mentions	327	164	163	129	60	43	45	50	181	46	83	17	164	163	113	110	105
At home																	
Mentions	170	87	83	57	34	25	26	28	99	24	37	10	91	79	65	54	52
% Valid Cases	86%	88%	83%	87%	91%	77%	81%	89%	86%	89%	80%	94%	88%	84%	87%	84%	85%
% Total Mentions	52%	53%	51%	44%	58%	57%	58%	56%	55%	52%	45%	55%	55%	49%	57%	49%	49%
At a micro gym																	
Mentions	38	19	19	22	9	3	0	3	13	8	15	2	19	18	11	15	12
% Valid Cases	19%	19%	19%	35%	23%	10%	0%	10%	11%	31%	33%	17%	19%	19%	15%	23%	20%
% Total Mentions	12%	12%	11%	17%	15%	7%	0%	7%	7%	18% I	18% I	10%	12%	11%	10%	13%	12%
At a boutique fitness gym																	
Mentions	20	7	13	10	6	2	2	1	12	0	8	1	8	12	5	4	11
% Valid Cases	10%	7%	13%	16%	15%	6%	5%	3%	10%	0%	17%	6%	8%	12%	6%	6%	19%
% Total Mentions	6%	4%	8%	8%	9%	4%	4%	2%	6%	0%	9%	4%	5%	7%	4%	4%	11%
At a traditional gym																	
Mentions	54	26	29	25	8	7	6	8	29	11	12	3	24	30	13	20	20
% Valid Cases	27%	26%	29%	39%	21%	23%	19%	24%	25%	40%	25%	30%	23%	32%	18%	32%	34%
% Total Mentions	17%	16%	18%	20% G	13%	17%	13%	15%	16%	23%	14%	18%	15%	18%	12%	19%	19% O
At a public space such as a park																	
Mentions	45	25	20	14	3	7	11	10	28	3	12	2	22	24	19	17	9
% Valid Cases	23%	25%	20%	22%	8%	20%	36%	32%	25%	11%	25%	23%	21%	25%	26%	27%	15%
% Total Mentions	14%	15%	12%	11%	5%	15%	25%	20%	16%	6%	14%	14%	13%	14%	17%	16%	9%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: GIO**

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	198	99	100	65	38	32	32	32	115	27	46	10	103	95	74	64	61
Valid Cases	198	99	100	65	38	32	32	32	115	27	46	10	103	95	74	64	61
Total Mentions	267	128	139	102	49	35	39	42	146	43	62	16	136	130	88	96	82
At a home																	
Mentions	173	89	85	58	30	29	27	29	99	27	39	9	96	78	64	56	53
% Valid Cases	87%	90%	85%	90%	79%	90%	86%	91%	86%	100%	84%	88%	93%	82%	87%	88%	87%
% Total Mentions	65%	69%	61%	57%	61%	84%	71%	69%	68%	62%	63%	58%	70% N	60%	73%	58%	64%
At a micro gym																	
Mentions	25	11	13	14	10	0	0	1	10	3	9	3	12	13	7	10	7
% Valid Cases	12%	11%	13%	21%	26%	0%	0%	4%	9%	11%	19%	29%	12%	13%	9%	16%	12%
% Total Mentions	9%	9%	10%	13%	20%	0%	0%	3%	7%	7%	14%	19%	9%	10%	8%	11%	9%
At a boutique fitness gym																	
Mentions	18	5	13	10	6	1	0	0	8	5	4	0	7	10	1	7	9
% Valid Cases	9%	5%	13%	16%	17%	3%	0%	0%	7%	20%	8%	0%	7%	11%	2%	12%	15%
% Total Mentions	7%	4%	9%	10%	13%	3%	0%	0%	6%	12% I	6%	0%	5%	8%	1%	8%	11%
At a traditional gym																	
Mentions	15	6	9	10	1	2	2	1	7	5	1	1	6	9	3	7	5
% Valid Cases	8%	6%	9%	15%	2%	5%	5%	3%	6%	20%	3%	13%	6%	9%	4%	11%	8%
% Total Mentions	6%	5%	6%	10%	2%	5%	5%	2%	5%	12% I	2%	8%	4%	7%	4%	7%	6%
At a public space such as a park																	
Mentions	36	17	20	10	2	3	10	11	22	3	9	2	15	21	12	15	8
% Valid Cases	18%	17%	20%	15%	6%	10%	30%	36%	19%	11%	19%	23%	14%	22%	17%	24%	14%
% Total Mentions	14%	13%	14%	10%	4%	9%	25%	27% D	15%	7%	15%	15%	11%	16%	14%	16%	10%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DIN**

73

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	198	99	100	65	38	32	32	32	115	27	46	10	103	95	74	64	61
Yes Count	94	40	55	46	24	13	5	6	46	21	23	4	48	46	27	30	38
Column %	48%	40%	55% B	70% FGH	63% GH	42% G	16%	19%	40%	80% IKL	50%	42%	47%	49%	36%	47%	62% O
No Count	104	59	45	19	14	19	27	26	70	5	23	6	55	49	47	34	23
Column %	52%	60% C	45%	30%	37%	58% D	84% DEF	81% DE	60% J	20%	50% J	58% J	53%	51%	64% Q	53%	38%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLOQ**

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Yes Count Column %	110 37%	49 31%	61 42%	47 55% GH	32 61% FGH	19 39% GH	8 16%	3 5%	55 29%	25 71% IK	23 39%	7 45%	58 35%	51 39%	37 28%	33 32%	40 58% OP
No Count Column %	190 63%	106 69%	84 58%	38 45%	21 39%	30 61% E	41 84% DEF	60 95% DEF	136 71% J	10 29%	36 61% J	8 55%	110 65%	81 61%	93 72% Q	68 68% Q	30 42%

* Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	110	49	61	47	32	19	8	3	55	25	23	7	58	51	37	33	40
Yes Count Column %	74 68%	31 63%	43 71%	29 62%	25 78%	10 54%	6 79%	3 100%	44 80% J	8 33%	17 72% J	5 73%	31 52%	43 85% M	20 55%	21 65%	33 81% O
No Count Column %	36 32%	18 37%	18 29%	18 38%	7 22%	9 46%	2 21%	0 0%	11 20%	16 67% IK	7 28%	2 27%	28 48% N	8 15%	16 45% Q	12 35%	8 19%

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	98	39	59	40	30	19	6	3	48	22	22	6	51	47	28	31	40
Valid Cases	98	39	59	40	30	19	6	3	48	22	22	6	51	47	28	31	40
Total Mentions	200	72	128	73	69	38	14	6	112	39	36	12	88	112	48	59	92
Football																	
Mentions	37	**10**	**27**	**9**	**20**	4	3	1	**28**	3	**5**	1	**13**	**24**	10	**6**	**21**
% Valid Cases	38%	**25%**	**47%**	**23%**	**68%**	21%	42%	43%	**58%**	13%	**23%**	21%	**25%**	**52%**	37%	**19%**	**53%**
% Total Mentions	19%	**13%**	**21%**	**12%**	**29%**	11%	19%	25%	**25%**	7%	**14%**	9%	**14%**	**22%**	21%	**10%**	**23%**
		B			**D**				**K**					**M**			**P**
Baseball/Softball																	
Mentions	23	11	13	13	5	4	1	0	9	**11**	3	1	14	10	4	15	5
% Valid Cases	24%	27%	22%	32%	18%	20%	22%	0%	**19%**	**50%**	12%	10%	27%	21%	15%	48%	12%
% Total Mentions	12%	15%	10%	18%	8%	10%	10%	0%	**8%**	**28%**	7%	5%	15%	9%	9%	25%	5%
										I							
Basketball																	
Mentions	37	13	24	20	9	7	1	0	**14**	**6**	**16**	2	20	16	13	8	16
% Valid Cases	37%	33%	40%	51%	31%	35%	10%	0%	**28%**	**26%**	**70%**	34%	40%	35%	46%	25%	41%
% Total Mentions	18%	18%	19%	27%	13%	18%	5%	0%	**12%**	**15%**	**43%**	15%	23%	15%	26%	13%	18%
											IJ						
Hockey																	
Mentions	9	1	9	1	5	2	1	1	7	0	1	1	3	6	2	0	7
% Valid Cases	10%	2%	15%	2%	16%	12%	13%	29%	15%	0%	6%	12%	6%	13%	8%	0%	18%
% Total Mentions	5%	1%	7%	1%	7%	6%	6%	17%	7%	0%	4%	5%	4%	6%	5%	0%	8%
Soccer																	
Mentions	29	10	19	13	7	8	0	2	17	6	5	1	**10**	**18**	5	10	14
% Valid Cases	29%	25%	32%	31%	23%	40%	0%	54%	34%	26%	24%	24%	**21%**	**39%**	20%	32%	34%
% Total Mentions	14%	14%	15%	17%	10%	20%	0%	31%	15%	15%	14%	11%	**12%**	**16%**	11%	17%	15%
														M			
Golf																	
Mentions	8	2	5	2	4	1	0	0	5	2	0	1	2	5	0	2	5
% Valid Cases	8%	6%	9%	6%	15%	5%	0%	0%	10%	11%	0%	12%	5%	11%	0%	8%	13%
% Total Mentions	4%	3%	4%	3%	6%	2%	0%	0%	4%	6%	0%	5%	3%	5%	0%	4%	6%
Tennis																	
Mentions	11	3	8	1	3	5	1	0	8	0	1	1	4	6	4	1	6
% Valid Cases	11%	8%	13%	3%	12%	26%	13%	0%	17%	0%	6%	22%	9%	13%	13%	3%	15%
% Total Mentions	5%	4%	6%	2%	5%	13%	6%	0%	7%	0%	4%	10%	5%	6%	7%	2%	7%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDIJKMP**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Volleyball																	
Mentions	7	3	4	4	4	0	0	0	5	0	0	2	3	4	1	3	3
% Valid Cases	7%	9%	6%	9%	12%	0%	0%	0%	11%	0%	0%	32%	6%	8%	5%	10%	7%
% Total Mentions	4%	5%	3%	5%	5%	0%	0%	0%	5%	0%	0%	15%	4%	4%	3%	5%	3%
Track and Field																	
Mentions	4	4	0	2	0	2	1	0	3	0	1	0	4	1	3	0	2
% Valid Cases	5%	11%	0%	4%	0%	11%	13%	0%	7%	0%	6%	0%	7%	2%	10%	0%	4%
% Total Mentions	2%	6%	0%	2%	0%	5%	6%	0%	3%	0%	3%	0%	4%	1%	6%	0%	2%
Cross Country																	
Mentions	3	2	2	0	3	1	0	0	3	0	0	0	1	3	0	0	3
% Valid Cases	4%	4%	3%	0%	9%	4%	0%	0%	7%	0%	0%	0%	2%	6%	0%	0%	9%
% Total Mentions	2%	2%	1%	0%	4%	2%	0%	0%	3%	0%	0%	0%	1%	2%	0%	0%	4%
Swimming																	
Mentions	21	5	16	6	7	4	2	1	**6**	**9**	3	3	**6**	**14**	1	11	8
% Valid Cases	21%	12%	27%	15%	22%	23%	33%	46%	**13%**	**39%**	12%	56%	**12%**	**30%**	3%	37%	21%
% Total Mentions	10%	6%	12%	8%	9%	11%	14%	27%	**6%**	**22% I**	7%	25%	**7%**	**13% M**	2%	19%	9%
Wrestling																	
Mentions	2	1	1	0	0	0	2	0	2	0	0	0	2	0	1	1	0
% Valid Cases	2%	2%	2%	0%	0%	0%	27%	0%	4%	0%	0%	0%	3%	0%	3%	3%	0%
% Total Mentions	1%	1%	1%	0%	0%	0%	12%	0%	2%	0%	0%	0%	2%	0%	2%	1%	0%
Lacrosse																	
Mentions	1	1	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0
% Valid Cases	1%	2%	0%	0%	0%	0%	13%	0%	2%	0%	0%	0%	2%	0%	3%	0%	0%
% Total Mentions	0%	1%	0%	0%	0%	0%	6%	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%
Cheerleading																	
Mentions	8	7	1	3	2	0	3	0	4	2	1	0	4	3	3	3	2
% Valid Cases	8%	18%	2%	7%	8%	0%	40%	0%	9%	11%	6%	0%	9%	7%	10%	8%	6%
% Total Mentions	4%	10%	1%	4%	4%	0%	18%	0%	4%	6%	3%	0%	5%	3%	6%	4%	3%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BDIJKMP

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	110	49	61	47	32	19	8	3	55	25	23	7	58	51	37	33	40
I am significantly more concerned now than I was at the beginning of the pandemic Count	49	18	31	**15**	**21**	10	3	1	30	9	7	4	**20**	**29**	**10**	**13**	**26**
Column %	45%	36%	52%	**31%**	**65% D**	50%	43%	18%	54%	35%	32%	54%	**34%**	**57% M**	**27%**	**39%**	**65% OP**
I am somewhat more concerned now than I was at the beginning of the pandemic Count	20	5	15	9	2	5	2	1	**5**	6	**7**	2	14	6	7	8	5
Column %	18%	10%	24%	20%	7%	26%	26%	29%	**9%**	23%	**30% I**	28%	23%	11%	18%	25%	12%
My concern is the same as it was at the start of the pandemic Count	29	**18**	**11**	15	7	4	3	1	14	8	7	1	15	14	13	8	7
Column %	27%	**37% C**	**18%**	31%	22%	20%	31%	25%	25%	32%	28%	18%	25%	28%	36%	26%	18%
I am somewhat less concerned now than I was at the beginning of the pandemic Count	7	5	2	5	1	1	0	0	3	2	1	0	**7**	**0**	3	2	2
Column %	7%	11%	3%	12%	3%	4%	0%	0%	6%	10%	5%	0%	**12% N**	**0%**	8%	8%	4%
I am significantly less concerned now than I was at the beginning of the pandemic Count	5	3	2	3	1	0	0	1	3	0	1	0	3	2	4	1	0
Column %	4%	6%	3%	6%	3%	0%	0%	29%	6%	0%	5%	0%	5%	3%	10%	3%	0%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDIMNOP**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Knowing this makes me much more comfortable with college football getting underway																	
Count	97	**38**	**58**	29	**24**	**12**	16	**15**	64	11	18	3	48	48	**33**	32	**31**
Column %	32%	**25%**	**40%** B	34%	**45%** FH	**26%**	32%	**24%**	34%	31%	31%	22%	29%	36%	**26%**	32%	**44%** O
Knowing this makes me somewhat more comfortable with college football getting underway																	
Count	75	37	37	**33**	**6**	**16**	**8**	**12**	**37**	11	**21**	**6**	47	28	31	27	16
Column %	25%	24%	26%	**39%** EGH	**11%**	**32%** E	**16%**	**20%**	**19%**	31%	**36%** I	**41%** I	28%	21%	24%	27%	23%
Knowing this does not affect my comfort level with college football getting underwat																	
Count	100	58	41	**15**	17	**13**	**23**	**31**	**76**	8	**11**	5	53	47	**50**	35	**15**
Column %	33%	37%	29%	**18%**	32%	**27%**	**47%** DF	**49%** DF	**39%** K	23%	**19%**	33%	31%	35%	**38%** Q	35%	**22%**
Knowing this makes me somewhat less comfortable with college football getting underway																	
Count	8	6	3	3	2	1	2	1	8	0	0	0	6	3	5	3	1
Column %	3%	4%	2%	4%	3%	2%	4%	1%	4%	0%	0%	0%	3%	2%	4%	3%	1%
Knowing this makes me much less comfortable with college football getting underway																	
Count	20	**16**	**5**	5	5	**7**	**1**	4	**6**	**5**	**9**	1	14	6	10	4	7
Column %	7%	**10%** C	**3%**	5%	9%	**13%** G	**1%**	7%	**3%**	**15%** I	**15%** I	4%	8%	5%	8%	4%	9%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIKOQ

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed.
Do you agree or disagree with this ruling? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Strongly Agree																	
Count	128	60	68	33	27	21	26	22	**87**	**7**	**29**	5	67	62	52	40	37
Column %	43%	39%	47%	39%	50%	43%	52%	35%	**45%** **J**	**22%**	**48%** **J**	36%	40%	47%	40%	40%	53%
Somewhat Agree																	
Count	74	35	40	23	13	11	10	17	**40**	**16**	**13**	5	43	31	30	25	19
Column %	25%	22%	27%	27%	25%	22%	20%	27%	**21%**	**47%** **IK**	**22%**	31%	26%	24%	23%	25%	28%
Neither Agree nor Disagree																	
Count	83	50	33	25	11	15	10	22	53	11	15	4	49	35	**39**	**32**	**11**
Column %	28%	32%	23%	29%	20%	31%	21%	35%	28%	31%	25%	29%	29%	26%	**30%** **Q**	**32%** **Q**	**16%**
Somewhat Disagree																	
Count	9	6	3	3	3	1	3	0	7	0	3	0	8	2	7	2	1
Column %	3%	4%	2%	4%	5%	2%	5%	0%	3%	0%	4%	0%	5%	1%	5%	2%	1%
Strongly Disagree																	
Count	5	4	1	1	0	2	1	2	4	0	0	1	2	3	2	2	1
Column %	2%	2%	1%	1%	0%	3%	1%	3%	2%	0%	0%	4%	1%	2%	1%	2%	2%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: IJKQ

81

* Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
I would attend the World Series if I were given a ticket Count Column %	162 54%	64 41%	98 68% B	56 66% GH	33 61% G	29 59% G	16 33%	28 44%	101 53%	20 57%	34 57%	7 49%	90 53%	72 55%	53 41%	56 56% O	53 75% OP
I would not attend the World Series, even if I were given a ticket Count Column %	138 46%	92 59% C	47 32%	29 34%	21 39%	20 41%	33 67% DEF	35 56% D	90 47%	15 43%	26 43%	7 51%	78 47%	60 45%	76 59% PQ	45 44% Q	17 25%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGHOPQ

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Valid Cases	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Total Mentions	483	218	265	152	88	93	69	81	310	51	98	24	276	207	198	155	131
Football																	
Mentions	127	60	67	**41**	**31**	21	**15**	**18**	80	**10**	**33**	3	74	52	**60**	**34**	33
% Valid Cases	42%	38%	46%	**48%**	**57%**	42%	**32%**	**29%**	42%	**30%**	**56%**	21%	44%	40%	**47%**	**33%**	47%
% Total Mentions	26%	27%	25%	**27%**	**35%**	22%	**22%**	**23%**	26%	**20%**	**34%**	12%	27%	25%	**31%**	**22%**	25%
				H	GH						J				P		
Baseball																	
Mentions	72	**27**	**45**	22	**7**	**16**	12	14	**47**	**14**	8	3	45	27	25	28	19
% Valid Cases	24%	**18%**	**31%**	26%	**14%**	**34%**	24%	22%	**24%**	**41%**	13%	21%	27%	20%	19%	28%	27%
% Total Mentions	15%	**13%**	**17%**	15%	**8%**	**18%**	17%	17%	**15%**	**28%**	8%	13%	16%	13%	12%	18%	15%
			B			E				IK							
Basketball																	
Mentions	79	38	41	**40**	17	**14**	5	4	**38**	11	**29**	3	47	32	31	26	22
% Valid Cases	26%	24%	29%	**46%**	31%	**28%**	10%	7%	**20%**	31%	**48%**	17%	28%	24%	24%	26%	32%
% Total Mentions	16%	17%	16%	**26%**	19%	**15%**	7%	5%	**12%**	21%	**29%**	10%	17%	16%	16%	17%	17%
				F							I						
Hockey																	
Mentions	26	**6**	**19**	7	5	6	1	7	19	0	4	2	15	10	**7**	9	**10**
% Valid Cases	9%	**4%**	**13%**	8%	8%	13%	2%	11%	10%	0%	7%	14%	9%	8%	**5%**	9%	**15%**
% Total Mentions	5%	**3%**	**7%**	5%	5%	7%	1%	8%	6%	0%	4%	9%	6%	5%	**3%**	6%	**8%**
			B														O
Soccer																	
Mentions	45	**14**	**31**	16	7	13	6	3	28	6	8	3	26	19	18	17	10
% Valid Cases	15%	**9%**	**21%**	18%	13%	27%	12%	4%	15%	17%	13%	21%	16%	14%	14%	17%	14%
% Total Mentions	9%	**7%**	**12%**	10%	8%	15%	9%	3%	9%	11%	8%	13%	10%	9%	9%	11%	8%
			B														
Automobile Racing (NASCAR, Formula 1, etc.)																	
Mentions	44	25	19	12	6	10	10	5	30	5	5	3	25	18	21	13	10
% Valid Cases	15%	16%	13%	14%	11%	20%	21%	8%	16%	15%	9%	21%	15%	14%	16%	13%	14%
% Total Mentions	9%	11%	7%	8%	7%	10%	15%	7%	10%	10%	5%	12%	9%	9%	10%	9%	7%
Golf																	
Mentions	59	27	32	**6**	**12**	**6**	**14**	**21**	48	2	3	6	**24**	**35**	22	17	20
% Valid Cases	20%	17%	22%	**7%**	**22%**	**11%**	**29%**	**34%**	25%	7%	4%	38%	**14%**	**26%**	17%	17%	28%
% Total Mentions	12%	12%	12%	**4%**	**14%**	**6%**	**20%**	**26%**	15%	5%	3%	23%	**9%**	**17%**	11%	11%	15%
				D			DF	DF						M			

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDEFGHIJKMOP**

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Tennis																	
Mentions	32	21	11	8	4	6	5	9	19	2	9	2	19	13	15	11	7
% Valid Cases	11%	13%	8%	9%	7%	13%	11%	14%	10%	7%	15%	13%	11%	10%	11%	11%	10%
% Total Mentions	7%	9%	4%	5%	4%	7%	8%	11%	6%	5%	9%	8%	7%	6%	7%	7%	5%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BDEFGHIJKMOP

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
I would be much more likely to support the team if it had an African American starting quarterback																	
Count	44	23	21	19	16	4	1	5	22	7	11	3	18	27	14	12	17
Column %	15%	15%	15%	22% FGH	31% FGH	8%	2%	8%	12%	22%	19%	21%	10%	20% M	11%	12%	25% OP
I would be somewhat more likely to support the team if it had an African American starting quarterback																	
Count	28	11	17	11	6	6	3	2	16	6	7	0	17	11	12	6	10
Column %	9%	7%	12%	13% H	12%	12%	5%	3%	8%	17%	11%	0%	10%	8%	9%	6%	15% P
The race of the team's starting quarterback does not have an effect on how likely I am to support the team																	
Count	188	98	90	39	24	33	39	53	132	19	27	9	109	79	87	69	32
Column %	63%	63%	62%	45%	45%	68% DE	80% DE	83% DE	69% K	55%	46%	63%	65%	60%	67% Q	68% Q	46%
I would be somewhat less likely to support the team if it had an African American starting quarterback																	
Count	25	13	12	9	6	5	4	2	13	2	8	2	17	9	7	12	6
Column %	8%	9%	8%	11% H	11%	9%	8%	3%	7%	7%	13%	12%	10%	7%	5%	12%	9%
I would be much less likely to support the team if it had an African American starting quarterback																	
Count	15	10	5	8	1	2	2	2	8	0	6	1	8	6	9	2	4
Column %	5%	6%	3%	9% E	2%	3%	5%	3%	4%	0%	10%	4%	5%	5%	7% P	2%	5%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DEFGHKMOPQ**

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team.Which of the following do you agree with most? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Steve Nash had a major advantage in getting this head coaching job because of his race Count	60	25	36	**14**	**23**	**8**	**8**	**6**	**33**	**13**	12	2	29	31	**20**	**15**	**26**
Column %	20%	16%	25%	**16%**	**44%** **DFGH**	**17%**	**17%**	**10%**	**17%**	**38%** **I**	20%	17%	17%	24%	**16%**	**14%**	**37%** **OP**
Steve Nash had a minor advantage in getting this head coaching job because of his race Count	49	28	21	21	7	8	6	8	29	5	12	2	30	19	**32**	**12**	**5**
Column %	16%	18%	14%	24%	12%	16%	11%	13%	15%	15%	21%	17%	18%	14%	**24%** **PQ**	**12%**	**7%**
Steve Nash had a minor disadvantage in getting this head coaching job because of his race Count	20	8	11	9	4	3	2	2	10	3	7	1	14	6	5	7	7
Column %	7%	5%	8%	10%	7%	6%	5%	3%	5%	8%	11%	4%	8%	4%	4%	7%	11%
Steve Nash had a major disadvantage in getting this head coaching job because of his race Count	28	14	15	11	**8**	3	4	**3**	18	5	4	2	12	16	**5**	**13**	**10**
Column %	9%	9%	10%	13%	**15%** **H**	6%	8%	**4%**	9%	14%	6%	12%	7%	12%	**4%**	**13%** **O**	**15%** **O**
Race did not play a role in Steve Nash getting this head coaching job Count	143	80	62	**31**	**12**	**27**	**29**	**44**	**102**	**8**	25	7	82	60	**67**	**54**	**22**
Column %	48%	52%	43%	**37%**	**22%**	**55%** **DE**	**59%** **DE**	**69%** **DE**	**54%** **J**	**24%**	42%	51%	49%	46%	**52%** **Q**	**53%** **Q**	**31%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJOPQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	299	155	145	84	53	49	49	63	191	35	59	15	167	132	129	101	70
Noticed a Statement Count	148	69	79	43	**32**	24	22	**26**	99	5	36	8	68	80	53	48	47
Column %	49%	45%	55%	51%	**61%** **H**	50%	46%	**40%**	52% **J**	14%	61% **J**	51% **J**	40%	61% **M**	41%	48%	67% **OP**
Did not notice a statement Count	151	86	66	41	**21**	25	27	**38**	92	30	23	7	99	52	76	52	23
Column %	51%	55%	45%	49%	**39%**	50%	54%	**60%** **E**	48%	86% **IKL**	39%	49%	60% **N**	39%	59% **Q**	52% **Q**	33%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: EHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	152	145	82	53	49	49	63	191	35	57	15	165	132	126	101	70
Noticed a Statement Count Column %	90 30%	**33** **22%**	**57** **39%** B	29 36%	20 37%	13 28%	13 25%	15 23%	59 31%	14 39%	12 21%	5 35%	42 26%	47 36%	**18** **14%**	**42** **41%** O	**30** **44%** O
Did not notice a statement Count Column %	207 70%	**119** **78%** C	**88** **61%**	53 64%	34 63%	35 72%	37 75%	49 77%	131 69%	21 61%	45 79%	10 65%	122 74%	85 64%	**109** **86%** PQ	**59** **59%**	**39** **56%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCOPQ**

88

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	154	145	84	53	49	49	63	190	35	59	15	167	131	129	100	70
Noticed a Statement Count Column %	140 47%	63 41%	77 53% B	52 62% FGH	28 52%	19 39%	16 33%	24 39%	83 43%	16 46%	34 57%	7 51%	67 40%	72 55% M	47 37%	51 51% O	41 59% O
Did not notice a statement Count Column %	159 53%	91 59% C	68 47%	31 38%	26 48%	30 61% D	33 67% D	39 61% D	107 57%	18 54%	26 43%	7 49%	100 60% N	59 45%	81 63% PQ	49 49%	29 41%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDFGHMNOPQ**

89

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	153	145	84	53	48	49	63	189	35	59	15	166	131	127	101	70
Noticed a Statement Count Column %	70 23%	**25** **16%**	**45** **31%** B	21 25%	**19** **36%** H	9 19%	9 19%	**12** **18%**	50 27%	5 15%	10 17%	4 28%	**26** **16%**	**44** **34%** M	**14** **11%**	**29** **29%** O	**26** **38%** O
Did not notice a statement Count Column %	228 77%	**128** **84%** C	**99** **69%**	63 75%	**34** **64%**	39 81%	40 81%	**51** **82%** E	139 73%	29 85%	49 83%	11 72%	**140** **84%** N	**87** **66%**	**113** **89%** PQ	**71** **71%**	**44** **62%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

◻ **Significant difference within groups: BCEHMNOPQ**

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	153	145	84	53	48	48	63	189	35	59	15	166	131	128	100	70
Noticed a Statement																	
Count	73	25	48	31	20	8	5	10	44	11	14	4	31	42	14	29	31
Column %	25%	16%	33% B	36% FGH	38% FGH	16%	10%	15%	23%	31%	24%	29%	19%	32% M	11%	29% O	44% OP
Did not notice a statement																	
Count	224	128	96	54	33	40	43	54	145	24	45	10	135	89	114	71	39
Column %	75%	84% C	67%	64%	62%	84% DE	90% DE	85% DE	77%	69%	76%	71%	81% N	68%	89% PQ	71% Q	56%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGHMNOPQ

91

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	297	154	143	84	52	49	48	63	188	35	59	15	165	131	128	100	69
Noticed a Statement Count	96	**36**	**59**	25	20	14	16	20	**67**	**3**	**21**	**5**	**44**	**52**	**31**	34	**31**
Column %	32%	**24%**	**42%** B	30%	40%	29%	32%	32%	**36%** J	**8%**	**35%** J	**35%** J	**27%**	**39%** M	**24%**	34%	**45%** O
Did not notice a statement Count	201	**117**	**83**	59	31	35	33	43	**121**	**32**	**39**	**10**	**121**	**79**	**97**	65	**38**
Column %	68%	**76%** C	**58%**	70%	60%	71%	68%	68%	**64%**	**92%** IKL	**65%**	**65%**	**73%** N	**61%**	**76%** Q	66%	**55%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

 ▧ **Significant difference within groups: BCIJKLMNOQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	155	144	85	53	49	48	63	190	35	59	15	167	131	129	101	69
Noticed a Statement Count Column %	73 24%	**30** **20%**	**43** **30%** B	**22** **26%**	**23** **45%** DFGH	**8** **17%**	**10** **22%**	**9** **14%**	48 25%	8 23%	13 22%	4 28%	34 21%	39 29%	**19** **15%**	**24** **24%**	**30** **43%** OP
Did not notice a statement Count Column %	225 76%	**124** **80%** C	**101** **70%**	**63** **74%** E	**29** **55%**	**41** **83%** E	**38** **78%** E	**54** **86%** E	142 75%	27 77%	46 78%	11 72%	133 79%	93 71%	**110** **85%** Q	**77** **76%** Q	**39** **57%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHOPQ**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	155	145	84	53	49	49	63	191	35	59	15	167	132	129	101	70
Noticed a Statement Count Column %	64 21%	23 **15%**	41 **28%** B	27 **32%** FGH	22 **42%** FGH	6 13%	2 3%	7 11%	43 23%	5 15%	11 19%	4 28%	28 **17%**	36 **27%** M	13 10%	22 **22%** O	28 **41%** OP
Did not notice a statement Count Column %	235 79%	131 **85%** C	104 **72%**	57 **68%**	31 **58%**	42 **87%** DE	47 **97%** DE	57 **89%** DE	147 77%	29 85%	48 81%	11 72%	139 **83%** N	96 **73%**	115 **90%** PQ	78 **78%** Q	41 **59%**

* Denotes variable with statistically significant findings

▫ **Significant difference within groups: BCDEFGHMNOPQ**

94

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	155	145	84	53	49	49	63	191	35	59	15	167	132	129	101	70
Noticed a Statement																	
Count	51	14	38	17	16	10	2	7	36	5	7	3	19	32	8	19	24
Column %	17%	9%	26% B	20% G	30% GH	20% G	3%	11%	19%	15%	11%	20%	12%	24% M	6%	19% O	34% OP
Did not notice a statement																	
Count	248	141	107	67	37	39	47	57	154	29	53	12	148	100	121	81	46
Column %	83%	91% C	74%	80%	70%	80%	97% DEF	89% E	81%	85%	89%	80%	88% N	76%	94% PQ	81% Q	66%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: BCDEFGHMNOPQ**

95

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	153	145	84	52	49	49	63	191	35	58	15	166	132	127	101	70
Noticed a Statement Count Column %	91 30%	32 21%	59 41% B	33 39% H	21 39% H	13 26%	13 26%	12 19%	53 28%	11 31%	21 36%	6 42%	39 23%	52 39% M	24 19%	34 34% O	33 47% O
Did not notice a statement Count Column %	207 70%	121 79% C	86 59%	51 61%	32 61%	36 74%	36 74%	51 81% DE	138 72%	24 69%	37 64%	8 58%	127 77% N	80 61%	103 81% PQ	67 66%	37 53%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDEHMNOPQ**

96

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	299	154	145	84	53	49	49	63	191	35	59	14	166	132	128	101	70
Noticed a Statement Count Column %	60 20%	19 12%	41 28% B	26 31% GH	18 33% GH	8 17%	3 6%	5 7%	34 18%	8 24%	15 25%	3 21%	25 15%	35 26% M	13 10%	21 21% O	27 38% OP
Did not notice a statement Count Column %	239 80%	135 88% C	104 72%	58 69%	36 67%	41 83%	46 94% DE	59 93% DE	157 82%	26 76%	45 75%	11 79%	141 85% N	97 74%	116 90% PQ	80 79% Q	43 62%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEGHMNOPQ

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	155	144	84	53	49	49	62	190	35	59	15	167	131	129	100	70
Noticed a Statement																	
Count	64	**23**	**41**	**24**	**21**	**8**	**5**	**6**	38	5	17	4	30	34	**13**	**24**	**27**
Column %	21%	**15%**	**28%** B	**29%** GH	**39%** FGH	**17%**	**11%**	**9%**	20%	15%	28%	26%	18%	26%	**10%**	**24%** O	**38%** OP
Did not notice a statement																	
Count	235	**132**	**103**	**60**	**33**	**41**	**44**	**57**	152	29	42	11	137	98	**116**	**76**	**43**
Column %	79%	**85%** C	**72%**	**71%**	**61%**	**83%** E	**89%** DE	**91%** DE	80%	85%	72%	74%	82%	74%	**90%** PQ	**76%** Q	**62%**

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHOPQ

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	155	143	85	53	49	47	62	189	35	59	15	165	132	127	101	70
Noticed a Statement																	
Count	56	19	37	24	19	6	3	4	32	8	13	4	25	32	9	22	25
Column %	19%	12%	26% B	28% FGH	36% FGH	12%	6%	6%	17%	24%	22%	24%	15%	24%	7%	22% O	36% OP
Did not notice a statement																	
Count	241	136	105	61	34	43	44	58	157	26	46	11	140	101	117	79	45
Column %	81%	88% C	74%	72%	64%	88% DE	94% DE	94% DE	83%	76%	78%	76%	85%	76%	93% PQ	78% Q	64%

* Denotes variable with statistically significant findings

 Significant difference within groups: BCDEFGHOPQ

99

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable Count Column %	76 25%	34 22%	41 29%	29 34% GH	23 44% GH	12 25% H	5 10%	6 9%	47 25%	5 14%	19 33% J	4 28%	39 23%	37 28%	33 25%	18 18%	25 35% P
Somewhat more favorable impression Count Column %	45 15%	15 9%	31 21% B	22 26% GH	10 19% G	7 15% G	2 4%	5 7%	17 9%	17 49% IKL	9 15%	2 13%	25 15%	20 15%	10 8%	22 21% O	14 20% O
Less favorable impression Count Column %	24 8%	13 8%	11 8%	6 8%	5 9%	2 4%	3 7%	7 12%	15 8%	5 14%	4 7%	0 0%	14 9%	10 7%	7 5%	10 10%	7 10%
Much less favorable impression Count Column %	44 15%	23 15%	21 15%	4 5%	4 7%	9 17%	15 30% DE	13 21% DE	35 18% J	0 0%	6 11%	3 22% J	23 14%	21 16%	19 14%	16 16%	9 13%
No impact Count Column %	111 37%	71 46% C	40 28%	24 28%	11 21%	19 39%	24 49% DE	32 51% DE	77 40% J	8 23%	20 34%	5 37%	67 40%	44 34%	61 47% Q	35 35%	15 21%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEGHIJKLOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	56	22	33	23	17	6	4	6	34	5	13	3	29	27	18	16	22
Column %	19%	14%	23%	27% FGH	31% FGH	12%	9%	9%	18%	15%	22%	24%	17%	20%	14%	16%	32% OP
Somewhat more favorable impression																	
Count	43	13	30	15	8	13	2	5	23	6	12	3	23	20	10	20	13
Column %	14%	9%	21% B	17%	15%	26% GH	5%	8%	12%	17%	20%	17%	14%	15%	7%	20% O	19% O
Less favorable impression																	
Count	27	14	13	9	9	2	4	3	13	8	5	1	11	16	11	11	5
Column %	9%	9%	9%	11%	17% FH	4%	8%	4%	7%	23% I	8%	4%	7%	12%	9%	10%	7%
Much less favorable impression																	
Count	35	19	16	4	3	9	9	8	28	0	5	1	20	15	15	12	8
Column %	12%	12%	11%	5%	6%	19% D	19% D	13%	15% J	0%	9%	8%	12%	11%	12%	12%	12%
No impact																	
Count	140	87	53	34	16	20	29	41	93	16	24	7	85	55	76	43	21
Column %	47%	56% C	37%	39%	30%	40%	60% DEF	65% DEF	49%	45%	41%	46%	51%	41%	58% PQ	42%	30%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	69	29	40	30	19	9	5	6	38	11	18	3	34	36	22	21	26
Column %	23%	19%	28%	36% FGH	35% GH	18%	11%	9%	20%	31%	30%	20%	20%	27%	17%	21%	37% OP
Somewhat more favorable impression																	
Count	40	17	23	17	11	5	1	6	21	5	11	3	27	13	14	16	10
Column %	13%	11%	16%	20% G	20% G	10%	3%	10%	11%	14%	18%	21%	16%	10%	11%	16%	14%
Less favorable impression																	
Count	20	9	12	7	3	7	2	2	9	8	3	0	8	12	7	9	4
Column %	7%	6%	8%	8%	6%	14% H	4%	3%	5%	24% IK	4%	0%	5%	9%	5%	9%	6%
Much less favorable impression																	
Count	42	20	21	4	3	9	13	14	35	0	4	3	22	20	15	16	10
Column %	14%	13%	15%	4%	5%	17% DE	26% DE	22% DE	18% JK	0%	7%	22% J	13%	15%	12%	16%	15%
No impact																	
Count	129	80	49	28	18	20	28	35	89	11	24	5	77	52	71	38	20
Column %	43%	52% C	34%	33%	34%	41%	57% DE	56% DE	46%	31%	41%	37%	46%	39%	55% PQ	37%	28%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGHIJKOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable Count Column %	45 15%	14 9%	31 22% B	16 19%	14 27% GH	6 12%	3 7%	5 8%	31 16% J	0 0%	9 16% J	4 28% J	18 11%	27 21% M	12 10%	14 14%	19 27% OP
Somewhat more favorable impression Count Column %	42 14%	19 12%	24 16%	23 27% FGH	11 20% GH	6 12% G	1 2%	2 3%	17 9%	14 39% IKL	10 17%	2 13%	24 14%	18 14%	11 9%	17 17%	14 20% O
Less favorable impression Count Column %	22 7%	10 6%	12 8%	3 3%	7 13%	5 9%	4 9%	3 4%	10 5%	8 23% IK	3 4%	1 8%	14 8%	8 6%	6 4%	9 8%	7 11%
Much less favorable impression Count Column %	34 11%	17 11%	17 12%	7 8%	3 6%	8 16%	6 12%	10 16%	26 14% J	0 0%	8 13% J	0 0%	19 12%	14 11%	15 11%	13 13%	6 9%
No impact Count Column %	157 52%	97 62% C	61 42%	36 42%	19 35%	25 51%	35 70% DEF	43 68% DE	107 56%	13 38%	29 49%	7 51%	93 55%	64 49%	85 66% PQ	48 48%	24 34%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKLMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	51	14	37	22	17	2	6	4	29	11	9	2	25	26	10	19	21
Column %	17%	9%	26% B	26% FH	33% FGH	4%	12%	7%	15%	32% I	16%	12%	15%	19%	8%	19% O	30% O
Somewhat more favorable impression																	
Count	39	14	25	17	4	12	1	5	20	3	11	5	22	17	10	16	12
Column %	13%	9%	17% B	20% GH	8%	24% EGH	3%	7%	11%	8%	18%	33% I	13%	13%	8%	16% O	18% O
Less favorable impression																	
Count	18	11	8	3	9	2	2	3	9	5	4	1	8	10	9	3	6
Column %	6%	7%	5%	3%	17% DFGH	4%	4%	4%	5%	14%	7%	4%	5%	8%	7%	3%	8%
Much less favorable impression																	
Count	31	19	12	7	3	8	6	8	23	2	5	0	18	13	11	12	8
Column %	10%	12%	8%	8%	5%	16%	11%	12%	12%	7%	9%	0%	11%	10%	9%	12%	11%
No impact																	
Count	161	98	63	37	20	26	35	44	110	13	30	7	95	67	88	50	23
Column %	54%	63% C	44%	43%	37%	53%	71% DE	70% DE	58% J	38%	51%	51%	56%	50%	68% PQ	50% Q	33%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	46	18	28	17	13	6	4	5	30	6	6	4	19	26	11	17	17
Column %	15%	12%	19%	20% H	24% H	12%	9%	8%	16%	17%	10%	24%	11%	20% M	9%	17%	25% O
Somewhat more favorable impression																	
Count	50	19	31	22	14	7	3	5	23	5	19	4	27	23	21	13	16
Column %	17%	12%	21% B	26% GH	25% GH	14%	6%	7%	12%	14%	31% IJ	25%	16%	17%	16%	13%	23%
Less favorable impression																	
Count	22	9	13	7	3	6	3	3	11	8	3	0	13	10	3	13	6
Column %	7%	6%	9%	8%	6%	11%	6%	5%	6%	24% IK	5%	0%	7%	7%	3%	13% O	9%
Much less favorable impression																	
Count	39	24	15	7	6	10	8	8	30	2	6	1	26	13	22	11	7
Column %	13%	16%	10%	8%	12%	20% D	17%	13%	16%	7%	11%	4%	16%	10%	17%	11%	10%
No impact																	
Count	143	85	58	33	17	21	30	42	98	13	26	7	82	61	72	47	24
Column %	48%	55% C	40%	39%	32%	43%	62% DE	66% DEF	51%	38%	43%	46%	49%	46%	56% Q	46%	34%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKMOQ**

105

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable Count Column %	48 16%	19 12%	28 20%	12 14% DFGH	21 40%	6 12%	4 9%	4 7%	31 16%	2 7%	12 20%	3 20%	22 13%	26 19%	16 12%	15 15%	17 24% O
Somewhat more favorable impression Count Column %	43 14%	15 9%	29 20% B	18 21% GH	8 15% G	12 24% GH	2 4%	4 6%	22 11%	8 24% I	10 18%	3 21%	21 12%	23 17%	12 9%	14 13%	18 26% OP
Less favorable impression Count Column %	24 8%	12 8%	12 8%	13 16% F	4 7%	1 2%	2 5%	3 5%	10 5%	8 23% I	5 9%	0 0%	14 8%	10 7%	6 5%	14 14% O	3 5%
Much less favorable impression Count Column %	34 11%	17 11%	17 12%	9 11%	2 3%	8 16% E	8 16% E	8 12%	23 12%	3 8%	6 11%	1 8%	22 13%	12 9%	13 10%	12 12%	8 12%
No impact Count Column %	152 51%	93 60% C	59 41%	34 40%	19 35%	22 46%	33 67% DEF	44 70% DEF	106 55%	13 38%	26 43%	7 51%	90 53%	62 47%	82 64% PQ	46 46%	24 34%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	49	15	34	18	19	6	3	2	35	3	8	4	23	26	12	12	25
Column %	16%	10%	24% B	21% GH	36% FGH	13%	7%	3%	18%	8%	13%	24%	14%	20%	9%	12%	36% OP
Somewhat more favorable impression																	
Count	40	12	28	18	7	7	3	5	14	9	13	4	21	19	10	20	9
Column %	13%	8%	19% B	21% GH	14%	14%	5%	9%	7%	25% I	22% I	26% I	12%	14%	8%	20% O	13%
Less favorable impression																	
Count	15	9	6	4	4	4	1	2	9	2	3	0	8	7	4	6	5
Column %	5%	6%	4%	4%	8%	8%	2%	3%	5%	7%	5%	0%	5%	5%	3%	6%	7%
Much less favorable impression																	
Count	22	11	11	5	1	6	4	6	18	2	1	0	13	10	8	9	5
Column %	7%	7%	8%	6%	2%	12% E	8%	10% E	10%	7%	2%	0%	7%	7%	6%	9%	7%
No impact																	
Count	174	109	66	40	22	26	38	48	114	18	34	7	103	71	95	54	25
Column %	58%	70% C	45%	47%	41%	53%	78% DEF	76% DEF	60%	53%	58%	51%	61%	54%	73% PQ	54% Q	36%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	34	9	25	9	13	5	3	3	24	0	8	2	14	20	10	7	18
Column %	11%	6%	17% B	11%	25% DGH	10%	7%	5%	13% J	0%	13% J	12%	8%	15%	7%	7%	26% OP
Somewhat more favorable impression																	
Count	36	12	24	15	10	6	1	5	20	6	5	5	16	20	8	14	15
Column %	12%	8%	17% B	17% G	18% G	12%	3%	7%	10%	17%	9%	37% IK	9%	15%	6%	13%	21% O
Less favorable impression																	
Count	32	19	14	17	8	5	1	2	10	13	9	0	21	11	7	19	7
Column %	11%	12%	9%	20% GH	14% GH	11% G	2%	3%	5%	38% IKL	15% I	0%	13%	9%	5%	19% O	10%
Much less favorable impression																	
Count	27	11	16	7	1	7	5	7	23	0	4	0	16	10	11	10	5
Column %	9%	7%	11%	8%	2%	14% E	10% E	11% E	12%	0%	7%	0%	10%	8%	9%	10%	7%
No impact																	
Count	171	105	66	38	22	26	38	47	114	16	33	7	101	70	94	51	25
Column %	57%	67% C	45%	44%	41%	53%	78% DEF	74% DEF	60%	45%	56%	51%	60%	53%	72% PQ	51%	36%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIJKLOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable Count Column %	39 13%	15 10%	24 17%	13 16%	13 25% FGH	5 10%	3 7%	4 7%	28 15% J	0 0%	10 17% J	1 8%	18 11%	21 16%	14 11%	9 9%	16 23% OP
Somewhat more favorable impression Count Column %	41 14%	18 11%	24 16%	21 25% FGH	11 21% FGH	4 8%	1 3%	4 6%	17 9%	8 24% I	12 20% I	4 29% I	23 14%	18 13%	9 7%	18 18% O	14 20% O
Less favorable impression Count Column %	26 9%	10 6%	16 11%	8 10%	6 12% H	8 17% GH	1 3%	2 3%	10 5%	11 31% IK	4 7%	1 8%	11 6%	15 11%	2 2%	15 15% O	8 12% O
Much less favorable impression Count Column %	30 10%	13 8%	18 12%	6 8%	2 3%	7 14%	8 15% E	8 12%	24 12% J	0 0%	5 9%	1 10%	17 10%	13 10%	15 11%	9 9%	6 9%
No impact Count Column %	164 55%	101 65% C	63 44%	36 42%	21 39%	25 51%	35 72% DEF	46 73% DEF	113 59%	16 45%	28 47%	7 45%	98 59%	65 49%	90 69% PQ	48 48%	26 37%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: CDEFGHIJKOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable Count	36	**12**	**24**	12	**13**	3	5	3	24	0	9	2	**14**	**22**	8	11	17
Column %	12%	**8%**	**16%** B	14%	**25%** FGH	6%	10%	5%	13% J	0%	15% J	16%	8%	17% M	6%	11%	25% OP
Somewhat more favorable impression Count	45	**15**	**30**	**21**	**11**	6	**1**	5	21	14	7	4	23	22	9	21	16
Column %	15%	**10%**	**21%** B	**25%** GH	**21%** G	13%	**3%**	9%	11%	39% IK	11%	29%	14%	17%	7%	21% O	22% O
Less favorable impression Count	19	10	9	**9**	4	4	**0**	2	**8**	**5**	5	1	12	7	5	8	6
Column %	6%	6%	6%	**10%** G	7%	9%	**0%**	3%	**4%**	**15%** I	9%	4%	7%	6%	4%	8%	8%
Much less favorable impression Count	27	12	15	7	2	7	5	6	22	0	5	0	15	12	14	8	5
Column %	9%	8%	11%	8%	4%	14%	9%	10%	11%	0%	9%	0%	9%	9%	11%	8%	7%
No impact Count	173	106	67	37	23	28	38	47	117	16	33	7	104	69	95	52	26
Column %	58%	69% C	46%	43%	44%	58%	78% DEF	74% DE	61%	45%	56%	51%	62%	52%	73% PQ	52%	37%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHIJKMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	39	11	27	12	16	4	3	3	27	3	5	4	14	25	6	12	20
Column %	13%	7%	19% B	14%	30% DFGH	8%	7%	5%	14%	8%	9%	24%	8%	19% M	5%	12% O	29% OP
Somewhat more favorable impression																	
Count	41	15	26	23	7	4	3	4	18	8	12	3	24	17	12	15	14
Column %	14%	10%	18% B	27% FGH	14%	8%	5%	6%	9%	24% I	20% I	21%	14%	13%	9%	15%	19% O
Less favorable impression																	
Count	23	11	12	6	7	7	0	3	10	8	4	1	14	9	5	13	5
Column %	8%	7%	8%	8%	13% G	14% G	0%	4%	5%	23% I	7%	4%	8%	7%	4%	13% O	7%
Much less favorable impression																	
Count	28	13	14	4	2	7	7	8	22	0	5	1	14	13	13	8	7
Column %	9%	8%	10%	5%	4%	14%	14%	12%	11%	0%	9%	4%	9%	10%	10%	7%	9%
No impact																	
Count	170	104	66	39	21	28	36	46	114	16	33	7	101	69	93	52	25
Column %	57%	67% C	45%	46%	39%	56%	74% DE	73% DE	60%	45%	56%	47%	60%	52%	72% PQ	52% Q	35%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGHIMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	155	145	85	53	49	49	63	191	35	59	15	168	132	129	101	70
Much more favorable																	
Count	43	15	28	12	16	7	3	4	30	3	8	3	17	26	12	13	18
Column %	14%	10%	19% B	15%	30% DGH	14%	7%	7%	15%	8%	13%	20%	10%	19% M	9%	13%	26% OP
Somewhat more favorable impression																	
Count	34	9	25	15	8	4	3	5	18	6	7	4	18	16	5	16	14
Column %	11%	6%	17% B	18%	15%	8%	5%	7%	9%	17%	11%	26%	11%	12%	4%	15% O	20% O
Less favorable impression																	
Count	22	11	10	9	7	5	0	2	8	5	8	1	10	11	6	9	7
Column %	7%	7%	7%	10% G	12% GH	9%	0%	3%	4%	15% I	13% I	4%	6%	9%	5%	9%	10%
Much less favorable impression																	
Count	29	14	15	12	1	6	5	6	20	5	4	0	20	10	12	12	5
Column %	10%	9%	10%	14% E	2%	12% E	9% E	10% E	11%	14%	7%	0%	12%	7%	9%	12%	7%
No impact																	
Count	172	106	67	38	22	27	38	47	116	16	33	7	102	70	95	51	26
Column %	57%	68% C	46%	44%	41%	56%	78% DEF	74% DE	61%	45%	56%	51%	61%	53%	73% PQ	51%	37%

Weight Variable = Southern Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BCDEFGHIMOPQ**

**ASU National Sports Public Opinion Pulse
Western Topline and Crosstabs**

Survey conducted on Sep 16th - Sep 20th, 2020
n=300 with a MoE +/- 5.66%
Sample collected via Online Opt-in Survey

Sex

	Total
Sample Size	300
Female	
Count	151
Column %	50%
Male	
Count	149
Column %	50%

Age

	Total
Sample Size	300
18 to 34 years old	
Count	110
Column %	37%
35 to 44 years old	
Count	38
Column %	13%
45 to 54 years old	
Count	45
Column %	15%
55 to 64 years old	
Count	45
Column %	15%
65 years old or more	
Count	61
Column %	20%

HHI

	Total
Sample Size	300
Under $50k	
Count	125
Column %	42%
$50k to $100k	
Count	105
Column %	35%
$100k+	
Count	70
Column %	23%

Ethnicity

	Total
Sample Size	300
White	
Count	200
Column %	67%
Hispanic	
Count	64
Column %	21%
AA	
Count	11
Column %	4%
Asian	
Count	11
Column %	4%
Other	
Count	14
Column %	5%

Education

	Total
Sample Size	300
HS or less	
Count	69
Column %	23%
Some College/Trade School	
Count	85
Column %	28%
College Grad	
Count	107
Column %	36%
Post Grad or higher	
Count	39
Column %	13%

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

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* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

* Denotes variable with statistically significant findings

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	74	**15**	**59**	**28**	**13**	11	**4**	**18**	48	16	5	6	**21**	**53**	**15**	**35**	**23**
Column %	25%	**10%**	**40%** B	**25%** G	**35%** G	25%	**9%**	**29%** G	24%	24%	41%	26%	**14%**	**36%** M	**12%**	**34%** O	**34%** O
Somewhat Often Count	62	**24**	**38**	27	5	11	10	9	**37**	14	**5**	6	31	31	20	28	15
Column %	21%	**16%**	**25%** B	24%	12%	24%	23%	15%	**18%**	22%	**49%** I	24%	20%	21%	16%	26%	21%
Not Very Often Count	41	25	16	21	3	4	5	8	25	13	1	1	**27**	**14**	**24**	**10**	7
Column %	14%	16%	11%	19%	8%	9%	10%	12%	13%	20%	11%	4%	**17%** N	**10%**	**19%** P	**9%**	10%
Not Often at All Count	50	**35**	**16**	15	6	8	12	9	35	12	0	4	**34**	**16**	**29**	**10**	11
Column %	17%	**23%** C	**11%**	14%	15%	19%	26%	15%	17%	19%	0%	14%	**22%** N	**11%**	**24%** P	**9%**	16%
I don't watch sports Count	73	**52**	**21**	20	11	11	14	17	**56**	**10**	0	8	40	33	37	23	14
Column %	24%	**35%** C	**14%**	18%	29%	23%	32%	28%	**28%** J	**15%**	0%	32%	26%	22%	29%	22%	20%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCGIJMNOP

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	62	17	45	16	10	16	6	15	42	12	3	5	22	40	20	24	18
Column %	21%	11%	30% B	15%	26%	35% DG	12%	24%	21%	19%	27%	19%	15%	27% M	16%	23%	25%
Somewhat Often Count	81	36	45	39	11	8	14	9	48	24	5	4	32	48	24	33	23
Column %	27%	24%	30%	35% FH	28%	17%	31% H	15%	24%	37% I	43%	17%	21%	33% M	19%	31% O	34% O
Not Very Often Count	47	22	24	20	4	7	6	10	28	11	1	6	27	20	17	18	11
Column %	16%	15%	16%	18%	10%	16%	14%	16%	14%	18%	11%	24%	17%	14%	14%	17%	16%
Not Often at All Count	39	23	16	16	5	4	5	10	27	7	2	3	30	10	25	9	5
Column %	13%	15%	11%	14%	13%	8%	11%	16%	13%	11%	19%	13%	19% N	7%	20% PQ	9%	7%
I don't watch sports Count	71	52	19	20	9	11	14	17	55	10	0	7	42	29	38	21	12
Column %	24%	35% C	13%	18%	23%	23%	32%	28%	27% J	15%	0%	27%	28%	20%	30% Q	20%	17%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDFGHIJMNOPQ

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	24	9	14	**17**	2	**0**	2	**2**	18	2	2	0	**7**	**17**	**7**	7	**10**
Column %	8%	6%	10%	**15%** FH	6%	**0%**	5%	**3%**	9%	4%	22%	2%	**5%**	**11%** M	**5%**	6%	**14%** O
Somewhat Often Count	42	19	23	**26**	**3**	8	**1**	4	**20**	**15**	**5**	2	22	20	19	17	6
Column %	14%	12%	15%	**23%** EGH	**8%**	17%	**3%**	6%	**10%**	**24%** I	**41%** I	10%	14%	13%	15%	16%	9%
Not Very Often Count	43	18	25	**28**	5	**3**	**2**	5	**21**	12	3	**6**	25	18	19	14	9
Column %	14%	12%	17%	**25%** FGH	13%	**7%**	**5%**	8%	**11%**	19%	27%	**26%** I	16%	12%	15%	14%	14%
Not Often at All Count	93	41	52	**17**	**13**	**20**	**20**	**23**	67	20	1	6	45	48	**32**	33	**29**
Column %	31%	27%	35%	**15%**	**34%** D	**45%** D	**45%** D	**37%** D	33%	30%	11%	23%	30%	33%	**25%**	31%	**41%** O
I don't watch sports Count	99	**63**	**35**	**23**	**15**	14	**19**	**27**	**74**	**15**	**0**	**10**	54	45	**49**	35	**15**
Column %	33%	**42%** C	**24%**	**21%**	**40%** D	31%	**42%** D	**45%** D	**37%** JK	**23%**	**0%**	**40%** K	35%	30%	**39%** Q	33%	**21%**

* Denotes variable with statistically significant findings

 Significant difference within groups: CDEFGHIJKMOQ

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	23	7	16	13	6	0	3	2	16	3	3	1	6	18	6	6	11
Column %	8%	5%	11% B	12% FH	15% FH	0%	6%	3%	8%	5%	30% IJ	4%	4%	12% M	5%	6%	16% OP
Somewhat Often Count	46	10	37	29	6	5	2	4	26	12	4	4	21	25	19	20	7
Column %	15%	6%	25% B	26% FGH	16%	12%	5%	6%	13%	19%	33%	18%	14%	17%	15%	19%	10%
Not Very Often Count	34	17	17	18	3	4	5	5	23	11	0	1	17	17	12	15	7
Column %	11%	11%	11%	16%	8%	8%	11%	8%	11%	16%	0%	4%	11%	11%	9%	14%	11%
Not Often at All Count	91	48	43	24	9	23	14	20	57	21	4	8	49	42	37	27	27
Column %	30%	32%	29%	22%	24%	50% DE	32%	33%	29%	33%	38%	34%	32%	28%	30%	25%	39%
I don't watch sports Count	106	69	36	27	14	14	21	30	79	17	0	10	60	46	51	37	17
Column %	35%	46% C	24%	24%	37%	30%	46% D	49% DF	39% K	26%	0%	40% K	39%	31%	41% Q	36%	25%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKMOPQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	26	7	19	19	4	1	3	0	16	3	6	2	7	19	5	12	10
Column %	9%	5%	13% B	17% FGH	9%	2%	6%	0%	8%	5%	51% IJL	7%	5%	13% M	4%	11% O	14% O
Somewhat Often Count	30	11	19	20	3	4	0	3	16	11	2	1	19	12	15	11	4
Column %	10%	8%	13%	18% GH	8%	10%	0%	5%	8%	16%	22%	4%	12%	8%	12%	10%	6%
Not Very Often Count	39	22	17	20	5	7	3	5	25	7	2	5	20	19	12	16	11
Column %	13%	15%	11%	18% G	13%	15%	6%	8%	12%	11%	16%	21%	13%	13%	10%	15%	16%
Not Often at All Count	95	43	52	27	12	19	17	20	59	29	1	6	47	48	41	29	26
Column %	32%	28%	35%	25%	31%	42% D	37%	34%	29%	44% IK	11%	26%	31%	33%	33%	27%	37%
I don't watch sports Count	109	68	42	24	15	15	23	33	84	15	0	10	61	49	52	38	19
Column %	36%	45% C	28%	21%	40% D	32%	51% D	54% DF	42% JK	23%	0%	42% K	40%	33%	42% Q	37%	27%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDFGHIJKLMOQ**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often																	
Count	29	7	22	15	6	3	1	4	21	6	2	0	8	21	6	11	12
Column %	10%	5%	15% B	14%	16% G	6%	3%	6%	11%	9%	22%	0%	5%	15% M	5%	10%	18% O
Somewhat Often																	
Count	33	10	23	17	7	2	6	2	16	9	5	3	10	23	7	13	13
Column %	11%	6%	16% B	15% FH	17% FH	3%	13%	3%	8%	14%	41% IJ	13%	7%	15% M	5%	12%	19% O
Not Very Often																	
Count	44	22	23	20	3	9	6	7	30	11	1	3	25	20	22	15	7
Column %	15%	14%	15%	18%	7%	19%	14%	11%	15%	16%	11%	13%	16%	13%	18%	15%	10%
Not Often at All																	
Count	90	47	43	33	7	18	12	19	57	24	2	6	52	38	41	29	19
Column %	30%	31%	29%	30%	19%	41% E	27%	31%	29%	38%	16%	25%	34%	26%	33%	28%	27%
I don't watch sports																	
Count	104	66	38	26	15	14	19	29	76	15	1	12	59	45	49	37	18
Column %	35%	44% C	25%	24%	40% D	30%	43% D	48% D	38% J	23%	11%	50% JK	38%	31%	39%	35%	26%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEFGHIJKMO**

Percentages may not add up to 100 due to rounding

How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Often Count	23	6	16	14	3	3	1	2	17	2	2	0	5	17	7	6	10
Column %	8%	4%	11% B	13% H	8%	6%	3%	3%	9%	4%	22%	2%	3%	12% M	6%	6%	14%
Somewhat Often Count	43	20	23	20	9	7	3	4	24	14	4	2	18	26	14	14	15
Column %	14%	14%	15%	18% H	24% H	16%	7%	6%	12%	22%	38% IL	7%	11%	18%	12%	13%	22%
Not Very Often Count	85	41	44	34	9	15	10	17	46	28	3	8	45	40	28	37	21
Column %	28%	27%	30%	31%	23%	32%	23%	28%	23%	43% I	30%	34%	29%	27%	22%	35% O	30%
Not Often at All Count	70	29	41	22	6	11	13	17	50	11	1	7	38	31	34	25	11
Column %	23%	19%	27%	20%	16%	24%	30%	28%	25%	16%	11%	30%	25%	21%	27%	23%	16%
I don't watch sports Count	79	54	25	20	11	10	17	21	63	10	0	7	47	32	42	24	13
Column %	26%	36% C	17%	18%	29%	22%	38% D	35% D	31% JK	15%	0%	27%	31%	22%	33% Q	23%	19%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDHIJKLMOQ**

13

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	88	31	57	40	13	14	10	12	53	25	3	6	36	52	31	30	28
Column %	29%	21%	38% B	36% H	34%	30%	21%	20%	27%	39%	30%	26%	24%	35% M	25%	28%	40% O
Somewhat Favorable																	
Count	80	42	38	29	10	13	13	16	53	16	4	7	42	38	30	31	19
Column %	27%	28%	26%	26%	25%	28%	28%	27%	26%	25%	38%	27%	27%	26%	24%	29%	27%
Neither Favorable nor Unfavorable																	
Count	51	37	14	18	8	5	10	9	33	12	1	5	38	13	31	14	6
Column %	17%	25% C	9%	17%	22%	11%	22%	15%	16%	19%	11%	21%	25% N	9%	25% PQ	14%	9%
Somewhat Unfavorable																	
Count	32	16	16	14	2	5	3	9	18	11	1	2	14	18	13	13	6
Column %	11%	11%	11%	12%	5%	10%	7%	14%	9%	16%	11%	9%	9%	12%	10%	13%	9%
Very Unfavorable																	
Count	49	24	25	10	5	9	10	15	43	0	1	4	23	26	20	17	11
Column %	16%	16%	16%	9%	14%	20% D	22% D	24% D	22% J	0%	11%	18% J	15%	18%	16%	16%	16%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDHJMNOPQ**

14

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	61	**15**	**46**	23	8	8	10	13	42	15	1	4	**23**	**39**	**18**	**20**	**23**
Column %	20%	**10%**	**31%** B	20%	20%	17%	22%	22%	21%	23%	11%	15%	**15%**	**26%** M	**15%**	**19%**	**33%** OP
Somewhat Favorable																	
Count	93	45	49	35	16	11	12	19	**70**	18	3	**3**	40	53	**31**	**39**	23
Column %	31%	30%	33%	32%	41%	25%	27%	32%	**35%** L	28%	30%	**11%**	26%	36%	**25%**	**37%** O	33%
Neither Favorable nor Unfavorable																	
Count	86	**61**	**25**	32	10	14	16	14	**49**	**20**	3	**14**	**63**	**23**	**47**	**24**	**15**
Column %	29%	**40%** C	**17%**	29%	25%	31%	35%	23%	**24%**	**32%**	27%	**56%** IJ	**41%** N	**16%**	**37%** PQ	**23%**	**22%**
Somewhat Unfavorable																	
Count	23	11	12	7	4	6	1	5	**14**	6	**2**	1	9	14	11	11	1
Column %	8%	7%	8%	6%	9%	13%	3%	8%	**7%**	9%	**22%** I	4%	6%	10%	9%	10%	2%
Very Unfavorable																	
Count	37	19	18	14	1	6	6	9	26	6	1	4	19	18	18	12	7
Column %	12%	12%	12%	13%	4%	13%	13%	14%	13%	9%	11%	14%	12%	12%	14%	11%	10%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCIJLMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	56	**20**	**36**	**29**	**11**	**5**	7	**5**	**26**	**20**	**7**	**4**	25	31	22	**14**	**21**
Column %	19%	**14%**	**24% B**	**26% FH**	**29% FH**	**11%**	15%	**8%**	**13%**	**30% I**	**62% IJL**	**15%**	17%	21%	18%	**13%**	**29% P**
Somewhat Favorable																	
Count	68	33	35	24	**10**	13	**5**	**16**	47	15	0	5	**25**	**42**	23	27	17
Column %	23%	22%	24%	22%	**27% G**	28%	**10%**	**27% G**	24%	24%	0%	20%	**17%**	**29% M**	19%	26%	25%
Neither Favorable nor Unfavorable																	
Count	84	**59**	**25**	34	11	11	15	13	57	18	1	8	**58**	**26**	39	29	16
Column %	28%	**39% C**	**17%**	31%	30%	23%	34%	21%	29%	28%	11%	31%	**38% N**	**18%**	31%	28%	22%
Somewhat Unfavorable																	
Count	25	11	14	**4**	**1**	**7**	4	**8**	16	6	2	2	11	14	12	11	3
Column %	8%	7%	9%	**4%**	**3%**	**16% DE**	9%	**14% DE**	8%	9%	16%	6%	7%	9%	9%	10%	4%
Very Unfavorable																	
Count	67	28	39	**19**	**4**	10	**14**	**19**	**53**	**6**	1	**7**	33	34	28	25	14
Column %	22%	18%	26%	**18%**	**12%**	22%	**32% E**	**31% DE**	**27% J**	**9%**	11%	**27% J**	22%	23%	23%	24%	20%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDEFGHIJLMNP

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Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	60	**20**	**40**	25	9	9	7	10	**37**	**20**	2	**2**	**21**	**39**	**17**	24	**19**
Column %	20%	**14%**	**27%** B	23%	25%	20%	15%	16%	**19%**	**30%** IL	19%	**7%**	**14%**	**27%** M	**13%**	23%	**28%** O
Somewhat Favorable																	
Count	72	29	43	31	9	12	9	11	51	15	1	6	**26**	**45**	26	23	23
Column %	24%	19%	29%	28%	23%	25%	21%	19%	25%	23%	8%	23%	**17%**	**31%** M	21%	22%	33%
Neither Favorable nor Unfavorable																	
Count	102	**61**	**41**	31	14	17	18	23	70	20	3	9	**62**	**40**	47	38	18
Column %	34%	**41%** C	**27%**	28%	38%	37%	39%	37%	35%	32%	30%	35%	**41%** N	**27%**	38%	36%	25%
Somewhat Unfavorable																	
Count	21	12	8	9	4	1	1	6	15	2	2	1	13	8	9	8	3
Column %	7%	8%	6%	8%	10%	3%	3%	9%	7%	4%	22%	5%	8%	6%	7%	8%	5%
Very Unfavorable																	
Count	45	27	18	16	**1**	6	**10**	**12**	**28**	**7**	2	**7**	**31**	**14**	**26**	**12**	7
Column %	15%	18%	12%	14%	**3%**	14%	**22%** E	**19%** E	**14%**	**11%**	22%	**30%** IJ	**20%** N	**10%**	**21%** P	**11%**	10%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCEIJLMNOP**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	30	11	19	**14**	**6**	**1**	5	4	**15**	**11**	2	1	11	19	10	11	9
Column %	10%	7%	13%	**13%** **F**	**16%** **F**	**2%**	10%	6%	**8%**	**18%** **I**	19%	4%	7%	13%	8%	11%	12%
Somewhat Favorable																	
Count	55	27	28	**30**	7	8	**3**	**7**	**40**	**13**	1	**1**	**17**	**37**	**10**	**27**	**18**
Column %	18%	18%	19%	**27%** **GH**	18%	18%	**6%**	**12%**	**20%** **L**	**20%** **L**	8%	**4%**	**11%**	**25%** **M**	**8%**	**26%** **O**	**25%** **O**
Neither Favorable nor Unfavorable																	
Count	122	70	53	41	17	19	23	23	85	24	2	11	**73**	**49**	**59**	**35**	29
Column %	41%	46%	35%	37%	44%	42%	50%	38%	43%	37%	22%	46%	**48%** **N**	**34%**	**47%** **P**	**33%**	42%
Somewhat Unfavorable																	
Count	34	16	17	**6**	3	**9**	6	**10**	22	6	2	3	16	18	14	14	5
Column %	11%	11%	11%	**5%**	8%	**19%** **D**	13%	**17%** **D**	11%	9%	22%	12%	10%	12%	11%	14%	8%
Very Unfavorable																	
Count	60	27	32	20	5	9	10	16	37	11	3	8	36	24	**32**	18	**9**
Column %	20%	18%	22%	18%	14%	19%	21%	27%	19%	16%	30%	34%	23%	16%	**26%** **Q**	17%	**13%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DFGHILMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	39	17	22	14	5	5	9	5	24	11	0	3	19	20	13	16	10
Column %	13%	11%	15%	13%	14%	11%	20%	8%	12%	18%	0%	12%	12%	14%	10%	15%	14%
Somewhat Favorable																	
Count	59	27	32	29	6	8	7	9	**33**	**20**	3	4	26	33	**17**	**27**	14
Column %	20%	18%	22%	26%	15%	19%	15%	14%	**16%**	**30%** I	30%	15%	17%	23%	**14%**	**26%** O	21%
Neither Favorable nor Unfavorable																	
Count	102	57	45	35	16	17	14	20	72	18	4	8	**61**	**41**	49	30	23
Column %	34%	38%	30%	32%	42%	37%	32%	33%	36%	28%	38%	34%	**40%** N	**28%**	39%	29%	33%
Somewhat Unfavorable																	
Count	47	20	27	**14**	**3**	**5**	7	**18**	**40**	**6**	0	1	20	27	20	15	12
Column %	16%	13%	18%	**13%**	**8%**	**11%**	15%	**29%** DEF	**20%** J	**9%**	0%	5%	13%	18%	16%	14%	17%
Very Unfavorable																	
Count	54	30	24	18	8	10	8	10	**32**	10	4	**8**	28	26	27	16	11
Column %	18%	20%	16%	16%	21%	23%	17%	16%	**16%**	15%	33%	**34%** I	18%	18%	21%	15%	16%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DEFIJNO**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	46	**16**	**30**	19	6	8	5	8	33	8	2	3	**13**	**33**	**9**	**21**	**16**
Column %	15%	**10%**	**20%** B	18%	16%	17%	11%	13%	17%	13%	19%	10%	**9%**	**22%** M	**7%**	**20%** O	**23%** O
Somewhat Favorable																	
Count	76	**24**	**51**	25	12	14	7	16	48	19	1	7	**28**	**47**	**19**	**37**	**20**
Column %	25%	**16%**	**34%** B	23%	33%	32%	16%	27%	24%	29%	11%	30%	**18%**	**32%** M	**16%**	**35%** O	**28%** O
Neither Favorable nor Unfavorable																	
Count	104	**70**	**34**	41	11	14	18	20	67	24	5	8	**69**	**35**	**59**	**25**	**21**
Column %	35%	**47%** C	**23%**	38%	29%	30%	40%	32%	34%	38%	41%	33%	**45%** N	**24%**	**47%** PQ	**23%**	**30%**
Somewhat Unfavorable																	
Count	23	12	11	7	4	2	5	6	20	2	0	1	11	12	10	10	4
Column %	8%	8%	7%	6%	10%	5%	10%	9%	10%	4%	0%	5%	7%	8%	8%	9%	5%
Very Unfavorable																	
Count	51	28	23	18	4	8	10	11	32	11	3	5	31	20	28	13	10
Column %	17%	19%	16%	16%	12%	17%	22%	19%	16%	16%	30%	21%	20%	14%	22%	13%	14%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCMNOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professoinal Golfers' Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	47	**14**	**33**	17	9	6	6	8	28	12	1	6	**15**	**32**	**9**	**21**	**17**
Column %	16%	**9%**	**22% B**	16%	24%	14%	13%	14%	14%	19%	11%	23%	**10%**	**22% M**	**7%**	**20% O**	**24% O**
Somewhat Favorable																	
Count	60	27	33	21	5	9	8	17	**46**	**7**	1	5	27	33	**16**	24	**20**
Column %	20%	18%	22%	19%	14%	19%	17%	28%	**23% J**	**11%**	11%	19%	17%	23%	**13%**	22%	**29% O**
Neither Favorable nor Unfavorable																	
Count	108	61	47	34	15	20	19	19	74	24	3	6	60	47	**54**	36	**18**
Column %	36%	40%	31%	31%	39%	43%	42%	32%	37%	38%	27%	26%	39%	32%	**43% Q**	34%	**26%**
Somewhat Unfavorable																	
Count	29	16	12	14	3	3	3	6	**16**	7	**3**	2	17	12	15	10	4
Column %	10%	11%	8%	13%	7%	7%	6%	10%	**8%**	11%	**30% I**	8%	11%	8%	12%	9%	6%
Very Unfavorable																	
Count	57	32	25	24	6	8	10	10	36	13	2	6	34	23	**32**	**15**	10
Column %	19%	22%	17%	22%	16%	17%	22%	16%	18%	20%	22%	23%	22%	16%	**25% P**	**15%**	15%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BIJMOPQ**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	29	**9**	**20**	**16**	3	**2**	6	**2**	**14**	**11**	1	2	**6**	**22**	7	13	9
Column %	10%	**6%**	**13%** B	**15%** FH	8%	**4%**	12%	**3%**	**7%**	**18%** I	11%	7%	**4%**	**15%** M	5%	12%	13%
Somewhat Favorable																	
Count	53	22	31	**23**	7	8	**4**	11	41	8	2	1	25	28	**16**	19	**18**
Column %	18%	15%	21%	**21%** G	19%	18%	**9%**	18%	21%	13%	22%	6%	16%	19%	**13%**	18%	**26%** O
Neither Favorable nor Unfavorable																	
Count	133	74	59	**38**	**20**	**25**	23	26	91	27	4	11	68	65	54	48	31
Column %	44%	49%	39%	**34%**	**53%** D	**55%** D	51%	44%	45%	42%	35%	46%	44%	44%	43%	45%	45%
Somewhat Unfavorable																	
Count	31	18	13	**14**	3	**1**	4	**10**	21	7	1	2	21	10	18	9	4
Column %	10%	12%	9%	**12%** F	8%	**2%**	9%	**17%** F	10%	11%	11%	10%	14%	7%	14%	9%	6%
Very Unfavorable																	
Count	54	27	27	20	5	9	9	11	33	11	2	8	33	21	**30**	17	**7**
Column %	18%	18%	18%	18%	12%	20%	19%	19%	17%	16%	22%	32%	21%	14%	**24%** Q	16%	**10%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: BDFGHIMOQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	30	15	15	**16**	4	**1**	5	4	**15**	**11**	**3**	1	12	18	11	8	11
Column %	10%	10%	10%	**15%** F	9%	**2%**	12%	6%	**7%**	**16%** I	**30%** I	5%	8%	12%	9%	7%	16%
Somewhat Favorable																	
Count	59	32	27	**29**	8	7	**4**	12	39	13	4	3	25	34	**13**	**28**	**18**
Column %	20%	21%	18%	**26%** G	22%	14%	**9%**	19%	19%	20%	38%	12%	16%	23%	**10%**	**26%** O	**26%** O
Neither Favorable nor Unfavorable																	
Count	109	59	50	**31**	17	**21**	20	21	75	24	1	8	**64**	**45**	52	35	23
Column %	36%	39%	33%	**28%**	44%	**46%** D	44%	34%	38%	38%	11%	34%	**42%** N	**31%**	41%	33%	32%
Somewhat Unfavorable																	
Count	26	11	15	10	3	3	5	7	21	2	1	2	17	10	14	9	3
Column %	9%	7%	10%	9%	7%	6%	10%	11%	10%	4%	11%	8%	11%	7%	11%	9%	5%
Very Unfavorable																	
Count	75	33	43	24	7	15	12	18	51	14	1	10	36	40	36	25	15
Column %	25%	22%	29%	22%	18%	32%	25%	30%	25%	22%	11%	40%	23%	27%	28%	24%	21%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DFGINO**

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	34	17	18	20	5	2	4	4	17	13	3	1	10	24	10	9	16
Column %	11%	11%	12%	18% FH	12%	4%	9%	6%	8%	20% IL	30% IL	4%	7%	16% M	8%	8%	22% OP
Somewhat Favorable																	
Count	46	21	25	18	6	9	4	10	33	8	0	5	19	27	9	25	12
Column %	15%	14%	17%	16%	15%	19%	8%	16%	16%	13%	0%	19%	13%	18%	7%	24% O	17% O
Neither Favorable nor Unfavorable																	
Count	139	72	66	46	19	25	24	25	95	30	5	9	74	64	63	44	32
Column %	46%	48%	44%	42%	50%	54%	54%	41%	47%	47%	49%	36%	49%	44%	50%	42%	46%
Somewhat Unfavorable																	
Count	17	8	9	3	2	1	3	9	16	0	0	1	10	7	8	8	2
Column %	6%	5%	6%	2%	5%	2%	7%	14% DF	8% J	0%	0%	4%	7%	5%	6%	7%	2%
Very Unfavorable																	
Count	64	33	31	24	7	9	10	14	40	13	2	9	39	25	36	20	8
Column %	21%	22%	21%	22%	18%	20%	22%	23%	20%	20%	22%	37% I	26%	17%	29% Q	19%	12%

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable Count	32	13	20	**16**	**5**	**1**	4	**7**	**17**	**14**	1	**0**	**11**	**21**	9	13	10
Column %	11%	8%	13%	**15% F**	**12% F**	**2%**	9%	**11% F**	**8%**	**22% IL**	11%	**2%**	**7%**	**14% M**	8%	13%	14%
Somewhat Favorable Count	41	22	18	**23**	5	6	**2**	**4**	28	8	1	3	19	22	**10**	**18**	**12**
Column %	14%	15%	12%	**21% GH**	14%	13%	**5%**	**7%**	14%	13%	11%	14%	12%	15%	**8%**	**17% O**	**17% O**
Neither Favorable nor Unfavorable Count	131	**76**	**55**	42	19	21	23	25	91	26	4	9	73	58	57	41	33
Column %	44%	**50% C**	**37%**	38%	51%	47%	50%	42%	46%	40%	38%	38%	47%	40%	45%	39%	47%
Somewhat Unfavorable Count	30	10	20	9	2	6	5	9	21	6	2	1	13	17	13	12	5
Column %	10%	7%	13%	8%	5%	13%	11%	14%	11%	9%	19%	4%	8%	12%	10%	11%	8%
Very Unfavorable Count	66	30	36	21	7	11	11	16	**43**	**11**	2	**10**	38	28	**36**	21	**10**
Column %	22%	20%	24%	19%	18%	25%	25%	26%	**21%**	**16%**	22%	**42% IJ**	25%	19%	**28% Q**	20%	**14%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CFGHIJLMOQ

Percentages may not add up to 100 due to rounding

Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Favorable																	
Count	33	12	22	17	3	3	5	6	20	**11**	1	**1**	13	20	9	14	10
Column %	11%	8%	14%	15%	8%	6%	11%	9%	10%	**18% L**	11%	**4%**	8%	14%	7%	14%	14%
Somewhat Favorable																	
Count	47	21	26	19	5	9	4	10	33	8	2	4	**15**	**32**	**8**	**25**	**15**
Column %	16%	14%	18%	17%	14%	20%	9%	17%	17%	13%	19%	15%	**10%**	**22% M**	**6%**	**23% O**	**21% O**
Neither Favorable nor Unfavorable																	
Count	140	78	62	**43**	**24**	24	25	**24**	95	32	3	11	77	62	**65**	**40**	34
Column %	47%	52%	42%	**39%**	**63% DH**	52%	56%	**40%**	47%	49%	27%	44%	51%	43%	**52% P**	**38%**	49%
Somewhat Unfavorable																	
Count	27	12	14	**11**	3	**2**	**1**	**10**	18	2	2	4	16	10	12	11	3
Column %	9%	8%	10%	**10% G**	7%	**4%**	**2%**	**17% FG**	9%	4%	22%	15%	11%	7%	10%	11%	4%
Very Unfavorable																	
Count	53	29	25	21	3	8	10	10	35	11	2	6	32	22	**31**	**15**	**8**
Column %	18%	19%	17%	19%	8%	18%	22%	17%	17%	16%	22%	23%	21%	15%	**25% PQ**	**14%**	**11%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: DFGHLMOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	127	63	64	50	15	22	18	21	81	33	4	9	**78**	**50**	**59**	**36**	32
Column %	42%	42%	43%	46%	40%	49%	41%	35%	41%	52%	33%	38%	**51% N**	**34%**	**47% P**	**35%**	46%
2 Count	38	17	21	15	5	4	4	11	**29**	**3**	1	5	19	20	**12**	**20**	7
Column %	13%	12%	14%	13%	12%	10%	8%	18%	**15% J**	**5%**	8%	19%	12%	13%	**9%**	**19% O**	9%
3 Count	29	16	13	10	3	4	6	6	18	5	2	4	14	15	16	8	5
Column %	10%	11%	9%	9%	7%	9%	13%	10%	9%	8%	19%	17%	9%	10%	13%	7%	8%
4 Count	16	10	6	**4**	**7**	**0**	3	**2**	**9**	**7**	0	0	**3**	**13**	3	6	7
Column %	5%	7%	4%	**4%**	**19% DFH**	**0%**	6%	**3%**	**4%**	**11% I**	0%	0%	**2%**	**9% M**	3%	6%	9%
5 Count	12	6	6	6	1	1	2	3	7	**0**	**2**	2	6	5	3	6	2
Column %	4%	4%	4%	5%	2%	1%	5%	4%	4%	**0%**	**19% J**	9%	4%	4%	3%	6%	3%
6 Count	10	3	7	3	1	1	4	1	10	0	0	0	4	6	3	**1**	**6**
Column %	3%	2%	5%	3%	3%	3%	8%	1%	5%	0%	0%	0%	3%	4%	3%	**1%**	**8% P**
7 Count	13	9	4	6	2	1	0	4	7	5	0	1	7	5	4	7	2
Column %	4%	6%	2%	5%	6%	1%	0%	6%	4%	8%	0%	2%	5%	4%	3%	7%	2%
8 Count	2	0	2	1	1	0	0	0	2	0	0	0	0	2	0	0	2
Column %	1%	0%	1%	1%	3%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	3%
9 Count	8	5	3	2	0	1	2	2	5	2	0	0	4	3	5	2	1
Column %	3%	3%	2%	2%	0%	2%	4%	4%	3%	4%	0%	0%	3%	2%	4%	2%	1%
10 Count	15	5	10	2	1	3	4	5	11	0	1	3	4	11	5	7	2
Column %	5%	3%	7%	2%	3%	6%	8%	8%	6%	0%	11%	10%	3%	7%	4%	7%	3%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: DEFHIJMNOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	31 10%	17 11%	14 10%	11 10%	2 5%	8 18% E	3 8%	6 10%	21 10%	8 13%	1 11%	1 4%	13 9%	18 12%	14 11%	12 12%	4 6%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFHIJMNOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	32	15	18	13	4	3	3	8	23	6	0	3	14	18	11	13	8
Column %	11%	10%	12%	12%	11%	7%	7%	14%	12%	9%	0%	14%	9%	12%	9%	13%	11%
2 Count	76	35	40	22	9	14	13	18	59	5	2	9	43	33	30	28	18
Column %	25%	23%	27%	20%	23%	32%	28%	30%	30% J	8%	22%	38% J	28%	23%	24%	26%	26%
3 Count	49	20	29	17	4	8	9	11	32	13	0	5	24	26	14	20	15
Column %	16%	13%	20%	16%	12%	17%	21%	17%	16%	20%	0%	19%	15%	18%	11%	19%	21%
4 Count	37	19	18	15	3	5	6	9	26	7	5	0	19	19	18	11	9
Column %	12%	13%	12%	13%	8%	11%	14%	15%	13%	11%	41% IJL	0%	12%	13%	14%	10%	12%
5 Count	19	8	10	3	6	3	1	5	14	2	1	1	9	9	7	8	3
Column %	6%	5%	7%	2%	17% DG	6%	3%	9%	7%	4%	8%	4%	6%	6%	6%	8%	4%
6 Count	10	5	5	4	1	2	2	1	9	0	0	1	4	6	4	5	1
Column %	3%	3%	3%	3%	2%	5%	4%	2%	5%	0%	0%	2%	3%	4%	3%	5%	1%
7 Count	12	5	7	4	3	1	2	2	8	3	1	0	4	8	3	3	6
Column %	4%	3%	5%	4%	9%	2%	4%	3%	4%	5%	8%	0%	3%	5%	3%	2%	9%
8 Count	20	12	9	15	1	2	1	1	7	11	2	1	11	10	11	8	1
Column %	7%	8%	6%	14% FGH	4%	4%	2%	2%	3%	16% I	22%	4%	7%	7%	9%	8%	2%
9 Count	16	11	5	7	5	1	3	0	5	10	0	1	8	8	9	1	6
Column %	5%	7%	3%	6%	13% H	3%	6%	0%	3%	15% I	0%	2%	5%	6%	7% P	1%	8% P
10 Count	16	12	4	8	0	3	2	3	10	5	0	0	8	7	9	5	2
Column %	5%	8%	3%	7%	0%	6%	4%	5%	5%	8%	0%	2%	6%	5%	7%	5%	3%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DFGHIJLP**

* Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	13	9	4	3	1	3	4	2	7	2	0	4	10	3	8	3	2
Column %	4%	6%	3%	3%	3%	7%	8%	4%	4%	4%	0%	15%	7%	2%	6%	3%	3%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DFGHIJLP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k + **Q**
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	41	17	24	17	5	4	3	12	29	7	2	3	18	23	18	15	8
Column %	14%	12%	16%	16%	13%	9%	7%	19%	14%	11%	22%	11%	12%	16%	15%	14%	12%
2 Count	53	27	26	21	6	4	12	10	32	17	2	2	29	24	28	16	9
Column %	18%	18%	17%	19%	17%	9%	26% F	17%	16%	27% L	16%	6%	19%	16%	22%	15%	13%
3 Count	53	23	30	17	9	9	9	9	43	2	1	7	28	25	18	16	20
Column %	18%	15%	20%	16%	24%	19%	20%	14%	21% J	4%	11%	27% J	18%	17%	14%	15%	28% OP
4 Count	44	23	21	15	4	13	5	7	29	8	0	7	26	18	16	18	11
Column %	15%	15%	14%	14%	10%	28% DEH	10%	12%	15%	13%	0%	27%	17%	12%	13%	17%	15%
5 Count	32	20	12	13	4	6	2	7	19	11	0	3	19	14	17	7	8
Column %	11%	13%	8%	12%	11%	12%	5%	11%	10%	16%	0%	12%	12%	9%	13%	7%	12%
6 Count	15	9	6	5	3	1	3	3	10	2	1	1	4	11	4	5	6
Column %	5%	6%	4%	4%	8%	2%	7%	5%	5%	4%	11%	2%	3%	7% M	3%	5%	8%
7 Count	19	12	7	12	1	1	2	4	11	5	2	0	13	6	8	9	2
Column %	6%	8%	5%	10% F	2%	2%	4%	7%	6%	8%	22% I	2%	8%	4%	6%	8%	3%
8 Count	19	12	6	8	2	1	5	3	9	8	1	0	9	9	11	6	2
Column %	6%	8%	4%	7%	6%	2%	10%	4%	5%	13% I	8%	0%	6%	6%	9%	6%	2%
9 Count	14	3	11	1	1	5	4	3	7	3	1	3	3	11	3	9	3
Column %	5%	2%	7%	1%	2%	12% D	8%	4%	3%	5%	11%	10%	2%	7% M	2%	8% O	4%
10 Count	7	3	4	1	2	1	0	3	6	0	0	0	3	3	1	4	1
Column %	2%	2%	3%	1%	6%	2%	0%	4%	3%	0%	0%	2%	2%	2%	1%	4%	1%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: DEFHIJLMOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11																	
Count	4	1	3	0	0	2	1	1	4	0	0	0	1	3	2	2	0
Column %	1%	0%	2%	0%	0%	4%	2%	1%	2%	0%	0%	0%	1%	2%	2%	2%	0%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

   Significant difference within groups: DEFHIJLMOP

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	5	5	1	0	1	3	1	0	2	2	0	1	2	3	3	2	0
Column %	2%	3%	0%	0%	4%	7% D	1%	0%	1%	4%	0%	2%	2%	2%	3%	2%	0%
2 Count	11	7	4	3	3	0	2	2	9	0	0	2	5	5	4	1	5
Column %	4%	4%	3%	3%	9%	0%	4%	4%	5%	0%	0%	6%	3%	4%	3%	1%	8% P
3 Count	23	14	9	9	2	4	4	5	19	2	1	1	13	10	9	11	3
Column %	8%	9%	6%	8%	5%	9%	9%	8%	10%	4%	8%	4%	9%	7%	7%	11%	4%
4 Count	53	25	28	25	8	7	5	8	36	11	1	4	33	20	26	14	13
Column %	18%	17%	19%	23%	20%	16%	11%	14%	18%	18%	11%	18%	22%	14%	21%	13%	19%
5 Count	42	28	14	23	1	3	7	8	22	15	0	5	29	13	28	8	6
Column %	14%	19% C	9%	21% E	3%	7%	15%	13%	11%	24% I	0%	19%	19% N	9%	23% PQ	7%	9%
6 Count	37	16	21	14	2	3	2	16	28	6	1	3	19	19	10	21	6
Column %	12%	11%	14%	13%	6%	7%	5%	26% DEFG	14%	9%	11%	11%	12%	13%	8%	20% OQ	8%
7 Count	34	15	19	7	4	9	7	8	28	2	0	4	19	16	11	15	9
Column %	11%	10%	13%	6%	10%	19% D	15%	13%	14% J	4%	0%	15%	12%	11%	9%	14%	13%
8 Count	47	21	26	11	10	6	12	9	27	14	1	5	19	28	21	13	13
Column %	16%	14%	18%	10%	27% D	13%	25% D	14%	14%	22%	11%	19%	12%	19%	17%	12%	19%
9 Count	22	11	11	6	4	4	3	4	16	2	3	0	7	15	5	9	8
Column %	7%	7%	7%	6%	11%	8%	8%	7%	8%	4%	27%	0%	5%	10%	4%	8%	12% O
10 Count	15	5	10	9	0	3	3	0	8	6	1	0	4	11	4	9	2
Column %	5%	3%	7%	8% H	0%	8%	6%	0%	4%	9%	11%	2%	3%	8%	3%	9% O	3%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: CDEFGHIJNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	10 3%	4 2%	6 4%	4 3%	2 6%	3 7%	0 0%	0 1%	**4** **2%**	2 4%	**2** **22%** **I**	1 4%	3 2%	7 5%	3 3%	2 2%	4 6%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: CDEFGHIJNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	13	7	5	8	0	1	2	2	7	0	5	0	6	7	6	4	3
Column %	4%	5%	4%	7%	0%	2%	4%	4%	4%	0%	46% IJL	2%	4%	5%	5%	4%	5%
2 Count	32	17	15	21	6	3	1	0	14	13	4	1	15	17	18	7	7
Column %	11%	11%	10%	19% GH	15% H	8%	3%	1%	7%	20% I	33% I	4%	10%	12%	14%	6%	10%
3 Count	34	20	14	14	11	1	2	6	19	13	1	1	19	16	14	10	10
Column %	11%	13%	10%	12%	30% DFGH	3%	4%	10%	9%	20% I	11%	5%	12%	11%	11%	10%	15%
4 Count	41	17	23	12	7	8	8	6	23	11	0	7	22	19	17	18	6
Column %	14%	11%	16%	11%	17%	18%	17%	9%	11%	18%	0%	27% I	14%	13%	14%	17%	8%
5 Count	52	29	24	14	4	15	6	13	41	5	1	6	35	18	26	16	11
Column %	17%	19%	16%	13%	11%	34% DEG	13%	21%	20% J	8%	11%	23%	23% N	12%	20%	15%	15%
6 Count	38	25	12	16	4	3	3	11	28	7	0	3	19	19	12	15	10
Column %	13%	17% C	8%	15%	12%	7%	7%	17%	14%	11%	0%	10%	12%	13%	10%	14%	15%
7 Count	27	10	17	12	0	4	5	5	13	9	0	5	10	17	9	15	4
Column %	9%	7%	11%	11% E	0%	9%	12%	8%	6%	14%	0%	21% I	7%	11%	7%	14%	6%
8 Count	13	6	7	5	1	0	4	3	11	0	0	2	7	5	4	2	7
Column %	4%	4%	5%	5%	2%	0%	8%	5%	6%	0%	0%	6%	5%	4%	4%	2%	10% P
9 Count	10	6	4	1	0	2	4	2	10	0	0	0	7	3	5	3	1
Column %	3%	4%	3%	1%	0%	4%	9%	4%	5%	0%	0%	0%	5%	2%	4%	3%	2%
10 Count	21	8	13	4	3	5	4	5	15	6	0	0	7	14	9	8	4
Column %	7%	5%	9%	4%	8%	10%	10%	8%	7%	9%	0%	2%	5%	9%	7%	8%	6%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDEFGHIJLNP**

35

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	20 7%	6 4%	14 9%	**2 2%**	2 5%	2 4%	**6 14% D**	**8 13% D**	**20 10% J**	**0 0%**	0 0%	0 0%	7 4%	13 9%	6 4%	8 8%	6 8%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: CDEFGHIJLNP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	8	5	4	3	1	0	2	2	5	2	0	1	3	5	5	2	2
Column %	3%	3%	2%	3%	2%	0%	3%	4%	3%	4%	0%	2%	2%	3%	4%	2%	2%
2 Count	21	8	14	10	0	5	2	4	**12**	6	**2**	1	8	13	5	11	6
Column %	7%	5%	9%	9%	0%	11%	5%	7%	**6%**	9%	**22%** **I**	5%	5%	9%	4%	10%	9%
3 Count	30	12	18	10	4	4	4	9	**22**	5	**3**	**0**	**6**	**25**	11	12	7
Column %	10%	8%	12%	9%	10%	9%	10%	14%	**11%**	8%	**30%** **IL**	**0%**	**4%**	**17%** **M**	9%	11%	11%
4 Count	33	15	18	11	**7**	**2**	5	8	22	8	1	2	17	16	16	9	9
Column %	11%	10%	12%	10%	**20%** **F**	**4%**	11%	13%	11%	13%	11%	8%	11%	11%	13%	8%	12%
5 Count	35	13	23	11	4	7	7	6	21	11	0	3	**12**	**24**	**6**	**22**	8
Column %	12%	9%	15%	10%	12%	15%	15%	10%	10%	18%	0%	13%	**8%**	**16%** **M**	**5%**	**21%** **O**	11%
6 Count	82	39	44	29	11	16	13	13	57	**11**	2	**12**	**54**	29	**42**	**22**	19
Column %	27%	26%	29%	27%	28%	36%	29%	22%	29%	**18%**	19%	**47%** **J**	**35%** **N**	20%	**33%** **P**	**20%**	27%
7 Count	36	**26**	**10**	15	7	6	4	5	27	7	0	3	19	18	16	9	11
Column %	12%	**17%** **C**	**7%**	13%	18%	12%	9%	8%	13%	11%	0%	10%	12%	12%	13%	9%	15%
8 Count	17	10	7	7	0	1	3	5	11	2	1	2	12	4	9	6	2
Column %	6%	6%	5%	7%	0%	2%	7%	9%	6%	4%	8%	8%	8%	3%	7%	6%	2%
9 Count	23	15	7	10	1	5	2	5	14	8	0	0	13	9	10	10	3
Column %	8%	10%	5%	9%	4%	10%	4%	8%	7%	13%	0%	2%	9%	6%	8%	9%	5%
10 Count	7	5	2	2	0	0	2	2	6	0	0	1	5	2	1	3	2
Column %	2%	3%	1%	2%	0%	0%	5%	4%	3%	0%	0%	2%	3%	1%	1%	3%	2%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: CFIJLMNOP**

37

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	7 2%	4 2%	3 2%	2 1%	2 6%	1 2%	1 2%	1 2%	3 1%	2 4%	1 11%	0 2%	5 3%	2 1%	4 3%	1 1%	2 2%

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	11	5	6	3	3	1	3	2	8	0	0	3	2	9	5	4	2
Column %	4%	3%	4%	2%	7%	2%	7%	3%	4%	0%	0%	10%	1%	6% M	4%	4%	3%
2 Count	28	15	13	5	6	8	2	8	18	11	0	0	15	14	10	10	8
Column %	9%	10%	9%	4% D	15% D	18% DG	4%	12%	9%	16%	0%	0%	10%	9%	8%	10%	12%
3 Count	20	12	9	10	1	6	1	3	11	6	1	3	13	7	11	7	1
Column %	7%	8%	6%	9%	2%	13%	2%	5%	5%	9%	11%	10%	9%	5%	9%	7%	2%
4 Count	26	14	12	8	1	4	6	6	18	5	2	2	10	16	10	8	8
Column %	9%	9%	8%	8%	2% E	10%	14% E	10%	9%	8%	16%	6%	6%	11%	8%	7%	12%
5 Count	36	16	20	13	6	5	6	5	26	8	1	1	13	23	11	16	10
Column %	12%	11%	13%	12%	17%	12%	14%	8%	13%	13%	11%	4%	9%	15%	8%	15%	14%
6 Count	36	16	20	12	7	5	5	5	21	11	1	3	19	17	12	13	11
Column %	12%	11%	13%	11%	19%	12%	12%	9%	10%	18%	8%	11%	12%	11%	9%	13%	15%
7 Count	54	28	25	21	5	6	11	11	44	5	0	5	33	21	29	13	12
Column %	18%	19%	17%	19%	14%	13%	23%	18%	22% J	8%	0%	21%	21%	14%	23% P	12%	17%
8 Count	46	23	23	23	5	6	5	7	20	16	2	7	29	17	22	17	7
Column %	15%	15%	15%	21%	13%	12%	11%	12%	10% I	25% I	22%	29% I	19%	12%	17%	16%	11%
9 Count	20	8	12	6	2	1	3	8	16	0	2	2	11	9	6	11	3
Column %	7%	5%	8%	5%	6%	3%	6%	13%	8% J	0%	22% J	8%	7%	6%	5%	11%	4%
10 Count	14	8	6	6	1	1	3	2	10	2	1	0	6	8	6	2	6
Column %	5%	5%	4%	6%	3%	3%	7%	3%	5%	4%	11%	0%	4%	5%	5%	2%	8% P

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEGIJMP**

39

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (Both Professional and College) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	10 3%	6 4%	4 3%	3 3%	2 5%	1 2%	0 0%	4 7%	10 5%	0 0%	0 0%	0 0%	3 2%	7 5%	5 4%	4 3%	1 2%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEGIJMP**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	11	8	3	2	3	2	1	2	6	5	0	1	5	6	4	2	5
Column %	4%	6%	2%	2%	8%	5%	3%	3%	3%	8%	0%	2%	3%	4%	3%	2%	7%
2 Count	15	8	7	8	1	1	4	0	7	5	0	3	6	9	5	8	2
Column %	5%	5%	5%	7%	3%	3%	9% H	0%	4%	8%	0%	12%	4%	6%	4%	8%	2%
3 Count	15	7	8	10	0	2	2	1	8	6	0	1	8	7	7	6	2
Column %	5%	5%	5%	9% H	0%	3%	5%	2%	4%	9%	0%	4%	5%	5%	6%	6%	3%
4 Count	15	9	6	8	0	1	1	6	10	2	2	0	8	7	7	5	3
Column %	5%	6%	4%	7%	0%	2%	2%	9%	5%	4%	22% I	2%	5%	4%	6%	5%	4%
5 Count	33	17	15	13	6	2	2	8	21	9	1	2	11	22	8	13	11
Column %	11%	11%	10%	12%	16%	5%	5%	14%	11%	14%	8%	6%	7%	15% M	7%	13%	15%
6 Count	20	10	9	6	5	3	4	1	12	5	2	0	9	10	12	4	3
Column %	7%	7%	6%	5%	14% H	7%	10% H	1%	6%	8%	22% I	2%	6%	7%	10%	4%	5%
7 Count	41	19	22	20	5	6	6	4	19	17	3	1	24	17	22	10	9
Column %	14%	13%	15%	18%	13%	14%	13%	7%	10%	27% IL	30% I	6%	16%	12%	17%	10%	13%
8 Count	70	35	35	27	9	15	6	13	55	8	1	5	40	30	27	26	17
Column %	23%	23%	24%	24%	23%	33% G	14%	22%	28% J	13%	8%	21%	26%	20%	21%	25%	25%
9 Count	39	20	19	11	3	5	8	12	28	5	1	6	22	17	19	10	10
Column %	13%	13%	13%	10%	8%	11%	17%	20%	14%	8%	11%	23%	15%	12%	15%	10%	15%
10 Count	29	14	15	5	5	5	5	10	22	2	0	5	14	15	13	14	3
Column %	10%	9%	10%	5%	12%	11%	11%	16% D	11%	4%	0%	19% J	9%	10%	10%	13% Q	4%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DGHIJLMOQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	12 4%	3 2%	9 6%	**0** **0%**	1 2%	2 5%	**5** **12%** **D**	**4** **6%** **D**	12 6%	0 0%	0 0%	1 2%	6 4%	6 4%	**2** **1%**	5 5%	**6** **8%** **O**

* Denotes variable with statistically significant findings

◾ **Significant difference within groups: DGHIJLMOQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.)
*

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	21	9	12	4	0	5	7	4	16	3	0	1	10	11	4	13	4
Column %	7%	6%	8%	4%	1%	10%	16% DE	7%	8%	5%	0%	6%	6%	7%	3%	12% O	6%
2 Count	11	8	3	3	0	1	3	3	7	2	0	2	8	2	8	1	2
Column %	4%	5%	2%	3%	0%	2%	7%	6%	3%	4%	0%	6%	5%	2%	6% P	1%	2%
3 Count	27	18	9	7	2	6	4	8	15	10	0	2	20	7	15	8	3
Column %	9%	12%	6%	7%	6%	13%	8%	12%	7%	15%	0%	9%	13% N	5%	12%	8%	5%
4 Count	9	4	5	5	0	1	1	2	6	3	0	0	5	4	1	7	1
Column %	3%	2%	4%	5%	0%	2%	2%	4%	3%	5%	0%	0%	3%	3%	1%	6% O	1%
5 Count	13	6	8	6	3	2	2	0	8	0	5	0	10	3	10	4	0
Column %	4%	4%	5%	5%	7%	5%	5%	0%	4%	0%	43% IJL	2%	7%	2%	8% Q	3%	0%
6 Count	17	9	8	7	1	3	4	2	11	5	1	0	3	14	9	4	4
Column %	6%	6%	5%	7%	3%	6%	8%	4%	5%	8%	8%	2%	2%	10% M	7%	4%	6%
7 Count	16	9	7	1	2	4	4	5	12	2	0	2	6	10	8	4	4
Column %	5%	6%	5%	1%	5%	9% D	9% D	9% D	6%	4%	0%	6%	4%	7%	7%	4%	5%
8 Count	14	9	5	5	4	2	1	2	11	0	1	2	7	7	8	4	2
Column %	5%	6%	4%	4%	10%	4%	3%	4%	5%	0%	11%	8%	4%	5%	6%	4%	3%
9 Count	77	36	42	42	12	10	3	9	48	23	1	6	46	32	34	23	21
Column %	26%	24%	28%	38% FGH	33% GH	21%	8%	15%	24%	36% K	8%	23%	30%	22%	27%	22%	30%
10 Count	38	20	19	11	6	6	5	10	30	5	1	3	23	16	14	14	10
Column %	13%	13%	12%	10%	17%	14%	10%	16%	15%	8%	11%	10%	15%	11%	11%	13%	15%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: DEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	57 19%	25 16%	32 22%	19 17%	7 18%	6 14%	11 25%	14 23%	38 19%	11 16%	2 19%	7 28%	**17** **11%**	**40** **28%** **M**	**14** **11%**	**25** **24%** **O**	**18** **26%** **O**

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: DEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	13	6	7	3	1	2	2	4	11	0	0	2	8	5	4	5	4
Column %	4%	4%	5%	3%	3%	4%	5%	7%	5%	0%	0%	8%	5%	3%	3%	5%	5%
2 Count	7	3	4	**1**	0	**3**	1	2	7	0	0	0	3	4	1	4	2
Column %	2%	2%	3%	**1%**	0%	**7%** D	2%	3%	3%	0%	0%	0%	2%	3%	1%	4%	3%
3 Count	10	4	6	3	0	1	2	4	10	0	0	0	5	5	5	3	2
Column %	3%	3%	4%	3%	0%	2%	4%	7%	5%	0%	0%	0%	3%	4%	4%	3%	2%
4 Count	17	9	8	**3**	**1**	3	**6**	4	**15**	**0**	0	3	7	10	6	9	2
Column %	6%	6%	5%	**3%**	**2%**	7%	**14%** DE	7%	**7%** J	**0%**	0%	10%	5%	7%	5%	9%	2%
5 Count	14	4	11	**3**	2	1	**6**	3	**14**	**0**	0	0	4	10	**4**	**1**	**9**
Column %	5%	2%	7%	**2%**	5%	2%	**12%** D	6%	**7%** J	**0%**	0%	0%	3%	7%	**3%**	**1%**	**13%** OP
6 Count	21	9	12	10	0	5	3	2	**8**	**11**	1	**0**	10	11	**7**	**13**	**1**
Column %	7%	6%	8%	10%	0%	11%	7%	4%	**4%**	**18%** IL	11%	**2%**	6%	7%	**5%**	**13%** OQ	**1%**
7 Count	30	12	18	**7**	**8**	**2**	3	**10**	19	5	2	4	12	19	8	13	9
Column %	10%	8%	12%	**7%**	**22%** DF	**4%**	7%	**16%** DF	9%	8%	22%	17%	8%	13%	7%	12%	13%
8 Count	20	10	10	6	1	5	2	6	15	5	0	0	**4**	**15**	6	8	6
Column %	7%	7%	7%	5%	3%	12%	4%	10%	7%	8%	0%	0%	**3%**	**10%** M	5%	7%	9%
9 Count	43	21	22	13	7	7	8	8	31	6	1	5	21	23	17	16	10
Column %	14%	14%	15%	12%	18%	15%	18%	13%	16%	9%	11%	22%	13%	15%	14%	15%	14%
10 Count	90	50	40	**51**	**10**	**12**	**8**	**10**	**46**	**29**	**6**	8	**60**	**30**	**48**	**26**	17
Column %	30%	33%	27%	**46%** EFGH	**25%**	**27%**	**17%**	**17%**	**23%**	**46%** I	**57%** I	34%	**39%** N	**21%**	**38%** P	**24%**	24%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▆ **Significant difference within groups: CDEFGHIJLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (Both professional and college *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	35 12%	**23** **15%** **C**	**12** **8%**	**10** **9%**	**9** **23%** **D**	5 10%	4 10%	7 11%	25 12%	8 13%	0 0%	2 8%	20 13%	15 10%	**19** **15%** **P**	**7** **7%**	9 13%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: CDEFGHIJLMNOPQ**

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
1 Count	18	11	7	6	4	2	3	2	12	5	0	1	7	10	6	9	2
Column %	6%	7%	5%	5%	11%	5%	6%	4%	6%	8%	0%	4%	5%	7%	5%	9%	3%
2 Count	9	6	3	2	2	1	1	2	6	2	0	1	2	6	4	1	3
Column %	3%	4%	2%	2%	6%	1%	3%	3%	3%	4%	0%	2%	2%	4%	4%	1%	5%
3 Count	9	5	4	4	1	1	2	0	4	2	1	1	5	4	4	3	2
Column %	3%	3%	3%	3%	4%	3%	5%	0%	2%	4%	11%	4%	3%	3%	3%	3%	2%
4 Count	8	6	3	4	1	1	0	3	8	0	0	0	4	5	4	1	3
Column %	3%	4%	2%	3%	2%	3%	0%	4%	4%	0%	0%	2%	3%	3%	3%	1%	4%
5 Count	11	4	7	5	0	0	3	3	6	2	0	2	5	6	5	4	2
Column %	4%	3%	5%	5%	0%	0%	7%	4%	3%	4%	0%	9%	3%	4%	4%	4%	3%
6 Count	16	9	7	3	2	2	2	6	7	5	1	3	10	6	10	2	4
Column %	5%	6%	4%	3%	6%	5%	4%	10%	4%	8%	11%	10%	6%	4%	8%	2%	5%
7 Count	18	5	12	**6**	**1**	**7**	2	3	12	3	2	0	7	11	7	8	3
Column %	6%	3%	8%	**5%**	**2%**	**15%** DE	4%	4%	6%	5%	19%	0%	5%	7%	5%	7%	5%
8 Count	33	14	20	**3**	4	**8**	**7**	**10**	**31**	**0**	1	1	14	19	**7**	**16**	10
Column %	11%	9%	13%	**3%**	10%	**18%** D	**16%** D	**17%** D	**15%** J	**0%**	11%	4%	9%	13%	**6%**	**15%** O	14%
9 Count	29	15	14	10	2	4	5	7	20	5	1	3	12	17	13	12	4
Column %	10%	10%	9%	9%	6%	10%	12%	11%	10%	8%	11%	10%	8%	12%	11%	11%	5%
10 Count	48	22	26	**10**	**10**	6	**10**	**12**	35	9	0	4	**18**	**30**	15	13	**20**
Column %	16%	15%	17%	**9%**	**26%** D	14%	**22%** D	**20%** D	17%	14%	0%	17%	**12%**	**20%** M	12%	12%	**29%** OP

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: DEFGHIJMNOPQ

Percentages may not add up to 100 due to rounding

Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professsional and college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
11 Count Column %	102 34%	55 36%	48 32%	**58** **52%** **EFGH**	**10** **27%**	**12** **26%**	**9** **21%**	**13** **22%**	**59** **29%**	**30** **47%** **I**	4 38%	9 38%	**69** **45%** **N**	**33** **23%**	**49** **39%** **Q**	36 35%	**17** **24%**

■   **Significant difference within groups: DEFGHIJMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months. Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	42	17	25	24	4	6	7	1	21	15	2	4	21	21	20	11	10
Column %	14%	11%	17%	21% H	9%	13% H	17% H	2%	10%	23% I	19%	16%	13%	14%	16%	11%	14%
Somewhat Likely																	
Count	40	17	23	29	5	4	2	1	20	14	3	4	20	21	12	20	9
Column %	13%	11%	15%	26% FGH	13% H	8%	3%	2%	10%	22% I	30% I	15%	13%	14%	9%	19% O	12%
Neither Likely nor Unlikely																	
Count	34	19	15	13	10	2	1	7	20	5	4	6	21	13	18	9	7
Column %	11%	13%	10%	12%	27% DFG	4%	3%	11%	10%	8%	33% I	23%	14%	9%	14%	8%	11%
Somewhat Unlikely																	
Count	36	18	18	13	5	7	5	6	21	13	1	1	18	18	17	10	9
Column %	12%	12%	12%	12%	13%	15%	12%	9%	11%	20% I	8%	5%	12%	12%	13%	10%	13%
Very Unlikely																	
Count	148	80	68	31	14	27	29	46	119	18	1	10	74	74	59	54	35
Column %	49%	53%	46%	28%	38%	59% D	65% DE	76% DE	59% JK	28%	11%	41%	48%	51%	47%	52%	50%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGHIJKO**

49

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	31	9	21	18	0	7	3	3	17	8	2	3	14	17	15	6	10
Column %	10%	6%	14% B	17% EH	1%	14% E	6%	4%	9%	13%	22%	11%	9%	11%	12%	6%	14%
Somewhat Likely																	
Count	44	16	29	21	8	4	7	4	23	15	3	3	16	28	7	26	11
Column %	15%	10%	19% B	19% H	20% H	9%	16%	6%	12%	23% I	27%	13%	10%	19% M	5%	25% O	16% O
Neither Likely nor Unlikely																	
Count	44	24	20	18	12	6	3	5	21	17	2	4	25	19	23	15	6
Column %	15%	16%	13%	16%	31% GH	14%	7%	8%	10%	27% I	19%	17%	16%	13%	18%	15%	8%
Somewhat Unlikely																	
Count	38	19	19	15	4	4	7	7	24	7	2	4	20	18	18	7	12
Column %	13%	12%	13%	14%	10%	9%	15%	12%	12%	11%	22%	15%	13%	12%	14%	7%	17% P
Very Unlikely																	
Count	143	83	61	37	14	24	25	42	114	17	1	11	79	65	62	50	31
Column %	48%	55% C	41%	33%	38%	54% D	56% D	70% DE	57% JK	26%	11%	45%	51%	44%	50%	47%	45%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

□ **Significant difference within groups: BCDEGHIJKMOP**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	42	10	32	26	2	3	7	5	22	18	1	1	18	25	18	15	9
Column %	14%	7%	22% B	24% EFH	5%	6%	15%	8%	11%	28% IL	11%	5%	12%	17%	15%	14%	13%
Somewhat Likely																	
Count	42	21	21	18	6	10	2	6	26	7	2	6	20	22	11	16	15
Column %	14%	14%	14%	16% G	16% G	22% G	4%	10%	13%	11%	22%	24%	13%	15%	9%	15%	21% O
Neither Likely nor Unlikely																	
Count	46	26	20	19	10	5	7	4	27	8	5	7	31	15	22	17	8
Column %	15%	17%	14%	17%	27% H	12%	15%	7%	13%	13%	41% IJ	27%	20% N	10%	17%	16%	11%
Somewhat Unlikely																	
Count	32	16	16	15	2	1	5	9	22	7	2	1	15	17	15	10	8
Column %	11%	11%	11%	13%	6%	3%	10%	15% F	11%	11%	16%	5%	10%	12%	12%	9%	11%
Very Unlikely																	
Count	138	78	60	33	17	26	25	36	103	24	1	10	70	68	59	48	30
Column %	46%	52% C	40%	30%	46%	57% D	55% D	60% D	52% JK	37%	11%	39%	46%	46%	47%	46%	44%

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	28	4	24	18	2	2	3	4	18	7	1	2	9	19	8	9	11
Column %	9%	3%	16% B	16% EFH	5%	4%	6%	6%	9%	10%	11%	7%	6%	13% M	6%	8%	16% O
Somewhat Likely																	
Count	34	13	21	18	5	9	1	2	16	11	2	4	17	17	13	15	6
Column %	11%	9%	14%	16% GH	12% G	19% GH	2%	3%	8%	18% I	19%	17%	11%	12%	10%	15%	8%
Neither Likely nor Unlikely																	
Count	50	30	20	23	9	7	5	5	24	13	7	6	32	18	24	20	7
Column %	17%	20%	13%	21% H	25% H	15%	12%	9%	12%	20%	59% IJ	25%	21% N	12%	19%	19%	10%
Somewhat Unlikely																	
Count	28	14	14	10	5	2	7	4	16	11	0	1	13	15	12	8	8
Column %	9%	9%	9%	9%	13%	5%	15%	6%	8%	16%	0%	4%	9%	10%	9%	7%	12%
Very Unlikely																	
Count	160	89	71	42	17	26	29	46	125	23	1	12	83	78	69	54	38
Column %	53%	59%	48%	38% D	46%	56% D	65% D	76% DEF	62% JK	35%	11%	47%	54%	53%	55%	51%	54%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGHIJKMNO**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	29	10	19	17	3	4	3	2	12	9	5	2	13	15	13	7	8
Column %	10%	6%	13%	15% H	9%	9%	6%	3%	6%	14% I	46% IJL	8%	9%	10%	11%	7%	12%
Somewhat Likely																	
Count	44	22	22	26	5	5	6	2	22	16	1	5	26	18	17	18	8
Column %	15%	15%	15%	24% FH	14%	11%	13%	4%	11%	25% I	11%	19%	17%	12%	14%	17%	12%
Neither Likely nor Unlikely																	
Count	33	18	15	17	8	2	2	3	17	8	2	5	16	16	13	12	8
Column %	11%	12%	10%	16% H	20% H	5%	5%	5%	9%	13%	22%	20%	11%	11%	10%	12%	11%
Somewhat Unlikely																	
Count	28	15	13	15	2	3	4	4	17	7	2	2	17	12	15	7	6
Column %	9%	10%	9%	13%	6%	6%	9%	7%	8%	11%	22%	7%	11%	8%	12%	7%	9%
Very Unlikely																	
Count	166	86	80	36	19	31	31	49	132	24	0	11	80	86	67	60	39
Column %	55%	57%	54%	32%	51% D	69% D	68% D	81% DE	66% JKL	37% K	0%	45% K	52%	59%	53%	57%	56%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DEFHIJKL

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	32	9	23	23	2	1	3	3	16	10	4	2	13	19	12	13	6
Column %	11%	6%	15% B	20% EFH	4%	2%	7%	5%	8%	15%	38% IJL	8%	9%	13%	10%	12%	9%
Somewhat Likely																	
Count	34	13	21	17	6	6	1	5	24	5	2	3	15	19	13	10	12
Column %	11%	9%	14%	15% G	15% G	14% G	2%	8%	12%	8%	22%	13%	10%	13%	10%	9%	17%
Neither Likely nor Unlikely																	
Count	50	26	25	21	8	10	9	3	20	22	4	5	28	22	21	25	5
Column %	17%	17%	16%	19% H	22% H	22% H	20% H	4%	10%	34% I	33% I	21%	18%	15%	17% Q	23% Q	7%
Somewhat Unlikely																	
Count	30	14	16	9	5	3	4	9	21	5	1	3	17	13	9	11	10
Column %	10%	9%	11%	8%	13%	7%	10%	14%	11%	8%	8%	13%	11%	9%	8%	10%	14%
Very Unlikely																	
Count	154	89	65	41	17	25	28	41	120	23	0	11	80	74	69	47	37
Column %	51%	59% C	43%	37%	46%	56% D	62% D	68% DE	60% JK	35% K	0%	45% K	52%	50%	56%	45%	53%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHIJKLQ**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	31	11	20	17	4	5	2	4	22	8	1	0	13	18	12	10	9
Column %	10%	7%	14%	15% G	10%	12%	4%	6%	11%	13%	11%	2%	9%	12%	10%	9%	13%
Somewhat Likely																	
Count	31	18	13	19	2	5	4	1	20	2	3	5	17	14	12	10	8
Column %	10%	12%	9%	17% H	6%	10% H	8%	1%	10%	4%	30% IJ	19% J	11%	9%	9%	10%	12%
Neither Likely nor Unlikely																	
Count	48	23	25	21	9	5	8	5	23	15	3	7	25	23	16	23	9
Column %	16%	15%	17%	19%	25% H	11%	17%	9%	11%	23% I	30% I	30% I	16%	16%	13%	22%	13%
Somewhat Unlikely																	
Count	37	17	20	16	5	6	3	7	18	16	1	2	22	15	18	12	7
Column %	12%	11%	13%	14%	12%	14%	7%	12%	9%	25% I	8%	9%	14%	10%	15%	12%	9%
Very Unlikely																	
Count	153	82	71	38	18	24	29	44	118	23	2	10	77	76	67	49	36
Column %	51%	55%	47%	35%	46%	54% D	64% D	72% DE	59% JK	35%	22%	41%	50%	52%	54%	47%	52%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: DEGHIJK

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	18	**4**	**15**	**13**	2	**1**	**0**	3	14	3	0	1	7	11	4	8	6
Column %	6%	**3%**	**10%** B	**12%** FG	4%	**2%**	**0%**	5%	7%	5%	0%	6%	5%	8%	4%	7%	9%
Somewhat Likely																	
Count	35	18	17	**25**	4	**4**	**1**	**1**	18	11	2	5	19	16	12	14	9
Column %	12%	12%	11%	**23%** FGH	10%	**8%**	**3%**	**2%**	9%	16%	19%	20%	13%	11%	10%	13%	13%
Neither Likely nor Unlikely																	
Count	35	22	13	10	8	5	7	5	21	8	1	4	22	13	15	16	4
Column %	12%	14%	9%	9%	20%	11%	16%	8%	11%	13%	11%	17%	14%	9%	12%	15%	6%
Somewhat Unlikely																	
Count	37	13	24	19	4	3	5	6	**16**	**14**	**5**	**1**	20	17	19	8	10
Column %	12%	9%	16%	17%	10%	7%	10%	9%	**8%**	**22%** I	**49%** IL	**4%**	13%	11%	15%	8%	14%
Very Unlikely																	
Count	175	93	81	**43**	**21**	**32**	**32**	**46**	**131**	**28**	**2**	13	85	89	75	59	40
Column %	58%	62%	54%	**39%**	**56%**	**71%** D	**71%** D	**76%** DE	**65%** JK	**44%**	**22%**	53%	56%	61%	60%	56%	58%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BDEFGHIJKL

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely Count	27	12	15	**12**	3	3	**6**	**2**	**16**	6	0	**5**	15	12	11	7	9
Column %	9%	8%	10%	**11%** H	8%	7%	**13%** H	**3%**	**8%**	9%	0%	**20%** I	10%	8%	9%	7%	12%
Somewhat Likely Count	28	**9**	**19**	**19**	4	4	**1**	**1**	15	9	2	3	12	17	**7**	**17**	4
Column %	9%	**6%**	**13%** B	**17%** GH	10%	8%	**3%**	**2%**	7%	14%	19%	11%	8%	11%	**6%**	**16%** O	6%
Neither Likely nor Unlikely Count	37	22	15	**20**	5	5	4	**2**	**21**	**11**	**5**	**2**	**28**	**9**	19	13	5
Column %	12%	15%	10%	**18%** H	14%	12%	9%	**4%**	**10%**	**16%**	**41%** IJL	**7%**	**19%** N	**6%**	15%	12%	8%
Somewhat Unlikely Count	32	14	18	9	4	4	8	7	19	8	2	3	14	18	14	8	10
Column %	11%	9%	12%	8%	9%	9%	19%	11%	9%	13%	19%	13%	9%	12%	11%	8%	14%
Very Unlikely Count	176	94	82	**50**	**22**	**29**	**26**	**49**	**130**	**31**	**2**	12	84	92	74	60	41
Column %	59%	62%	55%	**45%** D	**58%**	**64%**	**57%**	**80%** DEG	**65%** JK	**48%**	**22%**	49%	55%	63%	59%	57%	59%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BDEGHIJKLNO**

57

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	16	**1**	**15**	**11**	2	**1**	**1**	**1**	11	3	1	1	5	11	3	7	6
Column %	5%	**1%**	**10%** B	**10%** FGH	6%	**2%**	**1%**	**2%**	5%	5%	11%	4%	3%	7%	3%	7%	8%
Somewhat Likely																	
Count	17	8	9	6	2	5	1	3	11	2	0	4	10	7	5	6	6
Column %	6%	6%	6%	6%	6%	12%	2%	4%	6%	4%	0%	15%	7%	5%	4%	6%	9%
Neither Likely nor Unlikely																	
Count	48	27	21	21	**11**	7	**3**	**6**	**25**	**11**	**4**	**8**	29	19	19	21	7
Column %	16%	18%	14%	19%	**28%** GH	15%	**7%**	**10%**	**13%**	**16%**	**38%** IJ	**31%** I	19%	13%	15%	20%	10%
Somewhat Unlikely																	
Count	46	19	27	**22**	2	8	10	**5**	**22**	**20**	**3**	**1**	25	21	23	13	9
Column %	15%	13%	18%	**20%** H	6%	17%	21%	**8%**	**11%**	**30%** IL	**30%** I	**6%**	16%	15%	19%	13%	13%
Very Unlikely																	
Count	173	95	78	**51**	**21**	**25**	**31**	**46**	**131**	**28**	**2**	**11**	84	89	74	57	41
Column %	58%	63%	52%	**46%**	**54%**	**54%**	**69%** D	**76%** DEF	**66%** JKL	**44%**	**22%**	**44%**	55%	60%	59%	54%	59%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDEFGHIJKL**

Percentages may not add up to 100 due to rounding

For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely Count Column %	15 5%	3 2%	11 7%	13 12% FGH	2 5%	0 0%	0 0%	0 0%	11 5%	3 5%	0 0%	0 2%	5 3%	10 7%	3 3%	5 4%	7 10%
Somewhat Likely Count Column %	31 10%	9 6%	22 14% B	21 19% GH	4 10%	4 9% H	2 3%	1 2%	12 6%	15 23% I	1 11%	3 11%	16 11%	14 10%	10 8%	16 15%	5 7%
Neither Likely nor Unlikely Count Column %	42 14%	25 17%	17 11%	19 17% H	6 17%	10 22% H	4 8%	3 6%	20 10%	11 16%	7 62% IJL	5 20%	27 17%	15 10%	22 17%	13 12%	7 10%
Somewhat Unlikely Count Column %	34 11%	17 11%	17 11%	14 13%	5 12%	2 5%	7 15%	6 10%	19 10%	11 16%	2 16%	3 11%	17 11%	17 12%	16 13%	12 11%	6 9%
Very Unlikely Count Column %	179 60%	96 64%	83 55%	44 40%	22 57%	29 64% D	33 74% D	50 82% DEF	138 69% JK	25 39%	1 11%	14 57% K	89 58%	90 61%	74 59%	60 57%	45 64%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BDEFGHIJKL**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Mean	2.72	**3.08** **C**	**2.36**	2.63	2.59	2.84	2.76	2.84	2.72	2.57	2.81	3.08	2.89	2.54	2.95	2.68	2.36

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

░ **Significant difference within groups: C**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	81	16	65	21	13	14	12	21	57	16	3	5	23	58	20	35	27
Column %	27%	11%	43% B	19%	35% D	32%	26%	34% D	28%	24%	30%	21%	15%	40% M	16%	33% O	38% O
Somewhat Likely																	
Count	60	35	26	29	4	9	9	9	41	13	2	5	38	23	24	19	17
Column %	20%	23%	17%	26% E	10%	21%	19%	15%	20%	20%	16%	19%	25% N	15%	19%	18%	24%
Neither Likely nor Unlikely																	
Count	39	24	15	15	6	3	8	7	24	8	2	5	26	13	20	14	5
Column %	13%	16%	10%	14%	15%	6%	19%	11%	12%	13%	22%	19%	17% N	9%	16%	13%	8%
Somewhat Unlikely																	
Count	34	17	17	18	6	3	3	4	17	13	2	1	18	15	19	12	3
Column %	11%	11%	11%	16%	15%	6%	7%	7%	9%	20% I	22%	5%	12%	11%	15% Q	12% Q	4%
Very Unlikely																	
Count	86	58	28	27	9	16	14	20	61	15	1	9	48	38	42	26	18
Column %	29%	39% C	18%	25%	24%	35%	30%	32%	31%	23%	11%	36%	32%	26%	34%	25%	26%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEIMNOQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months?Professional Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely Count	77	**16**	**61**	23	12	9	13	20	58	12	2	5	**26**	**51**	**21**	28	**28**
Column %	26%	**11%**	**41%** B	21%	31%	21%	30%	33%	29%	19%	19%	21%	**17%**	**35%** M	**17%**	27%	**40%** O
Somewhat Likely Count	57	28	29	24	5	9	8	11	37	13	2	5	31	25	25	22	10
Column %	19%	18%	19%	22%	13%	19%	17%	18%	18%	20%	22%	19%	20%	17%	20%	21%	14%
Neither Likely nor Unlikely Count	51	27	24	25	7	4	8	7	**27**	14	**5**	6	**34**	**17**	24	19	7
Column %	17%	18%	16%	22%	17%	9%	18%	11%	**13%**	22%	**41%** I	23%	**22%** N	**12%**	19%	18%	11%
Somewhat Unlikely Count	27	**20**	**7**	13	4	3	3	2	17	7	2	1	15	12	14	7	6
Column %	9%	**13%** C	**4%**	12%	10%	8%	8%	4%	8%	11%	19%	2%	10%	8%	11%	6%	8%
Very Unlikely Count	89	**60**	**29**	**25**	11	**20**	13	20	**62**	18	**0**	**8**	47	41	41	29	19
Column %	30%	**40%** C	**19%**	**23%**	28%	**44%** D	28%	34%	**31%** K	28%	**0%**	**34%** K	31%	28%	33%	28%	27%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCDIKMNO

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	45	**10**	**35**	18	9	6	5	7	26	12	2	5	**12**	**32**	**12**	**14**	**19**
Column %	15%	**6%**	**23%** B	16%	23%	14%	10%	12%	13%	19%	19%	19%	**8%**	**22%** M	**9%**	**14%**	**27%** OP
Somewhat Likely																	
Count	40	15	25	**22**	4	6	**2**	**5**	23	11	2	3	15	24	**6**	**24**	**10**
Column %	13%	10%	17%	**20%** GH	11%	13%	**5%**	**8%**	12%	18%	22%	10%	10%	16%	**5%**	**23%** O	**14%** O
Neither Likely nor Unlikely																	
Count	49	27	23	22	7	5	7	9	30	13	3	3	**40**	**10**	**28**	15	**6**
Column %	16%	18%	15%	19%	17%	11%	16%	15%	15%	20%	30%	11%	**26%** N	**7%**	**22%** Q	15%	**9%**
Somewhat Unlikely																	
Count	54	27	26	16	6	10	12	10	34	13	2	5	25	29	26	16	12
Column %	18%	18%	18%	14%	15%	22%	26%	17%	17%	20%	19%	19%	16%	19%	21%	15%	17%
Very Unlikely																	
Count	113	**72**	**41**	**33**	13	18	19	**29**	**87**	**15**	**1**	10	61	52	53	36	24
Column %	38%	**48%** C	**27%**	**30%**	33%	40%	42%	**49%** D	**44%** JK	**23%**	**11%**	41%	40%	35%	43%	34%	34%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDGHJKMNOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely Count	61	**15**	**46**	**27**	**12**	**5**	8	**9**	**33**	**18**	**6**	4	**23**	**38**	**17**	**20**	**24**
Column %	20%	**10%**	**31%** B	**24%** F	**32%** FH	**10%**	18%	**15%**	**17%**	**28%** I	**51%** I	17%	**15%**	**26%** M	**13%**	**19%**	**35%** OP
Somewhat Likely Count	59	31	28	**34**	**5**	8	**6**	**7**	34	15	4	6	31	28	26	22	11
Column %	20%	21%	19%	**30%** EGH	**13%**	17%	**12%**	**12%**	17%	24%	33%	23%	20%	19%	21%	21%	15%
Neither Likely nor Unlikely Count	35	**27**	**8**	14	6	4	5	7	22	7	2	5	**27**	**9**	18	12	5
Column %	12%	**18%** C	**6%**	13%	15%	8%	11%	11%	11%	11%	16%	19%	**17%** N	**6%**	14%	12%	8%
Somewhat Unlikely Count	30	14	16	8	6	6	3	6	19	8	0	3	14	16	12	10	7
Column %	10%	9%	11%	7%	15%	14%	7%	11%	10%	13%	0%	11%	9%	11%	10%	10%	11%
Very Unlikely Count	114	64	51	**28**	**9**	**23**	**23**	**31**	**92**	**15**	**0**	7	59	55	52	40	22
Column %	38%	42%	34%	**25%**	**24%**	**51%** DE	**51%** DE	**51%** DE	**46%** JK	**24%**	**0%**	30%	38%	38%	42%	38%	31%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFGHIJKMNOP

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely Count	63	19	44	24	10	8	7	15	37	18	5	4	16	47	14	28	21
Column %	21%	13%	29% B	21%	26%	17%	16%	24%	18%	28%	46% I	14%	10%	32% M	11%	27% O	30% O
Somewhat Likely Count	57	21	36	22	6	12	8	9	40	8	5	4	25	31	19	24	13
Column %	19%	14%	24% B	20%	16%	27%	17%	14%	20%	13%	43% J	15%	16%	21%	15%	23%	19%
Neither Likely nor Unlikely Count	49	27	22	25	7	3	8	5	28	16	0	5	35	14	28	11	10
Column %	16%	18%	15%	23% FH	19%	7%	18%	9%	14%	25% I	0%	20%	23% N	9%	22% P	11%	14%
Somewhat Unlikely Count	31	19	13	12	6	4	4	5	20	7	1	3	17	15	15	10	7
Column %	10%	13%	8%	11%	15%	9%	9%	9%	10%	11%	11%	14%	11%	10%	12%	10%	9%
Very Unlikely Count	100	65	35	28	9	18	18	27	77	15	0	9	61	39	50	32	19
Column %	33%	43% C	23%	25%	24%	40%	40%	44% DE	38% JK	23%	0%	37% K	40% N	27%	40%	30%	27%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCDEFHIJKMNOP

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	57	**17**	**40**	22	10	8	9	7	36	17	1	3	**19**	**38**	**15**	**25**	**17**
Column %	19%	**11%**	**27%** C	20%	27%	18%	20%	12%	18%	27%	11%	13%	**13%**	**26%** M	**12%**	**24%** O	**25%** O
Somewhat Likely																	
Count	62	25	36	**34**	**4**	10	**5**	**9**	39	17	1	5	30	32	21	20	20
Column %	21%	17%	24%	**31%** EGH	**10%**	23%	**12%**	**14%**	19%	27%	11%	19%	19%	22%	17%	19%	29%
Neither Likely nor Unlikely																	
Count	37	20	17	9	7	5	8	8	25	8	1	3	22	15	16	16	5
Column %	12%	13%	12%	9%	18%	12%	18%	13%	12%	13%	11%	13%	15%	10%	13%	15%	7%
Somewhat Unlikely																	
Count	33	19	14	15	4	3	3	8	**18**	**10**	**4**	**1**	18	15	**21**	**7**	**5**
Column %	11%	13%	9%	13%	11%	6%	6%	14%	**9%**	**15%**	**38%** IJL	**4%**	12%	10%	**17%** PQ	**7%**	**7%**
Very Unlikely																	
Count	110	**69**	**41**	**30**	13	19	**20**	**29**	**82**	**12**	3	**13**	64	46	52	37	22
Column %	37%	**46%** C	**28%**	**27%**	34%	41%	**45%** D	**48%** D	**41%** J	**19%**	30%	**51%** J	42%	32%	41%	35%	32%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEGHIJLMOPQ**

66

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	30	12	18	18	5	2	1	4	15	11	2	1	12	17	8	11	11
Column %	10%	8%	12%	16% FGH	14% G	4%	2%	6%	8%	16% I	22%	6%	8%	12%	6%	11%	16% O
Somewhat Likely																	
Count	48	19	28	28	6	6	2	5	25	16	2	4	25	23	20	15	13
Column %	16%	13%	19%	25% GH	15%	14%	5%	9%	12%	25% I	19%	17%	16%	16%	16%	14%	19%
Neither Likely nor Unlikely																	
Count	54	34	21	22	9	5	10	8	32	15	4	3	35	19	29	18	7
Column %	18%	22%	14%	20%	24%	11%	22%	14%	16%	24%	38% I	11%	23% N	13%	23% Q	17%	10%
Somewhat Unlikely																	
Count	43	12	31	9	7	10	9	8	31	8	1	2	18	25	15	15	13
Column %	14%	8%	21% B	8%	18%	23% D	19%	13%	16%	13%	11%	9%	11%	17%	12%	14%	18%
Very Unlikely																	
Count	126	74	52	34	11	22	23	35	97	14	1	14	63	62	54	46	25
Column %	42%	49% C	35%	31%	29%	48% D	51% DE	58% DE	48% JK	22%	11%	57% JK	41%	42%	43%	44%	36%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDEFGHIJKNOQ**

67

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	39	17	22	18	3	6	7	5	26	8	2	2	19	20	15	13	11
Column %	13%	11%	15%	16%	7%	13%	15%	9%	13%	13%	19%	10%	13%	14%	12%	12%	16%
Somewhat Likely																	
Count	42	**13**	**29**	17	7	8	4	6	23	12	1	5	20	22	13	18	11
Column %	14%	**9%**	**19%**	16%	20%	17%	9%	9%	12%	19%	11%	19%	13%	15%	10%	17%	16%
			B														
Neither Likely nor Unlikely																	
Count	55	30	24	**27**	7	**3**	8	10	**31**	**19**	2	2	**35**	**20**	27	19	9
Column %	18%	20%	16%	**24%**	19%	**6%**	18%	16%	**16%**	**29%**	22%	9%	**23%**	**13%**	22%	18%	13%
				F						**I**			**N**				
Somewhat Unlikely																	
Count	32	16	16	10	4	5	7	6	19	8	3	2	15	17	14	10	8
Column %	11%	11%	10%	9%	9%	12%	15%	9%	9%	13%	27%	8%	10%	12%	11%	9%	11%
Very Unlikely																	
Count	133	74	59	**38**	17	**24**	20	**34**	**100**	**17**	2	**13**	64	69	56	46	31
Column %	44%	49%	39%	**34%**	45%	**52%**	44%	**56%**	**50%**	**26%**	22%	**54%**	42%	47%	45%	43%	44%
				D		**D**		**D**	**J**			**J**					

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BDFIJN**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	41	10	31	21	6	4	4	6	31	6	1	3	13	28	7	16	18
Column %	14%	7%	21% B	19%	15%	10%	9%	10%	15%	9%	11%	13%	9%	19% M	5%	15% O	26% O
Somewhat Likely																	
Count	42	16	27	16	2	6	6	12	24	9	3	6	24	19	14	18	10
Column %	14%	10%	18%	14%	6%	14%	13%	20%	12%	14%	30% I	23%	15%	13%	11%	17%	15%
Neither Likely nor Unlikely																	
Count	48	26	21	17	6	9	10	6	26	16	2	4	30	18	24	20	3
Column %	16%	18%	14%	15%	15%	19%	23%	10%	13%	25% I	19%	15%	20%	12%	19% Q	19% Q	5%
Somewhat Unlikely																	
Count	39	18	21	16	5	4	6	8	22	13	3	1	18	22	20	14	5
Column %	13%	12%	14%	15%	14%	9%	12%	13%	11%	20%	30% I	4%	12%	15%	16%	13%	7%
Very Unlikely																	
Count	130	80	49	41	19	22	19	29	97	20	1	11	68	61	60	37	33
Column %	43%	53% C	33%	37%	49%	49%	42%	47%	49% JK	32%	11%	45%	45%	42%	48% P	35%	47%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▊ **Significant difference within groups: BCIJKMOPQ**

Percentages may not add up to 100 due to rounding

For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (either professional or college) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Very Likely																	
Count	28	9	18	**18**	**4**	**1**	**2**	**3**	19	6	2	1	**8**	**20**	**8**	8	**12**
Column %	9%	6%	12%	**16%** FGH	**11%** F	**2%**	**4%**	**5%**	9%	9%	19%	4%	**5%**	**13%** M	**6%**	8%	**17%** O
Somewhat Likely																	
Count	38	14	24	15	5	**11**	5	**3**	**20**	**14**	1	3	15	23	**10**	**17**	11
Column %	13%	9%	16%	13%	13%	**25%** H	10%	**4%**	**10%**	**22%** I	11%	11%	10%	16%	**8%**	**16%** O	16%
Neither Likely nor Unlikely																	
Count	63	33	30	28	8	7	7	14	37	19	2	5	39	24	**32**	21	**9**
Column %	21%	22%	20%	26%	20%	14%	15%	22%	18%	29%	19%	22%	25%	16%	**26%** Q	20%	**13%**
Somewhat Unlikely																	
Count	31	15	17	10	4	3	9	5	**17**	8	**3**	3	13	18	16	9	7
Column %	10%	10%	11%	9%	10%	7%	21%	8%	**9%**	13%	**30%** I	11%	9%	12%	12%	9%	10%
Very Unlikely																	
Count	140	**80**	**60**	**40**	18	24	23	**37**	**107**	**18**	**2**	**13**	78	62	60	49	31
Column %	47%	**53%** C	**40%**	**36%**	46%	52%	50%	**61%** D	**54%** JK	**28%**	**22%**	**53%** J	51%	42%	48%	47%	44%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: CDFGHIJKMOQ

Percentages may not add up to 100 due to rounding

Outside of your daily activities, do you exercise on a regular basis? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Yes Count	200	93	107	**87**	**23**	31	**28**	**31**	128	46	10	16	**81**	**119**	67	**76**	57
Column %	67%	62%	71%	**78%** **EGH**	**61%**	69%	**62%**	**50%**	64%	72%	89%	65%	**53%**	**81%** **M**	54%	**73%** **O**	**81%** **O**
No Count	100	57	43	**24**	**15**	14	**17**	**30**	72	18	1	9	**73**	**27**	58	29	13
Column %	33%	38%	29%	**22%** **D**	**39%** **D**	31%	**38%** **D**	**50%** **D**	36%	28%	11%	35%	**47%** **N**	**19%**	**46%** **PQ**	27%	19%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

◼ **Significant difference within groups: DEGHMNOPQ**

Percentages may not add up to 100 due to rounding

Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	93	107	87	23	31	28	31	128	46	10	16	81	119	67	76	57
Valid Cases	200	93	107	87	23	31	28	31	128	46	10	16	81	119	67	76	57
Total Mentions	330	154	176	159	41	45	42	43	207	85	16	22	125	205	110	116	104
At home																	
Mentions	157	77	80	71	21	22	23	20	**101**	**38**	9	**9**	62	95	54	56	46
% Valid Cases	78%	82%	75%	82%	91%	69%	82%	66%	**79%**	**82%**	91%	**54%**	76%	80%	81%	74%	82%
% Total Mentions	48%	50%	45%	45%	51%	48%	55%	48%	**49% L**	**45% L**	56%	**40%**	49%	46%	50%	48%	45%
At a micro gym																	
Mentions	32	10	22	25	3	2	2	0	**12**	**11**	3	**5**	8	24	9	14	9
% Valid Cases	16%	11%	21%	29%	11%	7%	8%	0%	**10%**	**25%**	30%	**33%**	10%	20%	13%	18%	17%
% Total Mentions	10%	7%	12%	16%	6%	5%	6%	0%	**6%**	**13% I**	18%	**24% I**	6%	12%	8%	12%	9%
At a boutique fitness gym																	
Mentions	26	10	16	13	7	2	1	2	12	9	1	4	8	18	5	10	11
% Valid Cases	13%	10%	15%	15%	32%	7%	3%	8%	9%	19%	12%	23%	9%	15%	8%	13%	19%
% Total Mentions	8%	6%	9%	8%	18%	5%	2%	6%	6%	11%	7%	17%	6%	9%	5%	8%	11%
At a traditional gym																	
Mentions	64	33	31	32	9	12	3	8	40	19	2	4	29	36	21	21	22
% Valid Cases	32%	35%	29%	37%	38%	39%	12%	26%	32%	40%	18%	23%	35%	30%	32%	28%	38%
% Total Mentions	20%	21%	18%	20%	21%	27%	8%	19%	19%	22%	11%	17%	23%	17%	20%	18%	21%
At a public space such as a park																	
Mentions	51	24	27	**19**	1	7	**12**	12	42	8	1	0	19	32	20	15	16
% Valid Cases	26%	26%	25%	**22%**	6%	23%	**44%**	38%	32%	18%	12%	3%	24%	27%	30%	20%	28%
% Total Mentions	16%	16%	15%	**12%**	4%	16%	**29% D**	28%	20%	10%	7%	2%	15%	16%	18%	13%	15%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: DIL**

Percentages may not add up to 100 due to rounding

In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	93	107	87	23	31	28	31	128	46	10	16	81	119	67	76	57
Valid Cases	200	93	107	87	23	31	28	31	128	46	10	16	81	119	67	76	57
Total Mentions	269	128	141	121	31	38	39	40	175	60	15	19	107	162	89	98	82
At a home																	
Mentions	161	81	81	68	21	24	24	25	108	37	8	9	64	97	58	58	46
% Valid Cases	81%	86%	76%	78%	89%	76%	85%	82%	84%	81%	79%	54%	80%	81%	86%	76%	81%
% Total Mentions	60%	63%	57%	56%	67%	63%	61%	62%	62% L	62% L	52%	44%	60%	60%	65%	59%	55%
At a micro gym																	
Mentions	23	5	18	18	3	1	1	0	12	7	2	3	6	17	4	11	9
% Valid Cases	12%	6%	17%	21%	12%	3%	5%	0%	9%	14%	21%	17%	7%	15%	5%	14%	16%
% Total Mentions	9%	4%	13% B	15%	9%	3%	3%	0%	7%	11%	14%	14%	5%	11%	4%	11%	11%
At a boutique fitness gym																	
Mentions	12	5	6	7	1	3	1	1	4	0	2	5	6	6	2	7	3
% Valid Cases	6%	5%	6%	8%	3%	9%	2%	2%	3%	0%	21%	33%	7%	5%	2%	9%	6%
% Total Mentions	4%	4%	5%	6%	2%	7%	1%	2%	2%	0%	14%	27%	5%	4%	2%	7%	4%
At a traditional gym																	
Mentions	21	14	7	11	2	4	1	2	13	5	1	2	13	8	7	8	7
% Valid Cases	11%	15%	6%	13%	9%	14%	3%	8%	11%	10%	9%	13%	16%	7%	10%	11%	12%
% Total Mentions	8%	11% C	5%	9%	6%	11%	3%	6%	8%	8%	6%	10%	12% N	5%	7%	8%	8%
At a public space such as a park																	
Mentions	52	23	29	17	5	6	13	12	38	11	2	1	18	34	19	15	18
% Valid Cases	26%	24%	28%	20%	21%	19%	44%	39%	29%	25%	21%	5%	23%	28%	28%	20%	32%
% Total Mentions	19%	18%	21%	14%	15%	15%	32% DF	30% D	22%	19%	14%	4%	17%	21%	21%	15%	22%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDFLN**

73

Percentages may not add up to 100 due to rounding

Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	200	93	107	87	23	31	28	31	128	46	10	16	81	119	67	76	57
Yes Count Column %	77 39%	31 33%	46 43%	46 53% FGH	14 60% FGH	9 29%	4 16%	4 14%	41 32%	20 44%	7 67%	9 57%	34 42%	44 37%	23 34%	32 41%	23 41%
No Count Column %	123 61%	62 67%	60 57%	41 47%	9 40%	22 71% DE	24 84% DE	26 86% DE	87 68%	26 56%	3 33%	7 43%	47 58%	76 63%	45 66%	45 59%	33 59%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: DEFGH**

Percentages may not add up to 100 due to rounding

Are there children living at home with you who are under 18 years of age? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Yes Count Column %	85 28%	**52 34% C**	**33 22%**	**52 47% FGH**	**16 43% GH**	**13 29% GH**	**3 8%**	**0 0%**	53 26%	20 32%	5 49%	6 26%	42 28%	42 29%	**25 20%**	31 30%	**28 40% O**
No Count Column %	215 72%	**99 66%**	**117 78% B**	**59 53%**	**22 57%**	**32 71% D**	**42 92% DEF**	**61 100% DEF**	147 74%	44 68%	6 51%	18 74%	111 72%	104 71%	**100 80% Q**	74 70%	**42 60%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHOQ**

75

Percentages may not add up to 100 due to rounding

Does your child/children typically participate in youth sports? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	85	52	33	52	16	13	3	-	53	20	5	6	42	42	25	31	28
Yes Count Column %	49 57%	26 50%	23 69%	31 59%	9 52%	8 61%	2 45%	- -	27 51%	13 64%	4 78%	4 69%	19 46%	29 69% M	10 39%	19 60%	20 72% O
No Count Column %	36 43%	26 50%	10 31%	21 41%	8 48%	5 39%	2 55%	- -	26 49%	7 36%	1 22%	2 31%	23 54% N	13 31%	16 61% Q	13 40%	8 28%

* Denotes variable with statistically significant findings
 Significant difference within groups: MNOQ

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	55	28	27	32	10	11	2	-	33	13	4	4	22	33	12	20	22
Valid Cases	55	28	27	32	10	11	2	-	33	13	4	4	22	33	12	20	22
Total Mentions	127	60	67	88	22	14	3	-	79	20	13	15	43	84	18	45	64
Football																	
Mentions	16	6	9	12	3	1	0	-	12	0	1	2	5	11	1	3	11
% Valid Cases	28%	22%	35%	37%	28%	12%	0%	-	38%	0%	21%	49%	22%	32%	6%	17%	51%
% Total Mentions	12%	10%	14%	13%	12%	9%	0%	-	16%	0%	7%	14%	11%	13%	4%	8%	18%
Baseball/Softball																	
Mentions	11	6	5	10	1	0	0	-	8	2	1	0	4	7	3	4	3
% Valid Cases	20%	22%	19%	31%	15%	0%	0%	-	23%	19%	29%	0%	18%	22%	28%	22%	16%
% Total Mentions	9%	10%	8%	11%	7%	0%	0%	-	10%	12%	9%	0%	9%	9%	19%	10%	5%
Basketball																	
Mentions	26	**9**	**18**	18	6	2	1	-	14	6	3	3	**6**	**20**	3	10	14
% Valid Cases	48%	**30%**	**66%**	56%	67%	14%	26%	-	44%	44%	79%	63%	**27%**	**62%**	24%	47%	62%
% Total Mentions	21%	**14%**	**26%** B	20%	29%	11%	20%	-	18%	29%	26%	18%	**14%**	**24%** M	17%	21%	21%
Hockey																	
Mentions	9	5	4	5	1	4	0	-	5	2	1	1	2	7	4	3	2
% Valid Cases	17%	19%	14%	15%	8%	33%	0%	-	15%	19%	29%	14%	11%	20%	30%	15%	11%
% Total Mentions	7%	9%	6%	5%	3%	27%	0%	-	6%	12%	9%	4%	6%	8%	21%	7%	4%
Soccer																	
Mentions	10	6	4	7	1	2	0	-	8	0	1	2	3	7	1	2	7
% Valid Cases	18%	22%	15%	23%	10%	15%	0%	-	23%	0%	21%	36%	14%	21%	6%	9%	34%
% Total Mentions	8%	10%	6%	8%	4%	12%	0%	-	10%	0%	7%	10%	7%	8%	4%	4%	12%
Golf																	
Mentions	4	2	2	3	1	0	0	-	4	0	0	0	0	4	0	2	2
% Valid Cases	8%	8%	7%	9%	15%	0%	0%	-	12%	0%	0%	0%	0%	13%	0%	8%	11%
% Total Mentions	3%	4%	3%	3%	7%	0%	0%	-	5%	0%	0%	0%	0%	5%	0%	4%	4%
Tennis																	
Mentions	8	1	7	7	1	0	0	-	4	3	0	1	1	6	0	5	3
% Valid Cases	14%	3%	26%	21%	10%	0%	0%	-	11%	25%	0%	14%	6%	19%	0%	23%	13%
% Total Mentions	6%	1%	10%	7%	4%	0%	0%	-	5%	17%	0%	4%	3%	7%	0%	10%	5%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: BM**

Percentages may not add up to 100 due to rounding

In which sport(s) does your child/children routinely participate? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Volleyball																	
Mentions	9	4	5	6	1	1	2	-	5	0	1	3	5	4	2	2	5
% Valid Cases	16%	14%	19%	19%	8%	5%	68%	-	16%	0%	21%	63%	25%	11%	13%	12%	23%
% Total Mentions	7%	7%	8%	7%	3%	4%	54%	-	7%	0%	7%	18%	13%	4%	9%	5%	8%
Track and Field																	
Mentions	5	4	1	2	2	1	0	-	4	0	0	2	2	3	0	2	3
% Valid Cases	10%	16%	4%	7%	26%	6%	0%	-	12%	0%	0%	36%	10%	10%	0%	12%	14%
% Total Mentions	4%	7%	1%	3%	11%	5%	0%	-	5%	0%	0%	10%	5%	4%	0%	5%	5%
Cross Country																	
Mentions	6	1	5	6	0	0	0	-	2	3	1	0	1	5	0	4	2
% Valid Cases	11%	3%	20%	19%	0%	0%	0%	-	6%	25%	21%	0%	4%	16%	0%	20%	9%
% Total Mentions	5%	1%	8%	7%	0%	0%	0%	-	3%	17%	7%	0%	2%	6%	0%	9%	3%
Swimming																	
Mentions	11	8	4	5	3	2	1	-	7	2	2	0	6	5	5	3	4
% Valid Cases	21%	27%	15%	16%	36%	21%	32%	-	21%	19%	42%	10%	28%	16%	38%	14%	18%
% Total Mentions	9%	13%	6%	6%	16%	17%	25%	-	9%	12%	14%	3%	15%	6%	26%	7%	6%
Wrestling																	
Mentions	5	3	2	4	0	1	0	-	3	0	1	2	2	3	0	3	3
% Valid Cases	9%	11%	7%	13%	0%	9%	0%	-	8%	0%	21%	36%	11%	8%	0%	13%	12%
% Total Mentions	4%	5%	3%	5%	0%	7%	0%	-	3%	0%	7%	10%	6%	3%	0%	6%	4%
Lacrosse																	
Mentions	0	0	0	0	0	0	0	-	0	0	0	0	0	0	0	0	0
% Valid Cases	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%
% Total Mentions	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheerleading																	
Mentions	6	5	1	4	1	1	0	-	3	0	1	2	4	2	0	2	4
% Valid Cases	10%	17%	4%	12%	8%	9%	0%	-	10%	0%	21%	36%	18%	5%	0%	8%	18%
% Total Mentions	4%	8%	1%	4%	3%	7%	0%	-	4%	0%	7%	10%	9%	2%	0%	4%	6%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: BM**

78

Percentages may not add up to 100 due to rounding

As youth sports begin to restart, have your personal benchmarks for allowing your child/children to participate (for example, masks, social distancing, release of a vaccine) changed since the beginning of the COVID-19 outbreak? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	85	52	33	52	16	13	3	-	53	20	5	6	42	42	25	31	28
I am significantly more concerned now than I was at the beginning of the pandemic																	
Count	28	**11**	**17**	18	5	5	0	-	19	8	0	1	**6**	**21**	**5**	10	**14**
Column %	33%	**21%**	**52%** B	36%	30%	35%	0%	-	35%	40%	0%	19%	**15%**	**51%** M	**19%**	30%	**49%** O
I am somewhat more concerned now than I was at the beginning of the pandemic																	
Count	31	22	9	18	5	5	3	-	15	10	3	3	**20**	**11**	12	12	7
Column %	37%	43%	27%	34%	33%	39%	79%	-	29%	48%	61%	41%	**47%** N	**26%**	46%	39%	26%
My concern is the same as it was at the start of the pandemic																	
Count	16	12	4	10	4	1	1	-	11	2	0	3	12	4	6	6	4
Column %	19%	24%	11%	20%	24%	8%	21%	-	21%	12%	0%	41%	27%	10%	24%	19%	14%
I am somewhat less concerned now than I was at the beginning of the pandemic																	
Count	4	3	1	3	0	1	0	-	3	0	1	0	3	1	1	2	1
Column %	5%	6%	3%	6%	0%	8%	0%	-	6%	0%	16%	0%	7%	2%	6%	5%	4%
I am significantly less concerned now than I was at the beginning of the pandemic																	
Count	6	4	2	2	2	1	0	-	5	0	1	0	1	5	1	2	2
Column %	7%	7%	7%	4%	13%	11%	0%	-	9%	0%	22%	0%	3%	11%	6%	7%	8%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BMNO**

Percentages may not add up to 100 due to rounding

One of the Power 5 college-sports conferences earlier this month announced a testing research initiative with a health care company that will give its schools access to daily rapid-results COVID-19 testing. How does knowing this information influence your opinion regarding restarting college football? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Knowing this makes me much more comfortable with college football getting underway																	
Count	74	**28**	**47**	**40**	**7**	11	**5**	**11**	**44**	**23**	3	5	35	39	29	30	16
Column %	25%	**18%**	**31%** B	**37%** EGH	**18%**	24%	**12%**	**18%**	**22%**	**36%** I	27%	19%	23%	27%	23%	28%	23%
Knowing this makes me somewhat more comfortable with college football getting underway																	
Count	67	35	32	23	9	8	13	13	38	19	5	6	29	38	28	26	14
Column %	22%	23%	21%	21%	24%	18%	28%	22%	19%	29%	41%	23%	19%	26%	22%	24%	20%
Knowing this does not affect my comfort level with college football getting underwat																	
Count	128	**74**	**54**	**37**	18	**23**	**24**	27	**98**	**20**	2	8	69	59	55	40	33
Column %	43%	**49%** C	**36%**	**34%**	46%	**51%** D	**52%** D	44%	**49%** J	**32%**	22%	31%	45%	40%	44%	38%	47%
Knowing this makes me somewhat less comfortable with college football getting underway																	
Count	7	3	4	1	1	2	2	2	**1**	**0**	1	**5**	**6**	**1**	4	2	1
Column %	2%	2%	3%	1%	3%	5%	3%	3%	**0%**	**0%**	11%	**21%** IJ	**4%** N	**1%**	3%	2%	1%
Knowing this makes me much less comfortable with college football getting underway																	
Count	23	11	12	8	3	1	2	8	19	2	0	1	14	9	9	8	6
Column %	8%	7%	8%	7%	9%	3%	4%	13%	10%	4%	0%	6%	9%	6%	7%	7%	9%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEGHIJN

Percentages may not add up to 100 due to rounding

Due to the COVID-19 pandemic, student athletes have been provided with one more year of college playing eligibility than they normally would be allowed. Do you agree or disagree with this ruling? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Strongly Agree																	
Count	104	47	56	41	7	18	12	26	72	21	6	5	48	56	37	37	29
Column %	35%	31%	38%	37%	20%	40% E	25%	43% E	36%	33%	51%	21%	31%	38%	30%	36%	42%
Somewhat Agree																	
Count	80	36	44	35	11	6	14	13	54	21	3	2	30	50	33	25	22
Column %	27%	24%	29%	32% F	30%	14%	32% F	22%	27% L	33% L	30%	8%	20%	34% M	26%	24%	31%
Neither Agree nor Disagree																	
Count	94	58	36	26	18	16	16	18	60	19	1	14	58	36	44	33	16
Column %	31%	39% C	24%	24%	48% D	36%	35%	29%	30%	30%	11%	57% IJK	38% N	25%	36%	32%	24%
Somewhat Disagree																	
Count	12	6	6	6	1	4	0	1	5	2	1	4	9	3	3	7	2
Column %	4%	4%	4%	5%	3%	9% H	0%	1%	2%	4%	8%	15% I	6%	2%	2%	7%	2%
Strongly Disagree																	
Count	11	4	7	3	0	1	4	3	11	0	0	0	9	2	8	2	1
Column %	4%	2%	5%	2%	0%	2%	8%	6%	5%	0%	0%	0%	6% N	1%	6%	2%	1%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: CDEFHIJKLMN**

Percentages may not add up to 100 due to rounding

Which of the following is closest to your opinion regarding attendance at the Major League Baseball's World Series or a similar, high-level sporting event for which you had interest? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
I would attend the World Series if I were given a ticket																	
Count	142	**60**	**82**	**62**	15	23	22	**21**	94	30	6	12	72	70	61	50	31
Column %	47%	**40%**	**55%** B	**56%** H	38%	51%	48%	**35%**	47%	47%	51%	51%	47%	48%	49%	48%	44%
I would not attend the World Series, even if I were given a ticket																	
Count	158	**90**	**67**	**48**	23	22	24	**40**	106	34	5	12	81	76	64	55	39
Column %	53%	**60%** C	**45%**	**44%**	62%	49%	52%	**65%** D	53%	53%	49%	49%	53%	52%	51%	52%	56%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

◼ **Significant difference within groups: BCDH**

82

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Valid Cases	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Total Mentions	506	236	270	202	66	84	69	84	333	105	25	43	241	264	190	189	126
Football																	
Mentions	111	54	57	43	17	16	19	16	79	20	5	7	62	50	48	29	34
% Valid Cases	37%	36%	38%	39%	44%	36%	42%	26%	39%	30%	49%	30%	40%	34%	38%	28%	49%
% Total Mentions	22%	23%	21%	21%	25%	20%	27%	19%	24%	19%	22%	17%	26%	19%	25%	15%	27% P
Baseball																	
Mentions	94	39	54	36	10	15	13	19	64	14	3	12	44	49	35	38	21
% Valid Cases	31%	26%	36%	33%	26%	34%	29%	31%	32%	22%	30%	50%	29%	34%	28%	37%	29%
% Total Mentions	19%	17%	20%	18%	15%	18%	19%	22%	19%	13%	13%	29% J	18%	19%	18%	20%	16%
Basketball																	
Mentions	65	25	40	43	7	5	7	3	28	20	10	7	28	37	25	26	13
% Valid Cases	22%	17%	27%	39%	18%	12%	15%	4%	14%	32%	89%	27%	18%	25%	20%	25%	19%
% Total Mentions	13%	11%	15%	22%	10%	6%	10%	3%	8%	19%	40%	16%	12%	14%	13%	14%	11%
		B		EFG						I							
Hockey																	
Mentions	50	25	25	25	9	9	3	4	26	16	3	5	25	25	27	15	7
% Valid Cases	17%	16%	17%	22%	24%	20%	7%	7%	13%	25%	27%	20%	16%	17%	22%	15%	11%
% Total Mentions	10%	10%	9%	12%	13%	11%	5%	5%	8%	15%	12%	11%	10%	9%	14%	8%	6%
										I							
Soccer																	
Mentions	41	21	20	25	5	4	1	5	27	11	2	2	17	25	10	18	13
% Valid Cases	14%	14%	14%	23%	14%	9%	3%	8%	14%	16%	19%	7%	11%	17%	8%	17%	18%
% Total Mentions	8%	9%	8%	13%	8%	5%	2%	6%	8%	10%	9%	4%	7%	9%	5%	10%	10%
															O	O	O
Automobile Racing (NASCAR, Formula 1, etc.)																	
Mentions	55	29	26	10	5	13	13	14	42	8	1	4	33	22	22	23	10
% Valid Cases	18%	19%	17%	9%	14%	28%	28%	24%	21%	13%	8%	18%	22%	15%	18%	21%	14%
% Total Mentions	11%	12%	10%	5%	8%	15%	18%	17%	12%	8%	4%	10%	14%	8%	12%	12%	8%
						D	D	D									
Golf																	
Mentions	61	26	35	12	6	14	9	20	51	6	0	4	22	39	15	27	19
% Valid Cases	20%	17%	23%	11%	15%	30%	21%	33%	26%	9%	0%	17%	14%	27%	12%	25%	28%
% Total Mentions	12%	11%	13%	6%	9%	16%	14%	24%	15%	5%	0%	9%	9%	15%	8%	14%	15%
						D		D	J					M		O	O

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　■ **Significant difference within groups: BDEFGIJMOP**

Percentages may not add up to 100 due to rounding

If you had to attend a professional sporting event live, in-person, right now, given the period of uncertainty around COVID-19, which of the following sports would you feel most comfortable attending? Select all that apply. *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Tennis																	
Mentions	28	17	11	7	7	7	3	4	16	11	0	2	10	18	7	12	9
% Valid Cases	9%	11%	8%	6%	18%	16%	7%	6%	8%	16%	0%	8%	6%	12%	6%	12%	13%
% Total Mentions	6%	7%	4%	3%	11%	9%	5%	4%	5%	10%	0%	5%	4%	7%	4%	6%	7%
					D	D				I							

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BDEFGIJMOP**

Percentages may not add up to 100 due to rounding

As the NFL season gets underway, how would learning that your team was going to start an African American quarterback affect your support for the team? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total **A**	Female **B**	Male **C**	18-34 **D**	35-44 **E**	45-54 **F**	55-64 **G**	65+ **H**	White **I**	Hisp **J**	AA **K**	Other **L**	Non-College **M**	College **N**	Under $50k **O**	$50k to $100k **P**	$100k+ **Q**
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
I would be much more likely to support the team if it had an African American starting quarterback																	
Count	22	9	13	12	1	4	3	3	**15**	**0**	**2**	**5**	10	12	4	11	7
Column %	7%	6%	9%	11%	2%	10%	6%	4%	**8%** **J**	**0%**	**19%** **J**	**19%** **J**	7%	8%	3%	10%	10%
I would be somewhat more likely to support the team if it had an African American starting quarterback																	
Count	31	13	17	**20**	4	4	**1**	**2**	**15**	8	5	2	18	13	**19**	**5**	7
Column %	10%	9%	11%	**18%** **GH**	10%	9%	**2%**	**4%**	**8%**	13%	43% **IJ**	10%	12%	9%	**15%** **P**	**5%**	10%
The race of the team's starting quarterback does not have an effect on how likely I am to support the team																	
Count	226	118	107	**68**	29	36	**39**	**53**	**153**	**53**	4	15	111	114	91	83	52
Column %	75%	79%	72%	**62%**	77%	78%	**87%** **D**	**88%** **D**	**77%** **K**	**82%** **KL**	38%	62%	73%	78%	73%	79%	75%
I would be somewhat less likely to support the team if it had an African American starting quarterback																	
Count	11	2	8	8	2	1	0	0	5	3	0	2	6	5	5	4	2
Column %	4%	1%	6%	7%	6%	2%	0%	0%	3%	5%	0%	9%	4%	3%	4%	4%	2%
I would be much less likely to support the team if it had an African American starting quarterback																	
Count	11	7	4	3	2	1	3	2	11	0	0	0	8	3	6	3	2
Column %	4%	5%	3%	3%	6%	2%	6%	4%	6%	0%	0%	0%	5%	2%	5%	3%	3%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DGHIJKLP**

Percentages may not add up to 100 due to rounding

Recently, Steve Nash was hired as head coach of the Brooklyn Nets. Some have criticized the Nets for hiring Nash, a white former NBA player with no coaching experience, at a time when there are very few African American head coaches in the NBA. However, defenders of Nash say that his 18 seasons playing in the NBA gives him enough experience to coach a team. Which of the following do you agree with most? *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Steve Nash had a major advantage in getting this head coaching job because of his race																	
Count	43	20	23	**22**	7	5	3	**4**	**22**	11	**5**	4	27	16	17	15	11
Column %	14%	13%	15%	**20%** **H**	20%	12%	7%	**7%**	**11%**	18%	**41%** **I**	17%	17%	11%	13%	14%	15%
Steve Nash had a minor advantage in getting this head coaching job because of his race																	
Count	53	22	31	**32**	**5**	**3**	7	**7**	**26**	**20**	2	4	27	26	28	15	9
Column %	18%	14%	21%	**29%** **EFH**	**12%**	**6%**	16%	**11%**	**13%**	**30%** **I**	22%	18%	17%	18%	23%	14%	13%
Steve Nash had a minor disadvantage in getting this head coaching job because of his race																	
Count	20	**5**	**15**	7	**6**	**1**	3	3	**12**	2	**2**	3	7	13	**3**	9	**8**
Column %	7%	**3%**	**10%** **B**	6%	**16%** **F**	**3%**	6%	5%	**6%**	4%	**22%** **I**	13%	5%	9%	**3%**	8%	**11%** **O**
Steve Nash had a major disadvantage in getting this head coaching job because of his race																	
Count	19	8	10	**12**	1	2	2	**1**	9	6	1	3	6	12	4	9	5
Column %	6%	5%	7%	**11%** **H**	4%	3%	5%	**2%**	4%	9%	8%	13%	4%	8%	3%	9%	7%
Race did not play a role in Steve Nash getting this head coaching job																	
Count	166	**96**	**70**	37	18	34	30	46	130	25	1	10	86	80	72	57	37
Column %	55%	**64%** **C**	**47%**	34%	48%	**76%** **DE**	67% **D**	**75%** **DE**	65% **JKL**	39% **K**	8%	40% **K**	56%	55%	58%	54%	53%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▧ **Significant difference within groups: BCDEFHIJKLO**

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	296	149	147	110	36	45	44	61	199	64	11	22	152	145	124	103	70
Noticed a Statement Count Column %	161 54%	67 45%	94 64% B	56 51%	20 56%	23 51%	24 55%	38 62%	110 55%	34 53%	6 51%	11 50%	60 40%	101 70% M	48 39%	62 60% O	51 73% O
Did not notice a statement Count Column %	136 46%	82 55% C	53 36%	55 49%	16 44%	22 49%	20 45%	23 38%	89 45%	30 47%	5 49%	11 50%	92 60% N	44 30%	75 61% PQ	41 40%	19 27%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCMNOPQ**

87

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	294	151	143	106	36	45	45	61	199	61	11	22	153	140	125	99	70
Noticed a Statement Count Column %	84 29%	29 19%	55 38% B	28 27%	9 26%	11 25%	14 31%	21 34%	60 30%	11 17%	7 59% IJ	7 31%	30 20%	54 38% M	19 15%	35 35% O	30 43% O
Did not notice a statement Count Column %	210 71%	122 81% C	88 62%	78 73%	27 74%	34 75%	31 69%	40 66%	139 70% K	50 83% K	5 41%	16 69%	123 80% N	86 62%	106 85% PQ	64 65%	40 57%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCIJKMNOPQ**

88

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	294	150	144	107	35	45	45	61	199	61	11	22	153	141	124	100	70
Noticed a Statement Count Column %	133 45%	55 37%	78 54% B	47 44%	14 39%	24 53%	19 42%	29 48%	96 48% L	24 39%	9 81% JL	5 20%	50 33%	83 59% M	36 29%	55 55% O	42 60% O
Did not notice a statement Count Column %	161 55%	95 63% C	66 46%	60 56%	21 61%	21 47%	26 58%	31 52%	103 52%	37 61% K	2 19%	18 80% IK	103 67% N	58 41%	88 71% PQ	45 45%	28 40%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCIJKLMNOPQ**

89

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	295	151	144	107	36	45	45	61	200	61	11	22	153	141	125	100	70
Noticed a Statement																	
Count	62	**20**	**41**	26	4	9	12	11	42	14	4	3	**19**	**43**	**15**	**28**	**19**
Column %	21%	**14%**	**29%** B	25%	11%	20%	26%	18%	21%	23%	33%	12%	**12%**	**31%** M	**12%**	**28%** O	**27%** O
Did not notice a statement																	
Count	233	**130**	**103**	81	32	37	34	50	158	47	7	20	**135**	**98**	**110**	**72**	**51**
Column %	79%	**86%** C	**71%**	75%	89%	80%	74%	82%	79%	77%	67%	88%	**88%** N	**69%**	**88%** PQ	**72%**	**73%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCMNOPQ**

90

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	294	150	144	107	35	45	45	61	199	61	11	22	153	141	124	100	70
Noticed a Statement																	
Count	51	20	31	**24**	8	7	7	**5**	33	11	3	4	**17**	**34**	**8**	**24**	**18**
Column %	17%	13%	21%	**22%** H	22%	15%	15%	**8%**	16%	19%	27%	16%	**11%**	**24%** M	**7%**	**24%** O	**26%** O
Did not notice a statement																	
Count	243	130	113	**83**	27	39	39	**56**	167	49	8	19	**136**	**107**	**116**	**76**	**52**
Column %	83%	87%	79%	**78%**	78%	85%	85%	**92%** D	84%	81%	73%	84%	**89%** N	**76%**	**93%** PQ	**76%**	**74%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

　 Significant difference within groups: DHMNOPQ

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	151	146	107	38	45	45	61	200	61	11	25	153	143	125	102	70
Noticed a Statement Count Column %	85 29%	**32** **21%**	**53** **36%** **B**	28 26%	10 27%	12 27%	14 31%	20 33%	55 28%	**14** **23%**	**6** **51%** **J**	10 40%	**29** **19%**	**56** **39%** **M**	**16** **13%**	**37** **36%** **O**	**32** **46%** **O**
Did not notice a statement Count Column %	212 71%	**119** **79%** **C**	**93** **64%**	79 74%	28 73%	33 73%	31 69%	41 67%	145 72%	**47** **77%** **K**	**5** **49%**	15 60%	**124** **81%** **N**	**87** **61%**	**109** **87%** **PQ**	**65** **64%**	**38** **54%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCJKMNOPQ**

92

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	296	150	146	107	38	45	45	61	200	61	11	24	153	143	125	102	70
Noticed a Statement Count Column %	60 20%	19 12%	41 28% B	22 21%	10 27%	9 19%	8 18%	11 18%	44 22%	8 13%	4 38% J	4 15%	16 10%	44 31% M	8 7%	28 27% O	24 34% O
Did not notice a statement Count Column %	236 80%	131 88% C	105 72%	85 79%	28 73%	37 81%	37 82%	50 82%	156 78%	53 87% K	7 62%	20 85%	137 90% N	99 69%	116 93% PQ	74 73%	46 66%

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	147	110	36	45	45	61	200	64	11	22	153	145	125	103	70
Noticed a Statement Count Column %	47 16%	14 9%	33 22% B	30 27% EFH	4 11%	2 5%	6 14%	4 7%	26 13%	12 19%	4 33%	4 19%	14 9%	32 22% M	7 5%	26 25% O	14 20% O
Did not notice a statement Count Column %	251 84%	137 91% C	114 78%	81 73%	32 89% D	43 95% D	39 86%	56 93% D	174 87%	52 81%	7 67%	18 81%	139 91% N	112 78%	119 95% PQ	77 75%	56 80%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: BCDEFHMNOPQ**

94

* Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	147	110	36	45	45	61	200	64	11	22	153	145	125	103	70
Noticed a Statement Count Column %	36 12%	9 6%	27 18% B	19 17% H	4 10% H	4 8%	9 20% H	1 2%	20 10%	7 10%	4 38% IJ	5 24%	12 8%	25 17% M	5 4%	20 19% O	11 16% O
Did not notice a statement Count Column %	261 88%	141 94% C	120 82%	91 83%	32 90%	42 92%	36 80%	60 98% DEG	180 90% K	58 90% K	7 62%	17 76%	142 92% N	120 83%	120 96% PQ	83 81%	58 84%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDEGHIJKMNOPQ**

95

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	147	110	36	45	45	61	200	64	11	22	153	145	125	103	70
Noticed a Statement Count Column %	76 25%	**26** **17%**	**49** **34%** B	28 26%	8 22%	9 20%	13 28%	18 29%	53 27%	14 22%	5 49%	3 14%	**20** **13%**	**56** **39%** M	**17** **13%**	**35** **34%** O	**25** **35%** O
Did not notice a statement Count Column %	222 75%	**124** **83%** C	**98** **66%**	82 74%	28 78%	36 80%	33 72%	43 71%	147 73%	50 78%	6 51%	19 86%	**134** **87%** N	**88** **61%**	**109** **87%** PQ	**69** **66%**	**45** **65%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCMNOPQ**

96

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	298	151	147	110	36	45	45	61	200	64	11	22	153	145	125	103	70
Noticed a Statement Count Column %	36 12%	16 10%	20 14%	**20** **18%** **FH**	3 9%	**2** **4%**	7 15%	**4** **6%**	25 12%	6 9%	1 11%	4 19%	13 8%	23 16%	**9** **7%**	13 13%	**14** **20%** **O**
Did not notice a statement Count Column %	262 88%	135 90%	127 86%	**90** **82%**	33 91%	**44** **96%** **D**	39 85%	**57** **94%** **D**	175 88%	58 91%	10 89%	18 81%	140 92%	122 84%	**116** **93%** **Q**	90 87%	**56** **80%**

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: DFHOQ**

97

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	297	151	146	107	38	45	45	61	200	61	11	25	153	143	125	102	70
Noticed a Statement Count Column %	41 14%	16 11%	25 17%	17 15%	6 16%	4 9%	7 16%	7 12%	25 12%	6 9%	3 30% I	7 30% IJ	16 10%	25 18%	8 7%	21 20% O	12 17% O
Did not notice a statement Count Column %	256 86%	134 89%	121 83%	91 85%	32 84%	41 91%	38 84%	54 88%	175 88% KL	55 91% L	8 70%	17 70%	137 90%	118 82%	117 93% PQ	81 80%	58 83%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

 Significant difference within groups: IJKLOPQ

Percentages may not add up to 100 due to rounding

For each of the following please indicate whether you have noticed a statement put out by the organization regarding race and/or equality issues. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Noticed a Statement Count Column %	33 11%	8 5%	25 17% B	18 16% H	3 8%	4 9%	6 14% H	2 3%	17 8%	7 10%	4 38% IJ	5 22% I	7 5%	26 17% M	3 2%	22 21% O	8 12% O
Did not notice a statement Count Column %	267 89%	143 95% C	124 83%	93 84%	35 92%	41 91%	39 86%	59 97% DG	183 92% KL	58 90% K	7 62%	19 78%	146 95% N	121 83%	122 98% PQ	83 79%	61 88%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: BCDGHIJKLMNOPQ**

99

* Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NFL (National Football League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	40 13%	15 10%	25 17%	20 **18%** F	7 18%	3 **6%**	5 11%	5 9%	26 13%	6 9%	3 30%	5 19%	15 10%	25 17%	14 11%	16 16%	10 15%
Somewhat more favorable impression Count Column %	41 14%	20 13%	21 14%	17 15%	6 15%	4 9%	6 13%	8 14%	22 **11%**	13 20%	3 **30%** I	3 10%	20 13%	21 14%	15 12%	12 12%	14 20%
Less favorable impression Count Column %	21 7%	10 7%	11 7%	9 8%	1 4%	4 8%	3 6%	4 7%	12 6%	3 5%	2 19%	4 15%	13 8%	8 6%	3 **3%**	12 **12%** O	5 8%
Much less favorable impression Count Column %	61 20%	21 **14%**	41 **27%** B	14 **13%**	9 23%	13 **28%** D	10 23%	16 **26%** D	47 **23%** L	12 **19%** L	1 11%	1 **4%**	19 **13%**	42 **29%** M	19 15%	24 23%	18 26%
No impact Count Column %	137 46%	84 **56%** C	52 **35%**	50 46%	15 40%	23 50%	21 47%	27 45%	93 **46%** K	30 **47%** K	1 11%	13 **52%** K	87 **57%** N	50 34%	74 **60%** PQ	40 38%	22 31%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDFIKLMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLB (Major League Baseball) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable																	
Count	34	9	25	22	1	2	4	5	17	11	5	1	16	17	13	12	8
Column %	11%	6%	16% B	19% EFH	3%	4%	10%	8%	8%	18% I	41% IL	4%	11%	12%	11%	12%	12%
Somewhat more favorable impression																	
Count	48	19	28	24	8	6	7	3	23	11	5	8	23	24	15	20	13
Column %	16%	13%	19%	22% H	20% H	13%	14%	6%	12%	18%	41% I	34% I	15%	16%	12%	19%	18%
Less favorable impression																	
Count	19	10	9	4	3	3	2	7	18	0	1	1	10	9	4	12	3
Column %	6%	6%	6%	3%	7%	7%	5%	12% D	9% J	0%	8%	2%	6%	6%	3%	11% O	5%
Much less favorable impression																	
Count	27	11	17	5	4	7	4	7	27	0	0	0	8	19	9	9	9
Column %	9%	7%	11%	5%	9%	15% D	10%	12%	13% J	0%	0%	2%	5%	13% M	7%	9%	13%
No impact																	
Count	172	102	70	56	23	28	27	38	116	41	1	14	96	77	84	52	36
Column %	57%	68% C	47%	51%	61%	61%	61%	63%	58% K	64% K	11%	57% K	62%	52%	67% PQ	50%	52%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFHIJKLMOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NBA (National Basketball League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	31 10%	10 7%	20 14%	20 18% EFG	2 5%	2 4%	2 4%	5 9%	18 9%	7 10%	4 38% IJL	2 8%	11 7%	20 13%	7 6%	15 14% O	9 12%
Somewhat more favorable impression Count Column %	52 17%	21 14%	31 21%	25 23% H	9 24% H	7 14%	8 18%	3 6%	24 12%	19 29% I	5 43% I	5 19%	24 16%	28 19%	19 15%	18 18%	14 21%
Less favorable impression Count Column %	19 6%	8 5%	11 7%	7 7%	3 7%	2 4%	5 10%	2 4%	16 8% J	0 0%	0 0%	3 11%	9 6%	10 7%	3 3%	8 8%	8 11% O
Much less favorable impression Count Column %	46 15%	14 10%	31 21% B	7 6%	5 12%	12 26% D	9 19% D	14 23% D	41 20% J	3 5%	1 8%	1 4%	16 10%	30 21% M	14 11%	21 20%	11 16%
No impact Count Column %	152 51%	96 64% C	56 37%	51 46%	20 52%	24 52%	22 48%	36 59%	101 50% K	36 56% K	1 11%	14 58% K	93 61% N	59 40%	82 65% PQ	42 40%	28 40%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: BCDEFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NHL (National Hockey League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	24 8%	10 7%	14 9%	19 17% EFG	0 0%	1 1%	1 2%	4 7%	16 8%	6 9%	1 8%	1 4%	11 7%	14 9%	10 8%	6 6%	7 11%
Somewhat more favorable impression Count Column %	45 15%	16 11%	29 19% B	19 17%	7 18%	5 12%	9 20%	5 8%	22 11%	15 23% I	5 49% IL	3 10%	15 10%	29 20% M	11 9%	26 24% OQ	8 11%
Less favorable impression Count Column %	20 7%	9 6%	11 7%	8 7%	4 10%	3 8%	2 4%	3 6%	11 6%	2 4%	0 0%	6 26% IJ	10 6%	10 7%	3 3%	9 8%	8 11% O
Much less favorable impression Count Column %	26 9%	11 7%	15 10%	8 7%	1 4%	5 11%	6 12%	6 10%	22 11%	2 4%	2 22%	0 0%	12 8%	14 10%	12 9%	8 7%	7 10%
No impact Count Column %	185 62%	104 69% C	81 54%	58 52%	26 69%	31 68%	28 62%	42 69% D	129 64% K	39 61% K	2 22%	15 60% K	105 69% N	80 54%	88 71% PQ	57 54%	39 57%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDEFGIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. MLS (Major League Soccer) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable																	
Count	17	7	10	**10**	3	**0**	**1**	3	11	6	1	0	7	10	6	**3**	9
Column %	6%	5%	7%	**9% FG**	9%	**0%**	**2%**	4%	5%	9%	8%	0%	5%	7%	5%	**3%**	**12% P**
Somewhat more favorable impression																	
Count	40	15	25	16	7	6	8	3	23	9	2	6	**14**	**26**	**9**	**22**	10
Column %	13%	10%	17%	14%	18%	13%	18%	6%	12%	14%	19%	25%	**9%**	**18% M**	**7%**	**21% O**	14%
Less favorable impression																	
Count	18	8	11	8	2	2	2	4	11	6	1	1	7	11	**3**	**12**	3
Column %	6%	5%	7%	8%	5%	5%	4%	7%	5%	9%	11%	2%	5%	8%	**2%**	**12% O**	5%
Much less favorable impression																	
Count	28	**8**	**20**	8	**1**	**8**	5	6	**21**	**0**	**5**	3	14	14	11	9	8
Column %	9%	**5%**	**13% B**	8%	**3%**	**18% E**	10%	9%	**11% J**	**0%**	**41% IJ**	11%	9%	10%	9%	9%	11%
No impact																	
Count	196	**113**	**83**	67	25	29	30	45	**135**	**44**	**2**	**15**	**111**	**85**	**97**	59	40
Column %	65%	**75% C**	**55%**	61%	65%	64%	66%	73%	**67% K**	**68% K**	**22%**	**62% K**	**72% N**	**58%**	**77% PQ**	56%	58%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEFGIJKMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable																	
Count	19	8	10	14	1	0	2	1	11	3	2	2	9	9	8	6	4
Column %	6%	6%	7%	13% EFH	2%	0%	5%	2%	5%	5%	19%	10%	6%	6%	7%	6%	6%
Somewhat more favorable impression																	
Count	52	20	31	22	8	7	6	9	25	17	5	4	18	34	9	26	17
Column %	17%	14%	21%	20%	22%	14%	13%	15%	13%	27% I	49% I	17%	12%	23% M	7%	25% O	25% O
Less favorable impression																	
Count	18	7	11	3	4	1	3	7	15	0	0	2	7	11	4	9	5
Column %	6%	5%	7%	2%	10%	3%	7%	11% D	8% J	0%	0%	9%	5%	7%	3%	9%	7%
Much less favorable impression																	
Count	29	9	21	6	3	8	6	7	25	2	1	1	15	14	10	9	10
Column %	10%	6%	14% B	5%	7%	19% D	13%	11%	13% J	4%	11%	2%	10%	10%	8%	9%	14%
No impact																	
Count	182	106	77	66	23	29	28	37	123	41	2	15	104	78	94	55	33
Column %	61%	70% C	51%	59%	60%	64%	62%	60%	62% K	64% K	22%	62% K	68% N	53%	75% PQ	53%	48%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: BCDEFHIJKMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NCAA (National Collegiate Athletic Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable																	
Count	19	5	14	12	1	2	1	4	14	3	0	1	8	11	5	8	5
Column %	6%	3%	9% B	11% G	2%	3%	2%	6%	7%	5%	0%	4%	5%	7%	4%	7%	8%
Somewhat more favorable impression																	
Count	37	19	18	18	5	4	8	2	22	8	3	4	20	17	10	16	11
Column %	12%	12%	12%	17% H	13%	10%	17% H	3%	11%	13%	27%	16%	13%	12%	8%	15%	16%
Less favorable impression																	
Count	24	7	17	12	4	3	2	3	10	9	2	3	7	17	6	14	4
Column %	8%	5%	11% B	10%	12%	6%	5%	4%	5%	14% I	19%	13%	5%	11% M	5%	13% O	6%
Much less favorable impression																	
Count	25	7	18	5	2	7	5	7	22	0	2	1	9	16	11	7	6
Column %	8%	5%	12% B	4%	5%	15%	11%	12%	11% J	0%	22% J	2%	6%	11%	9%	7%	9%
No impact																	
Count	196	113	83	64	26	30	30	46	133	44	4	16	110	86	93	60	43
Column %	65%	75% C	55%	58%	69%	66%	66%	75% D	66% K	68% K	33%	64%	72% N	58%	74% P	57%	61%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCDGHIJKMNOP**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. PGA (Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	17 6%	**4** **3%**	**13** **9%** **B**	9 9%	1 3%	2 4%	2 4%	3 4%	**16** **8%** **J**	**0** **0%**	0 0%	1 4%	5 3%	12 8%	**3** **2%**	5 5%	**9** **12%** **O**
Somewhat more favorable impression Count Column %	37 12%	13 9%	24 16%	**18** **16%** **H**	6 16%	3 7%	**7** **16%** **H**	**3** **4%**	**16** **8%**	**12** **19%** **I**	**5** **49%** **IJ**	3 13%	**13** **9%**	**24** **16%** **M**	**11** **9%**	**20** **19%** **O**	6 9%
Less favorable impression Count Column %	18 6%	7 5%	11 7%	5 4%	2 6%	4 9%	4 8%	3 4%	**11** **6%**	**0** **0%**	1 8%	**5** **22%** **IJ**	10 7%	8 5%	**2** **2%**	**11** **11%** **O**	4 6%
Much less favorable impression Count Column %	18 6%	9 6%	9 6%	6 5%	1 2%	4 9%	4 8%	4 6%	14 7%	2 4%	1 11%	0 0%	9 6%	10 7%	9 7%	3 3%	5 8%
No impact Count Column %	211 70%	**118** **78%** **C**	**93** **62%**	**73** **66%**	28 74%	32 71%	29 64%	**49** **81%** **D**	**143** **71%** **K**	**49** **77%** **K**	**4** **33%**	15 62%	**117** **76%** **N**	**94** **64%**	**100** **80%** **PQ**	66 63%	45 65%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▉ **Significant difference within groups: BCDHIJKMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. ATP (Association of Tennis Professionals) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	9 3%	3 2%	6 4%	6 5%	0 0%	1 2%	1 2%	2 3%	8 4%	0 0%	1 11%	0 0%	4 3%	5 3%	2 1%	4 4%	3 5%
Somewhat more favorable impression Count Column %	49 16%	**17** **11%**	**32** **22%** **B**	**21** **19%** **H**	**10** **26%** **H**	7 14%	7 16%	**4** **7%**	**23** **12%**	**15** **23%** **I**	**4** **38%** **I**	**7** **30%** **I**	**15** **10%**	**34** **23%** **M**	**10** **8%**	**25** **23%** **O**	**15** **21%** **O**
Less favorable impression Count Column %	13 4%	6 4%	7 5%	4 4%	1 2%	2 5%	3 6%	3 4%	10 5%	0 0%	1 8%	2 7%	7 4%	6 4%	3 2%	7 7%	2 3%
Much less favorable impression Count Column %	22 7%	10 6%	13 8%	7 6%	2 5%	6 13%	5 10%	4 6%	18 9%	2 4%	1 11%	1 2%	11 7%	11 8%	12 9%	5 5%	5 8%
No impact Count Column %	206 69%	**115** **76%** **C**	**91** **61%**	73 66%	26 67%	30 66%	30 66%	48 79%	**141** **70%** **K**	**47** **73%** **K**	**4** **33%**	15 62%	**117** **76%** **N**	**90** **61%**	**99** **79%** **PQ**	**64** **61%**	**44** **63%**

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: BCHIKMNOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WNBA (Women's National Basketball Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k+ Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	23 8%	10 7%	13 9%	15 13% FG	3 8%	1 2%	1 2%	4 7%	16 8%	2 4%	4 38% IJL	1 4%	6 4%	17 12% M	4 3%	11 10% O	9 13% O
Somewhat more favorable impression Count Column %	39 13%	20 13%	20 13%	16 15% H	6 17%	7 16% H	7 16% H	3 4%	15 7%	16 25% I	1 8%	7 30% I	20 13%	20 13%	9 8%	18 17% O	12 17% O
Less favorable impression Count Column %	11 4%	4 3%	7 5%	4 4%	2 4%	1 3%	2 4%	3 4%	10 5%	0 0%	0 0%	1 5%	3 2%	8 5%	2 2%	5 5%	4 6%
Much less favorable impression Count Column %	43 14%	11 7%	32 21% B	13 11%	3 7%	10 23%	8 17%	10 16%	30 15%	9 14%	4 33% L	0 0%	15 10%	28 19% M	17 14%	18 17%	8 12%
No impact Count Column %	183 61%	105 70% C	78 52%	63 57%	25 65%	26 57%	28 62%	41 68%	129 64% K	37 57% K	2 22%	15 62% K	109 71% N	74 50%	92 74% PQ	54 51%	37 52%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

█ **Significant difference within groups: BCFGHIJKLMNOPQ**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. WTA (Women's Tennis Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count	11	4	8	5	2	1	1	3	10	0	1	1	3	9	2	7	3
Column %	4%	2%	5%	4%	5%	3%	2%	4%	5%	0%	11%	2%	2%	6%	1% O	7% O	4%
Somewhat more favorable impression Count	44	16	29	19	8	7	6	5	22	15	2	6	14	31	8	23	14
Column %	15%	11%	19% B	17%	22%	14%	14%	8%	11%	23% I	19%	23%	9%	21% M	6%	22% O	20% O
Less favorable impression Count	18	8	10	9	3	1	3	3	12	2	1	3	10	8	6	6	6
Column %	6%	5%	7%	8%	7%	2%	6%	4%	6%	4%	11%	11%	7%	5%	5%	6%	8%
Much less favorable impression Count	24	9	15	6	1	7	6	4	19	0	4	1	11	12	12	6	5
Column %	8%	6%	10%	6%	2% E	15% E	12%	7%	10% J	0%	38% IJL	2%	7%	8%	10%	6%	8%
No impact Count	203	114	88	71	25	30	30	46	138	47	2	15	115	87	98	63	42
Column %	68%	76% C	59%	65%	65%	66%	66%	76%	69% K	73% K	22%	62% K	75% N	59%	78% PQ	60%	60%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: BCEIJKLMNOPQ

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. NWSL (National Women's Soccer League) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable Count Column %	18 6%	**4** **3%**	**14** **9%** B	**11** **10%** G	2 6%	2 4%	**1** **2%**	2 4%	10 5%	7 10%	1 11%	0 2%	**1** **0%**	**17** **12%** M	**1** **1%**	**12** **12%** O	**5** **7%** O
Somewhat more favorable impression Count Column %	37 12%	20 13%	17 11%	19 17%	5 12%	3 7%	6 12%	4 7%	**19** **10%**	11 16%	**4** **35%** I	3 12%	19 12%	18 12%	12 9%	16 15%	9 13%
Less favorable impression Count Column %	17 6%	4 3%	12 8%	4 4%	2 4%	4 9%	3 7%	4 6%	**12** **6%** J	**0** **0%**	0 0%	**4** **18%** J	8 5%	9 6%	**3** **2%**	**10** **9%** O	4 6%
Much less favorable impression Count Column %	26 9%	11 7%	15 10%	9 8%	**1** **2%**	**6** **13%** E	6 12%	5 8%	20 10%	2 4%	2 22%	2 6%	13 8%	13 9%	13 11%	6 6%	7 10%
No impact Count Column %	203 68%	**111** **74%** C	**91** **61%**	68 61%	29 76%	30 66%	30 66%	46 75%	**139** **70%** K	**45** **70%** K	**4** **33%**	15 62%	**113** **74%** N	**90** **61%**	**96** **77%** P	**61** **58%**	45 65%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BCEGIJKMNOP**

Percentages may not add up to 100 due to rounding

For each of the following leagues or organizations, please indicate if the statement impacted your opinion of that organization. LPGA (Ladies Professional Golf Association) *

	Total	Sex		Age					Ethnicity				Education		HHI		
	Total A	Female B	Male C	18-34 D	35-44 E	45-54 F	55-64 G	65+ H	White I	Hisp J	AA K	Other L	Non-College M	College N	Under $50k O	$50k to $100k P	$100k + Q
Sample Size	300	151	149	110	38	45	45	61	200	64	11	25	153	147	125	105	70
Much more favorable																	
Count	16	8	8	7	4	2	1	3	13	0	2	1	5	11	4	8	4
Column %	5%	6%	5%	6%	10%	4%	2%	6%	7% J	0%	19% J	4%	3%	8%	3%	8%	6%
Somewhat more favorable impression																	
Count	34	12	22	18	2	6	6	3	15	11	3	4	13	21	9	18	7
Column %	11%	8%	15%	16% H	6%	12%	12%	4%	8%	18% I	30% I	17%	9%	14%	7%	17% O	10%
Less favorable impression																	
Count	21	8	13	10	2	1	5	3	12	6	0	3	9	11	6	10	4
Column %	7%	5%	9%	9%	5%	3%	12%	4%	6%	9%	0%	11%	6%	8%	5%	10%	6%
Much less favorable impression																	
Count	23	8	14	7	1	7	4	4	18	0	3	1	11	11	9	6	7
Column %	8%	5%	10%	6%	4%	15%	8%	6%	9% J	0%	30% IJ	5%	7%	8%	7%	6%	10%
No impact																	
Count	206	114	92	69	29	30	30	48	141	47	2	16	114	92	98	62	47
Column %	69%	76% C	61%	62%	75%	66%	66%	79% D	70% K	73% K	22%	64% K	74% N	63%	78% P	59%	67%

Weight Variable = Western Weighting, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: CDHIJKNOP**