

Nature of the Sample: National Poll of 1,020 Adults

This survey of 1,020 adults was conducted on November 15th through November 18th, 2010. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 689 football fans. The results for this subset are statistically significant within ± 4.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Residents		
		USA Residents
		Col %
USA Residents		100%
USA Registered Voters		79%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000-\$99,999	31%
	\$100,000 or more	18%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	40%
	45 or older	60%
Gender	Men	49%
	Women	51%
Households with children under 18	Household with children	38%
	No children in household	62%
Interview Type	Landline	76%
	Cell Phone	24%

**November 23, 2010 Marist Poll National Residents
N=1020 MOE +/- 3% Totals may not add to 100 due to rounding.**

Nature of the Sample - Football Fans		
		Football Fans
		Col %
Football Fans		100%
Region	Northeast	18%
	Midwest	23%
	South	36%
	West	22%
Household Income	Less than \$50,000	47%
	\$50,000 or more	53%
Race	White	67%
	Non-white	33%
Age	Under 45	41%
	45 or older	59%
Gender	Men	56%
	Women	44%
Households with children under 18	Household with children	41%
	No children in household	59%
Interview Type	Landline	75%
	Cell Phone	25%

November 23, 2010 Marist Poll National Football Fans
N=689 MOE +/- 4% Totals may not add to 100 due to rounding.