

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

This survey of 1,020 adults was conducted on November 15<sup>th</sup> through November 18<sup>th</sup>, 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  $\pm 3.0$  percentage points. There are 689 football fans. The results for this subset are statistically significant within  $\pm 4.0$  percentage points. The error margin increases for cross-tabulations.

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

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

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

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