

How the Survey was Conducted

Nature of the Sample: National Poll of 1,042 Adults

This survey of 1,042 adults was conducted on September 13th and September 14th, 2011. 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 697 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: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		79%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
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	42%
	45 or older	58%
Generation	Millennials (18-30)	22%
	Gen X (31-46)	23%
	Baby Boomers (47-65)	34%
	Silent-Greatest (Over 65)	21%
Gender	Men	49%
	Women	51%
Interview Type	Landline	72%
	Cell Phone	28%

**Marist Poll National Adults: Interviews conducted September 13th and September 14th, 2011, N=1042
MOE +/- 3%. Totals may not add to 100 due to rounding.**

Nature of the Sample: Football Fans

Nature of the Sample - Football Fans		
		Football Fans
		Col %
Football Fans		100%
Region	Northeast	18%
	Midwest	22%
	South	41%
	West	19%
Household Income	Less than \$50,000	48%
	\$50,000 or more	52%
Age	Under 45	42%
	45 or older	58%
Gender	Men	56%
	Women	44%
Interview Type	Landline	72%
	Cell Phone	28%

Marist Poll National Football Fans: Interviews conducted September 13th and September 14th, 2011, N=697 MOE +/- 4%. Totals may not add to 100 due to rounding.