

How the Survey was Conducted

Nature of the Sample: National Poll of 1,026 Adults

This survey of 1,026 adults was conducted on November 8th through November 10th, 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 624 sports 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

| | | National | |
|------------------|---------------------------|----------|-------------|
| | | Adults | Sports Fans |
| | | Col % | Col % |
| National Adults | | 100% | |
| Sports Fans | | 61% | 100% |
| Region | Northeast | 18% | 17% |
| | Midwest | 22% | 21% |
| | South | 37% | 39% |
| | West | 23% | 23% |
| Household Income | Less than \$50,000 | 49% | 45% |
| | \$50,000 or more | 51% | 55% |
| Race | White | 73% | 73% |
| | Non-white | 27% | 27% |
| Age | Under 45 | 32% | 33% |
| | 45 or older | 68% | 67% |
| Generation | Millennials (18-30) | 18% | 18% |
| | Gen X (31-46) | 18% | 18% |
| | Baby Boomers (47-65) | 37% | 38% |
| | Silent-Greatest (Over 65) | 27% | 25% |
| Gender | Men | 49% | 58% |
| | Women | 51% | 42% |
| Interview Type | Landline | 75% | 74% |
| | Cell Phone | 25% | 26% |

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%. National Sports Fans: N=624 MOE +/- 4%. Totals may not add to 100% due to rounding.