

		Sports Fans						
		Which one of the following players had the biggest impact on their sport this year:						
		NFL quarterback Peyton Manning	NBA player LeBron James	Swimmer Missy Franklin	Golfer Rory McIlroy	Tennis player Serena Williams	MLB player Mike Trout	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Sports Fans		35%	24%	10%	10%	10%	5%	6%
Region	Northeast	31%	25%	12%	8%	11%	6%	7%
	Midwest	37%	25%	15%	9%	7%	2%	5%
	South	34%	28%	7%	9%	11%	4%	6%
	West	36%	17%	9%	14%	11%	9%	5%
Household Income	Less than \$50,000	38%	24%	6%	8%	11%	7%	5%
	\$50,000 or more	33%	25%	14%	11%	8%	4%	5%
Education	Not college graduate	39%	24%	7%	9%	12%	3%	7%
	College graduate	28%	25%	15%	12%	7%	8%	4%
Age	Under 45	31%	30%	8%	8%	8%	9%	5%
	45 or older	37%	21%	12%	12%	11%	3%	5%
Age	18 to 29	36%	33%	6%	7%	5%	8%	5%
	30 to 44	27%	27%	10%	10%	11%	10%	5%
	45 to 59	37%	26%	14%	8%	9%	3%	4%
	60 or older	37%	16%	9%	16%	12%	3%	7%
Race	White	38%	18%	14%	10%	8%	5%	7%
	Non-white	26%	38%	3%	12%	14%	5%	3%
Gender	Men	37%	25%	8%	12%	5%	8%	5%
	Women	31%	24%	14%	7%	17%	2%	7%
Interview Type	Landline	36%	22%	11%	11%	11%	5%	5%
	Cell Phone	32%	31%	8%	8%	7%	6%	7%

Marist Poll National Sports Fans: Interviews conducted December 4th through December 6th, 2012, N=737 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.