Which one of the following stories had the biggest impact on sports this year: The Jerry Sandusky Lance Armstrong's Replacement refs in The NFL bounty doping scandal trial the NFL The NHL lockout investigation Unsure Row % Row % Row % Row % Row % Row % Sports Fans 48% 18% 13% 10% 6% 4% Region Northeast 48% 19% 9% 12% 7% 4% Midwest 46% 16% 16% 13% 4% 4% South 54% 18% 13% 5% 6% 4% West 41% 22% 14% 13% 8% 3% Household Income Less than \$50,000 46% 19% 12% 12% 8% 4% \$50,000 or more 51% 16% 15% 9% 6% 3% 11% Education Not college graduate 42% 21% 13% 8% 5% College graduate 14% 9% 4% 2% 57% 14% Under 45 17% 15% 13% 3% Age 42% 10% 45 or older 53% 18% 12% 8% 4% 4% 18 to 29 26% 27% 13% 18% 13% 3% Age 30 to 44 57% 8% 17% 8% 7% 3%

14%

10%

15%

9%

14%

13%

13%

13%

10%

7%

10%

10%

11%

8%

8%

16%

4%

5%

6%

8%

8%

5%

7%

6%

3%

6%

4%

3%

3%

4%

4%

Sports Fans

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.

20%

16%

16%

24%

19%

17%

20%

13%

45 to 59

White

Men

Women

Landline

Cell Phone

Race

Gender

Interview Type

60 or older

Non-white

49%

56%

49%

45%

45%

53%

48%

48%