

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,173 Adults

This survey of 1,173 adults was conducted December 3rd through December 5th, 2013 by The Marist Poll in partnership with the Marist College Center for Sports Communication. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.9 percentage points. There are 643 sports fans. The results for this subset are statistically significant within ± 3.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	Sports Fans
		Col %	Col %
National Adults		100%	
National Sports Fans		55%	100%
Gender	Men	49%	58%
	Women	51%	42%
Age	Under 45	41%	38%
	45 or older	59%	62%
Age	18 to 29	17%	15%
	30 to 44	24%	23%
	45 to 59	29%	33%
	60 or older	30%	29%
Race	White	68%	70%
	African American	11%	10%
	Latino	13%	14%
	Other	7%	6%
Region	Northeast	18%	18%
	Midwest	22%	22%
	South	37%	40%
	West	23%	20%
Household Income	Less than \$50,000	49%	44%
	\$50,000 or more	51%	56%
Education	Not college graduate	62%	63%
	College graduate	38%	37%
Interview Type	Landline	67%	66%
	Cell phone	33%	34%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. National Sports Fans: N=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following stories had the biggest impact on sports this year:				
		The Boston Marathon bombing	The NFL concussion settlement	Baseball's Biogenesis drug scandal	The Miami Dolphins' hazing incident	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		71%	14%	7%	7%	1%
Region	Northeast	81%	9%	5%	6%	0%
	Midwest	69%	15%	8%	8%	0%
	South	69%	12%	8%	8%	3%
	West	65%	20%	7%	6%	2%
Household Income	Less than \$50,000	66%	15%	7%	10%	2%
	\$50,000 or more	73%	13%	7%	6%	1%
Education	Not college graduate	74%	9%	7%	8%	2%
	College graduate	65%	21%	8%	5%	0%
Age	Under 45	69%	17%	6%	8%	0%
	45 or older	71%	12%	8%	6%	2%
Age	18 to 29	73%	16%	6%	5%	0%
	30 to 44	67%	17%	6%	10%	0%
	45 to 59	69%	14%	7%	7%	2%
	60 or older	74%	10%	9%	5%	2%
Race	White	76%	12%	7%	4%	1%
	Non-white	58%	17%	9%	14%	2%
Gender	Men	70%	14%	9%	6%	1%
	Women	71%	13%	6%	8%	1%
Interview Type	Landline	71%	13%	8%	7%	2%
	Cell phone	70%	14%	7%	8%	1%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following was the best Cinderella story of the year?				
		Auburn University's upset win over Alabama University	The Boston Red Sox going from worst to first to win the 2013 World Series	The Pittsburgh Pirates making the Major League Baseball playoffs for the first time in 21 years	Florida Gulf Coast making the sweet 16 of the men's NCAA Basketball Tournament	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		36%	33%	18%	11%	3%
Region	Northeast	17%	38%	30%	14%	1%
	Midwest	36%	30%	19%	11%	3%
	South	45%	28%	14%	10%	3%
	West	35%	40%	14%	8%	3%
Household Income	Less than \$50,000	33%	35%	21%	8%	4%
	\$50,000 or more	36%	32%	17%	13%	2%
Education	Not college graduate	34%	32%	20%	10%	4%
	College graduate	39%	33%	14%	12%	1%
Age	Under 45	34%	34%	18%	14%	0%
	45 or older	36%	32%	19%	9%	4%
Age	18 to 29	41%	33%	7%	18%	0%
	30 to 44	30%	34%	25%	11%	1%
	45 to 59	37%	31%	18%	12%	2%
	60 or older	36%	33%	19%	5%	7%
Race	White	40%	30%	18%	10%	2%
	Non-white	27%	38%	20%	11%	5%
Gender	Men	38%	30%	17%	13%	2%
	Women	33%	36%	19%	7%	4%
Interview Type	Landline	35%	33%	19%	9%	4%
	Cell phone	37%	32%	16%	14%	2%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following was the best single sports accomplishment of the year:				
		David Ortiz winning the World Series MVP	The Miami Heat's 27- game win streak	Jimmie Johnson winning his 6th Sprint Cup Championship	Tiger Woods becoming the world's number one ranked golfer	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		29%	28%	20%	16%	7%
Region	Northeast	38%	26%	13%	16%	7%
	Midwest	27%	24%	21%	22%	6%
	South	26%	31%	24%	11%	8%
	West	28%	30%	15%	19%	8%
Household Income	Less than \$50,000	22%	33%	22%	16%	7%
	\$50,000 or more	35%	27%	16%	16%	6%
Education	Not college graduate	29%	27%	21%	17%	7%
	College graduate	30%	30%	18%	14%	8%
Age	Under 45	27%	39%	18%	14%	2%
	45 or older	31%	22%	21%	17%	9%
Age	18 to 29	29%	39%	16%	13%	2%
	30 to 44	25%	39%	19%	14%	3%
	45 to 59	35%	23%	23%	15%	5%
	60 or older	25%	21%	20%	20%	14%
Race	White	32%	23%	22%	16%	8%
	Non-white	23%	42%	13%	16%	6%
Gender	Men	29%	25%	23%	18%	4%
	Women	29%	32%	15%	13%	11%
Interview Type	Landline	31%	24%	20%	16%	10%
	Cell phone	26%	36%	20%	16%	3%

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Marist Poll National Tables

		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	Tennis player Serena Williams	MLB player Miguel Cabrera	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		55%	20%	11%	10%	5%
Region	Northeast	49%	24%	7%	14%	5%
	Midwest	61%	17%	11%	12%	0%
	South	55%	20%	10%	8%	6%
	West	53%	18%	15%	8%	6%
Household Income	Less than \$50,000	60%	19%	10%	8%	4%
	\$50,000 or more	52%	21%	10%	11%	6%
Education	Not college graduate	57%	20%	9%	9%	5%
	College graduate	52%	19%	12%	12%	5%
Age	Under 45	53%	27%	9%	9%	3%
	45 or older	57%	16%	12%	11%	5%
Age	18 to 29	38%	39%	2%	16%	5%
	30 to 44	62%	20%	13%	4%	1%
	45 to 59	56%	16%	10%	15%	4%
	60 or older	57%	15%	13%	7%	7%
Race	White	62%	15%	8%	10%	5%
	Non-white	38%	31%	16%	11%	4%
Gender	Men	58%	21%	9%	9%	3%
	Women	50%	18%	13%	12%	7%
Interview Type	Landline	56%	16%	12%	11%	5%
	Cell phone	52%	28%	8%	8%	3%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		Do you consider yourself to be a sports fan, or not?	
		Yes	No
		Row %	Row %
National Adults		55%	45%
Region	Northeast	56%	44%
	Midwest	56%	44%
	South	60%	40%
	West	47%	53%
Household Income	Less than \$50,000	49%	51%
	\$50,000 or more	62%	38%
Education	Not college graduate	56%	44%
	College graduate	54%	46%
Age	Under 45	52%	48%
	45 or older	58%	42%
Age	18 to 29	49%	51%
	30 to 44	53%	47%
	45 to 59	62%	38%
	60 or older	54%	46%
Race	White	57%	43%
	Non-white	53%	47%
Gender	Men	65%	35%
	Women	46%	54%
Interview Type	Landline	55%	45%
	Cell phone	57%	43%

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