

Marist College Institute for Public Opinion

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Cubbies' World Series Win Takes Top 2016 Honors

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This Marist Poll Reports:

By nearly three to one, American sports fans, 56%, consider the Chicago Cubs' first World Series win since 1908 to be the best single sports accomplishment of 2016. The U.S. women's gymnastics team winning consecutive Olympic team gold medals places second with 20%. Eight percent mention the Cleveland Cavaliers bringing home the NBA title to give the city its first major championship since 1964 as the greatest accomplishment in sports this year. Seven percent cite the Denver Broncos winning the Super Bowl in Peyton Manning's final NFL game, and 5% think Leicester City's first Premier League victory despite 5,000 to 1 odds takes the top spot in sports.

This Marist Poll has been conducted in conjunction with the Marist College Center for Sports Communication.

"These results affirm the narrative that the Cubs' championship is indeed historic in the view of American sports fans, even if other victories may have come at longer odds," says Keith Strudler, Director of the Marist College Center for Sports Communication.

60% of Americans say they are sports fans. 40% are not sports enthusiasts.

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,005 National Adults

This survey of 1,005 adults was conducted December 1st through December 9th, 2016 by The Marist Poll in partnership with the Marist College Center for Sports Communication. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English 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. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ±3.1 percentage points. There are 585 sports fans. The results for this subset are statistically significant within ±4.1 percentage points. The error margin was not adjusted for sample weights and increases for crosstabulations.

Nature of the Sample

		National Adults	Sports Fans
		Col %	Col %
National Adults		100%	
Sports Fans		60%	100%
Gender	Men	49%	58%
	Women	51%	42%
Age	Under 45	47%	45%
	45 or older	53%	55%
Age	18 to 29	22%	21%
	30 to 44	25%	24%
	45 to 59	27%	29%
	60 or older	26%	26%
Race	White	62%	60%
	African American	11%	12%
	Latino	14%	17%
	Other	12%	11%
Region	Northeast	18%	17%
	Midwest	21%	23%
	South	37%	37%
	West	24%	23%
Household Income	Less than \$50,000	48%	46%
	\$50,000 or more	52%	54%
Education	Not college graduate	58%	59%
	College graduate	42%	41%
Interview Type	Landline	41%	38%
	Cell phone	59%	62%

Marist Poll National Adults: Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 percentage points. National Sports Fans: n=585 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		Do you consider yourself to be a sports fan, or not?			
		Yes	No		
		Row %	Row %		
National Adults		60%	40%		
Region	Northeast	57%	43%		
	Midwest	65%	35%		
	South	60%	40%		
	West	55%	45%		
Household Income	Less than \$50,000	56%	44%		
	\$50,000 or more	62%	38%		
Education	Not college graduate	61%	39%		
	College graduate	58%	42%		
Age	Under 45	56%	44%		
	45 or older	63%	37%		
Age	18 to 29	56%	44%		
	30 to 44	56%	44%		
	45 to 59	65%	35%		
	60 or older	60%	40%		
Race	White	58%	42%		
	African American	64%	36%		
	Latino	69%	31%		
Race	White	58%	42%		
	Non-white	63%	37%		
Gender	Men	70%	30%		
	Women	49%	51%		
Interview Type	Landline	56%	44%		
	Cell phone	62%	38%		

Marist Poll National Adults: Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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		Sports Fans						
		Which one of the following was the best single sports accomplishment of the year:						
		The Chicago Cubs winning their first World Series since 1908	US Women's Gymnastics winning consecutive Olympic team gold medals	The Cleveland Cavaliers winning the NBA title for the city's first major championship since 1964	The Denver Broncos winning the Super Bowl in Peyton Manning's final NFL game	Leicester City winning the Premier League for the first time in history despite 5,000 to 1 odds against them	Unsure	
		Row %	Row %	Row %	Row %	Row %	Row %	
Sports Fans		56%	20%	8%	7%	5%	4%	
Region	Northeast	59%	20%	4%	7%	7%	2%	
	Midwest	62%	16%	15%	3%	2%	2%	
	South	55%	22%	6%	8%	5%	4%	
	West	51%	18%	8%	10%	8%	5%	
Household Income	Less than \$50,000	51%	22%	8%	10%	4%	4%	
	\$50,000 or more	62%	15%	9%	5%	7%	1%	
Education	Not college graduate	55%	20%	9%	9%	3%	4%	
	College graduate	58%	20%	7%	4%	8%	3%	
Age	Under 45	55%	18%	9%	7%	8%	3%	
	45 or older	57%	21%	7%	7%	3%	4%	
Age	18 to 29	52%	20%	8%	8%	10%	2%	
	30 to 44	58%	16%	11%	7%	5%	4%	
	45 to 59	60%	22%	8%	3%	4%	3%	
	60 or older	54%	20%	7%	11%	2%	6%	
Race	White	65%	16%	4%	7%	5%	4%	
	African American	42%	26%	23%	4%	3%	2%	
	Latino	48%	24%	8%	9%	8%	3%	
Race	White	65%	16%	4%	7%	5%	4%	
	Non-white	45%	25%	15%	7%	6%	3%	
Gender	Men	58%	15%	10%	6%	9%	3%	
	Women	54%	27%	7%	8%	1%	4%	
Interview Type	Landline	53%	23%	6%	8%	4%	6%	
	Cell phone	58%	17%	10%	6%	6%	3%	

Marist Poll National Sports Fans: Interviews conducted December 1st through December 9th, 2016, n=585 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

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