## POLL MUST BE SOURCED: <br> Marist Center for Sports Communication/Marist Poll

## Sports Fans Watching Fewer Live Sports Broadcasts

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## This Marist Center for Sports Communication/Marist Poll Reports:

As Americans face a divisive political campaign, a pandemic, and renewed calls for racial justice, the usual unifying pastime of watching broadcasts of live sporting events has been upended. A new Marist Poll in conjunction with the Center for Sports Communication at Marist College confirms sports' viewership has not been immune from the disruption. The downward trend in national live sports broadcast ratings is punctuated by the finding that $46 \%$ of selfdescribed sports fans say they are spending less time watching live sports broadcasts than in the past.

The survey shows sports fans are tuning into fewer broadcasts of live sporting events and are also following individual sports less fervently. However, different demographic groups ascribe different reasons for their decreased interest and viewership.
"There was an assumption that once sports returned, sports fans would leap at the opportunity to watch more," says Jane McManus, Director of the Marist Center for Sports Communication. "But what ratings and the results of this poll are telling us, is that fans may have other concerns at the moment."

Even the red and blue political divide impacts sports fandom. Democrats and Republicans have a different take not only about the sport they favor most, but also how they feel about the athletes' and leagues' vocal support of causes and current events.

When sports fans are asked to describe the viewing impact of athletes' calls for racial justice, $70 \%$ of Republicans say they are less likely to watch live sports for this reason. Meanwhile, 61\% of Democrats and a plurality of Independents (47\%) say athletes speaking out has not changed their viewing habits, while about 3 in 10 ( $31 \%$ and $24 \%$, respectively) say this is the reason for tuning in more often. In fact, $27 \%$ of Black sports fans say they are watching live sports broadcasts more as a result, significantly more than White fans (17\%). 44\% of NASCAR fans say this is the reason they are watching fewer sporting events.

This Marist Poll also surveyed sports fans about the reasons for their decline in viewership. More than one in three sports fans (35\%) report concerns over the coronavirus has resulted in a

Marist College Institute for Public Opinion
decrease in their watching live sports broadcasts. $21 \%$ of fans say the availability of other entertainment options is the reason they have tuned out, and one in five fans (20\%) believe coverage of the 2020 election has taken precedence over live sports broadcasts. Additionally, $19 \%$ of sports fans attribute changes in the current rules and game experience to their decreased interest in watching broadcasts of live sporting events, and the same proportion (19\%) report the amount of free time they have is the cause for a decline in watching.

|  | Sports Fans |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Please tell me if each of the following has made you more likely to watch live sports broadcasts, less likely, or has it not made any difference to how much you watch live sports broadcasts this year. |  |  |  |
|  | More likely | Less likely | No difference | Vol. Unsure |
|  | Row \% | Row \% | Row \% | Row \% |
| Concern about getting together with other people due to coronavirus | 10\% | 35\% | 52\% | 2\% |
| Athletes speaking out on political issues | 21\% | $32 \%$ | 46\% | 1\% |
| Other options of shows to watch instead of live sports | 15\% | 21\% | 60\% | 3\% |
| All the news coverage about the 2020 presidential election | 14\% | 20\% | 64\% | 2\% |
| Changes to the game experience such as the new rules | 8\% | 19\% | 71\% | 3\% |
| The amount of free time you have | 27\% | 19\% | 52\% | 2\% |

Marist Poll National Sports Fans

Although sports fans' viewing habits have changed regardless of gender, men and women attribute different reasons to their decline in interest. $40 \%$ of women cite concerns about the coronavirus as a reason they are less likely to watch sports compared with $32 \%$ of men. $25 \%$ of women also note that they are less likely to watch live sports because there are other viewing options available. Additionally, $24 \%$ of women say the new rules and the overall change in the game experience particularly the ability to gather with other people has affected their viewing habits.

Republicans are significantly more likely than Democrats to cite the 2020 presidential election news cycle ( $22 \%$ to $14 \%$ ), changes to the game experience ( $28 \%$ to $11 \%$ ), and the amount of free time they have ( $23 \%$ to $15 \%$ ) as reasons for watching fewer sporting events. Democrats (38\%) are more likely to cite concerns about the coronavirus as their reason for watching fewer sports broadcasts than are Republicans (30\%).
"Whatever the reason, far fewer people are making sports a priority during a fall in which many can't gather together in large groups, and where bars and restaurants nationally may have reduced indoor capacity due to the coronavirus," says Jane McManus, Director of the Marist Center for Sports Communication.

A comparison to a similar Marist Poll conducted in March 2017 shows an overall decline in Americans who consider themselves fans of specific professional sports leagues. Self-described NFL fans fell from $67 \%$ at that time to $52 \%$ currently. The proportion of baseball fans fell from $51 \%$ in March 2017 to $37 \%$ now, and basketball fans fell seven points from $44 \%$ to $37 \%$. NASCAR experienced a six point drop, $22 \%$ to $16 \%$ in its fan base.

SPTSFANS1. Marist Poll National Trend

|  | National Adults |  |
| :--- | :---: | :---: |
|  | October 2020 | March 2017 |
| Football fans | $52 \%$ | $67 \%$ |
| Baseball fans | $37 \%$ | $51 \%$ |
| Basketball fans | $37 \%$ | $44 \%$ |
| NASCAR fans | $16 \%$ | $22 \%$ |

Marist Poll National Adults
"The antipathy to social causes can't account for a drop this large. It's a whole combination of factors," says Dr. Zachary Arth, Assistant Professor of Sports Communication at Marist College. "Take baseball, where Democrats (38\%) and Republicans (37\%) identify themselves as fans in roughly the same proportions. The sport faces a similar reduction in popularity as basketball, where the fan base is more diverse and more likely to identify as Democrats."

## Nature of the Sample: Marist Poll of 1,560 National Adults

This survey of 1,560 adults was conducted September $28^{\text {th }}$ through September $29^{\text {th }}, 2020$ 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 by telephone using live interviewers. Survey questions were available in English or Spanish. Mobile telephone numbers were randomly 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. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within $\pm 3.6$ percentage points. There are 887 sports fans. The results for this subset are statistically significant within $\pm 4.8$ percentage points. It should be noted that, although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

|  |  | National Adults | Sports Fans |
| :---: | :---: | :---: | :---: |
|  |  | Column \% | Column \% |
| National Adults |  | 100\% |  |
| Sports Fans |  | 57\% | 100\% |
| Gender | Men | 49\% | 53\% |
|  | Women | 51\% | 47\% |
| Age | Under 45 | 43\% | 42\% |
|  | 45 or older | 57\% | 58\% |
| Age | 18 to 29 | 16\% | 15\% |
|  | 30 to 44 | 27\% | 26\% |
|  | 45 to 59 | 26\% | 26\% |
|  | 60 or older | 30\% | 33\% |
| Race/Ethnicity | White | 61\% | 58\% |
|  | Black | 11\% | 15\% |
|  | Latino | 15\% | 16\% |
|  | Other | 12\% | 11\% |
| Region | Northeast | 18\% | 18\% |
|  | Midwest | 21\% | 20\% |
|  | South | 38\% | 40\% |
|  | West | 23\% | 23\% |
| Household Income | Less than \$50,000 | 42\% | 37\% |
|  | \$50,000 or more | 58\% | 63\% |
| Education | Not college graduate | 61\% | 56\% |
|  | College graduate | 39\% | 44\% |
| Area Description | Big city | 23\% | 26\% |
|  | Small city | 21\% | 19\% |
|  | Suburban | 21\% | 23\% |
|  | Small town | 21\% | 19\% |
|  | Rural | 13\% | 12\% |
| Interview Type | Landline | 37\% | 38\% |
|  | Cell phone | 63\% | 62\% |
| National Registered Voters |  | 94\% | 95\% |
| Party Identification | Democrat | 32\% | 33\% |
|  | Republican | 27\% | 24\% |
|  | Independent | 39\% | 41\% |
|  | Other | 2\% | 2\% |

Marist Poll National Adults. Interviews conducted September 28th through September 29th, 2020, n=1560 MOE +/3.6 percentage points. National Sports Fans: $n=887$ MOE $+/-4.8$ percentage points. Totals may not add to $100 \%$ due to rounding.

## How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the percentage of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The column headings present the people, or subgroup, each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a capital letter is below a percent, it notes that this percent is statistically different at the $95 \%$ confidence level from the percent of the lettered column. If a lowercase letter is below a percent, it notes this percent is statistically different at the $90 \%$ confidence level from the percent of the lettered column. For example, in the table below, the $30 \%$ in column B is statistically different from the $42 \%$ in column C at a $95 \%$ confidence level. National adults under the age of 45 are statistically less likely to be baseball fans than those 45 or older.
6. Please note totals may not add to $100 \%$ due to rounding.


## Marist Poll Adults

October 2020
${ }^{* *}$ Indicates trend question
Weight Variable = WTFACTOR, Confidence Level $=$
95\%(Upper Case), $90 \%$ (Lower Case)

|  |  |  | Age |  | Gender |  | Race/Ethnicity |  |  | Region |  |  |  |  | Party Identification |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | National Adults (A) <br> Colum \% | Under 45 <br> (B) <br> Column \% | 45 or older <br> (C) <br> Column \% | Men <br> (D) <br> Column \% | Women <br> (E) <br> Column \% | White <br> (F) <br> Column \% | Black <br> (G) <br> Column \% | Other <br> (H) <br> Column \% | Northeast <br> (I) <br> Column \% | Midwest <br> (J) Column \% | South <br> (K) <br> Column \% | West <br> (L) <br> Column \% | Registered Voters <br> (M) <br> Column \% | Democrat <br> ( N ) <br> Column \% | Republican <br> (O) <br> Column \% | Independent <br> (P) <br> Column \% |
| SPT1000A. Do you watch or follow each of the following professional sports a great deal, a good amount, a little or not at all: Baseball?* | Baseball Fans | 37\% | 30\% | $\begin{array}{r} 42 \% \\ \text { B } \end{array}$ | $\begin{array}{r} 40 \% \\ \mathbf{E} \end{array}$ | 34\% | $\begin{array}{r} 40 \% \\ \mathbf{H} \end{array}$ | 36\% | 31\% | $\begin{array}{r} 42 \% \\ \text { K } \end{array}$ | $\begin{array}{r} 39 \% \\ \mathbf{k} \end{array}$ | 33\% | 38\% | 38\% | 38\% | 37\% | 39\% |
|  | A great deal | 7\% | 5\% | $\begin{array}{r} 8 \% \\ \text { B } \end{array}$ | 8\% | 6\% | 8\% | 4\% | 7\% | $\begin{aligned} & \text { 12\% } \\ & \text { JKL } \end{aligned}$ | 6\% | 5\% | 6\% | 7\% | 7\% | 8\% | 6\% |
|  | A good amount | 8\% | 6\% | 9\% b | $\begin{array}{r} 9 \% \\ \text { e } \end{array}$ | 7\% | $9 \%$ g | 5\% | 7\% | 8\% | $\begin{array}{r} 10 \% \\ \mathrm{~K} \end{array}$ | 6\% | 8\% | 8\% | 8\% | 8\% | 8\% |
|  | A little | 22\% | 18\% | $\begin{array}{r} 25 \% \\ \mathrm{~B} \end{array}$ | 23\% | 22\% | $24 \%$ $H$ | $\begin{array}{r} 27 \% \\ \mathbf{H} \end{array}$ | 17\% | 22\% | 22\% | 22\% | 23\% | 23\% | 23\% | 21\% | 25\% |
|  | Not at all | 63\% | $\begin{array}{r} 70 \% \\ \text { C } \end{array}$ | 58\% | 60\% | $\begin{gathered} 66 \% \\ \text { D } \end{gathered}$ | 60\% | 64\% | $\begin{gathered} \text { 69\% } \\ \hline \end{gathered}$ | 58\% | 61\% | 67\% 1j | 62\% | 62\% | 62\% | 63\% | 61\% |
| SPT1000B. Do you watch or follow each of the following professional sports a great deal, a good amount, a little or not at all: Basketball?** | Basketball Fans | 37\% | $\begin{array}{r} 40 \% \\ \text { C } \end{array}$ | 35\% | $\begin{array}{r} 39 \% \\ \text { e } \end{array}$ | 35\% | 32\% | $\begin{gathered} \text { 62\% } \\ \text { FH } \end{gathered}$ | 40\% | 40\% | 33\% | $39 \%$ j | 37\% | 38\% | 43\% | 28\% | 41\% |
|  | A great deal | 7\% | $\begin{array}{r} 8 \% \\ c \end{array}$ | 6\% | $\begin{array}{r} 9 \% \\ \mathrm{E} \end{array}$ | 5\% | 4\% | $\begin{gathered} 21 \% \\ \text { FH } \end{gathered}$ | 9\% F | 6\% | 5\% | $8 \%$ j | 8\% | 7\% | 7\% | 2\% | $\begin{gathered} 11 \% \\ \text { NO } \end{gathered}$ |
|  | A good amount | 6\% | 5\% | 7\% | 7\% | 6\% | 6\% | $\begin{array}{r} 13 \% \\ \text { FH } \end{array}$ | 4\% | 7\% | 7\% | 6\% | 6\% | 6\% | 7\% | 5\% | 6\% |
|  | A little | 24\% | $\begin{array}{r} 26 \% \\ \text { C } \end{array}$ | 22\% | 23\% | 24\% | 22\% | 28\% | $28 \%$ F | 27\% j | 20\% | 24\% | 23\% | 24\% | $28 \%$ 0 | 20\% | 24\% |
|  | Not at all | 63\% | 60\% | $\begin{array}{r} 65 \% \\ \text { B } \end{array}$ | 61\% | $\begin{array}{r} 65 \% \\ \text { d } \end{array}$ | $\begin{gathered} 68 \% \\ \text { GH } \end{gathered}$ | 38\% | $\begin{array}{r} 60 \% \\ \mathbf{G} \end{array}$ | 60\% | $\begin{array}{r} 67 \% \\ i k \end{array}$ | 61\% | 63\% | 62\% | 57\% | $\begin{gathered} 72 \% \\ \text { NP } \end{gathered}$ | 59\% |
| SPT1000C. Do you watch or follow each of the following professional sports a great deal, a good amount, a little or not at all: Football?* | Football Fans | 52\% | 50\% | 53\% | $\begin{array}{r} 56 \% \\ \mathrm{E} \end{array}$ | 47\% | 52\% | $\begin{gathered} 64 \% \\ \text { FH } \end{gathered}$ | 48\% | 46\% | 49\% | $\begin{gathered} \text { 57\% } \\ \text { IJI } \end{gathered}$ | 50\% | 52\% | 55\% | 47\% | 54\% |
|  | A great deal | 15\% | 16\% | 14\% | $\begin{array}{r} 20 \% \\ E \end{array}$ | 10\% | 14\% | 19\% | $18 \%$ F | 14\% | 13\% | 17\% | 15\% | 15\% | 14\% | 15\% | 17\% |
|  | A good amount | 12\% | 12\% | 13\% | 14\% | 11\% | $\begin{array}{r} 13 \% \\ \mathrm{~h} \end{array}$ | $\begin{gathered} 18 \% \\ \text { fH } \end{gathered}$ | 9\% | 11\% | 11\% | 13\% | 14\% | 13\% | 15\% | 11\% | 13\% |
|  | A little | 24\% | 22\% | $\begin{array}{r} 26 \% \\ \text { b } \end{array}$ | 22\% | $\begin{array}{r} 26 \% \\ d \end{array}$ | $25 \%$ $H$ | 27\% h | 20\% | 21\% | 25\% | 26\% il | 22\% | 24\% | 27\% | 21\% | 25\% |
|  | Not at all | 48\% | 50\% | 47\% | 44\% | $\begin{array}{r} 53 \% \\ \text { D } \end{array}$ | $\begin{array}{r} 48 \% \\ \text { G } \end{array}$ | 36\% | $\begin{array}{r} 52 \% \\ \mathbf{G} \end{array}$ | $54 \%$ $K$ | $\begin{array}{r} 51 \% \\ \mathrm{~K} \end{array}$ | 43\% | 50\% | 48\% | 45\% | $\begin{gathered} 53 \% \\ \text { NP } \end{gathered}$ | 46\% |
| SPT1000E. Do you watch or follow each of the following professional sports a great deal, a good amount, a little or not at all: NASCAR?** | NASCAR Fans | 16\% | 8\% | $\begin{array}{r} 22 \% \\ \text { B } \end{array}$ | $\begin{array}{r} 19 \% \\ \text { E } \end{array}$ | 13\% | $18 \%$ H | $20 \%$ H | 10\% | 13\% | 12\% | 19\% IJ | 16\% | 16\% | 11\% | 22\% NP | $15 \%$ n |
|  | A great deal | 2\% | 0\% | $\begin{array}{r} 3 \% \\ \text { B } \end{array}$ | 2\% | 2\% | 2\% | 1\% | 2\% | 0\% | 2\% | 3\% | 2\% | 2\% | 1\% | 3\% n | 2\% |
|  | A good amount | 2\% | 1\% | $\begin{array}{r} 3 \% \\ \text { B } \end{array}$ | 2\% | 2\% | 2\% | 2\% | 2\% | 3\% | 1\% | 2\% | 2\% | 2\% | 1\% | 4\% | 1\% |
|  | A little | 12\% | 7\% | $\begin{array}{r} 15 \% \\ \text { B } \end{array}$ | $\begin{array}{r} 14 \% \\ E \end{array}$ | 9\% | $\begin{array}{r} 13 \% \\ \mathrm{H} \end{array}$ | $\begin{array}{r} 17 \% \\ \mathrm{H} \end{array}$ | 7\% | 10\% | 9\% | $14 \%$ J | 12\% | 12\% | 9\% | $15 \%$ N | 12\% |
|  | Not at all | 84\% | $\begin{array}{r} 92 \% \\ \mathrm{C} \end{array}$ | 78\% | 81\% | $\begin{array}{r} 87 \% \\ \text { D } \end{array}$ | 82\% | 80\% | $\begin{array}{r} 90 \% \\ \text { FG } \end{array}$ | $\begin{array}{r} 87 \% \\ \mathrm{~K} \end{array}$ | $\begin{array}{r} 88 \% \\ \mathrm{~K} \end{array}$ | 81\% | 84\% | 84\% | $89 \%$ Op | 78\% | $\begin{array}{r} 85 \% \\ 0 \end{array}$ |



SPTSFANS1. Marist Poll National Trend

|  | National Adults |  |
| :--- | :---: | :---: |
|  | Sports Fans |  |
| October 2020 | Row \% |  |
| December 2016 | $57 \%$ |  |
| December 2015 | $60 \%$ |  |
| December 2014 | $57 \%$ |  |
| December 2013 | $60 \%$ |  |
| March 2013 | $55 \%$ |  |
| December 2012 | $62 \%$ |  |

Marist Poll National Adults

SPT1000ATRND. Marist Poll National Trend

|  | National Adults |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Do you watch or follow professional baseball a great deal, a good amount, a little, or not at all? |  |  |  |  |
|  | Baseball Fans | A great deal | A good amount | A little | Not at all |
|  | Row \% | Row \% | Row \% | Row \% | Row \% |
| October 2020 | 37\% | 7\% | 8\% | 22\% | 63\% |
| March 2018 | 44\% | 7\% | 8\% | 29\% | 56\% |
| October 2017 | 55\% | 14\% | 11\% | 30\% | 45\% |
| March 2017 | 51\% | 11\% | 12\% | 28\% | 48\% |
| April 2016 | 50\% | 8\% | 11\% | 31\% | 50\% |
| September 2014 | 57\% | 11\% | 12\% | 34\% | 44\% |
| July 2013 | 49\% | 10\% | 8\% | 31\% | 52\% |
| March 2013 | 55\% | 9\% | 10\% | 37\% | 45\% |
| March 2012 | 50\% | 10\% | 10\% | 30\% | 50\% |
| September 2011 | 47\% | 9\% | 8\% | 30\% | 53\% |
| April 2010 | 48\% | 9\% | 9\% | 30\% | 52\% |

Marist Poll National Adults

SPT1000CTRND. Marist Poll National Trend

|  | National Adults |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Do you watch or follow professional football a great deal, a good amount, a little, or not at all? |  |  |  |  |
|  | Football Fans | A great deal | A good amount | A little | Not at all |
|  | Row \% | Row \% | Row \% | Row \% | Row \% |
| October 2020 | 52\% | 15\% | 12\% | 24\% | 48\% |
| October 2017 | 68\% | 20\% | 17\% | 32\% | 32\% |
| March 2017 | 67\% | 27\% | 15\% | 25\% | 34\% |
| September 2014 | 71\% | 17\% | 22\% | 32\% | 29\% |
| April 2014 | 64\% | 22\% | 16\% | 27\% | 36\% |

Marist Poll National Adults

SPT1000BTRND. Marist Poll National Trend

|  | National Adults |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Do you watch or follow professional basketball a great deal, a good amount, a little, or not at all? |  |  |  |  |
|  | Basketball Fans | A great deal | A good amount | A little | Not at all |
|  | Row \% | Row \% | Row \% | Row \% | Row \% |
| October 2020 | 37\% | 7\% | 6\% | 24\% | 63\% |
| March 2017 | 44\% | 10\% | 8\% | 26\% | 56\% |

Marist Poll National Adults

SPT1000ETRND. Marist Poll National Trend

|  | National Adults |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Do you watch or follow NASCAR a great deal, a good amount, a little, or not at all? |  |  |  |  |
|  | NASCAR Fans | A great deal | A good amount | A little | Not at all |
|  | Row \% | Row \% | Row \% | Row \% | Row \% |
| October 2020 | 16\% | 2\% | 2\% | 12\% | 84\% |
| March 2017 | 22\% | 5\% | 4\% | 13\% | 79\% |

## Marist Poll Sports Fans

## October 2020

Weight Variable = WTFACTOR, Confidence Level $=95 \%$ (Upper
Case). $90 \%$ (Lower Case)

|  |  |  |  |  |  |  | Age |  | Gender |  | Race/Ethnicity |  |  | Region |  |  |  | Party Identification |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Sports Fans (A) | Football <br> (B) | Basketball <br> (C) | Baseball Fans <br> (D) | NASCAR (E) | Under 45 <br> (F) | 45 or older <br> (G) | Men <br> (H) | Women <br> (I) | White <br> (J) | Black (K) | Other <br> (L) | Northeast <br> (M) | Midwest <br> (N) | South (0) | West <br> (P) | National Registered Voters (Q) | Democrat <br> (R) | Republican <br> (S) | Independent <br> ( T ) |
|  |  | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% | Column \% |
| SPTWTC1A. Please tell me if athletes speaking out on political issues has made you more likely to watch live sports broadcasts, less likely, or has it not made any difference to how much you watch live sports broadcasts this year? | More likely | 21\% | 21\% | 26\% | 22\% | 16\% | $\begin{array}{r} 28 \% \\ G \end{array}$ | 17\% | 19\% | $\begin{gathered} 24 \% \\ H \end{gathered}$ | 17\% | 27\% | $\begin{array}{r} 29 \% \\ j \end{array}$ | 15\% | 17\% | $\begin{gathered} 25 \% \\ \text { MN } \end{gathered}$ | $\begin{gathered} 23 \% \\ \mathrm{~m} \end{gathered}$ | 22\% | 31\% st | 6\% | 24\% |
|  | Less likely | 32\% | 33\% | 26\% | 33\% | 44\% | 26\% | $\begin{array}{r} 36 \% \\ F \end{array}$ | 36\% | 28\% | $35 \%$ K | 13\% | $\begin{array}{r} 35 \% \\ \text { K } \end{array}$ | 29\% | 37\% | 31\% | 33\% | 32\% | 7\% | 70\% RT | $28 \%$ R |
|  | No difference | 46\% | 45\% | 47\% | 44\% | 38\% | 46\% | 46\% | 45\% | 47\% | $\begin{gathered} 47 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 59 \% \\ \text { JL } \end{gathered}$ | 36\% | $\begin{aligned} & 55 \% \\ & \text { nop } \end{aligned}$ | 46\% | 43\% | 44\% | 46\% | 61\% sT | 24\% | 47\% s |
|  | Vol: Unsure | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% | 1\% | 1\% | 1\% | 1\% | 1\% | 0\% | 0\% | 1\% | 1\% | 0\% | 1\% | 0\% | 1\% | 1\% |
| SPTWTC1B. Please tell me if all the news coverage about the 2020 presidential election has made you more likely to watch live sports broadcasts, less likely, or has it not made any difference to how much you watch live sports broadcasts this year? | More likely | 14\% | 15\% | 15\% | 15\% | 18\% | 10\% | $\begin{array}{r} 17 \% \\ F \end{array}$ | 14\% | 14\% | 14\% | 17\% | 13\% | 10\% | 12\% | 14\% | $\begin{array}{r} 18 \% \\ \mathrm{M} \end{array}$ | 14\% | 16\% | 16\% | 13\% |
|  | Less likely | 20\% | 18\% | 19\% | 18\% | 26\% | 22\% | 19\% | 22\% | 18\% | 20\% | 19\% | 23\% | 20\% | 23\% | 19\% | 20\% | 19\% | 14\% | 22\% R | $22 \%$ $R$ |
|  | No difference | 64\% | 64\% | 64\% | 65\% | 53\% | 67\% | 62\% | 62\% | 66\% | 64\% | 64\% | 64\% | $\begin{array}{r} 69 \% \\ \text { np } \end{array}$ | 60\% | 66\% | 60\% | 64\% | 68 s | 60\% | 63\% |
|  | Vol: Unsure | 2\% | 2\% | 2\% | 2\% | 3\% | 2\% | 2\% | 3\% | 1\% | 2\% | 0\% | 1\% | 0\% | $\begin{aligned} & \text { 4\% } \\ & \text { Mo } \end{aligned}$ | 2\% | 1\% | 2\% | 2\% | 2\% | 2\% |
| SPTWTC1C. Please tell me if concern about getting together with other people due to coronavirus has made you more likely to watch live sports broadcasts, less likely, or has it not made any difference to how much you watch live sports broadcasts this year? | More likely | 10\% | 11\% | 10\% | 10\% | 13\% | 8\% | $\begin{array}{r} 12 \% \\ F \end{array}$ | 7\% | $\begin{array}{r} 14 \% \\ \mathrm{H} \end{array}$ | 11\% | 9\% | 9\% | 11\% | 8\% | $\begin{array}{r} 13 \% \\ \mathbf{P} \end{array}$ | 7\% | 10\% | $12 \%$ T |  | 7\% |
|  | Less likely | 35\% | 36\% | 38\% | 38\% | 35\% | 34\% | 36\% | 32\% | $\begin{array}{r} 40 \% \\ H \end{array}$ | 35\% | 35\% | 38\% | 34\% | 35\% | 34\% | 40\% | 36\% | 38\% | 30\% | 37\% |
|  | No difference | 52\% | 51\% | 49\% | 49\% | 48\% | $\begin{array}{r} 57 \% \\ G \end{array}$ | 49\% | $\begin{gathered} 59 \% \\ 1 \end{gathered}$ | 44\% | 51\% | 52\% | 52\% | 54\% | 55\% | 52\% | 50\% | $52 \%$ | 50\% | 52\% | 53\% |
|  | Vol: Unsure | 2\% | 2\% | 3\% | 3\% | 4\% | 1\% | 3\% | 2\% | 3\% | 2\% | 4\% | 1\% | 1\% | 2\% | 2\% | 4\% | 2\% | 1\% | 2\% | 3\% |
| SPTWTC1D. Please tell me if the other options of shows to watch instead of live sports has made you more likely to watch live sports broadcasts, less likely, or has it not mande any difference to how much you watch live sports broadcasts this year? | More likely | 15\% | 16\% | 15\% | 19\% | 21\% | 11\% | $\begin{array}{r} 18 \% \\ \mathrm{~F} \end{array}$ | 13\% | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | 18\% | 14\% | 11\% | 17\% | $\begin{array}{r} 20 \% \\ 0 \end{array}$ | 12\% | 16\% | 16\% | 17\% | 19\% | 13\% |
|  | Less likely | 21\% | 22\% | 20\% | 19\% | 26\% | 20\% | 23\% | 18\% | $\begin{array}{r} 25 \% \\ \mathbf{H} \end{array}$ | 21\% | 21\% | 21\% | 19\% | 20\% | 24\% | 19\% | 22\% | 19\% | 25\% | 22\% |
|  | No difference | 60\% | 59\% | 60\% | 59\% | 49\% | $\begin{array}{r} 65 \% \\ \text { G } \end{array}$ | 56\% | $\begin{gathered} 66 \% \\ 1 \end{gathered}$ | 53\% | 58\% | 61\% | $\begin{array}{r} 65 \% \\ j \end{array}$ | 61\% | 56\% | 60\% | 63\% | 59\% | 62\% s | 52\% | $61 \%$ s |
|  | Vol: Unsur | 3\% | 2\% | 5\% | 2\% | 4\% | 4\% | 2\% | 3\% | 4\% | 3\% | 4\% | 2\% | 2\% | 5\% | 3\% | 2\% | 3\% | 2\% | 4\% | 4\% |



