

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,080 Adults

This survey of 1,080 adults was conducted on March 20th through March 22nd, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were 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. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 620 sports fans. The results for this subset are statistically significant within ± 4.0 percentage points. There are 581 college football fans and 474 college basketball fans. The results for these subsets are statistically significant within ± 4.0 percentage points and ± 4.5 percentage points, respectively. The error margin increases for cross-tabulations.