

## Nature of the Sample: National Survey

		Nature of the Sample - National Survey			
		National Adults	Sports Fans	College Football Fans	College Basketball Fans
		Col %	Col %	Col %	Col %
National Adults		100%			
Sports Fans		57%	100%		
College Football Fans		54%		100%	
College Basketball Fans		44%			100%
Region	Northeast	18%	19%	15%	19%
	Midwest	22%	22%	23%	22%
	South	37%	37%	41%	41%
	West	23%	21%	21%	18%
Household Income	Less than \$50,000	49%	45%	44%	45%
	\$50,000 or more	51%	55%	56%	55%
Education	Not college graduate	62%	58%	56%	55%
	College graduate	38%	42%	44%	45%
Age	Under 45	38%	36%	31%	30%
	45 or older	62%	64%	69%	70%
Age	18 to 29	18%	15%	13%	12%
	30 to 44	20%	20%	18%	18%
	45 to 59	38%	39%	41%	42%
	60 or older	25%	26%	28%	27%
Race	White	68%	67%	70%	67%
	Non-white	32%	33%	30%	33%
Gender	Men	49%	55%	58%	57%
	Women	51%	45%	42%	43%
Interview Type	Landline	74%	74%	74%	75%
	Cell Phone	26%	26%	26%	25%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012, N=1080 MOE +/- 3.0 percentage points. Sports Fans: N=620 MOE +/- 4.0 percentage points. College Football Fans: N=581 MOE +/- 4.0 percentage points. College Basketball Fans: N=474 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.