

Nature of the Sample

		National Adults	Sports Fans
		Col %	Col %
National Adults		100%	
Sports Fans		60%	100%
Gender	Men	49%	57%
	Women	51%	43%
Age	Under 45	37%	39%
	45 or older	63%	61%
Age	18 to 29	17%	19%
	30 to 44	20%	20%
	45 to 59	32%	32%
	60 or older	32%	29%
Race	White	70%	69%
	African American	11%	12%
	Latino	12%	13%
	Other	6%	6%
Region	Northeast	18%	19%
	Midwest	22%	23%
	South	37%	36%
	West	23%	22%
Household Income	Less than \$50,000	50%	46%
	\$50,000 or more	50%	54%
Education	Not college graduate	62%	61%
	College graduate	38%	39%
Interview Type	Landline	74%	72%
	Cell Phone	26%	28%

Marist Poll National Adults. Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. National Sports Fans: N=737 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.