



Boston Marathon Bombing, 2013 Sports Event Most Remembered

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Many memorable sports stories marked 2013, but for more than seven in ten sports fans nationally, the bombing at the Boston Marathon is the most notable. 71% of sports fans have this view. This compares with 14% who think the NFL concussion settlement was the most significant. Seven percent report baseball's Biogenesis drug scandal had the largest effect while an additional 7% say the hazing scandal involving the Miami Dolphins had the biggest impact on sports in 2013. One percent is unsure.

Regardless of age, race, region, income, level of education, and gender, the deadly attack at the Boston Marathon is thought to be the event that resonated the most in the sports world and beyond.

This Marist Poll is done in conjunction with The Marist College Center for Sports Communication.

"While stories like the concussion settlement and Biogenesis scandal were important in the context of their sports, the marathon tragedy went further to impact the national conversation, even for those with little or no interest in the event itself," says Dr. Keith Strudler, Director of The Marist College Center for Sports Communication. "The Boston Marathon both vastly impacted and transcended sport at the same time."

Iron Bowl and BoSox Vie for Title of 2013's Best Cinderella Story

The matchup between the University of Alabama's Crimson Tide and the Auburn Tigers is one of college sports' most heralded rivalries. When the Tigers returned the Crimson Tide's missed field goal at the end of the game, resulting in an upset victory for Auburn, it went down in the books for 36% of sports fans as the Cinderella story of 2013. However, about

one-third of sports fans -- 33% -- disagree and give that title to the Boston Red Sox's ascent from the worst team in baseball to World Series Champions. Nearly one in five sports fans -- 18% -- think the Pittsburgh Pirates making Major League Baseball's playoffs for the first time in 21 years is the greatest underdog story of the year. This compares with 11% who report the most unexpected sports outcome was Florida Gulf Coast making the Sweet 16 of the men's NCAA basketball tournament. Three percent are unsure.

There are regional, racial, and gender differences. While a plurality of fans in the Northeast -- 38% -- think the Red Sox season is the biggest Cinderella story of the year, a plurality of those in the South -- 45% -- believe Auburn's upset victory deserves the title. 40% of sports fans in the West say the Red Sox story outdoes the Auburn victory. 35% think the opposite is true. In the Midwest, 36% cite Auburn's win as the biggest sports surprise. This compares with 30% who believe the Red Sox turnaround is the most unexpected sports story of 2013.

Looking at race, 40% of white sports fans think Auburn's upset victory is the best Cinderella story of 2013. This compares with 38% of non-white fans who say the Boston Red Sox climb from last to champs is the biggest upset of the year. A gender divide also exists. 38% of men say the outcome of the Iron Bowl trumps the year's other major sports fairytales, and 30% point to the BoSox. However, women divide. 36% say the Red Sox season is the best Cinderella story of the year compared with 33% who say Auburn's win takes the top spot.

Big Papi's MVP Title and the Heat's Winning Streak Top Sports Accomplishments

Which sports accomplishment do fans consider to be the best in 2013? Nearly three in ten -- 29% -- say the Red Sox's David Ortiz winning the World Series MVP is the best. The Miami Heat's 27-game winning streak follows closely behind with 28%. One in five -- 20% -- reports NASCAR's Jimmie Johnson winning his sixth Sprint Cup Championship takes top honors while 16% say Tiger Woods ranking as the number one golfer in the world is the biggest sports accomplishment of 2013. Seven percent are unsure.

Age differences exist. 39% of those under thirty believe the Heat's winning streak was the biggest accomplishment of the year. The same proportion of those 30 to 44 -- 39% -- agree. However, among fans 45 to 59, 35% say David Ortiz's MVP title is the biggest sports accomplishment of 2013. There is no consensus among those 60 and older. One in four -- 25% -- cites David Ortiz being named World Series MVP. This compares with 21% who mention the Heat's winning streak, 20% who say Jimmie Johnson's sixth Sprint Cup victory, and 20% who cite Tiger Woods' number-one ranking.

Peyton Manning Named Most Influential Athlete for Second Year

A majority of sports fans nationally -- 55% -- say Denver Broncos quarterback Peyton Manning is the player who has had the biggest impact on his sport in 2013. This is the second year in which Manning has received this title. Miami Heat power forward LeBron

James is considered by 20% to be the player who had the biggest impact on the NBA. 11% believe tennis great Serena Williams was the most influential on her sport while 10% report Detroit Tigers Miguel Cabrera had the biggest impact on his sport this year. Five percent are unsure.

Just how many Americans are sports fans? A majority -- 55% -- are while 45% say they are not.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,173 Adults

This survey of 1,173 adults was conducted December 3rd through December 5th, 2013 by The Marist Poll in partnership with the Marist College Center for Sports Communication. Adults 18 years of age and older residing in the continental United States were interviewed 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. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.9 percentage points. There are 643 sports fans. The results for this subset are statistically significant within ± 3.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	Sports Fans
		Col %	Col %
National Adults		100%	
National Sports Fans		55%	100%
Gender	Men	49%	58%
	Women	51%	42%
Age	Under 45	41%	38%
	45 or older	59%	62%
Age	18 to 29	17%	15%
	30 to 44	24%	23%
	45 to 59	29%	33%
	60 or older	30%	29%
Race	White	68%	70%
	African American	11%	10%
	Latino	13%	14%
	Other	7%	6%
Region	Northeast	18%	18%
	Midwest	22%	22%
	South	37%	40%
	West	23%	20%
Household Income	Less than \$50,000	49%	44%
	\$50,000 or more	51%	56%
Education	Not college graduate	62%	63%
	College graduate	38%	37%
Interview Type	Landline	67%	66%
	Cell phone	33%	34%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. National Sports Fans: N=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following stories had the biggest impact on sports this year:				
		The Boston Marathon bombing	The NFL concussion settlement	Baseball's Biogenesis drug scandal	The Miami Dolphins' hazing incident	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		71%	14%	7%	7%	1%
Region	Northeast	81%	9%	5%	6%	0%
	Midwest	69%	15%	8%	8%	0%
	South	69%	12%	8%	8%	3%
	West	65%	20%	7%	6%	2%
Household Income	Less than \$50,000	66%	15%	7%	10%	2%
	\$50,000 or more	73%	13%	7%	6%	1%
Education	Not college graduate	74%	9%	7%	8%	2%
	College graduate	65%	21%	8%	5%	0%
Age	Under 45	69%	17%	6%	8%	0%
	45 or older	71%	12%	8%	6%	2%
Age	18 to 29	73%	16%	6%	5%	0%
	30 to 44	67%	17%	6%	10%	0%
	45 to 59	69%	14%	7%	7%	2%
	60 or older	74%	10%	9%	5%	2%
Race	White	76%	12%	7%	4%	1%
	Non-white	58%	17%	9%	14%	2%
Gender	Men	70%	14%	9%	6%	1%
	Women	71%	13%	6%	8%	1%
Interview Type	Landline	71%	13%	8%	7%	2%
	Cell phone	70%	14%	7%	8%	1%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following was the best Cinderella story of the year?				
		Auburn University's upset win over Alabama University	The Boston Red Sox going from worst to first to win the 2013 World Series	The Pittsburgh Pirates making the Major League Baseball playoffs for the first time in 21 years	Florida Gulf Coast making the sweet 16 of the men's NCAA Basketball Tournament	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		36%	33%	18%	11%	3%
Region	Northeast	17%	38%	30%	14%	1%
	Midwest	36%	30%	19%	11%	3%
	South	45%	28%	14%	10%	3%
	West	35%	40%	14%	8%	3%
Household Income	Less than \$50,000	33%	35%	21%	8%	4%
	\$50,000 or more	36%	32%	17%	13%	2%
Education	Not college graduate	34%	32%	20%	10%	4%
	College graduate	39%	33%	14%	12%	1%
Age	Under 45	34%	34%	18%	14%	0%
	45 or older	36%	32%	19%	9%	4%
Age	18 to 29	41%	33%	7%	18%	0%
	30 to 44	30%	34%	25%	11%	1%
	45 to 59	37%	31%	18%	12%	2%
	60 or older	36%	33%	19%	5%	7%
Race	White	40%	30%	18%	10%	2%
	Non-white	27%	38%	20%	11%	5%
Gender	Men	38%	30%	17%	13%	2%
	Women	33%	36%	19%	7%	4%
Interview Type	Landline	35%	33%	19%	9%	4%
	Cell phone	37%	32%	16%	14%	2%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following was the best single sports accomplishment of the year:				
		David Ortiz winning the World Series MVP	The Miami Heat's 27- game win streak	Jimmie Johnson winning his 6th Sprint Cup Championship	Tiger Woods becoming the world's number one ranked golfer	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		29%	28%	20%	16%	7%
Region	Northeast	38%	26%	13%	16%	7%
	Midwest	27%	24%	21%	22%	6%
	South	26%	31%	24%	11%	8%
	West	28%	30%	15%	19%	8%
Household Income	Less than \$50,000	22%	33%	22%	16%	7%
	\$50,000 or more	35%	27%	16%	16%	6%
Education	Not college graduate	29%	27%	21%	17%	7%
	College graduate	30%	30%	18%	14%	8%
Age	Under 45	27%	39%	18%	14%	2%
	45 or older	31%	22%	21%	17%	9%
Age	18 to 29	29%	39%	16%	13%	2%
	30 to 44	25%	39%	19%	14%	3%
	45 to 59	35%	23%	23%	15%	5%
	60 or older	25%	21%	20%	20%	14%
Race	White	32%	23%	22%	16%	8%
	Non-white	23%	42%	13%	16%	6%
Gender	Men	29%	25%	23%	18%	4%
	Women	29%	32%	15%	13%	11%
Interview Type	Landline	31%	24%	20%	16%	10%
	Cell phone	26%	36%	20%	16%	3%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Sports Fans				
		Which one of the following players had the biggest impact on their sport this year:				
		NFL quarterback Peyton Manning	NBA player LeBron James	Tennis player Serena Williams	MLB player Miguel Cabrera	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		55%	20%	11%	10%	5%
Region	Northeast	49%	24%	7%	14%	5%
	Midwest	61%	17%	11%	12%	0%
	South	55%	20%	10%	8%	6%
	West	53%	18%	15%	8%	6%
Household Income	Less than \$50,000	60%	19%	10%	8%	4%
	\$50,000 or more	52%	21%	10%	11%	6%
Education	Not college graduate	57%	20%	9%	9%	5%
	College graduate	52%	19%	12%	12%	5%
Age	Under 45	53%	27%	9%	9%	3%
	45 or older	57%	16%	12%	11%	5%
Age	18 to 29	38%	39%	2%	16%	5%
	30 to 44	62%	20%	13%	4%	1%
	45 to 59	56%	16%	10%	15%	4%
	60 or older	57%	15%	13%	7%	7%
Race	White	62%	15%	8%	10%	5%
	Non-white	38%	31%	16%	11%	4%
Gender	Men	58%	21%	9%	9%	3%
	Women	50%	18%	13%	12%	7%
Interview Type	Landline	56%	16%	12%	11%	5%
	Cell phone	52%	28%	8%	8%	3%

Marist Poll National Sports Fans: Interviews conducted December 3rd through December 5th, 2013, n=643 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		Do you consider yourself to be a sports fan, or not?	
		Yes	No
		Row %	Row %
National Adults		55%	45%
Region	Northeast	56%	44%
	Midwest	56%	44%
	South	60%	40%
	West	47%	53%
Household Income	Less than \$50,000	49%	51%
	\$50,000 or more	62%	38%
Education	Not college graduate	56%	44%
	College graduate	54%	46%
Age	Under 45	52%	48%
	45 or older	58%	42%
Age	18 to 29	49%	51%
	30 to 44	53%	47%
	45 to 59	62%	38%
	60 or older	54%	46%
Race	White	57%	43%
	Non-white	53%	47%
Gender	Men	65%	35%
	Women	46%	54%
Interview Type	Landline	55%	45%
	Cell phone	57%	43%

Marist Poll National Adults: Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.