

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,517 National Adults

This survey of 1,517 adults was conducted December 1st through December 7th, 2015 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 in English or Spanish 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. Respondents in the household were randomly selected by first asking for the youngest male. 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 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.5 percentage points. There are 859 sports fans. The results for this subset are statistically significant within ± 3.3 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Sports Fans
		Col %	Col %
National Adults		100%	
Sports Fans		57%	100%
Gender	Men	49%	59%
	Women	51%	41%
Age	Under 45	47%	46%
	45 or older	53%	54%
Age	18 to 29	22%	20%
	30 to 44	26%	26%
	45 to 59	27%	28%
	60 or older	26%	26%
Race	White	62%	60%
	African American	11%	15%
	Latino	14%	15%
	Other	12%	11%
Region	Northeast	18%	17%
	Midwest	22%	21%
	South	37%	37%
	West	23%	24%
Household Income	Less than \$50,000	47%	45%
	\$50,000 or more	53%	55%
Education	Not college graduate	59%	59%
	College graduate	41%	41%
Interview Type	Landline	38%	39%
	Cell phone	62%	61%

Marist Poll National Adults: Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 percentage points. National Sports Fans: n=859 MOE +/- 3.3 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		57%	43%
Region	Northeast	54%	46%
	Midwest	55%	45%
	South	58%	42%
	West	60%	40%
Household Income	Less than \$50,000	55%	45%
	\$50,000 or more	59%	41%
Education	Not college graduate	56%	44%
	College graduate	58%	42%
Age	Under 45	56%	44%
	45 or older	59%	41%
Age	18 to 29	53%	47%
	30 to 44	58%	42%
	45 to 59	59%	41%
	60 or older	58%	42%
Race	White	56%	44%
	African American	75%	25%
	Latino	58%	42%
Race	White	56%	44%
	Non-white	60%	40%
Gender	Men	68%	32%
	Women	47%	53%
Interview Type	Landline	60%	40%
	Cell phone	56%	44%

Marist Poll National Adults: Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 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:					
		The US Women's Soccer team defeating Japan to win the World Cup	American Pharoah winning the Triple Crown	The Kansas City Royals winning their first World Series since 1985	The New England Patriots winning their 4th Super Bowl since 2002	The Golden State Warriors defeating the Cleveland Cavaliers for the NBA title	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Sports Fans		33%	21%	17%	14%	13%	3%
Region	Northeast	37%	21%	15%	16%	9%	2%
	Midwest	31%	23%	28%	9%	6%	3%
	South	33%	18%	15%	15%	15%	3%
	West	30%	23%	12%	13%	17%	4%
Household Income	Less than \$50,000	35%	16%	18%	16%	12%	3%
	\$50,000 or more	33%	25%	17%	13%	12%	2%
Education	Not college graduate	32%	19%	18%	16%	12%	3%
	College graduate	33%	24%	15%	11%	14%	2%
Age	Under 45	31%	20%	16%	15%	17%	1%
	45 or older	35%	21%	18%	13%	9%	5%
Age	18 to 29	33%	19%	14%	18%	14%	2%
	30 to 44	29%	22%	18%	12%	19%	0%
	45 to 59	32%	25%	16%	12%	11%	3%
	60 or older	37%	17%	19%	13%	7%	7%
Race	White	31%	27%	20%	12%	7%	3%
	African American	32%	8%	11%	13%	32%	3%
	Latino	42%	10%	16%	16%	13%	3%
Race	White	31%	27%	20%	12%	7%	3%
	Non-white	35%	10%	13%	16%	22%	3%
Gender	Men	30%	23%	18%	13%	15%	3%
	Women	37%	18%	16%	15%	10%	3%
Interview Type	Landline	32%	21%	18%	14%	11%	6%
	Cell phone	33%	21%	17%	14%	14%	1%

Marist Poll National Sports Fans: Interviews conducted December 1st through December 7th, 2015, n=859 MOE +/- 3.3 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 scandal involving the New England Patriots and Tom Brady deflating footballs known as "Deflategate"	The resignation of FIFA president Sepp Blatter after 14 FIFA executives were arrested for their role in a corruption scandal	The University of Missouri football team protest over campus racism that led to the resignation of the University's president	The growing concern over Daily Fantasy Sports wagering on sites such as Draft Kings or Fan Duel	Unsure
		Row %	Row %	Row %	Row %	Row %
Sports Fans		30%	27%	27%	9%	7%
Region	Northeast	33%	31%	22%	10%	4%
	Midwest	29%	23%	31%	11%	6%
	South	31%	24%	27%	9%	9%
	West	27%	33%	25%	7%	8%
Household Income	Less than \$50,000	36%	25%	23%	8%	8%
	\$50,000 or more	27%	29%	30%	9%	5%
Education	Not college graduate	35%	25%	24%	8%	9%
	College graduate	23%	30%	31%	10%	6%
Age	Under 45	30%	31%	25%	10%	4%
	45 or older	30%	24%	28%	8%	10%
Age	18 to 29	33%	32%	23%	9%	3%
	30 to 44	27%	30%	26%	11%	6%
	45 to 59	31%	25%	28%	8%	8%
	60 or older	28%	23%	29%	8%	12%
Race	White	32%	25%	26%	9%	7%
	African American	34%	14%	37%	6%	9%
	Latino	23%	46%	14%	12%	4%
Race	White	32%	25%	26%	9%	7%
	Non-white	27%	29%	27%	9%	8%
Gender	Men	28%	32%	25%	11%	5%
	Women	33%	20%	29%	7%	11%
Interview Type	Landline	31%	24%	25%	10%	10%
	Cell phone	29%	29%	28%	9%	6%

Marist Poll National Sports Fans: Interviews conducted December 1st through December 7th, 2015, n=859 MOE +/- 3.3 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:					
		Professional tennis					Unsure
		NBA player Steph Curry	NFL quarterback Tom Brady	player Serena Williams	Professional golfer Jordan Spieth	Professional soccer player Carli Lloyd	
		Row %	Row %	Row %	Row %	Row %	Row %
Sports Fans		27%	27%	19%	12%	9%	6%
Region	Northeast	24%	35%	16%	12%	11%	2%
	Midwest	28%	29%	19%	10%	8%	6%
	South	26%	25%	20%	15%	8%	7%
	West	31%	21%	21%	10%	8%	9%
Household Income	Less than \$50,000	21%	32%	22%	8%	9%	8%
	\$50,000 or more	33%	23%	17%	17%	7%	3%
Education	Not college graduate	25%	30%	18%	11%	9%	7%
	College graduate	30%	21%	22%	14%	8%	5%
Age	Under 45	39%	22%	20%	6%	9%	4%
	45 or older	17%	30%	19%	18%	8%	7%
Age	18 to 29	43%	25%	12%	4%	10%	5%
	30 to 44	35%	20%	25%	8%	8%	3%
	45 to 59	21%	29%	19%	15%	9%	7%
	60 or older	12%	32%	20%	20%	7%	8%
Race	White	22%	30%	18%	17%	10%	4%
	African American	40%	21%	29%	3%	3%	3%
	Latino	31%	17%	15%	10%	12%	14%
Race	White	22%	30%	18%	17%	10%	4%
	Non-white	36%	21%	23%	5%	7%	8%
Gender	Men	33%	24%	16%	13%	8%	6%
	Women	18%	30%	25%	12%	9%	6%
Interview Type	Landline	19%	27%	19%	18%	9%	8%
	Cell phone	33%	26%	19%	8%	8%	5%

Marist Poll National Sports Fans: Interviews conducted December 1st through December 7th, 2015, n=859 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.