

How the Survey was Conducted

Nature of the Sample: Marist Poll with the Center for Sports Communication at Marist College of 2,544 National Adults

This survey of 2,544 adults was conducted March 3rd through March 8th, 2021 and March 22nd through March 26th, 2021 by The Marist Poll in partnership with the Center for Sports Communication at Marist College. Adults 18 years of age and older residing in the United States were contacted on landline or mobile numbers and interviewed by telephone using live interviewers. Survey questions were available in English or Spanish. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Dynata. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey 1-year estimates for age, gender, income, race, and region. Assistance was provided by Luce Research for data collection. Results are statistically significant within ± 2.4 percentage points. There are 1,466 sports fans. The results for this subset are statistically significant within ± 3.2 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Sports Fans
		Column %	Column %
National Adults		100%	
Sports Fans		58%	100%
Gender	Men	49%	55%
	Women	51%	45%
Age	Under 45	46%	44%
	45 or older	54%	56%
Age	18 to 29	21%	20%
	30 to 44	25%	24%
	45 to 59	25%	28%
	60 or older	28%	28%
Race/Ethnicity	White	60%	59%
	Black	12%	13%
	Latino	16%	15%
	Other	13%	12%
Region	Northeast	18%	19%
	Midwest	21%	21%
	South	38%	37%
	West	23%	23%
National Registered Voters		89%	90%
Party Identification	Democrat	34%	35%
	Republican	28%	28%
	Independent	36%	35%
	Other	2%	2%
Interview Type	Landline	37%	37%
	Cell phone	63%	63%

Marist Poll National Adults. Interviews conducted March 3rd through March 8th, 2021 and March 22nd through March 26th, 2021, n=2544 MOE +/- 2.4 percentage points. National Sports Fans: n=1466 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the percentage of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The column headings present the people, or subgroup, each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a capital letter is below a percent, it notes that this percent is statistically different at the 95% confidence level from the percent of the lettered column. If a lowercase letter is below a percent, it notes this percent is statistically different at the 90% confidence level from the percent of the lettered column. For example, in the table below, the 17% in column B is statistically different from the 5% in column C, the 7% in column D, and the 8% in column E at a 95% confidence level. Sports fans who are 18 to 29 are statistically more likely than older age groups to say they are watching more live sports broadcasts than in the past.
6. Please note totals may not add to 100% due to rounding.

		Age				
		Sports Fans (A)	18 to 29 (B)	30 to 44 (C)	45 to 59 (D)	60 or older (E)
		Column %	Column %	Column %	Column %	Column %
Thinking about your viewing habits, would you say you are watching more live sports broadcasts than in the past, less, or about the same amount of live sports broadcasts as in the past?	More	9%	17% CDE	5%	7%	8% c
	Less	43%	40%	42%	50% BCE	40%
	About the same	47%	43%	52% BD	43%	51% BD
	Vol: Unsure	0%	0%	0%	1%	0%

**Marist Poll/Center for Sports Communication
Banner of Sports Fans**

**National Sports Fans: N=1,466; MOE +/- 3.2
percentage points**

**Field Dates: March 3rd through March 8th, 2021
and March 22nd through March 26th, 2021**

Weight Variable = WTFACOR, Confidence Level = 95%(Upper
Case),90%(Lower Case)

	Sports Fans (A)	Age				Age		
		18 to 29 (B)	30 to 44 (C)	45 to 59 (D)	60 or older (E)	Under 45 (F)	45 or older (G)	
		Column %	Column %	Column %	Column %	Column %	Column %	
Thinking about your viewing habits, would you say you are watching more live sports broadcasts than in the past, less, or about the same amount of live sports broadcasts as in the past?	More	9%	17% CDE	5%	7%	8% c	10% g	8%
	Less	43%	40%	42%	50% BCE	40%	41%	45%
	About the same	47%	43%	52% BD	43%	51% BD	48%	47%
	Vol: Unsure	0%	0%	0%	1%	0%	0%	0%
Thinking about how you currently watch sports, do you mainly watch live sports broadcasts through:	Cable or satellite TV	64%	39%	50% B	72% BC	85% BCD	45%	79% F
	A streaming platform or app	32%	59% CDE	47% DE	23% E	8%	52% G	16%
	Vol: Unsure	4%	2%	3%	4% B	6% BC	2%	5% F
Thinking back to how you watched sports two or three years ago, did you mainly watch live sports broadcasts though:	Cable or satellite TV	83%	74%	73%	91% BC	90% BC	73%	90% F
	A streaming platform or app	14%	25% DE	26% DE	8% E	3%	25% G	5%
	Vol: Unsure	3%	1%	2%	1%	7% BCD	2%	4% F

**Marist Poll/Center for Sports Communication
Banner of Sports Fans**

**National Sports Fans: N=1,466; MOE +/- 3.2
percentage points**

**Field Dates: March 3rd through March 8th, 2021
and March 22nd through March 26th, 2021**

Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

	Sports Fans (A)	Gender		Race/Ethnicity			Region				
		Men (H)	Women (I)	White (J)	Black (K)	Latino (L)	Northeast (M)	Midwest (N)	South (O)	West (P)	
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	
Thinking about your viewing habits, would you say you are watching more live sports broadcasts than in the past, less, or about the same amount of live sports broadcasts as in the past?	More	9%	10% i	7%	7%	11% j	15% J	10%	7%	9%	9%
	Less	43%	44%	43%	44%	39%	40%	40%	38%	46% N	47% mN
	About the same	47%	46%	49%	48%	50%	44%	49%	55% OP	45%	43%
	Vol: Unsure	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
Thinking about how you currently watch sports, do you mainly watch live sports broadcasts through:	Cable or satellite TV	64%	60% H	70% H	70% L	68% L	57%	74% NOP	66% P	62%	59%
	A streaming platform or app	32%	37% I	26%	26%	29%	42% JK	24%	27%	35% MN	37% MN
	Vol: Unsure	4%	3%	5%	4% L	3%	1%	2%	6% MO	3%	5% M
Thinking back to how you watched sports two or three years ago, did you mainly watch live sports broadcasts though:	Cable or satellite TV	83%	80% H	86% H	85%	88% L	81%	88% NOP	81%	82%	82%
	A streaming platform or app	14%	17% I	10%	11%	10%	17% Jk	10%	15% m	16% M	14% m
	Vol: Unsure	3%	2%	4%	3% K	1%	2%	2%	4%	2%	4%

**Marist Poll/Center for Sports Communication
Banner of Sports Fans**

**National Sports Fans: N=1,466; MOE +/- 3.2
percentage points**

**Field Dates: March 3rd through March 8th, 2021
and March 22nd through March 26th, 2021**

Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Party Identification				
		Sports Fans (A)	National Registered Voters (Q)	Democrat (R)	Republican (S)	Independent (T)
		Column %	Column %	Column %	Column %	Column %
Thinking about your viewing habits, would you say you are watching more live sports broadcasts than in the past, less, or about the same amount of live sports broadcasts as in the past?	More	9%	9%	11%	7%	9%
	Less	43%	45%	34%	50%	50%
	About the same	47%	46%	55%	43%	41%
	Vol: Unsure	0%	0%	0%	0%	0%
Thinking about how you currently watch sports, do you mainly watch live sports broadcasts through:	Cable or satellite TV	64%	67%	72%	67%	61%
	A streaming platform or app	32%	30%	24%	30%	36%
	Vol: Unsure	4%	4%	4%	2%	3%
Thinking back to how you watched sports two or three years ago, did you mainly watch live sports broadcasts though:	Cable or satellite TV	83%	85%	86%	86%	82%
	A streaming platform or app	14%	13%	12%	11%	15%
	Vol: Unsure	3%	3%	2%	3%	3%

**Marist Poll/Center for Sports Communication
Banner of Adults**

National Adults: N=2,544; MOE +/- 2.4 percentage points

**Field Dates: March 3rd through March 8th, 2021
and March 22nd through March 26th, 2021**

Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Age				Age		Gender		
National Adults		18 to 29	30 to 44	45 to 59	60 or older	Under 45	45 or older	Men	Women	
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
Column %		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	
Do you watch or follow professional sports, in general, a great deal, a good amount, a little or not at all?	Sports Fans	58%	54%	55%	65%	59%	55%	62%	66%	51%
					BCE			F	I	
	A great deal	11%	11%	8%	14%	11%	10%	12%	15%	7%
					C			F	I	
	A good amount	14%	15%	15%	15%	12%	15%	13%	18%	11%
				e				I		
	A little	33%	28%	31%	37%	36%	30%	36%	33%	34%
					BC	B		F		
	Not at all	42%	46%	45%	35%	41%	45%	38%	34%	49%
			D	D		D	G			H

**Marist Poll/Center for Sports Communication
Banner of Adults**

National Adults: N=2,544; MOE +/- 2.4 percentage points

**Field Dates: March 3rd through March 8th, 2021
and March 22nd through March 26th, 2021**

Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Race/Ethnicity				Region			
National Adults (A)		White (J)	Black (K)	Latino (L)	Northeast (M)	Midwest (N)	South (O)	West (P)	
Column %		Column %	Column %	Column %	Column %	Column %	Column %	Column %	
Do you watch or follow professional sports, in general, a great deal, a good amount, a little or not at all?	Sports Fans	58%	58%	68% JL	58%	62% o	58%	57%	58%
	A great deal	11%	9%	22% JL	11%	11%	10%	13% P	9%
	A good amount	14%	14%	17%	16%	17% N	11%	14% n	15% N
	A little	33%	34% k	29%	31%	34%	37% O	31%	34%
	Not at all	42%	42% K	32%	42% K	38%	42%	43% m	42%

Marist Poll/Center for Sports Communication
Banner of Adults
National Adults: N=2,544; MOE +/- 2.4 percentage points
Field Dates: March 3rd through March 8th, 2021 and March 22nd through March 26th, 2021
 Weight Variable = WTFACOR, Confidence Level = 95%(Upper Case),90%(Lower Case)

		Party Identification				
		National Adults (A)	National Registered Voters (Q)	Democrat (R)	Republican (S)	Independent (T)
		Column %	Column %	Column %	Column %	Column %
Do you watch or follow professional sports, in general, a great deal, a good amount, a little or not at all?	Sports Fans	58%	59%	62%	59%	58%
	A great deal	11%	11%	13%	11%	10%
	A good amount	14%	14%	15%	15%	13%
	A little	33%	34%	33%	34%	35%
	Not at all	42%	41%	38%	41%	42%