

## How the Survey was Conducted

---

### **Nature of the Sample: Marist Poll with the Center for Sports Communication at Marist College of 2,429 National Adults**

This survey of 2,429 adults was conducted September 20<sup>th</sup> through September 26<sup>th</sup>, 2021 and October 18<sup>th</sup> through October 22<sup>nd</sup>, 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 2019 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  $\pm 2.6$  percentage points. There are 1,218 sports fans and 790 sports fans who watch women's sports. The results for these subsets are statistically significant within  $\pm 3.7$  percentage points and  $\pm 4.6$  percentage points, respectively. 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	Sports Fans who Watch Women's Sports
		Column %	Column %	Column %
<b>National Adults</b>		100%		
<b>Sports Fans</b>		51%	100%	
<b>Sports Fans who Watch Women's Sports</b>		33%	65%	100%
<b>Gender</b>	<b>Men</b>	49%	58%	56%
	<b>Women</b>	51%	42%	44%
<b>Age</b>	<b>Under 45</b>	45%	41%	39%
	<b>45 or older</b>	55%	59%	61%
<b>Age</b>	<b>18 to 29</b>	20%	16%	16%
	<b>30 to 44</b>	25%	24%	23%
	<b>45 to 59</b>	25%	28%	27%
	<b>60 or older</b>	30%	32%	34%
<b>Race/Ethnicity</b>	<b>White</b>	60%	62%	60%
	<b>Black</b>	11%	13%	16%
	<b>Latino</b>	16%	15%	14%
	<b>Other</b>	12%	11%	10%
<b>Region</b>	<b>Northeast</b>	17%	17%	18%
	<b>Midwest</b>	21%	23%	22%
	<b>South</b>	38%	36%	37%
	<b>West</b>	24%	24%	24%
<b>National Registered Voters</b>		85%	87%	89%
<b>Party Identification</b>	<b>Democrat</b>	32%	33%	36%
	<b>Republican</b>	27%	28%	26%
	<b>Independent</b>	39%	37%	36%
	<b>Other</b>	2%	2%	1%
<b>Interview Type</b>	<b>Landline</b>	40%	39%	41%
	<b>Cell phone</b>	60%	61%	59%

Marist Poll National Adults. Interviews conducted September 20th through September 26th, 2021 and October 18th through October 22nd, 2021, n=2,429 MOE +/- 2.6 percentage points. National Sports Fans: n=1,218 MOE +/- 3.7 percentage points. National Sports Fans who Watch Women's Sports: n=790 MOE +/- 4.6 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 68% in column B is statistically different from the 57% in column C, the 57% in column D, and the 49% 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 there is not enough coverage of women's sports events or athletes by the media.
6. Please note totals may not add to 100% due to rounding.

		Age				
Sports Fans		18 to 29	30 to 44	45 to 59	60 or older	
(A)		(B)	(C)	(D)	(E)	
Column %		Column %	Column %	Column %	Column %	
Do you think there is too much coverage of women's sports events or athletes by the media, not enough coverage, or the right amount of coverage?	Too much	4%	6%	4%	3%	4%
	Not enough	56%	68% CDE	57% E	57% E	49%
	Right amount	35%	25%	36% B	33% b	41% BD
	Vol: Unsure	5%	1%	3%	7% BC	6% Bc

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

National Adults: N=2,429; MOE +/- 2.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021.

		National Adults (A) Column %	Age				Age	
			18 to 29 (B) Column %	30 to 44 (C) Column %	45 to 59 (D) Column %	60 or older (E) Column %	Under 45 (F) Column %	45 or older (G) Column %
<b>Do you consider yourself to be a sports fan, or not?</b>	<b>Yes</b>	51%	43%	50%	56%	54%	47%	55%
			<b>B</b>	<b>BC</b>	<b>B</b>			<b>F</b>
	<b>No</b>	48%	57%	50%	43%	45%	53%	44%
			<b>CDE</b>	<b>De</b>			<b>G</b>	
	<b>Vol: Unsure</b>	<1%	0%	0%	1%	1%	0%	1%
						<b>BC</b>		<b>F</b>

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

National Adults: N=2,429; MOE +/- 2.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021.

		Gender					
		Race/Ethnicity					
		National Adults (A)	Men (H)	Women (I)	White (J)	Black (K)	Latino (L)
		Column %	Column %	Column %	Column %	Column %	Column %
<b>Do you consider yourself to be a sports fan, or not?</b>	<b>Yes</b>	51%	<b>60%</b> I	<b>43%</b>	<b>52%</b>	<b>59%</b> JL	<b>49%</b>
	<b>No</b>	48%	<b>40%</b>	<b>56%</b> H	<b>47%</b> k	<b>41%</b>	<b>50%</b> K
	<b>Vol: Unsure</b>	<1%	0%	1%	0%	0%	1%

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

National Adults: N=2,429; MOE +/- 2.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021.

		Region				
		National Adults (A)	Northeast (M)	Midwest (N)	South (O)	West (P)
		Column %	Column %	Column %	Column %	Column %
<b>Do you consider yourself to be a sports fan, or not?</b>	<b>Yes</b>	51%	51%	<b>55%</b> <b>O</b>	<b>49%</b>	51%
	<b>No</b>	48%	49%	<b>44%</b>	<b>50%</b> <b>N</b>	48%
	<b>Vol: Unsure</b>	<1%	0%	0%	1%	1%

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

National Adults: N=2,429; MOE +/- 2.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021.

		Party Identification				
		National Adults (A)	National Registered Voters (Q)	Democrat (R)	Republican (S)	Independent (T)
		Column %	Column %	Column %	Column %	Column %
<b>Do you consider yourself to be a sports fan, or not?</b>	<b>Yes</b>	51%	53%	<b>55%</b> T	<b>56%</b> T	<b>49%</b>
	<b>No</b>	48%	47%	<b>44%</b>	<b>44%</b>	<b>51%</b> RS
	<b>Vol: Unsure</b>	<1%	1%	<b>1%</b> T	0%	<b>0%</b>

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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		Age						
		Sports Fans (A)	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 %	Column %
<b>Thinking about the professional or college sports that you watch or follow, compared to two or three years ago, in general, do you currently watch women's games or events:</b>	<b>More</b>	15%	15%	15%	15%	16%	15%	16%
	<b>Less</b>	17%	<b>25% CdE</b>	<b>12%</b>	<b>18% C</b>	<b>16%</b>	18%	17%
	<b>About the same</b>	59%	<b>53%</b>	<b>63% B</b>	58%	59%	59%	58%
	<b>Vol: Don't watch women's games or events</b>	8%	7%	9%	7%	9%	8%	8%
	<b>Vol: Unsure</b>	1%	0%	1%	1%	1%	0%	1%
	<b>Do you watch or follow women's professional or college games or events:</b>	<b>A great deal</b>	6%	7%	5%	7%	6%	6%
	<b>A good amount</b>	13%	14%	12%	12%	14%	13%	13%
	<b>A little</b>	46%	42%	45%	44%	49%	44%	47%
	<b>Not at all</b>	34%	37%	<b>37% e</b>	35%	<b>30%</b>	37%	33%
	<b>Vol: Unsure</b>	1%	0%	1%	1%	0%	0%	1%



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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		Gender			Race/Ethnicity			Region			
		Sports Fans (A)	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 %	Column %
<b>Thinking about the professional or college sports that you watch or follow, compared to two or three years ago, in general, do you currently watch women's games or events:</b>	<b>More</b>	15%	16%	14%	14%	21% J	15%	14%	16%	16%	15%
	<b>Less</b>	17%	17%	17%	14%	15%	20% j	17%	16%	19%	16%
	<b>About the same</b>	59%	58%	60%	62% I	57%	55%	63% o	57%	56%	61%
	<b>Vol: Don't watch women's games or events</b>	8%	8%	9%	9% K	3%	9% K	6%	11% m	8%	8%
	<b>Vol: Unsure</b>	1%	1%	1%	0%	4% JI	1%	0%	0%	2% P	0%
	<b>Do you watch or follow women's professional or college games or events:</b>	<b>A great deal</b>	6%	7% i	5%	5%	12% J	9% J	6%	4%	5%
	<b>A good amount</b>	13%	12%	14%	12%	19% J	17% J	14%	10%	14%	14%
	<b>A little</b>	46%	43%	49% H	47% L	48% L	37%	48%	47%	48% P	40%
	<b>Not at all</b>	34%	36% i	32%	37% K	18%	36% K	32%	38% o	32%	36%
	<b>Vol: Unsure</b>	1%	1%	0%	0%	3% J	1%	0%	0%	2% np	0%

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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		Party Identification				
		Sports Fans (A)	National Registered Voters (Q)	Democrat (R)	Republican (S)	Independent (T)
		Column %	Column %	Column %	Column %	Column %
<b>Thinking about the professional or college sports that you watch or follow, compared to two or three years ago, in general, do you currently watch women's games or events:</b>	<b>More</b>	15%	16%	<b>20% S</b>	<b>12% R</b>	16%
	<b>Less</b>	17%	15%	<b>12% R</b>	<b>18% R</b>	16%
	<b>About the same</b>	59%	60%	62%	58%	59%
	<b>Vol: Don't watch women's games or events</b>	8%	9%	<b>5% R</b>	<b>12% R</b>	<b>9% R</b>
	<b>Vol: Unsure</b>	1%	1%	1%	0%	1%
<b>Do you watch or follow women's professional or college games or events:</b>	<b>A great deal</b>	6%	5%	<b>7% S</b>	<b>4% R</b>	5%
	<b>A good amount</b>	13%	14%	<b>19% ST</b>	<b>10% R</b>	<b>13% R</b>
	<b>A little</b>	46%	47%	46%	48%	49%
	<b>Not at all</b>	34%	33%	<b>28% R</b>	<b>38% R</b>	33%
	<b>Vol: Unsure</b>	1%	1%	0%	0%	1%

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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		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 %
Do you think there is too much coverage of women's sports events or athletes by the media, not enough coverage, or the right amount of coverage?	Too much	4%	6%	4%	3%	4%	5%	4%
	Not enough	56%	68% CDE	57% E	57% E	49%	61% G	53%
	Right amount	35%	25%	36% B	33% b	41% BD	32%	37% F
	Vol: Unsure	5%	1%	3%	7% BC	6% Bc	2%	6% F
Do you think there are too many women in sports media as reporters or broadcasters, not enough, or about the right amount?	Too many	4%	3%	2%	3%	6% Cd	3%	5% f
	Not enough	41%	55% DE	49% DE	41% E	30%	52% G	35%
	Right amount	49%	41%	43%	50% b	58% BCD	42%	54% F
	Vol: Unsure	5%	1%	5% B	6% B	6% B	3%	6% F
Do you think there are too many women in sports as coaches or managers, not enough, or about the right amount?	Too many	2%	2% D	3% D	0%	2% d	2% G	1%
	Not enough	61%	72% DE	67% E	62% E	50%	69% G	56%
	Right amount	32%	25%	26%	32% b	40% BCD	26%	36% F
	Vol: Unsure	5%	1%	4% B	5% B	8% BC	3%	7% F

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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		Gender			Race/Ethnicity			Region			
		Sports Fans (A)	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 %	Column %
<b>Do you think there is too much coverage of women's sports events or athletes by the media, not enough coverage, or the right amount of coverage?</b>	<b>Too much</b>	4%	4%	3%	5% K	1%	5% K	5% P	5% P	5% P	2%
	<b>Not enough</b>	56%	50%	65% H	52%	63% J	62% J	59%	55%	53%	61% O
	<b>Right amount</b>	35%	41% I	26% kL	39%	31%	30%	33%	33%	37%	34%
	<b>Vol: Unsure</b>	5%	4%	6%	5%	5%	4%	4%	6% p	5%	3%
<b>Do you think there are too many women in sports media as reporters or broadcasters, not enough, or about the right amount?</b>	<b>Too many</b>	4%	6% I	2%	4%	3%	6%	4%	5%	4%	3%
	<b>Not enough</b>	41%	35%	50% H	34%	56% J	52% J	49% nO	40%	39%	42%
	<b>Right amount</b>	49%	54% I	43%	57% KL	36%	39%	42%	49%	52% M	52% M
	<b>Vol: Unsure</b>	5%	5%	5%	5% L	5%	2%	5%	6%	5%	4%
<b>Do you think there are too many women in sports as coaches or managers, not enough, or about the right amount?</b>	<b>Too many</b>	2%	1%	2%	1%	4% J	3%	2% P	3% P	1% p	0%
	<b>Not enough</b>	61%	57%	67% H	56%	70% J	71% J	64%	58%	60%	64%
	<b>Right amount</b>	32%	36% I	26% KL	37%	21%	26%	29%	34%	34%	30%
	<b>Vol: Unsure</b>	5%	6%	5%	6% L	6% L	1%	5%	6%	5%	6%

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

National Sports Fans: N=1,218; MOE +/- 3.7 percentage points

Field Dates: September 20th through September 26th, 2021 and October 18th through October 22nd, 2021

		Party Identification				
		Sports Fans (A)	National Registered Voters (Q)	Democrat (R)	Republican (S)	Independent (T)
		Column %	Column %	Column %	Column %	Column %
<b>Do you think there is too much coverage of women's sports events or athletes by the media, not enough coverage, or the right amount of coverage?</b>	<b>Too much</b>	4%	4%	2%	6% R	5% R
	<b>Not enough</b>	56%	56%	73% ST	40%	55% S
	<b>Right amount</b>	35%	34%	23%	48% RT	34% R
	<b>Vol: Unsure</b>	5%	5%	3%	6% r	7% R
<b>Do you think there are too many women in sports media as reporters or broadcasters, not enough, or about the right amount?</b>	<b>Too many</b>	4%	4%	2%	6% R	4% r
	<b>Not enough</b>	41%	41%	57% ST	24%	41% S
	<b>Right amount</b>	49%	50%	38%	66% RT	48% R
	<b>Vol: Unsure</b>	5%	5%	3%	4%	7% R
<b>Do you think there are too many women in sports as coaches or managers, not enough, or about the right amount?</b>	<b>Too many</b>	2%	2%	2%	2%	1%
	<b>Not enough</b>	61%	60%	79% ST	39%	62% S
	<b>Right amount</b>	32%	32%	16%	54% RT	30% R
	<b>Vol: Unsure</b>	5%	6%	3%	4%	7% R

**Marist Poll/Center for Sports Communication Banner of Sports Fans who Watch Women's Sports**

National Sports Fans: N=790; MOE +/- 4.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021

		Sports Fans who Watch Women's Sports (A) Column %	Age		Gender	
			Under 45 (B) Column %	45 or older (C) Column %	Men (D) Column %	Women (E) Column %
			Column %	Column %	Column %	Column %
Which women's sports games or events do you most watch?	Basketball/WNBA	26%	25%	27%	25%	28%
	Soccer	14%	17%	13%	19% E	9%
	Tennis	9%	7%	10%	6% D	13%
	Volleyball	8%	9%	7%	8%	8%
	Softball	8%	4% B	10%	8%	7%
	College basketball	7%	8%	7%	9% e	5%
	Gymnastics	6%	8% C	4%	3%	9% D
	Golf	4%	2% B	6%	6% e	3%
	Other	16%	20% C	13%	16%	16%
	Unsure	2%	1%	2%	2%	2%

**Marist Poll/Center for Sports Communication Banner of Sports Fans who Watch Women's Sports**

National Sports Fans: N=790; MOE +/- 4.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021

			Race/Ethnicity		Region			
		Sports Fans who Watch Women's Sports (A)	White (F)	Non-white (G)	Northeast (H)	Midwest (I)	South (J)	West (K)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
Which women's sports games or events do you most watch?	Basketball/WNBA	26%	25%	28%	20%	28%	28% h	27%
	Soccer	14%	12%	18% F	22% IJ	9%	14%	15% i
	Tennis	9%	7%	12% F	14% IK	5%	9% i	7%
	Volleyball	8%	8%	8%	2%	17% HJk	4%	11% HJ
	Softball	8%	11% G	3%	7%	5%	8%	9%
	College basketball	7%	9% G	4%	11% K	6%	8% K	3%
	Gymnastics	6%	3%	9% F	2%	6% h	6% H	8% H
	Golf	4%	6% G	3%	3%	4%	5%	5%
	Other	16%	17%	14%	15%	18%	15%	15%
	Unsure	2%	2%	1%	2% k	2% k	2%	0%

**Marist Poll/Center for Sports Communication Banner of Sports Fans who Watch Women's Sports**

National Sports Fans: N=790; MOE +/- 4.6 percentage points  
 Field Dates: September 20th through September 26th, 2021 and  
 October 18th through October 22nd, 2021

				Party Identification		
		Sports Fans who Watch Women's Sports (A)	National Registered Voters (L)	Democrat (M)	Republican (N)	Independent (O)
		Column %	Column %	Column %	Column %	Column %
Which women's sports games or events do you most watch?	Basketball/WNBA	26%	28%	34% NO	24%	26%
	Soccer	14%	14%	14% n	9%	19% N
	Tennis	9%	8%	9%	7%	9%
	Volleyball	8%	7%	5%	6%	10% M
	Softball	8%	8%	5%	13% MO	6%
	College basketball	7%	6%	6%	8%	6%
	Gymnastics	6%	6%	8%	8%	4%
	Golf	4%	5%	3%	7% m	5%
	Other	16%	15%	15%	17%	14%
	Unsure	2%	2%	2%	2%	1%