

Siena Research Institute
 March 22-26, 29, 2010
 876 New York State Residents
 MOE +/- 3.3%

In general, would you describe yourself as a sports fan, or not?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	61%	79%	45%	55%	69%	65%	58%	65%	60%	63%	66%	54%	59%	61%	65%	100%	94%	67%	9%
No	39%	21%	55%	45%	31%	35%	42%	35%	40%	37%	34%	46%	41%	39%	35%	0%	6%	33%	91%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Regardless of whether people call themselves sports fans or not, many people engage in sports related activities. For each of the following activities, please tell me whether you do this activity every day or almost every day, about once or twice a week, about once or twice a month, less than once a month, or never.

Watch sports events on television																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	27%	42%	12%	25%	33%	25%	31%	25%	24%	25%	47%	23%	27%	30%	27%	80%	44%	7%	0%
About once or twice a week	33%	36%	30%	28%	33%	38%	30%	33%	34%	34%	22%	33%	30%	33%	35%	20%	50%	59%	4%
About once or twice a month	11%	8%	15%	12%	9%	12%	7%	13%	13%	11%	5%	15%	13%	7%	11%	0%	5%	26%	11%
Less than once a month	14%	7%	20%	15%	11%	14%	12%	15%	13%	15%	9%	11%	11%	16%	11%	0%	1%	6%	37%
Never	15%	8%	23%	20%	14%	11%	19%	13%	15%	15%	17%	17%	18%	13%	15%	0%	1%	2%	47%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Listen to sports on the radio																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	14%	21%	6%	12%	20%	12%	17%	14%	10%	14%	16%	14%	11%	17%	17%	58%	13%	2%	0%
About once or twice a week	11%	15%	8%	9%	16%	12%	7%	15%	11%	12%	13%	6%	9%	15%	12%	28%	19%	7%	0%
About once or twice a month	10%	12%	7%	8%	7%	13%	5%	13%	10%	10%	6%	10%	7%	9%	15%	10%	20%	10%	1%
Less than once a month	9%	6%	13%	7%	14%	10%	10%	10%	8%	11%	2%	8%	7%	9%	10%	3%	10%	17%	6%
Never	56%	45%	66%	64%	43%	54%	61%	48%	61%	53%	62%	62%	66%	49%	46%	2%	37%	65%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Watch or listen to sports news on TV or radio																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	40%	53%	28%	36%	46%	41%	38%	39%	44%	40%	56%	35%	38%	45%	38%	95%	64%	26%	3%
About once or twice a week	19%	21%	17%	17%	18%	22%	14%	23%	18%	19%	16%	21%	18%	17%	23%	5%	27%	38%	3%
About once or twice a month	8%	7%	8%	8%	8%	7%	7%	6%	10%	7%	5%	10%	9%	5%	7%	0%	5%	19%	5%
Less than once a month	6%	4%	7%	7%	5%	5%	7%	6%	4%	6%	4%	4%	7%	4%	5%	0%	1%	9%	10%
Never	28%	15%	40%	32%	23%	26%	34%	27%	24%	28%	20%	30%	28%	29%	26%	0%	3%	9%	79%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Read the sports pages of a newspaper																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	32%	48%	16%	23%	43%	35%	27%	29%	39%	34%	31%	23%	28%	34%	37%	80%	56%	13%	0%
About once or twice a week	16%	19%	14%	16%	15%	17%	19%	18%	12%	16%	19%	16%	17%	18%	15%	16%	29%	22%	1%
About once or twice a month	8%	7%	9%	7%	10%	8%	10%	6%	10%	7%	10%	13%	10%	4%	8%	1%	9%	17%	4%
Less than once a month	6%	4%	9%	8%	4%	6%	6%	7%	6%	7%	4%	5%	4%	8%	6%	2%	1%	14%	7%
Never	37%	22%	52%	45%	27%	34%	37%	41%	34%	37%	36%	41%	39%	36%	34%	2%	5%	34%	86%
Don't know/Refused	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	1%
Read magazines on sports and athletes																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	5%	9%	2%	5%	8%	4%	7%	5%	4%	4%	11%	9%	5%	7%	3%	25%	3%	1%	0%
About once or twice a week	13%	22%	4%	10%	16%	14%	18%	12%	9%	14%	18%	4%	12%	14%	15%	39%	22%	2%	0%
About once or twice a month	14%	15%	13%	14%	13%	15%	8%	21%	11%	13%	18%	19%	12%	16%	15%	18%	32%	8%	1%
Less than once a month	10%	11%	9%	11%	8%	11%	10%	10%	11%	10%	6%	14%	9%	11%	10%	7%	12%	17%	5%
Never	58%	44%	71%	60%	55%	56%	57%	53%	65%	60%	47%	54%	63%	52%	56%	10%	32%	71%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Talk about sports with your friends, family or co-workers																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	29%	46%	13%	28%	32%	28%	37%	27%	23%	28%	41%	27%	26%	31%	32%	84%	39%	17%	0%
About once or twice a week	26%	27%	25%	22%	31%	28%	23%	31%	22%	27%	21%	27%	24%	24%	33%	15%	46%	39%	4%
About once or twice a month	14%	10%	17%	12%	13%	17%	7%	17%	16%	14%	8%	14%	16%	12%	11%	0%	12%	26%	13%
Less than once a month	11%	6%	15%	13%	8%	9%	13%	6%	14%	11%	5%	10%	10%	12%	8%	0%	1%	10%	24%
Never	20%	11%	30%	25%	15%	18%	19%	19%	23%	19%	26%	21%	24%	21%	15%	0%	1%	6%	59%
Don't know/Refused	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Use the internet to keep track of sports																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	17%	28%	6%	13%	22%	18%	28%	16%	7%	17%	18%	18%	11%	21%	25%	62%	22%	2%	0%
About once or twice a week	12%	15%	8%	10%	15%	12%	14%	14%	7%	12%	19%	7%	12%	13%	10%	21%	24%	7%	0%
About once or twice a month	7%	8%	6%	5%	8%	9%	4%	11%	5%	7%	6%	9%	5%	7%	10%	7%	12%	8%	1%
Less than once a month	6%	5%	6%	6%	4%	6%	3%	7%	6%	7%	1%	2%	4%	7%	4%	2%	5%	8%	6%
Never	59%	44%	73%	66%	51%	56%	50%	53%	75%	58%	56%	64%	69%	53%	50%	8%	36%	75%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Listen to sports talk shows on the radio																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	16%	26%	7%	14%	23%	15%	17%	21%	9%	17%	17%	13%	11%	24%	19%	76%	13%	0%	0%
About once or twice a week	10%	15%	4%	11%	9%	8%	11%	10%	8%	9%	16%	9%	9%	8%	14%	21%	19%	2%	1%
About once or twice a month	7%	9%	5%	5%	8%	8%	9%	6%	7%	7%	9%	4%	9%	6%	5%	3%	15%	7%	2%
Less than once a month	6%	7%	4%	5%	5%	6%	6%	5%	6%	6%	3%	3%	4%	2%	11%	0%	10%	10%	1%
Never	62%	43%	80%	65%	54%	63%	58%	59%	70%	61%	56%	71%	67%	61%	51%	0%	43%	80%	96%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Manage your fantasy sports teams																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	5%	10%	1%	2%	13%	5%	14%	2%	1%	6%	1%	4%	5%	5%	8%	25%	4%	0%	0%
About once or twice a week	2%	2%	2%	1%	1%	5%	3%	3%	1%	3%	1%	1%	2%	3%	2%	4%	4%	2%	0%
About once or twice a month	2%	4%	1%	3%	0%	3%	5%	2%	1%	2%	7%	4%	2%	2%	1%	2%	3%	3%	1%
Less than once a month	2%	3%	2%	3%	2%	1%	2%	3%	1%	2%	1%	4%	2%	2%	3%	4%	2%	3%	0%
Never	87%	80%	94%	90%	83%	86%	77%	90%	93%	87%	89%	88%	88%	88%	85%	64%	85%	90%	99%
Don't know/Refused	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%
Go to a sports bar																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	2%	0%	0%	0%
About once or twice a week	6%	10%	2%	4%	9%	6%	11%	4%	3%	6%	5%	6%	7%	7%	6%	10%	10%	5%	1%
About once or twice a month	14%	20%	9%	12%	16%	16%	16%	19%	7%	14%	19%	14%	10%	14%	25%	34%	23%	5%	4%
Less than once a month	16%	16%	17%	14%	17%	18%	21%	19%	8%	18%	9%	12%	11%	16%	26%	14%	20%	21%	11%
Never	63%	54%	72%	69%	57%	59%	53%	57%	81%	62%	67%	67%	72%	63%	43%	40%	46%	69%	84%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Read books on sports and athletes																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	2%	4%	1%	3%	2%	2%	2%	2%	2%	2%	5%	5%	2%	3%	3%	8%	3%	0%	0%
About once or twice a week	3%	4%	2%	3%	6%	1%	4%	2%	3%	2%	3%	6%	2%	4%	0%	6%	5%	3%	0%
About once or twice a month	12%	17%	7%	10%	17%	10%	16%	12%	8%	11%	25%	10%	14%	13%	11%	34%	18%	4%	1%
Less than once a month	15%	20%	10%	16%	12%	15%	14%	15%	16%	16%	8%	13%	9%	17%	22%	24%	22%	16%	4%
Never	68%	56%	80%	68%	63%	72%	64%	69%	71%	69%	58%	67%	74%	63%	64%	28%	52%	77%	96%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Regardless of how much of a sports fan you are, which spectator sport would you say is your favorite?																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Baseball	27%	27%	28%	30%	33%	20%	23%	31%	27%	29%	15%	25%	24%	29%	28%	40%	30%	26%	17%
Football	26%	35%	19%	17%	28%	37%	32%	24%	24%	29%	16%	19%	25%	28%	29%	30%	30%	26%	25%
Basketball	14%	14%	15%	20%	9%	12%	19%	13%	13%	10%	41%	18%	17%	9%	16%	17%	16%	15%	11%
Hockey	7%	7%	6%	5%	6%	8%	6%	8%	6%	7%	1%	6%	7%	8%	6%	6%	7%	9%	4%
Tennis	4%	3%	4%	4%	4%	2%	2%	4%	4%	4%	6%	0%	4%	4%	4%	2%	1%	6%	4%
Soccer	4%	3%	5%	5%	4%	3%	6%	4%	3%	4%	1%	8%	4%	4%	6%	1%	3%	2%	2%
Ice skating	3%	0%	5%	4%	2%	1%	1%	2%	4%	2%	1%	4%	2%	1%	1%	3%	4%	4%	5%
Golf	2%	2%	2%	1%	3%	3%	0%	1%	5%	2%	1%	2%	2%	2%	1%	0%	0%	1%	8%
NASCAR/Racing	2%	2%	3%	1%	1%	5%	1%	3%	2%	3%	1%	0%	2%	4%	0%	1%	2%	3%	3%
Other	6%	6%	5%	7%	5%	5%	2%	7%	8%	5%	6%	5%	7%	4%	5%	0%	4%	8%	8%
No favorite	4%	2%	7%	6%	4%	3%	7%	3%	4%	2%	9%	13%	4%	7%	3%	0%	2%	1%	12%

Considering all teams in all sports, what one team would you say is your favorite?																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yankees	28%	24%	31%	31%	34%	20%	25%	30%	27%	29%	9%	36%	23%	30%	31%	31%	26%	29%	26%
Mets	9%	9%	9%	12%	15%	2%	8%	9%	10%	10%	5%	8%	9%	7%	12%	6%	9%	12%	8%
Giants	8%	9%	6%	6%	15%	6%	9%	7%	8%	9%	3%	4%	7%	8%	9%	9%	10%	7%	5%
Buffalo Bills	5%	6%	4%	0%	1%	14%	6%	3%	6%	6%	4%	0%	6%	7%	4%	7%	4%	3%	1%
Jets	3%	4%	3%	3%	7%	2%	0%	5%	4%	4%	1%	3%	3%	4%	3%	8%	5%	7%	2%
Buffalo Sabres	2%	2%	2%	0%	0%	6%	0%	4%	2%	3%	0%	1%	2%	4%	2%	2%	2%	3%	2%
Boston Red Sox	2%	2%	3%	1%	3%	3%	3%	2%	2%	3%	0%	0%	1%	4%	3%	2%	3%	1%	3%
Pittsburgh Steelers	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	2%	1%	0%
Knicks	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	5%	0%	0%	2%	0%	2%	3%	0%	1%
Syracuse	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	0%	0%	1%	0%	2%	1%	0%	0%	0%
Rangers	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	2%	1%	0%
Other	27%	33%	20%	30%	14%	30%	32%	25%	24%	23%	53%	28%	34%	19%	27%	31%	33%	27%	19%
No favorite	13%	9%	17%	16%	8%	12%	14%	11%	14%	10%	21%	20%	13%	15%	7%	1%	1%	9%	31%

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How about your second favorite team in all sports, what is the name of that team?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Giants	12%	12%	12%	12%	18%	9%	16%	10%	12%	12%	15%	13%	11%	18%	13%	9%	11%	12%	8%
Mets	11%	12%	10%	12%	17%	6%	8%	13%	12%	12%	6%	9%	13%	7%	13%	14%	11%	10%	10%
Yankees	10%	9%	11%	11%	10%	8%	10%	10%	10%	11%	9%	8%	7%	11%	14%	17%	15%	13%	7%
Jets	5%	8%	2%	5%	10%	2%	6%	5%	4%	6%	6%	0%	5%	4%	5%	13%	4%	6%	1%
Buffalo Bills	3%	3%	3%	0%	0%	8%	0%	4%	4%	4%	0%	1%	3%	5%	2%	3%	2%	5%	2%
Buffalo Sabres	2%	3%	2%	0%	1%	6%	1%	3%	3%	3%	0%	0%	2%	4%	2%	6%	3%	2%	1%
Boston Red Sox	2%	2%	2%	3%	2%	1%	1%	2%	3%	2%	0%	2%	3%	1%	2%	0%	2%	2%	3%
Pittsburgh Steelers	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%
Rangers	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Syracuse	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%
Knicks	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Other	30%	36%	25%	28%	26%	35%	37%	30%	24%	28%	36%	41%	32%	25%	32%	34%	44%	28%	18%
No second favorite	22%	14%	30%	26%	14%	22%	21%	20%	26%	20%	27%	25%	23%	25%	16%	2%	6%	18%	50%

About how many times a year do you attend a professional sports event including any team or individual sporting event in which the participants are paid professionals, would you say you attend:																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
None	42%	36%	48%	45%	35%	43%	31%	36%	60%	42%	44%	43%	55%	37%	27%	14%	25%	48%	67%
1 or 2	31%	31%	31%	30%	31%	32%	39%	31%	23%	31%	31%	28%	34%	25%	35%	24%	38%	30%	29%
At least 3 times but no more than 5	14%	15%	13%	15%	17%	12%	14%	18%	9%	15%	19%	8%	6%	18%	19%	18%	23%	17%	3%
More than 5 but no more than 10	7%	8%	5%	4%	9%	9%	7%	8%	4%	7%	1%	10%	3%	8%	13%	21%	8%	5%	0%
More than 10 but no more than 20	3%	6%	1%	3%	6%	2%	4%	4%	3%	4%	4%	2%	1%	7%	4%	12%	5%	0%	0%
More than 20	2%	3%	2%	3%	3%	2%	5%	2%	1%	2%	1%	9%	1%	6%	2%	11%	2%	0%	0%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Which of the following professional sporting events did you attend during the last 12 months?																			
Major league baseball																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	35%	40%	31%	37%	52%	23%	42%	41%	22%	37%	20%	41%	25%	39%	52%	67%	42%	34%	14%
No	64%	60%	69%	62%	48%	77%	58%	59%	78%	63%	80%	59%	75%	60%	48%	33%	58%	66%	85%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Minor league baseball																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	21%	23%	18%	16%	20%	26%	14%	30%	15%	22%	12%	20%	15%	25%	23%	38%	31%	17%	6%
No	79%	77%	81%	84%	80%	74%	86%	70%	85%	78%	88%	80%	85%	75%	76%	62%	69%	83%	94%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
A National Football League game																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	20%	31%	10%	14%	27%	23%	27%	22%	11%	21%	20%	15%	15%	25%	26%	52%	27%	10%	5%
No	80%	69%	90%	86%	73%	77%	73%	78%	89%	79%	80%	85%	85%	75%	74%	48%	73%	90%	95%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A National Basketball Association game																			
	Total	Gender		Region			Age			Ethnic			Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	11%	16%	7%	18%	10%	3%	17%	9%	7%	8%	36%	11%	8%	13%	15%	26%	16%	4%	4%
No	89%	84%	93%	82%	90%	97%	83%	91%	93%	92%	64%	88%	91%	87%	85%	74%	84%	96%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

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A National Hockey League game																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	15%	17%	13%	9%	26%	15%	15%	19%	10%	16%	3%	16%	8%	19%	19%	29%	18%	15%	4%
No	85%	83%	87%	91%	74%	85%	85%	81%	90%	84%	97%	84%	92%	81%	81%	71%	82%	85%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A professional golf tournament																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	5%	6%	4%	3%	9%	4%	5%	5%	4%	5%	2%	4%	2%	5%	8%	13%	6%	2%	2%
No	95%	94%	96%	97%	91%	96%	95%	95%	96%	95%	98%	96%	98%	95%	92%	87%	94%	98%	98%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Was there any other professional sporting events that you attended during the last 12 months?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	13%	17%	10%	13%	15%	13%	12%	16%	11%	13%	16%	15%	9%	18%	15%	26%	19%	11%	4%
No	87%	83%	90%	87%	85%	87%	88%	84%	89%	87%	84%	85%	91%	82%	85%	74%	81%	89%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over the past year have you attended College sports games or tournaments?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	23%	30%	17%	19%	26%	26%	29%	25%	16%	24%	29%	13%	17%	26%	32%	46%	34%	15%	8%
No	77%	70%	83%	81%	74%	74%	71%	75%	84%	76%	71%	87%	83%	74%	68%	54%	66%	85%	92%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Over the past year have you attended High school sports games or tournaments?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	32%	36%	29%	22%	42%	39%	36%	37%	21%	34%	38%	17%	28%	32%	41%	48%	49%	29%	12%
No	68%	64%	71%	78%	58%	61%	64%	63%	79%	66%	62%	83%	72%	68%	59%	52%	51%	71%	88%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Which of the following sporting events would you say is the SINGLE ONE that you look forward to and are excited about each year? Is your favorite sporting event:																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
The Super Bowl	34%	41%	28%	31%	36%	38%	46%	30%	30%	34%	46%	27%	35%	35%	36%	28%	29%	36%	24%
The World Series	29%	23%	35%	31%	39%	21%	24%	31%	31%	31%	13%	29%	29%	25%	30%	39%	37%	32%	31%
The College Basketball Tournament	7%	8%	6%	5%	4%	12%	4%	8%	10%	8%	0%	9%	5%	9%	8%	8%	5%	3%	4%
The Stanley Cup	6%	6%	6%	3%	8%	8%	4%	7%	5%	7%	0%	3%	6%	6%	5%	7%	7%	5%	5%
The NBA Finals	4%	6%	3%	9%	1%	1%	7%	5%	2%	1%	17%	11%	5%	4%	5%	14%	10%	5%	3%
U.S. Open	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%	0%	2%	3%	2%	0%	1%	1%	0%
The Masters	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%
Daytona 500	1%	0%	1%	0%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%
World Cup	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	2%	2%	4%	1%
Olympics	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%
Some other	4%	6%	3%	6%	2%	4%	5%	4%	5%	5%	6%	3%	5%	4%	4%	1%	5%	7%	4%
No favorite	10%	5%	14%	12%	6%	10%	8%	10%	12%	9%	13%	14%	10%	11%	8%	0%	2%	5%	26%

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And of the remaining, what is your SECOND favorite?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
The Super Bowl	27%	28%	26%	23%	30%	29%	22%	33%	24%	28%	16%	30%	27%	26%	27%	27%	20%	19%	21%
The World Series	21%	24%	19%	21%	29%	16%	24%	17%	24%	22%	13%	21%	18%	23%	23%	28%	38%	32%	13%
The College Basketball Tournament	9%	12%	7%	9%	9%	11%	9%	10%	9%	10%	12%	7%	8%	12%	11%	8%	11%	9%	4%
The NBA Finals	8%	10%	5%	12%	1%	6%	15%	4%	5%	4%	29%	11%	13%	4%	7%	8%	6%	8%	6%
The Stanley Cup	7%	6%	8%	4%	9%	9%	5%	9%	7%	8%	2%	3%	6%	8%	10%	16%	12%	9%	4%
The Masters	1%	1%	2%	1%	3%	1%	0%	1%	3%	2%	0%	0%	1%	1%	1%	1%	2%	2%	0%
Daytona 500	1%	2%	0%	0%	0%	3%	3%	0%	0%	1%	0%	0%	1%	0%	2%	3%	0%	2%	0%
Olympics	1%	0%	1%	1%	2%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%
U.S. Open	1%	1%	1%	1%	2%	0%	0%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%
World Cup	1%	2%	0%	2%	1%	0%	1%	1%	1%	1%	0%	3%	0%	0%	2%	3%	1%	0%	0%
Some other	4%	5%	3%	5%	3%	4%	5%	4%	4%	5%	7%	1%	6%	3%	3%	1%	6%	5%	4%
No second favorite	19%	10%	28%	21%	22%	20%	16%	19%	23%	18%	19%	23%	20%	20%	13%	3%	3%	12%	46%

Thinking specifically about professional sporting events tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements that some people have made.

Going to a pro sports event is a special time. I love to go.

	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	33%	39%	28%	30%	41%	32%	39%	36%	24%	34%	37%	32%	30%	36%	38%	64%	47%	26%	12%
Somewhat agree	30%	32%	29%	31%	27%	32%	37%	31%	24%	30%	23%	40%	33%	26%	31%	28%	34%	43%	18%
Somewhat disagree	12%	11%	13%	15%	11%	10%	13%	10%	15%	13%	16%	4%	11%	12%	14%	5%	9%	14%	18%
Strongly disagree	21%	16%	26%	22%	20%	21%	10%	21%	32%	21%	19%	22%	21%	23%	16%	2%	8%	15%	46%
Don't know/Refused	3%	2%	4%	2%	1%	5%	1%	3%	5%	3%	6%	2%	4%	3%	1%	1%	1%	2%	6%

With all the hassles and costs, I'd rather watch the game on TV than go.

	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	52%	55%	49%	47%	58%	53%	35%	52%	67%	52%	49%	51%	55%	52%	43%	44%	51%	58%	52%
Somewhat agree	25%	24%	25%	23%	20%	29%	33%	27%	14%	26%	17%	21%	24%	26%	26%	28%	26%	26%	20%
Somewhat disagree	11%	13%	10%	12%	12%	11%	18%	11%	6%	12%	15%	8%	12%	8%	16%	17%	17%	8%	7%
Strongly disagree	8%	5%	10%	12%	8%	3%	11%	7%	6%	6%	15%	14%	4%	11%	10%	12%	5%	5%	10%
Don't know/Refused	4%	3%	6%	5%	3%	4%	4%	3%	6%	4%	4%	6%	5%	3%	5%	0%	1%	3%	11%

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Today the costs of going to a game have gotten out of control.																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	70%	66%	75%	67%	81%	68%	52%	76%	81%	73%	47%	72%	65%	69%	78%	68%	72%	73%	68%
Somewhat agree	18%	23%	14%	17%	12%	24%	35%	14%	8%	19%	21%	16%	20%	22%	14%	28%	17%	20%	13%
Somewhat disagree	5%	5%	5%	6%	3%	4%	7%	5%	2%	4%	13%	6%	5%	3%	7%	4%	6%	3%	6%
Strongly disagree	3%	4%	2%	5%	1%	1%	3%	2%	3%	2%	6%	4%	3%	4%	0%	0%	4%	1%	5%
Don't know/Refused	4%	3%	5%	5%	2%	2%	2%	4%	5%	3%	13%	2%	7%	2%	2%	0%	1%	3%	8%
I enjoy being at the event so much that the price of tickets, parking and food don't bother me.																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	6%	7%	5%	8%	6%	3%	8%	5%	4%	4%	8%	11%	6%	7%	5%	5%	6%	4%	7%
Somewhat agree	14%	17%	11%	13%	13%	16%	23%	13%	6%	15%	15%	12%	17%	14%	15%	23%	16%	14%	8%
Somewhat disagree	19%	21%	18%	18%	19%	22%	30%	18%	11%	20%	21%	18%	18%	16%	23%	26%	21%	24%	10%
Strongly disagree	56%	53%	59%	57%	56%	55%	37%	59%	71%	57%	50%	56%	53%	60%	52%	46%	54%	54%	65%
Don't know/Refused	4%	3%	6%	5%	5%	4%	1%	4%	7%	5%	6%	3%	6%	3%	4%	0%	2%	3%	10%
Now a few questions about participating in sports. In an average week about how many hours do you spend engaged in physical activities including jogging, working out, playing sports or other activities in which you could break a sweat? Would you say:																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
None at all	17%	13%	20%	16%	15%	19%	8%	16%	26%	16%	19%	17%	21%	17%	9%	5%	16%	18%	23%
1 or 2	22%	20%	24%	21%	19%	24%	22%	21%	23%	21%	27%	21%	28%	17%	13%	13%	19%	27%	24%
At least 3 but no more than 5	28%	23%	32%	30%	27%	26%	24%	31%	28%	29%	20%	29%	21%	29%	36%	24%	29%	30%	27%
More than 5 but no more than 10	20%	24%	17%	16%	23%	23%	19%	22%	18%	21%	14%	19%	16%	22%	29%	25%	25%	17%	15%
More than 10 but no more than 20	10%	14%	6%	13%	13%	4%	20%	7%	4%	9%	14%	10%	11%	12%	9%	26%	6%	5%	8%
More than 20	3%	5%	1%	3%	4%	3%	6%	3%	1%	3%	5%	4%	4%	3%	3%	8%	4%	2%	1%
Don't know/Refused	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%

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What is the physical activity that you would say is your favorite, that is, you enjoy it the most knowing that it may not be the one you do most often. What is your favorite physical activity?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Walking	21%	14%	28%	20%	19%	24%	10%	18%	36%	21%	28%	16%	22%	19%	15%	48%	25%	16%	4%
Sports	20%	28%	12%	19%	23%	20%	26%	22%	12%	20%	24%	17%	21%	22%	19%	6%	18%	25%	29%
Jogging/Running	13%	12%	13%	15%	12%	9%	18%	13%	7%	11%	17%	19%	10%	14%	15%	4%	7%	13%	9%
Indoor fitness	12%	12%	13%	14%	13%	10%	13%	13%	12%	13%	6%	16%	11%	10%	17%	13%	11%	13%	13%
Water sports	9%	7%	10%	7%	9%	11%	6%	10%	9%	9%	5%	6%	7%	6%	13%	5%	8%	6%	6%
Cycling	7%	8%	5%	7%	7%	6%	6%	7%	6%	7%	5%	6%	6%	8%	7%	1%	2%	2%	5%
Yoga/Martial Arts	3%	2%	3%	3%	3%	1%	4%	3%	2%	3%	1%	4%	4%	1%	4%	1%	0%	2%	3%
Dancing	2%	1%	3%	2%	2%	1%	2%	1%	2%	1%	0%	6%	3%	2%	0%	0%	1%	1%	2%
Gardening	1%	1%	2%	0%	1%	3%	0%	1%	3%	1%	1%	1%	1%	1%	1%	15%	15%	7%	14%
Winter sports	1%	1%	1%	1%	2%	2%	0%	2%	2%	2%	0%	0%	1%	2%	2%	0%	1%	2%	1%
Other	9%	12%	6%	10%	6%	9%	14%	8%	5%	8%	12%	6%	11%	11%	6%	6%	8%	9%	10%
None	3%	2%	3%	2%	3%	4%	0%	3%	6%	2%	2%	4%	4%	3%	1%	1%	2%	4%	3%

And your second most favorite physical activity?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Sports	23%	32%	14%	23%	26%	20%	36%	21%	11%	23%	25%	23%	19%	26%	25%	47%	28%	18%	9%
Walking	16%	10%	22%	14%	12%	20%	11%	17%	20%	17%	12%	12%	19%	13%	17%	3%	17%	20%	18%
Indoor fitness	13%	16%	10%	12%	14%	13%	13%	14%	12%	12%	18%	17%	15%	11%	15%	6%	6%	2%	5%
Jogging/Running	9%	11%	8%	12%	8%	7%	16%	9%	3%	8%	12%	12%	9%	9%	13%	19%	15%	7%	13%
Cycling	6%	5%	8%	8%	6%	4%	6%	7%	6%	6%	2%	12%	6%	5%	6%	3%	4%	6%	10%
Water sports	5%	5%	5%	4%	6%	5%	1%	7%	6%	6%	1%	4%	4%	6%	5%	0%	1%	2%	4%
Yoga/Martial Arts	2%	0%	4%	2%	2%	2%	4%	2%	1%	3%	3%	0%	2%	1%	4%	0%	1%	2%	1%
Dancing	1%	0%	2%	1%	1%	1%	0%	2%	1%	1%	0%	1%	0%	1%	2%	1%	0%	1%	1%
Gardening	1%	1%	1%	0%	1%	2%	0%	1%	2%	1%	0%	0%	1%	0%	0%	7%	8%	16%	7%
Winter sports	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	0%	3%	0%	1%	4%	2%	2%	2%	1%
Other	6%	5%	8%	5%	6%	7%	6%	6%	6%	6%	5%	5%	5%	11%	3%	6%	4%	5%	9%
None	17%	14%	19%	16%	15%	19%	6%	13%	32%	17%	23%	11%	20%	15%	7%	6%	14%	20%	21%

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Have you ever gambled in any way, that is, placed a bet or entered some kind of pool for money, for a sporting event of any kind?																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	45%	54%	36%	40%	51%	46%	36%	52%	44%	48%	26%	40%	29%	60%	56%	68%	55%	42%	26%
No	55%	46%	64%	60%	48%	53%	64%	48%	55%	52%	74%	60%	71%	40%	44%	32%	45%	58%	74%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
For each of the following, tell me whether or not you have ever participated?																			
Entered a March Madness, college basketball pool																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	21%	28%	14%	17%	22%	25%	18%	24%	19%	23%	7%	17%	10%	31%	29%	50%	29%	11%	6%
No - Have NOT participated	79%	72%	85%	83%	78%	75%	82%	75%	81%	76%	93%	83%	90%	69%	71%	50%	71%	88%	93%
Refused	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Entered a pool for the super bowl																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	48%	57%	40%	39%	61%	52%	34%	62%	46%	53%	27%	39%	32%	62%	61%	74%	63%	43%	27%
No - Have NOT participated	51%	42%	59%	60%	39%	48%	66%	37%	54%	47%	73%	60%	68%	38%	39%	26%	36%	57%	72%
Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Bet with friends or family on an individual sporting event																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	36%	48%	26%	33%	40%	39%	35%	40%	34%	38%	40%	26%	28%	46%	40%	67%	49%	29%	16%
No - Have NOT participated	63%	52%	74%	67%	60%	61%	65%	60%	66%	62%	60%	74%	72%	54%	60%	33%	51%	71%	84%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Gambled at a race track																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	31%	33%	29%	23%	33%	40%	17%	33%	41%	36%	15%	14%	24%	34%	37%	40%	43%	27%	20%
No - Have NOT participated	69%	66%	71%	77%	66%	60%	83%	67%	58%	64%	85%	86%	76%	65%	63%	60%	57%	73%	80%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gambled at off-track betting																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	15%	17%	14%	12%	20%	16%	6%	19%	19%	17%	5%	11%	11%	21%	17%	25%	19%	15%	7%
No - Have NOT participated	84%	83%	86%	88%	79%	84%	94%	81%	80%	83%	95%	89%	89%	79%	83%	75%	81%	84%	92%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Bet with a local bookmaker																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	5%	7%	2%	4%	7%	4%	4%	6%	4%	5%	2%	5%	3%	8%	3%	13%	6%	2%	1%
No - Have NOT participated	95%	92%	98%	96%	92%	96%	96%	94%	95%	95%	98%	95%	97%	92%	97%	86%	94%	98%	99%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gambled using an online betting website																			
	Gender			Region			Age			Ethnic			Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	3%	6%	0%	3%	6%	1%	6%	2%	1%	3%	1%	3%	2%	3%	6%	12%	3%	0%	0%
No - Have NOT participated	97%	94%	100%	97%	93%	99%	94%	98%	99%	97%	99%	97%	98%	97%	94%	87%	97%	100%	99%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%