

Siena College Research Institute  
February 22 - March 1, 2011  
801 New York State Residents  
MOE +/- 3.5%

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	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	59%	76%	43%	57%	65%	58%	60%	58%	62%	58%	60%	57%	62%	44%	58%	59%	66%	100%	90%	51%	7%
No	41%	24%	56%	43%	35%	42%	40%	41%	38%	42%	40%	43%	38%	56%	41%	41%	33%	0%	10%	48%	93%
Don't know/Refused	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	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	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	28%	40%	17%	32%	24%	26%	36%	29%	24%	24%	23%	43%	45%	23%	30%	28%	29%	79%	38%	10%	0%
About once or twice a week	30%	32%	28%	25%	38%	30%	24%	26%	35%	33%	32%	27%	18%	22%	27%	29%	37%	19%	53%	42%	4%
About once or twice a month	16%	13%	20%	18%	18%	15%	19%	16%	18%	14%	17%	12%	19%	19%	20%	16%	15%	2%	8%	34%	19%
Less than once a month	12%	6%	17%	9%	10%	17%	8%	16%	10%	14%	13%	11%	7%	19%	9%	13%	11%	0%	1%	10%	33%
Never	14%	9%	18%	16%	10%	12%	13%	13%	13%	16%	15%	7%	11%	17%	14%	14%	8%	0%	1%	4%	45%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	13%	18%	8%	13%	15%	11%	12%	13%	13%	15%	12%	21%	17%	2%	11%	14%	17%	48%	12%	3%	0%
About once or twice a week	13%	18%	8%	10%	21%	11%	12%	12%	15%	14%	15%	10%	9%	2%	13%	12%	15%	29%	21%	6%	0%
About once or twice a month	11%	13%	10%	10%	11%	14%	12%	11%	14%	9%	12%	11%	11%	8%	12%	12%	14%	15%	19%	12%	1%
Less than once a month	9%	9%	9%	6%	9%	12%	9%	7%	12%	7%	10%	7%	2%	19%	8%	12%	8%	4%	12%	13%	5%
Never	54%	41%	65%	60%	43%	52%	55%	57%	46%	54%	52%	50%	61%	69%	57%	50%	45%	3%	36%	66%	94%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Watch or listen to sports news on TV or radio																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	42%	54%	32%	44%	47%	38%	40%	39%	47%	47%	41%	51%	47%	42%	41%	41%	47%	93%	58%	30%	4%
About once or twice a week	20%	20%	19%	21%	20%	18%	17%	23%	20%	16%	19%	26%	16%	13%	20%	20%	22%	7%	34%	32%	2%
About once or twice a month	9%	8%	10%	10%	5%	10%	13%	9%	6%	9%	8%	11%	12%	13%	12%	10%	6%	0%	7%	17%	11%
Less than once a month	5%	4%	6%	4%	6%	6%	6%	5%	4%	5%	6%	1%	1%	11%	4%	4%	8%	0%	1%	7%	11%
Never	24%	15%	32%	22%	21%	28%	24%	24%	23%	23%	26%	12%	25%	22%	22%	24%	16%	0%	0%	15%	71%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Read the sports pages of a newspaper																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	31%	44%	18%	31%	32%	32%	25%	30%	36%	35%	33%	31%	32%	10%	28%	32%	37%	77%	46%	12%	1%
About once or twice a week	17%	19%	15%	14%	18%	18%	19%	16%	16%	16%	16%	17%	18%	22%	17%	16%	17%	15%	29%	20%	2%
About once or twice a month	9%	9%	9%	9%	8%	7%	11%	10%	7%	7%	8%	12%	7%	2%	8%	9%	9%	3%	10%	19%	2%
Less than once a month	5%	3%	7%	6%	6%	4%	3%	6%	5%	8%	5%	5%	4%	17%	4%	4%	9%	1%	3%	11%	5%
Never	38%	24%	51%	39%	35%	39%	42%	38%	36%	34%	38%	36%	39%	46%	42%	39%	27%	3%	12%	38%	90%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%
Read magazines on sports and athletes																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	6%	9%	4%	8%	6%	4%	8%	6%	6%	2%	4%	14%	11%	0%	9%	7%	5%	23%	6%	0%	0%
About once or twice a week	12%	16%	9%	10%	13%	15%	13%	12%	14%	8%	12%	14%	13%	9%	11%	11%	16%	34%	17%	3%	0%
About once or twice a month	16%	21%	12%	18%	15%	16%	19%	18%	16%	14%	16%	20%	16%	20%	14%	19%	19%	25%	29%	11%	2%
Less than once a month	11%	11%	10%	10%	11%	11%	12%	12%	8%	12%	11%	11%	6%	19%	8%	13%	11%	6%	16%	16%	3%
Never	55%	44%	66%	54%	55%	54%	47%	52%	57%	64%	57%	42%	54%	52%	59%	50%	49%	11%	32%	69%	95%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Talk about sports with your friends, family or co-workers																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	29%	39%	20%	29%	36%	25%	34%	30%	31%	15%	26%	38%	39%	17%	28%	28%	35%	79%	42%	8%	0%
About once or twice a week	27%	30%	24%	28%	29%	26%	26%	29%	27%	29%	28%	25%	24%	27%	24%	29%	33%	21%	48%	36%	2%
About once or twice a month	13%	12%	14%	12%	10%	16%	13%	12%	13%	17%	14%	10%	12%	18%	17%	14%	9%	0%	7%	31%	11%
Less than once a month	10%	8%	13%	8%	10%	13%	9%	8%	10%	16%	12%	7%	7%	8%	11%	10%	9%	0%	2%	14%	23%
Never	21%	12%	29%	22%	15%	21%	18%	20%	18%	23%	20%	20%	19%	27%	20%	19%	14%	0%	1%	10%	64%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Use the internet to keep track of sports																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	22%	35%	10%	24%	27%	19%	36%	26%	16%	7%	20%	28%	29%	24%	17%	21%	33%	65%	29%	6%	0%
About once or twice a week	12%	14%	9%	11%	10%	13%	14%	16%	9%	7%	13%	9%	8%	10%	10%	11%	16%	17%	19%	11%	0%
About once or twice a month	8%	8%	7%	7%	7%	9%	10%	8%	8%	3%	7%	4%	12%	8%	6%	13%	4%	7%	11%	11%	2%
Less than once a month	5%	6%	5%	6%	7%	4%	9%	4%	5%	3%	5%	5%	4%	15%	5%	4%	7%	1%	6%	10%	3%
Never	54%	37%	69%	53%	49%	55%	31%	46%	62%	81%	54%	54%	47%	43%	62%	51%	40%	9%	35%	62%	96%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Listen to sports talk shows on the radio																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	12%	19%	6%	11%	18%	11%	11%	13%	14%	11%	12%	17%	14%	2%	11%	13%	16%	49%	11%	1%	0%
About once or twice a week	11%	15%	8%	10%	13%	12%	12%	8%	13%	9%	11%	15%	10%	4%	8%	14%	11%	29%	16%	4%	0%
About once or twice a month	9%	10%	8%	10%	7%	8%	9%	12%	7%	10%	9%	10%	8%	13%	9%	8%	9%	14%	16%	7%	0%
Less than once a month	7%	6%	8%	5%	9%	8%	9%	5%	7%	8%	7%	6%	8%	14%	9%	5%	7%	2%	11%	12%	3%
Never	60%	49%	70%	63%	53%	60%	59%	61%	60%	62%	61%	53%	60%	67%	63%	60%	56%	5%	45%	76%	97%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Manage your fantasy sports teams																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	4%	7%	1%	5%	2%	3%	7%	3%	2%	2%	4%	2%	6%	0%	2%	3%	6%	13%	4%	1%	0%
About once or twice a week	4%	5%	4%	4%	3%	5%	10%	4%	1%	0%	4%	6%	7%	5%	5%	4%	6%	10%	7%	2%	0%
About once or twice a month	3%	3%	3%	4%	3%	2%	6%	2%	2%	3%	3%	5%	5%	0%	5%	2%	4%	4%	5%	2%	0%
Less than once a month	3%	3%	2%	3%	2%	3%	4%	5%	1%	1%	2%	6%	3%	3%	2%	4%	4%	6%	4%	2%	0%
Never	86%	81%	90%	82%	88%	87%	72%	86%	94%	93%	87%	82%	79%	89%	86%	88%	79%	66%	80%	92%	99%
Don't know/Refused	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	2%	1%	0%	0%	1%	0%	1%	0%
Go to a sports bar																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%	2%	3%	1%	2%	0%	1%	1%	2%	0%
About once or twice a week	6%	9%	3%	4%	6%	8%	12%	5%	4%	3%	7%	2%	7%	7%	8%	4%	7%	15%	7%	3%	1%
About once or twice a month	16%	20%	11%	16%	17%	15%	23%	18%	12%	7%	15%	18%	18%	14%	13%	16%	21%	28%	17%	16%	5%
Less than once a month	16%	18%	15%	16%	19%	17%	21%	20%	17%	6%	18%	17%	14%	4%	11%	20%	22%	17%	21%	15%	12%
Never	62%	53%	70%	63%	59%	60%	42%	57%	67%	84%	60%	63%	59%	71%	67%	58%	51%	39%	54%	65%	82%
Don't know/Refused	0%	0%	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	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	3%	5%	1%	4%	2%	2%	4%	4%	2%	2%	1%	10%	7%	0%	4%	3%	2%	10%	3%	0%	0%
About once or twice a week	4%	6%	2%	5%	4%	4%	5%	5%	3%	6%	3%	9%	5%	13%	6%	2%	4%	11%	5%	2%	0%
About once or twice a month	9%	13%	5%	10%	5%	11%	12%	9%	8%	7%	8%	14%	12%	11%	10%	9%	10%	21%	11%	7%	1%
Less than once a month	20%	26%	15%	18%	26%	21%	18%	21%	24%	15%	22%	16%	14%	11%	14%	22%	28%	37%	29%	18%	2%
Never	64%	50%	76%	63%	64%	63%	62%	61%	63%	69%	67%	51%	61%	65%	66%	64%	56%	20%	52%	73%	97%
Don't know/Refused	0%	0%	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?																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Football	23%	30%	16%	20%	22%	27%	24%	22%	26%	24%	26%	25%	14%	11%	23%	25%	25%	30%	28%	20%	16%
Baseball	22%	23%	22%	24%	38%	12%	18%	23%	26%	25%	25%	7%	34%	8%	20%	23%	23%	30%	23%	21%	16%
Basketball	19%	18%	20%	22%	12%	17%	22%	18%	16%	16%	13%	42%	22%	28%	19%	18%	21%	22%	24%	15%	15%
Hockey	7%	6%	9%	4%	7%	13%	9%	8%	8%	5%	10%	0%	2%	3%	5%	12%	6%	8%	6%	10%	6%
Soccer	6%	5%	6%	9%	3%	3%	8%	9%	3%	1%	4%	8%	9%	15%	6%	4%	7%	4%	5%	9%	4%
Tennis	4%	2%	6%	5%	3%	4%	2%	3%	4%	8%	5%	3%	4%	0%	4%	2%	6%	1%	4%	3%	7%
NASCAR/Racing	3%	5%	1%	0%	3%	6%	2%	3%	3%	3%	4%	0%	1%	2%	4%	3%	1%	1%	2%	3%	5%
Golf	2%	2%	1%	1%	2%	3%	1%	1%	1%	5%	2%	1%	1%	0%	2%	2%	1%	2%	2%	1%	1%
Ice skating	2%	0%	5%	3%	2%	2%	2%	0%	4%	4%	3%	3%	2%	0%	3%	2%	2%	0%	0%	5%	3%
Other	7%	6%	8%	8%	3%	9%	8%	9%	7%	4%	5%	7%	6%	33%	7%	6%	6%	1%	4%	10%	11%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	3%
None	4%	3%	5%	3%	3%	3%	4%	3%	2%	5%	4%	3%	3%	0%	5%	2%	3%	0%	0%	0%	13%
Now, thinking about some sports teams in New York, which of the following teams would you say is your favorite, is it:																					
	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
New York Yankees	30%	30%	31%	32%	41%	22%	27%	29%	35%	30%	31%	18%	40%	24%	29%	30%	31%	29%	31%	36%	25%
New York Mets	11%	11%	11%	16%	14%	4%	8%	12%	10%	17%	11%	4%	18%	7%	12%	8%	12%	14%	9%	10%	12%
New York Knicks	11%	11%	11%	17%	10%	3%	15%	11%	9%	6%	4%	41%	12%	23%	12%	9%	12%	9%	19%	7%	8%
New York Jets	9%	10%	8%	12%	13%	3%	10%	8%	13%	5%	9%	11%	11%	10%	8%	8%	13%	12%	11%	9%	5%
New York Giants	8%	11%	5%	7%	5%	10%	9%	8%	5%	10%	7%	11%	7%	8%	9%	9%	5%	11%	8%	7%	5%
Syracuse Orange	6%	6%	6%	1%	1%	17%	7%	7%	5%	7%	8%	2%	2%	3%	8%	6%	8%	10%	5%	7%	4%
Buffalo Bills	5%	6%	4%	1%	1%	13%	3%	6%	6%	5%	6%	2%	2%	6%	5%	7%	4%	4%	6%	6%	4%
Buffalo Sabres	5%	4%	6%	0%	1%	15%	8%	4%	6%	4%	8%	1%	0%	0%	3%	10%	5%	8%	3%	6%	6%
New York Rangers	3%	2%	3%	3%	5%	2%	2%	4%	3%	3%	4%	0%	2%	0%	3%	3%	4%	1%	4%	4%	2%
New York Islanders	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Other	2%	2%	2%	1%	1%	3%	0%	2%	3%	2%	2%	0%	1%	7%	2%	2%	0%	1%	1%	2%	2%
Don't know	2%	1%	2%	1%	2%	1%	2%	0%	1%	1%	1%	2%	0%	0%	2%	0%	0%	1%	1%	2%	4%
No favorite	8%	7%	10%	9%	5%	8%	8%	10%	5%	10%	8%	8%	5%	12%	8%	8%	5%	1%	3%	4%	23%

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Which New York team is your first, second or third favorite team?																						
	Gender			Region			Age				Ethnic				Income			Fanship				
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan	
<b>New York Yankees</b>	56%	57%	55%	57%	60%	52%	54%	57%	60%	53%	55%	54%	63%	53%	54%	58%	59%	59%	60%	58%	47%	
<b>New York Giants</b>	36%	42%	30%	37%	45%	29%	37%	39%	35%	32%	34%	44%	42%	18%	35%	38%	38%	49%	40%	30%	26%	
<b>New York Jets</b>	33%	35%	31%	41%	43%	20%	37%	34%	34%	29%	31%	45%	32%	49%	36%	31%	39%	42%	35%	33%	24%	
<b>New York Mets</b>	30%	29%	31%	41%	36%	14%	24%	31%	31%	34%	28%	27%	47%	27%	33%	25%	33%	28%	31%	36%	25%	
<b>New York Knicks</b>	29%	32%	26%	40%	33%	14%	35%	29%	30%	18%	19%	63%	43%	52%	30%	22%	35%	39%	38%	25%	18%	
<b>Buffalo Bills</b>	17%	15%	18%	3%	7%	40%	17%	18%	18%	17%	21%	8%	7%	9%	16%	22%	15%	15%	15%	16%	20%	
<b>Syracuse Orange</b>	14%	15%	14%	2%	3%	37%	16%	12%	12%	19%	19%	6%	5%	5%	16%	17%	12%	20%	14%	15%	9%	
<b>New York Rangers</b>	13%	14%	11%	16%	17%	7%	16%	12%	12%	12%	15%	6%	8%	12%	10%	17%	12%	12%	17%	12%	9%	
<b>Buffalo Sabres</b>	10%	9%	11%	1%	1%	28%	12%	10%	10%	10%	14%	2%	3%	3%	9%	17%	10%	14%	9%	11%	9%	
<b>New York Islanders</b>	6%	7%	5%	3%	16%	3%	4%	6%	8%	6%	7%	2%	6%	2%	4%	5%	7%	8%	7%	6%	3%	
<b>Other</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
<b>Don't know</b>	2%	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%	2%	0%	0%	2%	0%	0%	1%	1%	2%	3%	
<b>No favorite</b>	8%	7%	10%	9%	5%	8%	8%	10%	5%	10%	8%	7%	5%	12%	8%	8%	5%	1%	3%	4%	23%	

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Many great athletes have participated in organized sports here in the New York area. Who is in your opinion the single greatest athlete of all time that played for a New York team or that you associate with sports in New York?																					
	Total	Gender		Region			Age				Ethnic				Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Jeter, Derek	14%	10%	17%	16%	16%	10%	17%	15%	13%	9%	14%	9%	21%	12%	15%	13%	14%	14%	12%	17%	11%
Ruth, Babe	11%	14%	8%	11%	14%	10%	10%	11%	15%	9%	14%	1%	8%	0%	8%	10%	14%	16%	13%	4%	11%
DiMaggio, Joe	4%	5%	3%	3%	5%	4%	1%	2%	3%	12%	6%	0%	0%	0%	4%	3%	4%	4%	4%	5%	2%
Mantle, Mickey	4%	5%	2%	2%	5%	4%	2%	4%	6%	2%	4%	1%	3%	2%	1%	5%	5%	6%	5%	3%	2%
Namath, Joe	4%	4%	4%	3%	6%	4%	1%	2%	8%	3%	4%	4%	2%	2%	3%	3%	6%	6%	4%	2%	4%
Ewing, Patrick	3%	3%	3%	5%	1%	1%	3%	5%	1%	1%	0%	7%	11%	7%	3%	3%	4%	4%	4%	2%	2%
Anthony, Carmelo	3%	2%	3%	1%	3%	6%	7%	1%	1%	2%	2%	4%	3%	8%	6%	2%	1%	7%	2%	2%	2%
Gehrig, Lou	2%	2%	1%	2%	3%	2%	2%	1%	2%	3%	3%	0%	0%	3%	2%	3%	0%	2%	2%	2%	2%
Robinson, Jackie	2%	2%	2%	2%	3%	0%	0%	3%	2%	4%	2%	4%	0%	0%	1%	1%	3%	1%	2%	3%	2%
Kelly, Jim	2%	2%	2%	0%	0%	6%	2%	1%	3%	3%	3%	0%	2%	0%	3%	3%	1%	1%	2%	3%	3%
Berra, Yogi	1%	1%	2%	2%	2%	1%	0%	2%	1%	2%	1%	1%	3%	0%	1%	2%	2%	2%	1%	2%	1%
Frazier, Walt	1%	1%	1%	2%	1%	0%	0%	1%	2%	1%	0%	4%	1%	2%	1%	1%	1%	2%	1%	0%	1%
Manning, Eli	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%	1%	2%	0%	0%	1%	1%	1%	0%	1%	0%	2%
Mattingly, Don	1%	1%	1%	2%	1%	0%	3%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	1%	2%	1%
Mays, Willie	1%	2%	0%	1%	0%	0%	0%	1%	1%	3%	1%	2%	0%	0%	1%	1%	1%	2%	1%	1%	0%
Messier, Mark	1%	0%	1%	0%	2%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%
Pele	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	1%	0%
Reed, Willis	1%	1%	0%	0%	2%	1%	0%	0%	1%	2%	1%	1%	0%	0%	0%	1%	1%	2%	1%	1%	0%
Rodriguez, Alex	1%	2%	1%	2%	2%	0%	3%	0%	2%	0%	1%	1%	7%	0%	2%	2%	1%	2%	3%	1%	0%
Taylor, Lawrence	1%	3%	0%	2%	2%	1%	3%	1%	0%	2%	1%	6%	0%	0%	2%	1%	2%	3%	2%	1%	0%
Ali, Muhammad	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	2%	0%	0%	0%	1%	0%	1%	0%	1%	0%
Simpson, O.J.	1%	1%	0%	0%	0%	2%	0%	1%	1%	1%	1%	1%	0%	2%	0%	2%	0%	1%	1%	0%	1%
Brown, Jim	1%	2%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	2%	2%	0%	0%
Gretsky, Wayne	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	2%	1%	3%	0%	0%
Other	11%	12%	9%	8%	11%	14%	14%	13%	9%	8%	10%	16%	7%	8%	9%	11%	12%	9%	16%	11%	6%
Don't know	23%	15%	31%	25%	11%	25%	21%	25%	19%	27%	20%	27%	26%	43%	27%	19%	14%	6%	12%	26%	44%
Refused	2%	2%	1%	2%	1%	2%	3%	2%	1%	1%	2%	0%	1%	2%	2%	0%	3%	0%	2%	2%	2%

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**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:**

	Total	Gender		Region			Age				Ethnic				Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
None at all	20%	19%	21%	18%	19%	20%	10%	15%	21%	39%	21%	12%	16%	19%	23%	16%	14%	11%	14%	24%	29%
Less than 3 hours but more than none	25%	19%	31%	27%	24%	25%	22%	29%	28%	24%	25%	33%	20%	26%	23%	26%	23%	15%	25%	29%	29%
At least 3 hours but no more than 5	23%	24%	23%	24%	24%	24%	21%	28%	24%	22%	23%	25%	31%	12%	23%	25%	28%	29%	29%	20%	17%
More than 5 but no more than 10	19%	23%	15%	19%	26%	17%	28%	17%	17%	10%	20%	17%	20%	19%	16%	21%	24%	25%	20%	18%	15%
More than 10 but no more than 20	7%	10%	4%	8%	4%	9%	13%	4%	7%	2%	8%	7%	4%	17%	8%	8%	7%	12%	8%	4%	6%
More than 20 hours	4%	5%	3%	3%	3%	5%	5%	7%	1%	3%	4%	6%	6%	2%	6%	3%	3%	8%	3%	4%	2%
Don't know/Refused	1%	1%	2%	1%	1%	1%	0%	0%	1%	0%	0%	1%	3%	6%	1%	1%	0%	0%	0%	1%	2%

**What is the physical or sports related 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 or sports related activity?**

	Total	Gender		Region			Age				Ethnic				Income			Fanship			
		M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Walking/Jogging/Hiking	27%	16%	38%	27%	28%	28%	25%	27%	31%	27%	27%	27%	23%	48%	29%	25%	28%	18%	23%	34%	32%
Baseball	8%	11%	5%	8%	11%	6%	10%	9%	7%	8%	7%	5%	20%	0%	9%	9%	6%	14%	9%	7%	4%
Basketball	8%	13%	4%	9%	7%	8%	13%	7%	7%	4%	6%	19%	10%	9%	7%	9%	6%	15%	15%	5%	1%
Bike riding	5%	6%	4%	7%	4%	3%	3%	5%	7%	3%	5%	5%	4%	5%	3%	5%	5%	3%	5%	5%	5%
Working out a gym	5%	6%	4%	5%	5%	5%	8%	5%	4%	3%	5%	4%	8%	3%	4%	7%	5%	4%	6%	2%	7%
Football	4%	6%	1%	5%	4%	2%	6%	3%	2%	4%	3%	6%	4%	4%	7%	3%	2%	8%	5%	3%	1%
Golf	4%	7%	1%	1%	4%	7%	0%	3%	6%	10%	5%	1%	1%	0%	2%	5%	7%	6%	6%	5%	0%
Swimming	4%	2%	7%	5%	5%	4%	0%	5%	6%	5%	6%	1%	0%	5%	3%	5%	5%	1%	3%	5%	7%
Tennis	4%	1%	5%	4%	4%	3%	3%	3%	3%	6%	3%	2%	9%	4%	4%	2%	4%	1%	3%	6%	4%
Lifting weights	3%	4%	1%	3%	5%	2%	1%	7%	2%	1%	3%	3%	1%	4%	1%	5%	2%	5%	3%	0%	2%
Soccer	3%	4%	2%	5%	0%	2%	7%	1%	1%	1%	2%	4%	8%	6%	5%	1%	4%	3%	3%	3%	2%
Aerobics/Dance	3%	0%	5%	3%	5%	2%	3%	3%	2%	3%	3%	4%	1%	3%	4%	1%	3%	1%	2%	2%	5%
Bowling	2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	2%	1%	0%	0%	3%	1%	1%	2%	1%	2%	2%
Yoga	2%	0%	3%	1%	4%	1%	1%	1%	2%	1%	2%	2%	0%	0%	0%	3%	2%	0%	0%	2%	3%
Volleyball	2%	0%	4%	3%	2%	1%	3%	3%	1%	0%	2%	3%	3%	0%	2%	4%	0%	1%	2%	2%	3%
Hockey	1%	2%	1%	0%	1%	3%	2%	3%	1%	0%	2%	0%	0%	0%	2%	1%	3%	5%	1%	0%	1%
Skiing	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%	2%	0%	0%	2%	1%	1%	3%	0%	2%	1%	1%
Racquetball	1%	2%	0%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	0%	1%	1%	2%	4%	1%	0%	1%
Handball	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%
Other	8%	9%	7%	7%	5%	11%	8%	8%	9%	4%	9%	8%	2%	3%	7%	8%	7%	5%	5%	12%	9%
None/Refused	5%	5%	5%	3%	4%	6%	2%	3%	4%	12%	4%	5%	4%	2%	6%	5%	3%	3%	3%	5%	8%

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And your second most favorite physical or sports related activity?																						
		Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan	
Walking/Jogging/Hiking	19%	15%	23%	19%	21%	20%	15%	18%	23%	19%	20%	17%	14%	32%	19%	21%	19%	15%	22%	18%	21%	
Basketball	7%	10%	4%	9%	4%	5%	12%	6%	7%	3%	5%	11%	21%	4%	10%	8%	4%	17%	7%	4%	3%	
Baseball	6%	10%	2%	7%	7%	4%	7%	6%	4%	5%	6%	4%	9%	4%	7%	5%	7%	12%	5%	6%	2%	
Bike riding	5%	4%	5%	5%	4%	6%	3%	6%	6%	5%	5%	5%	6%	5%	5%	4%	7%	4%	6%	6%	3%	
Football	5%	8%	2%	5%	5%	6%	6%	7%	4%	4%	5%	12%	4%	0%	7%	4%	5%	5%	8%	5%	2%	
Working out a gym	5%	3%	6%	4%	6%	5%	1%	7%	7%	4%	5%	5%	1%	2%	3%	4%	8%	4%	6%	3%	5%	
Swimming	5%	3%	6%	4%	4%	6%	4%	5%	4%	5%	5%	4%	5%	4%	5%	4%	6%	3%	6%	4%	6%	
Soccer	4%	4%	4%	6%	4%	2%	9%	4%	2%	1%	3%	5%	5%	8%	4%	5%	2%	5%	4%	6%	1%	
Lifting weights	3%	5%	2%	4%	3%	3%	5%	3%	3%	3%	3%	6%	2%	5%	3%	2%	6%	3%	3%	4%	3%	
Tennis	3%	2%	3%	3%	5%	1%	1%	3%	4%	3%	2%	5%	3%	0%	2%	1%	7%	4%	2%	2%	4%	
Aerobics/Dance	3%	0%	6%	4%	6%	2%	3%	7%	2%	3%	3%	3%	3%	5%	4%	2%	5%	1%	2%	3%	7%	
Golf	2%	3%	1%	0%	3%	4%	1%	4%	1%	4%	3%	0%	0%	0%	1%	2%	2%	4%	1%	3%	1%	
Yoga	2%	1%	3%	3%	2%	2%	3%	1%	2%	1%	2%	2%	0%	7%	1%	3%	3%	1%	1%	2%	4%	
Bowling	1%	2%	1%	1%	2%	2%	0%	3%	1%	3%	2%	0%	2%	0%	2%	2%	1%	2%	2%	1%	1%	
Handball	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%	3%	0%	1%	1%	0%	0%	1%	1%	1%	
Hockey	1%	2%	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	0%	3%	1%	2%	2%	1%	2%	2%	0%	
Skiing	1%	1%	2%	1%	0%	3%	1%	1%	2%	2%	2%	0%	0%	0%	0%	2%	2%	0%	2%	3%	0%	
Volleyball	1%	0%	2%	2%	1%	0%	3%	1%	0%	1%	1%	0%	3%	6%	2%	1%	0%	2%	1%	1%	2%	
Racquetball	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	10%	11%	9%	8%	10%	13%	13%	8%	10%	8%	11%	10%	6%	6%	8%	13%	8%	8%	9%	13%	10%	
None/Refused	15%	13%	16%	13%	14%	15%	10%	10%	15%	27%	15%	11%	12%	9%	16%	14%	7%	8%	10%	13%	25%	



Finally, I'm going to read you a series of current issues in sports. For each I will briefly highlight the two sides. I want you to tell me which side you are on or lean towards. Let me know if you simply don't know enough in order to say.

Mixed martial arts, known by some as cage fighting or ultimate fighting. Supporters say it should be legal in the state of New York. Mixed martial arts or MMA is already legal in many states and if legal here in New York would generate fan interest, direct revenues and would be an engine of economic development. Opponents say MMA is dangerous, even barbaric and we should not allow such a violent sport to be practiced here in New York. Do you side with the supporters of MMA or with the opponents?

	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Side with supporters	39%	53%	26%	41%	35%	41%	64%	42%	30%	14%	38%	42%	59%	25%	41%	41%	40%	59%	43%	30%	29%
Side with opponents	41%	34%	47%	40%	44%	38%	20%	42%	48%	60%	42%	36%	27%	54%	36%	41%	45%	31%	40%	45%	43%
Don't have enough information	19%	12%	25%	18%	19%	19%	16%	15%	20%	26%	20%	19%	13%	15%	21%	17%	15%	10%	16%	23%	23%
Refused	2%	2%	3%	1%	3%	1%	0%	1%	2%	1%	1%	3%	1%	5%	2%	1%	0%	0%	1%	2%	5%

The National Football League Labor Agreement. The owners say the players currently receive an unsustainable percentage of the revenue and must in this economic climate accept less. Additionally, the owners, in order to generate more revenue want the players to play two additional games. If the players do not agree, the owners plan to lock the players out resulting in no season. The players say that the owners refuse to open their books so they don't believe the owners need concessions from them on pay. And the players insist that the sport is so physically demanding and hard on them that 2 more games are too much to ask without more emphasis on post-career health coverage. Do you side with the owners or the players?

	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Side with owners	21%	21%	21%	16%	20%	28%	17%	21%	25%	21%	24%	11%	16%	19%	17%	22%	23%	16%	16%	23%	26%
Side with players	58%	63%	54%	63%	63%	50%	65%	61%	56%	55%	54%	74%	71%	60%	61%	62%	57%	74%	69%	58%	38%
Don't have enough information	18%	15%	22%	18%	14%	22%	18%	15%	19%	22%	20%	13%	12%	15%	20%	14%	20%	9%	13%	16%	32%
Refused	2%	1%	3%	2%	2%	1%	0%	3%	1%	1%	2%	1%	1%	5%	3%	1%	0%	1%	1%	3%	4%

Expanded Instant Replay in Baseball. Supporters say, let's get it right. Umpires miss calls all the time, after all they're human. The fans, players, everyone deserves instant replay in order to get the calls right. Opponents say instant replay would slow up a game that is already too long. And opponents add that the human element is part of the appeal of the game, we are people not machines. Do you side with those that want instant replay for baseball or with those that oppose it?

	Gender			Region			Age				Ethnic				Income			Fanship			
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K-\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Side with supporters	54%	52%	55%	56%	57%	49%	59%	50%	52%	56%	52%	64%	55%	60%	55%	55%	57%	53%	56%	52%	53%
Side with opponents	31%	37%	26%	29%	35%	35%	27%	36%	36%	27%	36%	22%	26%	18%	27%	37%	34%	41%	37%	31%	19%
Don't have enough information	13%	10%	16%	14%	7%	15%	13%	13%	11%	16%	12%	12%	17%	18%	17%	7%	10%	6%	6%	16%	23%
Refused	2%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	3%	2%	1%	0%	0%	0%	1%	4%

<b>Nature of the Sample</b>	
<b>New York State Residents</b>	
<b>Region</b>	
NYC	41%
Suburbs	20%
Upstate	34%
<b>Age</b>	
18 to 34	28%
35 to 49	21%
50 to 64	29%
65 and older	16%
<b>Gender</b>	
Male	48%
Female	52%
<b>Race/Ethnicity</b>	
White	67%
African American/Black	13%
Latino	11%
Other	5%
<b>Income</b>	
Less than \$50,000	29%
\$50,000 to \$100,000	31%
\$100,000 or more	23%
<b>Fanship</b>	
Avid	19%
Involved	28%
Casual	25%
Non-fan	28%