								M	DE +/- 3	3.5%											
In general, would you describe yourself a	s a sport	ts fan, c	or not?																		
		Ger	nder		Region			A	ge			Ethn	ic			Income	e		Fan	ship	
												Afr Amer				\$50K-					
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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 themse	lves spo	orts fan	s or no	t, many	, people e	ngage i	n sport	s relate	d activ	ities. F	or each o	of the follow	wing acti	vities, p	lease te	ell me w	hether y	ou do t	his activity	every da	ay or
almost every day, about once or twice a	veek, ab	out on	ce or tv	vice a r	nonth, les	s than o	once a	month,	or nev	er.											
Watch sports events on television																					
		Ger	nder		Region			A	ge			Ethn	ic			Income	e		Fan	ship	
												Afr Amer				\$50K-					
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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	1	1 -		ı			ı				1							ı			
		Ger	nder		Region	1		A	ge	1		Ethn	ic		-	Income	9		Fan	ship	1
	Total	м	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 ra	adio				•			•			•	•				•				•	
		Ger	nder		Region			A	ge			Ethn	ic			Income	e		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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%
	1	1	I	l	l	l	l	1	l	l	1						1	l	1	1	1

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Read the sports pages of a newspaper									JL 17-3												
head the sports pages of a newspaper		Ger	nder		Region			Αį	ge			Ethn	nic			Income	2		Fan	ship	
												Afr Amer			_	\$50K-					
	Total	M	F	NYC	Suburbs	Upst				65+	White	/Black	Latino	Other	<\$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																					
nead magazines on sports and atmetes		Ger	nder		Region			Aį	ge			Ethn	nic			Income	2		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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, famil	y or co-		s nder		Region			A	70			Ethn	nic			Income			Fan	ship	
		Gei	luci		Region	1			50			Afr Amer	1			\$50K-	- 		I all	Jilip	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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								•								'	•				•
		Ger	nder		Region			Αį	ge			Ethn	iic			Income	•		Fan	ship	
												Afr Amer				\$50K-					
	Total	M	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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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I the same and the state of the same and the same attention									JL 1/- J												
Listen to sports talk shows on the radio		Ger	nder		Region		1	Aş	76			Ethn	ic			Income	•		Fan	ship	
					11081011				,-			Afr Amer	1			\$50K-	_		<u> </u>	J <b>p</b>	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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																					
		Ger	nder		Region			A	ge			Ethn	ic			Income	2		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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																					
		Ger	nder		Region	1		Αį	ge			Ethn	ic	1		Income	2		Fan	ship	
	l		_			l	40.04	25.40		c=.		Afr Amer		0.1	.4=01/	\$50K-	44.001				
Every day or almost every day	Total 1%	M 1%	<b>F</b>	NYC 1%	Suburbs 0%	Upst 0%	<b>18-34</b> 2%	<b>35-49</b> 0%	0%	<b>65+</b>	White 1%	/Black 0%	Latino 2%	Other 3%	<\$50K 1%	\$100K 2%	\$100K+ 0%	Avid 1%	Involved 1%	Casual 2%	Non-fan 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%
Don't knowy neruseu	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070
Read books on sports and athletes	<u> </u>	ļ		ļ	L						<del></del>	ı	II			l	<u>I</u>		II.		l
·		Ger	nder		Region			A	ge			Ethn	ic			Income	2		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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%
<del></del>	_	+	+																		<del>                                     </del>

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Regardless of how much of a sports fa	, ou u.e, ,		•			a Juy Is	, , , , , , , ,					Ethn	i.a			Incom:			F	chin	
		Ger	nder		Region			A	ge				IC			Income	!		Fan	ship	Ι
	Total	м	F	NYC	Suburbs	Upst	18-34	25 40	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%
•		5%	6%	9%	3%	3%	8%	9%	3%		4%	8%	9%		6%	4%	7%	4%		9%	4%
Soccer	6%	2%	6%	5%	3%	3% 4%	2%	3%		1% 8%		3%		15% 0%			7% 6%	1%	5%		7%
Tennis	4%								4%		5%		4%		4%	2%			4%	3%	
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%
None	170		-																		
Now, thinking about some sports tear		ork, wi	nich of	the foll	owing tea	ms woı	ıld you	say is y	our fav	orite, i	is it:										
			nich of t	the foll	owing tea Region	ms woı	uld you		our fav	orite, i	is it:	Ethn	ic			Income			Fan	ship	
		Ger	nder		Region		•	A	ge			Afr Amer	ic			\$50K-			Fan		
Now, thinking about some sports tear	ms in New Y	Ger	nder F	NYC	Region Suburbs	Upst	18-34	A <sub>1</sub>	ge 50-64	65+	White	Afr Amer /Black	Latino	Other	<\$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
	ms in New Y	Ger	nder	NYC 32%	Region	Upst 22%	<b>18-34</b> 27%	<b>35-49</b> 29%	ge	<b>65+</b> 30%	White 31%	Afr Amer		24%	29%	\$50K- \$100K 30%		<b>Avid</b> 29%	Involved 31%		Non-fan 25%
Now, thinking about some sports tear	ms in New Y	Ger	nder F	NYC 32% 16%	Region Suburbs	Upst 22% 4%	18-34	A <sub>1</sub>	<b>50-64</b> 35% 10%	<b>65+</b> 30% 17%	White 31% 11%	Afr Amer /Black	Latino		•	\$50K- \$100K 30% 8%	\$100K+	29% 14%	Involved 31% 9%	Casual	
Now, thinking about some sports tear	Total	<b>M</b> 30%	F 31%	NYC 32%	Region Suburbs 41%	Upst 22%	<b>18-34</b> 27%	<b>35-49</b> 29%	<b>50-64</b> 35%	<b>65+</b> 30%	White 31%	Afr Amer /Black 18%	Latino 40%	24%	29%	\$50K- \$100K 30%	<b>\$100K+</b> 31%	29%	Involved 31%	Casual	25%
Now, thinking about some sports tear  New York Yankees  New York Mets	Total 30% 11%	M 30% 11%	F 31% 11%	NYC 32% 16%	Region Suburbs 41% 14%	Upst 22% 4%	18-34 27% 8%	35-49 29% 12%	<b>50-64</b> 35% 10%	<b>65+</b> 30% 17%	White 31% 11% 4% 9%	Afr Amer /Black 18% 4%	<b>Latino</b> 40% 18%	24% 7%	29% 12%	\$50K- \$100K 30% 8%	\$100K+ 31% 12%	29% 14%	Involved 31% 9%	<b>Casual</b> 36% 10%	25% 12%
Now, thinking about some sports tear  New York Yankees  New York Mets  New York Knicks	Total 30% 11% 11%	M 30% 11% 11%	F 31% 11% 11%	NYC 32% 16% 17%	Region Suburbs 41% 14% 10%	Upst 22% 4% 3%	18-34 27% 8% 15%	35-49 29% 12% 11%	50-64 35% 10% 9%	65+ 30% 17% 6%	White 31% 11% 4%	Afr Amer /Black 18% 4% 41%	Latino 40% 18% 12%	24% 7% 23%	29% 12% 12%	\$50K- \$100K 30% 8% 9%	\$100K+ 31% 12% 12%	29% 14% 9%	Involved 31% 9% 19%	Casual 36% 10% 7%	25% 12% 8%
Now, thinking about some sports tear  New York Yankees  New York Mets  New York Knicks  New York Jets	Total 30% 11% 9%	M 30% 11% 11% 10%	F 31% 11% 11% 8%	NYC 32% 16% 17% 12%	Region  Suburbs  41%  14%  10%  13%	Upst 22% 4% 3% 3%	18-34 27% 8% 15% 10%	35-49 29% 12% 11% 8%	50-64 35% 10% 9% 13%	65+ 30% 17% 6% 5%	White 31% 11% 4% 9%	Afr Amer /Black 18% 4% 41% 11%	Latino 40% 18% 12% 11%	24% 7% 23% 10%	29% 12% 12% 8%	\$50K- \$100K 30% 8% 9% 8%	\$100K+ 31% 12% 12% 13%	29% 14% 9% 12%	11% 11% 19% 11%	Casual 36% 10% 7% 9%	25% 12% 8% 5%
Now, thinking about some sports tear  New York Yankees  New York Mets  New York Knicks  New York Jets  New York Giants	Total 30% 11% 111% 9% 8%	M 30% 11% 11% 10% 11%	F 31% 11% 11% 8% 5%	NYC 32% 16% 17% 12% 7%	Region  Suburbs  41%  14%  10%  13%  5%	Upst 22% 4% 3% 3% 10%	18-34 27% 8% 15% 10% 9%	35-49 29% 12% 11% 8%	50-64 35% 10% 9% 13% 5%	65+ 30% 17% 6% 5% 10%	White 31% 11% 4% 9% 7%	Afr Amer /Black 18% 4% 41% 11%	Latino 40% 18% 12% 11% 7%	24% 7% 23% 10% 8%	29% 12% 12% 8% 9%	\$50K- \$100K 30% 8% 9% 8% 9%	\$100K+ 31% 12% 12% 13% 5%	29% 14% 9% 12% 11%	11% 8%	Casual 36% 10% 7% 9% 7%	25% 12% 8% 5% 5%
Now, thinking about some sports tear  New York Yankees  New York Mets  New York Knicks  New York Jets  New York Giants  Syracuse Orange	Total 30% 11% 11% 9% 8% 6%	M 30% 11% 11% 10% 11%	F 31% 11% 11% 8% 5% 6%	NYC 32% 16% 17% 12% 7% 1%	Region  Suburbs  41%  14%  10%  13%  5%  1%	Upst 22% 4% 3% 3% 10% 17%	18-34 27% 8% 15% 10% 9% 7%	35-49 29% 12% 11% 8% 8% 7%	50-64 35% 10% 9% 13% 5%	65+ 30% 17% 6% 5% 10% 7%	White 31% 11% 4% 9% 7% 8%	Afr Amer /Black 18% 4% 41% 11% 2%	Latino 40% 18% 12% 11% 7% 2%	24% 7% 23% 10% 8% 3%	29% 12% 12% 8% 9% 8%	\$50K- \$100K 30% 8% 9% 8% 9% 6%	\$100K+ 31% 12% 12% 13% 5% 8%	29% 14% 9% 12% 11% 10%	11% 9% 19% 11% 8% 5%	Casual 36% 10% 7% 9% 7% 7%	25% 12% 8% 5% 5% 4%
Now, thinking about some sports tear  New York Yankees New York Mets New York Knicks New York Jets New York Giants Syracuse Orange Buffalo Bills	Total 30% 11% 11% 9% 8% 6% 5%	M 30% 11% 11% 10% 11% 6%	F 31% 11% 11% 8% 5% 6% 4%	NYC 32% 16% 17% 12% 7% 1%	Region  Suburbs  41%  14%  10%  13%  5%  1%  1%	Upst 22% 4% 3% 3% 10% 17% 13%	18-34 27% 8% 15% 10% 9% 7% 3%	35-49 29% 12% 11% 8% 8% 7% 6%	50-64 35% 10% 9% 13% 5% 5% 6%	65+ 30% 17% 6% 5% 10% 7% 5%	White 31% 11% 4% 9% 7% 8% 6%	Afr Amer /Black 18% 4% 41% 11% 2% 2%	Latino 40% 18% 12% 11% 7% 2%	24% 7% 23% 10% 8% 3% 6%	29% 12% 12% 8% 9% 8% 5%	\$50K- \$100K 30% 8% 9% 8% 9% 6% 7%	\$100K+ 31% 12% 12% 13% 5% 8% 4%	29% 14% 9% 12% 11% 10% 4%	11% 9% 19% 11% 8% 5% 6%	Casual 36% 10% 7% 9% 7% 7% 6%	25% 12% 8% 5% 5% 4% 4%
Now, thinking about some sports tear  New York Yankees New York Mets New York Knicks New York Jets New York Giants Syracuse Orange Buffalo Bills Buffalo Sabres	Total 30% 11% 9% 8% 6% 5%	M 30% 11% 11% 10% 11% 6% 6% 4%	F 31% 11% 11% 8% 5% 6% 4% 6%	NYC 32% 16% 17% 12% 7% 1% 1% 0%	Region  Suburbs  41%  14%  10%  13%  5%  1%  1%	Upst 22% 4% 3% 3% 10% 17% 13%	18-34 27% 8% 15% 10% 9% 7% 3% 8%	35-49 29% 12% 11% 8% 8% 7% 6% 4%	50-64 35% 10% 9% 13% 5% 5% 6%	65+ 30% 17% 6% 5% 10% 7% 5% 4%	White 31% 11% 4% 9% 7% 8% 6%	Afr Amer /Black 18% 4% 41% 11% 2% 2% 1%	Latino 40% 18% 12% 11% 7% 2% 2% 0%	24% 7% 23% 10% 8% 3% 6% 0%	29% 12% 12% 8% 9% 8% 5% 3%	\$50K- \$100K 30% 8% 9% 8% 9% 6% 7%	\$100K+ 31% 12% 12% 13% 5% 8% 4%	29% 14% 9% 12% 11% 10% 4%	Involved 31% 9% 19% 11% 8% 5% 6% 3%	Casual 36% 10% 7% 9% 7% 6% 6%	25% 12% 8% 5% 5% 4% 4% 6%
Now, thinking about some sports tear  New York Yankees New York Mets New York Knicks New York Jets New York Giants Syracuse Orange Buffalo Bills Buffalo Sabres New York Rangers	Total 30% 11% 11% 9% 8% 6% 5% 5% 3%	M 30% 11% 11% 10% 11% 6% 6% 4% 2%	F 31% 11% 11% 8% 5% 6% 4% 6% 3%	NYC 32% 16% 17% 12% 7% 1% 1% 0% 3%	Region  Suburbs  41%  14%  10%  13%  5%  1%  1%  5%	Upst 22% 4% 3% 10% 17% 13% 15% 2%	18-34 27% 8% 15% 10% 9% 7% 3% 8% 2%	35-49 29% 12% 11% 8% 8% 7% 6% 4%	50-64 35% 10% 9% 13% 5% 5% 6% 6%	65+ 30% 17% 6% 5% 10% 7% 5% 4% 3%	White 31% 11% 4% 9% 7% 8% 6% 8% 4%	Afr Amer /Black 18% 4% 41% 11% 226 2% 1% 0%	Latino 40% 18% 12% 11% 7% 2% 2% 0% 2%	24% 7% 23% 10% 8% 3% 6% 0%	29% 12% 12% 8% 9% 8% 5% 3%	\$50K- \$100K 30% 8% 9% 8% 9% 6% 7% 10%	\$100K+ 31% 12% 12% 13% 5% 8% 4% 5% 4%	29% 14% 9% 12% 11% 10% 4% 8%	Involved 31% 9% 19% 11% 8% 5% 6% 3% 4%	Casual 36% 10% 7% 9% 7% 6% 6% 4%	25% 12% 8% 5% 5% 4% 4% 6% 2%
Now, thinking about some sports tear  New York Yankees New York Mets New York Knicks New York Jets New York Giants Syracuse Orange Buffalo Bills Buffalo Sabres New York Rangers New York Islanders	Total 30% 11% 11% 9% 8% 6% 5% 5% 3% 0%	M 30% 11% 11% 10% 11% 6% 6% 4% 2% 1%	F 31% 11% 11% 8% 5% 6% 4% 6% 3%	NYC 32% 16% 17% 12% 7% 1% 0% 3% 0%	Region  Suburbs  41%  14%  10%  13%  5%  1%  1%  1%	Upst 22% 4% 3% 3% 10% 17% 13% 2% 0%	18-34 27% 8% 15% 10% 9% 7% 3% 8% 2% 1%	35-49 29% 12% 11% 8% 8% 7% 6% 4% 4%	50-64 35% 10% 9% 13% 5% 5% 6% 6% 6%	65+ 30% 17% 6% 5% 10% 7% 5% 4% 3%	White 31% 11% 4% 9% 7% 8% 6% 8% 4% 1%	Afr Amer /Black 18% 4% 41% 11% 226 2% 1% 0%	Latino 40% 18% 12% 11% 7% 2% 0% 2% 0%	24% 7% 23% 10% 8% 3% 6% 0% 0%	29% 12% 12% 8% 9% 8% 5% 3% 3% 0%	\$50K- \$100K 30% 8% 9% 8% 9% 6% 7% 10% 3%	\$100K+ 31% 12% 12% 13% 5% 8% 4% 5% 4% 0%	29% 14% 9% 12% 11% 10% 4% 8% 1%	Involved 31% 9% 19% 11% 8% 5% 6% 3% 4% 1%	Casual 36% 10% 7% 9% 7% 6% 6% 4% 0%	25% 12% 8% 5% 4% 4% 6% 2% 0%

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

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?

		Ger	nder		Region			A	ge			Ethn	ic			Incom	е		Fan	ship	· · · · · · · · · · · · · · · · · · ·
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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:

		Gen	ıder		Region			Αį	ge			Ethn	ic			Income	е		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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?

		Gen	der		Region			A	ge			Ethn	ic			Income	е		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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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		Gen	der		Region			A	ge			Ethn	ic			Income	e		Fan	ship	
												Afr Amer				\$50K-				-	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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?

		Ger	nder		Region			Αį	ge			Ethni	ic			Income	2		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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?

		Gen	nder		Region			A	ge			Ethn	ic			Income			Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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?

		Gen	nder		Region			A	ge			Ethn	ic			Income	2		Fan	ship	
												Afr Amer				\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-49	50-64	65+	White	/Black	Latino	Other	<\$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%

New York State Residents				
Region NYC 41% Suburbs 20% Upstate 34% Age 18 to 34 28% 35 to 49 21% 50 to 64 29% 65 and older 16% Gender Male 48% Female 52% Race/Ethnicity White 67% African American/Black 13%	Nature of the Sample			
NYC     41%       Suburbs     20%       Upstate     34%       Age     28%       18 to 34     28%       35 to 49     21%       50 to 64     29%       65 and older     16%       Gender     48%       Male     48%       Female     52%       Race/Ethnicity     67%       African American/Black     13%	New York State Residents			
NYC     41%       Suburbs     20%       Upstate     34%       Age     28%       18 to 34     28%       35 to 49     21%       50 to 64     29%       65 and older     16%       Gender     48%       Male     48%       Female     52%       Race/Ethnicity     67%       African American/Black     13%				
Suburbs       20%         Upstate       34%         Age       28%         18 to 34       28%         35 to 49       21%         50 to 64       29%         65 and older       16%         Gender       48%         Female       52%         Race/Ethnicity       67%         African American/Black       13%	Region			
Upstate 34% Age 28% 18 to 34 28% 35 to 49 21% 50 to 64 29% 65 and older 16% Gender 48% Female 48% Race/Ethnicity White 67% African American/Black 13%	NYC		41%	
Age  18 to 34  28%  35 to 49  21%  50 to 64  29%  65 and older  Male  Female  Race/Ethnicity  White  African American/Black  18%  28%  28%  28%  21%  29%  65 and 29%  48%  65 and 29%  65 and 29%  66 and 29%  67%  67%  67%	Suburbs		20%	
18 to 34     28%       35 to 49     21%       50 to 64     29%       65 and older     16%       Gender     48%       Female     52%       Race/Ethnicity     67%       African American/Black     13%	Upstate		34%	
35 to 49 21% 50 to 64 29% 65 and older 16% Gender Male 48% Female 52% Race/Ethnicity White 67% African American/Black 13%	Age			
50 to 64       29%         65 and older       16%         Gender       48%         Male       48%         Female       52%         Race/Ethnicity       67%         African American/Black       13%	18 to 34		28%	
65 and older 16%  Gender 48%  Male 48%  Female 52%  Race/Ethnicity  White 67%  African American/Black 13%	35 to 49		21%	
Gender         48%           Male         48%           Female         52%           Race/Ethnicity         67%           African American/Black         13%	50 to 64		29%	
Male         48%           Female         52%           Race/Ethnicity         67%           African American/Black         13%	65 and older		16%	
Female         52%           Race/Ethnicity         67%           White         67%           African American/Black         13%	Gender			
Race/Ethnicity White 67% African American/Black 13%	Male		48%	
White 67% African American/Black 13%	Female		52%	
African American/Black 13%	Race/Ethnicity			
•	White		67%	
Latina 110/	African American/Black		13%	
Latino 11%	Latino		11%	
Other 5%	Other		5%	
Income	Income			
Less than \$50,000 29%	Less than \$50,000		29%	
\$50,000 to \$100,000 31%	\$50,000 to \$100,000		31%	
\$100,000 or more 23%	\$100,000 or more		23%	
Fanship	Fanship			
Avid 19%	Avid		19%	
Involved 28%	Involved		28%	
Casual 25%	Casual		25%	
Non-fan 28%	Non-fan		28%	

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