

Q1. In general, would you describe yourself as a sports fan, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	70%	16%	78%	97%	99%	81%	60%	74%	77%	64%	64%	74%	69%	69%	70%	67%	81%	76%	73%	65%	75%	79%	67%	78%
No	30%	84%	22%	3%	1%	19%	40%	26%	23%	36%	36%	26%	31%	31%	30%	33%	19%	24%	27%	35%	25%	21%	33%	22%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q2KEY. Regardless of whether people call themselves sports fans or not, many people engage in sports fan activities. Which, if any, of the following categories best describes your participation in sports fan activities? (ROTATE Q2-Q9)

Q2. Watch live sports on the television or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	20%	0%	2%	18%	72%	29%	12%	25%	25%	16%	14%	27%	18%	18%	21%	19%	30%	19%	23%	15%	23%	32%	17%	27%
About once or twice a week	38%	3%	50%	70%	26%	40%	35%	36%	38%	37%	39%	38%	39%	39%	35%	37%	40%	42%	26%	36%	40%	38%	37%	40%
About once or twice a month	15%	11%	33%	10%	2%	12%	18%	17%	14%	12%	15%	13%	15%	15%	14%	12%	17%	21%	15%	16%	12%	15%	13%	
Less than once a month	12%	33%	12%	2%	0%	9%	16%	11%	12%	14%	13%	11%	13%	13%	13%	9%	11%	14%	14%	11%	9%	14%	10%	
Never	15%	52%	3%	0%	0%	10%	20%	11%	11%	20%	19%	12%	16%	16%	17%	9%	12%	15%	20%	10%	9%	17%	10%	

Q3. Listen to live sports on the radio or through another device																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	13%	0%	1%	6%	56%	19%	8%	18%	18%	8%	7%	16%	13%	10%	15%	12%	22%	15%	8%	10%	15%	23%	11%	19%
About once or twice a week	24%	0%	12%	49%	37%	28%	19%	26%	27%	20%	20%	26%	22%	24%	24%	22%	27%	28%	29%	20%	28%	25%	22%	27%
About once or twice a month	15%	3%	24%	25%	5%	14%	15%	20%	10%	14%	13%	13%	15%	16%	14%	14%	13%	18%	14%	15%	15%	12%	15%	13%
Less than once a month	16%	16%	32%	12%	1%	13%	19%	13%	17%	17%	18%	13%	17%	17%	16%	18%	11%	13%	17%	15%	17%	17%	17%	15%
Never	32%	81%	32%	7%	0%	25%	39%	23%	28%	41%	41%	32%	33%	33%	31%	35%	27%	26%	32%	40%	25%	23%	35%	25%

Q4. Watch or listen to sports news on the television, radio, or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	25%	1%	6%	25%	79%	35%	15%	26%	30%	19%	23%	31%	23%	23%	25%	24%	34%	25%	18%	19%	28%	36%	20%	34%
About once or twice a week	31%	2%	38%	63%	19%	31%	30%	32%	29%	31%	31%	33%	32%	29%	29%	29%	34%	31%	39%	29%	33%	33%	30%	32%
About once or twice a month	14%	7%	36%	10%	1%	12%	17%	18%	13%	12%	13%	11%	15%	16%	14%	13%	11%	19%	16%	15%	14%	11%	16%	11%
Less than once a month	12%	28%	15%	2%	0%	9%	15%	11%	12%	13%	12%	11%	12%	12%	13%	13%	11%	13%	13%	12%	9%	13%	10%	
Never	18%	62%	5%	0%	0%	13%	23%	13%	16%	25%	21%	15%	18%	21%	19%	21%	10%	14%	15%	23%	14%	11%	21%	12%

Q5. Watch or listen to sports talk shows on the television, radio, or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	20%	0%	1%	15%	74%	29%	11%	25%	26%	13%	12%	23%	19%	17%	21%	17%	31%	22%	17%	15%	22%	30%	17%	27%
About once or twice a week	27%	1%	21%	63%	25%	31%	24%	28%	28%	26%	25%	31%	26%	27%	26%	25%	32%	30%	35%	25%	31%	27%	26%	29%
About once or twice a month	13%	2%	30%	16%	1%	10%	15%	16%	10%	12%	12%	10%	15%	12%	12%	11%	12%	17%	18%	13%	14%	10%	13%	11%
Less than once a month	14%	21%	28%	5%	0%	12%	17%	13%	15%	14%	16%	12%	15%	15%	15%	15%	12%	13%	12%	15%	13%	15%	15%	13%
Never	26%	76%	20%	1%	0%	19%	33%	18%	21%	34%	35%	23%	26%	30%	26%	31%	13%	18%	18%	32%	20%	18%	29%	20%

Q6. Check the scores of live sporting events or use a mobile device to keep track of sports																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	24%	0%	4%	28%	74%	35%	13%	26%	30%	19%	20%	30%	22%	23%	24%	22%	33%	26%	18%	18%	27%	35%	20%	32%
About once or twice a week	29%	1%	32%	59%	24%	29%	28%	32%	31%	28%	22%	30%	29%	26%	28%	27%	31%	30%	37%	27%	32%	28%	28%	30%
About once or twice a month	12%	3%	29%	11%	2%	9%	14%	16%	11%	9%	9%	9%	12%	12%	13%	11%	11%	15%	12%	12%	11%	12%	12%	10%
Less than once a month	12%	21%	22%	2%	0%	10%	14%	10%	11%	13%	14%	9%	13%	14%	11%	12%	10%	10%	14%	11%	8%	13%	9%	
Never	24%	75%	14%	1%	0%	17%	31%	17%	18%	31%	34%	23%	24%	25%	27%	14%	18%	23%	29%	19%	17%	27%	18%	

Q7. Engage in fantasy sports																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	9%	0%	0%	4%	37%	13%	5%	13%	13%	4%	2%	13%	7%	7%	9%	8%	13%	8%	7%	6%	9%	18%	7%	13%
About once or twice a week	13%	0%	3%	19%	37%	16%	11%	21%	18%	8%	4%	15%	14%	12%	14%	11%	18%	21%	16%	10%	16%	19%	12%	18%
About once or twice a month	7%	0%	8%	13%	9%	7%	7%	11%	9%	4%	3%	6%	7%	7%	8%	5%	11%	11%	11%	7%	9%	6%	8%	7%
Less than once a month	9%	5%	13%	12%	5%	9%	9%	10%	11%	8%	6%	8%	10%	8%	10%	8%	9%	12%	14%	9%	10%	6%	10%	8%
Never	61%	95%	76%	52%	12%	55%	68%	44%	50%	75%	84%	58%	62%	66%	59%	67%	49%	48%	53%	68%	55%	51%	65%	54%
Q8. Bet on sporting events																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	6%	0%	0%	2%	25%	9%	3%	9%	9%	3%	1%	10%	5%	5%	6%	11%	5%	1%	3%	7%	13%	4%	9%	
About once or twice a week	12%	0%	4%	18%	29%	15%	9%	17%	17%	6%	5%	17%	11%	11%	11%	10%	17%	16%	13%	9%	13%	20%	10%	16%
About once or twice a month	10%	2%	10%	14%	16%	11%	9%	15%	13%	7%	4%	8%	11%	9%	12%	7%	13%	21%	8%	10%	12%	7%	11%	8%
Less than once a month	12%	7%	15%	16%	12%	12%	13%	14%	13%	13%	9%	12%	12%	11%	14%	12%	10%	15%	14%	13%	13%	10%	12%	13%
Never	60%	91%	70%	50%	18%	52%	67%	45%	48%	71%	82%	54%	61%	64%	58%	65%	48%	44%	64%	65%	56%	50%	62%	54%
Q9. Talk about sports with your friends and family whether in person, online or via text																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	22%	0%	3%	24%	71%	29%	15%	27%	30%	16%	12%	26%	21%	19%	22%	20%	31%	24%	16%	17%	23%	33%	19%	29%
About once or twice a week	32%	2%	38%	63%	27%	33%	31%	34%	31%	31%	31%	33%	33%	32%	30%	31%	35%	34%	28%	29%	37%	32%	31%	33%
About once or twice a month	15%	8%	36%	11%	2%	13%	16%	16%	15%	11%	16%	13%	14%	15%	16%	14%	12%	17%	20%	14%	16%	13%	15%	14%
Less than once a month	14%	34%	18%	2%	0%	11%	17%	12%	13%	16%	18%	12%	14%	15%	15%	12%	12%	17%	16%	12%	12%	15%	11%	11%
Never	17%	57%	6%	1%	0%	13%	21%	12%	12%	25%	23%	15%	18%	18%	17%	20%	10%	13%	18%	23%	11%	10%	20%	12%
Derived Category of Fanship																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Non-fans	27%	100%	0%	0%	0%	19%	35%	20%	23%	35%	33%	22%	28%	30%	28%	31%	15%	21%	23%	34%	21%	18%	30%	20%
Casual	26%	0%	100%	0%	0%	23%	29%	24%	23%	26%	34%	24%	27%	28%	26%	27%	23%	25%	30%	27%	25%	28%	23%	
Involved	26%	0%	0%	100%	0%	27%	24%	27%	24%	27%	24%	28%	27%	25%	24%	23%	31%	29%	34%	24%	30%	23%	25%	27%
Avid	21%	0%	0%	0%	100%	31%	12%	29%	30%	12%	8%	26%	19%	18%	23%	19%	31%	25%	14%	15%	24%	34%	17%	30%
Q10. Regardless of how much of a sports fan you are, would you consider yourself to be a football fan, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes, a football fan	72%	28%	79%	92%	97%	80%	65%	72%	78%	70%	68%	72%	73%	72%	70%	71%	84%	72%	61%	68%	75%	80%	70%	77%
No, not a football fan	28%	72%	21%	8%	3%	20%	35%	28%	22%	30%	32%	28%	27%	28%	30%	29%	16%	28%	39%	32%	25%	20%	30%	23%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q11. Would you say that football is your favorite sport, another sport is your favorite sport or would you say that you do not have a favorite sport?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Football	47%	15%	45%	59%	77%	52%	43%	47%	58%	42%	40%	47%	50%	45%	45%	48%	54%	45%	36%	42%	51%	55%	45%	51%
Another sport	33%	30%	42%	36%	21%	34%	31%	39%	26%	32%	34%	33%	31%	33%	36%	30%	31%	41%	41%	33%	35%	30%	32%	34%
Do not have a favorite sport	20%	54%	13%	6%	2%	14%	26%	14%	17%	26%	26%	19%	20%	21%	20%	22%	15%	14%	23%	25%	14%	15%	22%	15%

Q12. Which of the following is your favorite sport?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Baseball	24%	17%	28%	24%	27%	27%	20%	14%	22%	28%	38%	30%	21%	29%	19%	27%	11%	24%	26%	22%	26%	26%	24%	25%
Basketball	24%	15%	22%	29%	36%	22%	26%	28%	29%	22%	15%	19%	25%	27%	24%	19%	63%	18%	24%	26%	25%	16%	25%	23%
Hockey	10%	10%	8%	13%	11%	10%	10%	9%	10%	12%	10%	17%	6%	13%	9%	14%	1%	6%	2%	9%	10%	14%	10%	10%
Tennis	3%	4%	3%	5%	1%	2%	5%	5%	1%	2%	4%	4%	4%	3%	3%	4%	5%	1%	4%	3%	4%	4%	2%	6%
Soccer	17%	13%	21%	17%	17%	16%	18%	26%	19%	11%	7%	16%	19%	8%	23%	11%	10%	39%	16%	18%	16%	19%	16%	19%
Golf	3%	4%	3%	3%	3%	5%	2%	1%	2%	3%	9%	2%	5%	2%	2%	4%	1%	1%	5%	3%	4%	2%	3%	4%
Other	18%	37%	17%	9%	4%	17%	19%	16%	17%	22%	17%	13%	21%	16%	19%	20%	9%	11%	22%	20%	15%	18%	20%	14%

Q13. Now, thinking about your favorite team in the NFL (National Football League), what football team would you say you are a fan of, meaning, you not only follow them, but you are happy or even thrilled when they win and upset when they lose?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Dallas Cowboys	9%	5%	10%	11%	9%	8%	9%	8%	10%	8%	8%	4%	15%	4%	6%	8%	10%	11%	8%	10%	8%	7%	9%	7%
Chicago Bears	5%	3%	6%	4%	7%	5%	4%	6%	5%	4%	5%	1%	2%	14%	3%	5%	5%	0%	5%	4%	6%	5%	5%	5%
Green Bay Packers	4%	3%	5%	7%	2%	4%	5%	4%	4%	5%	5%	2%	3%	10%	4%	5%	3%	4%	1%	4%	6%	5%	5%	4%
Kansas City Chiefs	4%	2%	5%	4%	3%	3%	4%	3%	3%	4%	5%	1%	3%	8%	2%	4%	4%	3%	1%	4%	3%	3%	4%	3%
New York Giants	4%	2%	3%	5%	8%	5%	3%	5%	5%	4%	3%	17%	3%	0%	1%	4%	6%	6%	7%	3%	5%	8%	4%	5%
San Francisco 49ers	4%	3%	4%	5%	5%	5%	3%	3%	5%	4%	4%	2%	1%	1%	13%	2%	4%	6%	18%	4%	4%	5%	4%	4%
Buffalo Bills	3%	1%	2%	4%	4%	3%	3%	3%	3%	3%	2%	7%	2%	2%	2%	3%	3%	2%	2%	3%	2%	4%	3%	3%
Denver Broncos	3%	2%	3%	3%	3%	3%	2%	2%	3%	4%	1%	0%	1%	2%	8%	2%	3%	1%	4%	3%	2%	2%	2%	3%
New England Patriots	3%	1%	4%	5%	4%	4%	3%	4%	2%	4%	3%	11%	3%	0%	1%	4%	2%	4%	3%	3%	4%	5%	3%	4%
Philadelphia Eagles	3%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%	10%	2%	1%	1%	3%	5%	2%	3%	3%	3%	3%	3%	3%
Pittsburgh Steelers	3%	2%	4%	5%	3%	4%	3%	2%	3%	5%	4%	9%	2%	2%	3%	4%	3%	2%	2%	4%	4%	2%	4%	3%
Arizona Cardinals	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	1%	1%	0%	5%	1%	2%	3%	0%	1%	2%	3%	2%	2%
Atlanta Falcons	2%	1%	2%	3%	3%	1%	3%	2%	1%	1%	1%	1%	5%	0%	0%	2%	5%	1%	1%	1%	3%	3%	2%	3%
Baltimore Ravens	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	0%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%
Carolina Panthers	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	0%	3%	1%	1%	2%	1%	1%	0%	2%	2%	1%	1%	2%
Cincinnati Bengals	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	0%	2%	5%	1%	3%	2%	1%	0%	3%	2%	1%	2%	2%
Cleveland Browns	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	1%	7%	1%	2%	3%	2%	0%	2%	2%	1%	2%	2%
Detroit Lions	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	0%	1%	7%	1%	3%	1%	1%	2%	2%	1%	2%	2%	2%
Las Vegas Raiders	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%	1%	2%	1%	6%	2%	2%	5%	3%	3%	3%	1%	3%	2%
Los Angeles Rams	2%	1%	2%	2%	4%	3%	2%	3%	3%	2%	2%	1%	1%	2%	7%	1%	3%	4%	6%	2%	2%	2%	2%	3%
Miami Dolphins	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	1%	0%	2%	1%	3%	0%	2%	2%	2%	2%	2%	1%
Minnesota Vikings	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	4%	1%	1%	6%	1%	2%	2%	1%	0%	2%	2%	3%	2%	2%
New Orleans Saints	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	0%	4%	0%	1%	2%	4%	1%	1%	2%	2%	1%	2%	2%
New York Jets	2%	1%	1%	2%	4%	2%	2%	2%	3%	1%	1%	7%	1%	0%	0%	2%	1%	1%	1%	1%	2%	4%	1%	4%
Seattle Seahawks	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	1%	6%	2%	2%	2%	4%	2%	2%	2%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	0%	2%	3%	1%	2%	2%
Washington Commanders	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	3%	0%	1%	2%	3%	1%	1%	2%	2%	2%	2%	2%
Houston Texans	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	0%	3%	0%	0%	1%	1%	3%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	0%	1%	4%	0%	1%	3%	1%	0%	2%	1%	1%	2%	1%
Los Angeles Chargers	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%	0%	1%	0%	5%	1%	1%	2%	3%	1%	1%	3%	1%	3%
Tennessee Titans	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	0%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%
Jacksonville Jaguars	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%
I don't have a favorite team	18%	50%	12%	4%	1%	15%	21%	16%	14%	21%	23%	17%	19%	18%	18%	20%	10%	14%	25%	22%	15%	13%	19%	16%

Q14. And what NFL team do you dislike, or you might even say you hate? You not only root against them, but you are upset when they win and happy when they lose.																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Dallas Cowboys	13%	7%	14%	16%	14%	14%	11%	10%	14%	14%	13%	13%	16%	9%	11%	12%	16%	14%	7%	13%	13%	12%	13%	11%
Green Bay Packers	5%	2%	7%	6%	4%	5%	5%	6%	5%	5%	4%	1%	3%	14%	3%	6%	5%	5%	2%	5%	5%	6%	5%	5%
New England Patriots	5%	3%	6%	6%	5%	5%	5%	4%	6%	5%	5%	7%	5%	5%	4%	6%	4%	3%	4%	5%	6%	4%	5%	5%
Chicago Bears	3%	1%	3%	4%	7%	5%	2%	6%	3%	2%	2%	2%	2%	7%	3%	4%	2%	3%	1%	3%	4%	4%	3%	4%
Las Vegas Raiders	3%	2%	3%	4%	3%	3%	3%	2%	3%	5%	2%	0%	1%	2%	9%	2%	2%	7%	1%	3%	3%	2%	4%	2%
Pittsburgh Steelers	3%	2%	2%	3%	5%	3%	3%	4%	2%	4%	3%	2%	3%	6%	2%	3%	5%	1%	0%	3%	4%	2%	3%	2%
Atlanta Falcons	2%	0%	1%	2%	3%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	2%
Baltimore Ravens	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Buffalo Bills	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Kansas City Chiefs	2%	0%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	4%	2%	1%	1%	2%	2%
Philadelphia Eagles	2%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	5%	3%	1%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	3%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	1%
Arizona Cardinals	1%	0%	0%	1%	2%	1%	1%	1%	2%	0%	1%	2%	1%	0%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%
Carolina Panthers	1%	0%	1%	1%	2%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%
Cincinnati Bengals	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Cleveland Browns	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	2%	2%	1%	1%	2%	0%	1%	2%	1%	2%	1%	1%
Denver Broncos	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Detroit Lions	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	1%
Houston Texans	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%
Los Angeles Chargers	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
Los Angeles Rams	1%	0%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	0%	1%	1%	2%	1%	2%
Miami Dolphins	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Minnesota Vikings	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	0%	1%	0%	1%	1%	2%	1%	1%	1%
New York Giants	1%	0%	1%	1%	3%	1%	1%	2%	2%	0%	1%	4%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%
New York Jets	1%	0%	1%	1%	3%	1%	1%	2%	1%	1%	1%	4%	1%	0%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%
San Francisco 49ers	1%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	0%	1%	1%	4%	1%	0%	3%	4%	2%	2%	1%	2%	1%
Seattle Seahawks	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	0%	1%	4%	1%	2%	2%	1%	1%
Tennessee Titans	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%
Washington Commanders	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Jacksonville Jaguars	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%
New Orleans Saints	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
I don't have a team that I dislike	38%	68%	36%	23%	18%	32%	43%	33%	32%	41%	49%	40%	38%	33%	39%	39%	29%	34%	58%	41%	35%	34%	38%	38%

Q15. Now, thinking about your favorite professional football player, what current NFL player would you say is your favorite?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Tom Brady	6%	1%	5%	6%	12%	8%	4%	7%	6%	4%	6%	8%	7%	4%	5%	5%	7%	8%	1%	5%	7%	7%	5%	7%
Patrick Mahomes	3%	1%	3%	3%	4%	3%	2%	1%	3%	3%	4%	1%	3%	4%	2%	3%	3%	2%	1%	3%	2%	2%	3%	3%
Aaron Rodgers	2%	0%	2%	4%	1%	2%	2%	1%	2%	2%	2%	1%	1%	5%	2%	2%	1%	2%	1%	2%	3%	1%	2%	1%
Other	18%	3%	15%	27%	33%	22%	15%	17%	21%	20%	16%	19%	18%	16%	18%	17%	25%	20%	17%	15%	20%	23%	19%	20%
No Favorite Player	65%	93%	71%	55%	35%	58%	72%	66%	60%	67%	69%	63%	66%	65%	67%	67%	59%	61%	76%	71%	62%	55%	67%	60%
Dont know/Refused	6%	2%	4%	5%	15%	7%	5%	8%	8%	4%	3%	8%	5%	6%	6%	6%	5%	7%	4%	4%	6%	12%	4%	9%

Q16. What about from the past? What NFL player from the past would you say is your favorite?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Joe Montana	3%	1%	3%	4%	3%	4%	2%	0%	3%	4%	4%	2%	2%	1%	6%	3%	1%	3%	8%	2%	3%	3%	2%	4%
Brett Favre	2%	0%	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	1%	4%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%
Peyton Manning	2%	1%	3%	4%	2%	3%	2%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	1%	2%	3%	2%	3%	3%	2%
Walter Payton	2%	1%	2%	2%	2%	3%	1%	1%	2%	3%	2%	1%	1%	4%	1%	2%	3%	1%	0%	2%	2%	2%	1%	2%
Other	18%	9%	20%	27%	20%	26%	12%	3%	18%	27%	30%	16%	22%	17%	20%	19%	14%	6%	18%	23%	14%	20%	15%	
No Favorite Player	63%	85%	62%	50%	45%	50%	73%	76%	59%	56%	55%	62%	62%	64%	63%	61%	60%	67%	72%	66%	59%	56%	64%	60%
Dont know/Refused	10%	3%	8%	10%	26%	12%	9%	16%	14%	5%	5%	17%	9%	7%	10%	10%	12%	13%	11%	8%	9%	21%	8%	16%

Q17. Do you watch live NFL football games on TV or on other platforms?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	72%	27%	81%	91%	98%	79%	67%	75%	78%	68%	67%	75%	72%	73%	71%	70%	85%	74%	71%	67%	77%	80%	70%	77%
No	28%	73%	19%	9%	2%	21%	33%	25%	22%	32%	33%	25%	28%	27%	29%	30%	15%	26%	29%	33%	23%	20%	30%	23%
Q18. During the NFL season, about how many hours a week do you spend watching football games?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
None	23%	67%	12%	4%	1%	17%	28%	19%	17%	28%	30%	20%	24%	23%	23%	25%	10%	21%	23%	27%	19%	16%	25%	18%
More than none but less than 2	19%	20%	31%	15%	10%	16%	23%	25%	20%	15%	15%	17%	20%	21%	20%	18%	19%	21%	25%	21%	18%	17%	20%	18%
At least 2 but no more than 4	25%	7%	33%	34%	25%	25%	25%	26%	26%	21%	25%	26%	24%	24%	24%	23%	29%	29%	30%	23%	26%	26%	23%	27%
At least 4 but no more than 6	18%	4%	16%	26%	29%	22%	14%	19%	19%	19%	14%	20%	18%	17%	17%	18%	23%	18%	12%	17%	19%	21%	18%	19%
6 or more	15%	1%	9%	20%	35%	21%	10%	10%	18%	17%	16%	17%	15%	15%	16%	19%	11%	10%	12%	18%	20%	14%	17%	
Q19KEY. People watch football games for many reasons. Of the following, please indicate whether or not any of the following reasons describe why you watch football. (ROTATE Q19-Q27)																								
Q19. Watching my favorite team is very important to me, that is must see TV																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	70%	23%	54%	81%	94%	74%	65%	72%	77%	66%	62%	74%	70%	67%	69%	67%	77%	76%	71%	67%	70%	75%	68%	73%
No	30%	77%	46%	19%	6%	26%	35%	28%	23%	34%	38%	26%	30%	33%	31%	33%	23%	24%	29%	33%	30%	25%	32%	27%
Q20. Whenever I can watch football, it is one of my favorite activities																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	67%	21%	50%	77%	95%	75%	59%	68%	72%	63%	64%	68%	68%	63%	70%	65%	74%	72%	68%	64%	70%	72%	65%	72%
No	33%	79%	50%	23%	5%	25%	41%	32%	28%	37%	36%	32%	32%	37%	30%	35%	26%	28%	32%	36%	30%	28%	35%	28%
Q21. I like to watch football with my friends, it's fun																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	81%	59%	74%	85%	93%	81%	81%	88%	88%	76%	66%	80%	82%	80%	81%	78%	85%	89%	84%	80%	82%	82%	81%	82%
No	19%	41%	26%	15%	7%	19%	19%	12%	12%	24%	34%	20%	18%	20%	19%	22%	15%	11%	16%	20%	18%	18%	19%	18%
Q22. I can enjoy watching football with family members even if we can't do much else together and enjoy each other																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	83%	67%	79%	86%	93%	82%	85%	90%	89%	78%	71%	83%	84%	83%	82%	82%	85%	88%	84%	82%	83%	87%	83%	83%
No	17%	33%	21%	14%	7%	18%	15%	10%	11%	22%	29%	17%	16%	17%	18%	18%	15%	12%	16%	18%	17%	13%	17%	17%
Q23. I watch to keep track of my bets																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	30%	5%	12%	28%	62%	35%	23%	45%	37%	18%	6%	36%	30%	25%	28%	25%	39%	42%	22%	24%	32%	39%	27%	34%
No	70%	95%	88%	72%	38%	65%	77%	55%	63%	82%	94%	64%	70%	75%	72%	75%	61%	58%	78%	76%	68%	61%	73%	66%
Q24. I watch to keep track of players on my fantasy football team																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	33%	3%	12%	32%	72%	38%	28%	50%	45%	16%	9%	38%	33%	29%	34%	29%	42%	43%	42%	26%	37%	47%	29%	42%
No	67%	97%	88%	68%	28%	62%	72%	50%	55%	84%	91%	62%	67%	71%	66%	71%	58%	57%	58%	74%	63%	53%	71%	58%

Q25. Watching football gives me a chance to eat and drink																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	59%	32%	49%	62%	80%	60%	59%	77%	68%	48%	30%	62%	60%	56%	60%	55%	63%	72%	69%	58%	60%	62%	59%	60%
No	41%	68%	51%	38%	20%	40%	41%	23%	32%	52%	70%	38%	40%	44%	40%	45%	37%	28%	31%	42%	40%	38%	41%	40%
Q26. Watching football is more exciting than many other things I could be doing																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	65%	23%	52%	72%	91%	70%	60%	67%	70%	61%	61%	68%	65%	63%	66%	65%	66%	68%	65%	63%	66%	71%	63%	70%
No	35%	77%	48%	28%	9%	30%	40%	33%	30%	39%	39%	32%	35%	37%	34%	35%	34%	32%	35%	37%	34%	29%	37%	30%
Q27. Does the following reason describe why you watch football? I enjoy pretending to be the coach while watching football																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	33%	7%	16%	32%	65%	39%	27%	46%	42%	22%	13%	40%	32%	29%	34%	30%	45%	38%	34%	29%	35%	43%	30%	40%
No	67%	93%	84%	68%	35%	61%	73%	54%	58%	78%	87%	60%	68%	71%	66%	70%	55%	62%	66%	71%	65%	57%	70%	60%
Q28KEY. Indicate whether you agree or disagree with each of the following statements about football. (ROTATE Q28-37)																								
Q28. You can learn about teamwork by watching football																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	82%	63%	85%	89%	95%	85%	80%	86%	86%	80%	75%	85%	82%	80%	83%	81%	89%	83%	86%	81%	82%	87%	81%	85%
Disagree	9%	15%	9%	6%	4%	8%	9%	7%	8%	9%	13%	8%	9%	9%	9%	7%	10%	8%	9%	10%	8%	9%	9%	
Don't know	9%	22%	6%	5%	1%	7%	11%	7%	6%	11%	12%	8%	9%	11%	8%	10%	3%	7%	7%	10%	8%	5%	10%	7%
Q29. NFL players serve as good role models																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	52%	26%	50%	60%	78%	52%	52%	60%	61%	46%	37%	54%	52%	51%	51%	49%	65%	59%	49%	52%	51%	53%	53%	50%
Disagree	25%	35%	27%	22%	12%	27%	23%	20%	19%	29%	35%	21%	26%	26%	24%	27%	14%	23%	24%	22%	28%	27%	23%	29%
Don't know	23%	39%	23%	18%	9%	21%	25%	20%	20%	26%	28%	24%	21%	22%	25%	24%	21%	18%	26%	25%	21%	19%	24%	21%
Q30. You can learn about strategy by watching football.																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	79%	58%	81%	87%	93%	81%	76%	86%	83%	75%	68%	81%	78%	78%	79%	77%	86%	81%	80%	77%	79%	83%	78%	81%
Disagree	9%	15%	8%	7%	5%	10%	9%	7%	8%	10%	12%	9%	9%	9%	9%	6%	6%	11%	8%	8%	10%	9%	8%	10%
Don't know	12%	27%	11%	6%	2%	9%	15%	7%	9%	15%	20%	10%	13%	14%	12%	14%	9%	9%	12%	14%	11%	8%	14%	8%
Q31. Football brings people and families together																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	82%	62%	85%	89%	95%	82%	82%	89%	85%	79%	72%	84%	83%	81%	80%	80%	88%	84%	83%	81%	83%	84%	81%	83%
Disagree	7%	13%	7%	5%	3%	8%	7%	6%	7%	8%	11%	7%	7%	7%	9%	7%	6%	9%	10%	7%	8%	6%	7%	7%
Don't know	11%	25%	8%	6%	2%	11%	11%	6%	8%	14%	17%	9%	10%	12%	11%	13%	6%	7%	7%	12%	9%	10%	11%	10%
Q32. Football teaches leadership																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	72%	47%	73%	83%	91%	76%	69%	79%	78%	64%	64%	72%	73%	71%	72%	71%	81%	72%	75%	70%	74%	78%	71%	76%
Disagree	12%	21%	13%	8%	5%	12%	12%	9%	10%	14%	17%	10%	13%	13%	13%	9%	12%	6%	12%	13%	12%	12%	13%	
Don't know	16%	33%	14%	9%	3%	12%	19%	12%	12%	22%	18%	18%	14%	16%	15%	16%	10%	16%	19%	18%	13%	11%	18%	11%

Q33. Football is too violent																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	27%	39%	27%	19%	23%	25%	30%	23%	21%	29%	40%	29%	26%	28%	28%	27%	28%	27%	31%	26%	30%	28%	25%	33%
Disagree	60%	42%	60%	71%	74%	64%	57%	67%	69%	58%	45%	60%	62%	60%	60%	62%	61%	51%	60%	59%	63%	62%	56%	
Don't know	12%	19%	13%	10%	4%	11%	13%	10%	10%	14%	15%	11%	12%	12%	13%	12%	9%	12%	18%	14%	11%	8%	13%	10%

Q34. Football is too dangerous of a sport for young people to play																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	37%	47%	37%	29%	33%	31%	42%	37%	32%	37%	44%	40%	35%	35%	40%	35%	38%	41%	48%	35%	39%	38%	35%	42%
Disagree	49%	32%	48%	58%	60%	55%	43%	52%	55%	46%	38%	47%	50%	50%	46%	50%	48%	47%	37%	49%	45%	55%	50%	45%
Don't know	14%	21%	15%	12%	7%	14%	15%	11%	13%	17%	18%	13%	15%	14%	15%	14%	14%	12%	15%	15%	16%	7%	15%	12%

Q35. Professional football players are being exploited for our enjoyment																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	30%	26%	27%	28%	41%	31%	29%	38%	32%	22%	24%	27%	29%	31%	33%	28%	35%	33%	36%	26%	30%	40%	26%	38%
Disagree	50%	39%	55%	57%	51%	52%	48%	43%	51%	55%	54%	54%	51%	48%	48%	53%	46%	46%	39%	49%	53%	48%	51%	48%
Don't know	20%	35%	19%	15%	8%	17%	23%	19%	17%	23%	22%	19%	20%	21%	19%	20%	19%	21%	25%	25%	16%	12%	22%	14%

Q36. Being a football fan is one way to express my patriotism																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	39%	14%	35%	46%	69%	41%	37%	49%	50%	31%	21%	40%	41%	39%	36%	36%	47%	47%	36%	36%	40%	48%	38%	42%
Disagree	45%	63%	49%	39%	23%	46%	44%	33%	36%	53%	64%	47%	43%	44%	47%	48%	38%	36%	46%	44%	47%	42%	44%	46%
Don't know	16%	24%	16%	15%	8%	13%	19%	18%	14%	17%	15%	14%	16%	18%	17%	16%	15%	17%	18%	20%	13%	10%	18%	12%

Q37. Football in some ways promotes warlike behavior																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	33%	34%	31%	29%	41%	36%	30%	38%	33%	27%	35%	31%	34%	31%	35%	31%	40%	36%	35%	31%	33%	40%	31%	39%
Disagree	53%	40%	56%	61%	55%	52%	54%	51%	54%	58%	47%	57%	52%	53%	50%	56%	49%	48%	43%	52%	56%	50%	54%	50%
Don't know	14%	25%	13%	10%	5%	12%	16%	12%	13%	15%	18%	13%	13%	16%	15%	13%	11%	16%	21%	17%	11%	9%	15%	11%

Q38. Thinking about fantasy sports, do you play fantasy football?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	21%	0%	7%	22%	65%	28%	14%	32%	32%	10%	4%	24%	20%	18%	23%	18%	27%	29%	28%	15%	24%	35%	17%	30%
No	79%	100%	93%	78%	35%	72%	86%	68%	68%	90%	96%	76%	80%	82%	77%	82%	73%	71%	72%	85%	76%	65%	83%	70%

Q39KEY. (If fantasy football player) Which, if any, of the following activities do you do to keep up with your fantasy football team? (ROTATE Q39-Q45)

Q39. For your fantasy football team, do you update your roster at least once a week?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	87%	54%	66%	82%	92%	88%	84%	87%	90%	80%	72%	90%	86%	86%	85%	90%	86%	83%	68%	80%	89%	92%	82%	93%
No	13%	46%	34%	18%	8%	12%	16%	13%	10%	20%	28%	10%	14%	14%	15%	10%	14%	17%	32%	20%	11%	8%	18%	7%

Q40. For your fantasy football team, do you trade with other teams within your league?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	77%	100%	54%	70%	83%	81%	68%	78%	82%	64%	54%	78%	78%	78%	73%	78%	83%	74%	60%	67%	80%	86%	73%	81%
No	23%	0%	46%	30%	17%	19%	32%	22%	18%	36%	46%	22%	22%	22%	22%	22%	17%	26%	40%	33%	20%	14%	27%	19%

Q41. For your fantasy football team, do you claim players off waivers?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	73%	0%	53%	65%	80%	80%	61%	72%	75%	73%	81%	76%	75%	71%	72%	76%	77%	68%	69%	66%	76%	80%	69%	79%
No	27%	100%	47%	35%	20%	20%	39%	28%	25%	27%	19%	24%	25%	29%	28%	24%	23%	32%	31%	34%	24%	20%	31%	21%
Q42. For your fantasy football team, do you read articles about the players on your team?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	81%	100%	62%	75%	87%	83%	78%	81%	84%	71%	89%	87%	79%	85%	77%	86%	80%	73%	78%	81%	79%	84%	78%	85%
No	19%	0%	38%	25%	13%	17%	22%	19%	16%	29%	11%	13%	21%	15%	23%	14%	20%	27%	22%	19%	21%	16%	22%	15%
Q43. For your fantasy football team, do you listen to sports talk shows about the players on your team?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	78%	0%	44%	72%	86%	79%	76%	80%	81%	63%	79%	83%	80%	78%	73%	79%	85%	74%	70%	74%	79%	83%	76%	82%
No	22%	100%	56%	28%	14%	21%	24%	20%	19%	37%	21%	17%	20%	22%	27%	21%	15%	26%	30%	26%	21%	17%	24%	18%
Q44. For your fantasy football team, do you compute statistical projections on your fantasy team?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	73%	100%	45%	71%	78%	74%	72%	75%	78%	56%	56%	76%	74%	70%	73%	75%	78%	69%	63%	67%	72%	84%	67%	81%
No	27%	0%	55%	29%	22%	26%	28%	25%	22%	44%	44%	24%	26%	30%	27%	25%	22%	31%	37%	33%	28%	16%	33%	19%
Q45. For your fantasy football team, do you participate in another activity not previously mentioned?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	13%	0%	6%	5%	18%	16%	7%	14%	14%	9%	4%	21%	10%	14%	11%	16%	9%	12%	4%	8%	11%	23%	11%	16%
No	87%	100%	94%	95%	82%	84%	93%	86%	86%	91%	96%	79%	90%	86%	89%	84%	91%	88%	96%	92%	89%	77%	89%	84%
Q46. Have you purchased any merchandise, clothing, or memorabilia associated with a NFL team or athlete over the last year?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	41%	8%	32%	54%	82%	42%	41%	51%	54%	34%	21%	44%	40%	40%	43%	38%	49%	52%	36%	34%	48%	52%	40%	45%
No	59%	92%	68%	46%	18%	58%	59%	49%	46%	66%	79%	56%	60%	60%	57%	62%	51%	48%	64%	66%	52%	48%	60%	55%
Q47. How much have you spent on merchandise, clothing, or memorabilia associated with a NFL team or athlete over the last year?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
\$0-100	38%	68%	61%	40%	22%	33%	44%	36%	30%	45%	63%	33%	39%	42%	39%	41%	36%	33%	33%	50%	33%	22%	33%	28%
\$101-250	42%	28%	32%	47%	46%	42%	43%	43%	46%	41%	31%	46%	43%	41%	40%	42%	46%	44%	46%	39%	46%	43%	42%	44%
\$251-1000	17%	4%	6%	12%	28%	22%	12%	18%	22%	13%	5%	17%	16%	15%	20%	16%	16%	20%	21%	10%	19%	27%	14%	22%
More than \$1000	2%	0%	0%	1%	5%	3%	2%	4%	3%	1%	1%	5%	2%	2%	2%	2%	3%	3%	0%	1%	2%	8%	1%	6%
Q48. Do you believe that the Rooney Rule, which requires NFL teams to conduct interviews with minority candidates for vacant coaching positions, is good or bad for sports?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Good for sports	46%	23%	40%	54%	75%	54%	39%	50%	51%	42%	39%	52%	45%	44%	47%	44%	61%	46%	47%	42%	48%	58%	42%	57%
Bad for sports	12%	9%	13%	15%	10%	15%	10%	8%	11%	14%	17%	10%	13%	10%	13%	13%	9%	10%	11%	11%	13%	13%	12%	11%
Don't know	42%	68%	47%	31%	14%	32%	51%	41%	38%	44%	44%	39%	42%	46%	40%	44%	30%	44%	42%	46%	40%	29%	46%	31%

Q49. Do you think that Black candidates receive as much consideration for coaching jobs in the NFL as white candidates do, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
They do receive as much consideration	42%	28%	40%	46%	59%	48%	37%	43%	45%	41%	39%	44%	42%	41%	42%	45%	33%	39%	34%	39%	44%	49%	41%	44%
They do not receive as much consideration	27%	20%	30%	29%	30%	28%	26%	28%	26%	26%	28%	29%	27%	25%	27%	23%	48%	26%	30%	27%	27%	27%	26%	29%
Don't know	31%	53%	31%	25%	11%	24%	38%	29%	29%	32%	33%	27%	30%	34%	31%	32%	19%	35%	36%	34%	30%	23%	33%	27%
Q50. Overall, do you think professional football promotes values that make America a better country or a worse country?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Values that make America a better country	53%	25%	53%	60%	80%	59%	48%	60%	58%	48%	43%	53%	55%	50%	52%	52%	58%	54%	54%	50%	55%	58%	52%	57%
Values that make America a worse country	12%	18%	12%	12%	7%	13%	12%	12%	11%	12%	16%	13%	12%	13%	13%	9%	13%	12%	12%	13%	13%	11%	15%	
Don't know	35%	57%	35%	28%	13%	28%	40%	28%	31%	40%	41%	35%	33%	37%	35%	33%	32%	34%	38%	32%	28%	37%	28%	
Q51. Do you think professional football does more to overcome racial discrimination in America or more to perpetuate racial discrimination in America?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Professional football does more to overcome racial discrimination in America	54%	30%	52%	63%	76%	60%	48%	55%	55%	50%	54%	56%	55%	50%	53%	56%	52%	51%	49%	50%	56%	63%	51%	60%
Professional football does more to perpetuate racial discrimination in America	14%	16%	15%	13%	11%	14%	14%	16%	11%	15%	13%	14%	14%	13%	16%	12%	17%	18%	17%	14%	14%	14%	14%	14%
Don't know	32%	54%	33%	24%	13%	26%	38%	29%	33%	35%	33%	30%	31%	37%	32%	33%	31%	31%	34%	37%	30%	23%	35%	26%
Q52. Do you support or oppose players or teams displaying slogans including "End racism" on the back of their helmet or on the field?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Support	60%	47%	57%	64%	78%	60%	61%	75%	69%	53%	38%	67%	58%	59%	62%	54%	78%	73%	64%	59%	62%	64%	59%	64%
Oppose	23%	25%	28%	23%	15%	27%	20%	13%	15%	27%	46%	21%	26%	21%	23%	29%	10%	11%	18%	22%	25%	22%	23%	24%
Don't know	16%	28%	15%	13%	7%	13%	19%	13%	16%	21%	17%	13%	17%	20%	15%	17%	12%	15%	19%	19%	14%	13%	18%	12%
Q53. Do you support or oppose requiring the NFL to have independent doctors - not paid by individual teams - make the decision as to whether or not an injured player can continue to play?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Support	71%	57%	72%	75%	83%	75%	67%	69%	72%	70%	75%	73%	71%	71%	69%	73%	71%	65%	66%	66%	74%	81%	67%	80%
Oppose	8%	6%	8%	9%	10%	8%	9%	11%	8%	7%	4%	8%	8%	8%	8%	7%	11%	11%	11%	9%	8%	6%	9%	6%
Don't know	21%	36%	20%	16%	7%	17%	24%	20%	20%	23%	20%	18%	21%	21%	22%	20%	18%	25%	23%	25%	18%	13%	24%	14%
Q54. Are you in favor of or opposed to rule changes that are aimed at lessening the possibility that players in the NFL suffer from neurological injuries, even if the rules change the game?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
In favor of	69%	57%	73%	70%	79%	71%	67%	67%	70%	67%	74%	73%	68%	71%	66%	71%	71%	64%	64%	64%	72%	78%	65%	78%
Opposed to	9%	5%	8%	11%	11%	10%	8%	11%	10%	7%	5%	10%	8%	8%	10%	7%	11%	12%	12%	9%	9%	7%	9%	7%
Don't know	22%	38%	19%	19%	10%	19%	25%	22%	20%	26%	21%	18%	24%	22%	23%	22%	19%	24%	24%	27%	18%	15%	26%	15%
Q55. Of the following list of penalties, which do you think is the most appropriate penalty for NFL players accused of domestic violence?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Permanent ban from playing in the NFL	40%	54%	43%	34%	27%	31%	49%	40%	39%	43%	41%	42%	41%	38%	41%	45%	20%	41%	35%	41%	41%	38%	42%	38%
One year suspension	28%	20%	27%	31%	36%	32%	24%	27%	27%	26%	31%	28%	26%	32%	26%	26%	34%	28%	37%	27%	30%	29%	26%	31%
6-8 game suspension	15%	10%	15%	18%	21%	19%	13%	17%	16%	15%	13%	15%	17%	13%	16%	15%	24%	14%	12%	14%	15%	20%	14%	18%
No suspension but having to make financial arrangements	5%	3%	4%	7%	5%	5%	5%	5%	5%	5%	5%	6%	4%	5%	4%	4%	6%	5%	6%	5%	5%	4%	5%	4%
No suspension but having to perform community service	6%	7%	7%	5%	6%	8%	5%	6%	8%	6%	6%	4%	6%	9%	7%	6%	9%	6%	5%	7%	5%	6%	7%	5%
No penalties, I want them to play	5%	6%	4%	5%	5%	6%	5%	5%	6%	5%	4%	5%	5%	5%	5%	4%	7%	6%	5%	6%	5%	4%	5%	4%

Q56. Do you support or oppose the use of public funds to build new football stadiums, such as the new stadium for the Buffalo Bills which will be built using \$850 million in taxpayer funds?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Support	27%	8%	19%	32%	55%	33%	21%	34%	35%	19%	16%	30%	26%	24%	29%	24%	36%	32%	28%	23%	28%	38%	24%	34%
Oppose	53%	68%	59%	49%	32%	51%	56%	46%	48%	58%	65%	50%	54%	55%	53%	56%	43%	48%	47%	54%	53%	49%	54%	52%
Don't know	20%	24%	22%	19%	13%	17%	23%	20%	18%	22%	19%	21%	20%	22%	18%	19%	21%	20%	23%	18%	13%	22%	15%	
Q57. Now turning to the topic of the Super Bowl, do you plan on watching the next Super Bowl on February 12, 2023?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	75%	36%	83%	92%	97%	80%	72%	80%	80%	73%	66%	80%	75%	73%	74%	72%	87%	82%	68%	71%	80%	81%	74%	78%
No	25%	64%	17%	8%	3%	20%	28%	20%	20%	27%	34%	20%	25%	27%	26%	28%	13%	18%	32%	29%	20%	19%	26%	22%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q58KEY. Of the following, which statements describe your reasons for watching the Super Bowl? (ROTATE Q58-Q65)																								
Q58. I love the Super Bowl, I never miss it																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	78%	47%	69%	86%	95%	81%	75%	78%	82%	77%	74%	79%	79%	75%	79%	77%	81%	79%	86%	75%	81%	82%	77%	81%
No	22%	53%	31%	14%	5%	19%	25%	22%	18%	23%	26%	21%	21%	25%	21%	23%	19%	21%	14%	25%	19%	18%	23%	19%
Q59. I want to see the new commercials that appear during the game																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	82%	79%	80%	81%	87%	78%	86%	83%	87%	82%	71%	83%	82%	83%	79%	83%	79%	81%	76%	80%	82%	86%	81%	82%
No	18%	21%	20%	19%	13%	22%	14%	17%	13%	18%	29%	17%	18%	17%	21%	17%	21%	19%	24%	20%	18%	14%	19%	18%
Q60. I enjoy watching the half-time show																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	80%	81%	76%	80%	84%	74%	87%	91%	88%	76%	55%	81%	80%	79%	81%	76%	89%	89%	87%	81%	80%	79%	82%	78%
No	20%	19%	24%	20%	16%	26%	13%	9%	12%	24%	45%	19%	20%	21%	19%	24%	11%	11%	13%	19%	20%	21%	18%	22%
Q61. I like to wager/place bets on the game																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	38%	12%	20%	41%	68%	44%	32%	49%	49%	27%	16%	41%	38%	34%	40%	35%	42%	49%	30%	33%	39%	51%	36%	43%
No	62%	88%	80%	59%	32%	56%	68%	51%	51%	73%	84%	59%	62%	66%	60%	65%	58%	51%	70%	67%	61%	49%	64%	57%
Q62. It's an opportunity to hang out with friends and family																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	90%	84%	85%	92%	96%	88%	93%	95%	95%	86%	79%	89%	90%	89%	90%	89%	90%	93%	91%	88%	91%	91%	90%	91%
No	10%	16%	15%	8%	4%	12%	7%	5%	5%	14%	21%	11%	10%	11%	10%	11%	10%	7%	9%	12%	9%	9%	10%	9%
Q63. It's an opportunity to eat and drink																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	75%	62%	71%	77%	85%	74%	77%	88%	83%	71%	47%	74%	74%	76%	77%	72%	75%	86%	82%	74%	77%	76%	76%	75%
No	25%	38%	29%	23%	15%	26%	23%	12%	17%	29%	53%	26%	26%	24%	23%	28%	25%	14%	18%	26%	23%	24%	24%	25%

Q64. I'm only interested if my favorite team is playing																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	27%	26%	23%	23%	36%	27%	26%	36%	27%	21%	18%	31%	25%	27%	26%	23%	33%	32%	39%	26%	26%	30%	25%	30%
No	73%	74%	77%	77%	64%	73%	74%	64%	73%	79%	82%	69%	75%	73%	74%	77%	67%	68%	61%	74%	74%	70%	75%	70%
Q65. Another reason not previously mentioned																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	12%	6%	10%	12%	17%	15%	9%	10%	12%	13%	15%	12%	11%	12%	14%	12%	11%	13%	8%	10%	11%	18%	10%	16%
No	88%	94%	90%	88%	83%	85%	91%	90%	88%	87%	85%	88%	89%	88%	86%	88%	89%	87%	92%	90%	89%	82%	90%	84%
Q66. If you could only pick one of the following, which do you feel is the most interesting part of the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
The game	49%	16%	49%	62%	77%	62%	37%	45%	50%	49%	53%	55%	48%	46%	48%	49%	59%	46%	36%	45%	50%	61%	46%	54%
The commercials/advertisements	20%	29%	23%	16%	10%	16%	23%	18%	19%	22%	20%	18%	21%	20%	19%	23%	12%	14%	27%	20%	21%	18%	20%	19%
The half-time show	21%	31%	23%	17%	11%	12%	30%	29%	24%	17%	10%	20%	21%	21%	21%	18%	23%	32%	22%	23%	21%	13%	23%	17%
The pre-game coverage	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Other	1%	2%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
None	8%	23%	4%	1%	2%	8%	8%	5%	6%	10%	14%	5%	8%	10%	9%	9%	4%	6%	13%	10%	6%	7%	9%	7%
Q67KEY. And how do you usually celebrate Super Bowl Sunday? Which of the following do you usually do? (Q67-Q76)																								
Q67. On Super Bowl Sunday, do you host a party?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	29%	8%	22%	38%	56%	30%	29%	43%	37%	21%	11%	32%	30%	28%	27%	26%	41%	36%	16%	24%	34%	38%	29%	30%
No	71%	92%	78%	62%	44%	70%	71%	57%	63%	79%	89%	68%	70%	72%	73%	74%	59%	64%	84%	76%	66%	62%	71%	70%
Q68. On Super Bowl Sunday, do you go to a Super Bowl party?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	40%	15%	37%	48%	68%	42%	39%	57%	48%	28%	20%	43%	40%	37%	41%	36%	50%	50%	34%	34%	44%	52%	37%	47%
No	60%	85%	63%	52%	32%	58%	61%	43%	52%	72%	80%	57%	60%	63%	59%	64%	50%	50%	66%	66%	56%	48%	63%	53%
Q69. On Super Bowl Sunday, do you wear team apparel?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	40%	8%	31%	53%	77%	41%	40%	51%	53%	34%	15%	41%	40%	38%	41%	37%	48%	53%	31%	35%	43%	49%	39%	42%
No	60%	92%	69%	47%	23%	59%	60%	49%	47%	66%	85%	59%	60%	62%	59%	63%	52%	47%	69%	65%	57%	51%	61%	58%
Q70. On Super Bowl Sunday, do you record the game?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	19%	3%	10%	20%	50%	22%	16%	30%	25%	8%	7%	23%	18%	17%	19%	17%	26%	23%	17%	14%	22%	30%	16%	26%
No	81%	97%	90%	80%	50%	78%	84%	70%	75%	92%	93%	77%	82%	83%	81%	83%	74%	77%	83%	86%	78%	70%	84%	74%
Q71. On Super Bowl Sunday, do you record the commercials?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	16%	4%	10%	18%	40%	18%	15%	26%	20%	8%	8%	22%	15%	15%	16%	15%	22%	19%	13%	11%	19%	27%	14%	22%
No	84%	96%	90%	82%	60%	82%	85%	74%	80%	92%	92%	78%	85%	85%	84%	85%	78%	81%	87%	89%	81%	73%	86%	78%

Q72. On Super Bowl Sunday, do you buy Super Bowl themed food?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	42%	15%	38%	50%	71%	39%	45%	58%	53%	32%	15%	45%	43%	42%	37%	38%	56%	53%	26%	38%	44%	49%	41%	43%
No	58%	85%	62%	50%	29%	61%	55%	42%	47%	68%	85%	55%	57%	58%	63%	62%	44%	47%	74%	62%	56%	51%	59%	57%
Q73. On Super Bowl Sunday, do you watch the halftime show?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	72%	46%	77%	82%	88%	69%	75%	82%	80%	67%	52%	76%	72%	68%	72%	67%	84%	83%	66%	69%	73%	78%	71%	73%
No	28%	54%	23%	18%	12%	31%	25%	18%	20%	33%	48%	24%	28%	32%	28%	33%	16%	17%	34%	31%	27%	22%	29%	27%
Q74. On Super Bowl Sunday, do you watch the game at a bar?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	18%	6%	11%	19%	42%	23%	14%	28%	26%	9%	5%	23%	17%	15%	19%	16%	25%	24%	16%	15%	18%	28%	16%	24%
No	82%	94%	89%	81%	58%	77%	86%	72%	74%	91%	95%	77%	83%	85%	81%	84%	75%	76%	84%	85%	82%	72%	84%	76%
Q75. On Super Bowl Sunday, do you watch the pre-game coverage?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	50%	12%	45%	67%	86%	57%	44%	53%	59%	48%	39%	55%	52%	47%	48%	47%	67%	54%	38%	45%	55%	58%	49%	53%
No	50%	88%	55%	33%	14%	43%	56%	47%	41%	52%	61%	45%	48%	53%	52%	53%	33%	46%	62%	55%	45%	42%	51%	47%
Q76. On Super Bowl Sunday, do you do another activity not previously mentioned?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	9%	12%	6%	7%	11%	10%	7%	7%	7%	9%	13%	10%	7%	9%	10%	10%	7%	9%	4%	8%	8%	13%	8%	11%
No	91%	88%	94%	93%	89%	90%	93%	93%	93%	91%	87%	90%	93%	91%	90%	90%	93%	91%	96%	92%	92%	87%	92%	89%
Q77. And how much pregame coverage would you say you watch leading up to the Super Bowl? Which of the following BEST describes you?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
I watch/listen to Super Bowl pregame coverage on the day of the Super Bowl	38%	12%	40%	48%	57%	41%	35%	39%	43%	37%	31%	39%	39%	38%	35%	37%	46%	39%	33%	34%	40%	44%	36%	42%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl	15%	2%	11%	23%	29%	17%	14%	19%	19%	13%	9%	17%	16%	12%	16%	13%	23%	19%	16%	13%	18%	18%	15%	16%
I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl	5%	1%	4%	6%	8%	5%	4%	6%	5%	4%	2%	5%	5%	4%	5%	4%	6%	7%	2%	5%	5%	4%	5%	4%
I do not plan on watching any pregame coverage	41%	84%	44%	22%	7%	36%	47%	35%	33%	46%	56%	39%	40%	45%	43%	45%	25%	35%	49%	47%	36%	34%	44%	37%
Other	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Q78. Thinking about the importance of the Super Bowl in your own life, how important is the Super Bowl to you?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Very important	21%	1%	12%	22%	55%	25%	16%	26%	31%	16%	6%	26%	20%	18%	21%	18%	31%	28%	11%	18%	21%	30%	18%	27%
Somewhat important	32%	11%	33%	48%	35%	32%	31%	35%	31%	30%	28%	30%	32%	32%	32%	30%	37%	33%	41%	31%	33%	29%	33%	29%
Not very important	24%	24%	38%	22%	8%	22%	26%	23%	19%	26%	28%	26%	24%	23%	23%	24%	20%	24%	24%	24%	25%	20%	25%	22%
Not at all important	24%	63%	17%	8%	2%	21%	27%	16%	19%	28%	38%	19%	25%	27%	24%	28%	13%	16%	24%	27%	21%	20%	25%	23%
Q79. Continuing to think about how important the Super Bowl is to you, would you consider the Super Bowl a national holiday, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes, the Super Bowl is a national holiday	29%	7%	20%	35%	63%	34%	25%	39%	40%	22%	12%	32%	28%	29%	31%	26%	36%	37%	32%	25%	32%	38%	27%	36%
No, the Super Bowl is not a national holiday	65%	84%	75%	60%	35%	61%	69%	55%	54%	73%	85%	63%	66%	65%	65%	69%	57%	58%	64%	67%	65%	59%	67%	61%
Don't know	5%	9%	5%	5%	3%	4%	6%	6%	7%	5%	3%	5%	6%	6%	4%	5%	7%	5%	3%	8%	3%	2%	6%	3%

Q80KEY. As you consider the following significant days each year, tell me whether, for you, the Super Bowl is more important, less important or about equal in importance to that day. (ROTATE Q80-Q87)																								
Q80. Thanksgiving																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	11%	2%	7%	11%	28%	14%	8%	14%	16%	8%	5%	14%	9%	9%	13%	9%	15%	14%	19%	9%	11%	16%	10%	13%
The Super Bowl is less important	74%	89%	77%	72%	53%	70%	78%	71%	68%	74%	85%	72%	74%	79%	71%	78%	64%	68%	65%	74%	76%	70%	74%	74%
The Super Bowl is about equal importance	15%	9%	16%	18%	19%	16%	14%	15%	16%	18%	9%	14%	16%	12%	16%	13%	20%	18%	16%	17%	13%	14%	16%	13%
Q81. The 4th of July																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	13%	3%	9%	13%	32%	16%	10%	16%	17%	11%	6%	17%	12%	11%	15%	11%	23%	15%	19%	12%	15%	15%	12%	17%
The Super Bowl is less important	70%	87%	73%	69%	47%	68%	72%	63%	67%	72%	82%	68%	72%	75%	65%	75%	57%	60%	63%	70%	70%	72%	70%	70%
The Super Bowl is about equal importance	17%	11%	18%	19%	20%	16%	18%	21%	16%	17%	12%	15%	17%	14%	20%	14%	20%	25%	18%	19%	15%	14%	18%	14%
Q82. New Year's Eve																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	17%	3%	13%	19%	39%	23%	12%	19%	22%	14%	13%	20%	17%	16%	17%	17%	22%	19%	16%	14%	20%	23%	15%	22%
The Super Bowl is less important	62%	80%	65%	59%	39%	57%	67%	63%	57%	63%	67%	62%	63%	64%	60%	64%	54%	60%	58%	64%	61%	60%	63%	61%
The Super Bowl is about equal importance	21%	17%	22%	22%	21%	20%	21%	19%	20%	23%	21%	19%	21%	20%	23%	19%	24%	21%	25%	22%	19%	18%	22%	17%
Q83. Valentine's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	28%	7%	23%	32%	55%	34%	21%	28%	36%	24%	20%	31%	26%	27%	29%	26%	32%	31%	32%	25%	30%	31%	26%	31%
The Super Bowl is less important	53%	75%	57%	47%	27%	48%	59%	51%	46%	55%	63%	49%	55%	53%	55%	47%	47%	50%	45%	55%	52%	51%	54%	51%
The Super Bowl is about equal importance	19%	17%	20%	21%	18%	18%	20%	20%	17%	20%	18%	20%	20%	19%	18%	18%	20%	20%	23%	20%	18%	18%	19%	18%
Q84. Halloween																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	31%	9%	25%	37%	59%	39%	23%	27%	36%	32%	29%	34%	31%	28%	32%	29%	46%	28%	34%	29%	32%	35%	30%	34%
The Super Bowl is less important	49%	70%	53%	43%	25%	43%	55%	54%	46%	47%	49%	46%	47%	54%	51%	51%	33%	53%	48%	51%	49%	45%	50%	48%
The Super Bowl is about equal importance	20%	21%	21%	20%	16%	18%	22%	19%	18%	21%	22%	20%	22%	18%	20%	21%	21%	19%	18%	20%	19%	19%	20%	19%
Q85. Mother's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	10%	2%	7%	9%	25%	13%	7%	13%	13%	7%	6%	14%	8%	9%	10%	10%	13%	7%	10%	7%	12%	17%	8%	13%
The Super Bowl is less important	79%	91%	80%	80%	62%	76%	82%	75%	77%	81%	86%	75%	80%	82%	79%	80%	74%	82%	78%	81%	79%	75%	80%	77%
The Super Bowl is about equal importance	11%	7%	13%	11%	13%	11%	11%	12%	10%	12%	8%	10%	12%	9%	11%	10%	13%	11%	13%	12%	9%	8%	11%	9%
Q86. April Fool's Day																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	55%	26%	56%	67%	79%	61%	50%	56%	62%	54%	47%	59%	54%	53%	55%	53%	63%	59%	60%	52%	58%	59%	53%	59%
The Super Bowl is less important	24%	41%	22%	18%	12%	23%	25%	24%	19%	25%	30%	22%	23%	26%	25%	25%	21%	23%	18%	27%	22%	20%	25%	21%
The Super Bowl is about equal importance	21%	34%	22%	15%	9%	16%	25%	20%	19%	22%	23%	18%	22%	21%	20%	22%	17%	18%	22%	21%	20%	21%	21%	19%
Q87. Your birthday																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
The Super Bowl is more important	17%	5%	14%	20%	32%	22%	12%	16%	19%	17%	14%	22%	16%	16%	15%	18%	14%	16%	17%	14%	18%	21%	15%	21%
The Super Bowl is less important	68%	86%	70%	64%	49%	62%	75%	68%	64%	69%	73%	66%	69%	70%	69%	68%	71%	67%	66%	68%	69%	66%	69%	67%
The Super Bowl is about equal importance	15%	10%	16%	16%	19%	16%	14%	16%	17%	14%	12%	13%	15%	14%	16%	14%	15%	17%	17%	17%	12%	13%	16%	12%

Q88. Switching gears, have you ever gone to the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	12%	2%	5%	11%	38%	17%	8%	20%	17%	5%	5%	15%	12%	8%	15%	11%	19%	15%	14%	6%	15%	29%	8%	23%
No	88%	98%	95%	89%	62%	83%	92%	80%	83%	95%	95%	85%	88%	92%	85%	89%	81%	85%	86%	94%	85%	71%	92%	77%

Q89. Would you ever want to go to the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	58%	22%	53%	73%	90%	63%	53%	70%	68%	51%	34%	56%	58%	55%	60%	52%	72%	70%	55%	54%	60%	64%	57%	58%
No	30%	62%	30%	16%	6%	27%	33%	20%	21%	35%	51%	30%	30%	32%	29%	36%	15%	20%	32%	32%	30%	24%	30%	30%
Don't know	12%	16%	16%	11%	4%	11%	14%	10%	11%	13%	15%	14%	12%	13%	11%	12%	12%	12%	14%	10%	11%	13%	12%	

Q90. How much would you be willing to spend on a single ticket to attend the Super Bowl in person?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Nothing	45%	80%	51%	30%	10%	40%	49%	27%	34%	55%	72%	42%	46%	49%	41%	51%	29%	30%	42%	51%	39%	35%	46%	43%
No more than \$1000	39%	16%	41%	51%	51%	39%	40%	49%	41%	37%	24%	38%	40%	38%	39%	36%	50%	45%	37%	38%	42%	36%	42%	34%
More than \$1000 but no more than \$2000	9%	1%	5%	13%	21%	12%	6%	15%	14%	4%	2%	12%	8%	7%	11%	7%	13%	15%	14%	6%	11%	14%	7%	14%
Over \$2000 but no more than \$3000	4%	0%	1%	3%	12%	5%	2%	6%	6%	2%	0%	5%	3%	3%	5%	3%	4%	5%	6%	2%	5%	8%	3%	5%
\$3000 to \$5000	1%	0%	1%	1%	4%	2%	1%	2%	2%	1%	0%	2%	1%	1%	1%	1%	1%	2%	0%	0%	1%	5%	1%	3%
No limit	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%	1%	3%	3%	2%	2%	1%	2%	2%	1%

Q91. Now, thinking about merchandise, do you plan on purchasing any Super Bowl-related merchandise this year?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	22%	2%	10%	24%	57%	24%	19%	32%	32%	13%	4%	25%	22%	16%	22%	17%	33%	31%	16%	17%	23%	34%	19%	27%
No	62%	90%	72%	52%	25%	61%	63%	53%	51%	69%	81%	60%	61%	66%	61%	67%	47%	51%	64%	66%	60%	54%	63%	61%
Don't know	16%	8%	18%	23%	18%	15%	18%	15%	17%	19%	15%	15%	16%	18%	17%	15%	19%	18%	21%	17%	17%	12%	19%	12%

Q92. What type of Super Bowl-related merchandise are you most likely to purchase if you could only pick one?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Team/player apparel (T-shirts, jerseys, caps, etc.)	76%	59%	81%	74%	77%	76%	76%	74%	76%	83%	80%	76%	77%	71%	78%	77%	77%	72%	79%	77%	73%	78%	76%	76%
Banners/flags	14%	31%	16%	16%	12%	14%	15%	17%	11%	14%	13%	12%	13%	18%	15%	13%	15%	16%	21%	15%	15%	12%	16%	12%
Programs	4%	0%	0%	6%	5%	5%	4%	5%	5%	0%	7%	8%	3%	6%	2%	4%	3%	8%	0%	4%	5%	5%	3%	7%
Game-used equipment/memorabilia	5%	5%	2%	4%	5%	5%	4%	3%	7%	2%	0%	5%	5%	3%	4%	5%	6%	4%	0%	3%	6%	5%	5%	4%
Other	1%	5%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	3%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%

Q93. Thinking about the Super Bowl commercials, which of the following BEST describes your view?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
I only watch the Super Bowl for the commercials, they are my favorite part	17%	21%	16%	12%	18%	14%	20%	21%	19%	15%	10%	17%	17%	16%	17%	18%	13%	16%	18%	16%	17%	19%	16%	18%
I enjoy the don't want to miss any, but they are not my favorite part of the Super Bowl	39%	15%	42%	51%	53%	43%	36%	38%	43%	41%	34%	41%	40%	38%	38%	38%	50%	40%	34%	36%	42%	44%	39%	41%
I usually get up to get food or go to the bathroom during	12%	6%	14%	15%	14%	13%	11%	16%	11%	8%	13%	13%	11%	12%	14%	10%	14%	17%	19%	13%	13%	9%	13%	9%
I like to talk to friends and family about them the day after	12%	9%	14%	13%	11%	10%	13%	12%	13%	11%	10%	13%	12%	12%	11%	12%	11%	13%	6%	11%	12%	13%	10%	15%
I don't care about the commercials, I don't plan on watching them	18%	43%	12%	8%	4%	17%	18%	12%	13%	21%	29%	15%	17%	20%	18%	20%	11%	12%	21%	21%	15%	12%	19%	15%
Other	2%	6%	2%	0%	0%	2%	2%	1%	1%	3%	4%	2%	2%	2%	2%	3%	0%	1%	2%	3%	1%	3%	2%	3%

Q94. Thinking about the Super Bowl halftime show, which of the following BEST describes your view?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
I only watch the Super Bowl for the halftime show	13%	14%	12%	9%	15%	10%	15%	21%	14%	7%	4%	14%	12%	11%	13%	11%	13%	18%	15%	11%	13%	16%	12%	14%
I only watch the halftime show if an artist that I like is performing	24%	22%	25%	26%	25%	24%	24%	26%	23%	25%	23%	24%	25%	22%	27%	23%	28%	27%	26%	25%	24%	24%	25%	23%
I enjoy the halftime show and don't want to miss it, but it is not my favorite part of the Super Bowl	34%	14%	36%	44%	46%	34%	35%	37%	41%	33%	24%	37%	35%	34%	31%	33%	43%	36%	27%	32%	37%	36%	34%	34%
I usually get up to get food or go to the bathroom during	9%	6%	10%	11%	9%	12%	7%	6%	8%	9%	14%	10%	8%	10%	9%	10%	7%	8%	11%	9%	9%	9%	9%	10%
I Don't like the halftime show, I don't plan on watching it	17%	38%	14%	9%	5%	18%	16%	8%	11%	23%	31%	13%	17%	21%	17%	21%	7%	8%	20%	19%	16%	13%	17%	16%
Other	2%	5%	2%	2%	0%	3%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	1%	2%	0%	3%	2%	3%	3%	2%

Q95KEY. Thinking about the following Super Bowl foods, which of the following foods do you typically eat on Super Bowl Sunday? (ROTATE Q95-Q105)																								
Q95. On Super Bowl Sunday, do you typically eat chicken wings?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	59%	30%	59%	70%	84%	61%	58%	74%	70%	52%	31%	66%	59%	55%	58%	50%	82%	76%	54%	55%	63%	63%	61%	55%
No	41%	70%	41%	30%	16%	39%	42%	26%	30%	48%	69%	34%	41%	45%	42%	50%	18%	24%	46%	45%	37%	37%	39%	45%

Q96. On Super Bowl Sunday, do you typically eat nachos?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	55%	28%	55%	66%	75%	55%	55%	67%	63%	49%	33%	56%	56%	52%	55%	49%	71%	68%	53%	53%	56%	57%	56%	51%
No	45%	72%	45%	34%	25%	45%	45%	33%	37%	51%	67%	44%	44%	48%	45%	51%	29%	32%	47%	47%	44%	43%	44%	49%

Q97. On Super Bowl Sunday, do you typically eat pizza?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	59%	35%	59%	66%	83%	61%	57%	71%	69%	53%	37%	63%	58%	57%	60%	55%	72%	65%	62%	56%	62%	64%	58%	61%
No	41%	65%	41%	34%	17%	39%	43%	29%	31%	47%	63%	37%	42%	43%	40%	45%	28%	35%	38%	44%	38%	36%	42%	39%

Q98. On Super Bowl Sunday, do you typically eat chilli?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	31%	14%	27%	36%	49%	34%	28%	39%	35%	26%	18%	32%	31%	29%	30%	27%	38%	41%	28%	28%	31%	39%	29%	34%
No	69%	86%	73%	64%	51%	66%	72%	61%	65%	74%	82%	68%	69%	71%	70%	73%	62%	59%	72%	72%	69%	61%	71%	66%

Q99. On Super Bowl Sunday, do you typically eat pigs in a blanket?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	24%	12%	20%	29%	42%	25%	24%	38%	30%	15%	9%	27%	28%	23%	18%	22%	32%	29%	20%	22%	25%	30%	24%	26%
No	76%	88%	80%	71%	58%	75%	76%	62%	70%	85%	91%	73%	72%	77%	82%	78%	68%	71%	80%	78%	75%	70%	76%	74%

Q100. On Super Bowl Sunday, do you typically eat chips and dip?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	75%	45%	80%	87%	91%	75%	74%	84%	81%	70%	59%	77%	75%	72%	74%	71%	83%	84%	67%	71%	78%	78%	74%	76%
No	25%	55%	20%	13%	9%	25%	26%	16%	19%	30%	41%	23%	25%	28%	26%	29%	17%	16%	33%	29%	22%	22%	26%	24%

Q101. On Super Bowl Sunday, do you typically eat cheese and crackers?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	50%	29%	52%	57%	68%	49%	52%	59%	56%	44%	40%	56%	49%	53%	47%	52%	48%	52%	41%	47%	53%	58%	49%	53%
No	50%	71%	48%	43%	32%	51%	48%	41%	44%	56%	60%	44%	51%	47%	53%	48%	52%	48%	59%	53%	47%	42%	51%	47%

Q102. On Super Bowl Sunday, do you typically eat subs/sandwiches?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	47%	23%	43%	57%	72%	50%	45%	58%	56%	41%	29%	54%	47%	44%	47%	43%	66%	53%	47%	46%	47%	51%	47%	49%
No	53%	77%	57%	43%	28%	50%	55%	42%	44%	59%	71%	46%	53%	56%	53%	57%	34%	47%	53%	54%	53%	49%	53%	51%
Q103. On Super Bowl Sunday, do you typically eat burgers/sliders?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	51%	25%	48%	61%	78%	55%	48%	68%	62%	39%	27%	50%	54%	43%	55%	44%	68%	68%	49%	49%	52%	56%	52%	50%
No	49%	75%	52%	39%	22%	45%	52%	32%	38%	61%	73%	50%	46%	57%	45%	56%	32%	32%	51%	51%	48%	44%	48%	50%
Q104. On Super Bowl Sunday, do you typically eat cookies, brownies, and other desserts?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	56%	33%	56%	64%	76%	55%	57%	72%	60%	47%	37%	58%	56%	54%	56%	52%	66%	66%	46%	52%	59%	63%	55%	58%
No	44%	67%	44%	36%	24%	45%	43%	28%	40%	53%	63%	42%	44%	46%	44%	48%	34%	34%	54%	48%	41%	37%	45%	42%
Q105. On Super Bowl Sunday, do you typically eat something else not previously mentioned?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	10%	9%	9%	11%	13%	12%	9%	6%	10%	12%	15%	10%	11%	9%	11%	11%	7%	11%	6%	9%	10%	15%	9%	13%
No	90%	91%	91%	89%	87%	88%	91%	94%	90%	88%	85%	90%	89%	91%	89%	89%	93%	89%	94%	91%	90%	85%	91%	87%
Q106. Switching gears to the topic of gambling, have you ever wagered on the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	31%	7%	22%	38%	63%	39%	23%	34%	38%	26%	21%	36%	29%	28%	32%	28%	37%	37%	23%	24%	34%	44%	28%	37%
No	69%	93%	78%	62%	37%	61%	77%	66%	62%	74%	79%	64%	71%	72%	68%	72%	63%	63%	77%	76%	66%	56%	72%	63%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q107. Do you plan to wager on the 2023 Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	20%	2%	9%	22%	52%	26%	13%	26%	29%	13%	6%	26%	18%	17%	20%	18%	25%	27%	12%	14%	21%	35%	16%	27%
No	68%	92%	77%	61%	33%	61%	74%	58%	57%	77%	85%	60%	70%	71%	67%	72%	61%	55%	71%	73%	65%	56%	70%	63%
Don't know	13%	7%	13%	17%	15%	13%	13%	16%	15%	10%	9%	14%	13%	11%	13%	10%	15%	19%	18%	13%	14%	9%	14%	10%
Q107KEY. (If planning to wager on 2023 Super Bowl) Which of the following types of bets will you place? (ROTATE Q107-Q111)																								
Q108. Will you place a bet with a friend or family member?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	83%	86%	77%	84%	84%	82%	85%	86%	85%	78%	71%	80%	87%	81%	82%	83%	83%	84%	82%	81%	86%	82%	84%	82%
No	17%	14%	23%	16%	16%	18%	15%	14%	15%	22%	29%	20%	13%	19%	18%	17%	17%	16%	18%	19%	14%	18%	16%	18%
Q109. Will you place a bet with an online betting website?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	67%	0%	46%	56%	81%	76%	52%	80%	72%	44%	24%	73%	65%	65%	68%	66%	74%	63%	92%	57%	65%	84%	58%	80%
No	33%	100%	54%	44%	19%	24%	48%	20%	28%	56%	76%	27%	35%	35%	32%	34%	26%	37%	8%	43%	35%	16%	42%	20%

Q110. Will you place abet in a pool organized at work or among friends?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	77%	85%	71%	74%	79%	76%	77%	75%	79%	75%	78%	78%	78%	74%	75%	79%	69%	79%	66%	71%	78%	83%	75%	79%
No	23%	15%	29%	26%	21%	24%	23%	25%	21%	25%	22%	22%	22%	26%	25%	31%	21%	34%	29%	22%	17%	25%	21%	
Q111. Will you place abet with a local bookie?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	40%	0%	27%	25%	53%	44%	32%	50%	47%	15%	8%	40%	40%	33%	46%	40%	47%	36%	49%	28%	36%	61%	29%	55%
No	60%	100%	73%	75%	47%	56%	68%	50%	53%	85%	92%	60%	60%	67%	54%	60%	53%	64%	51%	72%	64%	39%	71%	45%
Q112. Will you place abet at a casino or sports betting location?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	50%	0%	27%	35%	65%	57%	37%	57%	59%	26%	27%	51%	45%	48%	59%	50%	59%	47%	55%	41%	47%	66%	40%	64%
No	50%	100%	73%	65%	35%	43%	63%	43%	41%	74%	73%	49%	55%	52%	41%	50%	41%	53%	45%	59%	53%	34%	60%	36%
Q113. How much do you intend to wager on the 2023 Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
My wager will be non-financial	3%	0%	3%	4%	2%	4%	2%	4%	3%	0%	1%	4%	2%	2%	2%	4%	3%	0%	5%	2%	2%	4%	1%	
Less than \$25	15%	64%	16%	20%	11%	12%	22%	14%	11%	24%	23%	13%	17%	22%	10%	17%	17%	10%	14%	26%	10%	7%	19%	10%
At least \$25 but less than \$100	34%	21%	54%	36%	30%	32%	39%	33%	30%	43%	48%	34%	39%	32%	30%	33%	39%	36%	17%	36%	41%	23%	39%	29%
At least \$100 but less than \$500	32%	7%	22%	32%	36%	37%	24%	35%	36%	25%	20%	32%	24%	33%	45%	29%	31%	38%	69%	30%	35%	34%	32%	34%
At least \$500 but less than \$1000	11%	9%	5%	6%	15%	12%	8%	13%	11%	4%	9%	13%	12%	8%	9%	13%	6%	10%	0%	3%	10%	21%	6%	18%
\$1000 or more	4%	0%	0%	2%	7%	5%	3%	4%	7%	1%	0%	6%	4%	3%	4%	5%	3%	4%	0%	0%	2%	13%	2%	8%
Q114. Does the broader availability of legalized gambling make it more or less likely that you will wager on the 2023 Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
More likely	19%	3%	9%	19%	55%	26%	13%	29%	28%	12%	4%	28%	18%	16%	19%	17%	27%	26%	14%	14%	23%	30%	16%	27%
Less likely	9%	5%	7%	12%	11%	9%	8%	12%	8%	6%	7%	7%	9%	8%	10%	7%	12%	11%	14%	10%	8%	6%	9%	8%
No impact	65%	83%	77%	61%	30%	60%	69%	49%	56%	76%	85%	60%	65%	68%	64%	71%	51%	52%	61%	67%	62%	61%	66%	61%
Don't know	7%	10%	7%	7%	4%	5%	9%	10%	8%	6%	5%	5%	8%	8%	7%	5%	10%	12%	11%	9%	6%	3%	9%	4%
Q115. And lastly, do you approve of advertising for online gambling companies, sportsbook operators and/or casinos during the Super Bowl?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	41%	18%	34%	46%	72%	46%	35%	48%	53%	34%	21%	45%	40%	38%	41%	39%	48%	47%	32%	35%	44%	51%	39%	45%
No	38%	51%	43%	35%	17%	36%	39%	33%	27%	41%	55%	33%	40%	38%	38%	38%	33%	34%	54%	41%	35%	33%	38%	37%
Don't know	22%	31%	23%	20%	11%	18%	25%	20%	20%	24%	23%	22%	21%	24%	21%	23%	19%	19%	13%	24%	21%	16%	23%	18%

Nature of the Sample	
United States Residents	
Fanship Category	
Non-fans	27%
Casual	26%
Involved	26%
Avid	21%
Gender	
M	49%
F	51%
Age	
18-34	30%
35-49	25%
50-64	25%
65+	20%
Region	
Northeast	17%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	63%
Afr Amer/Black	12%
Latino	16%
Asian	5%
Income	
<\$50K	52%
\$50K-\$100K	32%
\$100K+	16%
Education	
Less than Bachelors'	69%
Bachelors'+	31%

This Siena College Poll was conducted January 3 - 8, 2023, among 3201 responses drawn from a proprietary online panel (Lucid) of United States Residents. Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.8 percentage points including the design effects resulting from weighting. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-783-2901.