MOE +/	- 1.8%
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Q1. In general, would you describe yourself as a sports fan,	or not?	1													-									
			Fanship (Category		Gen	der		A	ge			Regi	on			Ethnicit	ty			Income			cation
		_															Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
			L																					
Q2KEY. Regardless of whether people call themselves sports	fans or i	not, many pe	ople enga	age in sports i	an activ	ities. Wh	ich, if a	ny, of th	e follow	ing categ	ories be	est describes yo	our partic	ipation in sp	orts fan a	activities	? (ROTATE Q2-0	Q9)						
Q2. Watch live sports on the television or another platform	1	1										1					e.i							
			Fanship (Category		Gen	der		A	ge			Regi	on	1		Ethnicit	ty			Income	!		cation
		_															Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	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%	13%	9%	11%	14%	14%	11%	9%	14%	10%
Never	15%	52%	3%	0%	0%	10%	20%	11%	11%	20%	19%	12%	16%	16%	16%	17%	9%	12%	15%	20%	10%	9%	17%	10%
Q3. Listen to live sports on the radio or through another dev	ice														-		<u> </u>					-		
			Fanship (Category		Gen	der		A	ge			Regi	on			Ethnicit	ty			Income		Educ	cation
			l														Afr		l		\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
Never	3270	0170	3270	770	070	23/0	3370	2370	2070	41/0	71/0	3270	3370	3370	31/0	3370	2770	20/0	32/0	4070	2370	23/0	3370	2370
Q4. Watch or listen to sports news on the television, radio,	or anoth	er platform	l .							1								L			I	l .	ı	1
<u> </u>		1	Fanship (Category		Gen	der		A	ge			Regi	on			Ethnicit	tv			Income		Educ	cation
			· ·	,						Ī							Afr	1			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	11%	13%	13%	12%	9%	13%	10%
	18%	62%	5%	0%	0%	13%	23%	13%	16%	25%	21%	15%	18%	21%	19%	21%	10%		15%	23%		11%	21%	10%
Never	18%	62%	5%	0%	0%	13%	23%	13%	16%														21%	12%
											21%	1370	10/0	21/0	1370	21/0	1070	14%	13/0	23/0	14%	11/0		
OF Match or liston to sports talk shows on the television re	dio or a	nother platfe	rm								2170	1370	10/0	21/0	1370	21/0	10/0	14%	13/0	2370	14%	1170		
Q5. Watch or listen to sports talk shows on the television, ra	dio, or a	nother platfo		Catagory			dor				2170	13/0			1570	21/0			13/6	2370		1170	Educ	ration
Q5. Watch or listen to sports talk shows on the television, re	dio, or a	nother platfo	orm Fanship (Category		Gen	der			ge	21%	13/6	Regi		1970	21/0	Ethnicit		13%	2370	Income	11/0		cation
Q5. Watch or listen to sports talk shows on the television, ra			Fanship (مناط	Gen	der	19.24	A	ge			Regi	on			Ethnicit Afr	ty			Income \$50K-		Less than	
	Total	Non-fans	Fanship (Involved	Avid	Gen	F	18-34	A ₁	ge 50-64	65+	Northeast	Regi South	on Midwest	West	White	Ethnicit Afr Amer/Black	ty Latino	Asian	<\$50K	Income \$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'
Every day or almost every day	Total	Non-fans	Casual	Involved 15%	74%	Gen M 29%	F 11%	25%	A ₁ 35-49 26%	50-64 13%	65+ 12%	Northeast 23%	Regi South	on Midwest 17%	West	White	Ethnicit Afr Amer/Black 31%	Latino	Asian	<\$50K 15%	Income \$50K- \$100K 22%	\$100K+ 30%	Less than Bachelors'	Bachelors'-
Every day or almost every day About once or twice a week	Total 20% 27%	Non-fans 0% 1%	Casual 1% 21%	Involved 15% 63%	74% 25%	M 29% 31%	F 11% 24%	25% 28%	35-49 26% 28%	50-64 13% 26%	65+ 12% 25%	Northeast 23% 31%	Regi South 19% 26%	Midwest 17% 27%	West 21% 26%	White 17% 25%	Ethnicit Afr Amer/Black 31% 32%	Latino 22% 30%	Asian 17% 35%	<\$50K 15% 25%	Income \$50K- \$100K 22% 31%	\$100K+ 30% 27%	Less than Bachelors' 17% 26%	Bachelors' 27% 29%
Every day or almost every day About once or twice a week About once or twice a month	Total 20% 27% 13%	Non-fans 0% 1% 2%	Casual 1% 21% 30%	Involved 15% 63% 16%	74% 25% 1%	M 29% 31% 10%	F 11% 24% 15%	25% 28% 16%	35-49 26% 28% 10%	50-64 13% 26% 12%	65+ 12% 25% 12%	Northeast 23% 31% 10%	Regi South 19% 26% 15%	0n Midwest 17% 27% 12%	West 21% 26% 12%	White 17% 25% 11%	Ethnicit Afr Amer/Black 31% 32% 12%	Latino 22% 30% 17%	Asian 17% 35% 18%	<\$50K 15% 25% 13%	\$50K- \$100K 22% 31% 14%	\$100K+ 30% 27% 10%	Less than Bachelors' 17% 26% 13%	Bachelors' 27% 29% 11%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month	Total 20% 27% 13% 14%	Non-fans 0% 1% 2% 21%	Casual 1% 21% 30% 28%	15% 63% 16% 5%	74% 25% 1% 0%	Gen M 29% 31% 10% 12%	F 11% 24% 15% 17%	25% 28% 16% 13%	35-49 26% 28% 10% 15%	50-64 13% 26% 12% 14%	65+ 12% 25% 12% 16%	Northeast 23% 31% 10% 12%	Regi South 19% 26% 15%	Midwest 17% 27% 12% 15%	West 21% 26% 12% 15%	White 17% 25% 11% 15%	Ethnicit Afr Amer/Black 31% 32% 12% 12%	Latino 22% 30% 17% 13%	Asian 17% 35% 18% 12%	<\$50K 15% 25% 13% 15%		\$100K+ 30% 27% 10% 15%	Less than Bachelors' 17% 26% 13% 15%	Bachelors'- 27% 29% 11% 13%
Every day or almost every day About once or twice a week About once or twice a month	Total 20% 27% 13%	Non-fans 0% 1% 2%	Casual 1% 21% 30%	Involved 15% 63% 16%	74% 25% 1%	M 29% 31% 10%	F 11% 24% 15%	25% 28% 16%	35-49 26% 28% 10%	50-64 13% 26% 12%	65+ 12% 25% 12%	Northeast 23% 31% 10%	Regi South 19% 26% 15%	0n Midwest 17% 27% 12%	West 21% 26% 12%	White 17% 25% 11%	Ethnicit Afr Amer/Black 31% 32% 12%	Latino 22% 30% 17%	Asian 17% 35% 18%	<\$50K 15% 25% 13%	\$50K- \$100K 22% 31% 14%	\$100K+ 30% 27% 10%	Less than Bachelors' 17% 26% 13%	Bachelors' 27% 29% 11%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never	Total 20% 27% 13% 14% 26%	Non-fans 0% 1% 2% 21% 76%	Casual 1% 21% 30% 28% 20%	15% 63% 16% 5%	74% 25% 1% 0%	Gen M 29% 31% 10% 12%	F 11% 24% 15% 17%	25% 28% 16% 13%	35-49 26% 28% 10% 15%	50-64 13% 26% 12% 14%	65+ 12% 25% 12% 16%	Northeast 23% 31% 10% 12%	Regi South 19% 26% 15%	Midwest 17% 27% 12% 15%	West 21% 26% 12% 15%	White 17% 25% 11% 15%	Ethnicit Afr Amer/Black 31% 32% 12% 12%	Latino 22% 30% 17% 13%	Asian 17% 35% 18% 12%	<\$50K 15% 25% 13% 15%		\$100K+ 30% 27% 10% 15%	Less than Bachelors' 17% 26% 13% 15%	Bachelors'- 27% 29% 11% 13%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month	Total 20% 27% 13% 14% 26%	Non-fans 0% 1% 2% 21% 76%	Casual 1% 21% 30% 28% 20% of sports	15% 63% 16% 5% 1%	74% 25% 1% 0%	Gen M 29% 31% 10% 12% 19%	F 11% 24% 15% 17% 33%	25% 28% 16% 13%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16%	Northeast 23% 31% 10% 12%	Regi South 19% 26% 15% 15% 26%	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15%	White 17% 25% 11% 15%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12%	<\$50K 15% 25% 13% 15%	Income \$50K- \$100K 22% 31% 14% 13% 20%	\$100K+ 30% 27% 10% 15% 18%	Less than Bachelors' 17% 26% 13% 15% 29%	Bachelors'- 27% 29% 11% 13% 20%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never	Total 20% 27% 13% 14% 26%	Non-fans 0% 1% 2% 21% 76%	Casual 1% 21% 30% 28% 20%	15% 63% 16% 5% 1%	74% 25% 1% 0%	Gen M 29% 31% 10% 12%	F 11% 24% 15% 17% 33%	25% 28% 16% 13%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14%	65+ 12% 25% 12% 16%	Northeast 23% 31% 10% 12%	Regi South 19% 26% 15%	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15%	White 17% 25% 11% 15%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12%	<\$50K 15% 25% 13% 15%	SOK- \$100K 22% 31% 14% 13% 20%	\$100K+ 30% 27% 10% 15% 18%	Less than Bachelors' 17% 26% 13% 15% 29%	Bachelors' 27% 29% 11% 13%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never	Total 20% 27% 13% 14% 26% device to	Non-fans 0% 1% 2% 21% 76% b keep track o	Casual 1% 21% 30% 28% 20% of sports Fanship (Involved 15% 63% 16% 5% 1% Category	74% 25% 1% 0% 0%	Gen M 29% 31% 10% 12% 19%	F 11% 24% 15% 17% 33%	25% 28% 16% 13% 18%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16% 35%	Northeast 23% 31% 10% 12% 23%	Regi South 19% 26% 15% 26%	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15% 26%	White 17% 25% 11% 15% 31%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12%	<\$50K 15% 25% 13% 15% 32%	some	\$100K+ 30% 27% 10% 15% 18%	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than	Bachelors' 27% 29% 11% 13% 20%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile	Total 20% 27% 13% 14% 26% Total	Non-fans 0% 1% 2% 21% 76% 0 keep track (Casual 1% 21% 30% 28% 20% of sports Fanship (Casual	Involved 15% 63% 16% 5% 1% Category Involved	74% 25% 1% 0% 0% Avid	Gen M 29% 31% 10% 12% 19%	F 11% 24% 15% 17% 33% der	25% 28% 16% 13% 18%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16% 35%	Northeast 23% 31% 10% 12% 23%	Regi South 19% 26% 15% 15% 26% Regi	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15% 26%	White 17% 25% 11% 15% 31%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12% 18%	<\$50K 15% 25% 13% 15% 32%	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K \$1	\$100K+ 30% 27% 10% 15% 18%	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors'	Bachelors' 27% 29% 11% 13% 20% cation Bachelors'
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile	Total 20% 27% 13% 14% 26% device to Total 24%	Non-fans 0% 1% 2% 21% 76% 0 keep track (Casual 1% 21% 30% 28% 20% of sports Fanship (Casual 4%	Involved 15% 63% 16% 5% 1% Category Involved 28%	74% 25% 1% 0% 0% Avid 74%	Gen 29% 31% 10% 12% 19% Gen M 35%	F 11% 24% 15% 17% 33% der F 13%	25% 28% 16% 13% 18% 18%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16% 35%	Northeast 23% 31% 10% 12% 23% Northeast 30%	Regi South 19% 26% 15% 26% Regi South 22%	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15% 26% West 24%	White 17% 25% 11% 15% 31% White 22%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13% Ethnicit Afr Amer/Black 33%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12% 18% Asian 18%	<\$50K 15% 25% 13% 15% 32% <\$50K	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K 27%	\$100K+ 30% 27% 10% 15% 18% \$100K+	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors' 20%	Bachelors' 27% 29% 11% 13% 20% cation Bachelors' 32%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile	Total 20% 27% 13% 14% 26% Total	Non-fans 0% 1% 2% 21% 76% 0 keep track (Casual 1% 21% 30% 28% 20% of sports Fanship (Casual	Involved 15% 63% 16% 5% 1% Category Involved	74% 25% 1% 0% 0% Avid	Gen M 29% 31% 10% 12% 19%	F 11% 24% 15% 17% 33% der	25% 28% 16% 13% 18%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16% 35%	Northeast 23% 31% 10% 12% 23%	Regi South 19% 26% 15% 15% 26% Regi	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15% 26%	White 17% 25% 11% 15% 31%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12% 18%	<\$50K 15% 25% 13% 15% 32%	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K \$1	\$100K+ 30% 27% 10% 15% 18%	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors'	Bachelors' 27% 29% 11% 13% 20% cation Bachelors'
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile	Total 20% 27% 13% 14% 26% device to Total 24%	Non-fans 0% 1% 2% 21% 76% 0 keep track (Casual 1% 21% 30% 28% 20% of sports Fanship (Casual 4%	Involved 15% 63% 16% 5% 1% Category Involved 28%	74% 25% 1% 0% 0% Avid 74%	Gen 29% 31% 10% 12% 19% Gen M 35%	F 11% 24% 15% 17% 33% der F 13%	25% 28% 16% 13% 18% 18%	35-49 26% 28% 10% 15% 21%	50-64 13% 26% 12% 14% 34%	65+ 12% 25% 12% 16% 35%	Northeast 23% 31% 10% 12% 23% Northeast 30%	Regi South 19% 26% 15% 26% Regi South 22%	Midwest 17% 27% 12% 15% 30%	West 21% 26% 12% 15% 26% West 24%	White 17% 25% 11% 15% 31% White 22%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13% Ethnicit Afr Amer/Black 33%	Latino 22% 30% 17% 13% 18%	Asian 17% 35% 18% 12% 18% Asian 18%	<\$50K 15% 25% 13% 15% 32% <\$50K	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K 27%	\$100K+ 30% 27% 10% 15% 18% \$100K+	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors' 20%	Bachelors' 27% 29% 11% 13% 20% cation Bachelors' 32%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile Every day or almost every day About once or twice a week	Total 20% 27% 13% 14% 26% device to Total 24% 29%	Non-fans 0% 1% 2% 21% 76% 0 keep track 0 Non-fans 0% 1%	Casual 1% 21% 30% 28% 20% 5f sports Fanship 0 Casual 4% 32%	Involved 15% 63% 16% 5% 11% Category Involved 28% 59%	74% 25% 1% 0% 0% Avid 74% 24%	Gen M 29% 31% 10% 12% 19% Gen M 35% 29%	F 11% 24% 15% 17% 33% der F 13% 28%	25% 28% 16% 13% 18% 18-34 26% 32%	April 26% 28% 10% 15% 21% April 21% 35-49 30% 31%	50-64 13% 26% 12% 14% 34% 9e 50-64 19% 28%	65+ 12% 25% 12% 16% 35% 65+ 20% 22%	Northeast 23% 31% 10% 12% 23% Some 23%	Regi South 19% 26% 15% 26% Regi South 22% 29%	Midwest 17% 27% 12% 15% 30% on Midwest 23% 26%	West 21% 26% 12% 26% 26% West 24% 28%	White 17% 25% 11% 15% 31% White 22% 27%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13% Ethnicit Afr Amer/Black 33% 31%	Latino 22% 30% 17% 13% 18% Latino 26% 30%	Asian 17% 35% 18% 12% 18% Asian 18% 37%	<\$50K 15% 25% 13% 15% 32% - \$50K 18% 27%	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K 27% 32%	\$100K+ 30% 27% 10% 15% 18% \$100K+ 35% 28%	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors' 20% 28%	Bachelors' 27% 29% 11% 13% 20% cation Bachelors' 32% 30%
Every day or almost every day About once or twice a week About once or twice a month Less than once a month Never Q6. Check the scores of live sporting events or use a mobile Every day or almost every day About once or twice a week About once or twice a month	Total 20% 27% 13% 14% 26% Total 24% 29% 12%	Non-fans 0% 1% 2% 219 76% Non-fans 0 keep track (Non-fans 1% 3%	Casual 1% 21% 30% 28% 20% f sports Fanship (Casual 4% 32% 29%	Involved 15% 63% 16% 5% 1% Category Involved 28% 59% 11%	74% 25% 1% 0% 0% 0% Avid 74% 24% 2%	Gen M 29% 31% 10% 12% 19% Gen M 35% 29% 9%	F 11% 24% 15% 17% 33% der F 13% 28% 14%	25% 28% 16% 13% 18% 18-34 26% 32% 16%	April 25-49 26% 28% 10% 15% 21% April 21% 35-49 30% 31% 11%	ge 50-64 13% 34% 34% 34% 50-64 19% 28% 9%	65+ 12% 25% 12% 16% 35% 65+ 20% 22% 9%	Northeast 23% 31% 10% 12% 23% Northeast 30% 30% 9%	Regi South 19% 26% 15% 26% Regi South 22% 29% 12%	Midwest 17% 27% 12% 30% 30%	West 21% 26% 15% 26% West 24% 28% 13%	White 17% 25% 11% 15% 31% White 22% 27% 11%	Ethnicit Afr Amer/Black 31% 32% 12% 12% 13% Ethnicit Afr Amer/Black 33% 31% 11%	Latino 22% 30% 17% 13% 18% Latino 26% 30% 15%	Asian 17% 35% 18% 12% 18% 18% Asian 18% 37%	<\$50K 15% 25% 13% 15% 32% -<\$50K 18% 27% 12%	Income \$50K- \$100K 22% 31% 14% 13% 20% Income \$50K- \$100K 27% 32% 11%	\$100K+ 30% 27% 10% 15% 18% \$100K+ 35% 28% 12%	Less than Bachelors' 17% 26% 13% 15% 29% Educ Less than Bachelors' 20% 28% 12%	Bachelors'- 27% 29% 11% 13% 20% Sation Bachelors'- 32% 30% 10%

			MOE +/- 1.89
. Engage in fantasy sports			
	Fanchin Category	Gondor	Λαο

Q7. Engage in fantasy sports																								
Q7. Lingage iii lailtasy sports			Fanship (Category		Gei	nder		A	ge			Reg	ion			Ethnicit	ty			Income	9	Educ	cation
													_				Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
	<u> </u>																							
Q8. Bet on sporting events		1										ı					=11 111							
	—		Fanship (Lategory		Gei	nder		- A	ge	1		Reg	ion	1		Ethnicit	ty	1		Income	1		cation
	Total	Non-fans	Casual	Involved	Avid	м	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%	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	ı persor	n, online or vi	ia text	•							•	•		•		•					•		•	
			Fanship (Category		Gei	nder		A	ge			Reg	ion			Ethnicit	ty			Income)	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	15%	12%	12%	17%	16%	12%	12%	15%	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%
2 : 10 : (5 1)	<u> </u>				<u> </u>		<u> </u>				<u> </u>										<u> </u>			1
Derived Category of Fanship			Fanship (Cataaam.		C=-	nder			ge		1	Reg				Ethnicit				Income		F-4	cation
			ransinp	Lategory		Gei	luei			ge	1		T Reg	I			Afr	i y	1		\$50K-	<u> </u>	Less than	Jation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	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%
																			,.		1			1
Q10. Regardless of how much of a sports fan you are, would	you con	sider yoursel	f to be a f	ootball fan, o	or not?								1	1						11			•	
			Fanship (Category		Gei	nder		Α	ge			Reg	ion			Ethnicit	ty			Income)	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
	Ь	<u> </u>	<u> </u>	<u> </u>		Ļ	L	<u> </u>	<u> </u>															1
Q11. Would you say that football is your favorite sport, anoth	ier spor	t is your favo			u say th			ve a fav									Fall of the	.		1	lac		F.1	antinu
	⊢—		Fanship (Lategory	1	Gei	nder		- A	ge	1		Reg	ion	ı	-	Ethnicit	ty		1	Income	!		cation
	Tex-1	Non for	Commi	laure brood	Ar.d.d		_	10.34	25 40	F0.64	c	Nowth	لدني	D.01.al	14/	14/1-14 ·	Afr	l at'	A = ! = :	-6-0	\$50K-	61001	Less than	Bookstonel
Football	Total 47%	Non-fans 15%	Casual 45%	Involved 59%	Avid 77%	M 52%	F 43%	18-34 47%	35-49 58%	50-64 42%	65+ 40%	Northeast 47%	South 50%	Midwest 45%	West 45%	White 48%	Amer/Black 54%	Latino 45%	Asian 36%	<\$50K 42%	\$100K 51%	\$100K+ 55%	Bachelors' 45%	Bachelors'+ 51%
Another sport	33%	30%	45%	36%	21%	34%	31%	39%	26%	32%	34%	33%	31%	33%	36%	30%	31%	45%	41%	33%	35%	30%	45% 32%	34%
Do not have a favorite sport	20%	54%	13%	6%	21%	14%	26%	14%	17%	26%	26%	19%	20%	21%	20%	22%	15%	14%	23%	25%	14%	15%	22%	15%
Do not have a lavorite sport	20/0	34/0	13/0	0/0	2/0	14/0	20/0	14/0	1//0	20/0	20/0	13/0	20/0	21/0	20/0	22/0	13/0	14/0	23/0	23/0	14/0	13/0	22/0	13/0
	1	1	i .		•	1	•	1		•			1	1	•		•			1				

Q12. Which of the following is your favorite sport?			Fanship (^ategory		Ger	nder		Δ	ge			Regi	on			Ethnicit	v				Income		Edu	cation
	+		l	I		- CC	1001						I III	0.1			Afr	,				\$50K-	1	Less than	T
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	sian	<\$50K	\$100K	\$100K+	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%
					.,.										20,1							2071			1
Q13. Now, thinking about your favorite team in the NFL (Na	tional Fo	otball League), what fo	otball team	would yo	ou say y	ou are a	fan of, i	neaning	, you not	only fo	llow them, but	you are l	happy or eve	n thrilled	when th	ey win and ups	et when	they lose	y lose?			l	1	.1
			Fanship (nder		A	•		1	Regi				Ethnicit					Income		Educ	cation
				T						Ĭ							Afr					\$50K-		Less than	T
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	sian	<\$50K	\$100K	\$100K+	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%	5%	0%		5%	4%	6%	5%	5%
Green Bay Packers	4%	3%	5%	7%	2%	4%	5%	4%	4%	5%	5%	2%	3%	10%	4%	5%	3%	4%	1%	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%	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%	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%	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%	1%	5%	4%	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%	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%	3%
Pittsburgh Steelers	3%	2%	4%	5%	3%	4%	3%	2%	3%	5%	4%	9%	2%	2%	3%	4%	3%	2%	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%	0%	1%	2%	3%	2%	2%
Atlanta Falcons	2%	1%	2%	3%	3%	3%	1%	3%	2%	1%	1%	1%	5%	0%	0%	2%	5%	1%	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%	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%	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%	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%	0%	2%	2%	1%	2%	2%
Detroit Lions	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	0%	1%	7%	1%	3%	1%	1%	1%	1%	2%	2%	1%	2%	2%
Las Vegas Raiders	2%	2%	3%	3%	2%	3%	2%	3%	3%	2%	2%	1%	2%	1%	6%	2%	2%	5%	3%	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%	6%	2%	2%	2%	2%	3%
Miami Dolphins	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	1%	0%	2%	1%	3%	0%	0%	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%	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%	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%	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%	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%	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%	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%	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%	2%	1%	1%	0%	1%	0%	5%	1%	1%	2%	3%	3%	1%	1%	3%	1%	3%
Towns on The Control of the Control	40/	40/	40/	40/	40/										_										

Tennessee Titans

Jacksonville Jaguars

I don't have a favorite team

1%

0%

18%

1%

0%

50%

1%

1%

12%

1%

4%

1%

1% 1%

1% 0%

1% 15% 21% 16% 14%

1% 1%

1% 1%

1%

0%

21%

1%

23%

0%

0%

17%

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25%

1% 1%

22% 15%

0%

1%

1%

0%

13%

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0%

19%

1%

1%

16%

Q14. And what NFL team do you dislike, or you might even say	you ha	ate? You not	only root	against then	n, but yo	u are ur	set whe	en they v	vin and l	happy w	hen thev	/ lose.												
	, ,		Fanship (.,,		nder	,		ge			Regi	on			Ethnicit	y			Income	9	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
	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%	4%	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%	1%	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%	1%	2%	0%	1%	2%	1%	2%	1%
	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	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%	1%	0%	1%	1%	1%	1%	1%
Los Angeles Chargers Los Angeles Rams	1%	0%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%		2%	1%			0%	1%	1%	2%	1%	2%
•										_			_	2%			2%	3%						
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%	1%	0%	1%	0%	1%	1%	2%	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%	1%	2%	1%	2%
New York Jets	1%	0%	1%	1%	3%	1%	1%	2%	1%	1%	1%	4%	1%	0%	0%	1%	1%	2%	1%	1%	1%	2%	1%	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%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	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 p	lavor i	what current	NEL play	or would you	cav ic w	our favo	rito?											ļ.						
Q15. Now, triniking about your lavorite professional football p	Jiayei,	Wilat Current	Fanship (Say is y	Ger			A	ge			Regi	on			Ethnicit	v			Income	•	Edu	cation
				outego.y			<u> </u>			, , , , , , , , , , , , , , , , , , ,			1.08.		1		Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
	18%	3%	15%	27%	33%	22%	15%	17%	21%	20%	16%	19%	18%	16%	18%	17%	25%	20%	17%	15%	20%	23%	19%	20%
	65%	93%	71%	55%	35%	58%	72%	66%	60%	67%	69%	63%	66%	65%	67%	67%	59%	61%	76%	71%	62%	55%	67%	60%
	6%	2%	4%	5%	15%	7%	5%	8%	8%	4%	3%	8%	5%	6%	6%	6%	5%	7%	4%	4%	6%	12%	4%	9%
Dont know/Refused	0%	Z%	4%	5%	15%	/%	5%	6%	6%	4%	5%	8%	5%	0%	0%	0%	5%	1%	4%	4%	0%	12%	4%	3%
Q16. What about from the past? What NFL player from the pas	st woul	ld you say is	your favo	rite?					1	1		1				1								
			Fanship (Category		Ger	nder		A	ge			Regi	on			Ethnicit	у			Income	•	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
		9%	20%	27%	20%	26%	12%	3%	18%	27%	30%	16%	22%	17%	17%	20%	19%	14%	6%	18%	23%	14%	20%	15%
Other	18%	9%	20%	2/70	20%	20/0	12/0	3/0	1870	2/70	30%	10%	2270	1770	17/0	2070	1370	14/0	070	1070	23/0	14%	20/0	
	18% 63%	85%	62%	50%	45%	50%	73%	76%	59%	56%	55%	62%	62%	64%	63%	61%	60%	67%	72%	66%	59%	56%	64%	60%
No Favorite Player																								60% 16%

Yes No Q18. During the NFL season, about how many hours a week do None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	Total 23% 19% 25% 18% 15%	Non-fans 27% 73% 27% 73% eend watchii Non-fans 67% 20% 7% 4% 1% wing, please	Casual 12% 31% 33% 16% 9% indicate v	Involved 91% 9%	Avid 98% 2% Avid 1% 10% 25% 29% 35% out any of	Ger M 79% 21% Ger M 17% 16% 25% 22% 21%	F 67% 33% oder F 28% 23% 25% 14%	18-34 75% 25% 18-34 19% 25% 26%	35-49 78% 22%	50-64 68% 32% ge 50-64 28%	65+ 67% 33%	Northeast 75% 25% Northeast	Regi South 72% 28% Regi	Midwest 73% 27%	West 71% 29%	White 70% 30%	Ethnicit Afr Amer/Black 85% 15% Ethnicit Afr	Latino 74% 26%	Asian 71% 29%	<\$50K 67% 33%	Income \$50K- \$100K 77% 23% Income \$50K- \$100K	\$100K+ 80% 20% \$100K+	Less than Bachelors' 70% 30%	Bachelors'+ 77% 23% cation Bachelors'+
Yes No Q18. During the NFL season, about how many hours a week do None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	72% 28% you sp Total 23% 19% 25% 18% 15% e follow is must	27% 73% pend watchin Non-fans 67% 20% 7% 4% 1% wing, please	81% 19% ng footba Fanship Casual 12% 31% 33% 16% 9% indicate v	91% 9% lill games? Category Involved 4% 15% 34% 26% 20%	98% 2% 2% Avid 1% 10% 25% 29% 35%	79% 21% Gen M 17% 16% 25% 22%	67% 33% nder F 28% 23% 25%	75% 25% 18-34 19% 25%	78% 22% A 35-49 17%	68% 32% ge 50-64 28%	67% 33% 65+	75% 25%	72% 28% Regi	73% 27% on	71% 29%	70% 30%	Amer/Black 85% 15% Ethnicit	74% 26% y	71% 29%	67% 33%	\$100K 77% 23% Income \$50K-	80%	Bachelors' 70% 30% Educ	77% 23%
Yes No Q18. During the NFL season, about how many hours a week do None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	72% 28% you sp Total 23% 19% 25% 18% 15% e follow is must	27% 73% pend watchin Non-fans 67% 20% 7% 4% 1% wing, please	81% 19% ng footba Fanship Casual 12% 31% 33% 16% 9% indicate v	91% 9% lill games? Category Involved 4% 15% 34% 26% 20%	98% 2% 2% Avid 1% 10% 25% 29% 35%	79% 21% Gen M 17% 16% 25% 22%	33% mder F 28% 23% 25%	75% 25% 18-34 19% 25%	78% 22% A 35-49 17%	68% 32% ge 50-64 28%	67% 33% 65+	75% 25%	72% 28% Regi	73% 27% on	71% 29%	70% 30%	85% 15% Ethnicit	74% 26% y	71% 29%	67% 33%	77% 23% Income \$50K-	80%	70% 30% Educ Less than	77% 23%
No Q18. During the NFL season, about how many hours a week do None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	28% you sp Total 23% 19% 25% 18% 15% e follow is must	73% Non-fans 67% 20% 7% 4% 1% wing, please t see TV	ng footba Fanship Casual 12% 31% 33% 16% 9% indicate v	9% Ill games? Category Involved 4% 15% 34% 26% 20%	Avid 1% 10% 25% 29% 35%	21% Ger M 17% 16% 25% 22%	33% mder F 28% 23% 25%	25% 18-34 19% 25%	22% A 35-49 17%	32% ge 50-64 28%	33% 65+	25%	28% Regi	27% on	29%	30%	15% Ethnicit Afr	26% y	29%	33%	Income \$50K-	20%	30% Educ	23%
None Nore than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	you sp Total 23% 19% 25% 18% 15% e follow is must	Non-fans 67% 20% 7% 4% 1% wing, please	ng footba Fanship Casual 12% 31% 33% 16% 9% indicate v	Involved 4% 15% 34% 26% 20%	Avid 1% 10% 25% 29% 35%	M 17% 16% 25% 22%	F 28% 23% 25%	18-34 19% 25%	35-49 17%	ge 50-64 28%	65+		Regi	on			Ethnicit Afr	у			Income \$50K-		Educ Less than	cation
None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	Total 23% 19% 25% 18% 15% e follow is must	Non-fans 67% 20% 7% 4% 1% wing, please	Casual 12% 31% 33% 16% 9% indicate v	Involved 4% 15% 34% 26% 20%	1% 10% 25% 29% 35%	M 17% 16% 25% 22%	F 28% 23% 25%	19% 25%	35-49 17%	50-64 28%		Northeast			,	and to	Afr		Asian	<\$50K	\$50K-	\$100K+	Less than	
None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	23% 19% 25% 18% 15% e follow is must	67% 20% 7% 4% 1% wing, please	Casual 12% 31% 33% 16% 9% indicate v	Involved 4% 15% 34% 26% 20%	1% 10% 25% 29% 35%	M 17% 16% 25% 22%	F 28% 23% 25%	19% 25%	35-49 17%	50-64 28%		Northeast					Afr		Asian	<\$50K	\$50K-	\$100K+	Less than	
None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	23% 19% 25% 18% 15% e follow is must	67% 20% 7% 4% 1% wing, please	12% 31% 33% 16% 9% indicate v	4% 15% 34% 26% 20%	1% 10% 25% 29% 35%	17% 16% 25% 22%	28% 23% 25%	19% 25%	17%	28%		Northeast	South	B. O. Lander				Lating	Asian	<\$50K		\$100K+		Bachelors'+
None More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	23% 19% 25% 18% 15% e follow is must	67% 20% 7% 4% 1% wing, please	12% 31% 33% 16% 9% indicate v	4% 15% 34% 26% 20%	1% 10% 25% 29% 35%	17% 16% 25% 22%	28% 23% 25%	19% 25%	17%	28%		Northeast	Courth	8 81 de				Latine	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
More than none but less than 2 At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	19% 25% 18% 15% e follow is must	20% 7% 4% 1% wing, please t see TV	31% 33% 16% 9% indicate v	15% 34% 26% 20%	10% 25% 29% 35%	16% 25% 22%	23% 25%	25%			30%		30utii	Midwest	West	White	Amer/Black	Latino	- Asiail	, ,,,,,,,				
At least 2 but no more than 4 At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	25% 18% 15% e follow is must	7% 4% 1% wing, please t see TV	33% 16% 9% indicate v	34% 26% 20%	25% 29% 35%	25% 22%	25%		20%		5075	20%	24%	23%	23%	25%	10%	21%	23%	27%	19%	16%	25%	18%
At least 4 but no more than 6 6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	18% 15% e follow is must	4% 1% wing, please t see TV	16% 9% indicate v	26%	29% 35%	22%		26%		15%	15%	17%	20%	21%	20%	18%	19%	21%	25%	21%	18%	17%	20%	18%
6 or more Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	15% e follow is must	1% wing, please t see TV	9% indicate v	20%	35%		14%		26%	21%	25%	26%	24%	24%	24%	23%	29%	29%	30%	23%	26%	26%	23%	27%
Q19KEY. People watch football games for many reasons. Of the Q19. Watching my favorite team is very important to me, that is	e follow is must	ving, please t see TV	indicate v			21%		19%	19%	19%	14%	20%	18%	17%	17%	18%	23%	18%	12%	17%	19%	21%	18%	19%
Q19. Watching my favorite team is very important to me, that is	is must	t see TV		whether or no	ot any of		10%	10%	18%	17%	16%	17%	15%	15%	15%	16%	19%	11%	10%	12%	18%	20%	14%	17%
Q19. Watching my favorite team is very important to me, that is	is must	t see TV		wnetner or no	ot any of		L	L	L		L.,,			n=1					l					<u> </u>
Yes						tne foll	owing re	easons d	escribe v	vny you	watch fo	ootball. (ROTA	IE Q19-Q	27)										
Yes	Total	ļ	Eanch!	Catage			dor	1		~~			Dec!	an	-		F4b.m!-!4				Incom-	1	الرح	ration
Yes	Total	ı	ransnip	Category	ı	Ger	nder	ļ	A,	ge	1		Regi	on .	r		Ethnicit	у	1		Income \$50K-			cation
Yes		N 6		I	01.1		ا ۔	40.24	25.40	FO C4	c=.	N	C		14/	14/1-14	Afr			*¢=014		ć400V.	Less than	Bashaland.
	70%	Non-fans	Casual 54%	Involved	Avid	M 740/	F 65%	18-34	35-49	50-64	65+	Northeast 74%	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
NO	30%	23% 77%	46%	81%	94%	74%	35%	72% 28%	77% 23%	66%	62%		70%	67%	69% 31%	67%	77%	76%	71% 29%	67% 33%	70%	75%	68%	73% 27%
	30%	1170	40%	19%	6%	26%	33%	28%	23%	34%	38%	26%	30%	33%	31%	33%	23%	24%	29%	33%	30%	25%	32%	2/70
Q20. Whenever I can watch football, it is one of my favorite acti	tivities		1	1	<u> </u>		l	l			l				l				l					
Q25. Whenever real water roots an, it is one or my lavorite act	ivides		Fanship	Category		Ger	nder	1	A	ge .		1	Regi	on			Ethnicit	v			Income		Educ	cation
			l	Lutegory	I	- CC	l l			, , , , , , , , , , , , , , , , , , ,	1		I Itegi		1		Afr	,	1		\$50K-		Less than	T
,	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
	67%	21%	50%	77%	95%	75%	59%	68%	72%	63%	64%	68%	68%	63%	70%	65%	74%	72%	68%	64%	70%	72%	65%	72%
	33%	79%	50%	23%	5%	25%	41%	32%	28%	37%	36%	32%	32%	37%	30%	35%	26%	28%	32%	36%	30%	28%	35%	28%
	3370	7370	3070	2570	3,0	2570	1270	5270	2070	3770	3070	3270	5270	3770	5070	3370	2070	2070	5270	3070	5070	2070	3370	2070
Q21. I like to watch football with my friends, it's fun				1																				
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnicit	у			Income		Educ	cation
																	Afr				\$50K-		Less than	
7	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	f we ca	ın't do much	else toge	ether and enj	oy each o	other																		
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnicit	у			Income		Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
	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%
																								<u> </u>
Q23. I watch to keep track of my bets												T					=11 11							
			Fansnip	Category	1	Ger	nder		A	ge			Regi	on			Ethnicit	у			Income			cation
			l	1			l _										Afr		١	4	\$50K-		Less than	1
	Total	Non-fans	Casual		Avid	M	F 220/	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
	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 tea	am.	L	<u> </u>	<u> </u>	<u> </u>		<u> </u>	<u> </u>	<u> </u>	1	<u> </u>	l	<u> </u>	L			l l		<u> </u>	<u> </u>	1			
224. I Watch to keep track of players on my fantasy football tea	1111		Fanchin	Category		Cor	nder	1		ge		1	Regi	on .			Ethnicit				Income		Educ	cation
-		-	· ansinp	Lategoly		Ger	iuci	1	A	P.C	1		negi	J.,			Afr	7	1	1	\$50K-		Less than	1
.	Total	Non fonc	Casual	Involved	المناط	м	F	18-34	35-49	50-64	65+	Northoast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+		Bacholors'
	Total 33%	Non-fans 3%	12%	32%	Avid 72%	38%	28%	50%	45 %	16%	9%	Northeast 38%	South 33%	Midwest 29%	West 34%	29%	42%	Latino 43%	Asian 42%	26%	37%	\$100K+ 47%	Bachelors' 29%	Bachelors'+
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%

MOE +/-	1.8%	
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Q25. Watching football gives me a chance to eat and drink																								
action in the contract of the			Fanship (Category		Ger	nder		А	ge			Regi	on			Ethnicit	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 thin	ngs I cou	ld he doing	l				<u> </u>	<u> </u>							<u> </u>									
Q20. Watching lootball is more exciting than many other time	igs i cou	iu be uomg	Fanship (Category		Ger	nder	l	Δ	ge		I	Regi	ion			Ethnicit	tv			Income		Educ	ation
				cutego. y		G c.	<u> </u>							1	1		Afr	Ì			\$50K-		Less than	I
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
	L		l		<u> </u>	<u> </u>																		
Q27. Doesthe following reason describe why you watch footb	oall?l en	joy pretendii	_		le watch							1	D 1				Fall of the						Ed	-41
			Fanship (Category	1	Ger	nder		A	ge			Regi	On I	1		Ethnicit Afr	Ly	1		Income \$50K-		Less than	ation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 foll	owing staten	nents abo	out football. (ROTATE	Q28-37)																		
Q28. You can learn about teamwork by watching football												1				1								
			Fanship (Category		Ger	ider		A	ge			Regi	on			Ethnicit	ty	1		Income			ation
	Total	Non-fans	Casual	Involved	Avid	м	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%	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			-		-		-		-		-	1	-	•	-	•	-		-		-	-		
			Fanship (Category	1	Ger	nder		Α	ge	1		Regi	on			Ethnicit	ty	1		Income			ation
		,	١				l _				c=.	l			l		Afr		١		\$50K-	44.001	Less than	
Agree	Total 52%	Non-fans 26%	Casual 50%	Involved 60%	Avid 78%	M 52%	52%	18-34 60%	35-49 61%	50-64 46%	65+ 37%	Northeast 54%	South 52%	Midwest 51%	West 51%	White 49%	Amer/Black 65%	Latino 59%	Asian 49%	<\$50K 52%	\$100K 51%	\$100K+ 53%	Bachelors' 53%	Bachelors'+ 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		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income			ation
	Total	Non for-	Casural	Invelved	Avid	p.a	F	10 24	35-49	50-64	65+	Northans	So4b	Midwest	West	White	Afr Amer/Black	Latine	Actor	<\$50K	\$50K- \$100K	\$100K+	Less than	Pacheless!
Agree	Total 79%	Non-fans 58%	Casual 81%	Involved 87%	93%	M 81%	76%	18-34 86%	83%	75%	68%	Northeast 81%	South 78%	Midwest 78%	79%	77%	86%	Latino 81%	Asian 80%	77%	79%	\$100K+ 83%	Bachelors' 78%	Bachelors'+ 81%
Disagree	9%	15%	8%	7%	5%	10%	9%	7%	8%	10%	12%	9%	9%	9%	9%	9%	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				-														-						
doz corram armes become and rammes regermen			Eanchin (Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income			ation
der total still people and tallines together			ransinp							•		l	1	ĺ			Afr	1			\$50K-		Less than	l
goz. i octati a ingo propie tine talline a special	T-4-1	Non for		torretor !	A		_ ا	40.25	25.40	FO 65	c=.	Manda - ·	C 42	B. O. Laboura Co.	141	AARL-IA	A /Dl - 1	1 - 41	A -1-	*¢=0:-	640011			
	Total	Non-fans	Casual	Involved	Avid	M 920/	F 920/	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino		<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Agree	82%	62%	Casual 85%	89%	95%	82%	82%	89%	85%	79%	72%	84%	83%	81%	80%	80%	88%	84%	83%	81%	83%	84%	81%	83%
Agree Disagree	82% 7%	62% 13%	Casual 85% 7%	89% 5%	95% 3%	82% 8%	82% 7%	89% 6%	85% 7%	79% 8%	72% 11%	84% 7%	83% 7%	81% 7%	80% 9%	80% 7%	88% 6%	84% 9%	83% 10%	81% 7%	83% 8%	84% 6%	81% 7%	83% 7%
Agree	82%	62%	Casual 85%	89%	95%	82%	82%	89%	85%	79%	72%	84%	83%	81%	80%	80%	88%	84%	83%	81%	83%	84%	81%	83%
Agree Disagree	82% 7%	62% 13%	Casual 85% 7%	89% 5%	95% 3%	82% 8%	82% 7%	89% 6%	85% 7%	79% 8%	72% 11%	84% 7%	83% 7%	81% 7%	80% 9%	80% 7%	88% 6%	84% 9%	83% 10%	81% 7%	83% 8%	84% 6%	81% 7%	83% 7%
Agree Disagree Don't know	82% 7%	62% 13% 25%	Casual 85% 7%	89% 5% 6%	95% 3%	82% 8% 11%	82% 7%	89% 6%	85% 7% 8%	79% 8%	72% 11%	84% 7%	83% 7%	81% 7% 12%	80% 9%	80% 7%	88% 6% 6% Ethnici	84% 9% 7%	83% 10%	81% 7%	83% 8% 9% Income	84% 6% 10%	81% 7% 11%	83% 7%
Agree Disagree Don't know	82% 7% 11%	62% 13% 25%	Casual 85% 7% 8% Fanship (89% 5% 6% Category	95% 3% 2%	82% 8% 11% Ger	82% 7% 11%	89% 6% 6%	85% 7% 8% A	79% 8% 14% ge	72% 11% 17%	84% 7% 9%	83% 7% 10% Regi	81% 7% 12%	80% 9% 11%	80% 7% 13%	88% 6% 6% Ethnicit	84% 9% 7%	83% 10% 7%	81% 7% 12%	83% 8% 9% Income \$50K-	84% 6% 10%	81% 7% 11% Educ Less than	83% 7% 10% ation
Agree Disagree Don't know Q32. Football teaches leadership	82% 7% 11% Total	62% 13% 25% Non-fans	Casual 85% 7% 8% Fanship	89% 5% 6% Category	95% 3% 2% Avid	82% 8% 11% Ger	82% 7% 11% nder	89% 6% 6% 18-34	85% 7% 8% A 35-49	79% 8% 14% ge 50-64	72% 11% 17%	84% 7% 9% Northeast	83% 7% 10% Regi	81% 7% 12% on Midwest	80% 9% 11% West	80% 7% 13% White	88% 6% 6% Ethnicit Afr Amer/Black	84% 9% 7% ty	83% 10% 7% Asian	81% 7% 12% <\$50K	83% 8% 9% Income \$50K- \$100K	84% 6% 10% \$100K+	81% 7% 11% Educ Less than Bachelors'	83% 7% 10% ation Bachelors'+
Agree Disagree Don't know Q32. Football teaches leadership	82% 7% 11% Total 72%	62% 13% 25% Non-fans 47%	Casual 85% 7% 8% Fanship Casual 73%	89% 5% 6% Category Involved 83%	95% 3% 2% Avid 91%	82% 8% 11% Ger M 76%	82% 7% 11% oder F 69%	89% 6% 6% 18-34 79%	85% 7% 8% A 35-49 78%	79% 8% 14% ge 50-64 64%	72% 11% 17% 65+ 64%	84% 7% 9% Northeast 72%	83% 7% 10% Regi	81% 7% 12% on Midwest 71%	80% 9% 11% West 72%	80% 7% 13% White 71%	88% 6% 6% Ethnicit Afr Amer/Black 81%	84% 9% 7% ty Latino 72%	83% 10% 7% Asian 75%	81% 7% 12% <\$50K 70%	83% 8% 9% Income \$50K- \$100K 74%	\$100K+	81% 7% 11% Educ Less than Bachelors' 71%	83% 7% 10% ation Bachelors'+
Agree Disagree Don't know Q32. Football teaches leadership	82% 7% 11% Total	62% 13% 25% Non-fans	Casual 85% 7% 8% Fanship	89% 5% 6% Category	95% 3% 2% Avid	82% 8% 11% Ger	82% 7% 11% nder	89% 6% 6% 18-34	85% 7% 8% A 35-49	79% 8% 14% ge 50-64	72% 11% 17%	84% 7% 9% Northeast	83% 7% 10% Regi	81% 7% 12% on Midwest	80% 9% 11% West	80% 7% 13% White	88% 6% 6% Ethnicit Afr Amer/Black	84% 9% 7% ty	83% 10% 7% Asian	81% 7% 12% <\$50K	83% 8% 9% Income \$50K- \$100K	84% 6% 10% \$100K+	81% 7% 11% Educ Less than Bachelors'	83% 7% 10% ation Bachelors'+

Q33. Football is too violent																								
			Fanship	Category		Gei	nder		A	ge	_		Regi	ion			Ethnicit	ty	1		Income			cation
	Total	Non-fans	Casual	Involved	Avid	М	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%	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 t	o plav		l	l			<u> </u>			ı		l	l	l .	l		l.	l .	<u> </u>	l	l			
a contract of the contract of	,		Fanship	Category		Gei	nder		А	ge			Regi	ion			Ethnicit	ty			Income		Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	15%	14%	15%	14%	12%	15%	15%	16%	7%	15%	12%
Q35. Professional football players are being exploited for ou	ronioum	nont.	<u> </u>			<u> </u>	<u> </u>	<u> </u>	<u> </u>	1			<u> </u>				L		<u> </u>	<u> </u>	<u> </u>			
Q33. Professional football players are being exploited for ou	enjoyn	lent	Fanship	Category		Gei	nder		А	ge			Regi	ion			Ethnicit	tv		1	Income		Edu	cation
			1	,		T				Ĭ							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	1	1	Familia	C-1				1					D				Fab 1 - 1s			1			F.J.	
	-		Fansnip	Category	1	Gei	nder		A	ge	1		Regi	ion	1		Ethnicit	iy I	ı ———		Income			cation
	Total	Non-fans	Casual	Involved	Avid	м	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% 16%	63% 24%	49%	39%	23%	46%	44%	33%	36% 14%	53% 17%	64% 15%	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%	1/%	15%	14%	16%	18%	17%	16%	15%	17%	18%	20%	13%	10%	18%	12%
Q37. Football in some ways promotes warlike behavior			1	I		1		1	1	1		1	1		I .		L	1	1	l	l			
,,,,			Fanship	Category		Gei	nder		А	ge			Regi	ion			Ethnicit	ty			Income		Edu	cation
	Total	Non-fans	Casual	Involved	Avid	М	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 foo	ball?																							
			Fanship	Category	1	Gei	nder		A	ge			Regi	ion	ı		Ethnicit	ty			Income			cation
	Total	Non-fans	Casual	Involved	Avid	м	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%	Northeast 24%	20%	18%	23%	18%	27%	29%	28%	4\$50K	\$100K	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%
	, , , , ,	10070	33,8	, , , ,	33,0	, , , , ,	30,0	00,0	30,0	30,3	30,3		55,3	0270	,	02,3	.5,0		, _,,	00,0	7.070	03,0	00,0	, , , ,
Q39KEY. (If fantasy football player) Which, if any, of the follo	wing act	tivities do yo	u do to k	eep up with y	our fant	tasy foot	ball tea	m? (ROT	ATE Q39	-Q45)							•							
Q39. For your fantasy football team, do you update your ros	ter at lea	ast once a we																						
			Fanship	Category		Gei	nder		A	ge			Regi	ion			Ethnicit	ty			Income			cation
					1 .			1				l .		l			Afr			l	\$50K-		Less than	l
V	Total	Non-fans	Casual	Involved	Avid	M	F 040/	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	87% 13%	54% 46%	66% 34%	82% 18%	92% 8%	88% 12%	84% 16%	87% 13%	90%	80% 20%	72% 28%	90% 10%	86% 14%	86% 14%	85% 15%	90%	86% 14%	83% 17%	68% 32%	80% 20%	89% 11%	92% 8%	82% 18%	93% 7%
	15%	40%	34%	1870	870	12%	10%	15%	10%	20%	2070	10%	14%	1470	15%	10%	1470	1/70	3270	20%	1170	670	16%	/70
No			1	1	1	1	<u> </u>	1	1		<u> </u>	1	1	1			1	l .	<u> </u>	l	l			ı
	teams	within your l	eague?																					
NO Q40. For your fantasy football team, do you trade with othe	teams v	within your le		Category		Gei	nder		A	ge			Regi	ion			Ethnicit	ty			Income		Edu	cation
	teams v	within your l		Category		Gei	nder		A	ge			Regi	ion	1		Ethnicit Afr	ty			Income \$50K-		Edu Less than	cation
	teams v	within your le		Category Involved	Avid	Gei	nder F	18-34	35-49		65+	Northeast	Regi	ion Midwest	West	White		Latino	Asian	<\$50K		\$100K+		Bachelors'+
			Fanship		Avid 83%			18-34 78%			65+ 54%	Northeast 78%			West 73%	White	Afr		Asian 60%	<\$50K	\$50K-	\$100K+	Less than	
Q40. For your fantasy football team, do you trade with othe	Total	Non-fans	Fanship Casual	Involved		М	F		35-49	50-64			South	Midwest			Afr Amer/Black	Latino			\$50K- \$100K		Less than Bachelors'	Bachelors'+

SECT CHILCU STUTES ITE
MOE +/- 1.8%

Q41. For your fantasy football team, do you claim players off	waivers		Fam. 11	^-4		-		1				1	_								l			
			Fanship	Category		Ger	nder		A	ge			Reg	on			Ethnicit	y			Income	!		cation
	Tatal	Non fone	Casual	Invalued	الدائد الم		F	10 24	25 40	FO 64	CF.	Northeast	Caudh	Miduos	14/004	18/hita	Afr	Latina	Asian	-¢E0¥	\$50K- \$100K	¢100V	Less than	Doobolous's
Yes	Total 73%	Non-fans 0%	Casual 53%	Involved 65%	Avid 80%	M 80%	61%	18-34 72%	35-49 75%	50-64 73%	65+ 81%	76%	South 75%	Midwest 71%	West 72%	White 76%	Amer/Black 77%	Latino 68%	Asian 69%	<\$50K 66%	76%	\$100K+ 80%	Bachelors' 69%	Bachelors'+
No 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%
110	2770	10070	4770	3370	2070	2070	3370	2070	23/0	2770	1370	2470	23/0	2370	2070	2470	2370	32/0	31/0	3470	2470	2070	3170	2170
Q42. For your fantasy football team, do you read articles about	ut the p	layers on you	ur team?						1								•							
			Fanship	Category		Ger	nder		А	ge			Reg	on			Ethnicit	ty			Income		Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 ta	lk show	s about the	nlavers o	n vour team?)	<u> </u>	<u> </u>		1	<u> </u>	l		l		l						l .	l		
Q 107 to 1 your familiary received receiving the your instent to specific to			Fanship	•		Ger	nder		А	ge			Reg	on			Ethnicit	ty			Income		Educ	cation
				<u> </u>						Ĭ			Π				Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
		l	L																					
Q44. For your fantasy football team, do you compute statistic	ai proje		Fanship			C	nder			ge		1	Reg				Ethnicit			1	Income		Educ	cation
			ransinp	Lategory	1	Gei	luei		^	ge	1		Reg	UII	1		Afr	l y			\$50K-		Less than	T
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 and	ther ac	tivity not pre	eviously n	nentioned?																				
			Fanship	Category		Ger	nder		A	ge			Reg	on			Ethnicit	ty			Income			cation
		_										_					Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F 70/	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	13% 87%	0%	6% 94%	5% 95%	18% 82%	16% 84%	7% 93%	14% 86%	14% 86%	9%	4% 96%	21% 79%	10%	14%	11%	16%	9%	12% 88%	4% 96%	8% 92%	11%	23% 77%	11%	16%
No	8/%	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 mem	orabilia	associated v	with a NFI	team or ath	lete ove	r the las	t vear?		1	Į	1	l	1	l .	1			1		I	l	l .		1
			Fanship				nder		А	ge			Reg	on			Ethnicit	ty			Income	!	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
O47 Harrison bearing a second and the stability of		- 1-111 1-		- NEL 4	41-1-4		- 14	3																
Q47. How much have you spent on merchandise, clothing, or	memor		Fanship		or atniet		ie iast y ider	eare	^	ge			Reg	on			Ethnicit	hv		I	Income	1	Edu	cation
		t	. unamp	Luce		Gei				D*			Keg	J.,	1		Afr	1		1	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	44%	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%
					<u> </u>		L	L	L		l	14												
Q48. Do you believe that the Rooney Rule, which requires NFI	L teams				ty candi			coachin			od or ba	a tor sports?	D	on.		1	F46 m2 -14	h.		ı	Incom-		اوج	cation
		-	Fanship	Lategory		Ger	nder	 	A	ge	ı —		Reg	on	1		Ethnicit	l y		 	Income	: 		cation
	Total	Non-fans	Casual	Involved	Avid	м	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'+
	46%	23%	40%	54%	75%	54%	39%	50%	51%	42%	39%	52%	45%	44%	47%	44%	61%	46%	47%	42%	48%	58%	42%	57%
IGOOD for sports					, 5/0	3773	3370	3070	31/0	72/0	33/0	3270		77/0		7770		70/0		72/0	70/0	5070		
Good for sports 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%
Bad for sports Don't know	12% 42%	9% 68%	13% 47%	15% 31%	10% 14%	15% 32%	10% 51%	8% 41%	11% 38%	14% 44%	17% 44%	10% 39%	13% 42%	10% 46%	13% 40%	13% 44%	9% 30%	10% 44%	11% 42%	11% 46%	13% 40%	13% 29%	12% 46%	11% 31%

Q49. Do you think that Black candidates receive as much cor	siderati	on for coachi			hite car			ot?				ı												
			Fanship (Category		Gei	nder		, A	ge	1		Reg	ion	1		Ethnicis Afr	ty	1	ļ	\$50K-	.		cation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34			65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$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% 31%	20%	30%	29%	30%	28%	26%	28%	26%	26%	28%	29%	27%	25%	27%	23%	48%	26%	30%	27%	27%	27%	26%	29% 27%
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%	2/%
Q50. Overall, do you think professional football promotes va	lues tha	t make Amer	ica a bett	er country o	a worse	e countr	v?		1		l .	l .					1	1		1			l .	1
			Fanship (nder		А	ge			Reg	ion			Ethnici	ty			Income	•	Educ	cation
	T-4-1	Non form	6	lance based	A. dal		_	18-34	25.40	FO 64	65.	No orallo or oral	Counth	B. d. Lalinon and	1411	14/1-14 -	Afr	1 - 41		-¢EOV	\$50K- \$100K	ć100V.	Less than	Do ab alamala
Values that make America a better country	Total 53%	Non-fans 25%	Casual 53%	Involved 60%	Avid 80%	M 59%	48%	60%	35-49 58%	50-64 48%	65+ 43%	Northeast 53%	South 55%	Midwest 50%	West 52%	White 52%	Amer/Black 58%	Latino 54%	Asian 54%	<\$50K 50%	5100K	\$100K+ 58%	Bachelors' 52%	Bachelors'+
Values that make America a worse country	12%	18%	12%	12%	7%	13%	12%	12%	11%	12%	16%	13%	12%	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%	35%	33%	32%	34%	38%	32%	28%	37%	28%
Q51. Do you think professional football does more to overco	me racia	l discriminat	ion in Am	ericaation in	America	a or mor	e to per	petuate	racial di	scrimina	tion in A	mericaination	in Ameri	ca?										
			Fanship (Category		Gei	nder		А	ge			Reg	ion			Ethnicit	ty			Income		Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Professional football does more to overcome racial	54%	30%	52%	63%	76%	60%	48%	55%	55%	50%	54%	56%	55%	50%	53%	56%	52%	51%	49%	50%	56%	63%	51%	60%
discrimination in America	<u> </u>			-		<u> </u>	-	<u> </u>	 	 			 					-	-	 	 	-		+
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%
2011 (MION	5270	3170	3370	2170	1570	2070	3070	2570	3370	3370	3370	3070	5170	5770	3270	3370	3270	5170	31,70	5770	5070	2570	3370	2070
Q52. Do you support or oppose players or teams displaying	logans i	ncluding ``En	d racism	on the back	of their	helmet	or on th	e field?	1		1	ı		1		1		1		1		1	I	<u> </u>
			Fanship (Category		Gei	nder		А	ge			Reg	ion			Ethnicit	ty			Income	2	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34			65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 inc	lenende	nt doctors - r	ot naid h	v individual t	eams - r	nake the	e decisio	n as to i	whether	or not ar	injured	nlaver can co	ntinue to	nlav?										1
233. Bo you support of oppose requiring the WE to have in	I	li doctors i	Fanship (cuiii3 i		nder	11 43 10		ge	i iiijai ca	piayer carreo	Reg				Ethnici	tv			Income	•	Educ	cation
				,						Ĭ			T				Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
074 Annual to form of an annual to the state of the state	_'		<u> </u>	lla ab		- NE:		<u> </u>	1111	11.	15.1		Al	-3				<u> </u>	<u> </u>		<u> </u>			1
Q54. Are you in favor of or opposed to rule changes that are	aimed a	t lessening tr			ers in th			n neuro			en if the	rules change					Ethnicit	h.,		ı	Income		Fal	antinu
			Fanship (Lategory		Gei	nder		T A	ge	1		Reg	ion	1		Afr	Ly	1	-	\$50K-	:	Less than	cation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	he most	appropriate			s accuse			olence?	1															
			Fanship (Category		Gei	nder		. А	ge			Reg	ion			Ethnicit	ty			Income)		cation
	1	_	١	l	١	l	_					l	.		l		Afr	l	١		\$50K-		Less than	1
				Involved	Avid	M	F	18-34 40%	35-49 39%	50-64 43%	65+ 41%	Northeast 42%	South	Midwest	West 41%	White 45%	Amer/Black	Latino 41%	Asian 35%	<\$50K 41%	\$100K 41%	\$100K+ 38%	Bachelors'	Bachelors'+
Downsont has from playing in the NEI	Total	Non-fans	Casual		270/								41%	38%	4170		20%	4170	33%	4170	4170	3070	42%	
Permanent ban from playing in the NFL	40%	54%	43%	34%	27%	31%	49%						26%	37%	26%	26%	3/10/	28%	27%	27%	30%		26%	31%
One year suspension	40%	54% 20%	43% 27%	34% 31%	36%	32%	24%	27%	27%	26%	31%	28%	26% 17%	32% 13%	26% 16%	26% 15%	34% 24%	28% 14%	37% 12%	27% 14%	30% 15%	29%	26% 14%	31% 18%
	40%	54%	43%	34%									26% 17% 4%	32% 13% 5%	26% 16% 4%	26% 15% 4%	34% 24% 6%	28% 14% 5%	37% 12% 6%	27% 14% 5%	30% 15% 5%		26% 14% 5%	31% 18% 4%
One year suspension 6-8 game suspension	40% 28% 15%	54% 20% 10%	43% 27% 15%	34% 31% 18%	36% 21%	32% 19%	24% 13%	27% 17%	27% 16%	26% 15%	31% 13%	28% 15%	17%	13%	16%	15%	24%	14%	12%	14%	15%	29% 20%	14%	18%
One year suspension 6-8 game suspension No suspension but having to make financial arrangements	40% 28% 15% 5%	54% 20% 10% 3%	43% 27% 15% 4%	34% 31% 18% 7%	36% 21% 5%	32% 19% 5%	24% 13% 5%	27% 17% 5%	27% 16% 5%	26% 15% 5%	31% 13% 5%	28% 15% 6%	17% 4%	13% 5%	16% 4%	15% 4%	24% 6%	14% 5%	12% 6%	14% 5%	15% 5%	29% 20% 4%	14% 5%	18%

Q56. Do you support or oppose the use of public funds to	build new	football stad			stadium			Bills whi			ing \$850	million in tax											1	
			Fanship	Category		Ger	nder		A	ge			Reg	ion			Ethnicit	ty			Income	•	Edu	cation
	Total	Non-fans	Casual	Involved	Avid	М	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%	25%	23%	18%	13%	22%	15%
		Ļ	1	L																				
Q57. Now turning to the topic of the Super Bowl, do you	olan on wat	ching the ne			uary 12,				_			T												
			Fanship	Category		Ger	nder		A	ge			Reg	ion	1		Ethnicit	ty	1	1	Income)		cation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black			<\$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 you	r reasons fo	or watching t	he Super	Bowl? (ROTA	TE Q58-	Չ65)																		
Q58. I love the Super Bowl, I never miss it																								
			Fanship	Category		Ger	nder		A	ge			Reg	ion			Ethnicit	ty			Income	•	Edu	cation
																	Afr				\$50K-		Less than	
	Total		Casual	Involved	Avid	М	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black		Asian		\$100K	\$100K+	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 duri	ng the game	e																						
			Fanship	Category		Ger	nder		. А	ge			Reg	ion			Ethnicit	ty			Income	9		cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian		\$100K	\$100K+	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												1												
			Fanship	Category		Ger	nder		. А	ge			Reg	ion			Ethnicit	ty			Income	9		cation
	Total	Non-fans	Casual	Involved	Avid	М	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		Ger	nder		А	ge			Reg	ion			Ethnicit	ty			Income	2	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 fam	ily																							
		1	Fanship	Category		Ger	nder		. А	ge			Reg	ion			Ethnicit	ty		<u> </u>	Income	•	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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		Ger	nder		А	ge			Reg	ion			Ethnicit	ty			Income		Edu	cation
					1				1							1	Afr	1	1	1	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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		Ger	nder		A	ge			Regi	on			Ethnici	ty			Income		Educ	cation
	Total	Non-fans	Casual	Involved	Avid	М	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	Catanami			nder			ge			Regi				Ethnici	.		ı	Income		Educ	cation
			ransinp	Category	1	Gei	luei			ge I I		1	Regi	l l			Afr	ly I	1		\$50K-		Less than	Lation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	ı feel is t	the most inte	eresting p	art of the Su	per Bow	1?																		
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnici	ty			Income			ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 The half-time show	20% 21%	29% 31%	23% 23%	16% 17%	10% 11%	16% 12%	23% 30%	18% 29%	19% 24%	22% 17%	20% 10%	18% 20%	21% 21%	20% 21%	19% 21%	23% 18%	12% 23%	14% 32%	27% 22%	20%	21% 21%	18% 13%	20% 23%	19% 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%	1%	0%	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 Sunda	y? Whi	ch of the follo	owing do	you usually o	lo? (Q67	7-Q76)																		
Q67. On Super Bowl Sunday, do you host a party?																								
			Fanship	Category		Ger	nder		Α,	ge			Regi	on			Ethnici	ty			Income			ation
		_							_			_					Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black		Asian		\$100K	\$100K+	Bachelors'	Bachelors'+
Yes	29% 71%	8%	22%	38%	56%	30%	29%	43% 57%	37% 63%	21% 79%	11%	32% 68%	30%	28%	27%	26%	41%	36%	16% 84%	24%	34%	38%	29%	30%
No	/1%	92%	78%	62%	44%	70%	71%	5/%	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	·?		l			1	l .					l	I			1	l	l .		I	I	1		II.
			Fanship	Category		Ger	nder		А	ge			Regi	on			Ethnici	ty			Income	:	Educ	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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?			Fanabia	Catanami			nder						Desi				Ethnici	.		ı	Income		Educ	cation
			Fanship	Category	1	Ger	laer		A	ge		1	Regi	On			Δfr	ly .	1		\$50K-			Lation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$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		Ger	nder		A	ge			Regi	on	_		Ethnici	ty			Income			cation
																	Afr			l	\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black		Asian		\$100K	\$100K+	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%
	81%	97%	90%	80%	50%	78%	84%	70%	75%	92%	93%	77%	82%	83%	81%	83%	74%	77%	83%	86%	78%	70%	84%	74%
					1							1	L	1	L	1	l	L		l	L			<u> </u>
No			l	1																				
	<u> </u>		Fanship	Category		Ger	nder		A	ze			Regi	on			Ethnici	tv			Income	<u> </u>	Educ	cation
No			Fanship	Category	1	Ger	nder		A	ge			Regi	ion			Ethnici Afr	ty			Income \$50K-	: 	Educ Less than	cation
No	Total	Non-fans	Fanship (Category Involved	Avid	Ger	nder F	18-34	A 35-49	ge 50-64	65+	Northeast	Regi	on Midwest	West	White		ty Latino	Asian	<\$50K		\$100K+		Bachelors'+
No	Total	Non-fans 4%			Avid 40%		rder F 15%	18-34 26%			65+ 8%	Northeast 22%			West	White	Afr		Asian	<\$50K	\$50K-		Less than	
No Q71. On Super Bowl Sunday, do you record the commercials:			Casual	Involved		М	F		35-49	50-64			South	Midwest			Afr Amer/Black	Latino			\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+

Q72. On Super Bowl Sunday, do you buy Super Bowl themed for	000?																							
			Fanship (Category		Gen	der		A	ge			Regi	on			Ethnicit	У			Income			ation
	Total	Non fone	Casual	Immediane	امانده		F	10 24	35-49	50-64	65+	Nouthoost	Caush	Midwest	Most	18/hito	Afr	Latina	Asian	-¢E0¥	\$50K- \$100K	\$100K+	Less than	Book alove!
	Total 42%	Non-fans 15%	Casual 38%	Involved 50%	Avid 71%	M 39%	45%	18-34 58%	53%	32%	15%	Northeast 45%	South 43%	Midwest 42%	West 37%	White 38%	Amer/Black 56%	Latino 53%	Asian 26%	<\$50K 38%	44%	49%	Bachelors' 41%	Bachelors'+
No 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%
	3070	0370	0270	3070	2370	01/0	3370	1270	1770	0070	0370	3370	3770	3070	0570	0270	1170	1770	, ,,,	0270	30,0	51/0	3370	3770
Q73. On Super Bowl Sunday, do you watch the halftime show?	?													U		l .	1			l l				1
			Fanship (Category		Ger	der		Α,	ge			Regi	on			Ethnicit	У			Income		Educ	ation
	T-4-1	N f		to contract	A		_	40.24	25 40	50.64	CF .	No order or ord	C	8.02-0	1444	14/1-14-	Afr	1 - 41		-¢EOK	\$50K-	ć400V.	Less than	Bardenlands
	Total 72%	Non-fans 46%	Casual 77%	Involved 82%	Avid 88%	M 69%	F 75%	18-34 82%	35-49 80%	50-64 67%	65+ 52%	Northeast 76%	South 72%	Midwest 68%	West 72%	White 67%	Amer/Black 84%	Latino 83%	Asian 66%	<\$50K 69%	\$100K 73%	\$100K+ 78%	Bachelors' 71%	Bachelors'+ 73%
No 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%
						0.27.					,.									02,1				
Q74. On Super Bowl Sunday, do you watch the game at a bar?																								•
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnicit	у			Income		Educ	ation
	!	۱., ۱	١				_										Afr			4=01/	\$50K-	44001	Less than	
	Total 18%	Non-fans 6%	Casual 11%	Involved 19%	Avid 42%	M 23%	F 14%	18-34 28%	35-49 26%	50-64 9%	65+ 5%	Northeast 23%	South 17%	Midwest 15%	West 19%	White 16%	Amer/Black 25%	Latino 24%	Asian 16%	<\$50K 15%	\$100K 18%	\$100K+ 28%	Bachelors' 16%	Bachelors'+
	82%	94%	89%	81%	58%	77%	86%	72%	74%	91%	95%	77%	83%	85%	81%	84%	75%	76%	84%	85%	82%	72%	84%	76%
	3270	3470	0370	01/0	3070	7770	5070	12/0	7-70	31/0	3370	7770	03/0	03/0	01/0	0470	7370	7070	0470	03/0	32/0	72/0	0470	7070
Q75. On Super Bowl Sunday, do you watch the pre-game cover	rage?				· ·						· ·									· ·		· ·		
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnicit	у			Income			ation
	· <i>!</i>	'					_	40.00	35	F0 44	CE :	N1 41	٠	5.01-1	l l	14/1 **	Afr	1 - 4'		.650	\$50K-	6400**	Less than	B
	Total 50%	Non-fans 12%	Casual 45%	Involved 67%	Avid 86%	M 57%	F 44%	18-34 53%	35-49 59%	50-64 48%	65+ 39%	Northeast 55%	South 52%	Midwest 47%	West 48%	White 47%	Amer/Black 67%	Latino 54%	Asian 38%	<\$50K 45%	\$100K 55%	\$100K+ 58%	Bachelors' 49%	Bachelors'+
No 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%
No	3070	8870	3370	3370	14/0	4370	3070	4770	41/0	32/0	0170	4370	4670	3370	3270	3370	3370	4070	02/0	3370	4370	42/0	31/0	4770
Q76. On Super Bowl Sunday, do you do another activity not pr	reviousl	y mentioned	1?											U		l .	1			l l				1
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnicit	у			Income		Educ	ation
	ı	<u> </u>															Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'+
Yes No	9% 91%	12% 88%	6% 94%	7% 93%	11% 89%	10% 90%	7% 93%	7% 93%	7% 93%	9% 91%	13% 87%	10% 90%	7% 93%	9% 91%	10% 90%	10% 90%	7% 93%	9% 91%	4% 96%	8% 92%	8% 92%	13% 87%	92%	11% 89%
NO	31/0	00/0	34/0	33/0	03/0	30/0	33/0	33/0	33/0	31/0	6770	3070	93/0	31/0	90%	90%	93/0	31/0	30%	32/0	32/0	07/0	32/0	03/0
Q77. And how much pregame coverage would you say you wa	tch lead	ding up to th	e Super B	owl? Which o	of the fo	llowing	BEST de	cribes y	ou?								1							ı
			Fanship (Category		Ger	der		A	ge			Regi	on			Ethnicit	у			Income		Educ	ation
	ı	<u> </u>															Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast		Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+		Bachelors'+
I watch/listen to Super Bowl pregame coverage on the day				Involved									South	whatest			•			195011	3100K	ÇIOOK.	Bachelors'	Dueniciors :
ef Alber Comero Bernel	38%	12%	40%	48%	57%	41%	35%	39%	43%	37%	31%	39%	39%	38%	35%	37%	46%	39%	33%	34%	40%	44%	36%	42%
of the Super Bowl	38%	12%					35%	39%		37%						37%								
I watch/listen to Super Bowl pregame coverage during the	38% 15%	12% 2%					35% 14%	39% 19%		37% 13%						37% 13%								
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl	15%	2%	40% 11%	48%	57% 29%	41% 17%	14%	19%	43% 19%	13%	31% 9%	39% 17%	39% 16%	38%	35% 16%	13%	46%	39% 19%	33% 16%	34% 13%	40%	18%	36% 15%	42% 16%
I watch/listen to Super Bowl pregame coverage during the			40%	48%	57%	41%			43%		31%	39%	39%	38%	35%		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 I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl	15% 5% 41%	2% 1% 84%	40% 11% 4% 44%	48% 23% 6% 22%	57% 29% 8% 7%	41% 17% 5% 36%	14% 4% 47%	19% 6% 35%	43% 19% 5% 33%	13% 4% 46%	31% 9% 2% 56%	39% 17% 5% 39%	39% 16% 5% 40%	38% 12% 4% 45%	35% 16% 5% 43%	13% 4% 45%	46% 23% 6% 25%	39% 19% 7% 35%	33% 16% 2% 49%	34% 13% 5% 47%	40% 18% 5% 36%	44% 18% 4% 34%	36% 15% 5% 44%	42% 16% 4% 37%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl	15% 5%	2% 1%	40% 11% 4%	48% 23% 6%	57% 29% 8%	41% 17% 5%	14%	19% 6%	43% 19% 5%	13%	31% 9% 2%	39% 17% 5%	39% 16% 5%	38% 12% 4%	35% 16% 5%	13%	46% 23% 6%	39% 19% 7%	33% 16% 2%	34% 13% 5%	40% 18% 5%	44% 18% 4%	36% 15% 5%	42% 16% 4%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other	15% 5% 41% 1%	2% 1% 84% 1%	40% 11% 4% 44% 1%	48% 23% 6% 22% 1%	57% 29% 8% 7% 0%	41% 17% 5% 36% 1%	14% 4% 47%	19% 6% 35%	43% 19% 5% 33%	13% 4% 46%	31% 9% 2% 56%	39% 17% 5% 39%	39% 16% 5% 40%	38% 12% 4% 45%	35% 16% 5% 43%	13% 4% 45%	46% 23% 6% 25%	39% 19% 7% 35%	33% 16% 2% 49%	34% 13% 5% 47%	40% 18% 5% 36%	44% 18% 4% 34%	36% 15% 5% 44%	42% 16% 4% 37%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage	15% 5% 41% 1%	2% 1% 84% 1% fe, how impo	40% 11% 4% 44% 1% ortant is ti	48% 23% 6% 22% 1% he Super Bow	57% 29% 8% 7% 0%	41% 17% 5% 36% 1%	14% 4% 47% 1%	19% 6% 35%	43% 19% 5% 33% 0%	13% 4% 46% 1%	31% 9% 2% 56%	39% 17% 5% 39%	39% 16% 5% 40% 1%	38% 12% 4% 45% 1%	35% 16% 5% 43%	13% 4% 45%	46% 23% 6% 25% 0%	39% 19% 7% 35% 1%	33% 16% 2% 49%	34% 13% 5% 47%	40% 18% 5% 36% 1%	44% 18% 4% 34%	36% 15% 5% 44% 1%	42% 16% 4% 37% 1%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other	15% 5% 41% 1%	2% 1% 84% 1% fe, how impo	40% 11% 4% 44% 1%	48% 23% 6% 22% 1% he Super Bow	57% 29% 8% 7% 0%	41% 17% 5% 36% 1%	14% 4% 47% 1%	19% 6% 35%	43% 19% 5% 33%	13% 4% 46% 1%	31% 9% 2% 56%	39% 17% 5% 39%	39% 16% 5% 40%	38% 12% 4% 45% 1%	35% 16% 5% 43%	13% 4% 45%	46% 23% 6% 25% 0% Ethnicit	39% 19% 7% 35% 1%	33% 16% 2% 49%	34% 13% 5% 47%	40% 18% 5% 36% 1%	44% 18% 4% 34%	36% 15% 5% 44% 1%	42% 16% 4% 37%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other Q78. Thinking about the importance of the Super Bowl in your	15% 5% 41% 1%	2% 1% 84% 1% fe, how impo	40% 11% 4% 44% 1% ortant is ti	48% 23% 6% 22% 1% he Super Bow	57% 29% 8% 7% 0%	41% 17% 5% 36% 1%	14% 4% 47% 1%	19% 6% 35%	43% 19% 5% 33% 0%	13% 4% 46% 1%	31% 9% 2% 56%	39% 17% 5% 39%	39% 16% 5% 40% 1%	38% 12% 4% 45% 1%	35% 16% 5% 43%	13% 4% 45%	46% 23% 6% 25% 0%	39% 19% 7% 35% 1%	33% 16% 2% 49%	34% 13% 5% 47%	40% 18% 5% 36% 1%	44% 18% 4% 34%	36% 15% 5% 44% 1%	42% 16% 4% 37% 1%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other Q78. Thinking about the importance of the Super Bowl in your	15% 5% 41% 1% r own lif	2% 1% 84% 1% fe, how impo	40% 11% 4% 44% 1% ortant is ti	48% 23% 6% 22% 1% he Super BowCategory	57% 29% 8% 7% 0%	41% 17% 5% 36% 1% Ger	14% 4% 47% 1%	19% 6% 35% 0%	43% 19% 5% 33% 0%	13% 4% 46% 1%	31% 9% 2% 56% 1%	39% 17% 5% 39% 0%	39% 16% 5% 40% 1% Regi	38% 12% 4% 45% 1%	35% 16% 5% 43% 1%	13% 4% 45% 1%	46% 23% 6% 25% 0% Ethnicit Afr	39% 19% 7% 35% 1%	33% 16% 2% 49% 0%	34% 13% 5% 47% 1%	40% 18% 5% 36% 1% Income \$50K-	44% 18% 4% 34% 1%	36% 15% 5% 44% 1% Educ	42% 16% 4% 37% 1%
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I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other Q78. Thinking about the importance of the Super Bowl in your Very important Somewhat important Not very important Not at all important Q79. Continuing to think about how important the Super Bowl	15% 5% 41% 1% r own lif Total 21% 32% 24% 24%	2% 1% 84% 1% fe, how impo Non-fans 1% 11% 24% 63% ou, would yo	40% 11% 4% 44% 1% Privant is ti Fanship (Casual 12% 33% 38% 17% u consider	48% 23% 6% 22% 1% he Super Bow Category Involved 22% 48% 22% 8% er the Super B	57% 29% 8% 7% 0% Avid 55% 35% 8% 2%	41% 17% 5% 36% 1% ? Ger M 25% 32% 21% attional h Ger M	14% 4% 47% 1% 1% 16% 31% 26% 27% tolliday, tolliday, tolliday	19% 6% 35% 0% 18-34 26% 35% 23% 16% or not?	43% 19% 5% 33% 0% A 35-49 31% 319% 19% 435-49	13% 4% 46% 1% 3e 50-64 16% 30% 26% 28%	31% 9% 2% 56% 1% 65+ 6% 28% 28%	39% 17% 5% 39% 0% Northeast 26% 30% 26%	39% 16% 5% 40% 1% Regi South 20% 32% 24% 25%	38% 12% 4% 45% 1% on Midwest 18% 32% 23% 27%	35% 16% 5% 43% 1% West 21% 32% 23%	13% 4% 45% 1% White 18% 30% 24%	46% 23% 6% 25% 0% Ethnicit Afr Amer/Black 31% 37% 20% 13%	39% 19% 7% 35% 1% y Latino 28% 33% 24% 16%	33% 16% 2% 49% 0% Asian 11% 41% 24%	34% 13% 5% 47% 1% <\$50K 18% 31% 24%	18% 5% 36% 1% Income \$50K- \$100K 21% 33% 25% 21% Income	44% 18% 4% 34% 1% \$100K+ 30% 29% 20%	36% 15% 5% 44% 1% Educ Less than Bachelors' 18% 33% 25% 25%	42% 16% 4% 37% 1% ation Bachelors'+ 27% 29% 22% 23%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other Q78. Thinking about the importance of the Super Bowl in your Very important Somewhat important Not very important Not at all important Q79. Continuing to think about how important the Super Bowl Yes, the Super Bowl is a national holiday	15% 5% 41% 1% r own lif Total 21% 32% 24% 24% It is to yo Total 29%	2% 1% 84% 1% fe, how impo Non-fans 1% 11% 24% 63% ou, would yo Non-fans 7%	40% 11% 44% 14% 15 Fanship (Casual 12% 33% 38% 17% U consider Fanship (Casual 20%	48% 23% 6% 22% 1% he Super Bow Category Involved 22% 48% 22% 8% Extra Super Bow Category Involved 35%	57% 29% 8% 7% 0% Avid 55% 2% 2% 4 vid 63%	41% 17% 5% 36% 1% ? Ger M 225% 32% 221% ational h Ger M 34%	14% 4% 47% 1% 16w 26% 27% 27% coliday, der F 25%	19% 6% 35% 0% 18-34 26% 35% 16% or not?	43% 19% 5% 33% 0% A 35-49 31% 19% 19% A 35-49 40%	13% 4% 46% 1% 3ee 50-64 26% 28%	31% 9% 2% 56% 1% 65+ 6% 28% 28% 38%	39% 17% 5% 39% 0% Northeast 26% 30% 26% 19% Northeast 32%	39% 16% 5% 40% 1% Regi South 20% 32% 24% 25% Regi South 28%	38% 12% 4% 45% 1% on Midwest 18% 32% 23% 27% on Midwest 29%	35% 16% 5% 43% 1% West 21% 32% 23% 24% West 31%	13% 4% 45% 1% White 18% 30% 24% 28% White 26%	46% 23% 6% 25% 0% Ethnicit Afr Amer/Black 31% 20% 13% Ethnicit Afr Amer/Black 36%	39% 19% 7% 35% 1% Y Latino 28% 33% 24% 16% y Latino 37%	33% 16% 2% 49% 0% Asian 11% 41% 24% 24% Asian 32%	34% 13% 5% 47% 1%	18% 18% 36% 1% Income \$50K-\$100K 21% 33% 25% 21% Income \$50K-\$100K 32%	44% 18% 4% 34% 1% \$100K+ 30% 20% 20% \$100K+ 38%	36% 15% 44% 1% Educ Less than Bachelors' 18% 33% 25% 25% Educ Less than Bachelors' 27%	42% 16% 4% 37% 1% ation Bachelors'+ 27% 29% 22% 23% ation Bachelors'+ 36%
I watch/listen to Super Bowl pregame coverage during the week leading up to the Super Bowl I watch/listen to Super Bowl pregame coverage during the month leading up to the Super Bowl I do not plan on watching any pregame coverage Other Q78. Thinking about the importance of the Super Bowl in your Very important Somewhat important Not very important Not at all important Q79. Continuing to think about how important the Super Bowl Yes, the Super Bowl is a national holiday	15% 5% 41% 1% r own lift 21% 32% 24% 24% It is to yo	2% 1% 84% 1% fe, how impo Non-fans 1% 11% 63% ou, would yo Non-fans	40% 11% 44% 14% 15 Casual 12% 33% 38% 17% Consider Fanship of Casual Casual Casual Casual Casual Casual Casual Casual Casual Casual	48% 23% 6% 22% 1% he Super Bow Category Involved 22% 48% 22% 8% er the Super E Category Involved	57% 29% 8% 7% 0% VI to you Avid 55% 35% 8% 2% Avid	41% 17% 5% 36% 1% ? Ger M 25% 32% 21% attional h Ger M	14% 4% 47% 1% 1% 16% 31% 26% 27% tolliday, tolliday, tolliday	19% 6% 35% 0% 18-34 26% 35% 23% 16% or not?	43% 19% 5% 33% 0% A 35-49 31% 319% 19% 435-49	13% 4% 46% 1% 3ee 50-64 16% 26% 28%	31% 9% 2% 56% 1% 65+ 6% 28% 28% 38%	39% 17% 5% 39% 0% Northeast 26% 30% 26% 19% Northeast	39% 16% 5% 40% 1% Regi South 20% 32% 24% 25% Regi	38% 12% 4% 45% 1% on Midwest 18% 32% 23% 27% Midwest	35% 16% 5% 43% 1% West 21% 32% 23% 24% West	13% 4% 45% 1% White 18% 30% 24% 28%	46% 23% 6% 25% 0% Ethnicit Afr Amer/Black 31% 37% 20% 13% Ethnicit Afr Amer/Black	39% 19% 7% 35% 1% y Latino 28% 33% 24% 16%	33% 16% 2% 49% 0% Asian 11% 41% 24% Asian	34% 13% 5% 47% 1% <\$50K 18% 31% 24% 27% <\$50K	18% 18% 5% 36% 1% Income \$50K-\$100K 21% 33% 25% 21% Income \$50K-\$100K	44% 18% 4% 34% 1% \$100K+ 30% 29% 20% \$100K+	36% 15% 5% 44% 1% Educ Less than Bachelors' 18% 25% 25% Educ Less than Bachelors'	42% 16% 4% 37% 1% ation Bachelors'+ 27% 29% 22% 23% ation Bachelors'+

Q80. Thanksgiving			Famals!:-	Catagami		C	. dau						D.c				F&b ! - !*				laaar		F-J	
			Fansnip	Category	1	Ger	nder		A	ge			Reg	ion	1		Ethnicit Afr	y			Income	! 		cation
	Total	Non-fans	Casual	Involved	Avid	м	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 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		Ger	nder		A	ge			Reg	ion			Ethnicit	у	1		Income	! 		cation
	Total	Non-fans	Casual	Involved	Avid	м	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 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		Ger	nder		А	ge			Reg	ion			Ethnicit	у			Income			cation
		No.	٠ .			١	l <u>-</u>	40.00	35 55	F0 51	c	81	c			14d **	Afr				\$50K-	£4000	Less than	B1
The Super Poul is more important	Total 17%	Non-fans	Casual 13%	Involved 19%	Avid 39%	M 23%	F 12%	18-34 19%	35-49 22%	50-64 14%	65+ 13%	Northeast 20%	South 17%	Midwest 16%	West 17%	White	Amer/Black	Latino 19%	Asian 16%	<\$50K 14%	\$100K	\$100K+ 23%	Bachelors'	Bachelors'-
The Super Bowl is more important The Super Bowl is less important	62%	3% 80%	65%	19% 59%	39%	23% 57%	67%	63%	57%	63%	67%	62%	63%	16% 64%	60%	17% 64%	22% 54%	19% 60%	16% 58%	64%	20% 61%	60%	15% 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%
		1		1						_3/0			1			_3,0						-3/0		1
Q83. Valentine's Day			•											•										•
			Fanship	Category		Ger	nder		Α	ge			Reg	ion			Ethnicit	у			Income		Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	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% 19%	75%	57%	47%	27%	48%	59%	51%	46%	55% 20%	63%	49%	55%	55%	53%	55%	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	ı		I	1	1	l .	l .						1		I .			l	l .	ı		l		
			Fanship	Category		Ger	nder		Α	ge			Reg	ion			Ethnicit	у			Income	!	Edu	cation
		1															Afr				\$50K-		Less than	
	Total	Non-fans	Casual		Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	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%	18%	20%	21%	19%	18%	20%	19%	19%	20%	19%
Q85. Mother's Day					<u> </u>	<u> </u>	<u> </u>						<u> </u>					<u> </u>		1	<u> </u>	<u> </u>		
Q83. WIOTHER'S Day		$\overline{}$	Fanshin	Category		Ger	nder		Δ	ge			Reg	ion			Ethnicit	v			Income	1	Edu	cation
			1 41151111										1.05	<u> </u>			Afr	Ì			\$50K-	1	Less than	1
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	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%
200 1 11 11 2			ļ		<u> </u>		<u> </u>						<u> </u>		<u> </u>		Ļ				<u> </u>			
Q86. April Fool's Day		т —	Fanchin	Category		Ger	nder		A	ge.			Reg	ion			Ethnicit	· ·		1	Income		Eviro	cation
	-	+	ιαιισιιιρ	Category		Ger	iuei		A	be			neg	1011			Afr	., 	1	 	\$50K-		Less than	
1	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'-
		_	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 more important	55%	26%				23%	25%	24%	19%	25%	30%	22%	23%	26%	25%	25%	21%	23%	18%	27%	22%	20%	25%	21%
The Super Bowl is more important The Super Bowl is less important		41%	22%	18%	12%	23/0	2370				3070													
	55%		22% 22%	18% 15%	12% 9%	16%	25%	20%	19%	22%	23%	18%	22%	21%	20%	22%	17%	18%	22%	21%	20%	21%	21%	19%
The Super Bowl is less important The Super Bowl is about equal importance	55% 24%	41%		_										21%	20%	22%	17%						21%	19%
The Super Bowl is less important	55% 24%	41%	22%	15%		16%	25%		19%	22%			22%		20%	22%		18%			20%			
The Super Bowl is less important The Super Bowl is about equal importance	55% 24%	41%	22%	_			25%		19%						20%	22%	Ethnicit	18%			20%		Edu	19%
The Super Bowl is less important The Super Bowl is about equal importance	55% 24% 21%	41% 34%	22% Fanship	15% Category	9%	16% Ger	25%	20%	19% A	22% ge	23%	18%	Reg	ion			Ethnicit Afr	18%	22%	21%	Income \$50K-	21%	Educ Less than	cation
The Super Bowl is less important The Super Bowl is about equal importance Q87. Your birthday	55% 24% 21% Total	41% 34% Non-fans	Fanship Casual	15% Category Involved	9% Avid	Ger	25% nder	20% 18-34	19% A 35-49	22% ge 50-64	23%	18% Northeast	Regi	ion Midwest	West	White	Ethnicit Afr Amer/Black	18%	22% Asian	21% <\$50K	20% Income \$50K- \$100K	21% \$100K+	Educ Less than Bachelors'	cation Bachelors'-
The Super Bowl is less important The Super Bowl is about equal importance Q87. Your birthday The Super Bowl is more important	55% 24% 21% Total 17%	41% 34% Non-fans 5%	Fanship Casual 14%	Category Involved 20%	9% Avid 32%	16% Ger M 22%	25% nder F 12%	20% 18-34 16%	19% A 35-49 19%	22% ge 50-64 17%	23% 65+ 14%	Northeast	Regi South	Midwest	West 15%	White	Ethnicit Afr Amer/Black 14%	18% y Latino 16%	22% Asian 17%	21% <\$50K 14%	20% Income \$50K- \$100K 18%	\$100K+ 21%	Educ Less than Bachelors' 15%	Bachelors'
The Super Bowl is less important The Super Bowl is about equal importance Q87. Your birthday	55% 24% 21% Total	41% 34% Non-fans	Fanship Casual	15% Category Involved	9% Avid	Ger	25% nder	20% 18-34	19% A 35-49	22% ge 50-64	23%	18% Northeast	Regi	ion Midwest	West	White	Ethnicit Afr Amer/Black	18%	22% Asian	21% <\$50K	20% Income \$50K- \$100K	21% \$100K+	Educ Less than Bachelors'	cation Bachelors'

Q88. Switching gears, have you ever gone to the Super Bowl?																								
	<u> </u>		Fanship C	Category		Ger	nder		A	ge			Reg	ion			Ethnicit	y			Income	<u>, </u>		ation
	Total	Non force	Casual	Invalued	امنده		F	10 24	25 40	FO 64	CF.	Nowthoost	Caush	Midwest	14/004	18/hito	Afr	Latina	Asian	-¢E0¥	\$50K-	¢100K+	Less than	Doobolous!
Yes	Total 12%	Non-fans 2%	Casual 5%	Involved 11%	Avid 38%	M 17%	8%	18-34 20%	35-49 17%	50-64	65+ 5%	Northeast 15%	South 12%	Midwest 8%	West 15%	White 11%	Amer/Black 19%	Latino 15%	Asian 14%	<\$50K 6%	\$100K 15%	\$100K+ 29%	Bachelors' 8%	Bachelors'+
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%
	0070	3070	3370	0370	0270	0370	3270	0070	0370	3370	3370	6570	0070	3270	0370	0370	0170	0370	0070	3470	0370	71/0	3270	7770
Q89. Would you ever want to go to the Super Bowl?												l .		1										1
			Fanship C	Category		Ger	nder		A	ge			Reg	ion			Ethnicit	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total		Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 Don't know	30% 12%	62% 16%	30% 16%	16% 11%	6% 4%	27% 11%	33% 14%	20% 10%	21% 11%	35% 13%	51% 15%	30% 14%	30% 12%	32% 13%	29% 11%	36% 12%	15%	20% 11%	32% 12%	32% 14%	30% 10%	24% 11%	30% 13%	30% 12%
DON L KNOW	12%	10%	10%	1170	470	1170	14%	10%	1170	13%	15%	14%	1270	13%	11%	12%	12%	11%	12%	14%	10%	1170	15%	1270
Q90. How much would you be willing to spend on a single tick	ket to at	ttend the Sur	per Bowl i	n person?		L	l		L		l	l	l		L	l		l		ı	l			I
goor not much trouble you se thining to spend on a single us		Tona the sup	Fanship C	•		Ger	nder		A	ge			Reg	ion			Ethnicit	ty			Income		Educ	ation
									1				1				Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 purch	nasing a	ny Super Boy	wl-related	merchandise	e this ve	ar?						l .			1	l	1							I
			Fanship C		, .		nder		Α	ge			Reg	ion			Ethnicit	ty			Income		Educ	ation
				_ <u>, , </u>						Ĭ							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
003 What time of Super Basis related marshandise are your	no not like	alu ta munaha	an if way t	auld anhunis	li ana)											ļ.						<u> </u>		
Q92. What type of Super Bowl-related merchandise are you r	TOST IIKE	aly to purcha	Fanship C		k one:	Gor	nder			ge		ı	Reg	ion		ı	Ethnicit	hv		1	Income		Educ	ation
		+	Talisilip C	category		Gei	luei		1 ^	ge 	1		Reg	lon			Afr	l y			\$50K-		Less than	Jation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
OO2 Thinking shout the Comes Book source state of the Comes Book state of the	ha fall:	Luina DECT !					<u> </u>				<u> </u>					l				1		<u> </u>		
Q93. Thinking about the Super Bowl commercials, which of the	ie follow	ving BEST de	Fanship C			Gor	nder			~~		l	Reg	ion		ı —	Ethnicit	h.		ı	Income		Educ	ation
	├	+	ransnip C	Lategory		Ger	luer		I A	ge I	1		Reg	ion	1		Afr	l y			\$50K-		Less than	ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	200/	150/	420/	F10/	F20/	420/	200/	200/	420/	410/	2.40/	410/	400/	200/	200/	200/	F00/	400/	2.40/	200/	420/	4.40/	200/	410/
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%
. assault get ap to get look of go to the satin doll during	12/3	0,0	1470	1370	17/0	15/0	11/0	10/0	11/0	070	13/0	13/0	11/0	12/0	14/0	10/0	17/0	1,70	1370	13/8	13/0	370	13/0	370
I like to talk to friends andfamily 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%
	 		 	-									-	ļ				-		1	-	<u> </u>		
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%
uieiii	1	1	1 '	1	1	1	ı	ľ	1										1	1	1	1		
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%
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 t	uie IOII						den.					ı	D: 1		-		Pale 1 11							
			Fanship (Category		Gen	ider		A	ge			Regi	on			Ethnicit	у			Income			ation
	Total	Non-fans	Casual	Involved	Avid	м	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 halftimebshow, 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	h of the	following fo	ods do y	ou typically e	at on Su	per Bow	l Sunday	/? (ROTA	TE Q95-	Q105)														L
Q95. On Super Bowl Sunday, do you typically eat chicken wing			-		•		•			-														
			Fanship (Category		Gen	ıder		A	ge			Regi	on			Ethnicit	у			Income	!	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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		Gen	der		Ą	ge			Regi	on			Ethnicit	у			Income			ation
	Total	Non-fans	Casual	Involved	Avid	м	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		Gen	ıder		Aį	ge			Regi	on			Ethnicit	у			Income	!	Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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?												1												
			Fanship (Category		Gen	ider		A	ge			Regi	on			Ethnicit	у			Income			ation
							_										Afr			4	\$50K-		Less than	
	Total	Non-fans	Casual	Involved 36%	Avid	M 34%	F 28%	18-34	35-49 35%	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+ 39%	Bachelors'	Bachelors'+
Yes	31%	14%	27%	36%	49%																		29%	34%
No	69%							39%		26%	18%	32%	31%	29%	30%	27%	38%	41%	28%	28%	31%		740/	CC0/
		86%	73%	64%	51%	66%	72%	61%	65%	74%	18% 82%	68%	31% 69%	29% 71%	30% 70%	27% 73%	38% 62%	41% 59%	72%	72%	69%	61%	71%	66%
099. On Super Bowl Sunday, do you typically eat pigs in a blan	nket?	86%	73%										_							_			71%	66%
Q99. On Super Bowl Sunday, do you typically eat pigs in a blar	nket?	İ		64%		66%	72%		65%	74%			69%	71%			62%	59%		_				
Q99. On Super Bowl Sunday, do you typically eat pigs in a blar	nket?	İ	73% Fanship (64%			72%			74%			_	71%			62% Ethnicit	59%		_	69%		Educ	66%
Q99. On Super Bowl Sunday, do you typically eat pigs in a blar			Fanship (64% Category	51%	66% Gen	72%	61%	65% A g	74% ge	82%	68%	69% Regi	71% on	70%	73%	62% Ethnicit	59% y	72%	72%	Income \$50K-	61%	Educ Less than	cation
	Total	Non-fans	Fanship (64% Category Involved	51% Avid	Gen	72% oder	61% 18-34	65% Ag 35-49	74% ge 50-64	82% 65+	68% Northeast	69% Regi	71% on Midwest	70% West	73% White	62% Ethnicit Afr Amer/Black	59% y Latino	72% Asian	72% <\$50K	69% Income \$50K- \$100K	61% \$100K+	Educ Less than Bachelors'	ation Bachelors'+
Yes		Non-fans	Fanship (64% Category Involved 29%	51% Avid 42%	66% Gen M 25%	72% nder F 24%	61% 18-34 38%	65% Ag 35-49 30%	74% ge 50-64 15%	82% 65+ 9%	Northeast 27%	Regi South 28%	71% on Midwest 23%	70% West 18%	73% White 22%	Ethnicit Afr Amer/Black 32%	y Latino	72% Asian 20%	72% <\$50K 22%	69% Income \$50K- \$100K 25%	\$100K+ 30%	Educ Less than Bachelors' 24%	Bachelors'+
	Total 24%	Non-fans	Fanship (64% Category Involved	51% Avid	Gen	72% oder	61% 18-34	65% Ag 35-49	74% ge 50-64	82% 65+	68% Northeast	69% Regi	71% on Midwest	70% West	73% White	62% Ethnicit Afr Amer/Black	59% y Latino	72% Asian	72% <\$50K	69% Income \$50K- \$100K	61% \$100K+	Educ Less than Bachelors'	ation Bachelors'+
Yes	Total 24% 76%	Non-fans	Fanship (64% Category Involved 29%	51% Avid 42%	66% Gen M 25%	72% nder F 24%	61% 18-34 38%	65% Ag 35-49 30%	74% ge 50-64 15%	82% 65+ 9%	Northeast 27%	Regi South 28%	71% on Midwest 23%	70% West 18%	73% White 22%	Ethnicit Afr Amer/Black 32%	y Latino	72% Asian 20%	72% <\$50K 22%	69% Income \$50K- \$100K 25%	\$100K+ 30%	Educ Less than Bachelors' 24%	Bachelors'+
Yes No	Total 24% 76%	Non-fans 12% 88%	Fanship (Category Involved 29% 71%	51% Avid 42%	66% Gen M 25%	72% nder F 24% 76%	61% 18-34 38%	65% Ag 35-49 30%	74% ge 50-64 15% 85%	82% 65+ 9%	Northeast 27%	Regi South 28%	71% on Midwest 23% 77%	70% West 18%	73% White 22%	Ethnicit Afr Amer/Black 32%	59% V Latino 29% 71%	72% Asian 20%	72% <\$50K 22%	69% Income \$50K- \$100K 25%	\$100K+ 30%	Educ Less than Bachelors' 24% 76%	Bachelors'+
Yes No	Total 24% 76%	Non-fans 12% 88%	Casual 20% 80%	Category Involved 29% 71%	51% Avid 42%	Gen M 25% 75%	72% nder F 24% 76%	61% 18-34 38%	65% Ag 35-49 30% 70%	74% ge 50-64 15% 85%	82% 65+ 9%	Northeast 27%	Regi South 28% 72%	71% on Midwest 23% 77%	70% West 18%	73% White 22% 78%	Ethnicit Afr Amer/Black 32% 68%	59% V Latino 29% 71%	72% Asian 20%	72% <\$50K 22%	69% Income \$50K- \$100K 25% 75%	\$100K+ 30%	Educ Less than Bachelors' 24% 76%	Bachelors'+ 26% 74%
Yes No	Total 24% 76%	Non-fans 12% 88%	Casual 20% 80%	Category Involved 29% 71%	51% Avid 42%	Gen M 25% 75%	72% der F 24% 76% der	61% 18-34 38%	65% Ag 35-49 30% 70%	74% ge 50-64 15% 85%	82% 65+ 9%	Northeast 27%	Regi South 28% 72%	71% on Midwest 23% 77%	70% West 18%	73% White 22%	Ethnicit Afr Amer/Black 32% 68%	59% V Latino 29% 71%	72% Asian 20%	72% <\$50K 22%	69% Income \$50K- \$100K 25% 75% Income	\$100K+ 30%	Educ Less than Bachelors' 24% 76%	Bachelors'+ 26% 74%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d	Total 24% 76% lip? Total 75%	Non-fans 12% 88% Non-fans 45%	Fanship (Casual 20% 80% Fanship (Casual 80%	Category Involved 29% 71% Category Involved 87%	Avid 42% 58% Avid 91%	Gen M 25% 75% Gen M 75%	72% der F 24% 76% der F 74%	18-34 38% 62% 18-34 84%	65% Ag 35-49 30% 70% Ag 35-49 81%	74% 50-64 15% 85% 8e 50-64 70%	65+ 9% 91% 65+ 59%	Northeast 27% 73% Northeast 77%	Regi South 28% 72% Regi South 75%	71% Midwest 23% 77% on Midwest 72%	70% West 18% 82% West 74%	73% White 22% 78% White 71%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 83%	59% V Latino 29% 71% V Latino 84%	Asian 20% 80% Asian 67%	72% <\$50K 22% 78% <\$50K 71%	Income \$50K- \$100K 25% 75% Income \$50K- \$100K 78%	\$100K+ 30% 70% \$100K+ 78%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74%	Bachelors'+ 26% 74% cation Bachelors'+ 76%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d	Total 24% 76% lip?	Non-fans 12% 88%	Fanship (Casual 20% 80% Fanship (Category Involved 29% 71% Category Involved	Avid 42% 58% Avid	Gen M 25% 75% Gen	72% der F 24% 76% der	18-34 38% 62%	65% Ag 35-49 30% 70% Ag 35-49	74% 3e 50-64 15% 85% 3e	65+ 9% 91%	Northeast 27% 73% Northeast	Regi South 28% 72% Regi	71% Midwest 23% 77% on	West 18% 82% West	73% White 22% 78% White	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black	59% Y Latino 29% 71% y Latino	Asian 20% 80%	72% <\$50K 22% 78% <\$50K	Income \$50K- \$100K 25% 75% Income \$50K- \$100K	\$100K+ 30% 70%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors'	Bachelors'+ 26% 74% ation Bachelors'+
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d Yes No	Total 24% 76% lip? Total 75% 25%	Non-fans 12% 88% Non-fans 45% 55%	Fanship (Casual 20% 80% Fanship (Casual 80%	Category Involved 29% 71% Category Involved 87%	Avid 42% 58% Avid 91%	Gen M 25% 75% Gen M 75%	72% der F 24% 76% der F 74%	18-34 38% 62% 18-34 84%	65% Ag 35-49 30% 70% Ag 35-49 81%	74% 50-64 15% 85% 8e 50-64 70%	65+ 9% 91% 65+ 59%	Northeast 27% 73% Northeast 77%	Regi South 28% 72% Regi South 75%	71% Midwest 23% 77% on Midwest 72%	70% West 18% 82% West 74%	73% White 22% 78% White 71%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 83%	59% V Latino 29% 71% V Latino 84%	Asian 20% 80% Asian 67%	72% <\$50K 22% 78% <\$50K 71%	Income \$50K- \$100K 25% 75% Income \$50K- \$100K 78%	\$100K+ 30% 70% \$100K+ 78%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74%	Bachelors'+ 26% 74% cation Bachelors'+ 76%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d	Total 24% 76% lip? Total 75% 25%	Non-fans 12% 88% Non-fans 45% 55%	Casual 20% 80% Casual 80% 20%	Involved 29% 71% Category Involved 87% 13%	Avid 42% 58% Avid 91%	Gen M 25% 75% Gen M 75% 25%	72% rider F 24% 76% rider F 74% 26%	18-34 18-34 18-34 84%	Ag 35-49 30% 70% Ag 35-49 81% 19%	74% 3e 50-64 15% 85% 3e 50-64 70% 30%	65+ 9% 91% 65+ 59%	Northeast 27% 73% Northeast 77%	Regi South 28% 72% Regi South 75% 25%	71% Midwest 23% 77% on Midwest 72% 28%	70% West 18% 82% West 74%	73% White 22% 78% White 71%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Afr Afr Afr Afr Afr Amer/Black 33% 17%	59% Y Latino 29% 71% Y Latino 84% 16%	Asian 20% 80% Asian 67%	72% <\$50K 22% 78% <\$50K 71%	Income \$50K- \$100K 25% 75% Income \$50K- \$100K 78% 22%	\$100K+ 30% 70% \$100K+ 78%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74% 26%	Bachelors'+ 26% 74% cation Bachelors'+ 76% 24%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d Yes No	Total 24% 76% lip? Total 75% 25%	Non-fans 12% 88% Non-fans 45% 55%	Fanship (Casual 20% 80% Fanship (Casual 80%	Involved 29% 71% Category Involved 87% 13%	Avid 42% 58% Avid 91%	Gen M 25% 75% Gen M 75%	72% rider F 24% 76% rider F 74% 26%	18-34 18-34 18-34 84%	65% Ag 35-49 30% 70% Ag 35-49 81%	74% 3e 50-64 15% 85% 3e 50-64 70% 30%	65+ 9% 91% 65+ 59%	Northeast 27% 73% Northeast 77%	Regi South 28% 72% Regi South 75%	71% Midwest 23% 77% on Midwest 72% 28%	70% West 18% 82% West 74%	73% White 22% 78% White 71%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 17% Ethnicit	59% Y Latino 29% 71% Y Latino 84% 16%	Asian 20% 80% Asian 67%	72% <\$50K 22% 78% <\$50K 71%	Income \$50K-\$100K 25% 75% Income \$50K-\$100K 225% 25% Income \$50K-\$100K 78% 22%	\$100K+ 30% 70% \$100K+ 78%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74% 26%	Bachelors'+ 26% 74% cation Bachelors'+ 76%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d Yes No	Total 24% 76% lip? Total 75% 25% cracke	Non-fans 12% 88% Non-fans 45% 55%	Fanship (Casual 20% 80% Fanship (Casual 80% 20% Fanship (Involved 29% 71% Category Involved 87% 13% Category Category	Avid 42% 58% Avid 91% 9%	Gen M 25% 75% Gen M 75% 25%	72% rider F 24% 76% rider F 74% 26%	18-34 38% 62% 18-34 84% 16%	65% Ag 35-49 30% 70% Ag 35-49 81% 19%	74% 3e 50-64 15% 85% 3e 50-64 70% 30%	65+ 9% 91% 65+ 59% 41%	Northeast 27% 73% Northeast 77% 23%	Regi South 28% 72% Regi South 75% 25%	71% Midwest 23% 77% On Midwest 72% 28%	West 18% 82% West 74% 26%	73% White 22% 78% White 71% 29%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 17% Ethnicit Afr	59% y Latino 29% 71% y Latino 84% 16%	Asian 20% 80% Asian 67% 33%	<\$50K 22% 78% <\$50K 71% 29%	Income \$50K- \$50K- \$100K 25% 75% Income \$50K- \$100K 22% Income \$50K- \$100K	\$100K+ 30% 70% \$100K+ 78% 22%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74% 26%	Bachelors'+ 26% 74% ation Bachelors'+ 76% 24%
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d Yes No Q101. On Super Bowl Sunday, do you typically eat cheese and	Total 24% 76% lip? Total 75% 25% cracke	Non-fans 12% 88% Non-fans 45% 55%	Fanship (Casual 20% 80% Fanship (Casual 80% 20% Fanship (Casual Casual	Involved 29% 71% Category Involved 87% 13% Category Involved	Avid 42% 58% Avid 91% 9% Avid	Gen M 25% 75% Gen M 75% 25% Gen M 75%	72% rider F 24% 76% rider F 74% 26% rider F	18-34 38% 62% 18-34 84% 16%	65% Ag 35-49 30% 70% Ag 35-49 81% 19% Ag 35-49	74% 50-64 15% 85% 30% 30%	65+ 9% 91% 65+ 59% 41%	Northeast 27% 73% Northeast 77% 23% Northeast	Regi South 28% 72% Regi South 55% Regi South South	71% Midwest 23% 77% On Midwest 12% 28% On Midwest	West 18% 82% West 74% 26% West	73% White 22% 78% White 71% 29%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 17% Ethnicit Afr Amer/Black	59% y Latino 29% 71% y Latino 84% 16%	Asian 20% 80% Asian 67% 33%	<\$50K 22% 78% <\$50K 29% <\$50K	Income \$50K- \$100K 25% 75% Income \$50K- \$100K 22%	\$100K+ 30% 70% \$100K+ 78% 22%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74% 26%	Bachelors'+ 26% 74% ation Bachelors'+ 76% 24% Bachelors'+
Yes No Q100. On Super Bowl Sunday, do you typically eat chips and d Yes No	Total 24% 76% lip? Total 75% 25% cracke	Non-fans 12% 88% Non-fans 45% 55%	Fanship (Casual 20% 80% Fanship (Casual 80% 20% Fanship (Involved 29% 71% Category Involved 87% 13% Category Category	Avid 42% 58% Avid 91% 9%	Gen M 25% 75% Gen M 75% 25%	72% rider F 24% 76% rider F 74% 26%	18-34 38% 62% 18-34 84% 16%	65% Ag 35-49 30% 70% Ag 35-49 81% 19%	74% 3e 50-64 15% 85% 3e 50-64 70% 30%	65+ 9% 91% 65+ 59% 41%	Northeast 27% 73% Northeast 77% 23%	Regi South 28% 72% Regi South 75% 25%	71% Midwest 23% 77% On Midwest 72% 28%	West 18% 82% West 74% 26%	73% White 22% 78% White 71% 29%	Ethnicit Afr Amer/Black 32% 68% Ethnicit Afr Amer/Black 17% Ethnicit Afr	59% y Latino 29% 71% y Latino 84% 16%	Asian 20% 80% Asian 67% 33%	<\$50K 22% 78% <\$50K 71% 29%	Income \$50K- \$50K- \$100K 25% 75% Income \$50K- \$100K 22% Income \$50K- \$100K	\$100K+ 30% 70% \$100K+ 78% 22%	Educ Less than Bachelors' 24% 76% Educ Less than Bachelors' 74% 26%	Bachelors'+ 26% 74% ation Bachelors'+ 76% 24%

Q102. On Super Bowl Sunday, do you typically eat subs/sand	wiches?	•																						
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income	l	Educ	ation
	Total	Non-fans	Casual	Involved	Avid	м	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/sl	iders?		•		•		•		•				•	•	•			•				•		•
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty	1		Income		Educ	ation
	T-4-1	N f		to continued	Avid		F	40.24	25.40	F0.64	65+	No and a sea	C4b	8.01.4	,,,,	14/1-14	Afr	1 - 41		-¢-5014	\$50K- \$100K	ć400V.	Less than	Bardada ada
Yes	Total 51%	Non-fans 25%	Casual 48%	Involved 61%	78%	M 55%	48%	18-34 68%	35-49 62%	50-64 39%	27%	Northeast 50%	South 54%	Midwest 43%	West 55%	White 44%	Amer/Black 68%	Latino 68%	Asian 49%	<\$50K 49%	\$100K	\$100K+ 56%	Bachelors' 52%	Bachelors'+
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%
NO .	43/0	73/0	32/0	33/0	22/0	43/0	32/0	32/0	30/0	01/0	/3/0	30%	40%	37/0	43/0	30%	32/0	32/0	31/0	31/0	40/0	44/0	40/0	30%
Q104. On Super Bowl Sunday, do you typically eat cookies, b	rownies	, and other d	esserts?												<u> </u>	l .	1					l		
			Fanship	Category		Ger	nder		A	ge			Regi	on			Ethnicit	ty			Income		Educ	ation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
	<u> </u>	<u> </u>	L	<u> </u>																				
Q105. On Super Bowl Sunday, do you typically eat something	g else no	t previously											D1			1	Fab 1 - 1s			1			F.L.	-41
	 	 	Fanship	Lategory		Ger	nder		A _l	ge I			Regi	UII		 	Ethnicit Afr	Ly		1	Income \$50K-	: 	Less than	ation
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	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%
		<u> </u>																						
Q106. Switching gears to the topic of gambling, have you eve	r wager	ed on the Su	•										D1			1	Fall 1 - 1s			1			F.J	- 4.1
			Fanship	Lategory		Ger	nder		A	ge			Regi	on	1		Ethnicit Afr	ty I			Income \$50K-		Educ Less than	ation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%
O107 Do you plan to wager on the 2022 Cuper Boul?									0,0		070	0,0	070								0,1			
Q107. Do you plan to wager on the 2023 Super Bowl?		Į.							0,0		070	0,0	070								7,1			
Q207. DO YOU Plail to Wager on the 2025 Super BOWL?			Fanship (Category			nder		A	ge	070	070	Regi				Ethnicit	ty			Income		Educ	ation
Lazor. Do you plan to wager on the 2023 Super bowl?	Total	Non-fans	Fanship Casual	Category	Avid			18-34		ge 50-64	65+	Northeast			West	White	Ethnicit Afr Amer/Black		Asian	<\$50K		\$100K+	Educ Less than Bachelors'	ation Bachelors'+
Q107. Do you plan to wager on the 2023 Super Bowl? Yes	Total	Non-fans 2%			Avid 52%	Ger	nder		A				Regi	on	West		Afr		Asian 12%	<\$50K 14%	Income \$50K-		Less than	
			Casual	Involved		Ger	nder F	18-34	A ₁	50-64	65+	Northeast	Regi South	on Midwest		White	Afr Amer/Black	Latino			Income \$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	20%	2%	Casual 9%	Involved 22%	52%	Ger M 26%	nder F 13%	18-34 26%	35-49 29%	50-64 13%	65+	Northeast 26%	Regi South	on Midwest 17%	20%	White	Afr Amer/Black 25%	Latino 27%	12%	14%	Income \$50K- \$100K 21%	\$100K+ 35%	Less than Bachelors'	Bachelors'+
Yes No Don't know	20% 68% 13%	2% 92% 7%	Casual 9% 77% 13%	Involved 22% 61% 17%	52% 33% 15%	Ger M 26% 61% 13%	rider F 13% 74% 13%	18-34 26% 58%	35-49 29% 57%	50-64 13% 77%	65+ 6% 85%	Northeast 26% 60%	Regi South 18% 70%	on Midwest 17% 71%	20% 67%	White 18% 72%	Afr Amer/Black 25% 61%	Latino 27% 55%	12% 71%	14% 73%	Income \$50K- \$100K 21% 65%	\$100K+ 35% 56%	Less than Bachelors' 16% 70%	Bachelors'+ 27% 63%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o	20% 68% 13%	2% 92% 7%	Casual 9% 77% 13%	Involved 22% 61% 17%	52% 33% 15%	Ger M 26% 61% 13%	rider F 13% 74% 13%	18-34 26% 58%	35-49 29% 57%	50-64 13% 77%	65+ 6% 85%	Northeast 26% 60%	Regi South 18% 70%	on Midwest 17% 71%	20% 67%	White 18% 72%	Afr Amer/Black 25% 61%	Latino 27% 55%	12% 71%	14% 73%	Income \$50K- \$100K 21% 65%	\$100K+ 35% 56%	Less than Bachelors' 16% 70%	Bachelors'+ 27% 63%
Yes No Don't know	20% 68% 13%	2% 92% 7%	Casual 9% 77% 13% of bets w	Involved 22% 61% 17% iiii you place	52% 33% 15%	Ger M 26% 61% 13%	rider F 13% 74% 13%	18-34 26% 58%	35-49 29% 57% 15%	50-64 13% 77% 10%	65+ 6% 85%	Northeast 26% 60%	Regi South 18% 70% 13%	Midwest 17% 71% 11%	20% 67%	White 18% 72%	Afr Amer/Black 25% 61% 15%	Latino 27% 55% 19%	12% 71%	14% 73%	Income \$50K- \$100K 21% 65% 14%	\$100K+ 35% 56% 9%	Less than Bachelors' 16% 70% 14%	Bachelors'+ 27% 63% 10%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o	20% 68% 13%	2% 92% 7%	Casual 9% 77% 13%	Involved 22% 61% 17% iiii you place	52% 33% 15%	Ger M 26% 61% 13%	rider F 13% 74% 13%	18-34 26% 58%	35-49 29% 57%	50-64 13% 77% 10%	65+ 6% 85%	Northeast 26% 60%	Regi South 18% 70%	Midwest 17% 71% 11%	20% 67%	White 18% 72%	Afr Amer/Black 25% 61% 15%	Latino 27% 55% 19%	12% 71%	14% 73%	Income \$50K- \$100K 21% 65% 14%	\$100K+ 35% 56% 9%	Less than Bachelors' 16% 70% 14%	Bachelors'+ 27% 63%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o	20% 68% 13%	2% 92% 7% Illowing types	Casual 9% 77% 13% of bets w	Involved 22% 61% 17% iill you place:	52% 33% 15% ? (ROTA	Ger M 26% 61% 13%	rider F 13% 74% 13%	18-34 26% 58% 16%	Ap 35-49 29% 57% 15%	50-64 13% 77% 10%	65+ 6% 85% 9%	Northeast 26% 60% 14%	Regi South 18% 70% 13%	Midwest 17% 71% 11%	20% 67% 13%	White 18% 72% 10%	Afr Amer/Black 25% 61% 15% Ethnicit	Latino 27% 55% 19%	12% 71% 18%	14% 73% 13%	Income \$50K- \$100K 21% 65% 14%	\$100K+ 35% 56% 9%	Less than Bachelors' 16% 70% 14% Educ Less than	Bachelors'+ 27% 63% 10%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o	20% 68% 13% f the fol	2% 92% 7%	Casual 9% 77% 13% of bets w	Involved 22% 61% 17% iiii you place	52% 33% 15%	Ger M 26% 61% 13%	nder F 13% 74% 13% -Q111)	18-34 26% 58%	35-49 29% 57% 15%	50-64 13% 77% 10%	65+ 6% 85%	Northeast 26% 60%	Regi South 18% 70% 13%	Midwest 17% 71% 11%	20% 67%	White 18% 72%	Afr Amer/Black 25% 61% 15%	Latino 27% 55% 19%	12% 71%	14% 73%	Income \$50K-\$100K 21% 65% 14% Income \$50K-	\$100K+ 35% 56% 9%	Less than Bachelors' 16% 70% 14%	Bachelors'+ 27% 63% 10%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o Q108. Will you place a bet with a friend or family member?	20% 68% 13% If the fol	2% 92% 7% Illowing types	Casual 9% 77% 13% of bets w Fanship	Involved 22% 61% 17% iill you place: Category Involved	52% 33% 15% ? (ROTA	Ger M 26% 61% 13% FE Q107-	nder F 13% 74% 13% -Q111)	18-34 26% 58% 16%	35-49 29% 57% 15%	50-64 13% 77% 10%	65+ 6% 85% 9%	Northeast 26% 60% 14%	Regi South 18% 70% 13% Regi	Midwest 17% 71% 11% on	20% 67% 13% West	White 18% 72% 10%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black	Latino	12% 71% 18% Asian	14% 73% 13%	Income \$50K- \$100K 21% 65% 14% Income \$50K- \$100K	\$100K+ 35% 56% 9% \$100K+	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors'	Bachelors'+ 27% 63% 10% ation Bachelors'+
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o Q108. Will you place a bet with a friend or family member? Yes	20% 68% 13% If the fol Total 83%	2% 92% 7% llowing types Non-fans 86%	Casual 9% 77% 13% of bets w Fanship Casual 77%	Involved 22% 61% 17% iill you place: Category Involved 84%	52% 33% 15% 2 (ROTA) Avid 84%	Ger M 26% 61% 13% FE Q107- Ger M 82%	rider F 13% 74% 13% -Q111)	18-34 26% 58% 16% 18-34 86%	35-49 29% 57% 15% April 35-49 85%	50-64 13% 77% 10% 3e 50-64 78%	65+ 6% 85% 9% 65+ 71%	Northeast 26% 60% 14% Northeast 80%	Regi South 18% 70% 13% Regi South 87%	Midwest 17% 71% 11%	20% 67% 13% West 82%	White 18% 72% 10% White 83%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 83%	Latino 27% 55% 19% Latino 84%	12% 71% 18% Asian 82%	14% 73% 13% <\$50K 81%	Income \$50K- \$100K 21% 65% 14% Income \$50K- \$100K 86%	\$100K+ 35% 56% 9% \$100K+ 82%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84%	Bachelors'+
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which o Q108. Will you place a bet with a friend or family member? Yes	20% 68% 13% If the fol Total 83%	2% 92% 7% llowing types Non-fans 86%	Casual 9% 77% 13% of bets w Fanship Casual 77%	Involved 22% 61% 17% iill you place: Category Involved 84%	52% 33% 15% 2 (ROTA) Avid 84%	Ger M 26% 61% 13% FE Q107- Ger M 82% 18%	F 13% 13% 13% 13% 13% 15% 15%	18-34 26% 58% 16% 18-34 86%	35-49 29% 57% 15% April 35-49 85%	50-64 13% 77% 10% 3e 50-64 78%	65+ 6% 85% 9% 65+ 71%	Northeast 26% 60% 14% Northeast 80%	Regi South 18% 70% 13% Regi South 87%	Midwest 17% 71% 11%	20% 67% 13% West 82%	White 18% 72% 10% White 83%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 83% 17%	Latino 27% 55% 19% ty Latino 84% 16%	12% 71% 18% Asian 82%	14% 73% 13% <\$50K 81%	Income \$50K- \$100K 21% 65% 14% Income \$50K- \$100K 86%	\$100K+ 35% 56% 9% \$100K+ 82%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84%	Bachelors'+
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which of Q108. Will you place a bet with a friend or family member? Yes No	20% 68% 13% If the fol Total 83%	2% 92% 7% llowing types Non-fans 86%	Casual 9% 77% 13% of bets w Fanship Casual 77%	Involved 22% 61% 17% iill you place: Category Involved 84% 16%	52% 33% 15% 2 (ROTA) Avid 84%	Ger M 26% 61% 13% FE Q107- Ger M 82% 18%	rider F 13% 74% 13% -Q111)	18-34 26% 58% 16% 18-34 86%	35-49 29% 57% 15% April 35-49 85%	50-64 13% 77% 10% se 50-64 78% 22%	65+ 6% 85% 9% 65+ 71%	Northeast 26% 60% 14% Northeast 80%	Regi South 18% 70% 13% Regi South 87%	on Midwest 17% 71% 111% 111% 111% 111% 111% 111%	20% 67% 13% West 82%	White 18% 72% 10% White 83%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 83% 17%	Latino 27% 55% 19% ty Latino 84% 16%	12% 71% 18% Asian 82%	14% 73% 13% <\$50K 81%	Income \$50K-\$100K 21% 65% 14% Income \$50K-\$100K 86% 14%	\$100K+ 35% 56% 9% \$100K+ 82% 18%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84%	Bachelors'+ 27% 63% 10% ation Bachelors'+ 82% 18%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which of Q108. Will you place a bet with a friend or family member? Yes No	20% 68% 13% f the fol Total 83% 17%	2% 92% 7% Illowing types Non-fans 86% 14%	Casual 9% 77% 13% of bets w Fanship Casual 77% 23%	Involved 22% 61% 17% 17% Vill you place: Category Involved 84% 16% Category	52% 33% 15% 2 (ROTA Avid 84% 16%	Ger M 26% 61% 13% 13% FE Q107- Ger M 82% 18%	rider F 13% 74% 13% 13% -Q111) rider F 85% 15%	18-34 26% 58% 16% 18-34 86% 14%	Ay 35-49 29% 57% 15% Ay 35-49 85% 15%	50-64 13% 77% 10% se 50-64 78% 22%	65+ 6% 85% 9% 65+ 71% 29%	Northeast 26% 60% 14% Northeast 80% 20%	Regi South 18% 70% 13% Regi South 87% 13% Regi R	Midwest 17% 71% 11% on Midwest 81% 19%	20% 67% 13% West 82% 18%	White 18% 72% 10% White 83% 17%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 33% 17% Ethnicit Afr	Latino 27% 55% 19% Latino 84% 16%	12% 71% 18% Asian 82% 18%	14% 73% 13% -<\$50K 81%	Income \$50K-\$100K 21% 65% 14% Income \$50K-\$100K 86% 14%	\$100K+ 35% 56% 9% \$100K+ 82% 18%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84% 16% Educ Less than	Bachelors'+ 27% 63% 10% ation Bachelors'+ 82% 18%
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which of Q108. Will you place a bet with a friend or family member? Yes No Q109. Will you place a bet with an online betting website?	20% 68% 13% If the fol Total 83% 17%	2% 92% 7% Illowing types Non-fans 86% 14%	Casual 9% 77% 13% of bets w Fanship Casual 77% 23% Casual 77% Ca	Involved 22% 61% 17% 2/ill you place: Category Involved 84% 16% Category Involved	52% 33% 15% 2 (ROTA Avid 84% 16%	Ger M 26% 61% 13% 13% TE Q107- Ger M 82% 18% Ger	F 13% 74% 13% 13% 13% 15% 15% 15%	18-34 26% 58% 16% 18-34 86% 14%	35-49 29% 57% 15% 4 35-49	50-64 13% 77% 10% se 50-64 78% 22%	65+ 6% 85% 9% 65+ 71% 29%	Northeast 26% 60% 14% Northeast 80% 20% Northeast	Regi South 18% 70% 13% Regi South 87% 13% Regi South	on Midwest 17% 71% 11% 11% 11% 11% 11% 11% 11% 11%	20% 67% 13% West 82% 18%	White 18% 72% 10% White 83% 17%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 83% 17% Ethnicit Afr Amer/Black	Latino 27% 55% 19% 19% Latino 84% 16% Latino	12% 71% 18% Asian 82% 18%	14% 73% 13% 13% <\$50K 81% 19% <\$50K	Income \$50K-\$100K 14% Income \$50K-\$100K 14% Income \$50K-\$100K \$6% 14%	\$100K+ 35% 56% 9% \$100K+ 82% 18%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84% 16% Educ Less than Bachelors'	Bachelors'+ 27% 63% 10% ation Bachelors'+ 82% 18% ation Bachelors'+
Yes No Don't know Q107KEY. (If planning to wager on 2023 Super Bowl) Which of Q108. Will you place a bet with a friend or family member? Yes No	20% 68% 13% f the fol Total 83% 17%	2% 92% 7% Illowing types Non-fans 86% 14%	Casual 9% 77% 13% of bets w Fanship Casual 77% 23%	Involved 22% 61% 17% 17% Vill you place: Category Involved 84% 16% Category	52% 33% 15% 2 (ROTA Avid 84% 16%	Ger M 26% 61% 13% 13% FE Q107- Ger M 82% 18%	rider F 13% 74% 13% 13% -Q111) rider F 85% 15%	18-34 26% 58% 16% 18-34 86% 14%	Ay 35-49 29% 57% 15% Ay 35-49 85% 15%	50-64 13% 77% 10% se 50-64 78% 22%	65+ 6% 85% 9% 65+ 71% 29%	Northeast 26% 60% 14% Northeast 80% 20%	Regi South 18% 70% 13% Regi South 87% 13% Regi R	Midwest 17% 71% 11% on Midwest 81% 19%	20% 67% 13% West 82% 18%	White 18% 72% 10% White 83% 17%	Afr Amer/Black 25% 61% 15% Ethnicit Afr Amer/Black 33% 17% Ethnicit Afr	Latino 27% 55% 19% Latino 84% 16%	12% 71% 18% Asian 82% 18%	14% 73% 13% -<\$50K 81%	Income \$50K-\$100K 21% 65% 14% Income \$50K-\$100K 86% 14%	\$100K+ 35% 56% 9% \$100K+ 82% 18%	Less than Bachelors' 16% 70% 14% Educ Less than Bachelors' 84% 16% Educ Less than	Bachelors'+ 27% 63% 10% ation Bachelors'+ 82% 18%

Q110. Will you place abet in a pool organized at wor	k or among frien	ds?																						
Q220 Tim you place abeem a pool organized at the	l ci among men		Fanship	Category		Ger	der		А	ge			Regi	on			Ethnicit	ty			Income	:	Edu	cation
]						Ĭ							Afr	ĺ			\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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%	21%	31%	21%	34%	29%	22%	17%	25%	21%
Q111. Will you place abet with a local bookie?																								
			Fanship (Category		Ger	ıder		Α	ge			Regi	on			Ethnicit	ty			Income)	Edu	cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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	ng location?																							
			Fanship	Category		Ger	der		A	ge			Regi	on			Ethnicit	ty			Income			cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	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 202	3 Super Bowl?																							
			Fanship	Category		Ger	der		A	ge			Regi	on			Ethnicit	ty			Income	1		cation
																	Afr				\$50K-		Less than	
	Total	Non-fans	Casual	Involved	Avid	М	F	18-34	35-49		65+	Northeast	South	Midwest	West	White	Amer/Black	Latino	Asian	<\$50K	\$100K	\$100K+	Bachelors'	Bachelors'
My wager will be non-financial	3%	0%	3%	4%	2%	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%
Odda Barratha harradan anallahilita aflaratiradan	h li l i	! !!!			46 - 1	2022 6	BI																	ı
Q114. Does the broader availability of legalized gam	bling make it mo	re or less like	Fanship		on the 2	Ger		<u> </u>		ge		1	D!				Ethnicit				Income		F-1	cation
			ransnip	Lategory		Ger	ider		A	ge			Regi	I	1		Afr	Ly	1		\$50K-			Cation
	T-4-1	N 6		torreless d	01.4	١	_	40.24	25 40	50.64	CF.	N I	CAl-	5 41 do a4	14/	14/1-14				-¢5014	\$50K- \$100K	ć400K.	Less than	Barahada ad
More likely	Total	Non-fans 3%	Casual 9%	Involved 19%	Avid 55%	M 26%	F 13%	18-34 29%	35-49 28%	50-64 12%	65+ 4%	Northeast 28%	South 18%	Midwest 16%	West 19%	White 17%	Amer/Black 27%	Latino 26%	Asian 14%	<\$50K 14%	\$100K	\$100K+ 30%	Bachelors' 16%	Bachelors'-
Less likely	9%	5%	7%	19%	11%	9%	8%	12%	28% 8%	6%	7%	28% 7%	18% 9%	8%	10%	7%	12%	11%	14%	10%	23% 8%	6%	9%	8%
,	65%	83%	77%	61%	30%	60%	69%	49%	56%	76%	85%	60%	65%	68%	64%	7%	51%	52%	61%	67%	62%	61%	66%	61%
No impact Don't know	7%	10%	7/%	7%	4%	5%	9%	10%	8%	6%	5%	5%	8%	8%	7%	71% 5%	10%	12%	11%	9%	6%	3%	9%	4%
DON L KNOW	170	10%	770	170	4%	3%	970	10%	870	0%	3%	370	870	870	770	370	10%	1270	11%	9%	0%	370	9%	470
Q115. And lastly, do you approve of advertising for o	nlino gambling	l companies s	nortchool	onorators a	nd/or ca	cinos de	ring the	Cupor E	owl2			l		l	l								l	l .
Q113. And lastry, do you approve of advertising for C	I amining t	Loinpaines, s	Fanship		iiu/oi ca	Ger		Juper E		ge		I	Regi	ion			Ethnicit	hv			Income		Edu	cation
			Tansinp	l		Gei	luci			5c			itegi	I	1		Afr	l	1		\$50K-		Less than	Lation
	Total	Non-fans	Casual	Involved	Avid	м	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Bachelors'	Bachelors'
Yes	41%	18%	34%	46%	72%	46%	35%	48%	53%	34%	21%	45%	40%	38%	41%	39%	48%	47%	32%	35%	\$100K 44%	\$100K+ 51%	39%	45%
No No	38%	51%	43%	35%	17%	36%	39%	33%	27%	41%	55%	33%	40%	38%	38%	39%	33%	34%	54%	41%	35%	33%	39%	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	2
United States Residen	ts
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.